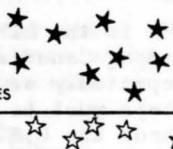


RPM**RECORDS
PROMOTION
MUSIC****a weekly newsletter**DEDICATED TO CANADIAN RECORDING
AND MUSIC INDUSTRIES

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

Vol 1 - No 14

May 25, 1964

**8½ PERCENT LIMIT**

(SEE EDITORIAL)

BREAKOUT**PICKED ***BLUE SOUVENIRS
Danny Harrison
Coral 62411

NO BREAKOUT THIS WEEK

**↳ SIGNIFICANT ACTION ↳**

1. French Song	Lucille Starr
2. You're Not A Goody Goody	Bobby Curtola
3. Private Property	Shirley Matthews
4. Baby Beatle Walk	Al Martin Six

CHART ACTION across Canada

		★	★
CJCA	Edmonton	7 You're Not A Goody Goody	Bobby Curtola
		*30 Baby Beatle Walk	Al Martin Six
CJME	Regina	*38 Let Love Do The Talking	Diane Leigh
		*51 Baby Beatle Walk	Al Martin Six
CHNS	Halifax	3 You're Not A Goody Goody	Bobby Curtola
		*10 Louise	Pierre Lalonde
		*25 Private Property	Shirley Matthews
CKRC	Winnipeg	*36 French Song	Lucille Starr
CHIQ	Hamilton	*30 Baby Beatle Walk	Al Martin Six
CJMS	Montreal	* 3 Louise	Pierre Lalonde
		* 8 French Song	Lucille Starr
		*12 Find Me A Boy	Ginette Reno
		*16 Give Me Your Love	Andy Kim
		*23 Alleluia	Les Alleluia
CKLC	Kingston	*39 French Song	Lucille Starr
		*42 Louise	Pierre Lalonde
		*43 Private Property	Shirley Matthews
CKPT	Peterboro	*22 French Song	Lucille Starr
		*38 Private Property	Shirley Matthews
CFCH	North Bay	36 You're Not A Goody Goody	Bobby Curtola
		*48 Private Property	Shirley Matthews
CKY	Winnipeg	*16 French Song	Lucille Starr
		*33 Baby Beatle Walk	Al Martin Six
CKLB	Oshawa	*20 Private Property	Shirley Matthews
		21 You're Not A Goody Goody	Bobby Curtola
CKWS	Kingston	*21 French Song	Lucille Starr
		25 You're Not A Goody Goody	Bobby Curtola

EDITORIAL

8½% is the LIMIT!! We have admitted from the beginning of RPM that there are strong Canadian and American factions opposing our complete Canadian content. Repeatedly we have outlined our purpose, and at this point, I am not sure what steps must be taken to make our purpose clear. We are NOT here to violently overthrow the U.S. record business, We do not advocate any "Canada First" policy. We don't attempt to take the place of any of the excellent U.S. newsletters, but to the time RPM started, there was no publication doing what we are doing. Reporting on the Canadian scene, to Canadians, and by Canadians from a point where Canadian things were happening; that is our purpose. Some of the criticisms to this time have lead me to believe WE HAVE NO RIGHT TO HAVE A CANADIAN MUSIC INDUSTRY. I have had indication that some of the major stations in Canada have no use for us, and feel that RPM is a threat to their programming. On the contrary we have stated our feelings about regulated programming repeatedly, and would like to do everything possible to prevent any quota system for broadcast music. The industry can police itself to assure that no such quotas are set, and that we not have the disastrous repercussions that would follow. We are here to inform and pass on new ideas and thoughts. To the many that have used RPM as an industry voice, I can say thank you for your support. I cannot condone those who have openly campaigned against the industry. When we have asked them to evaluate each Canadian release on its merit alone, they reply "Don't ram Canadian down our throats". Our answer is, "Where can you find the manipulated incentive to play a Canadian record?" Certainly no US sheets or trade papers will bring this information to you. Possibly we should ignore these few. There is always the chance that their thinking may come around. Meanwhile, we would like to re-emphasize our aims. We would be very happy to see the Canadian industry producing 8½% of the North American market which is our rightful share. Up till now it has been no ones fault but our own.

We get clippings from various artists and companies each week, and would like to make mention of these to you. Canadian High News in its May 9th edition featured a story of Canadian singer Shirley Matthews. CBC Music Hop's Dave Mickie sends along a copy of his first weekly column to teenagers which appears in the Burlington Gazette. Dave tells us this column is ready for syndication, and any newspapers interested should contact Dave %Starmakers, 1435 Yonge Street, Toronto 7, Ontario. The column is great reading, and shows the versatility of this young man. One interesting aspect is the story of Dave's first recording session, and what it's like to cut a record. Very well written. Craig Cole of CJSP, Leamington is feature D.J. in the May issue of TV-Radio Mirror. More and more the periodicals are concentrating on Canadian talent.

Quality Record's HAROLD WINSLOW informs us that Give Me Your Love by ANDY KIM on 20th is a smash in the Quebec market and is spreading to the rest of the country. Might warrant another listen.

MacKay Records let us know that the GEMTONES have a new single on the Melbourne label. These 5 Canadian boys ranging in age from 14 to 18 had a near-winner with their last release "Reno" This new one is called "The Savage".

CKLB comes up with a 'new look' chart this week. This Oshawa station has made the back of their chart a newsy layout of what's happening in Motown. A great number of charts have been re-formatted and the results are real eye catching.

A great number of inquiries have come to us regarding the CeeCees we use to head our columns in RPM. These uninhibited little men are drawn by a young man from Oshawa, Ontario. He's a Canadian artist (but not musically) and his name is Doug Brooks. Thanks to Doug we can offer more than dry print each week. The name CeeCee comes from Canadian Content (obviously).

Sorry..... no "Talk Back" this week. We will not reprint any letter when requested not to, therefore all letters this week will be answered personally. Should you wish to write and have your letter reprinted but wish to remain anonymous please make this request known and we will honour same. The reason for space being allotted to "Talk Back" was for you in the industry to write and air your beefs and make known your comments. All the letters received to date have been most informative and in some cases we have gained a greater knowledge of the industry from comments received. Please feel free to write and comment on any subject that may be of interest to you. We have received letters in the past week from some stations taking sides with the National flag issue. We haven't reprinted these nor commented on them for obvious reasons. We feel Canadian radio could do more to make Canadians aware of Canada through art forms and culture that are distinctly ours.

Thanks to the KY Good Guys at CKY Winnipeg for helping to further our cause for more Canadian talent, through their house organ "The King Speaks

From the looks of the mail pull at WKBW Buffalo it would appear that JOEY REYNOLDS is a very popular voice in the late evenings in Montreal. One Canadian artist who received a great deal of advantage from this arrangement was ANDY KIM with "Give Me Your Love". About the same time CJMS Montreal picked it up and Andy is now making it quite nicely with both the French and English market.

CLAUDE BRUCHESI of CJMS Montreal and LARRY SOLWAY of CHUM Toronto teamed up this last week with a talk type show that could be a weekly event and we hope it is. This allows the English speaking listener in Toronto to ask questions and make comments over the French speaking station in Montreal and vice versa. Some of the subjects are a little touchy but are well handled by Larry and Claude. A big step toward knowing Canada better.



CURRENT SINGLE RELEASES

PICK SIDE	RELEASED	ARTIST	LABEL	NUMBER
Find Me A Boy	13/4	Ginette Reno	Coral	62400
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	L02000
Sorry Baby	4/5	The Romeos	Columbia	C42644
Blue Souvenirs	11/5	Danny Harrison	Coral	62411
The Savage	11/5	Gemtones	Melbourne	WG3183

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WALT GREALIS - R.P.M. - 426 Merton Street, Toronto 7, Canada - (416) 485.1679.

LOREEN CHURCH'S recording of You Can't Cry started to chart-top in the mid-west about 4 weeks ago. The record never got the amount of air play in the east and far west as it deserved, and again the regional reaction was unable to carry through to make this a big hit. Something happens to a record in its own regional promotion that often can assure great local exposure. The exposure in this case brought sales and from there on the record carried itself. This was a fine side and only needed exposure. Loreen has established herself as a talent, and her next release will possibly carry her to more national attention. Possibly by that time, we'll feel the potential of our industry and what we can do to bring these fine records to the attention of the public. From there it's up to the artist and the talent.



Tamarac Records advises us that this week they release the first single by DAVE MICKIE. The disc will be premiered on CBC's Music Hop on May 21. The two sides are Dear Mr. D.J. and Granny Kitch, the Part Time Witch both written by talented Canadian songwriter BOBBY DOW.

Congratulations to Quality artist DIANE LEIGH who took the big step this week and got married. Diane's Let Love Do the Talking is still a chart item across Canada. Lots of luck to a talented young lady who has just taken on a new job.

CHART SUMMARY. To give you an idea of the figures on the chart page, here they are: 75% of charts available were received. Of approx 1080 records listed, 40 were Canadian Content. Significant action: French Song-9 Goody-8 Property-7 Baby Beatle-6. French Song tops all comers this week. 3 charts list no CC.

BOB MARTIN, Columbia Records promo topper is off on a two week trip to visit radio stations in western Canada.

SANDY SELSIE is presently in Nashville working on a session with A&R man FRANK JONES, a graduate of Columbia Records of Canada.

DONN REYNOLDS, Country and Western recording artist will be giving us a hand on compiling news for the country stations. Any information you might have concerning the country scene please address your mail to Donn at RPM.

We just became re-aquainted with a great favorite of Canadians and a very dear friend of ours JOHNNY MATHIS who is presently playing at the O'Keefe Centre and to packed houses, as is usual. We discussed many things, among them where talent is and where it can be found, also Canadian songs and Canadian artists.

DANNY HARRISON "Blue Souvenirs" (Coral) has taken the giant step and made it very quickly on the CHUM chart. We hope other Canadian stations will react favorably and perhaps we can at last get a Canadian "breakout".

Reports from New York indicate that TOMMY HUNTER, the only Canadian on the Country show at Madison Square Gardens, was well received and rumors have it we may be in store for a new release by Tommy soon.

ROCKIN ROBBERT of CHSJ, Saint John, N.B. is one of the few Canadian Disc Jocks known in the British Isles. So well known is he that he received a letter from IRENE HARRISON, sister in law of BEATLE GEORGE HARRISON. Apparently the mail from Canada is very big and to ensure that all letters are answered they would appreciate very much if the fans enclosed an International certificate which would cover the cost of return postage. We sympathize with these people. The cost per week of sending out RPM is very high, we can imagine the millions of letters these English groups have to answer and remember it has to come from the other side of the world making the cost much greater.

BARBARA MCNABB of the King Edward Hotel reports that MARILYN REDDICK a former Miss Canada is holding forth at the King Eddy Nitery with BOBBY GIMBY and Ork.