

RPM**RECORDS
PROMOTION
MUSIC**

a weekly newsletter

DEDICATED TO CANADIAN RECORDING
AND MUSIC INDUSTRIES

426 MERTON STREET, TORONTO 7, ONTARIO, PHONE 485-1679

Vol 1 - No 17

June 15 1964

FRENCH SONG BIG

PICKED *LARRY
Allen Sisters
Shell 314**BREAKOUT**

NO BREAKOUT THIS WEEK

**SIGNIFICANT ACTION**

1. French Song
2. As Long As I'm Sure Of You
3. Blue Souvenirs

Lucille Starr
Bobby Curtola
Danny Harrison**CHART ACTION across Canada**

CHSJ	Saint John*	7	Give Me Your Love	Andy Kim	20th
		*13	Louise	Pierre Lalonde	Apex
		*38	Let Love Do The Talking	Diane Leigh	Quality
		50	You're Not A Goody Goody	Bobby Curtola	Tartan
CHNS	Halifax	15	You're Not A Goody Goody	Bobby Curtola	Tartan
		23	As Long As I'm Sure...	Bobby Curtola	Tartan
		*32	Louise	Pierre Lalonde	Apex
CHUM	Toronto	* 2	French Song	Lucille Starr	Barry
		*35	Blue Souvenirs	Danny Harrison	Coral
		41	As Long As I'm Sure...	Bobby Curtola	Tartan
		48	Larry	Allen Sisters	Shell
CHIQ	Hamilton	24	Dear Mr. DJ	Dave Mickie	Tamarac
		*29	French Song	Lucille Starr	Barry
CKBB	Barrie	* 3	French Song	Lucille Starr	Barry
		*38	Blue Souvenirs	Danny Harrison	Coral
		47	As Long As I'm Sure...	Bobby Curtola	Tartan
CKPT	Peterboro	* 3	French Song	Lucille Starr	Barry
		*19	Blue Souvenirs	Danny Harrison	Coral
		41	As Long As I'm Sure...	Bobby Curtola	Tartan
		46	Larry	Allen Sisters	Shell
CKOC	Hamilton	28	You're Not A Goody Goody	Bobby Curtola	Tartan
		*38	French Song	Lucille Starr	Barry
CKLB	Oshawa	*19	French Song	Lucille Starr	Barry
CKCK	Regina	31	As Long As I'm Sure...	Bobby Curtola	Tartan
		*42	French Song	Lucille Starr	Barry
CJCA	Edmonton	15	As Long As I'm Sure...	Bobby Curtola	Tartan
		22	You're Not A Goody Goody	Bobby Curtola	Tartan

PAUL BRODIE'S classical LP "Saxophone in Concert" (Capitol) is shaping up to be the greatest classical LP ever released in Canada. Letters acclaiming this LP as being the finest ever recorded have been coming in from the US as well as England and France. There is a good possibility of a world market release before the end of summer. Canada's own Mr. Music SIR ERNEST MACMILLAN writes in part "what a delightful instrument the saxophone can be in the hands of a genuine artist."



HAL ROSS, London Records sent over the new Melbourne LP release "JILLIANNE HARRIS Sings Folk". A promotional EP was sent out 2 weeks ago and we understand the response was so great that it warranted this rush release. We agree and feel this could

be a big seller for Jillianne.

BOB CREWE, New York Indie producer flew into Toronto town this week to launch the promotion for Tamarac Record's new JAYSON KING release "Heartaches" b/w "Bamboo Man". CREWE was also talent searching and we understand there is a new Canadian artist about to score again for Mr. Hitmaker.

Arrangements for the Mariposa Folk Festival are beginning to shape up. This gathering of the "Folk" clan will be well controlled this year so as not to have a repeat performance of the near riots of last year. We understand the promoters have to post a \$200,000 public liability bond to cover the costs of extra police protection and municipal clean-up. The Township passed three bylaws just for this festival. Most residents are opposed to having the Folk singers and all the rowdyism that goes with it. Signed so far are BUFFY ST MARIE and JEAN CARIGNAN and blues singer MISSISSIPPI JOHN HURT.

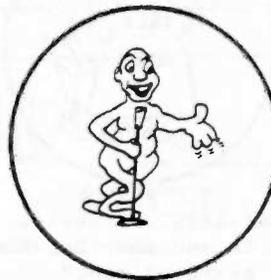
COUNTRY MUSIC is on the upsurge in Canada. Country music has always been with us but we seem now to be turning more and more to this kind of listening. Tactful programming by GORD SYMONS of CFGM, Richmond Hill (near Toronto) has brought this station to the point on the rating charts to be a threat to the top forty stations. CFGM hasn't made these giant steps by appealing to the ignorance of the listeners with the hokey "howdy pardner" or the flat cowboy singer backed by two guitars. Country music is a big sound now. You hear lots of strings and an overall well balanced backing which is giving the western sound a new image. No longer do you have the cowboy dressed in gawdy clothes with a six shooter clinging to his leg, instead you have the latest in continental dress giving an appearance of well groomed country gentlemen. If country shows are any indication of whats to come, then look out. All shows with a western influence have been sold out lately. With the recent fall off in sales of pop American records, mainly because of the English sound, the record companies are taking a second look at the country market. No one is more loyal than a country and western fan and because of this, sales remained stable. Perhaps now more attention will be given to this steady selling product that has always been a part of our entertainment field but never given the exposure it deserves.



We understand a large Canadian record company is grabbing up Canadian masters left and right. Beware.... gentlemen quantity does not make up for quality.

SCOTT CAMERON formerly with CKEY Toronto moves west to become morning man at CJCA Edmonton. New addition to the KL Seven at CKLB Oshawa is ROSCO CAMPBELL. CHEX Peterboro adds a new CHEX-MATE, VERN ROMBOUGH.

ROCKIN ROBBERT at CHSJ Saint John, N.B. reports that personal appearances of ANDY KIM have caused an upsurge in his popularity and moves his record "Give Me Your Love" back up on the CHSJ chart. The fans were so enthusiastic Andy couldn't sign autographs, he was too busy holding onto his clothes.



Did you know there was a North American Broadcasters Idea Bank in existence? Its dedicated to the exchange of promotion and management ideas. It boasts members in large, medium and small markets in all parts of Canada, the US and Australia. If you are interested in finding out more about this very interesting organization please write to DAVID E. LYMAN, Station Promotion Manager & President, N.A.B.I.B. 432 Main St. Winnipeg.

RADIO vs NEWSPAPERS: When it was evident that the recent Sabin polio vaccine clinics in Winnipeg were falling short of their goal, CKY set up a special telephone system where people could call for the locations of the clinics. In spite of the fact the locations were published in the local dailies CKY answered over 500 telephone calls between 9 AM and 5 PM the last day of the immunization campaign. No doubt the goals were reached.

We don't usually report on other than Canadian records but we thought you might find it interesting to know that the American recording artists are coming back. An indication of this are the following PICKS across Canada. CHNS Halifax, "Running To You" JIMMY GRIFFIN, CJMS Montreal "Everybody Knows" STEVE LAWRENCE, CHIQ Hamilton "Growin Up Too Fast" DIANE RENAY, CKRC Winnipeg "Hey Harmonica Man" STEVIE WONDER, CJME Regina "I'll Touch A Star" TERRY STAFFORD, CHAT Medicine Hat "My Dreams" BRENDA LEE, CHED Edmonton "Lazy Elsie Molly" CHUBBY CHECKER and C-FUN Vancouver "Hey Harmonica Man" STEVIE WONDER.

CANADA DAY, July 1st., we hope will see many radio stations across Canada featuring a 100% Canadian Content Day. We have enough good Canadian records on the market today to make this once impossible task a much easier one. Its possible a few American border stations will honour their neighbours to the north by bringing into focus a few of Canada's record artists. We would suggest that record companies having that GREAT Canadian record send it out immediately to the border stations. But please make sure the record is worthy of play in the US.

RECORD COMPANIES: If you do not see your record listed here, check your mailing list perhaps you forgot to send it to us.

We were very impressed with a recent cleverly written press release that came across our desk but distressed by the number of prudes we have in our industry who would take exception to a new approach of promoting records. We investigated the wording of this press release and found it wasn't an original idea. A similar type release was sent all across the US to promote a record that became No. 1. GENTLEMEN..... lets grow up. YOU ARE IN A BUSINESS OF FOUR LETTER WORDS.

Rumours are very strong that Toronto will soon have another Top Forty station. Latest to have an interest in this type of broadcasting is a very large newspaper. We hope not; newspapers who have interests in TV or radio stations usually hire people with that 1930 look (cuffs on pants). They become "hip" over night and almost always show their professional jealousy,

"Talk Back" becomes more interesting and informative each week. This week we have taken parts of two letters for reprinting.



"Dear Sir: Recently I came across a copy of your RPM in a local radio station, and would like to arrange to receive same..... the letter goes on... RPM assist us in getting to know your important markets and important jocks. May I suggest that you devote some part of your sheet to the action of American singles in your country as well as the Canadian releases. It would be interesting to see how your charts compare with the American trades."

ANOTHER LETTER says "Your front page listings threw me. I thought I was going to see a list of records I was familiar with, but could not identify one of

the artists or labels. Your excellent sheet could familiarize us with your markets and your breakout areas. It would be something we need here to make us more aware of you."

Both of these are excerpts from letters sent to us by American subscribers, and since these quotes indicate a genuine interest in Canada, we have decided to devote one page to be taken up by a Top Forty chart using the charts from across Canada as a barometer and including picks across Canada as chosen by the TOP TEN DJ's from coast to coast..... ANY VOLUNTEERS?

CURRENT SINGLE RELEASES

PICK SIDE	RELEASED	ARTIST	LABEL	NUMBER
The Wheel Song	20/4	Gary Buck	Petal	PT1500
The French Song	20/4	Lucille Starr	Barry	B3242X
You'll Never Know	27/4	Bill Deyton	Melbourne	WG3182
Alleluia	4/5	Les Alleluia	Loma	LO2000
Sorry Baby	4/5	The Romeos	Columbia	C42644
Blue Souvenirs	11/5	Danny Harrison	Coral	62411
The Savage	11/5	Gemtones	Melbourne	WG3183
Sable Island Shore	1/6	Ted Germaine	Rodeo	RO3181
Dear Mr. DJ	1/6	Dave Mickie	Tamarac	TTM604
Please Believe Me	8/6	Ronnie White	Tamarac	TTM605
Heartaches	8/6	Jayson King	Tamarac	TTM606
Singin' In Orillia	8/6	Canadian Folk Singrs	Melbourne	WG3185
Larry	15/6	The Allen Sisters	Shell	SL314

AL ALLBUTT, of Leeds Music is off on a two week trip to eastern Canada. Al pointed out that of the 12 Current Single Releases as shown in RPM, six of them are Leeds publications.

CANADIAN RECORDS MUST HAVE AN AMERICAN RELEASE BEFORE BEING REVIEWED IN THE AMERICAN TRADES. We were surprised when we found that this was not a well known fact among radio people.

SUBSCRIPTIONS - R.P.M. \$10.00 per quarter. \$40.00 per year Canada and USA. First Class mail Ontario. Air Mail elsewhere. For further information contact:

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