

R.P.M.
star
line

Mix beauty and talent then multiply by two and you come up with a formula called success, spelled ALLAN SISTERS. Jackie and Coralie are typical westerners. Their winning charm and easy going manner makes "hospitality" the only word proper to follow "western". The girls left their home in Edmonton to give showbusiness a whirl in Upper Canada.

They were part of a group called the Four Tops, but after many disappointments the group broke up and the Two Tops left became the successful Allan Sisters. A young talented record producer name of Art Snider spotted the talents of these two western gals and took them off the merry-go-round they were headed for and instead started them on a succession of hits up the ladder of success. It was through Art Snider and the Allan Sisters that Canada first became aware that Canadians were talented enough to be put on record. "Larry" their first hit captured the imagination of DJs from coast to coast. Personal appearances, TV shows, radio and newspaper interviews became an every day part of their life.

Art was sure he had a couple of winners with these two personable gals. Through his many associates in England he made arrangements to take the gals to England for their next recording session. From the tight little Isle came a sound never before heard in Canada. With "Mr. Special" Art Snider was the first Canadian producer and the Allan Sisters were the first Canadian singers to ever record a session in England. This was where the hits were being born and that's exactly what "Mr. Special" was. The Follow up "Remember The Face" was an even greater accomplishment.

For two shy young gals from Canada's west, it was almost like reaching their summit. Besides being the talk of their own country, they had made English and Canadian record history. While in England for their session they managed to make a tour, the length and breadth of the now very popular hub of the world music industry. Wherever they went in England they were received with great enthusiasm. It was on this tour that they realized how close the English regarded Canada. The feeling always seemed to be "We've had our go, now it's your turn Canada, show them the way". Canada is now starting to show "them" the way and with several

Allan Sisters



successful hits tucked away behind them Allan Sisters are right out in front. Their newest "Your Kind of Love" and "Lonely World" will keep these talented two up where the action is, the top of the charts. Besides UK interests running high many US companies have bent an interested ear. It is now just a matter of time before the Allan Sisters become an international pair.

It couldn't happen to two nicer Canadians. When you meet them, you'll discover their charm and professional polish. These are not confused youngsters who just sing. They are professional in every sense of the word. Often they can be heard singing behind Canada's top vocalists.

Keep an eye on Jackie and Coralie Allan. They're on their way.



Montreal: Dave Leonard of Monticana Records sends news that the bi-bi town's hot hot group Bartholomew Plus 3 are knocking their dead at the Peppermint Lounge in New York City. Their current Quality release "She's Mine" is a strong chart item at most stations in Quebec and has also been getting good exposure in Chicago. US release is on Bell. Dave Leonard looks after the production end of the B+3 sessions. Monticana Enterprises have been responsible for the rise in popularity of many of the new Montreal talent. Dave Leonard notes that Ronnie Fraser, whose Columbia distributed outing "Stop Look Listen" was the first independently produced session for Columbia. Also looked after at the Monticana studios was Joyce Germain's "The Beatles Are Coming" and the newest Allied release by Jimmy Mann and the Dynamics featuring Ken Folk.

"Montage" a movie thriller produced and shot on location in Montreal has a ready made audience waiting for the premiere. Reason: Montreal's most popular group J.B. and The Playboys make their film debut. From all reports the filming was a great success.

Zweibrucken, Germany: Cpl. Bill Brown of the RCAF pulled us out of the dark. His address was CAFE. We now know this stands for Canadian Armed Forces in Europe. Bill also sent along a tape of the young country artist, also in the RCAF, Don Smith. Don has a good strong country sound and with the popularity and exposure he is enjoying through his appearances throughout the Allied forces lounges record companies should start making their pitch now. Another Canadian armed force group becoming popular on the Allied main stem are The Forerunners. Bill tells us this rock group will be cutting a session in the not too distant future.

Canada: Stephen Kimber, teen writer for the Halifax Mirror and prexy of Kim Enterprises is nearing the end of his cross country jaunt. One of his distressing finds was the lack of cooperation of Upper Canada broadcasters in programming platters from outside their own areas. Maritime and Western broadcasters keep a wary eye on the action in Ontario and could put up a strong resistance to Upper Canadian platters which would end up with more short-sighted regional listings. Stephen adds "I hope some of the hit-makers of Ontario will get off their sit-downs and give chart rating to deserving releases from any part of Canada so our industry can surge forward." Stephen is gathering info on his cross Canada trip for an article on "The Canadian Sound" which will be appearing in a national publication. Stations putting out charts and listings should add Kim Enterprises to their mailing list. Address is 3120 Union St. Halifax.

Toronto: Arc Records announces the addi-

tion of record industry veteran, Ralph Harding, to the Arc Organization. Another accomplishment for Arc was the appearance of Terry Black on the ABC TVer "Shin Dig". We were a little disappointed in not seeing him perform his smash hit "Little Liar".

Last week we mentioned that "Forest Rangers", the ASP TV production, had been picked up by a major US TV network. NBC Films of New York is the company involved and this is their first "first-run" colour television distribution deal in ten years. Sales of "Forest Rangers" in the US are now estimated at a potential in excess of one million dollars, and has been put in the same category as "Flipper", "Wild Kingdom" and Disney's "Wonderful World Of Colour".

Canadian artists seem to be making more of an impact as songwriters then recording artists. The Kingston Trio have recorded "Early Morning Rain" which was written by Ian of Ian and Sylvia. Chad and Jeremy have included Gordon Lightfoot's "For Lovin' Me" in their new LP.



Ken Colman, Vancouver born Epic recording artist has just released "A Great Big Hunk Of Summer".

Record Jottings: The big news in the Canadian record business has to be the acquisition by Larry Uttal, of Bell Records, of Canada's latest and greatest releases, "Sloopy". The record was released in the US on July 16 and from all reports this could be one of the smashes of the year. If it gets the same reaction stateside as it is getting in Canada it's bound to be a top-tenner.

The Capitol folks couldn't have had a better time for their convention. Big things, nationally and internationally, made the usually go-go pressure of conventions, non-existent. Nationally, The Sparrows with their "Hard Times With The Law" are keeping the presses hot. On personal meeting, if their performance doesn't impress you, but it will, their mannerisms and good clean approach to the music field will certainly win them to your side. Diane Leigh is also another national winner, maybe international by the time this report reaches you, with her "Won't Be A Lonely Summer". For those who missed out on the original "Baby Ruth", Capitol has released this hot item by their equally hot group The Arrows.

The Esquires have recorded 3 oldies in the hippy tempo and one original. Release date soon. "California Girls" was picked off the new Beach Boys LP and played by so many stations as a single that it will now be released, as a single. Paul has waited a long time but it looks like his waiting is finally going to pay off. The Hollies are starting to make the scene. "I'm Alive" is now getting the nod stateside and in Canada. "Tiger In Your Tank" and "Lonely Boy" makes it two going for Robbie Lane. We like "Lonely Boy" but with all the tiger excitement . . . who knows? "Vancouver Town" is the flip of the new Rolf Harris "Tie My Hunting Dog Down Sport". The Vancouver side was recorded in Vancouver and is reported to be strictly of local interest, but again . . . who knows?

From Victor comes "Summer On The Sand" by Montreal radio personality (CKGM) Bob Gillies. Initial reaction has been good with it jumping on the CKPR chart at No. 56. "Oowee Oowee" looks like another winner for Perry Como which should be joined by "Sugar Dumpling" by Sam Cooke and "Tickle Me" by Elvis from the movie by the same name. The "Vintage" series spotlights Earl 'Fatha' Hines with the Grand Terrace band. "Pap" was making the scene at the Grand Terrace Cafe in Chicago (for 10 years). The 16 cuts on this release were all recorded in 1939 and 1940 which was the wind-up period of the Hines Chicago era. This release should be of particular interest to jazz fans in Toronto where "Pap" recently packed them in at the Colonial.

Lucille Starr could have another big one for Quality. "So Many Others" is getting the nod from charts across Canada. The prophet from San Francisco makes this a "Record to watch". Richard Chamberlain is shaping up to have a double sided hit. "April Love" has been charted for over six weeks but now "Joy In The Morning" is picking up attention. "I'll Still Love You" by Jeff Barry hit the vacation land of Muskoka - Parry Sound by way of CKAR in Huntsville and reaction had made it one of the most requested items at the station. "You Were On My Mind" by We Five was written by Sylvia of Ian and Sylvia and shows as a bubbler on the US trades.

"Don't Just Stand There" by Patty Duke (UA) is making the Compo folks very happy. U.S. trades and charts have given this newie approval and most Canadian stations have taken over from here. Pet Clark stays in the limelight as the most successful of femme artists with her "You'd Better Come Home". The Royal Family out of Edmonton released their first on Apex "I Told A Lie" which could influence the charts. The latest from Earl Grant "After Hours" has that grant touch that makes it a chart must.

Don Francks is giving New York theatre another go. This time he stars in an off-Broadway show "Leonard Bernstein's Theatre Songs". The show looks like it's set for a lengthy run. Tickets have been sold out for two weeks in advance. The Theatre De Lys has already experienced a box office record with this show.



Regina: Johnny Onn sends news of fantastic listener response on their newest contest "Who's Singing In The CJME Shower?". Listeners phone in and try to identify the CJME personality who is singing in the shower. Response has been so great the CJME promo dept. will be trying more of the nutty funtests for the summer season. Because of the success of

The Honda Hop (June 29) the stars of the show, Wes Dakus, Loreen Church, Barry Allen and The Rebels will probably be making the Regina scene regularly from here on in. They have established themselves as the top Canadian draw for any event in Regina. The newest on wax by Barry Allen "It's Alright With Me Now" is fast becoming a chart topper. "Come On Down" by Wes Dakus is also getting good reaction. Johnny also notes that Loreen Church, who had a fair-sized hit with "I Want To Stand Up On The Mountain" will be on the hit path before the end of summer with a release cut in Chicago. Diane Leigh's "Won't Be A Lonely Summer" has been picking up steadily in the Queen city and looks like a winner for the summer charts. Another Canadian group making the chart scene at CJME are The Nocturnals with "Because You're Gone". Sylvia of Ian and Sylvia wrote it and CJME predicts it to be a chart topper. "You Were On My Mind" by We Five has already over shadowed many of the hits on the chart. Says Johnny "Watch for the newie by Dianne James, "The Handsomest Of Them All". A very commercial sound for summer '65.

Sault Ste. Marie: Al Bestall notes a change to summertime format for CKCY The theme is swing all through the night. The heavy concentration begins at 5.30PM to 7PM which leads into a 30 minute country show. "Hit Parade" from 7.30 to 8PM and from there until 10 it's "Your Choice", strictly a teen request show and then Barry Sarazin takes over to midnight with his "920 A-Go-Go show. Debbie Lori Kaye, the sweetheart of The Sault, has been getting the star treatment at CKCY with her Columbia hit "Picking Up My Hat." Al also points out that Debbie's disc is showing up on charts at CHAB Moose Jaw, CHNO Sudbury, WJJD Chicago, WEEL Washington, and WJIN Jamestown N.Y. Her second release is planned for Exhibition time (CNE) where she will be appearing. Another recording session is slated for the fall. Pat Bestall, Promotion Director at CKCY writes "Never before has this market seen so many good Canadian discs at one time and all of them getting a good reaction from the teens." CKCY recently programmed sixty minutes of Canadian talent on a Saturday afternoon. Records included "Too Blind To See" by The Brunswick Playboys, "Picking Up My Hat" by Debbie Lori Kaye, "Sloopy" by Caesar and the Consuls and "Little

Liar" by Terry Black.

Hamilton: Last week we published a letter from former listeners of Bob Taylor when he was the teen spinner at CHOK in Sarnia. This week we heard from Bob that he just isn't ready for a desk job and would like to get back to his first love, makin' with the teen sound. Check RPM "Editor" July 26 for one of the best recommendations a radio personality could get. If anyone is interested in getting a little closer to Bob Taylor drop him a line at 565 Lakeshore Road, Sarnia, Ontario telephone 344-7682.

Toronto: CFTO-TV Channel 9 intro-

duces a new daily version of "Toronto Today" dubbed "Toronto Summertime" with host Dave Devall. This new thirty minute summertime program spotlights people of interest from in and around the Toronto area. Jack Carter, appearing with "Guys and Dolls" was slated to kick off the new series but probably because of his uncalled for outburst of rudeness aimed at Toronto critics he was quickly replaced by star performers Hal Linden and Janet McCall. Gavin Henderson, Executive Director of the National and Provincial Parks Association of Canada *continued on next page*

THE ESQUIRES

ARE HERE AGAIN

WITH ANOTHER HIT

ON



"Love's Made A Fool Of You"

THE ESQUIRES

featuring DON NORMAN

CAPITOL RECORDS OF CANADA, LTD.

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expressed strong views about the commercial interests who are trying to make our National Parks into new locations for hot-dog stands. Peter Parker hosted the second show.

The Thursday night CBC TVer "Portrait" turned it's thirty minute spotlight on The Liverpool Set who hail from England but have now settled in Canada. They have just completed a recording session in Nashville for Columbia records and will be appearing with the Grandstand show at the CNE.

With all the changes going on at CKEY, change of format, changes in staff etc. and all the doom beaters prophesying disaster (including RPM) one thing is apparent. CKEY is going back to the old time and more listenable format by building personalities.

Lethbridge: The CHEC "Go Guys" now hold down the Canadian Go Cart Championship. "Keg" Legge, CHEC personality, travelled around the Go Cart track 3,480 times in 18 consecutive hours, a total of 480 miles.

(FD: Chances are that "Keg" is now a stand-up comedian.)

Toronto: From Channel 9 comes news of another first for CFTO-TV. "Canadians All" is a 30 minute show produced in Winnipeg by Miss Sheila Knowles. Each week a different and distinct ethnic group presents songs and dances traditional to their culture and heritage. Showtime - 11:30 a.m. every Sunday.

Vernon: Robbie Dunn at CJIB has found the RPM "Star Line" an asset to his show and, although disappointed in the absence of BC artists, Robbie plans to use the albums as giveaways on his show. BC recording artists getting good play in the Okanagan Valley include The Nocturnals, Classics and The Chessmen. If the "Star Line" did nothing else, it got us a lot of 8 x 10 glossies from the heretofore very aloof west!!

Sudbury: Ray Bye has arranged to use the RPM "Star Line" albums as giveaways on the air as well as at the CKSO regular Friday and Sunday night dances.

Oshawa: Terry Mann of CKLB agrees with "Doc" Steen's comments about the lack of radio critics in newspapers. He adds, "This has long been a sore spot with me. Why take up space in their columns to print the word 'radio' when it is never mentioned?" Terry also refers to our remarks about no night rock for Toronto teenagers, and suggests that if Toronto teenagers want rock in the evening they should tune to 1350 CKLB and the Rosco Campbell show. A new voice for the Oshawa area is Ron Morey who takes over the midnight to dawn show.

Peace River: Chuck Benson is probably back in the Peace country at CKYL and more than likely getting down in print what he thinks of eastern radio stations who don't play Canadian content recordings. His honeymoon letter caused a stir but we can almost lay odds his holiday letter will stir Upper and Eastern Canadians into seeing red. We hope so. Sorry we missed this great router of Canadian talent when he

dropped in on RPM offices.

St. John's: Jim Morrison notes that VOXM listeners have reacted very favourably toward the playing of Canadian content recordings. Robbie Lane's "Sandy" (now #42) was being played 3 weeks before the station received their copy (Jim was playing his "Sounding Board" copy). "Walking With My Angel" by Bobby Curtola stays on at #7. The Big Town Boys and Gordon Lightfoot have been getting much airplay and good listener response. Jim likes the flip of The Regents newest and will be plugging "Moving Out Babe".

Lindsay: Tex Bagshaw sends news that "Take Me Back" by D.C. Thomas has been picked as #1 on the CKLY All-Canadian chart. "My Girl Sloopy" by Caesar and The Consuls is a fast chart climber at this Lindsay station.

Orillia: Bowland's Best Bets at CFOR picks the newie by Bobby Curtola "Makin' Love". Bowland has a knack for picking the winners so watch for this latest by Curtola. "Sloopy" is also getting the upward action with a move to #10. "Oh Oh Canada", the Arc LP by The Brothers In Law, has been picked as one of their 5 Albums of the week.

Saint John: Rockin Robbert's CHSJ "Smart Chart" gives a good boost, picture-wise, to The Charmaines newie "The One For Me" which has jumped up to #14 followed closely by "Hard Times With The Law" by The Sparrows. "Sandy" keeps moving up and "I Wonder" by The Big Town Boys jumps on the chart this week. Also new on the chart is "Won't Be A Lonely Summer" by Diane Leigh. "A Little Bit Too Late" by Cliff Richard makes it to the chart with a big jump into #24 slot. "Down In The Boondocks" by Billy J. Royal is 'Picked To Click'.

Regina: CJME's "Honda Hop" at the Trianon in downtown Regina turned out to be a giant success. Holding down the entertainment bill were Barry Allen, Loreen Church, and Wes Dakus and The Rebels. Prizes included a Honda motor bike.

Peterboro: CKPT personalities will be hosting the Tuesday and Friday night dances at the Lions Center throughout the summer. The Rogues are one of the popular groups that look after the Friday night entertainment. "Sloopy" jumps into the top 10 at #9 on the CKPT Hit Parade Chart.

Welland: There must be a new hand picking them at CHOW. We find a welcome change on the C-HOW Fun Fifty, and whoever is picking them has an ear for talent. "Hard Times With The Law" bows in at No. 46, "Too Blind To See" by The Brunswick Playboys makes its pitch at No. 41 and "Tossin" makes it to No. 2.

Halifax: Brian Sutcliffe and the staff at CHNS are gearing themselves for the big Hank Snow Country Special skedded for the Halifax Forum. "Makin' Love" by Bobby Curtola makes its first appearance on the "Super '60" at #58. "Won't Be A Lonely Summer" moves up the chart to #53.

R.P.M. Play Sheet

tw	lw		from	
1	2	WHAT'S NEW PUSSYCAT	Tom Jones	Lon
2	5	x SET ME FREE	Kinks	All
3	6	* DOWN IN THE BOONDOCKS	Billy Joe Royal	Cal
4	12	HOLD ME THRILL ME KISS ME	Mel Carter	Lon
5	7	* SLOOPY	Caesar and Consuls	Rol
6	8	WHERE ARE YOU NOW	Jackie Trent	All
7	13	x I WANT CANDY	Strangeloves	Unk
8	16	HERE COMES THE NIGHT	Them	Lon
9	18	x DON'T JUST STAND THERE	Patty Duke	Com
10	19	* TO KNOW YOU IS TO LOVE....	Peter and Gordon	Cap
11	20	* YOU'VE NEVER BEEN IN LOVE....	Unit 4 Plus 2	Lon
12	24	x YOU TELL ME WHY	Beau Brummels	Qua
13	26	x SAVE YOUR HEART FOR ME	Gary Lewis/Playboys	Lon
14	25	x TAKE ME BACK	Little Anthony/Imperials	Lon
15	27	x ALL I REALLY WANT TO DO	Byrds	Cal
16	14	HARD TIMES WITH THE LAW	Sparrows	Cap
17	15	x OO WEE BABY	Fred Hughes	Qua
18	22	IT'S ALRIGHT WITH ME NOW	Barry Allen	Cap
19	23	x NOBODY KNOWS WHAT'S GOIN' ON	Chiffons	Qua
20	21	SMALL TOWN GIRL	Staccatos	Cap
21	28	* YOU'D BETTER COME HOME	Petula Clark	Com
22	30	x I GOT YOU BABE	Sonny & Cher	Lon
23	33	* YOU'RE MY GIRL	Roy Orbison	Lon
24	32	* MY NAME IS MUD	Eddie Rambeau	Qua
25	34	* UNCHAINED MELODY (f/s)	Righteous Bros.	Lon
26	36	* YOU WERE ON MY MIND	We Five	Qua
27	39	x AROUND THE CORNER	Duprees	Col
28	31	x HERE I AM	Dianne Warwick	Quo
29	40	I'LL ALWAYS LOVE YOU	Spinners	Pho
30	35	* YOU BETTER GO	Derek Martin	All
31	38	x BECAUSE YOU'RE GONE	Nocturnals	Pho
32	new	x COLOURS	Donovan	All
33	new	x CANADIAN SUNSET	Sounds Orchestral	All
34	new	* LOOKING THROUGH THE EYES...	Gene Pitney	Col
35	new	* LIKE A ROLLING STONE	Bob Dylan	Col
36	new	x I'M A FOOL TO CARE	Ray Charles	Spa
37	new	x LET THE WATER RUN DOWN	P.J. Proby	Lon
38	new	* CALIFORNIA GIRLS	Beach Boys	Cap
39	new	* YOU'RE MY BABY	Vacels	Qua
40	new	IT'S THE SAME OLD SONG	Four Tops	Pho

* RPM FORMER PICK

x RPM FORMER EXTRA

Comers

EXTRA	SINCE I LOST YOU BABY	Temptations	Pho
EXTRA	SUGAR DUMPLINGS	Sam Cooke	Rca
EXTRA	IT AIN'T ME BABY	Turtles	Unk
EXTRA	IT'S GONNA TAKE A MIRACLE	Royalties	Qua
EXTRA	HELP	Beatles	Cap

Sure!!

HEART FULL OF SOUL - Yardbirds - Cap

Should!

TIGER IN YOUR TANK - Robbie Lane - Cap

Could

I DON'T WANNA LOSE YOU BABY - Chad & Jeremy - Col

Maybe?

MEMPHIS BEAT - RPM'S - Quo

GMP Guide

1	EARLY MORNING RAIN	Ian and Sylvia	Mus A
2	SOUND OF MUSIC	Film Track	Rca
3	CATHERINE MCKINNON		Arc A
4	MARY POPPINS	Film Track	Rca
5	SINATRA '65	Frank Sinatra	Com A
6	BALLADS TO BARRELHOUSE	Ralph Richards	Rca
7	CANADIAN SUNSET	Andy Williams	Col
8	CAT BALLOU	Nat King Cole	Cap A
9	TODAY - MY WAY	Nancy Wilson	Cap
10	ROAR OF THE GREASEPAINT	Film Track	Rca
11	CAST YOUR FATE TO THE WIND	Sounds Orchestral	All A
12	THREE O'CLOCK IN THE MORNING	Bert Kaempfert	Com
13	CHIM CHIM CHEREE	New Christy Minstrels	Col A
14	PETER PAUL AND MARY		Com A
15	SCORED FOR BALLET	Toronto Philharmonic Ork	Col A
16	MY NAME IS BARBRA	Barbra Streisand	Col A
17	LOVE IS EVERYTHING	Johnny Mathis	Lon N
18	MOONLIGHT BECOMES YOU	Jerry Vale	Col N
19	BEGIN TO LOVE	Robert Goulet	Col
20	IF I LOVED YOU	Johnny Mann Singers	Lon N

Country

1	PICKING UP MY HAT	Debbie Lori Kaye	Col
2	EVERYBODY'S LAUGHIN AT MY ...	Jimmy James	Arc
3	LOOKING BACK TO SEE	Cdn. Sweethearts	Qua
4	SITTIN AND THINKIN	Jerry Hottan	Lon
5	COME ON IN MR. HEARTHACHES	Lennie Siebert	Spa
6	GIRL WITH THE SAD LOVELY...	Bob King	Lon
7	NOPPER THE TOPPER	Hal Willis	Qua
8	I CAN'T LIVE WITH HIM	Myrna Lorie	Spa
9	LITTLE TOT	Art Young	Rol
10	BADGER BODINE	Lennie Siebert	Spa

Cross Canada Chart Action

1	1	(My Girl) SLOOPY	CAESAR & CONSULS	RAL
2	3	IT'S ALRIGHT WITH ME NOW	BARRY ALLEN	CAP
3	2	TOSSIN AND TURNIN	GUESS WHO	QUA
4	4	WALKIN WITH MY BABY	BOBBY CURTOLA	RAL
5	5	WON'T BE A LONELY SUMMER	DIANE LEIGH	CAP
6	8	MAKIN LOVE	BOBBY CURTOLA	RAL
7	6	SANDY (f/s)	ROBBIE LANE	CAP
8	7	SMALL TOWN GIRL (f/s)	STACCATOS	CAP
9	9	HARD TIMES WITH THE LAW	SPARROWS	CAP
10	10	BECAUSE YOU'RE GONE	NOCTURNALS	SPA

Due to "technical difficulties", the CCCA appears this week in an abbreviated format. This feature will appear next week in its usual format. Bear with us while our printer takes a holiday.

11	12	COME ON DOWN	WES DAKUS	CAP
12	13	THE ONE FOR ME	CHARMAINES	RAL
13	11	PICKING UP MY HAT	DEBBIE LORI KAYE	COL
14	14	UH UH UH	CANADIAN SQUIRES	COM
15	16	I WONDER (f/s)	BIG TOWN BOYS	CAP
16	17	LOVE HAPPINESS & SWEET YOU	J.B./PLAYBOYS	RCA
17	18	HUM DRUM	DEREK AND ED	SPA
18	20	AS MANY AS THESE	CATHARINE MCKINNON	ARC
19	19	TAKE ME BACK	D.C. THOMAS	CAP
20	-	I BELIEVE IN MIRACLES	PIERRE LALONDE	COM

Now We've Done It!!!
ELVIRA
APREESE
Says...

The great search is on to discover who I am. Obviously I write this column under a nom de plume. I would put my life in jeopardy not to protect myself. Meanwhile many young ladies in the music business have been complaining that they are taking the brunt of the attacks at me . . . as there is much speculation as to who I really am. No amount of expense has been spared to keep my identity unknown. I have had a great deal of cooperation from the people at RPM, and my weekly column is mailed into RPM, and my secret meetings with the editor are so cloak and dagger, that even at the low rate of pay, I find the whole thing as exciting as a cheap movie.

Search . . . speculate . . . enquire . . . but you will not find my true identity. But . . . we call them as we see them, and names are not used only to protect the innocent (and there aren't any of those in the music business.) Keep those letters coming. I love to hear from you.

Comment From A Little Girl: "I think I like 'Hang on Stupid' by Little Caesar and the Consuls is the best!"

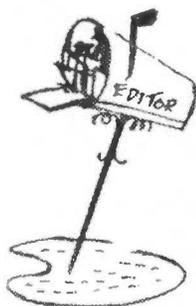
Mike Jaycock of CKOC dropped EC a letter, and tells me about the all out Canadian approach of OC. Handsome Mike is just back from a very tiring honeymoon trip. (Motoring is such a fatigue!) Everytime we hear from a DJ that tells us it's Canadian All The Way, we enroll him in Elvira's Canadian Touters Club as an honorary member. Welcome Mike, and easy on the motoring.

Promotion . . . The Lack Of. I would like to go on record as saying that with only a few exceptions, Canadian record companies are Lax . . . Lax . . . Lax when it comes to promotion and advertising. For too long, they have had a gravy wagon that has kept imagination and flair in the background. A recent trip to (New York) gave me a lot of insight into what promotion and advertising can do. The company Bigs I spoke to had very little respect for the sales figures that Canada came up with, and the problem could be promotion. It therefore stands to reason that the new Canadian artist must as well be the fall guy. The question is . . . Can you make a hit??? and if it isn't a ready made hit . . . can you take it into chartsville, If you can . . . you're a promotion man, but if you are but a delivery boy . . . rushing to stations with the latest "100 Climber", then you're not a promotion man.

Dealers complain about the Mountains of printed matter that comes into their stores in the mail every morning. It's Third Class, and ends up in the waste paper basket. Very little of it can have a very long life. It lacks originality. Next time your salesman walks into a store early in the morning, have him report on how the Third Class items are handled.

As pretty as they may be . . . They are seldom read.

What are you doing right now???? You're reading my column in RPM. Therefore a few bucks slipped to Elvira will assure you of absolutely nothing!!! but . . . a good record, and an effective promotion will net you even Elvira's Free attention.



In past weeks we have been ever mindful of the reason for the success of the French Canadian music industry. The main reason for this success is the support the French Canadian public gives its artists. The following letter from Kev Griffin, Youth Editor of The Stratford Times is further proof of this loyalty. "Dear Walt: With regards to RPM's Canadian content

percentages in a recent issue, you stated that Quebec radio stations (English anyhow) only programmed 2½% Canadian. But I'd like to tell you that P.Q's. French stations must play over 30% Canadian. I was in Quebec city recently and my regular listening was CKCV and I was thoroughly impressed with their charts. They play mainly French songs and these are nearly all by Quebec artists and of good quality. But, as a bonus, they also play the best of the English hits, including Canadian releases, although all announcing is done in French. The French Canadian records were so good that I missed them on my return to Ontario. Why can't English Canadian stations play the best of the French records? Although several are just translations of English and American hits, many are original and worthy of greater coverage and they are CANADIAN.

(signed) Kev Griffin.

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 Our NEW telephone number
 is: (416) 487-3466

Harriet Wasser's NEW YORK
 column does not appear this
 week while Miss Wasser takes
 a well earned holiday. Her
 column returns next week.

BREAKOUT SINGLES



JOHNNY & THE CANADIANS

"Say Yeah!"

f/s

"A Woman Loves A Man"

4-43353

THE LIVERPOOL SET

"Must I Tell You"

f/s

"Miss You So"

4-43351



ON COLUMBIA RECORDS

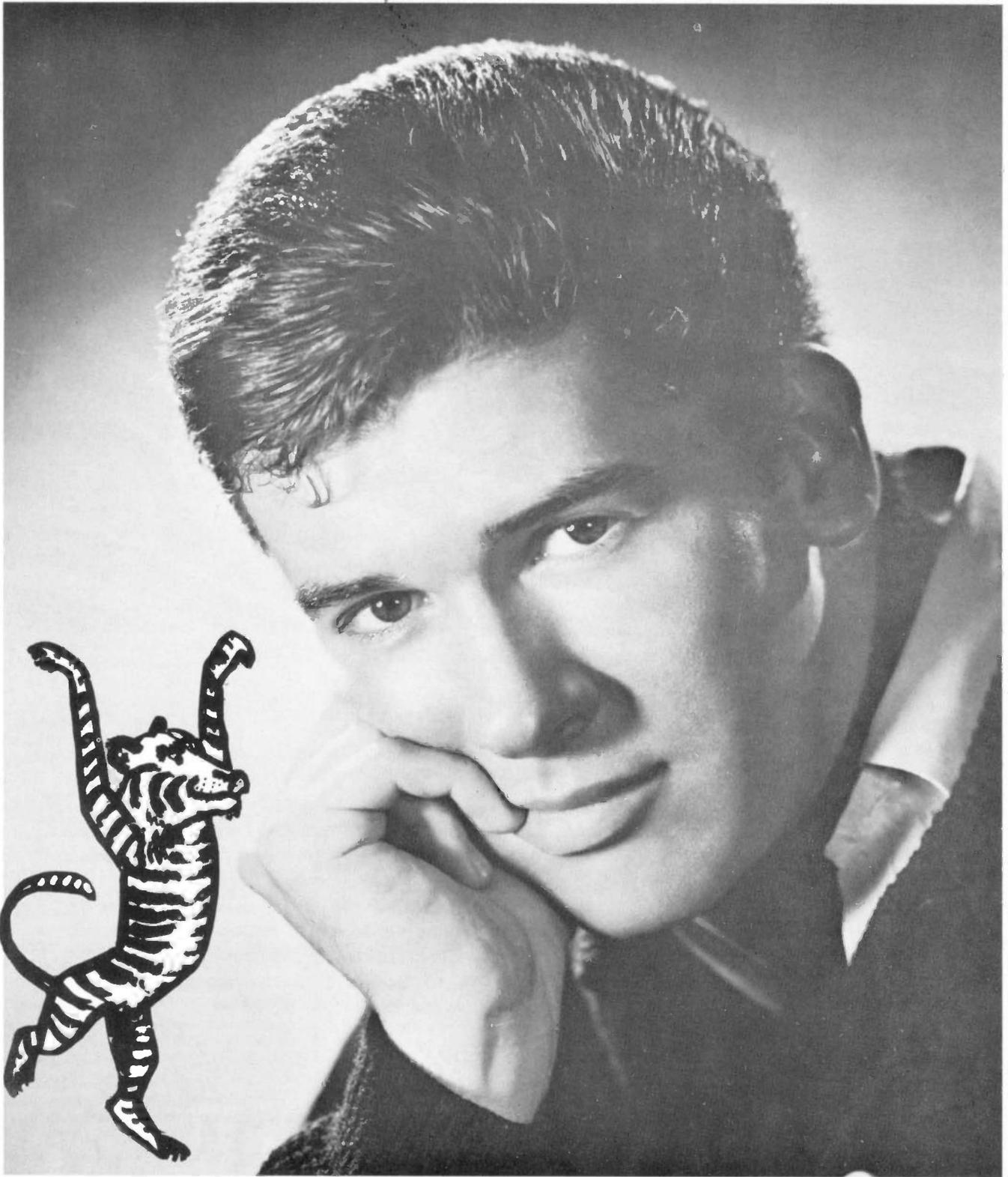
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