

## Camp Records and Pop Art Radio Next To Break In Canada

ZING! POW! BHAM! Leapin' Lizards, Hi Ho Everybody and Arf Arf are the next big sound in store for radio.

What's NEW? A new craze is about to be introduced to Canadian radio destined to be the big sound out of Canada. Camp Records will be the big thing in this Canadian revolution. Start digging up those Rudy Vallee cylinders, and those Ted Lewis items and start playing them like hits. Start looking through the Porky Pig collections for kiddies for a new sound that is really an old sound and is being reborn in POP ART RADIO. SHAZAM!!!

Canadian record producers have not taken a backseat to all of this. Watch for the first "Camp record" to hit the market in about ten to twelve days. Maybe we can call them oldies but goodies or newies but goodies, but they are FUN, and the listeners will respond like they do to a Batman TV series. This is the big trend, and it looks like Canada will lead the way. The first horror record I heard was more of a horrible record, and we can foresee great listener reaction to these. Spec Filter and the Plain Ends will have another surprise release that is CAMP and the conception here is "Disc-jockey-along with the Plain Ends" and they are the plain END!!!

The CAMP craze and the POP ART trend has been successful throughout the world, and the concept applied to radio is the new different approach that will start the listeners talking. Ad agencies have joined the trend, and this new middle range culture will be selling products soon. Stan Klees Productions in Toronto announce two such projects for national sponsors in the works right now.

Twenty-three and a half skidoo!!! The pop art and camp phenomenon was born for the mid-sixties and is a union with culture and the past crazes that today are so bad that their nostalgia value is great. The overdoing, and the junk aspect of the whole thing make it funny, but commercial, and it is a significant art form. Whether four hours of Batman or a revival of a Carmen Lombardo classic on record or a Florence Foster Jenkins cut for GMP and FM stations, this is the predicted trend, and Canada is first.

A fitting kicker would be "HOLY 78 RPMs" and Sandy might add "Arf! Arf!"

## and in conclusion...

This is the second-to-last article in this series that has dealt with our attempt to inform you every week. The past two years have brought much that might be of interest to you at this time. The two years of RPM easily flash by in our minds and many of the good things that have happened and a few goofs as well. Here are some of them:

In the early sheet format of RPM, we quoted from a letter from a disc jockey who we actually named. It was only after the sheet had gone out that it was drawn to our attention that a great deal could be read into the line that went "You don't just have to have a hit sound, you have to have a great deal of money to make it a hit." The phone rang for days after.

A disc jockey wrote us about his PD who was "anti-Canadian talent." DJs wrote to us about sneaking their RPM into a corner to read it. Constantly we were being badgered to go all out on foreign records and forget Canada.

September of 1964 we went into our 8-page weekly format. The prediction came from Montreal that we wouldn't last 6 weeks. They were WRONG!!! (but not that wrong). The first issue was one of the top revenue issues that we had. How about that?

The RPM Directory was a landmark for Canada. In April, the first Canadian Music Industry Directory listed practically everyone in the industry. What a great reaction there was from the trade.

MORE — See page 6

## Canadian SOUND

DJs Respond to Canadian Sound as GREAT!!!

Toronto—RPM's weekly Sounding Board feature indicates that DJs are very pleased and confident in the current Canadian sound. Last week's and this week's Sounding Board feature in RPM shows a marked enthusiasm from disc jockeys regarding the sound and the material of Canadian produced singles. RPM was told that US approval of the "Canadian Sound" indicated a definite possibility of a top Canadian produced international hit. The four track innovations will even further improve the "Canadian Sound". Producers are bravely breaking away from the formula to produce a distinctive "Canadian Sound".

## Hallmark 4-Track FIRST

Toronto—Hallmark Studios surprised the recording industry this week when they announced the installation and operation of Canada's first track recording system. Technical head of Hallmark Mel Crosby and his capable staff of engineers are presently recording with the new system. Hallmark has been the consistent leader in Canadian label work, and currently boast an extremely young but talented engineer, Terry Vollum who is being groomed to record MOT sessions with a teen feel. Four track recording is universal, and this new installation will make Hallmark the most modern studio in Canada.

## BTB's LP Deluxe

Toronto — Paul White of Capitol Records of Canada has introduced the first LP by chart-climbers, The Big Town Boys. The double sleeve LP is the first such prestige package to be released by a Canadian MOT group. The cover design is by Dave Nicol and MusicArt and Design. LP features past hits and the chart-climber "Hey Girl Go It Alone".

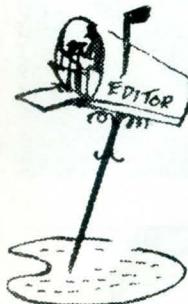
**ACTION  
STATIONS**

**BREAKING BIG  
The Counts**

**"HE WILL BREAK  
YOUR HEART"**

**APEX  
RECORDS**

76994



In view of our clarifying our policy in the last two issues of RPM, it has become obvious to some that RPM is fast approaching its last issue. Following are some of the letters received from interested readers.

"Dear Mr. Grealis: I've just finished reading the Feb. 21st issue of RPM. I find it hard to believe that a country whose teenagers spend \$42,500,000 annually on fashions, fads, entertainment and records, of which the record companies and everybody affiliated with the music industry takes a healthy bite of, cannot afford to support a magazine such as RPM...."

Dear Walt,

The Canadian music industry should be thoroughly ashamed of itself. Back to the boondocks. Do you mean to tell me that Canada's great record companies can't support a trade magazine of 8 pages. It sure makes us look small potatoes on the world scene.

What about the artists and the DJs who will vanish into regional isolation? Isn't anyone concerned. Bless the people who have supported and subscribed, but what does it take to wake up the other so-called giants? Aren't they somewhat conspicuous by their absence. No matter how good the sound of your next record is, you are wasting your time and money if you can't get national exposure. RPM has guaranteed this not only effectively, but at a very low cost. Many of us in the music industry who are pro-Canadian industry are trapped as to what more we can do. Surely it isn't going to be left up to a half-a-dozen companies to keep the ball rolling, and your policy article was indeed timely. The amount of wrangling and complaining could better be put to use if they got a few more of those informative mailing pieces out that fill my waste paper basket. That's one place you'll never find my RPM.

Why would anybody make or buy a master and put it out and sit and look at it as if it would become a hit all by itself. Hits are made with promotion, push and advertising. Even one out of three wouldn't be bad.

NO RPM? Than we won't have a Canadian industry. Back to the boondocks.

A FAITHFUL READER, SUBSCRIBER  
AND ADVERTISER.

"Dear Walt: The termination of RPM comes to me as a crashing blow. Having known you and supported RPM from the start, I realize how much the magazine has meant to you and the adjustments in your life you have had to make. However, I realize what a success RPM has been. Around me I see it every day. It is very apparent that those people in every phase of the industry who have supported RPM have prospered in their respective businesses far more than our competitors who have continually run down what you have been striving to build, 'A Canadian Music Industry'. However, what these unaware people don't realize is that they have gained as well. But they believe it

is because they are predestined for success and just because their business has grown in the last two years has nothing to do with RPM. These people are wrong. People should remember back two years to what we had and what we have now, a growing industry. Certainly it is not yet an industry to compete with the U.S.A., but they have been playing the game for 100 years. Through my U.S. travels it is sad to see that Americans have more respect for RPM than most people in Canada. Our neighbours to the south are clever enough to realize that we do have talent in this country and in many cases as good as their own. I, along with countless others, would be very sad to read our last RPM, knowing there will never be another

next week. Possibly, by some miracle, you may find it possible to continue; count on me for any support."

"Dear Walt: I am deeply depressed by the news that I have received that after March 15th there will be no longer an RPM Weekly. I find it very hard to accept, let alone believe. Whatever I was doing each week when I received my copy of RPM, I set all things aside and read it from cover to cover. I'm sure there must be hundreds of other subscribers, and not all Canadians, who were just as eager to be informed and who will feel this great loss. I understand that your problem is lack of subscribers and advertising, to keep you in

MORE — See page 6

## CANADIAN TALENT



IS READY  
TO BLOW UP  
A STORM IN  
**MARCH!**



**WATCH FOR THESE ALBUMS**

**THE BIG TOWN BOYS** ... KAO 6168

**BARRY ALLEN — Goin' Places** ... T6164

**JEWISH SONGS — Malka & Joso** ... (s)T6169

**CAPITOL RECORDS (CANADA) LTD.**

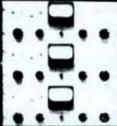


Peggy Keenan, PR and Promotion for CKLG Vancouver takes on our poor old, sometimes misguided, Elvira Capreese regarding old El's suggesting that Canadian stations shape up and play 10% Canadian content. Says Peg, "We play a good record whether it is Canadian or from Saudi Arabia. We not only play Canadian talent but we encourage it by sponsoring the well publicized B.C. Amateur Band Contest." Miss Capreese will no doubt answer in her own inimitable manner. /// Frank Cameron of CHNS Halifax notes that the Brothers Four were well received during their recent tour of the Maritime college circuit. CHNS has just completed one of their largest and best-received promotions of the year involving a money tree which was given away at a local shopping centre. New all night man is Ross Burchell, a native of Dartmouth. Dave Timms moves to the FM operation of CHNS to take over the new morning show, "Music A La Carte". With an output of 19,800 watts, CHNS-FM is now the most powerful FM station in the Maritimes. The AM operation has now tightened the playlist and features the top sixty with an average of ten new songs added to the upcoming weekly chart. /// Jim Blake, morning man at CHIC Brampton, sends news that Bob Carr, formerly with CHOW Welland, now takes over as News Director at CHIC. Bob is ably assisted by Ken Clarke who moves in from CFUN and John Ferguson, recently moved from CJBQ Belleville. Tom Higgs, well-known traffic troubleshooter with the Ontario Motor League and heard daily over Metro stations, is also on the news staff at CHIQ and will be doing on-air work with the FM operation of CHIC. /// The new "Secret Word Sweepstakes" contest has been getting good response in the CHED country. Listeners make a phrase or sentence out of word clues given throughout the week. Winner picks up 50 bucks. Bob McCord (8-MN) has been getting fantastic response to his Royal Order of the Night People Club. Although membership is restricted to teenagers, requests from the older folks are presenting a problem.

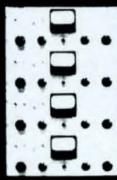
GOT A BEEF? Don Hamilton: "I would like to see you do an editorial on Terry Black. I imagine you saw the promotional material sent out to stations along with his latest disc: RAINBOW. If Terry Black hadn't moved to the States, he might still be one of the Top Canadian performers of the day. I don't think this lad has done a quarter of the travelling in Canada that Curtola has to promote his discs. If we are to think of Black as a Canadian still, then Percy Faith should be the Top Canadian Instrumentalist rather than previous winners."

(Ed: Here's a few more you might add to your list: Dorothy Collins, Lorne Greene, Deanna Durban, Robert Goulet, Walter Pigeon, Gene Lockhart, Bobby Breen, Guy Lombardo, Superman and Mary Pickford. Terry will be making an appearance in Toronto March 4 and we hope those responsible for his future will realize the fact that Canadians are very eager to create a Canadian star image but sour quickly when the intended star leaves his native land).

remember the old-  
fashioned days of 3  
track recording... when  
Hallmark Studios were  
number one?



well.... where can you  
go when you're already  
at the top?



TRACK RECORDING  
FACILITIES

CANADA'S  
FIRST

4

HALLMARK STUDIOS

22 SACKVILLE STREET — TORONTO — 362-7707



## BOOK NOW

The following attractions  
are available for  
one-night shows and dances

APRIL 8-17

**ROBBIE LANE**  
& THE DISCIPLES  
(CTV's A Go Go 66)

JULY 25-28

**JOHNNY RIVERS**  
(from the Whisky A Go Go)

APRIL 11-17

**THE BARBARIANS**  
(latest single "MOULTY")

APRIL 1-12

**BOBBY KRIS**  
& THE IMPERIALS  
("Walk On By" — Columbia)

MANY  
OTHER  
ATTRACTIIONS  
OPEN  
FOR  
EASTER  
WEEK

FOR ALL YOUR  
ENTERTAINMENT NEEDS,  
ONLY ONE CALL  
TO BIGLAND



*Elvira  
Capreese  
Says...*

WHAT ENCOURAGEMENT!!! WHAT COMPLIMENTS!!! You wonderful, wonderful people who have been sending in those blanks. Why there are just too many to mention and give enough space to. I love you all. You have proven to Ed: that this IS not only the most read column in RPM, but that my following is far greater than anyone expected. Your praise of my fine work just encourages me to print my expose column on "Victims Of Payola" (Ed: NOW . . . you've done it!) and expose the music industry for what it is!!! WHAT ENTHUSIASM!!! If any record company thinks DJs aren't Canadian minded, I can set them straight in just a few seconds. I've even had comments on the lovely ADS in RPM. I've even had compliments from stations I've offended to say thanks for setting them straight!

In view of my excellent work, I have sent a memo to Old Ed: to right now CUT OUT ALL FREEBY COPIES OF RPM. ALL! ALL! ALL! (Ed: Your very wish etc. etc. YOU ARE A SAINT!!!) and I know that Ed: hangs on my very word. I may even produce my own record or submit a song or two to Bob Martin. In my GREAT "KEEP CANADIAN TALENT OFF THE STREETS" campaign, I have had to neglect my gossipy newsy bits that you all love so well, but what is more important??? This week I would like to lash out at the music publishers of Canada and say very definitely that you are all (Ed: ELVIRA CAPRESE!!!!) for not getting into the business that is forming around you. You have all but missed the boat. The first thing you will know is that a foreign publisher will CUT YOUR GRASS!!! I'm not sure what publishers do in Canada, but I'd venture a guess!!! NOTHING!!!! Let's go NOW. Let's get behind the industry.

What will happen to your subscriptions if RPM has to go down the drain????? WELL!!!!!! I have thought of that. Your checks will be returned after the last issue if the mag goes, but your response may yet save the day. As for the sawbucks!!! Send them too, but a fin is all that is necessary!!! \$5.00 is all you have to send, and many of you are sending it with little notes. These are all being saved for my big marathon column. Thanks also to Al Mair of Compo records for the wonderful plug in his sheet "Up Al's Alley". That's the kind of thing we want to see. Let's hear it for COMPO!!! This company has shot right ahead with Canadian talent. They have that wonderful Petula Clark that everyone can't pronounce her name. It is PETCH-U-LA, and I've checked that with Ken Beet RPM's authority on pronunciation. (Ed: What does he say about spelling?)

NOW LET'S NOT PLAY AROUND. Get those fins (Ed: That's good!!!) in to me and get this scene happening in Canada. I know what it's like to be a struggling artist from my Ziegfeld days in the follies. Mail those breads to ME PERSONALLY!!!!

**KEEP CANADIAN TALENT OFF THE STREETS — SUBSCRIPTION FORM**

Mail to: **Elvira Capreese,  
Keep Canadian Talent Off The Streets Campaign  
1940 Yonge Street, Toronto 7, Ontario.**

Dear Ellie: Enclosed find one sawbuck (\$5.00) cheque, money order, cash or IOU for one exciting year's subscription to RPM. I have not been promised anything but 52 issues of RPM. I will receive a personal form letter from you thanking me for my support in Keeping Canadian Talent Off The Streets and you will campaign to publish a picture in your column of Old Ed: and help save RPM.

You may mention my name in your column ..... (yes or no)

Name .....

Address .....

City .....

Zone ..... Province .....

**Everybody is BUZZING**

about a great new  
Canadian release

**"SHE BELONGS TO ME"**

by the

**KING BEEZZ**

Quality 1792



Harmonica, unusual instrumental background and slow moving vocal makes this release a top contender.

MANUFACTURED AND DISTRIBUTED IN CANADA BY QUALITY RECORDS LIMITED



**DAUPHIN** — **Ron Waddell** — **CKDM**  
19th Nervous Breakdown — Rolling Stones — London  
It's Too Late — Bobby Goldsboro — UA

**CORNWALL** — **Tom Iley** — **CJSS**  
You Baby — Turtles — Quality  
It's Too Late — Bobby Goldsboro — UA

**VERNON** — **Jim Yount** — **CJIB**  
Day Dream — Lovin' Spoonful — Kama Sutra  
Call Me — Chris Montez — Quality

**REGINA** — **Bob Wood** — **CKCK**  
I Fought The Law — Bobby Fuller — Regency  
Believe Me — Guess Who — Quality

**PRINCE ALBERT** — **John Wessel** — **CKBI**  
Shake Me Wake Me — Four Tops — Motown  
Little Bit Of Soap — Exciters — Bang

**BROCKVILLE** — **Brian Barker** — **CFJR**  
Woman — Peter and Gordon — Capitol  
19th Nervous Breakdown — Rolling Stones — London

**KINGSTON** — **Gary Parr** — **CKLC**  
Laugh Too Much — Caesar/Consuls — Red Leaf  
Rose Marie — Ray Hutchinson — Epic

**LINDSAY** — **Dick Alberts** — **CKLY**  
Whenever He Holds You — Patty Duke — UA  
Set You Free This Time — Byrds — Columbia

**ST. JOHN'S** — **George H. Grant** — **VOCM**  
Homeward Bound — Simon & Garfunkle  
Rose Marie — Ray Hutchinson — Epic

**PETERBOROUGH** — **Peter Bennett** — **CKPT**  
Batman — Neal Hefti — Rca  
Laugh Too Much — Caesar/Consuls — Red Leaf

**NELSON** — **Bill James** — **CKLN**  
Lovers Question — Buddy Knox — Reprise  
Laugh Too Much — Caesar/Consuls — Red Leaf

**BRAMPTON** — **Jim Blake** — **CHIC**  
Rose Marie — Ray Hutchinson — Epic  
While I'm Away — Bobby Curtola — Tartan

**Sounding Board**

**PAUL SKI** — **CHLO St. Thomas**  
Searchin' — Counts  
"Great backing, good harmony and an over-all great sound should put this song high on the charts in a few weeks. Canadian record producers give this song a listen and take note."

**DAVE CRICHTON** — **CJCB Sidney**  
Hey Girl — Big Town Boys  
"Personally I think 'Hey Girl' will go just as big as their 'It Was', if not bigger."

**LARRY DICKINSON** — **CJJC Woodstock NB**  
Laugh Too Much — Caesar/Consuls  
"Spending 2:09 in CJ's music library was well worth it. During that time I enjoyed 'Laugh'. As Top 20 compiler, I feel that this one will hit the top, and soon. Our motto at CJJC: 'Promote Canadian Talent'."

**RON WADDELL** — **CKDM Dauphin**  
Hey Girl — Big Town Boys  
"Simple but very good instrumentation. Should go Top Ten. Again the Big Town Boys prove to be the Big Sound Boys. Make way. Here they come."

**TOM ILEY** — **CJSS Cornwall**  
Rose Marie — Ray Hutchinson  
"Terrific. It's really beautiful. The song has great instrumentation with the combination of harmonica and strings interspersed together. I can't say enough about Ray's fine voice. (Sounds like another Frank Ifield)."

**BILL JAMES** — **CKLN Nelson**  
Rose Marie — Ray Hutchinson  
"Both sides seem to be winners for MOR programming. 'Rose Marie' seems to be headed for the winner circle and it sounds like it will be the first of a string of hits for Ray."

**JOHN WESSEL** — **CKBI Prince Albert**  
Laugh Too Much — Caesar/Consuls  
"The guys really got a hold on us with their debut disc. Their follow-up is a catchy little ditty that'll leave them and their many followers with another great sound."

# R.P.M. Play Sheet

twlw

from...

1	9 x BOOTS ARE MADE FOR WALKING	Nancy Sinatra	Com
2	2 * AT THE SCENE	Dave Clark 5	Cap
3	4 LITTLE BOY	Four Seasons	Qua
4	5 BREAKING UP IS BREAKING . . .	Roy Orbison	Qua
5	6 * WHILE I'M AWAY	Bobby Curtola	All
6	10 BATMAN THEME	Markettes	Com
7	8 * WHEN LIKING TURNS TO LOVING	Ronnie Dove	Com
8	14 x CALL ME	Chris Montez	Qua
9	12 * LONG LIVE OUR LOVE	Shangri Las	Qua
10	15 * BAD REPUTATION	James Boys	Col
11	17 IT WAS A VERY GOOD YEAR	Turtles	Qua
12	16 AN ORDINARY GUY	Chip Fraser	Col
13	18 GOOD TIME MUSIC	Beau Brummels	Qua
14	20 * HOMEMWARD BOUND	Simon & Garfunkel	Col
15	21 SPANISH FLEA	Tijuana Brass	Qua
16	25 x ROSE MARIE	Ray Hutchison	Col
17	27 x YOU BABY	Turtles	Qua
18	26 TIME	Pozo Seco Singers	Col
19	28 * LISTEN PEOPLE	Herman's Hermits	Qua
20	31 x SUPERMAN	Dino Desi Billy	Com
21	32 x WHY CAN'T YOU BRING ME . . .	Jay/Americans	Com
22	19 x THE RAINS CAME	Sir Douglas	Lon
23	22 * KEEP ON RUNNING	Spencer Davis Group	Lon
24	24 x RAINBOW	Terry Black	Arc
25	33 x MAGIC TOWN	Vogues	Qua
26	35 * TAKE ME TO YOUR HEART . . .	Vince Hill	Cap
27	23 * WALKING THE DOG	Jerry Palmer	Rca
28	29 x WORKING BACK TO YOU	Four Seasons	Lon
29	34 * WOMAN	Peter and Gordon	Cap
30	30 MY WORLD IS EMPTY	Supremes	Pho
31	37 x JUANITA BANANA	Peels	Pho
32	40 IT WON'T BE WRONG	Byrds	Col
33	36 x STOP ME FROM FALLING . . .	Beau Hannon	Qua
34	new x INSIDE LOOKING OUT	Animals	Qua
35	new x DAYDREAM	Lovin' Spoonful	Qua
36	new * LAUGH TOO MUCH	Caesar/Consuls	Car
37	new ANOTHER MAN	Shondells	Col
38	new IT'S A LONG WAY HOME	Staccatos	Cap
39	new TEARS	Bobby Vinton	Col
40	new * 19th NERVOUS BREAKDOWN	Rolling Stones	Lon

\* RPM FORMER PICK                            x RPM FORMER EXTRA

Comers

<b>EXTRA</b>	<b>MOULTY</b>	<b>Barbarians</b>	<b>Qua</b>
<b>EXTRA</b>	<b>S.O.S.</b>	<b>Christine Cooper</b>	<b>Qua</b>
<b>EXTRA</b>	<b>IT'S TOO LATE</b>	<b>Bobby Goldsboro</b>	<b>Com</b>
<b>EXTRA</b>	<b>WALKIN' MY CAT... DOG</b>	<b>Norma Tanega</b>	<b>Qua</b>

**Sure!!**

**NOWHERE MAN — Beatles — Cap**

# Should!

**HE'S HURTING ME — Beverly Williams — Com**

Could

UNTIL IT'S TIME — Catherine McKinnon — Arc

Maybe ?

LITTLE LATIN LUPE LU — Ryder/Wheels — Qua

## GMP Guide

1	TIME	Pozo Seco Singers
2	LOVE IS ALL WE NEED	Mel Carter
3	HARD DAY'S NIGHT	Peter Sellers
4	THE ARENA	Al Hirt
5	SNOWBELLS	Winnifred Atwell
6	TIJUANA TAXI	Tijuana Brass
7	ANOTHER SIDE OF YOUNG	Jim Pirie
8	SPANISH FLEA	Tijuana Brass
9	SOMEWHERE THERE'S . . .	Dean Martin
10	HUSBANDS AND WIVES	Roger Miller
11	I WANT TO GO WITH YOU	Eddy Arnold
12	PROMISE HER ANYTHING	Tom Jones
13	WHERE AM I GOING	Barbra Streisand
14	FEELING GOOD	Arena Brass
15	TEARS	Bobby Vinton
16	ONE OF THOSE SONGS	Ray Charles Singers
17	BYE BYE BLUES	Andy Williams
18	FLOWERS ON THE WALL	Mariachi Brass
19	I'LL FORGIVE YOU	Tony Pastor Jr.
20	UNTIL IT'S TIME FOR YOU	Catherine McKinnon
21	WEEKEND	Steve Lawrence
22	WONDER WHERE I AM	Travellers
23	CRY MYSELF TO SLEEP	Al Martino
24	LET ME DREAM	Georgia Gibbs
25	THE OSCAR	Tony Bennett

## Country

1	THIS THEY SAY IS ME	Rhythm Pals	Melbourne
2	DON'T KNOCK ON MY DOOR	Canadian Sweethearts	Quality
3	IRON TOWN	Rhythm Pals	Melbourne
4	COME HOME NEWFOUNDLANDER	Tom Jim Garth	Melbourne
5	RAMBLING SHOES	Bob King	Melbourne
6	LOST LOVE	Artie MacLaren	Arc
7	THE AUCTIONEER	Irwin Prescott	Melbourne
8	ICE ON THE ROAD	Graham Townsend	Melbourne
9	CADILLACIN' AROUND	Angus Walker	Melbourne
10	MARIOLAINA	Jimmy James	Arc



# RPM MUSIC WEEKLY

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Toronto 7, Ontario  
Tel.: (416) 487-3466

Established February 24th, 1964

Editor and Publisher  
WALT GREALIS

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NEW COUNTRY HIT

## "I DON'T NEVER"

f/s

## "FALSE LOVE"

ODIE WORKMAN

Available by mail  
Send \$1.00 per copy

BISON RECORDS

Box 430, Aylmer, Ont.

Editor (Continued)  
business. Surely there must be people out there somewhere sitting on their butts that can help in some way to keep this industry alive. Since I became involved in the music business six years ago, I had seen and been part of four years of practically no progress until the last two, of which I can say that without any doubt RPM is directly responsible for the phenomenal results that have resulted in getting the music business people of Canada together.

"What would the American music industry be without trade papers? Can't you make the people who are financially involved in the music business realize that they, by their non-support, are throwing potential millions down the drain for the sake of such a little investment. I could go on for pages, but I suppose I don't need to tell you these things because you know only too well. However, I wish there was some way I could get all the people who this will be affecting in one auditorium. I would only need about thirty minutes, Walt, and also someone to help me take off their blindfolds. No matter what the results are, Walt, I want you to know that I know how much that magazine meant to you and I'm sorry that your great work can't be continued. You are so close."

and in conclusion... (Continued)

The ad agencies surprised us more than anyone. They were very interested in what kind of music radio stations were playing. The Directory is still a constant seller, and the second Directory was planned for May 1st of this year.

Ten thousand Starline issues were printed for the ill-fated Teens Funarama. All ten thousand were distributed to teenagers across Canada. Radio stations anxiously requested copies as give-aways. The entire issue has vanished except the one copy in our files. This issue was such a success that two Starline issues were planned for 1966.

The first RPM Annual Awards was a great success and artists from all over Canada were honoured by the trade. Winners were chosen from Cross Canada votes sent in by people in the music industry. This year's awards were equally successful. We had also intended to establish an RPM International Award to be given to Canadian produced international breakthroughs.

Constantly in our minds was the 16-page RPM that always just seemed weeks away. It is unfortunate that this development never came to pass. We had the news and the features, but not the support of enough record companies. The 16-page RPM would have taken on an international flavour with international releases. Complete weekly releases from all record companies, A Top 100 chart, and many new features. "Air Check" would have told you about new on the air gimmicks. "60 seconds", a column of 60-second quirky items ready to be read on the air. Canada Bill was to be a weekly industry serial that told the story of the fighting Canadian industry. A cartoon feature was also planned and on the drawing boards. More pictures, disc jockey and industry bios so that the trade could get to know the top jocks and recordmen. All these features were part of a well designed plan to strengthen our industry nationally and give Canada a voice in the international market. All that was needed was the support of the companies.

RPM's mail draw was always a source of amazement to early morning visitors to our office. We crammed as much into RPM as we could. The DJs screamed for more. RPM was internationally accepted and became known as a Canadian HIT MAKER!!! A few record companies were getting real promotion happy.

Next Week . . . the last in this series.

## Sounding Board

GEORGE H. GRANT VOCM St. John's  
Rose Marie — Ray Hutchinson  
"I like it. Has merit. Could be big. Audience reacting very favourably."

DAVE CRICHTON CJCB Sidney  
Rose Marie — Ray Hutchinson  
"It's KING. Reminds me a bit of Frank Ifield. I was sincerely impressed and it gets much play."

ED MORRELL CKCK Cranbrook  
Laugh Too Much — Caesar/Consuls  
"I listened to both sides, and 'Laugh' could become a hit, but on listening to the other side, 'Hey Girl', I liked it better. With exposure it might become a hit."

PETER BENNETT CKPT Peterboro  
Hey Girl — Big Town Boys  
"This is a great follow-up to 'It Was I'. A definite Top Twenty hit."

TERRY DAVID MULLIGAN CJME Regina  
Rose Marie — Ray Hutchinson  
"Reminds me of Frank Ifield, but certainly should have a place on anyone's play list. Excellent arrangement and Ray's style should be here to stay. Just give it the play it deserves."

JIM YOUNT CJIB Vernon  
Love Like Mine — Dee/Yeomen  
"This record has a good background beat, and it should be another big Canadian hit."

JOHNNY MURPHY CKPR Lakehead  
Laugh Too Much — Caesar/Consuls  
"It'll be a winner, here anyway. Little Caesar and his group consistently turn out very commercial records. Sax riff on this side is the wildest."

## CANADIAN CONTENT?



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f/s

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## IRWIN PRESCOTT

ON

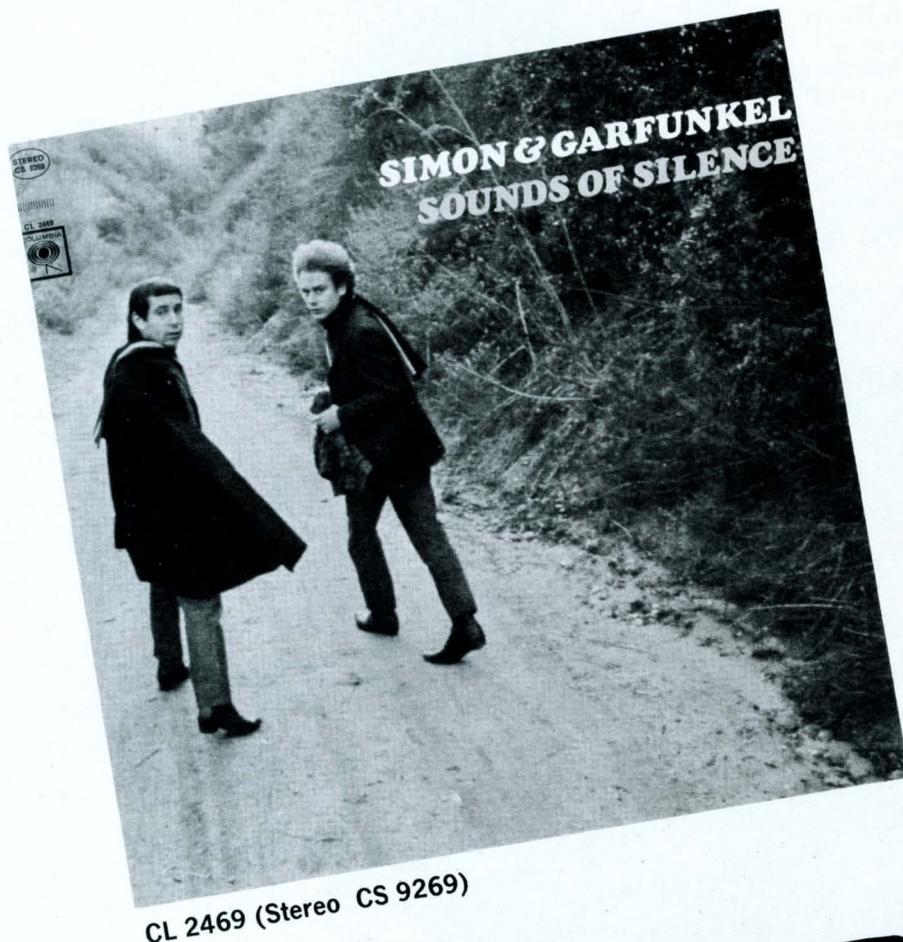
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