

# RPM MUSIC TELEVISION RADIO FILM RECORDS THEATRE Weekly

20 cents

PUBLISHED WEEKLY SINCE FEBRUARY 24TH, 1964

Volume 10 No. 3

Week of September 16, 1968

## EVERYTHING'S ARCHIE

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## PIED PIPER BOBBY GIMBY

Page 8



(l to r) Jack MacMillan, Waco Sales; Mrs. Shirley Harrison, Eaton's; Ken Middleton, WB/7 Arts; Mrs. Ione Hall, Simp-  
sons; Bob Martin, WB/7 Arts; Wilf Sayer, Sayers Music.

## WARNER BROS' 10TH ANNIVERSARY

Page 6

## THE NEW MALKA

Page 2

# Sunbury/Dunbar Name Vivien Hicks Company Secretary

Montreal: Mr. George I. Harrison, president of Sunbury/Dunbar announces the appointment of Mrs. Vivien E. Hicks as Secretary and Administrator of Operations of Sunbury Music Canada Ltd. (CAPAC) and Dunbar Music Canada Ltd. KBMIL, the music publishing operations of RCA Record Division. Mrs. Hicks will report to Mr. Harrison.

Mrs. Hicks will be responsible for administration of Sunbury/Dunbar's licenses and songwriter contracts in Canada and will act as liaison with the worldwide affiliates and licenses of both houses in finding material for recording artists and producers for all recording labels in Canada and internationally.



## Malka Is Released From The "Underground"

Toronto: With Malka's Aug 26 opening at the Royal York's Imperial Room, one of the country's greatest resident Canadian Ethnic folk singers, has come out from her sandaled and hair bunned world of Yorkville, to the dazzle and raz-mataz of the supper



Malka

club circuit. With her hair now hanging loosely and below the shoulders, Malka looked as though she belonged and sounded as if someone had goofed in not getting her out into the bright lights much sooner.

Known primarily for the many folk cultures she is capable of performing in song, and in the tongue of the country including Greece, Russia, Spain, Israel, Yugoslavia and others, Malka sticks pretty close to English in her new act. She has several Broadway hits in her repertoire as well as selections from movies, and shows solid strength in the pop bag. Malka has kept some of her old image and delights the audience with a Russian and Israel song. The latter, "Jerusalem", which Malka performs in Hebrew, was one of the songs that became popular during the recent Israel/Arab conflict.

Malka's new look is backed by the eight piece Wally Wicken Orchestra. They added guitarist Kevin Knelman so as not to stray too far from Malka's old look.

Drew Management, now looking after Malka's affairs has arranged a tour of the U.S. supper club circuit, and from her successful Toronto appearance Malka should become a top attraction on the circuit.

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# RPM MUSIC TELEVISION RADIO FILM RECORDS THEATRE Weekly

SUBSCRIPTIONS: Canada

One Year - \$5.00  
Two Years - \$9.00  
Three Years - \$11.00

Foreign

One Year - \$15.00

ADVERTISING RATES ON REQUEST

published weekly since February 24th, 1964  
by RPM Music Publications Ltd.

1560 Bayview Avenue, Suite 107

Toronto 17, Ontario

Telephone: (416) 489-2166

Editor & Publisher - Walt Grealis

Authorized as second class mail by the Post Office Department, Ottawa and for payment of postage in cash

PRINTED IN CANADA

**KAPP RELEASES STRONG EASY LISTENER FROM ROBERTS**  
NYC: Howard Roberts, who has been a backstage great for many of the U.S. industry's recording artists including Tony Bennett, has moved into the spotlight with a Kapp release of his Chorus and Orchestra of "Dream A Little Dream Of Me" and "Lady Will Power".

Produced by Hy Grill with arrangements by Dick Hyman, the single was sent out to herald the release of Roberts' first album for Kapp.

## COLUMBIA TO RELEASE BOBBY SCOTT'S "STAR"

NYC: Harriet Wasser has news of the coming release on Columbia, of Bobby Scott's single of the title song from the film "Star". The song was written by Sammy Cahan and Jimmy Van Huesen and produced by staff A&R man Jimmy Wisner. A large company promotion is expected.

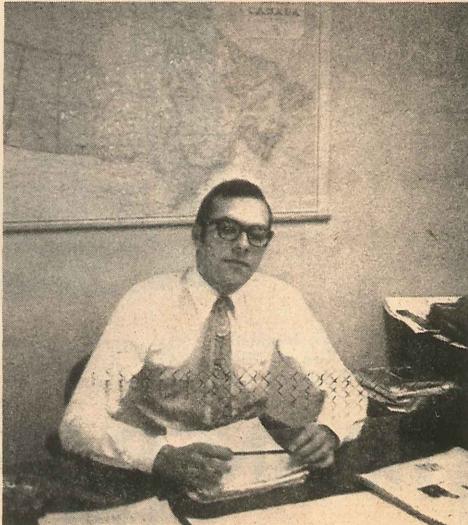
## POLYDOR SIGNS MONA VARY

Montreal: Guy Bertrand announces the signing of Mona Vary, to a recording contract. The popular country artist has just completed a taping session with Canada's top country producers George Taylor and Dougie Trineer (both of Rodeo Records). First release for Miss Vary will be an album, but because of the potential of this new young artist, a single release "Back In Town To Stay" and "I'll Come Running" has also been set for September.

Miss Vary is under the personal management of Ben Kaye.

## Paul Clark - Phono-disc Appointment

Toronto: Mr. Don McKim, General Manager of Phonodisc, has announced the appointment of Mr. Paul Clark as Ontario Division Manager for



**Phonodisc Records.** Mr. Clark comes to Phonodisc with a background of several years in the merchandising of records.

# RECORDS

Latest offering from Tartan recording artist Bobby Curtola is "Taking A Picture" and Pretty Blue Eyes" (1043). Laurie Hazelton of Century Records, distributors, notes that heavy sales are being experienced throughout the Hamilton area. This is due, in part, to play the single is experiencing on radio station CKOC.

Roger Stevens, promotion manager for Phonodisc, advises that Vance Music Corp product will now be distributed in Canada by Phonodisc.

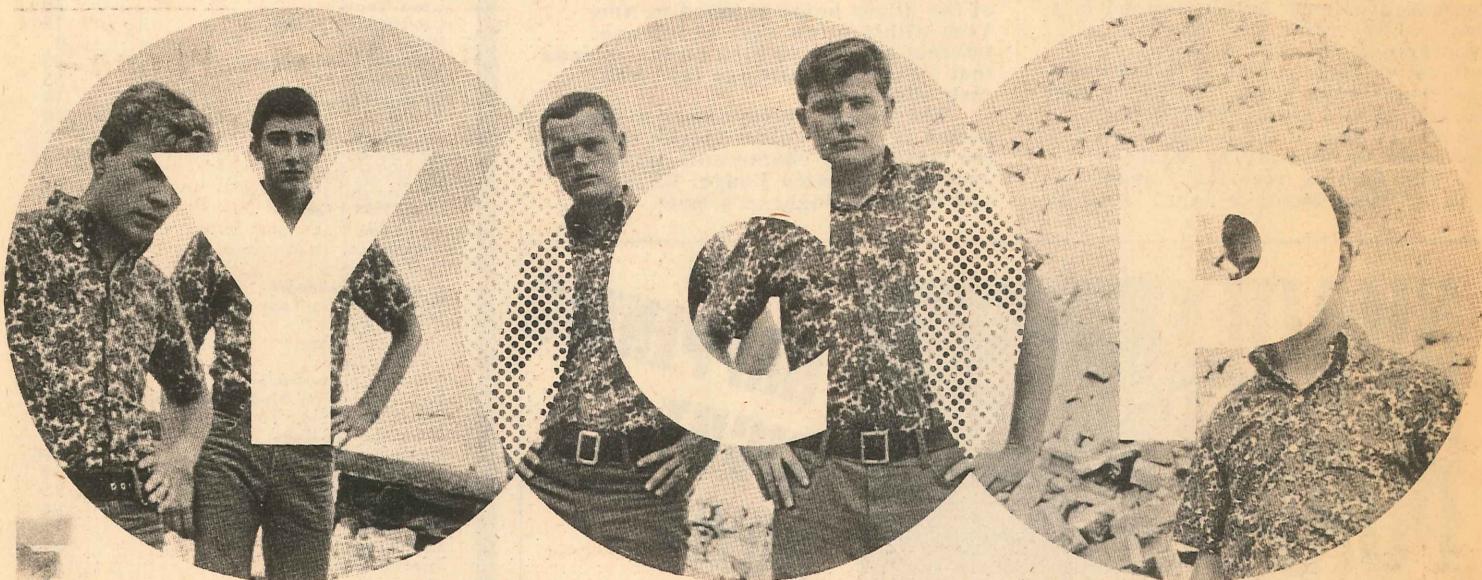
Al Mair, promotion manager of The Compo Co., has been successfull in getting top exposure of the latest single release from the Irish Rovers, "Biplane Evermore" (Decca 32371). This has moved the disc into solid chart positions. Their album release "The Puppet Song" has been getting much middle of the road airplay. The Irish Rovers are currently setting records on their one-niters throughout Canada, and were a giant success at Hepworth Auditorium, Canada's country happening. Chalking up heavy national sales is the Mars Bonfire UNI album. Mair advises that Nevin Grant, music director of CKOC, in Hamilton, has been leaning heavily on the album. Particularly popular is the cut "Ride With Me Baby", which has been released as a single. Oshawa, home of Bonfire, is also ringing up good sales for the album and single. The Happenings, currently moving into good chart positions across the

country with "Breaking Up Is Hard To Do", will be appearing at Hamilton's McMaster University Sept 19. Their album "Happenings Golden Hits" has been benefitting from the popularity of the single. Earl Grant, a favourite of Toronto club goers, will be appearing at the Royal York Hotel, Oct 7 through the 19th. His latest Decca single "My Foolish Heart" is now receiving extensive play on middle of the road stations in the Toronto area. With UNI's Fever Tree skedded for an Oct 4-5 appearance at Toronto's new Rock Pile. Good exposure of their single "San Francisco Girl" and album "Fever Tree" is of prime importance to Mair. They are now receiving top exposure of the album on Toronto's CHUM-FM operation. AM stations in and around Toronto have also found Fever material to their liking. A giant boost by Mair and the Apex sales staff to get the new Lenny Dee album "Gentle On My Mind" off the ground has resulted in very healthy sales for the Decca release. The promotion has been most successful with chain stores and rack jobbers. A hefty portion of the sales has come through the use of the album for in-store demonstrations where stereo sets were available for blanket sound coverage of the store. Good radio exposure has also proved helpful. The New York Pro Musica played Stratford, Ontario, the latter part of August which has resulted in a boost

in their album sales. They have several albums going for them on the Decca Gold label series. Of prime importance to Mair is the moving of the latest Witness Inc. Apex single of "Visions Of Vanessa". Previous releases by the group has made them a national favourite. "Vanessa" maintains their high sound qualities and should make Mair's job a fairly simple one.

Charlie Camilleri, singles promotion manager of Columbia's Ontario branch advises that Columbia U.S. are set to release the "Don't Ask Why" single of Montrealer Gilles Gagnon. The single has received exceptional exposure on both top forty and middle of the road stations. This is the first time a French Canadian single has shown signs of taking hold outside their own market. What could turn out to be a very strong release by the Mormon Tabernacle Choir is their "Onward Christian Soldiers" album release. Camilleri advises that the cut "Ballad Of Brotherhood" shows signs of being a strong vehicle for the album. In keeping with this mood, Mahalia Jackson's release of "A Mighty Fortress" is also receiving solid middle of the road exposure, particularly the cut "Roll, Jordon, Roll". The O.C. Smith single of "Little Green Apples" one of the favourite cuts from his album "Hickory Holler Revisited" is showing good chart action. Lulu's single "Morning Dew",

RECORDS continued on page 4



AHEAD of the CURVE

A SOUND CONCEPT OF TODAY'S MUSIC

RECORDS continued from page 3

which was co-written by Bonnie Dobson, Toronto folksinger and Tim Rose, has now become a mover on the charts. Lulu is particularly strong on Canada's West Coast, where she has made several appearances. A good deal of her national strength came from her appearance on CBC-TV's "Hits-A-Poppin'" show, out of Vancouver, which is hosted by Terry David Mulligan of CKLG-FM. Lulu was featured with this number, with The Union Gap showing very strong potential in Canada during their recent appearances here. Columbia rush released their single "Over You" which has now climbed into prime positions on most charts across Canada. "Funny Girl" will premiere Oct 3rd, at Toronto's Odeon Fairlawn Theatre. Camilleri as well as other Columbia promotion men across the nation are now mapping out their promotion attack for the sound track. Spurring them on is news from New York that the flick is now enjoying the greatest advance of any movie

ever released. Included on the movie sound track are four numbers written specially for the movie which are not included on the original Broadway sound track. Classical organist E. Power Biggs is set for a Massey Hall concert Nov 3. Columbia has just released his latest album "Gabrieli/Canzonas for Brass, Winds, Strings and Organ" (MS 7142). This album was recorded in the Basilica San Marco, In Venice, Italy.

Shelly Rosenberg, Ontario sales promotion manager for Musimart, brought along the initial release of Montreal's The Young Ones. Entitled "Is It Too Late" (7590), the album is on the Prestige label. Prestige has also issued radio station promotion singles containing two cuts from the album "Don't Cry Baby" and "Why Don't They Leave Us Alone". Important exposure on CHUM-FM is helping Rosenberg promote the album. The flip side of the album "Man", written by group leader Duke Edwards, is 21:15 in length.

## "The Archie Show" Bows On CBC-TV

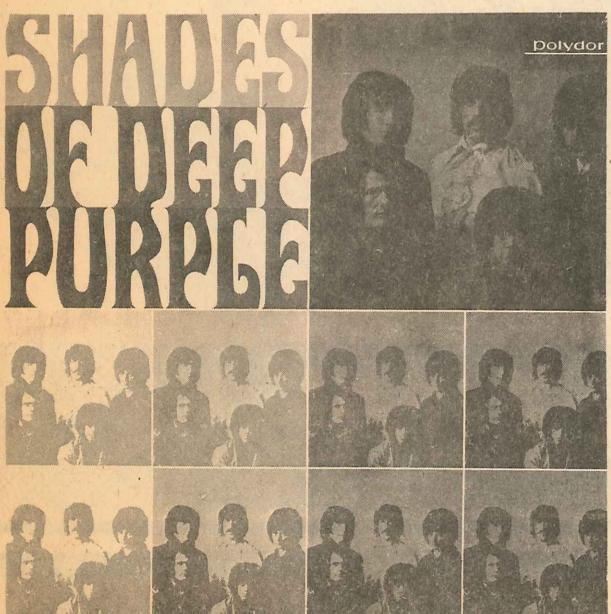
Toronto: "The Archie Show", a new animated series based on the comic book character Archie will debut on the CBC-TV's limited network (CBC owned-and-operated stations) Friday, Sept 13 at 5 PM EDT.

Highlighting the breaks between each eight-minute Archie cartoon is a segment set aside for Calendar recording group, The Archies will invite their audience to learn a new dance each week. The music will be written and arranged by Don Kirschner, one of the brains behind the climb to fame of The Monkees.

The Archies have just released a single "Bang-Shang-A-Lang" as well

as an album "The Archies" produced by Jeff Barry, to be distributed in Canada by RCA Victor. The popularity of the comic strip and the promotion for the new album and single product has resulted in over 100,000 copies of the album being shipped in New York within a few days of release. Interest has run so high on the release that a Stereo 8 cartridge tape was rush released.

The single "Bang-Shang-A-Lang" comes in a four colour sleeve showing the comic strip characters, Archie, Jughead, Veronica Lodge, Reggie, and Hot Dog, Jughead's mutt.



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on  
**Polydor**  
records

## CHART LISTINGS - Alphabetically

Alfie	96
All Along The Watchtower	72
And Suddenly	52
Baby Come Back	10
Bang-Shang-A-Lang	62
Barefoot In Baltimore	45
Be A Woman	75
Biplane Evermore	59
Born To Be Wild	6
Break Your Promise	71
Brown Eyed Woman	36
Didn't Know The Time	93
Do It Again	14
Don't Change Your Love	97
Down At Lulu's	25
Down Here On The Ground	94
Down On Me	81
Dream A Little Dream Of Me	32
Drifting In The Wind	89
Everybody's Talkin'	35
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Fly Me To The Moon	84
Fool For You	99
Fool On The Hill	9
For The Love Of Ivy	68
Girl From The North Country	90
Girl Watcher	56
Girls Can't Do What The Guys Do	66
Give A Damn	27
Harper Valley PTA	3
Hello Hello	88
Help Yourself	40
Hey Jude	20
Hey Western Union Man	77
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Hold Me Tight	64
The House That Jack Built	11
Hush	5
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I Can't Dance To That Music You're Playing	42
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I Never Found A Girl	43
I Wish It Would Rain	63
I Would Be The One	74
If Love Is In Your Heart	54
In-A-Gadda-Da-Vida	46
Indian Reservation	51
I've Gotta Get A Message To You	7
Light My Fire	4
Listen Here	87
Little Green Apples	37
Love Heals	70
Love Makes A Woman	15
Magic Bus	8
Midnight Confessions	33
Morning Dew	55
Mr Business Man	19
The Mule	98
My Special Angel	50
My Way Of Life	61
Naturally Stoned	53
On The Road Again	21
1,2,3 Red Light	1
Over You	78
People Got To Be Free	13
Per-so-nal-ly	69
Piece Of My Heart	49
Please Return Your Love To Me	26
Poor Baby	58
Private Number	80
San Francisco	92
San Francisco Girls	82
Say It Loud-I'm Black And Proud	91
Shape Of Things To Come	76
Shoot Em Up Baby	57
Since You've Been Gone	100
Six Man Band	31
Skip-A-Long Sam	73
Slip Away	24
The Snake	41
Soul Limbo	23
Special Occasion	29
Stay In Your Corner	16
Street Fighting Man	60
Sunshine Of Your Love	17
Tell Someone You Love Them	67
That Kind Of Woman	34
Then You Can Tell Me Goodbye	65
This Wheel's On Fire	18
Time Has Come Today	48
Tomboy	83
To Wait For Love	22
Tuesday Afternoon	28
Visions Of Vanessa	85
The Weight	44
Who Is Gonna Love Me	30
You Got The Love	86
You Keep Me Hangin On	2
You're All I Need To Get By	12
You've Had Better Times	47

# THE RPM 100

CANADA'S ONLY  
OFFICIAL 100  
SINGLE SURVEY

Allied	C
ARC	D
CMS	E
Capitol	F
Carnation	G
Columbia	H
Compo	J
London	K
Phonodisc	L
Quality	M
RCA Victor	N
Sparton	O
WB/7 Arts	P
Polydor	Q

1 2 6 1,2,3 RED LIGHT  
1970 Fruit Gum Co-Buddah-6590-M

2 3 5 YOU KEEP ME HANGIN ON  
Vanilla Fudge-Atco-54-M

3 11 42 HARPER VALLEY PTA  
Jeanie C Riley-Reo-9016-M

4 1 4 LIGHT MY FIRE  
Jose Feliciano-RCA-9550-N

5 9 28 HUSH  
Deep Purple-Polydor-541008-Q

6 4 1 BORN TO BE WILD  
Steppenwolf-RCA-4138-N

7 15 32 I'VE GOTTA GET  
A MESSAGE TO YOU  
Bee Gees-Atco-6603-M

8 13 29 MAGIC BUS  
The Who-Decca-32362-J

9 24 38 FOOL ON THE HILL  
Sergio Mendes & Brasil '68-  
A&M-961-M

10 18 26 BABY COME BACK  
The Equals-RCA-9583-N

11 19 30 THE HOUSE THAT JACK BUILT  
Aretha Franklin-Atlantic-2546-M

12 14 25 YOU'RE ALL I NEED TO GET BY  
Marvin Gaye & Tammy Terrell-  
Tama-54169-L

13 5 2 PEOPLE GOT TO BE FREE  
Rascals-Atlantic-2537-M

14 10 12 DO IT AGAIN  
Beach Boys-Capitol-2239-F

15 16 16 LOVE MAKES A WOMAN  
Barbara Acklin-Brunswick-55379-F

16 17 19 STAY IN YOUR CORNER  
Dells-Cadet-5612-L

17 6 3 SUNSHINE OF YOUR LOVE  
Cream-Polydor-541001-Q

18 26 33 THIS WHEEL'S ON FIRE  
Julie Driscoll-Polydor-598006-Q

19 7 9 MR BUSINESS MAN  
Ray Stevens-Monument-1038-K

20 61 ... HEY JUDE  
Beatles-Apple-2276-F

21 28 53 ON THE ROAD AGAIN  
Canned Heat-Liberty-56038-K

22 50 76 TO WAIT FOR LOVE  
Herb Alpert-A&M-964-M

23 8 8 SOUL LIMBO  
Booker T & The MGs-Stax-001-M

24 33 39 SLIP AWAY  
Clarence Carter-Atlantic-2508-M

25 34 41 DOWN AT LULU'S  
Ohio Express-Buddah-56-M

26 27 27 PLEASE RETURN  
YOUR LOVE TO ME  
Temptations-Gordy-7074-L

27 36 48 GIVE A DAMN  
Spanky & Our Gang-Mercury-72831-K

28 12 15 TUESDAY AFTERNOON  
Moody Blues-Deram-85028-K

29 32 40 SPECIAL OCCASION  
Smokey Robinson & The Miracles-  
Tama-54172-L

30 39 58 WHO IS GONNA LOVE ME  
Dionne Warwick-Scepter-12226-M

31 41 60 SIX MAN BAND  
Association-WB 7 Arts-7229-P

32 22 11 DREAM A LITTLE DREAM OF ME  
Mama Cass-RCA-4145-N

33 47 75 MIDNIGHT CONFESSIONS  
Gross Roots-RCA-4144-N

34 55 70 THAT KIND OF WOMAN  
Merrilee Rush-Bell-738-M

35 40 50 EVERYBODY'S TALKIN  
Nilsson-RCA-9544-N

36 44 45 BROWN EYED WOMAN  
Bill Medley-MGM-13959-M

37 63 82 LITTLE GREEN APPLES  
O.C. Smith-Columbia-44616-H

38 70 84 FIRE  
Arthur Brown-Polydor-541012-Q

39 49 52 HIP CITY PART II  
Jr. Walker & The All Stars-  
Soul-35048-L

40 82 62 HELP YOURSELF  
Tom Jones-Parrot-40029-K

41 64 67 THE SNAKE  
Al Wilson-London-767-K

42 42 44 I CAN'T DANCE TO THAT  
MUSIC YOU'RE PLAYING  
Martha Reeves & The Vandellas-  
Gordy-7075-L

43 43 47 I NEVER FOUND A GIRL  
(To Love Me Like You Do)  
Eddie Floyd-Stax-002-M

44 52 63 THE WEIGHT  
Jackie DeShannon-Imperial-6491-K

45 54 71 BAREFOOT IN BALTIMORE  
Strawberry Alarm Clock-UNI-55076-J

46 58 72 IN-A-GADDA-DA-VIDA  
Iron Butterfly-Atco-6606-M

47 46 49 YOU'VE HAD BETTER TIMES  
Peter & Gordon-Capitol-2214-F

48 68 83 TIME HAS COME TODAY  
Chambers Bros-Columbia-44414-H

49 66 ... PIECE OF MY HEART  
Big Brother & The Holding Co-  
Columbia-44626-H

50 85 ... MY SPECIAL ANGEL  
Vogues-Reprise-766-P

51 75 87 INDIAN RESERVATION  
Don Fardon-GNP-Cresendo-405-J

52 51 57 AND SUDDENLY  
Cherry People-Hertiage-8016-M

53 69 74 NATURALLY STONED  
Avant Garde-Columbia-44590-H

54 60 64 IF LOVE IS IN YOUR HEART  
Friends & Lovers-Verve Forecast-5091-M

55 56 56 MORNING DEW  
Lulu-Epic-10367-H

56 87 ... GIRL WATCHER  
O'Kaysions-Sporton-1676-0

57 76 88 SHOOT EM UP BABY  
Andy Kim-Steed-710-M

58 77 96 POOR BABY  
Cowsills-MGM-13981-M

59 71 85 BIPLANE EVERMORE  
Irish Rovers-Decca-9606-J

60 ... ... STREET FIGHTING MAN  
Rolling Stones-London-909-K

61 67 69 MY WAY OF LIFE  
Frank Sinatra-Reprise-0764-P

62 ... ... BANG-SHANG-A-LANG  
The Archies-Calendar-1006-N

63 78 92 I WISH IT WOULD RAIN  
Gladys Knight & The Pips-Soul-35047-L

64 79 ... HOLD ME TIGHT  
Johnny Nash-RCA-207-N

65 72 93 THEN YOU CAN  
TELL ME GOODBYE  
Eddy Arnold-RCA-9606-N

66 82 91 GIRLS CAN'T DO  
WHAT THE GUYS DO  
Betty Wright-Alston-4569-M

67 74 79 TELL SOMEONE YOU LOVE THEM  
Dino, Desi & Billy-Reprise-0698-P

68 83 ... FOR THE LOVE OF IVY  
Mamas & Papas-RCA-4150-N

69 ... ... PER-SO-NAL-LY  
Bobby Paris-Polydor-541013-Q

70 95 ... LOVE HEALS  
Colours-Dot-17132-M

71 93 ... BREAK YOUR PROMISE  
Delfonics-Philly Groove-152-M

72 ... ... ALL ALONG THE WATCHTOWER  
Jimmy Hendrix-WB/7 Arts-0676-P

73 73 73 SKIP-A-LONG SAM  
Sugar Shoppe-Capitol-2233-F

74 59 59 I WOULD BE THE ONE  
Kensington Market-WB/7 Arts-7221-P

75 81 98 BE A WOMAN  
Stampederes-MGM-13979-M

76 86 99 SHAPE OF THINGS TO COME  
Max Frost & The Troopers-Tower-419-F

77 91 ... HEY WESTERN UNION MAN  
Jerry Butler-Mercury-72850-K

78 ... ... OVER YOU  
Union Gap-Columbia-44644-H

79 ... ... I MET HER IN CHURCH  
Box Tops-Mala-12017-M

80 96 ... PRIVATE NUMBER  
Judy Clay & Williams Bell-Stax-0005-M

81 ... ... DOWN ON ME  
Big Brother & Holding Co-Mainstream-  
662-G

82 98 ... SAN FRANCISCO GIRLS  
Fever Tree-UNI-55060-J

83 ... ... TOMBOY  
Ronnie Dove-Diamond-249-J

84 ... ... FLY ME TO THE MOON  
Bobby Womack-Minit-32048-K

85 ... ... VISIONS OF VANESSA  
Witness Inc-Apex-77087-J

86 ... ... YOU GOT THE LOVE  
Prof Morrison's Lollipop-White  
Whale-275-M

87 ... ... LISTEN HERE  
Eddie Harris-Atlantic-2487-M

88 99 ... HELLO HELLO  
Tiny Tim-Reprise-0769-P

89 90 94 DRIFTING IN THE WIND  
The Raja-Goodgroove-5004-C

90 ... ... GIRL FROM THE NORTH COUNTRY  
Tom Northcott-WB/New Sydrome-7221-P

91 100 ... SAY IT LOUD-I'M BLACK AND  
I'M PROUD (Part 1)  
James Brown-King-12715-L

92 92 97 SAN FRANCISCO (Flowers In Your Hair)  
Paul Mauriat-Phillips-40550-K

93 ... ... DIDN'T KNOW THE TIME  
Staccato-Capitol-2260-F

94 ... ... DOWN HERE ON THE GROUND  
Lou Rawls-Capitol-2252-F

95 ... ... ICE IN THE SUN  
Status Quo-Pye-17581-L

96 ... ... ALFIE  
Eivets Rednow-Gordy-7076-L

97 ... ... DON'T CHANGE YOUR LOVE  
Five Stairsteps & Cubie-Curtom-1931-M

98 ... ... THE MULE  
The James Boys-Pilla of Soul-316-K

99 ... ... FOOL FOR YOU  
Impressions-Curtom-1932-M

100 ... ... SINCE YOU'VE BEEN GONE  
Ramsay Lewis-Cadet-569-L

# Warner Bros 7 Arts Bows Tenth Anniversary Release

**Toronto:** In a move that is indeed rare to the record industry, Warner Bros/7 Arts' (Canada) record executives put together a presentation of their new fall product that was warmly received by radio, television and press VIPs as well as key Toronto and area rackers and dealers.

The two hour get-together which took place at the Four Seasons Hotel Aug 17, was hosted by the label's general manager Ken Middleton, with national promotion manager Clyde McGregor in charge of the presentation. The Ontario sales staff headed up by branch manager Bob Martin played a key part in mingling with the crowd and individually boosting this all important release which came about during the tenth anniversary of Warner Bros /Seven Arts Records and

## Reprise Records.

Similar type presentations were made or were being contemplated for key cities across the nation including Quebec, Ottawa, Montreal, Halifax, Saint John, Winnipeg, Calgary and Vancouver. These presentations were made by McGregor with the branch or distributor assisting.

Key note of the receptions was the extent of co-oping that Warner Bros/7 Arts were contemplating with dealers. The label has set a policy whereby they are prepared to absorb a good percentage of advertising with dealers. After the dealers realized they were a very important part of future plans for the label, everyone settled down to enjoy the well prepared slide presentation of new product with McGregor supplying

the details. This was a unique 3 way dealers. After the dealers realized they were a very important part of future plans for the label everyone settled down to enjoy the well prepared slide presentation of new product with McGregor supplying the details. This was a unique three-way situation that impressed those in attendance. McGregor was able to voice over the album product and a well sync'd tape supplied the effective album play when needed.

McGregor took a look, through slides, back to the year 1964 when the label's big guns were Tab Hunter, Kookie Burns, The Everly Bros, Peter, Paul and Mary, Dean Martin and Petula Clark. That was a \$10 million dollar year. 1965 was a \$15 million dollar year with the added assistance of Frank Sinatra and his daughter Nancy. In 1966 the company chalked up \$20 million dollars, one of the big guns being Bill Cosby. 1967 was even bigger with Jimi Hendrix and the Association leading the way, and 1968, the first decade of business, needed a capper and up came Tiny Tim. As McGregor put it, "The beat goes on....." From all indications 1968 will close out as being the greatest year in the ten.

continued on page 7



(Top left l to r) Chuck Wilton, WB/7 Arts; Lou Schaffir, Abels; Clyde McGregor, WB/7 Arts; Ritchie Yorke, Globe & Mail; Bill Grey, Telegram; Sam and Ted Abel, Abels. (Top right) Folk singer Eric Anderson now on Canadian Coffee House circuit. Opening at Toronto's Riverboat Sept. 16. (Lower left l to r) Norman Bornstein, Stereo

**Tape Products:** Sam Bornstein, A & A; Ken Middleton, WB/7 Arts. (Lower right l to r) Bud Farquharson, Waco Sales; Mrs. Shirley Harrison, Eaton's; Jack MacMillan, Waco Sales; Wilf Sayer, Sayers Music; Mrs. Joy MacDonald, CJRT-FM; Bob Martin, WB/7 Arts.

**CREWE AND FOX COLLABORATE ON "BARBARELLA" FILM SCORE**  
NYC: Harriet Wasser, noted touter of American entertainment happenings, notes that Bob Crewe and composer/arranger Charlie Fox, have completed their first film score together. Starring Jane Fonda, there are four

songs, very contemporary in sound, heard throughout. Three are done by a group that Crewe has just signed to his label, The Glitterhouse, and the fourth is a song done by Crewe. The sound track album will be on the DynoVoice label.

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8768802

continued from page 6

standard in no time. The big surprise and the album many Canadians were waiting for was from Toronto's own Kensington Market. "Avenue Road" (WS 1754), has already surpassed all sales expectations. Music critics have given the release rave reviews and radio stations have given several of the cuts exceptional exposure. Reports have it that important FM outlets in the U.S. are now leaning on cuts from the album including "Aunt Violet's Knee" and "I Would Be The One". One FM station in Philadelphia is reported to have programmed a full 20 minutes of the Market's sounds.

The Reprise giants were equally impressive. Topping the list, of course is Frank Sinatra with his "Greatest Hits" (FS 1025) which includes "Strangers In The Night", "That's Life", "When Somebody Loves You" and others; Sammy Davis is in their swinging with "Lonely Is The Name" (RS 6308) as is Dean Martin with what should be his best seller to date "Greatest Hits Vol 2" (RS 6320) which includes "Send Me The Pillow You Dream On", "Little Ole Wine Drinker, Me", "King Of The Road" and others; Trini Lopez has made powerful moves toward the country field with "Welcome

### To Trini Country" (RS 6300) and

There are some of the yesteryear artists coming back with even more sales potential. On the Warner Bros /7 Arts front Petula Clark has a strong release in "Petula" (WS 1743) featuring "Don't Give Up" and "Kiss Me Goodbye"; Peter Paul and Mary have an exceptional release in "Late Again" (WS 1751); The Grateful Dead should make a good showing with the progressive sound stations in their release of "Anthem Of The Sun" (WS 1749); Harpers Bizarre, who have always been best album sellers and chart movers, have an interesting release in "The Secret Life Of Harpers Bizarre" (WS 1739); Eric Anderson, who is just getting his feet wet with Canadian record buyers and who is now on the coffee house circuit in this country, reveals why he is considered a very hot folk potential with "Avalanche" (WS 1748); a new acquisition for the label and already scoring well is Glen Yarbrough with his release of "Each Of Us Alone" (WS 1736); the sound track of "Petulia" (WS 1755) will no doubt grab a good deal of action; and the big sound track of the year "Finian's Rainbow" (BS 2550), which stars Fred Astaire and Petula Clark, and co-stars Canadian Don Francks, with Britisher Tommy Steele playing a feature role, will no doubt be a

particularly with the cut "Four Strong Winds" which has become a top item at the top forty outlets as well; Fats Domino is also getting the preferred cut treatment with his "Fats Is Back" (RS 6302) could be their strongest being "Lonely Rita"; "The First Edition's 2nd" (RS 6304) could be their strongest to date and will benefit from a large sized promotion campaign and a boost from several appearances on the Smothers Brothers upcoming shows; The Fugs, although receiving limited airplay are stepping up personal appearances which should lend to good sales for their "It Crawled Into My Hands, Honest" (RS 6305); and what will probably be the biggest selling album in the Reprise catalogue, "Electric Circus Lady" (2X3 6307) a twin record pack by Jimi Hendrix. Ontario promotion manager for WB/7 Arts, Mike Reed, advises that dealers have ordered extensively on this item as well as the single "All Along The Watchtower" (0676) which has just gone into production in Canada.

With an album release as strong as the above and the impressive manner in which it was presented, Warner Bros /7 Arts Records and Reprise Records have certainly supplied the real capper for 1968 and prepared them for a banner year in 1969.

### FLORENCE BALLARD HEADLINED BUD BILLIKEN DAY PARADE

Chicago: Former member of the Supremes, with whom she appeared in the 1965 Bud Billiken Day Parade, Florence Ballard was the centre of attention in this year's 39th Annual march past (Aug 10). The Four-hour-long parade, the largest of its kind to be held in any Black community in America, was reportedly viewed by more than half a million Chicagoans and visitors who travelled to the Windy city for the festivities.

Other celebrities participating in the parade were comedian Godfrey Cambridge; actor Don Mitchell of NBC-TV's "Ironside"; Dick Gregory; Abbey Lincoln (Sidney Poitier's co-star in "For Love Of Ivy") her husband Max Roach, top rated jazzman; Julian "Cannonball" Adderley, the Impressions and Mohammed Ali. Miss Ballard also appeared at the Bud Billiken Day Picnic, which was co-sponsored by the Chicago Committee on Urban Opportunity.

Bud Billiken was created in 1923 by the late Lusius Harper, of the Chicago Defender, as a mythical character designed to act as a foster father to Chicago's disadvantaged boys. Through the years, now under the direction of Mme. Marjorie Steward

Joyner, the Bud Billiken Day has become a highly honoured institution in Chicago, and is now the fourth largest parade in the U.S. nation.

While in Chicago, Miss Ballard guested on Chicago's popular late nite variety and talk program, "The Marty Faye Show", which is televised over WCIT-TV. "Cannonball" Adderley and The Young-Holt Trio appeared on the same show.

Miss Ballard returns to Chicago on Sept 20 and 21st for a series of performances with Bill Cosby at the Auditorium Theatre, sponsored by Chicago radio personality Daddy O'Daylie. She will also perform at a Sept 29 benefit dinner given by Alderman Ralph Metcalfe, the former Olympic track star.

Arrangements were recently made with the Canadian Broadcasting Corporation for a special taped segment of Miss Ballard for the Corporation's popular radio network show "Action Set".

Already regarded as a solid chart contender for ABC Records through the excellent reaction to her first release "It Doesn't Matter How I Say It" and "Goin' Out Of My Head", Miss Ballard has just completed an extensive recording session at ABC's New York studios.



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AND MANY MANY OTHERS

Toronto: Shades of Centennial year would appear to have gripped Quality Records Limited. Bobby Gimby, now as The Pied Piper and The Kids is bending ears across the nation once again.

Reason for all the excitement is the album release of "Let's Get Together" by the Pied Piper & The Kids (SV 1820). As an extra boost to the album Quality's National Sales Manager Lee Farley, who is taking personal charge of the Pied Piper promotion, arranged a single release in both French and English of "Let's Get Together". This single has now been distributed across the nation and singles Promotion Manager John Dee Driscoll reports exceptional interest by most of the outlets.

Bobby Gimby became almost synonymous with Canada's 100th year of Confederation and his recording of "Canada" with the Young Canada Singers became a shining and lasting memento of "the greatest show on earth" EXPO '67. This single also became the top selling record release in the history of Quality Records. Ed Lawson, national promotion manager of Quality, expresses confidence in the success of the single and album and is currently putting together a promotional campaign that should make The Pied Piper and The Kids a household happening from coast to coast. Bobby Gimby is lending himself to this campaign as he did with the "Canada" release and will be visiting many of the radio and television stations across the nation.

The album is a twin-pocket sing-a-long type presentation that unfolds into an exciting story in pictures of highlights of the Centennial outing. The album also contains a liner note from the Honourable Lester B. Pearson, former Prime Minister of Canada.

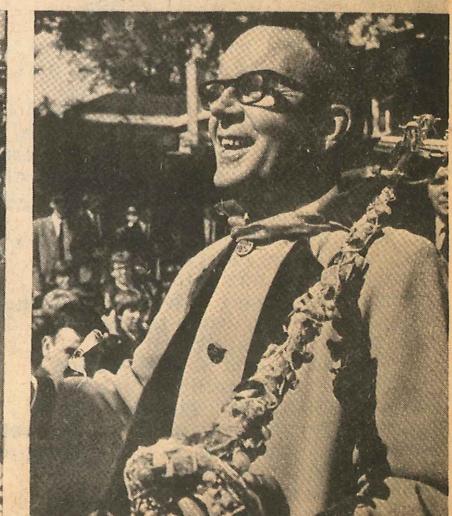
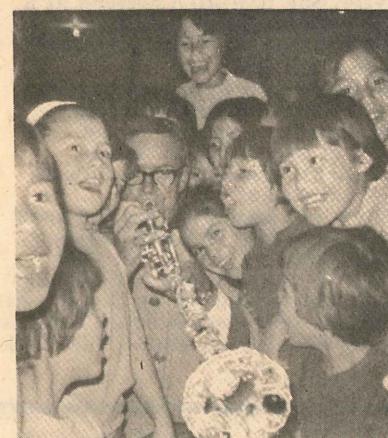
John Dee Driscoll notes "We at Quality, as well as Bobby Gimby, feel that music today is the prime vehicle in reaching the now generation and during these times of stress and conflict, the message carried in this release of unity and happiness should be a natural for everyone."

This album release from Quality Records Limited is another family-type effort. Excitement is running high with virtually every employee in the Quality camp. Promotion and point of sale meetings are being held on an almost continuous basis. Vice President and Managing Director George L. Keane; W.R. Bays, Vice President of Finance; assistant to managing Director George R. Struth; Lee Farley, National Sales Manager; National Promotion Manager Ed Lawson, John Dee Driscoll, Ontario Promotion Manager, salesmen, plant foreman, pressmen, and on and on have got that "Pied Piper '68 Fever", and its slowly moving eastward and westward in almost the same patterns "Canada".

Being as the material is more topical to the world's problems than was "Canada", reports have it that international interest is growing. "Let's Get Together", in any language, could be the theme for any nation.

It should be noted that the Crippled Children of Canada, through the courtesy of Bobby Gimby, will benefit from purchases of this album.

# QUALITY'S PIED PIPER LEADING PACK AGAIN



**TAPES**

RCA Victor's August Stereo 8 story presents a good cross section of pop, country and easy listening releases. Topping the MOT releases are Group Therapy with their "People Get Ready For" (P8S-1361). Jose Feliciano should come in for interesting sales with his "Sombras, Una Voz, Una Guitarra", (P8S-1342) which is sans "Light My Fire", but done up in what we now know as the popular Feliciano style. Hugh Montenegro has been chalking up strong sales with his album "Hang 'Em High" so RCA Victor's Wilf Guilmister made sure it was included in this

August release (P8S-1354). On the country side there are several good buys for the truck drivers including Jimmy Dean's "A Thing Called Love" (P8S-1351); "The Country Side Of Jim Reeves" by Jim Reeves (C8S-1042); and Chet Atkins' "Hometown Guitar" (P8S-1356). Eddy Arnold's "Cattle Call" (P8S-1363) and "Only The Greatest" by Waylon Jennings (P8S-1362) should also grab for top sales. The Jennings outing includes his latest pop/country offering "Kentucky Woman", which could hit both pop and country charts very soon. Easy listeners should be interested in

Henry Mancini's "Hatari" (P8S-1350); "The Best Of Los Indios Tabajaras" (P8S-1354); and "The Glenn Miller Orchestra" (P8S-1346). This latter release will no doubt be getting a large sized push in the Ontario area being as the orchestra will be playing the Hook and Ladder Club of the Beverly Hills Motel the week of Oct. 14. They'll also be playing a couple of one-niters before this date. For the show-minded, Gillmeister has an oldie "Music From Fiddler On The Roof" (C8S-1036) and the big one that's shaking Broadway right now "Hair" (P8S-1038).

### PHILIPS TO PROVIDE CASSETTE DUPLICATING & PRODUCTION FOR CANADA

Toronto: Mr. D.H. Prentice, vice-president and general manager of Philips Appliances Ltd., Toronto has revealed plans whereby Philips will provide cassette duplicating and manufacturing facilities in Canada. According to the report they are now in the final stages and with facilities to be in operation shortly.

Mr. Prentice noted "The decision was reached because of the rapidly increasing sales of cassette recording and playback equipment and the resulting demand for pre-recorded music cassettes and blank compact cassettes."

The duplicating and production facilities will be located in Toronto and are expected to be in operation by late fall. Mr. D.M. Vale has been appointed product manager in charge of the operation.

Philips introduced the first cassette recorder in 1963 and this year will manufacture more than one million in a variety of models. To ensure universal availability and standardization, the company offered the system to manufacturers and today there are more than 100 different brands on the market throughout the world.

It should be noted that Philips takes no royalties, but has insisted that each manufacturer of equipment of compact cassettes adhere strictly to standardized specifications to ensure universal compatibility and quality standards.

### PHILIPS INTRODUCES FIRST STEREO CASSETTE CHANGER

Toronto: A welcome surprise to the tape industry was introduced as part of the Philips fall line. The first automatic cassette changer (N2502) is now available. This stereo cassette playback changer holds six pre-recorded cassettes which delivers six hours of pre-recorded music without attention.

As each cassette is completed, the automatic changer drops it into a built in storage compartment and drops the next one into place for automatic playback. The unit switches off automatically when the last cassette has been played.

The unit features push-button controls, fast forward and rewind, push control, pilot light and digital counter. As well, the unit can be used with stereo consoles, stereo component systems or radios. Stereo pre-amplifier is built in.

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WARNER BROS. - SEVEN ARTS,  
RECORDS INC.



STAN KLEES

## MUSIC BIZ

**THE PROMOTION MAN VS. THE UNPROMOTION MAN.** Although many promo men are very capable in their jobs, there is sometimes a few misguided souls who actually do more damage than they do good.

STAN KLEES, noted Canadian record producer and music industry consultant writes this column each week exclusively for RPM Weekly. Any questions or comments regarding this column should be directed to Mr. Klees c/o RPM.



A bad promo man does more harm than no promotion at all. Often a record well on its way is dropped by a radio station because the promotion man was too demanding or offensive in his presentation. The art of promoting with radio stations is a very refined skill that few possess. Good promotion men don't grow on trees. They are a breed of very diligent people who prey on the ego and arrogance of the disc jockey and music director to persuade him to play what is often a poor record. They are the people who will bring to the attention of the radio people a disc that may have just slipped by in the enormous piles that come into the station each week. Many of them bow, coo and scrape to get on the good side of the controlling force in music programming at an important station. Often after spending thousands of dollars wineing and dining "Mr. Important", they may find that in the great game of musical chairs (which radio is) their boy has moved on to another spot often devoid of his power.

Promo men work hard. They work long hours. They put up with a great deal. They often worry for hours over their expense accounts when they have overspent to gain the favour of a certain power.

Often a promo man will concentrate all his efforts on one man and one station. As long as that man is at the

top and that station holds the power, they can rest relatively easily. If the applecart overturns, they are in trouble.

In a fixed market like Canada, there is very little a promo man has to do but to get the important stations on prefabricated hits a little earlier than they would be normally. From time to time, a promo man may be rewarded when he can take a domestically produced disc or a new exciting item and break it first in his market. Since Canada does very little to break records, this doesn't happen too often. It is really too bad, because this is the area where a promo man can show his real value. This is when his otherwise thankless tasks show his ability to excel.

There are good promo men and there are bad promo men. There are even GREAT promo men who often show their ability to do a little more than drop off the new releases at a radio station.

The promo man's job doesn't end with radio stations. He must woo the

press. Many of the press people are as much prima donnas as the top radio people. He must also service the trades. This is vital because the trades get directly to the exposure media, and thousand of dollars of free national promotion for a disc may result from a good press release or a good presentation.

In-store promotions are another vital step to getting to the actual consumer (if they happen to wander into a record store). (No one has ever explained to me why people just happen to wander into a record store.)

He has a fight on his hands. The industry promotes records one at a time. There is no attempt made by the industry to promote RECORDS. The milk people have that all sewn up.

Promo men are overworked, underpaid, often over-rated in their thankless task of conning anyone who can further their product.

My final word to radio people is, "Why not take a promo man to lunch?" Many of them deserve your consideration.

NEXT WEEK: The Mismanager.

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- 8 8 DRIFTING IN THE WIND  
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- 9 ... DIDN'T KNOW THE TIME  
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- 10 4 THE REAL WORLD OF MARY ANN  
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## CANADA'S OWN THE ETERNALS HAVE A HIT! "MY WOMAN"



(Quality 1922)

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Toronto's St. Lawrence Hall will end up its first year in the red. But \$47,000 and change isn't too bad for a page from the past in an area that doesn't enhance its charm. The Hall rents for \$200 a night Monday through Thursday and \$300 a night for the remainder of the week. Banquet permits are available, and besides the 119 year old floor and \$5000 gold leaf ceiling with authentic gas-lit chandelier you receive two portable wooden bars, tables, chairs and a cloakroom attendant. One area where the Hall has fallen down is city property commissioner Harry Rogers' attempt to lease out the space he hopefully sees as a restaurant having Victorian decor, Wedgewood china and steak and kidney pie etc. If Canadian restauranteurs aren't interested this may be a foot in the door chance for the Howard Johnson chain from the U.S.

Charlottetown Festival's presentation of the 1894 Souris melodrama of "Johnny Belinda" has reached hit status in the fourth Annual Festival, and just behind that of "Anne Of Green Gables" in box office receipts. Like "Gables", "Johnny Belinda" has become popular mainly because of its conversion into a musical by Mavor Moore, Alan Lund and John Fenwick. "Belinda", which has been filmed with Jane Wyman and presented on television with Mia Farrow is a Prince Edward Island folk myth with an 1894 setting in Souris, P.E.I. a small

#### MONKEES TO TOUR AUSTRALIA & JAPAN

Hollywood: Raybert Productions announce the departure Sept 14 of The Monkees for a tour of Australia and Japan.

First stop is Melbourne where they are booked for four shows Sept 18 and 19. They'll also stop at Sydney, Brisbane and Adelaide, completing the month in Australia.

Oct 3 and 4 they'll be in Tokyo. Appearances are also set for Kyoto, Nagoya and site of EXPO '69, Osaka.

**SHANKAR PRESENTS WORKSHOP PRIOR TO OPENING OF FESTIVAL**  
NYC: Ravi Shankar, World Pacific recording artist, presented a rehearsal workshop from the stage of Philharmonic Hall the morning of Sept 10. The workshop was provided for the benefit of the trade and press as well as leading musicians and arrangers. Shankar has gathered the top musicians from North and South India to form an experimental ensemble. They demonstrated ancient musical instruments that had never before been seen on this continent. Some of these included the santo, sarangi, veena, Kanjira, and others.

Following the 90 minute workshop there was a question and answer period. This presentation was a prelude to Shankar's opening of his Festival From India at the Philharmonic Hall, Sept 10 to 13 and 14 to 15.

The Festival and workshop are being presented by Shankar's manager and producer Jay K. Hoffman.

village on the Island's north shore. The musical stays pretty close to the story line with Diane Nyland portraying the deaf-mute girl. Co-starring with Miss Nyland is Bill Cole, who plays the town doctor and Dean Regan. There is rumour of much interest from Broadway VIPs.

Hamilton-born Steve Weston is now playing the lead role of Orson in the music "Your Own Thing" at Toronto's Playhouse Theatre. Weston was originally hired as understudy for the minor roles of stage manager and purser. He later became understudy for Orson. Orson is the manager of a rock and roll group, who thinks he's in love with Olivia (Dinah Christie), the owner of a discotheque. Weston

has spent several years performing with the Players Guild of Hamilton and the Hamilton Theatre Inc. He also spent two seasons of summer musicals in Michigan before directing and performing in his own revue "Miss-cues 62" in Hamilton.

Vancouver-born Robert Silverman has taken over the roles of stage manager and purser from Weston. Silverman is a graduate from the American Music and Drama Academy and has toured the U.S. in "A Thousand Clowns", and performed at the Citadel Theatre, Edmonton and the Bronfman Centre in Montreal. In 1967 he spent four months in London, England, playing the role of Nick in "Virginia Woolf" at the Liverpool Playhouse.

## THEATRE

JUST RELEASED

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KCS 9700

ON COLUMBIA RECORDS

# —ELVIRA CAPREESE—

**REMARKS** ... Mine, other peoples, clever ones, foolish ones, but all of them are worth looking at again. (In case you didn't see them the first time ... and THINK!!!!/What do you think of these thoughts ... one after another ... "Each week we devote No. 10 slot on our prediction list to a Canadian record. By doing this, we've forced our opposition to play more local discs. I don't think legislation would work." Legislation would be like FORCING radio stations to play more local discs. Like putting a record in the No. 10 slot. WE DO IT, but we don't believe in it. I don't think this quote is valid.//ANGRY ITEM!!!!!! DEAR FRIEND? It has been brought to MY attention that a feud is raging between you (as a writer) and I as... whatever I do ... It has been brought to my attention that you are MAKING REFERENCES to me in your sheet about references I have (supposedly) made about you in this fine paper in which I write. THIS MUST STOP. You are using my name and reputation to bring attention to your ... sheet, company and product. You are creating a one sided feud which I am NOT anxious to promote. It is a good angle except for one thing. I HAVE NEVER HEARD OF YOU BEFORE I WAS TOLD THAT YOU WRITE FOR THAT ....SHEET. Who are you?//These feuds between writers are just meant to sell papers....you know. I wouldn't have anything to do with such a feud. I will have further remarks ...next week. NO LOVE ....ESPECIALLY NO KISSES!!!!!(Ed: Is she ANGRY???) //The following remarks I reprint from the back of Warner Bros promotional album of excellent sound. I think these remarks are worthy of repeating. The article is titled "Some Of My Best Friends Are" and is written by Stan Cornyn. Here is an excerpt you might appreciate, "Some of the time, they're pretty damn exasperating. They demand control over what they record. How they record it. How long it takes them. They run up bills at recording studios like lady wrestlers run nylons.

"They'll spend \$30,000 of our money on an album, tell us what to put on the cover and liner, and then drop out of sight for six weeks while we go scrounging for tapes.

"Being a record company isn't what it once was.

"Nevertheless ...Some Of Our Best Friends Are".

**GERALD MEGGETT JOINS BMI PUB ADMINISTRATION DEPT.**  
NYC: Theodore Zavin, vice president in charge of performing rights administration for Broadcast Music Inc., announces the appointment of Gerald Meggett as assistant to Samuel S. Trust, executive director of publisher administrations.

Meggett, age 26, has had a wide range of experience in government, business and labour administration. His most recent position, was that of Community Organization Specialist in the New York City Housing and Development Administration. He still holds the position of Job Development Co-ordinator for the Mayor's Agency J.O.I.N.

"Mr. Cornyn's remarks are quite profound and possibly very enlightening. I can only add that possibly this is why some artists are number one but six months later... they are completely forgotten. Obviously we have the same friends!// BEST NEWS OF THE WEEK...is the \$400. package that a certain radio station (or its employee) is SUPPOSEDLY offering to ACTION on new records. Either no one is coming up with the \$400. or they are being jypped, because there hasn't been a left-field hit created by this unique service which the management is aware of or not. I am reminded of a short story about a tavern owner who had his liquor licence suspended because one of his car hops was bootlegging in his parking lot. The car hop was not charged. The tavern owner was heavily fined. WHERE IS THE FCC? (Ed: It's the CRTC in Canada, my dear!)//RPM is 20 cents a copy now, (have you noticed?)/ONE LOOK at a newly revised chart, and you can see that HYPOMANIA has arrived. Record companies are finally going to see what happens to SALES when a chart pushes records up and down like a toilet seat to fight for the ratings. Just as the buyer is about to step into the store to buy the record, it might just come OFF the chart.//TIGHT PLAYLISTS cause a radio sound that is better than a record collection. Why buy a record when you can hear it on radio every hour or two. (Ed: You're starting to sound like Stan Klees. You're SUCH an authority!!!)//Programming LP cuts isn't as easy as it may sound. Radio usually will pick the WRONG cut. Thank you EPAMBM for tipping me ... at a recent meeting. (Ed: Send the top of your favourite disc jockey with 10¢ to cover postage and handling and Ellie will send you her secret INDUSTRY decoder, that GLOWS in the dark.)//The exit of a certain MD from the TO located RS is not

final (as you may have been lead to believe.) There is rumoured to be a meeting after his three week leave and talks that might result in an amicable return to the KCs.//A certain PM may make the front pages AGAIN ... this time regarding his success in avading his DEBTS. //RPM is making available a confidential sheet once a week with an advanced listing of the RPM 100 which is indispensable in the RECORD COMPANY, RECORD STORE and RADIO STATION. The services only costs \$10. per year to subscribers to RPM and \$25.00 per year to (if there are any) NON-SUBSCRIBERS. The writer in this TIP-TYPE SHEET is "KASSANDRAH" and I know I am going to be accused of being THIS writer. I can tell you RIGHT NOW, I would NEVER write under a nom de prune. I DO HOWEVER read and enjoy the new RPM confidential sheet, and I am sure you will...if you can afford it.// I'M JUST GOING TO have to look around for "a supply of stamped, self-addressed envelopes" and ship them out right now to the big record computer in the sky. //NICE GUY OF THE WEEK is Edward Preston of RCA who everybody says is a prince. No wonder RCA is leaping ahead in the "Golden Whatever It Is" (Ed: Horseshoe). //Welcome to Roger Stevens of Phonodisc who will be looking after their Ontario promotion.//The Stampeder's PM, Mel Shaw is rumoured to be one of the hardest working PM's since the winning team of Hill and Kerr.// Watch for a great deal of new product from John Irvine's Boo & Rebel.// As previewed in my last column, Walt Greolis is now the Canadian representative for Cash Box, the International Music-Record Weekly. Congratulations to Walt. (Nobody can call me a sore loser.)//Ritchie Yorke's Globe and Mail article on Legislated Radio was very thorough.



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# The New Breed Of Broadcasters

"Nothing is new; we walk where others went."

Robert Herrick 1591-1674

PART 1 by Richard F. Adams

The words of the 15th century poet, Robert Herrick could very easily and accurately be applied to the CANADIAN broadcast industry today. It is true that very few original ideas are incorporated into formats, technical and management areas of modern radio and television programming. This indicates a great need for change. The changes are on their way with the advent, in recent years, of the new breed of broadcaster. Potential walks the streets, lurks in the uncertainty of the industry's future and tries desperately to break down the barriers which confront the new breed. The barriers of which I speak are complex in that they involve personnel in management who, for one reason or another, make decisions about programming, publicity, promotion and most important of all, the personnel who are marked to deliver the final product to the public. There-in lies the problem. Too often the wrong choice is made in the who of the problem; consequently the tried and proved method, when not adhered to, falls flat on its face. What I wonder is why can't more originality be incorporated into today's programming? Today's commercials are weak and the individual announcer often gets himself tied up in knots, verbally that is, speaking on subjects which he is not totally familiar with. Grammar is frequently incorrect and on more than one occasion, the timing of the revelation, whatever it is, is bad! One must ask himself, what would his reaction be to the many inefficiencies of speech so much in evidence on the air today. The new breed of broadcaster can change that.

Radio is now nearly fifty years old in this country; television is younger. But regardless of age, the excuse of growing pains is a weak one. One gets the idea that those engaged in the industry make excuses and apologies for what they do, rather than seek out public opinion

## HEADLINERS GOOD BUSINESS FOR BEVERLY HILLS

Toronto: The Headliners, currently working a two week engagement at the Hook and Ladder Club of the Beverly Hills Motor Hotel, (Sept 2-16), have been ringing up good business for this popular suburbia nite-spot.

Employing some 14 instruments plus a train-whistle, the quartet are equally entertaining with vocals, solo and barbershop.

The group is made up of Ray Clayton, alto and soprano sax, flute, clarinet, piano and drums; Bobby Lewis, banjo, guitar, violin; Lonnie Londin, bass and guitar; and his brother Larrie on drums.

Following the Headliners for two weeks (16) are The Reycards, Nelson Sardelli follows (30) for two weeks with the Glenn Miller Orchestra signing in for a one week engagement commencing Oct 14.

This is the third instalment in a series of articles by Richard F. Adams, Career Consultant and instructor at Toronto's Michael Hopkins School of Radio & Television Announcing. Mr. Adams will elaborate on the pros and cons of broadcasting schools in Canada and how they effect those wishing to become a part of the radio profession.

and intellectual wisdom to find ways of bettering an already good, (potentially) production. CANADIANS should be proud of a great industry, not ashamed! They should also look to the future, the reason being, who will run the business when the present shopkeeper is no longer able? The men and women who enter broadcasting today, that's who! These people are now known as the new breed of broadcaster.

The new breed of broadcaster is, in some respects, confused about the business in which he is employed. It's no wonder with all the disillusionment of what this business is all about. Circulation, by word, of mouth, has had disastrous results on our new announcers, newsmen, and anyone who appears before the public through this media. But it needn't be this way. Listen to a newscast on one station, then switch to another and hear the difference, the conflict of facts and the atrocious misinterpretations! In this light what has actually happened is that "first news first" has pushed aside the informal, conversational delivery of accuracy and true fact.

Ratings have been responsible for this and ratings are, in the eyes of the industry, the all important thing. Ratings are what makes a station successful and to this I would agree, but I would rather hear the whole story after it is compiled, than hear a flash that such and such has happened in such and such a place, stay tuned for further details. Is this honest reporting?

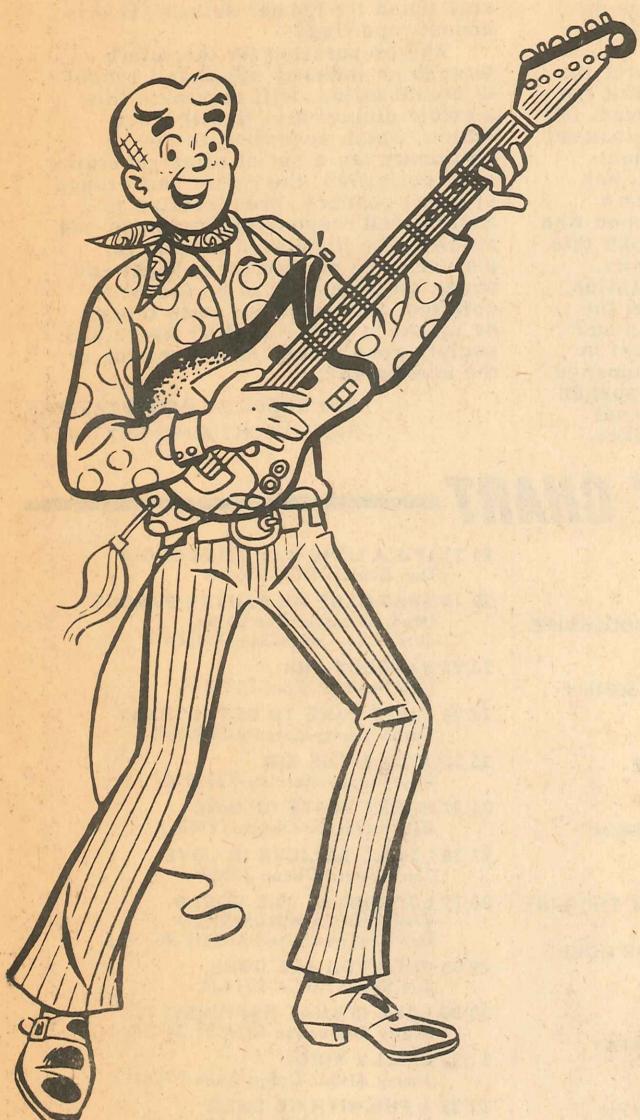
The preparation for the future, through an industry supported school of broadcasting, will eliminate this horrible dishonesty. It will teach ethics, which according to the dictionary are a set of rules governing ones activities, the rights and wrongs of moral conduct. Broadcasting is a morally and responsible business and requires the highest standards for perfection of performance. Right and wrong are supposed to be taught to children. Why must the same things be taught to young adults? Where has society gone astray in it's rearing of the new breed?

NEW BREED OF BROADCASTERS  
PART 2 CONTINUED NEXT WEEK

## COUNTRY CHART

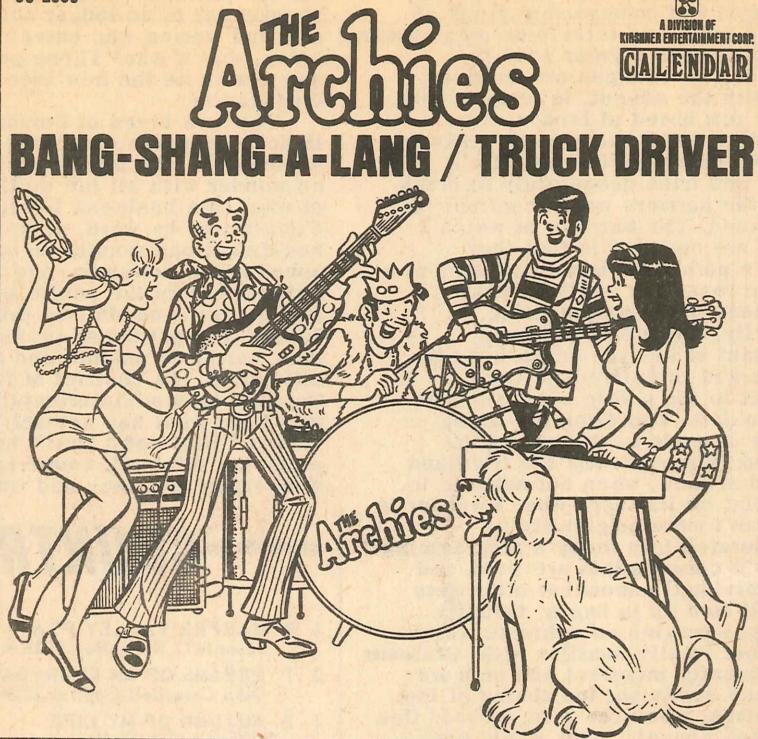
- 1 8 HARPER VALLEY PTA  
Jeannie C. Riley-Reo-9016-M
- 2 1 DREAMS OF AN EVERYDAY HOUSEWIFE  
Glen Campbell-Capitol-2224-F
- 3 2 AUTUMN OF MY LIFE  
Bobby Goldsboro-United Artists-50318-J
- 4 6 APPLESAUCE  
Lynn Jones-Capitol-72546-F
- 5 5 THE LATE AND GREAT LOVE  
Hank Snow-RCA-9523-N
- 6 7 AS LONG AS I LIVE  
George Jones-Columbia-MU4-1298-H
- 7 13 LOVE TAKES CARE OF ME  
Jack Greene-Decca-32352-J
- 8 12 ONLY DADDY THAT'LL WALK THE LINE  
Waylon Jennings-RCA-9561-N
- 9 10 I KEEP ON COMING BACK FOR MORE  
Dave Dudley-Mercury-72818-K
- 10 16 JUST BECAUSE I'M A WOMAN  
Dolly Parton-RCA-9548-N
- 11 11 I'M COMING BACK HOME TO STAY  
Buckaroos-Capitol-2173-F
- 12 4 CHANGING OF THE SEASONS  
Myrna Lorrie-Columbia-MU4-1293-H
- 13 3 CALGARY  
Gary Buck-Capitol-72539-F
- 14 19 A LITTLE LATER  
ON DOWN THE LINE  
Bobby Bare-RCA-9568-N
- 15 20 ON TAP IN THE CAN OR IN THE BOTTLE  
Hank Thompson-Dot-17108-M
- 16 9 ALREADY IT'S HEAVEN  
David Houston-Epic-10388-H
- 17 15 THE EASY PART'S OVER  
Charlie Pride-RCA-8514-N
- 18 18 RAMONA  
Billy Walker-Monument-1079-K
- 19 22 BIG GIRL'S DON'T CRY  
Lynn Anderson-Chart-1042-N
- 20 23 FROM HEAVEN TO HEARTACHE  
Bobby Lewis-United Artists-50327-J
- 21 21 IT'S A LONG WAY TO GEORGIA  
Don Gibson-RCA-9561-N
- 22 14 WHAT MADE MILWAUKEE FAMOUS  
(Made A Loser Out Of Me)  
Jerry Lee Lewis-Smash-2164-K
- 23 24 RAGGEDY ANN  
Charlie Rich-Epic-10358-H
- 24 26 I JUST CAME TO GET MY BABY  
Faron Young-Mercury-27827-K
- 25 25 JODY & THE KID  
Roy Drusky-Mercury-72823-K
- 26 27 HAPPY STATE OF MIND  
Bill Anderson-Decca-32360-J
- 27 28 I STILL BELIEVE IN LOVE  
Jan Howard-Decca-32357-J
- 28 29 LOOKING AT THE WORLD  
THROUGH A WINDSHIELD  
Del Reeves-United Artists-50332-J
- 29 35 WHEN YOU ARE GONE  
Jim Reeves-RCA-9614-N
- 30 30 LOVE IS WHAT HAPPINESS IS  
Scotty Stevenson-RCA-57-3462-N
- 31 31 CHILLY WINDS  
Jimmy Arthur Ordge-Apex-77084-J
- 32 33 A PUB WITH NO BEER  
Billy Stoltz-Melbourne-3249-K
- 33 38 HAPPY STREET  
Slim Whitman-Imperial-66311-M
- 34 40 NEXT IN LINE  
Conway Twitty-Decca-32361-J
- 35 37 SAN DIEGO  
Charlie Walker-Epic-10349-H
- 36 36 MARRIAGE BIT  
Lefty Frizzell-Columbia-44563-H
- 37 39 HEY DADDY  
Charlie Louvin-Capitol-2231-F
- 38 --- THE WIFE YOU SAVE MAY BE YOUR OWN  
Dianna Leigh-Chart-4054-N
- 39 --- THEN YOU CAN TELL ME GOODBYE  
Eddy Arnold-RCA-9606-N
- 40 --- IN LOVE  
Wynn Stewart-Capitol-2240-F

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