

'78 'Explosive Growth' Cited At Polygram Canada Conv.

by Kirk LaPointe

MONTREAL — Polygram Canada recently held its National Sales and Promotion Convention in the Laurentian Mountains, just north of Montreal.

The gathering, entitled "Polygram Puts It Together," was the site for meetings between international Polygram representatives and leading U.S. record executives, who were on hand to discuss the progress made by the firm in Canada over the past year.

Among those in attendance were Dr. Werner Vogelsang, president of Polydor International and vice president of Polygram worldwide; Al Coury, president, RSO; Mitch Huffman, national sales manager, RSO; Mauri Lathower, international vice president, Casablanca Records and FilmWorks Inc.; Bill Levy, director of creative services, Polydor, New York; Harry Losk, vice president, national sales, Phonogram, Chicago; and Russ Regan, president, Parachute Records.

In his opening address to the delegates, Polygram president Tim Harrold cited the first half of 1978 as the company's most "explosive growth period" in its ten-year history. Harrold later told **Cash Box**, "We experienced a phenomenal 300 percent sales increase, and doubled a planned budget. While all Polygram countries have experienced this enormous growth rate in sales, we plan to expand our network in this country wisely, so as not to outgrow ourselves."

The label has placed itself "a solid number three," says Harrold, due to several hit albums on the RSO label ("Saturday Night Fever," "Grease" and Eric Clapton's "Slowhand" album among them), in addition to success with releases on the Casablanca, Capricorn and Polydor labels.

Harrold expressed satisfaction with the company's performance this year. "We were getting to the point where we had too many executives passing decisions up. Now, a lot of the responsibility has been delegated, and people are putting out for their salaries. We are a firm believer in establishing strong regional representation across the country, and developing

regional strengths. We have recently added personnel in Vancouver, Calgary, Winnipeg, Montreal and Toronto."

Harrold feels that a lot can be learned from the approach taken by RSO and Casablanca, in selling records through film releases. "I think that both of those companies have proven beyond a shadow of a doubt, that if you get to the people, they will buy your records. Essentially, in 'Grease,' 'Saturday Night Fever' and 'Thank God It's Friday,' we have a videodisc before the videodisc. Radio play, album sales and movie popularity all are interrelated, and all thrive off each other now."

Harrold estimates that Polygram will corner 20 percent of the record market this year in Canada. "We've been careful to adhere to the fundamentals in this game," he says. "We want to make sure that the hits get sold, that the catalogue gets worked and that acts get broken."

Al Coury, president of RSO, expressed his admiration for the Canadian operation in helping to establish acts like the Bee Gees, Andy Gibb and Eric Clapton as solid artists in this country. Coury cited his label's approach of maintaining a small roster and maximizing potential. He stated, however, that in spite of the phenomenal successes of individual releases, a company should never lose sight of its "bread and butter," its catalogue.

Coury introduced to those in attendance a sampling of RSO fall releases, among them a track from the forthcoming Bee Gees' album, the new Player album ("Danger Zone"), as well as comments about two new RSO signings, Jim Capaldi (ex-Traffic) and Marcy Levy (vocalist in Eric Clapton's band). Coury also said that Clapton was readying work on his new studio album.

The Polydor New York presentation was handled by Bill Levy, who announced the signing of 10cc to the label, and spotlighted releases from its new disc, "Bloody Tourists," as well as tracks from the new Steve Gibbons album and a fourth recording from Ottawa native Pat Travers.

Mauri Lathower, with the assistance of Christy Hill, showcased a video presentation of some Casablanca acts. Announced at the convention was the fall release of four solo albums by the members of Kiss and a double live Donna Summer disc. Lathower announced that the two Village People albums had just surpassed gold status in Canada.

Parachute Records president Russ Regan expressed thanks at the convention for the work done with Stonebolt, a Vancouver band signed internationally by Parachute. It was later announced that the label had signed Tony Green, a Canadian artist showcased at the convention.



EAGLES ARE BACK — After an absence from the stage for over a year, the Eagles stormed the Edmonton Coliseum for a recent appearance which also marked the debut of bassist/vocalist Timothy Schmit as a new member of Eagles in a performance capacity. Pictured (l-r) standing are: Don Henley, Roger Desjardins (WEA); Stuart Harnell (E/A, U.K.); Joe Walsh; Glen Frey; and Don Felder. Kneeling are: Mick O'Keefe (WEA); and Schmit.

Increased Import LP Duties May Catapult Classical Prices

by Kirk LaPointe

OTTAWA — Classical music lovers in Canada have voiced concern about a recent federal government policy decision, which effectively increased imported record duty assessment levels, thus driving up the retail prices of German discs in this country.

In April of this year, the Canadian government increased duty revenues on German records to the level of their "home market value," which it is felt will inevitably lift the cost of such albums from the present suggested list price of \$9.98 to a level exceeding \$15.

In the past, Canadian subsidiaries and wholesalers bought in massive quantities from German dealers. With the recent reappraisal of custom duties, record companies in Canada are faced with a 200 percent increase in the duty assessed to a disc.

Extreme Dissatisfaction

Already Polygram Canada Ltd., the largest importer of German records, has expressed extreme dissatisfaction with the new government policy. Polygram Canada president Tim Harrold said, "Classical music lovers are up in arms over the new price hikes, as are we. The Deutsche Grammophon line (with Telefunken, the two affected labels) is a huge source of revenue for us. Last year, classical import sales made up 20 percent of our business in Canada."

Harrold has met with the Minister of Department of National Revenue, Joseph Guay, and has pleaded with him to amend the policy through Section 37 of the Canadian Customs Act, which allows the responsible minister to change the act "under exceptional circumstances."

Harrold and other industry leaders in Canada are deeply concerned about the possibilities of retail "undercutting" by retailers who venture to the United States to buy the discs cheaply, then sell them at a competitive price in Canada.

Halted Imports

At present, Polygram has halted imports

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WEA Combines Promo And Sales Jobs In UK

LONDON — Aiming to boost radio playlist action on new records, WEA UK is forming a special sales promotion team which links the singles sales force and the promotion team.

"The regular sales team continues to service all our accounts," says Mike Heap, national sales promotion manager of WEA. "And they will do the regular marketing campaigns and new releases. However, after that, my new team comes into action in areas where there is preliminary independent radio coverage. In those areas where records are getting airplay, they will combine the jobs of plugging the radio stations and selling to the dealers."

Charly Goes For Gusto

LONDON — Charly Records has secured a licensing deal with the Gusto Record Corporation of Nashville. The agreement gives Charly access to the King-Federal-Starday catalogue which was formed in the mid-'40s by Syd Nathan.

The catalogue includes over 70,000 masters, with which Charly intends to launch a 15 album series collectively entitled, "Kings Of Rhythm And Blues."



Pictured (l-r) at the convention held recently are: Mitch Huffman, national sales manager for RSO; Al Coury, president of RSO; and Tim Harrold, president of Polygram Canada.

INTERNATIONAL BESTSELLERS

France

TOP TEN 45s

- 1 Miss You — Rolling Stones — Pathe Marconi
- 2 Let's All Chant — Michael Zager Band — Sonopresse
- 3 Bubble Star — Laurent Voulzy — RCA
- 4 En Chantant — Michel Sardou — Trema/RCA
- 5 Una Lacrima Sul Viso — Bobby Solo — Ibach Disques
- 6 Comme Avant — Mort Shuman — Phonogram
- 7 Femme, Femme, Femme — Serge Lama — Phonogram
- 8 Tu — Umberto Tozzi — CBS
- 9 Solitude — Sylvie Vartan — RCA
- 10 You Light My Fire — Sheila & B. Devotion — Carrere

TOP TEN LPs

- 1 Got The Feeling — Patrick Juvet — Barclay
- 2 Saturday Night Fever — Various Artists — Polydor
- 3 City To City — Gerry Rafferty — Sonopresse
- 4 Elle M'Oublie — Johnny Hallyday — Phonogram
- 5 Lilas — Gerard Lenorman — Carrere
- 6 Thank God It's Friday — Various Artists — Vogue
- 7 Jaloux — Julien Clerc — Pathe Marconi
- 8 Nobody Knows — Claude Nougaro — Barclay
- 9 I Believe — Marion Williams — RCA
- 10 Approved By The Motors — Motors — Polydor

Europe 1

Great Britain

TOP TEN 45s

- 1 You're The One That I Want — John Travolta/Olivia Newton-John — RSO
- 2 Substitute — Clout — Carrere-EMI
- 3 Boogie Oogie Oogie — A Taste Of Honey — (Tower) — Capitol
- 4 Smurf Song — Father Abraham — Decca
- 5 Three Times A Lady — Commodores — Motown
- 6 Rivers Of Babylon/Brown Girls In The Ring — Boney M — Atlantic/Hansa
- 7 Forever Autumn — Justin Hayward — CBS
- 8 Dancing In The City — Marshall Hain — Harvest
- 9 If The Kids Are United — Sham 69 — Polydor
- 10 Wild West Hero — Electric Light Orchestra — Jet

TOP TEN LPs

- 1 Saturday Night Fever — Various — RSO
- 2 20 Golden Greats — The Hollies — EMI
- 3 20 Giant Hits — Nolan Sisters — Target
- 4 Nightflight To Venus — Boney M — Atlantic
- 5 Street-Legal — Bob Dylan — CBS
- 6 Live And Dangerous — Thin Lizzy — Vertigo
- 7 The Kick Inside — Kate Bush — EMI
- 8 Grease — Original Soundtrack — RSO
- 9 Handsworth Revolution — Steel Pulse — Island
- 10 War Of The Worlds — Jeff Wayne's Musical Version — CBS

Canada

TOP TEN 45s

- 1 Grease — Frankie Valli — RSO
- 2 You're The One That I Want — John Travolta/Olivia Newton-John — RSO
- 3 Three Times A Lady — Commodores — Motown
- 4 Two Out Of Three — Meat Loaf — Epic
- 5 It's A Heartache — Bonnie Tyler — RCA
- 6 Baker Street — Gerry Rafferty — UA
- 7 Copacabana — Barry Manilow — Arista
- 8 Miss You — Rolling Stones — WEA
- 9 Shadow Dancing — Andy Gibb — RSO
- 10 Break It To Them Gently — Burton Cummings — Port

TOP TEN LPs

- 1 Grease — Various — ROS
- 2 Bat Out Of Hell — Meat Loaf — Epic
- 3 Saturday Night Fever — Various — RSO
- 4 Some Girls — Rolling Stones — RSR
- 5 Sgt. Pepper's Lonely Hearts Club — Various — A&M
- 6 The Stranger — Billy Joel — CBS
- 7 City To City — Gerry Rafferty — UA
- 8 Pyramid — Alan Parsons Project — Arista
- 9 Dream Of A Child — Burton Cummings — Port
- 10 It's A Heartache — Bonnie Tyler — RCA

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