

Back to the Egg Wings

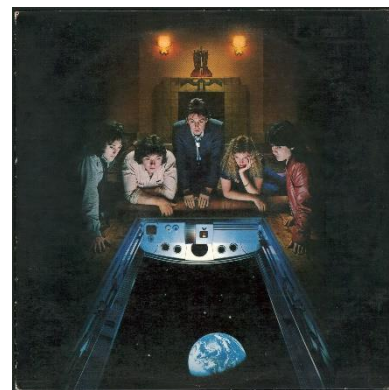
First appearance in trade magazines: June 23, 1979

Label c79dj

Columbia

FC-36057

Custom label with DEMONSTRATION print



Relatively few promotional copies from Columbia Records appeared on this label – an actual promotional label. The vast majority of demonstration copies were simply commercial copies of the album that Columbia placed into covers that were marked to designate them as promos.

The label designated its promo covers in three different ways. First was the old-fashioned “large sticker on the cover” – the same method that Columbia had used since the early-mid-1960s. Other promos were merely stamped (“the new way”) on the back cover with a gold stamp. The more common stamp indicates that the album’s ownership was “Reserved by CBS.” They could reclaim the album at any time; DJs and store owners were not allowed to sell their copies. The less common stamp merely reads “Demonstration Not For Sale.”



Columbia also sent out Press Kits containing three photos of McCartney, one photo of wings, and two pages of information.



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Sticker:

Most first pressings featured a wide title banner as a sticker across the front cover (S1). Some copies also featured a contents sticker listing four of the most popular songs: either in black print on yellow (S2) or in yellow on white (S3).



BACK TO THE EGG — Wings — Columbia FC36057 — Producers: Paul McCartney and Chris Thomas — List: 8.98
There is plenty of pop flash and rock 'n' roll thunder on Wings' latest offering. And for those who think McCartney's voice isn't what it used to be, check out the highs and lows he puts out on "After The Ball/Million Miles." Sensationally produced and beautifully packaged, this LP will be at the top of pop lists for months to come.



Inner Sleeve

The inner sleeve is made of hard posterboard and is die-cut with a plastic liner on one side. One side of the sleeve lists the album contents and credits. The other side of the inner sleeve shows the dome ceiling of a cathedral, with a dove in the center indicating the holy Spirit. This is one of two references to Christianity on the album; the selection "Reception" concludes with a reference, in Latin, to the New Testament.

Promotion

In the UK, EMI put out a large quantity of promotional materials: pins; badges; stickers; and T-shirts. In addition, EMI released a rare album picture disc (of which there were only a few hundred copies made). The band also made an album video to promote seven of the LP's tracks (as well as "Goodnight Tonight"). Wings planned to air the video in November 1979, as they were starting their world tour with a leg in the United Kingdom. American television stations showed the album video, but the BBC declined – eventually airing the special in 1981. Meanwhile, the tour ended abruptly as (January 16, 1980) Paul was busted trying to bring marijuana into Japan. The rest of the tour wound up being canceled.

US Columbia essentially promoted *Back to the Egg* as they would have done for any potential hit album. In an article about why record prices were climbing in 1978 (as though inflation were not involved), the author mentioned Paul's deal with Columbia: "To lure Paul McCartney away from Capitol Records recently, the Columbia division of CBS is said to have signed the former Beatle to a three-album deal at \$2,000,000 per album for United States and Canadian rights. In addition, McCartney and Wings are to receive a 22 percent royalty rate (nearly \$2 per \$8.98 album), a figure at which the record company may just be breaking even on its investment."

The Peaches Records chain did have 6' x 6' paintings of the album cover at some of their stores.



KCMO PITCHES IN FOR PEACHES — KCMO/Kansas City, WEA, and Peaches Records staged an auction of various 6' x 6' album cover paintings displayed at the record store. The promotion raised over \$1000 to fight cystic fibrosis. Pictured (l-r) are WEA's Andy Sheiham, Peaches' Mike Sheiham, concert promoter and guest auctioneer Daniel Sokoloff, and KCMO PD Tom Bersanti.



MAKING TRACKS: Paul Fussell, manager of Record Bar's Tracks superstore in Norfolk, Virginia, reports that that to bring the new Paul McCartney album in, "Back To The Egg," in real style he hid plastic eggs all over the store and is letting the customers come in and hunt them down. The winners will receive, (what else?), a brunch complete with more eggs. Paul said, "Come on in, hunt the eggs and get fried," (ha, ha).

Label 70

Columbia

FC/PC-36057

Red/orange label. Columbia and the speaker logo appear six times around the perimeter.

Reissued 1985. The covers were stickered with the new price code of PC- wrapping around to the back cover. The new catalog number appears on the “spine” part of the sticker.



Label 70

Columbia

PC-36057

Red/orange label. Columbia and the speaker logo appear six times around the perimeter.

Reissued 1985. The new covers show the PC prefix, and the new UPC appears as part of the back cover.

