SLADE TOUR

POLYDOR RECORDS HQ – 17-19 STRATFORD PLACE, W1

Polydor label was used for all Slade’s UK releases between 1970-1976.

The HQ of the label was at 17-19 Stratford Place.

On the last week of June, and on build up to the Earl’s Court concert in 1973, Slade were staying in London at the Holiday Inn, Swiss Cottage for the week. On Tuesday “ Skweeze Me Pleeze Me” went straight to No.1. On the Wednesday they travelled in Don’s white Bentley to Polydor HQ. They had ordered crates of miniature bottles of champagne, which they personally delivered to Polydor staff. Also they had a jeroboam of champagne for themselves. They opened it at lunchtime in the street – and were pictured in front of Don Powell’s Bentley….

Slade would occasionally visit Polydor for meetings… It was just over the road to Chas’s office in South Molton Street (was this why Chas chose the location of his London office?).

I was told a story by a Sales Exec who worked for Polydor in the 1970’s… A party had been organised at Polydor to celebrate “Sladest” going gold… However, on the week of the party, the album hadn’t sold quite enough copies to “go Gold”. So sales execs had to phone round shops asking them to restock and place further orders, so that the disc could be classified “Gold” (100,000 sales) and Slade get presented with the Gold Discs at the party…. At the said party, my informer, said that he walked in to the Chairman’s office to find a certain Slade member in an embarrassing “position” with the Chairman’s Secretary on the Chairman’s desk…. Umm.





