

RPM / RECORDS
PROMOTION
MUSIC

CANADA'S ONLY MUSIC
INDUSTRY WEEKLY

Vol. 2 No. 1

Week of SEPT. 1, 1964

THE BIRTH OF AN INDUSTRY VOICE

February 1964 saw Canada's first weekly trade publication come into being in the form of a newsletter to the music industry. Now after practically six months the NEW RPM becomes a part of the industry. Possibly this will be a landmark in the development of the music industry in Canada.

With the NEW RPM the industry has a sounding board for new ideas, a medium for promoting new names and new talent, and a market place to sell what may become a major export for Canada, music and talent. If there has ever been a time to introduce an industry trade weekly, this is it.

We have come this far with RPM to the surprise of many and now go into an even bigger publication with the NEW RPM. We believe we have analyzed fairly, our controversial stands and soapbox attitude have been the ingredients that have taken the industry to this point, and won over even the hardest of our early opposition.

In six months RPM has won the favour of the American industry and brought the spotlight on Canada's music. Many feel the last six months have been the most active in history.

STEP TWO. Now the NEW RPM is step two of the birth of an industry, and this is only the beginning. Every disc

jockey, program director, record dealer, promotion man, record producer, musician, sound engineer, songwriter and trade organizer will benefit from the growth of this industry.

THE NEW RPM will each week bring you news from all over North America as well as international charts and editorial comments on the Canadian and American scene. An artist will be spotlighted each week to make you aware of the newcomers and established artists. This week Montreal's Pierre Lalonde, next week Vancouver's Classics. Our "Man of the week" column will make you familiar with the people behind the scenes in the business. Our GMP column will keep you informed on Canadian LPs and "good music" activities. Country and Western news, On the Air, 'Cross Canada Here and There, International Report will keep you informed on all aspects of the trade. The editorial voice of RPM (Walt Grealis) will write Walt Says.... and Talk Back (written by you in the industry). We will maintain a policy of keeping an advanced eye on the international picture with our Top Forty-5 Chart. RPM is yours. Let us know what you want to see, and what you would like RPM to be.

This is the NEW RPM. We hope you like it.

CHART ACTION ACROSS CANADA

CHIQ	Hamilton	20 YOURS
CHSJ	Saint John	30 YOURS
		36 CHANTILLY LACE
		45 GIVE ME YOUR LOVE
		49 LIFE'S LITTLE TRAGEDIES
CKPT	Peterboro	19 BOOM BOOM
		30 JOLIE JACQUELINE
		37 COME HOME LITTLE GIRL
CJMS	Montreal	19 YOURS
		26 LOVE ME BABY
		32 GREAT BALLS OF FIRE
CKBB	Barrie	24 YOURS
		29 BOOM BOOM
		45 COME HOME LITTLE GIRL
CKOM	Saskatoon	17 SIDEWINDER
		45 STOP TEASING ME
CKWS	Kingston	21 YOURS (2)
		29 SIDEWINDER
MUSIC PREVUE	Ottawa	50 COME HOME LITTLE GIRL
		18 CHANTILLY LACE
		28 HEARTACHES
		31 SIDEWINDER
		38 SEA CRUISE
		47 LIFE'S LITTLE TRAGEDIES

COAST	1 COME HOME LITTLE GIRL	-	Bobby Curtola
TO	2 YOURS	-	Lucille Starr
COAST	3 CHANTILLY LACE	-	The Beavers
	4 SIDEWINDER	-	Wes Dakus

Lucille Starr	Barry
Lucille Starr	Barry
The Beavers	London
Andy Kim	20th
Maury Logan	Quality
David Clayton Thomas	Atca
Lucille Starr	Barry
Bobby Curtola	Tartan
Lucille Starr	Barry
The Beavers	London
The Rockatones	Melbourne
Lucille Starr	Barry
David Clayton Thomas	Atca
Bobby Curtola	Tartan
Wes Dakus	Quality
Chad Allen & Reflections	Quality
Lucille Starr	Barry
Wes Dakus	Quality
Bobby Curtola	Tartan
The Beavers	London
Jayson King	Tamarac
Wes Dakus	Quality
Bobby Curtola	Arc
Little Caesar & Consuls	Quality
Maury Logan	Quality



Walt says..

With the introduction of the NEW RPM and with the backlog of complaints, suggestions and general knowledge supplied us by you we will now be in a better position to combine your "Talk Back" column with our editorial policy and pack the punch that is needed in this industry. If we have a cause, then together we can tackle the job more effectively. **WHAT'S WRONG WITH OUR RECORD INDUSTRY? WHY CAN'T CANADIAN RECORDS GET OFF THE GROUND? YOU tell me.** For instance already on file we have complaints against the Musicians Union, artists, groups, the BBG and record companies. Along with these complaints come solutions of the problems. Many are sour grapes. Record producers have a habit to yell bloody murder when their first record doesn't make it. We know of one independent producer in the US who admits to bombs amounting to 80% per year, yet he keeps plugging on and on and when he does make a hit you can be sure it's a big one, enough to compensate him for another two dozen flops. We receive letters from artists who believe they are being cheated out of their God given talent because the radio stations won't play their record. Groups who play to and thrill many audiences can't understand why this same ogling public won't support them by buying their records. There is a reason and in most cases it's not because the Program Director is anti-Canadian. This is a very fresh and new market for Canadian talent and it is going to take a few more years for our industry to come of

age. It's happening, I've seen examples of it already. One young Canadian producer who took advantage of the knowledge available in the US, recently amazed a group of musicians by producing the American way, that is, having the American sound. I am aware of yet another producer fairly new on the scene who is willing to experiment and feels he has now come up with the sound everyone is looking for. Time will tell, but if at first you don't succeed.... and all that jazz. But, on the other hand if you are prone to fits of anger because the trade doesn't accept your first contribution, don't write threatening letters to radio stations and disc jockeys. Get out of the business. This is show biz and you take the lumps with a smile. We have been asked if the artists got together and formed an Association of Canadian Artists, if this would help their cause. It's not a question of "if" but "try". If some enterprising young artist wants to start such an organization, then give it a try. RPM will lend you its support.

With our Centennial year fast approaching, now is the time to experiment. Let's set as one goal, the advancement of Canadian showbusiness out of the part time category and into a very proud profession and one that all Canadians can view with admiration. So now **YOU TELL ME WHAT'S WRONG WITH OUR INDUSTRY** and **RPM WILL TELL THE REST OF THE NATION.**

RPM / RECORDS PROMOTION MUSIC

PUBLISHED WEEKLY BY WALT GREALIS, 426 MERTON STREET, TORONTO 7, CANADA

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Here and There...

The Beavers, popular Maritime group are still having a great deal of success with personal appearances in the east and are slowly making it with their single "Chantilly Lace" (London) across the rest of Canada. Plans are already underway for the release of their second disc.

Coming up, one big smash, "Unless You Care" by Terry Black on Arc. Advance sales for this west coast entry already indicate success. We understand Terry has been signed to play the younger brother of Elvis Presley in an upandcoming motion picture.

Tamarac discovery Larry Lee is making it big south of the border with club appearances and will soon be on the record scene again, this time on Columbia and from advance information this outing could be a hit. Another reminder, it helps if it happens first in the US.

Pierre Lalonde comes up with another Maurice Chavalier oldie, updated "Mimi" on Apex en Anglais a good follow up to "Louise". This is a good image for popular La Belle Province artist Pierre. (see Story of a Star in this issue).

"Got My Mojo Workin'" is a newie for Ronnie Hawkins on his own label Hawk and is getting much air play locally. May we ask if Ronnie still isn't under contract with an American company? Another Hawk entry is "Fanny Mae" by Robbie Lane. The big push for this disc will be from the Toronto area

where Robbie is very popular through club dates, hops and TV appearances. Proper national distribution could make it a big one for Robbie.

Hughie Scott of Ottawa has just released his first single on Tamarac. "I Will" is the top side. The Meteors provide the background for this single.

Maury Logan (Quality) will see his "Life's Little Tragedies" stateside on the Crusader label. Maury hails from Ottawa. Good luck, Maury, we hope to see you hit the top of the charts.

CAPITOL CONVENTION



One of the highlights at the recent Capitol of Canada's sales convention was a performance by The Esquires shown above with Capitol's Paul White.



ON THE AIR

A big day in the life of radio stations CHUM and CKY. Sept. 7 that's the day The Beatles come to Toronto and contrary to the beliefs of some skeptics their popularity is still as great as when the Beatle bomb hit. We hope to have photos of the day in Vancouver and Montreal as well as Toronto. If you were wondering where all the Beatle tickets went (during the hectic ticket sale at the Gardens) you should take a look at chart and radio station promotions we receive here each week. Actually the stations should be thanked for making free contest tickets available to many teenagers who otherwise wouldn't have been able to afford the high priced spectacle. There has been enough coverage by the press on mishaps that have befallen appearances of the Beatles elsewhere and the injuries suffered by many innocent bystanders and hope that the Canadian promoters and radio stations will not attempt to exploit through mass hysteria their own image. All shows are sellouts and the riot promoting isn't necessary and I'm sure the Beatles don't want it either.

Edmonton's CHED has been running a contest to send some of their listeners to Vancouver to see the Beatles.

CHNS in Halifax has also been running contests to send listeners to Toronto to see the Beatles.

As 10,000 watt CKY attempts to lure more adult listeners by sweetening its daytime hours, CHUM at 1050 goes to a blanket coverage 50,000 watts. CHUM is the only exclusively contemporary music station in the area broadcasting mainly top forty.



Valerie Cloutier CKY's "Watchable of the Month" with I to r Jimmy Darin, Daryl Burlingham, Wild Willie Grogan, George Dawes and Dean Scott, CKY Good Guys.

A VOTE FOR CANADIAN TALENT

FROM

CHUM-1050

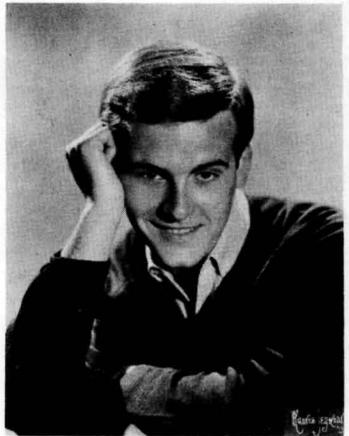
TORONTO

50,000 watts

DAY AND NIGHT

Story of a STAR

Pierre
Lalonde



Pierre Lalonde is possibly French Canada's number one record star. This Montreal singer has been compared to Robert Goulet and Pat Boone. Versatility? Pierre is a radio disc jockey in French, a TV star in French and English and recently released his second English single for Apex. No newcomer to the business, Pierre was a child actor in a radio soap opera series. His singles have sold 1,000,000 copies, (one single hit 65,000).

Pierre is 23 years old, 5'9" and weighs 155 pounds. This clean cut young performer doesn't pose for liquor or cigarette ads. He hasn't got a steady girl friend, so is the perfect answer to a teen idol (or the teen image). Pierre's eye is on the US and in no time there will be a smash hit and Canada's self propelled and self managed Pierre Lalonde will attain the international stardom he deserves. Unlike a great many artists of today Pierre has a ready made market shaping up for his old age. There will never be another Maurice Chavalier but there is a need for this type of entertainer. So....en garde Pierre.

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CANADIAN TALENT

Congratulations, Walt.....

and Best Wishes

to R PM

George Offer
Apex Records Ltd.

Congratulations

from

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OF CANADA

LOOK TO TAMARAC
FOR
BIG HITS



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HUGHIE
SCOTT

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TAMARAC TTM 607

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BEST WISHES

CKEY

TORONTO

I've been trying to get a

Canadian Hit

for years and I think

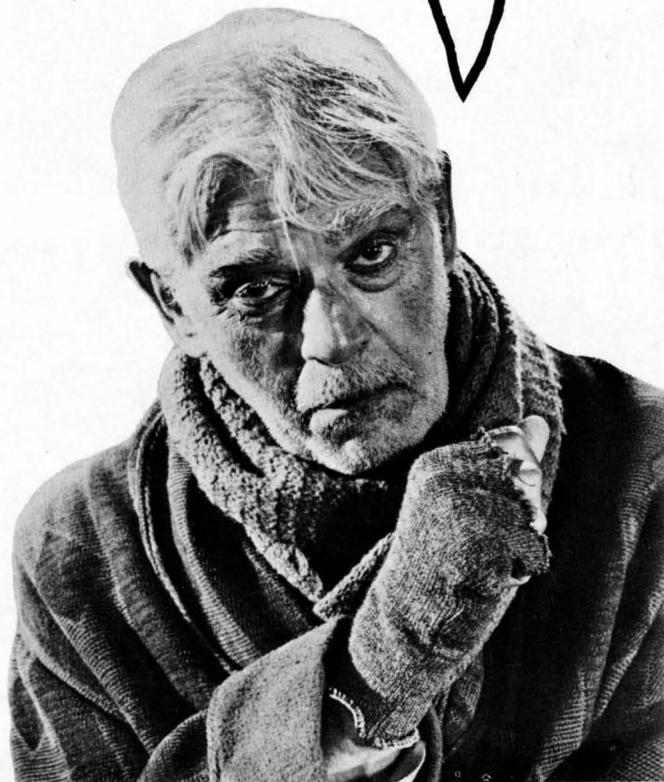
I've finally got one.

Our New CAL Record!

COMING

SEPTEMBER 15TH

Yours truly,
RALPH HARDING



**CANADIAN
* *
CONTENT
* ***

*** PICKED**

Each week will feature a single of high potential, and below all the new releases.

LATEST CANADIAN CONTENT RELEASES

COME HOME LITTLE GIRL	Bobby Curtola	Tartan 60-1024
ACES HIGH	The Classics	Jaguar 2001
I'M TIRED OF YOUR LIES	Howard Sisters	Columbia 4-2647
THE OOKPIK SONG	The Romeos	Columbia 4-2645
WILD GOOSE	The Travellers	Columbia 4-2646
JIMMY, JOHNNY OR JOE	Lynda Lane	Tartan 60-1023
PUT ME IN THE PICTURE	Ginette Reno	Coral 62421
THE FLIPPER	The Breakaways	Melborne 3186
THREE RED LEAVES	Diane Leigh	Quality 1647X
BABY THAT'S THE WAY IT GOES	Diane Miller	Columbia 4-2648

RPM

Market Place

ANNOUNCER - PROGRAMMER Would like to locate in South Western Ontario or Western Canada. Experienced in all production methods and program supervision including top forty. Reply Box 1001 RPM

NEXT WEEK

*** * ***

THREE NEW FEATURES



MAN OF THE WEEK - Pictures and the inside stories of some of the people behind the scenes in radio, records, production and music.

GOOD MUSIC POLICY (GMP) - A report on Canadian LP releases and information on good music in Canada and the activities of the artists

COUNTRY AND WESTERN ROUND UP - Photographs and news of the people who make up the country scene in Canada and the US.

CONGRATULATIONS

THE NEW RPM

Raleigh Record Sales

**INDEPENDENT RECORD DISTRIBUTORS,
108 Wellington Street West,
Toronto, Ontario.
Phone: EM. 4-1015**

- Bob Pugh

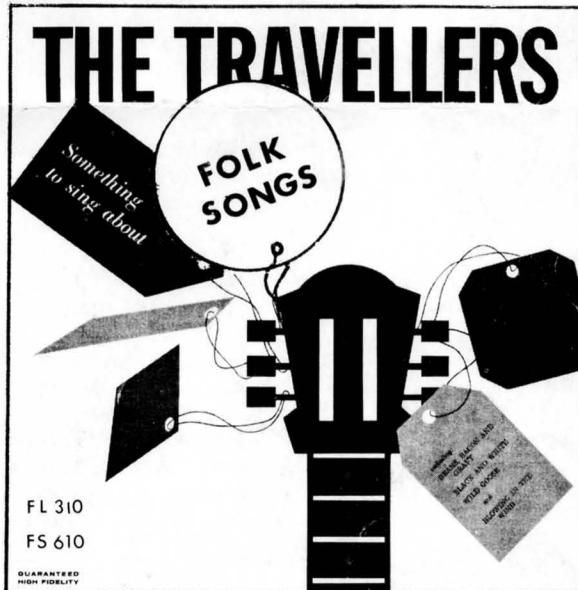
**A
NEW
FOLK
SOUND**

from

COLUMBIA RECORDS 

OF CANADA

THE TRAVELLERS



CANADAS

TOP

FOLK

GROUP

CANADA'S

FABULOUS
BEAVERS



Chantilly Lace

b/w

LOVE ME BABY

- ★ HALIFAX
- ★ TORONTO
- ★ ST. JOHN'S
- ★ REGINA
- ★ MONTREAL

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ON LONDON RECORDS

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HALIFAX, NOVA SCOTIA
PHONE 423-8780

RECORD # M17323

TOP 40-5s

THIS LAST
WEEK WEEK

1 2	WHERE DID OUR LOVE GO
2 1	HARD DAY'S NIGHT
3 10	C'MON & SWIM
4 12	BECAUSE
5 18	HOUSE OF THE RISING SUN
6 6	UNDER THE BOARDWALK
7 11	PEOPLE SAY
8 15	EVERYBODY LOVES SOME- BODY
9 4	WISHIN' & HOPIN'
10 5	LITTLE OLD LADY FROM PASADENA
11 3	RAG DOLL
12 7	YOU DON'T KNOW HOW GLAD I AM
13 8	I WANNA LOVE HIM SO BAD
14 13	HOW DO YOU DO IT
15 19	SUCH A NIGHT
16 29	YOU NEVER CAN TELL
17 16	I'LL CRY INSTEAD
18 9	TELL ME
19 17	STEAL AWAY
20 20	AIN'T SHE SWEET
21 14	HANDY MAN
22 35	MAYBELLINE
23 38	JUST BE TRUE
24 26	I WANT YOU TO MEET MY BABY
25 34	CLINGING VINE
26 27	HAUNTED HOUSE
27 28	IF I FELL
28 30	IT'S ALL OVER NOW
29 31	SWEET WILLIAM
30 -	MAYBE I KNOW
31 -	IT HURTS TO BE IN LOVE
32 -	BREAD & BUTTER
33 -	WALK DON'T RUN 64
34 33	LOOKING FOR LOVE
35 36	WORRY
36 -	SELFISH ONE
37 39	A HOUSE IS NOT A HOME
38 -	AND I LOVE HER
39 37	FATHER SEBASTIAN
40 -	ME JAPANESE BOY

plus 5...

EXTRA - SOMEDAY WE'RE GONNA LOVE AGAIN
 EXTRA - HE'S IN TOWN
 EXTRA - REMEMBER
 EXTRA - SOCIETY GIRL
 EXTRA - I'M ON THE OUTSIDE LOOKING

-Searchers
 -Tokens
 -Shangri-la's
 -Rag Dolls

IN-Anthony & Imperials

International Report

Sure...	SAVE IT FOR ME	Four Seasons
Should..	WHEN YOU LOVE ME	Brenda Lee
Gould..	NO TIME TO LOSE	Carla Thomas
Maybe..	IT'S FOR YOU	Cilla Black

With a wealth of promotion men from all over North America reporting, we have a great many new releases and much news to report. Jack Fine sends along the new B.B. King "The Hurt" (ABC) - Looks like a winner. "You Pulled a Fast One" by the V.I.P's - Could be a big one. "Hey Girl Don't Bother Me" by The Tames - Trades show good future. "How About It" The Dorchesters - Gets our nod.

Canadian hit "Baby Beatle Walk" by The Al Martin Six on Amy is breaking out in Baltimore. Also from Amy Shirley Matthews "Feel So Pretty".

Nice to hear that Brenda Holloway has a new release "I'll Always Love You". We got the press release but no record.

"I'm Into Something Good" by Earl-Jean is doing very little here in Canada. Just didn't seem to have the push behind it.

Terry Stafford bows in with a new entry "Follow The Rainbow". It's on Crusader. Maury Logan has just had his "Life's Little Tragedies" picked up by Crusader for release in the USA.

A new one for the Fleetwoods on Dolton looks good and can't miss. This group has had a great number of successes and everything they touch has HIT potential.

The New Cilla Black "It's For You" deserves a lotta spins, and is a strong follow up to "You're My World".

Attention Liberty Records. Send RUSH one copy of the new "Chipmunks Sing The Beatles" LP. Send it to the Biggest Chipmunk Booster in the World. (There's a great deal of nostalgia involved in this request.) Address? RPM.

RPM can be a sounding board for your new releases. You'll read about all the big new sounds here, as we move and groove, and write about all the big sounds, man and the new records. Yah Yah.

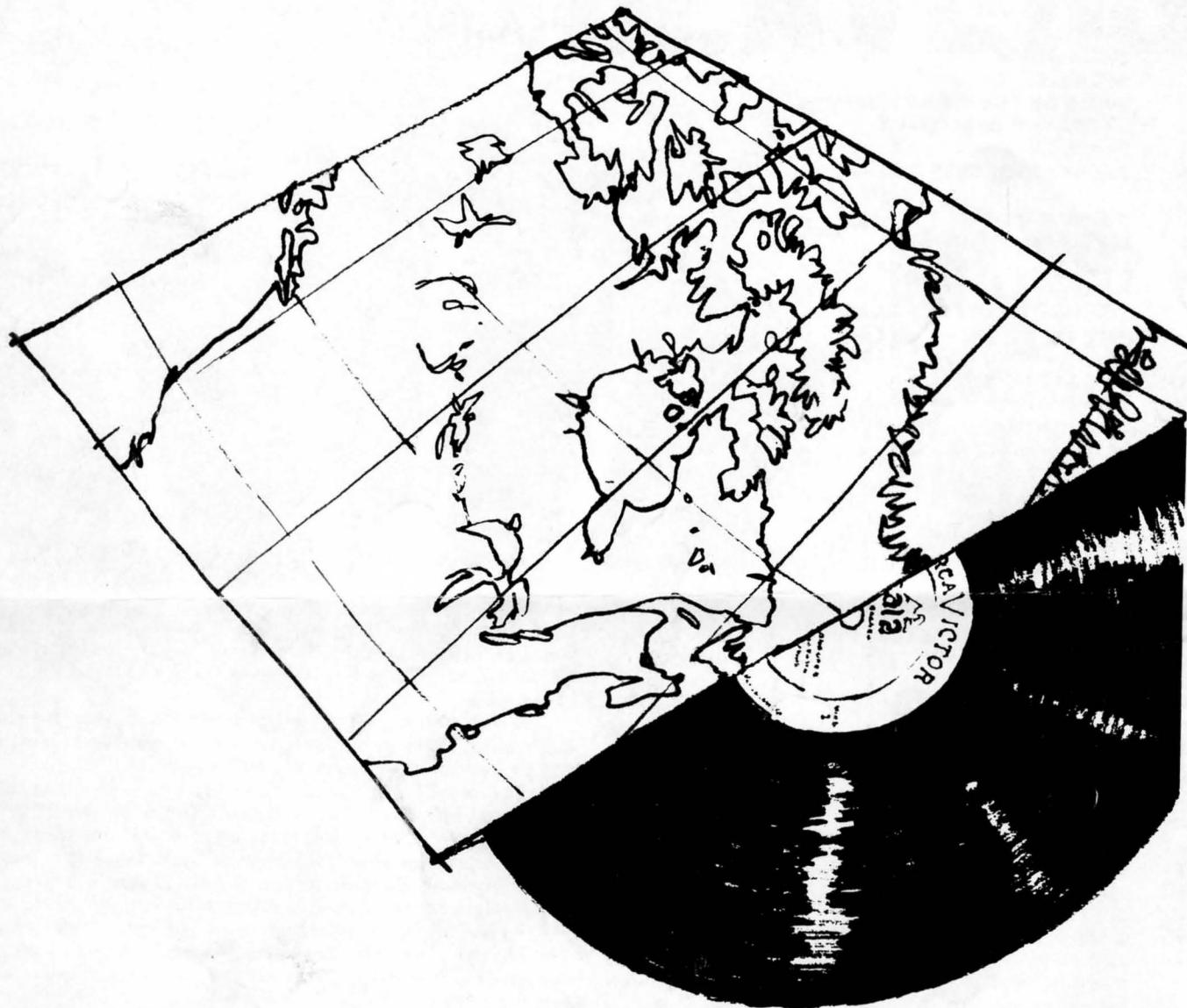
Bob Crewe phoned to say the new Rag Doll single "Society Girl" (Parkway) is a smash, and chart action proves it. The new Four Season's single is showing up on charts all over, and looks good. "Save It For Me" is the side and also a cut on their "Rag Doll" LP. Right to the top again, Bob.

We're in the process of establishing a US rep for RPM in New York, and will be able to keep in closer contact with the international picture from the heart of the music business, New York.

Rumours regarding the New York radio scene are far reaching and have come to the ears of this reporter. If what they say is true it will leave a lot of egg on the faces of a great many Canadians.

Watch for a BIG hit out of Canada to take over the scene in the next two months. This is an RPM prediction. We mean a BIG one. This is NEWS in the making.

**We congratulate R P M on its new status
as the trade magazine of the
Recording and Music Industries!**



RCA VICTOR

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