



CBC

Hagood Hardy's hit, "The Homecoming," was written as a commercial jingle for Salada Tea. "I suppose it stuck in people's minds because everybody kept

asking me where they could buy the tune on a record. . . . Finally I stretched the sixteen bars into a standard length tune. The rest is history."

Many Tracks Lead to Toronto

It 1968 Toronto was a one-track town. Today it is the centre of a booming Canadian recording industry that draws British and American stars as well as Canadians.

The boom began in November 1969 when Terry Brown opened Toronto Sound, the first sixteen-track studio in Canada. The next year Eastern Sound, which had been a commercial mono shop, became the first twenty-four-track studio in Canada and the third in the world. Thunder Sound opened the same year, and many, many others followed. Today there are first class recording studios in every major Canadian city from Halifax to Vancouver. Each is an enormously expensive business: a world class studio costs \$400,000 or more to build, and it must be rented at least 2,500 hours a year, at \$125 an hour, to break even.

There were some helpful forces behind the sudden Canadian successes. The first studios opened just as The Guess Who, Gordon Lightfoot, Anne Murray, the Poppy Family and others were becoming internationally known. Before Toronto Sound, the Canadians who could afford it recorded in Los Angeles, New York, Nashville, or

Detroit. Now they could all come home. The CRTC ruling gave the new industry a basic foundation.

Canadian tax laws lured British stars: Elton John, the Bay City Rollers, Cat Stevens, the Bee Gees, the Rolling Stones and Rod Stewart all came to Toronto. At home their tax is enormous; in Canada they pay only fifteen per cent withholding. In the opinion of Salim Sachedina of Eastern Sound, the tax advantage is the principal ingredient. He told *Weekend Magazine*, "Toronto has become an international recording centre by default. Our luck was the tax act. This is what draws big-name big-budget British groups."

The studio equipment is first rate, and the technicians have excellent reputations. This has attracted American performers, such as John Denver, Dr. John, Bob Seger and Mark Farner, the ex-leader of Grand Funk Railroad.

The business is big business, and recording budgets are enormous. Jack Richardson produced a Guess Who album for \$12,000 in 1972. Today it would cost \$45,000. Le Studio in Morin Heights, Quebec, produces only singles and albums. (Most studios still depend on commercial recordings,