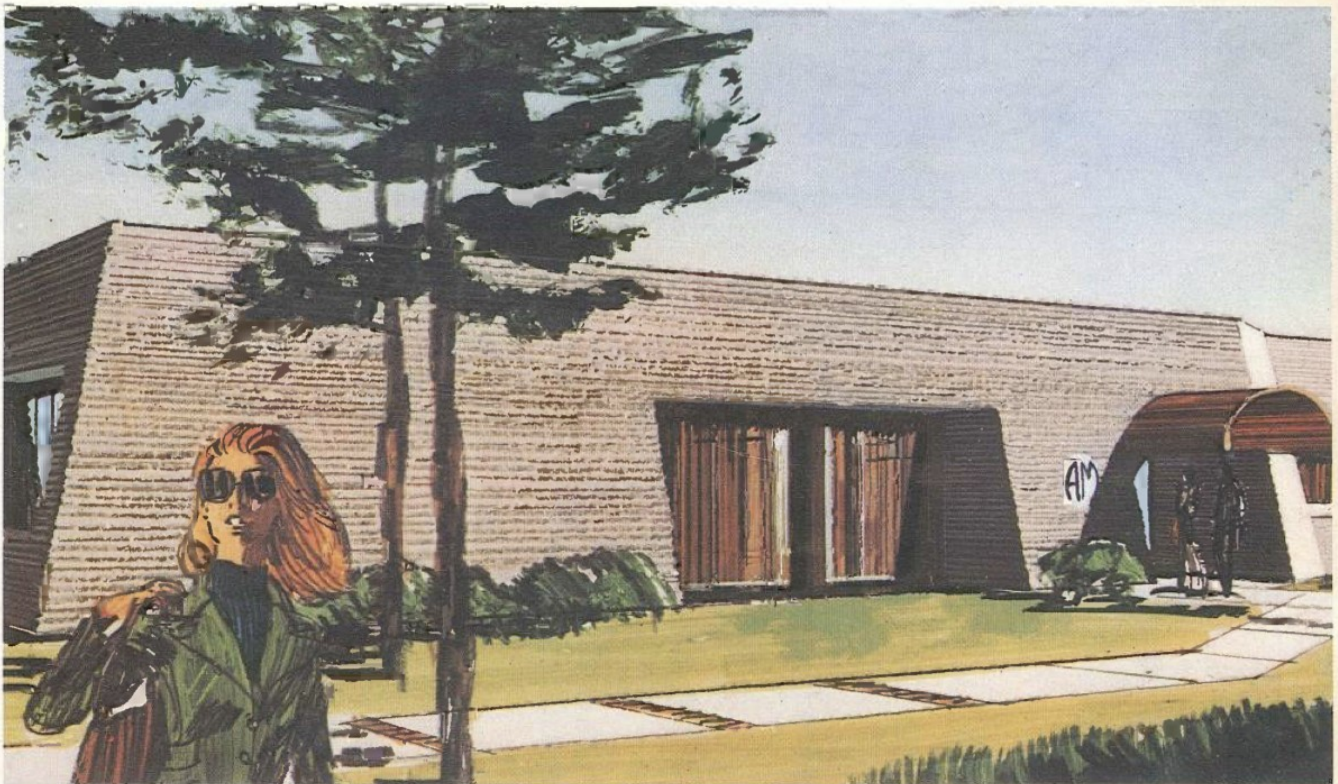


RPM WEEKLY

60 CENTS Volume 25 No. 38 - September 25, 1976

A Magazine to the Radio and Recording Industries and the Allied Arts

THE NEW HOME OF A&M RECORDS



A&M RECORDS OF CANADA LTD., 939 WARDEN AVE., SCARBOROUGH, ONT.

FALL PROGRAM '76



CHARITY BROWN
STAY WITH ME SP9022, 8T-CS



GINO VANNELLI
THE GIST OF GEMINI
SP4596, 8T-CS



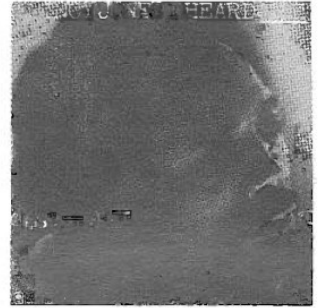
SYMPHONIC SLAM
SYMPHONIC SLAM SP9023, 8T



TIM WEISBERG
LIVE AT LAST SP4600, 8T

- Fall program commences - Sept. 26 - Nov. 26, 1976.
- Window/interior display contest with twenty-seven winners cross country.
- Retail advertising allowance.
- Major market radio time buys with a total listener (ages 12 - 34) impressions of over forty-five million.
- Mobiles - posters - consumer oriented bag stuffers - four colour catalogues - P.O.P. sales aids.

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QUINCY JONES
I HEARD THAT SP3705, 8T-CS



VALDY
VALDY AND THE HOMETOWN BAND
SP4592, 8T-CS



RICHIE HAVENS
THE END OF THE BEGINNING
SP4598, 8T-CS



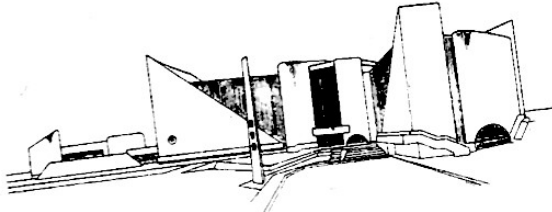
OZARK MOUNTAIN DAREDEVILS
MEN FROM EARTH SP4601, 8T-CS

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Paul Cosgrove
Mayor

The Corporation of
The Borough of Scarborough
150 Borough Drive
Scarborough, Ont. M1P 4N7
Telephone (416) 438-7222



August 20, 1976.

A & M Records,
939 Warden Avenue,
SCARBOROUGH, Ontario.

I congratulate A & M Records on the anniversary of its 7th year of operation in Canada, to be celebrated during the week of September 19th this year.

I understand that this occasion will be marked with the official opening of your fine new headquarters complex in Scarborough, which is indeed an asset to our Borough.

My best wishes for success in the future!

Yours very truly,

A large, handwritten signature in cursive script that reads "Paul Cosgrove".

Paul Cosgrove,
MAYOR.

PJC:ns



New Canadian base

A&M - seven come eleven

by Alan Guettel and Boyd Tattrie

(Photos by John Rowlands)

A&M Records was founded in Los Angeles by Herb (the "A") Alpert and Jerry (the "M") Moss in 1962, with a small catalogue centred around Alpert's MOR instrumentals - a clear reflection of the state of pop music at that time.

By 1970, the U.S. record boom had more than doubled the retail record market there, and A&M was about to emerge as one of the giants of '70s rock.

That year, just on the eve of the big record boom in Canada, A&M opened its second foreign office and, as they had done in England, they quickly established a major record firm - signing local artists and working to exploit their product around the world.

Now A&M (Canada), voted top major Canadian record firm in this year's RPM Readers Poll, has enhanced its presence in Canada by unveiling a new, 27,000 square-foot national headquarters in Toronto.

A&M (Canada) president Gerry Lacoursiere feels that the completely renovated building, designed by Los Angeles architect Harry Newman, captures the feel of what A&M has been doing; and "anytime you have a real nice place to work in that you can be totally proud of, it's got to show in your performance."

Seven years ago A&M Records opened a Canadian branch with a staff of 12 people under Vice President Gerry Lacoursiere.

In five years the record firm had been established as one of the fastest-growing among major Canadian labels. At that time Dave Hubert, then A&M's international

director told RPM:

"Our philosophy has always been that if we're only going to exploit the masters produced by A&M in America, then we don't need a wholly-owned subsidiary; we just need a licensee. But, if we really are serious about developing local talent for exploitation in the (Canadian) market as well as globally then, of course, we need our own operation."

Now, with the opening of their plush new Metro Toronto national headquarters, the still-growing record firm is coming off its fourth straight year of more than 25 per cent growth (with projections of more than 50 per cent for the current fiscal year), a staff of more than 50, 61 gold LPs, and the recent RPM Readers' Poll Awards for

top major record company in Canada, Best Sales Team and Most Aggressive Promotion Team.

Lacoursiere got the ball rolling in Canada by releasing a series of "greatest hits" packages of known A&M artists like Herb Alpert, the Sandpipers, Wes Montgomery and Phil Ochs. By the end of their first year they had charted A&M's first Cancon hit, Band Bandit.

Now some of the Canadian stars brought along by A&M - like Valdy, Charity Brown, The Hometown Band - are breaking into international markets and Montrealer Gino Vannelli who is signed to A&M in Los Angeles, is already an established international recording act.

A&M sales and promotion have proven they don't just ride a wave of spillover publicity on product in their international catalogue, now sporting about 300 titles. National Sales manager Joe Summers told RPM that his policy has been to shoot for Canadian sales equalling around 10 per cent of their U.S. sales totals, but they've often reached 20 and even 30 per cent on records from groups like Nazareth and Supertramp.

A big factor in these proportionally larger record sales in the smaller Canadian market (normally on big U.S. hits Canadian sales equal between 5 and 8 per cent of their total U.S. sales) is A&M's success in French Canada.

To follow that success A&M is taking another giant step this fall with the establishment of a French-language A&R department, and signing and recording two

A&M continued on page 7

"... the prophets of doom, the messengers of mediocrity, will be overwhelmed by the new generation of competent, creative, confident artisans and by all those of preceding generations who have already demonstrated their freshness of mind, their talent and their capacity for inspired leadership."

— Pierre Juneau

RPM

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MAPL logos are used throughout RPM to define
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M - Music composed by a Canadian
A - Artist featured is a Canadian
P - Production wholly recorded in Canada
L - Lyrics written by a Canadian

WE WOULD LIKE TO THANK THE
MANAGEMENT AND STAFF OF A&M
RECORDS FOR THEIR KIND ASSISTANCE
DURING THE CONSTRUCTION OF THEIR
NEW HEADQUARTERS AT 939 WARDEN
AVENUE. IT WAS A REAL PLEASURE
WORKING WITH SUCH A GREAT GROUP
OF PEOPLE.
BEST WISHES AND CONTINUED SUCCESS.

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Tel. (416) 922-3647

September 13th., 1976.

Mr. Joe Summers,
National Marketing Director,
A&M Records of Canada Limited,
939 Warden Avenue,
Scarborough, Ontario,
M1L 4C8.

Dear Joe:

Remember we told you there's never an idle moment over here at your advertising agency?

Well, to be honest, we lied.

Every couple of months we run into a few minutes when there isn't very much to do. One day last week we were free for 56 seconds, so we drew up a list of things we'd like to see happen now that you're officially in your new headquarters.

Our President requests an invitation to play tennis in your boardroom. And because your new building is big enough to hold a gallery, he'd like to bring along 1,500 of his best friends.

We've heard your new place is full of beauty. Our creative guys want to know if it's all married.

And our Media Director says she can get you more time. Between 7:00 and 7:30, any evening, at her apartment.

Finally, we'd all like to congratulate you and hint around for a tour of the place. (If Gerry Lacoursiere's office is to be included, perhaps we'll have to make it a week-long affair.)

All the best in your new location,

*Fred
Larry*

*Stella
Dina*

Karlene

Herben

SAM

C.M.

CANADA'S LARGEST AND BEST KNOWN
RECORD STORES COAST TO COAST

CONGRATULATIONS

FOR
SEVEN YEARS
OF SUCCESS



NOTE
SAM'S PUTTING
HIS "S" ON THE
LINE FOR A&M
ON THIS
MILESTONE
OCCASION.

AND JERRY & JOE'S SINCERE EFFORTS TO FURTHER
THE CANADIAN RECORDING INDUSTRY AND PROMOTE CANADIAN TALENT

RCA
IS PLEASED TO SEE A&M WITH ANOTHER HIT
(THEIR NEW HOME)
BEST WISHES
FOR CONTINUED SUCCESS

RCA



A&M continued from page 4

French-language groups. A&M recently released its first Canadian, French-language single, by Michele Deloire.

Cano, a French-language group from Sudbury, will have their first LP released in mid-October. Offenbach, a bi-lingual Mont-



Gerry Lacoursiere - Vice President, A&M Records of Canada

real group is cutting their first LP in English and their second in French. Claude Palardy, who last year became head of A&M's publishing wing (Irving-Almo), is now also heading up the new French-language A&R department.

Lacoursiere feels that moving into French-language product is simply part of his desire to build a total record company in Canada:

"We want to be totally involved in Canada, and part of it is the French market, plus if you look around the world, you have some pretty big French-speaking markets."

In the area of non-Canadian product A&M is well ahead of earlier years. The current Peter Frampton double-LP is breaking bigger and faster than anything they've ever handled. Though it was released only last January, it's already the 10th best seller ever for A&M Canada, surpassed only by the biggest LP each for Supertramp, Nazareth, and the Carpenters, two by Cat Stevens, three by Herb Alpert, and A&M's all-time biggest seller, Carole King's Tapestry.

A&M opened 1976 with a new branch in Calgary to go along with their Montreal eastern branch. This gives the company a complete in-house distribution and sales system with three distribution points, and three additional sales points - through Richard Broden in Vancouver, Ron Sinclair in Manitoba and Saskatchewan, and a representative to handle sales in the Maritimes, to be appointed soon.

When Summers took over sales for A&M (Canada) four years ago he had a sales staff of four; now he has 13 salesmen under him.

A&M's Montreal branch, now with a staff of eight, was set up in 1972.

"50% increase? easy!" - Summers

At this year's national sales meeting A&M national sales manager, Joe Summers, told his staff; who had taken this year's RPM Music Industry Award for Best Sales Team:

"The day of the order taker is over. Social stops are of the past; marketing is here today. The day of the glorified roadie and executive mailman is over."

When Summers talks about marketing he says he means a sales program geared to moving product to the consumer, not just the racks.

A&M's fall sales push realizes this policy. It emphasizes the total picture of record selling by supplementing normal dealer-incentive discounts with a retail-advertising allowance based on a percentage of a dealer's initial fall order plus a percentage of the total net purchases during the 1976 Stop Look And Listen fall program. The discount, in effect, must be used to advertise A&M product.

"Straight discounts," Summers told RPM, "puts money back in the dealer's pocket. But you have to ask: how is that money going to be used to reach the consumer?"

A&M sales are in their biggest growth rate ever; Summers estimates sales increase of more than 50 per cent over last year.

Fifty per cent of total A&M sales for each of the past three years have been generated between September and Christmas, so Summers is expecting a fall boom to follow this year's growth already. August, for example, normally a slow month, was the second highest sales month in A&M's Canada experience.

Along with the advertising allowance, A&M sales are launching a radio time-buy program with a campaign designed to run



Joe Summers - National Marketing Director, A&M Records of Canada

throughout the four fall months on 16 different radio stations in nine different cities. A&M reps in each city will encourage local retailers to participate in the program in exchange for dealer-identification tags on the radio commercials.

To beef up the in-store strength of A&M sales, prizes will be given to three dealers in each of A&M's nine Canadian sales areas for creative and effective use of display featuring A&M records.

A&M runs a straightforward everything-is-returnable policy with retailers. All singles are 100 per cent returnable for 120 days of release. LPs and tapes must be displayed for 90 days, then A&M will accept returns up to the value of 20 per cent of the dealer's net billing for the quarter.

All returned A&M product is destroyed: none of it is deleted and sold.

CONGRATULATIONS
TO A&M CANADA
ON THE OPENING OF
YOUR NEW HOME
WE WISH YOU
CONTINUED SUCCESS
A&A RECORDS & TAPES
Canada's Nationwide Record & Tape Stores



Press and promotion - most aggressive

Doug Chappell leads the A&M Canada promotion department - winner of the RPM award for Most Aggressive Record Company Promotion Team - from the press and promo office in Toronto. Reporting to him are six field men who are in charge of promo and related activities in their area.

"Each guy is responsible for his territory fully," Chappell explained: "getting airplay, running contests with stations, looking after artists. Once a week, every Thursday afternoon or Friday morning, they phone in, tell me what's been going on that week and give me all the airplay reports. Friday

night we mail out the total airplay report; Monday morning every rep knows all the airplay, everywhere on any given record in the country."

David Brian is in charge of Ontario promotion, and he'll be moving under the same new Toronto roof along with the rest of the Ontario staff. Neil McGonigill handles promo for Alberta and B.C. from the Calgary branch office. Ron Sinclair has been taking care of sales and promotion for Manitoba and Saskatchewan, but will be leaving the company shortly. J.P. Guilbert has his hands full in Montreal with the

Quebec market; it's continually been selling more than its share of the Canadian market for A&M. Chappell said: "We've been breaking more acts out of Quebec than any other territory of late."

Supertramp, Shawne Phillips, and Chris Deburgh are all doing unusually well in Quebec. Chappell suggests that listeners and programmers in Quebec "listen with their ears" and ignore the American star system more than the rest of Canada does. So is Quebec promoted any differently?

"We put feelers out on all our product," says Chappell, "and as soon as we get those feelers coming back positive, we step up what we're doing. Often that initial acceptance happens in Quebec, so we go into step two, of the promotion earlier there than in the rest of the country. It would appear there's more promotion in the Quebec market, but there's not really more effort going into it from the beginning. It's just that the reward seems to be there first, so the push comes harder and faster.

"The people we had working there told us these acts would do well in Quebec. They knew their territory and they said that Supertramp would be a success in Montreal - they said it when they first heard the album. Tastes in Quebec are unique, and quite

CONGRATULATIONS

A&M

on your move to a new location
and your seven years in the business.

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1669 Bayview Avenue, Toronto
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Bricks and mortar

are important but people are more important

Congratulations

to A&M

in having the best of both

your freinds at Handleman, Canada



often they're ahead of the rest of the country."

Now A&M will try repeating their Quebec success with French-language material. Three French artists have just recently been signed. "It's astounding to think," continues Chappell, "that we're selling so many albums to what must be a lot of French-speaking people. It doesn't happen the other way around nearly as much as it should. But now we're into French music, and we're not just looking at the Quebec market."

What made the success of the A&M promo department?

"We're not afraid to take chances, for

one thing. Supertramp was brought into Canada as a headline act and they'd never appeared in North America before. It was a massive campaign in Montreal and Toronto, with entire store window displays and very heavy press campaigning. We spent a lot of money and energy on Supertramp."

Chappell also notes the Tubes, who are strongest out of Toronto because of their appearance there. Three days before their first show at Massey Hall, about 300 tickets had been sold.

"Then a Tubesmobile which was laid out with girls in bondage (that's the Tubes mentality) and other things were launched. The press was invited to see a videotape of the Tubes which convinced CHUM-FM

to lean heavily into the promotion and got us a ton of newspaper coverage." The Tubes press party involved an unused section of the building which was dim and



Doug Chappell - National Promotion Manager

dirty. Wine flowed, and the tape was shown again with dry ice for effect.

"Everyone really got off on it. It drew everyone's attention, and I think that's what promotion is, drawing people's attention to the things out there. There's a ton of good things lying around, and it's a fact that it can't all be played.

"Promotion is gaining attention for your product and letting people see how good it is. They're not going to buy trash, but even if it's good, it can still go right by. You have to keep reminding people, holding it up in front of them to let them know how good it is."

A&M was the first record company in Canada to have a press office. Currently,

THE LONELY BULL

IT'S NO BULL THAT

A&M RECORDS

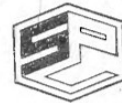
HAS COME A LONG WAY IN CANADA SINCE IT'S FIRST RELEASE BY HERB ALPERT.

IT WAS A PLEASURE TO BE ASSOCIATED WITH YOU IN INTRODUCING THE LABEL TO CANADA 1962 - 1970

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SHOREWOOD PACKAGING CORP.

Salutes



on the Grand Opening of Their New Offices.



the national press officer is Jim Monaco, who's been in that position since joining the company eight months ago after a lengthy stint with Gino Empry's public relations firm. Monaco figures he's one of



Jim Monaco - National Press

lengthy stint with Gino Empry's public relations firm. Monaco figures he's one of about a dozen people in Canada who is a member of the press agents' union in New York, and he takes the job of press relations seriously.

"It's a specialized field," Monaco said,

"and that's why A&M has a press department. A&M recognizes the value of complete and consistent liason with the consumer press. They recognize the need to keep the public informed through the media and to generate a free flow of information."

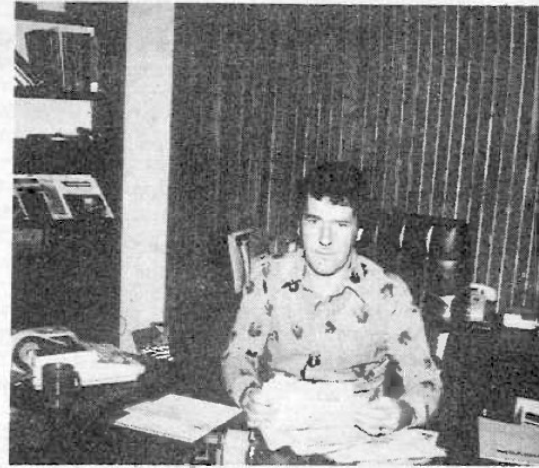
Monaco believes that every major record company could use a publicist, but in Canada most people in the music industry believe they aren't really necessary.

"This is a huge country and we have a lot of talent that needs representation outside the country and inside, and of course we want to represent the acts from the outside who are coming in. The press people all over the country are receptive to the facts if the facts are presented to them, and on time."

Who exactly does Monaco deal with in his job? "You name it - daily papers, weekly magazines, consumer magazines, specialty magazines, TV - it's all media. More than a press department, this is a news department. Radio is generally in the hands of promotion, but I handle any radio news."

Monaco finds some differences between his work with Gino Empry, who publicizes entertainment in general, and his work with A&M.

"The music business is ultra contemporary. It's only about 20 years old, which is young compared to radio, theatre and film. So it's brasher and bolder, and there's more ground to be broken - although a lot of people think everything's been done in the



Gary Hubbard - Controller

music business. It's very easy to get excited about things in the business because it's so young. And it's still not completely respectable among some people in the entertainment industry; they don't regard it as legitimate entertainment."

Monaco and Chappell are happy to be working under one roof in the new building. Press and Promotion departments now share the same large office. "The communication is amazing," Chappell said. At one time we had three operations going in this city, now its down to one. We work on a more immediate basis. This is an urgent business."

A&M

The total entertainment packager

*Thanks for letting us
share your seven years*

RPM



Vannelli and deBurgh team for tour

Gino Vannelli, after problems within his band, has embarked on a 65-date North American tour with Chris deBurgh, also on A&M. Press officer Jim Monaco reports that Vannelli's newest (his fourth) LP, *The Gist Of The Gemini*, is A&M's fastest-sel-

Other members of Vannelli's band are John Mandel on percussion, who also handles some keyboards; and one more percussionist who goes by the name of Dido.

Vannelli will be using Supertramp's sound system on this tour. The system, built by Supertramp and owned by A&M,

whole U.K. The only place where his following is as intense is in Brazil, where a single called *Turning Round* from his first album stayed at the top of the charts for over three months and sold 400,000 copies.

The Canadian dates of the Vannelli/Chris deBurgh tour are as follows: Sept. 14 in Guelph, then London (15), Toronto (17&18), then dates in the States, back up to Vancouver (Oct. 26), then back to the U.S., until Hamilton (Dec. 17 & 18) and Montreal (19).



Gino Vannelli



Chris deBurgh

ling Vannelli disc yet. The album appears at 34 on the RPM chart this week. Featured in the July 3 edition of RPM, *The Gist Of The Gemini* drew the comments, "Gino Vannelli's music . . . contrasts his sex symbol stage image. It is heavily jazz influenced in its structure and is unique and innovative . . . Vannelli's voice is in good form and gives the music its commercial appeal, helped by some irresistible percussion work . . . This could be the LP Vannelli needs to break him into superstar status."

Early this summer, drummer Graham Lear and keyboard player Richard Baker left the group. Vannelli and his brother Joe, who is co-arranger, found drummer Casey Scheuerell to replace Lear and two new keyboard players instead of one (Bill Meyers and Chris Rhyne, who also plays bass. All three have played in other unrecorded bands, but this is their biggest stint so far. Scheuerell and Rhyne are recent grads of the Berkeley music school in Boston.

was loaned to Vannelli since Supertramp are not touring currently.

The Canadian Academy of Recording Arts and Sciences is hoping to have Vannelli perform at this year's Juno Awards. He appeared last year on a pre-recorded videotape.

Accompanying Vannelli on the tour will be singer Chris deBurgh, another A&M artist who has broken in Canada, mainly through tours with Supertramp. *Spanish Train And Other Stories* is his second LP, and it has been receiving FM airplay for its short stories set to lushly-produced music. deBurgh writes the music and lyrics.

He was on a national promotion tour recently, and did the radio and print media route (see RPM, the Programmers, Sept. 4). His following is particularly strong in Montreal where he recently played a week-long stint at a local club for fans. He has sold more records in Quebec than in the

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WISH FOR
CONTINUED
SUCCESS
IN YOUR
NEW HOME**

**CONGRATULATIONS
A&M RECORDS**

**ROWLANDS/
VIEWFINDER**
(John Rowlands)

PHOTOGRAPHY OF YOUR IMAGE

**PARR'S PRINT
&
LITHO LTD.**



Symphonic Slam - a new sound for A&M

A&M and Canada together are producing some artists genuinely unique on the international market - like Gino Vannelli, for example. Another is Symphonic Slam, a brand new A&M signing whose first LP, *Symphonic Slam*, reached the racks last week. Slam manager Terry Shepherd told RPM that CHUM-FM, after devoting an hour of on-air time to preview the whole LP, playlisted the disc at 'medium' exposure immediately. Meanwhile, Montreal's CHOM-FM has also been playing cuts from the LP and gave the band an on-air interview.

Leader of the band is Timo Laine, a landed immigrant from California who was born in Finland. He came to Canada about two years ago with one of the first 360 System Polyphonic Guitar Synthesizers, designed by Bob Easton and an engineer named Oberheim. Only six such instruments exist. In Canada, one would cost about \$24,000. It's an electric guitar with special synthesizers hooked up to each string, each of which can be separately programmed. David Stone adds bass synthesizer and keyboards, and Los Angeles drummer John Lowry completes the trio.

Laine and the group spent about three months in rehearsals, then another month in Phase One Studios to record the album.

Laine told RPM that he plans to find a big, secluded house in the Montreal area and rehearse for another six weeks with the band to prepare for a national tour, and he hopes that he won't ever have to play bars. Laine claims that the dense synthesized wall of sound on the album can be reproduced on stage. The device requires the manipulation of a series of foot pedals, and he says he's not weighed down by any more equipment than the guitar itself. The same team that built his guitar is also working on more developments for him. One device is a vocal synthesizer which involves a throat mike hooked up to a synthesizer, which will allow him to add another melody line on stage. Another experimental idea involves three 72-note digital sequencers which can be pre-programmed to repeat any synthesized musical patterns. Laine has a memory device already for his guitar synthesizer which can be preset 16 ways and activated with more foot pedals.

Symphonic Slam have received the blessing of several industry people, not the least of which are at A&M. Slam manager Shepherd says the company is working on the LP as "an international project" and are working on deals which will push the disc into the States and England and Europe as well.



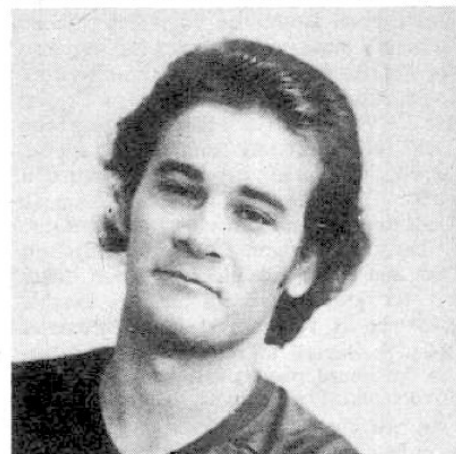
Symphonic Slam's Timo Laine



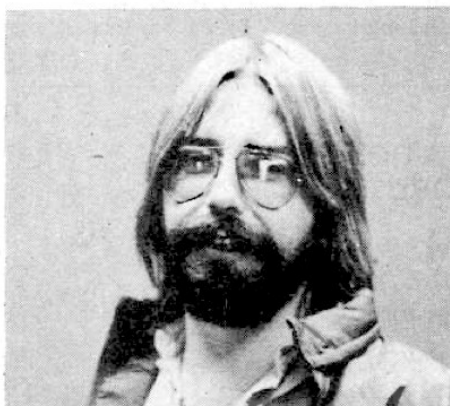
Calgary Staff



Randy Stark



Don Jones



Neil MacGonigill



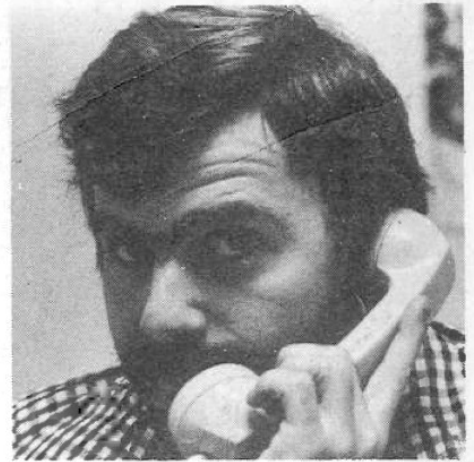
Al Harrison



Montreal Staff



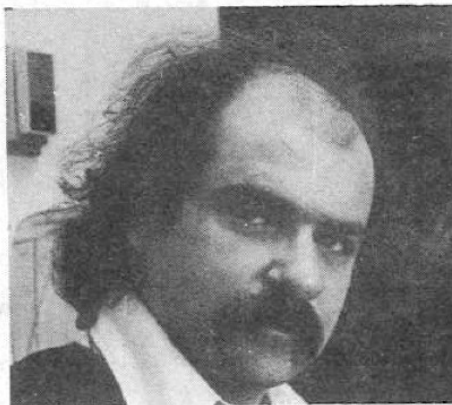
J.P. Guilbert



Jean Marc Corbeil



Bill Ott



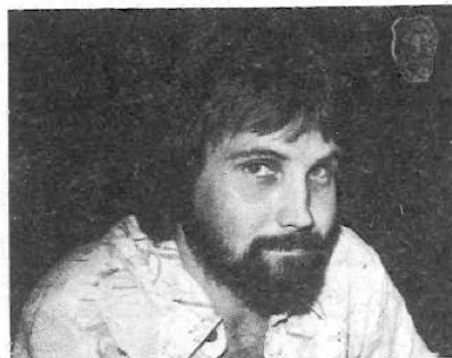
Daniel Morrison



Francois Reny



Toronto Staff



Robin Durant - Assistant to Production



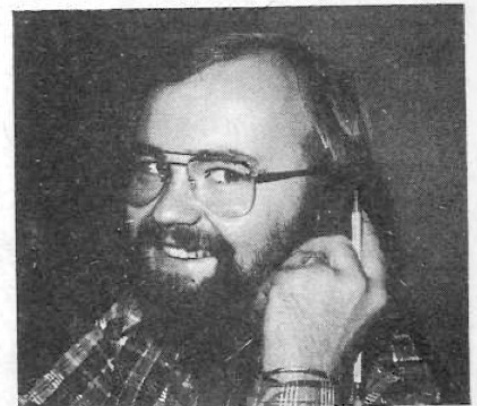
Alex Hunter - Computers



Alex Fedorow - Production



Shirley Doucet - Secretary to Bill Meehan



Mike McKelvie, Sales, Ontario



Ontario Branch Manager, Bill Meehan



Walter Mykyjewicz - Credit Manager



Mary Oliver Secretary to Gerry Lacoursiere



Claude Palardy - Irving Almo Publishing



Tina Gray - Accounts



Teresa Byers - Accounts



Cheryl Gallone - Accounts



Debbie Spear - Ontario Order Desk



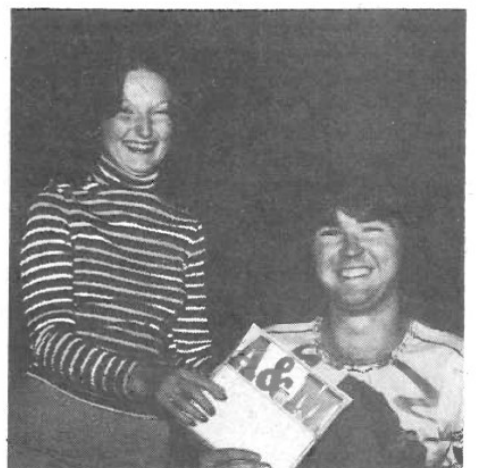
Joan Murray - Accounts



David Brian - Ontario Promotion



Gladys Pankhurst - Key punch



Dorothy Calway & Ted Wright - Mailroom



Madge Wiseman - Receptionist



Darlene Racicot - Secretary to Doug Chappell



Alice Barrett, Secretary to Joe Summers



(L to r) Mike Godin (A&M A&R), Timo Laine (Symphonic Slam) Jim Mopaco (A&M Press) and Terry Sheppard (S.S.).

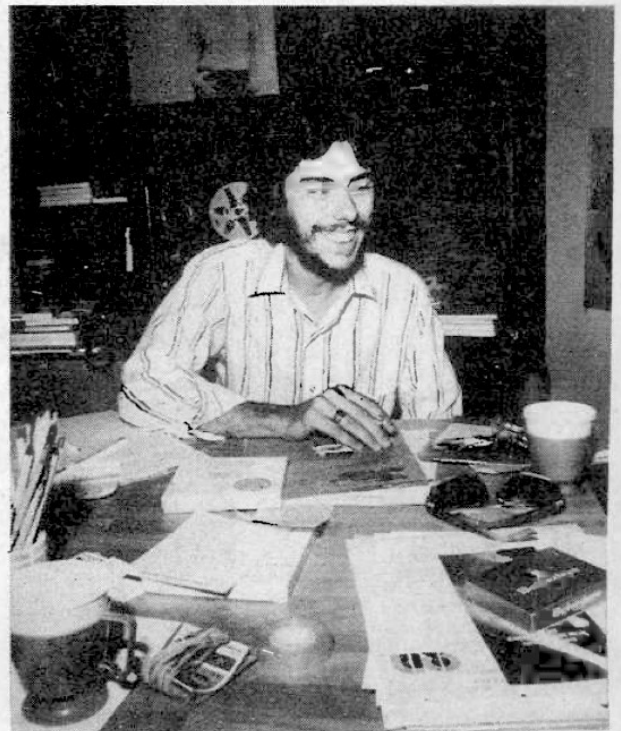


Gerry Shaw - Assistant to Claude Palardy

Michael Godin - A&R Coordinator



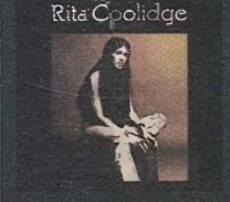
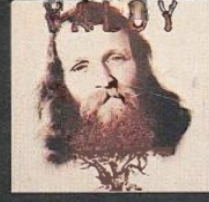
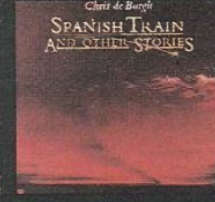
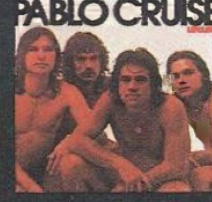
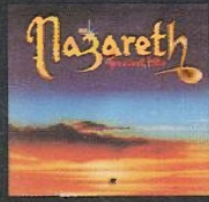
Members of A&M's Eastern Canadian Division, outside their Montreal offices, now the centre of new excitement for A&R.



MUSIC IS OUR BUSINESS BUT PEOPLE ARE OUR STRENGTH



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ALICE BARRETT
SERGE BOUTHILLIER
DAVID BRIAN
RICHARD BRODEN
TERESA BYERS
DOROTHY CALWAY
VICTOR CARITO
DOUG CHAPPELL
JEAN MARC CORBEIL
LEN CROCKETT
RICK DALLEY
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NICOLE DUCHESNE
ROBIN DURANT
ALEX FEDOROW
CHERYL GALLONE
MICHAEL GODIN
TINA GRAY
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