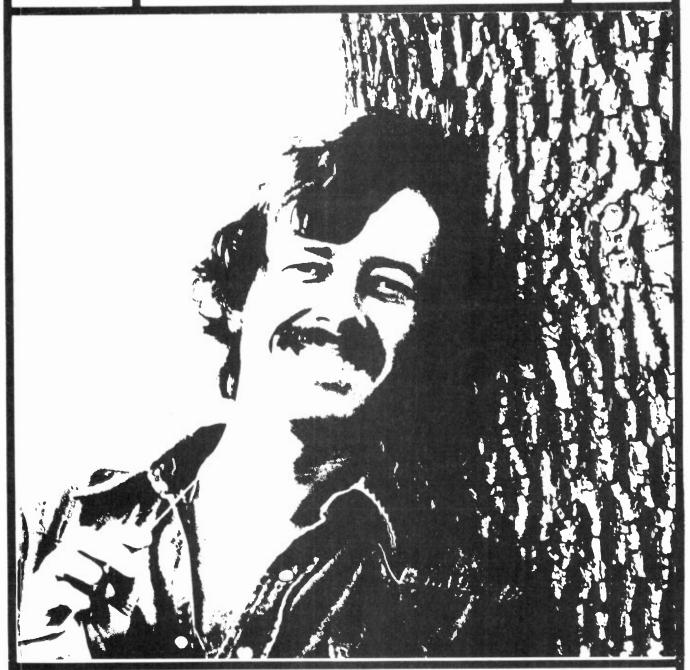
The Programmers WEEKLY



# THE TOP 100 SINGLES & LPs

December 9, 1972 Volume 19 No. 17 REGORDS & MUSIG

50¢



Cliff Edwards solos for Polydor

## NEIL YOUNG PLANS JANUARY ONT. TOUR

Encore Productions' Martin Onrot has announced that Neil Young will begin a January-to-March concert tour with appearances in Toronto and Ottawa. The Toronto gig will be produced in conjunction with B.C. Fiedler, and will be at Maple Leaf Gardens Jan 15. The Ottawa concert will be held the next day at the Ottawa Civic Centre.

When word of Young's appearance first leaked out, Toronto music fans began a campaign to secure tickets, although they are not as yet available. Onrot's last pair of Young concerts (one year ago at Massey Hall) were completely sold out.

### CROSS COUNTRY HUD TOUR OFF

The cross country tour planned for A&M artist, Lorence Hud, has been cancelled, according to manager Paul Cheseborough.

The indefinite postponement comes about as a result of an offer made to the singer-composer to present a musical score for an upcoming motion picture to be filmed in England. Hud will be devoting the next month to the development of a score.

Meanwhile, his "Sign of the Gypsy Queen", is showing strongly nationally. The deck, culled from the "Lorence Hud" album has received a considerable promotional push from A&M. A second A&M album is expected to be in the works by January.

## LONDON HOPPING WITH HEEP, MOODY BLUES

Jim Mac Donald, Ontario promo rep for foreign product on London, reports to RPM that the two artists keeping him busiest are the Moody Blues and Uriah Heep. Each has two hot albums.

The Moodies are very big with "Days of Future Passed" and their latest, "Seventh Sojourn". Both are in the top ten of the RPM 100 Albums. Uriah Heep, halfway up the chart with "Demons & Wizards", are expected to add their second LP shortly. "Magician's Birthday" is the title. The album has just been released in Canada.

### ...... SUBSCRIPTION RATES Canada & USA Two Years \$30 ☐ Three Years ☐ FIRST CLASS (1 yr) \$40 \$35 OTHER COUNTRIES (1 yr) Send to: Subscriptions, RPM Weekly, 6 Brentcliffe Road, Toronto 17, Ontario Enclosed find \$ for a subscription as indicated above. Name Company Address

### TEN DAY PROMO TOUR FOR ANNIE

Anne Murray, who has just wound up work on a highly successful CBC-TV special with fellow Capitol artist, Glen Campbell, is currently in the middle of a ten day promotional tour of Canada and the United States. First stops on the junket were Edmonton and Vancouver, While in Edmonton, Miss Murray was presented with the Moffat Award for best produced single of the year by a female artist. Other stops include Hollywood, Dallas, Atlanta, Nashville and Philadelphia. When in Nashville, the songstress will appear on the Grand Ole Opry. The Mike Douglas Show is scheduled for Miss Murray on December 4th, while she is in Philadelphia.

The current Anne Murray single, "Danny's Song", penned by Kenny Loggins, is picking up good action from coast to coast in only two weeks of release.

## DAFFODIL'S DOCKER GOES TO LOVE P.R.

Frank Davies, president of Love Productions, has announced the appointment of Mike Docker to the newly created position of Publicity and Artists Relations Manager for Love Productions. Docker was formerly Ontario Promotion and Publicity Manager for Daffodil Records.

The new post reflects the increasing roster of Canadian artists handled by Love Productions these days. Names that Mike Docker will be keeping before media people include Foot in Coldwater, Fludd, Crowbar, Joe Probst and King Biscuit Boy.

Docker got right into the swing of his new job with a two-week tour of Western Canada. He met media people in Winnipeg, Regina, Saskatoon, Edmonton, Red Deer, Calgary and Vancouver.

## 3-SIDED CHRISTMAS SINGLE FROM LOVE

Love Productions and its subsidiary Strawberry Records have released a Christmas single, the royalties from which they will donate to UNICEF. With Christmas product seemingly in short supply, the arrival of this Canadian content disc should be a big help to programmers. Titled "The West Meets the East", the maxi-single, or mini-EP, features "O Come All Ye Faithful" "We Three Kings" and "Angels Heard on High" performed by the Universal Chorus. This group is composed of Western and Eastern musicians, (hence the title). The songs were produced by Capitol Canada's Tommy Graham in India and Germany.

The record was released simultaneously in Europe by England's Charisma label.

## MAINLINE BUMPS AND GRINDS ON CAMPUSES

GRT recording artists Mainline are promoting their latest album, with a 21-member stage show. After recent campus dates at Waterloo and Guelph, Mainline have a 16-city campus tour skedded for January. Their album, "Mainline Bump and Grind Revue - Live At The Victory Theatre", continues to climb the RPM chart. Each concert carries on this theme, utilizing a 21-member cast consisting of La Troupe Grotesque (comedy), Henning & Mars (illusionists), three strippers, two topless dancers, a midget, and more.

There have been a few changes in personnel of Mainline recently. Joining the group are Paul MacCallum, Zeke Shepherd (formerly of Blackstone), and Louis Yacknin (former member of Lighthouse). They join old hands, Michael McKenna, Tony Nolasko and Ted Purdy.

## THUNDERMUG'S "AFRICA" RELEASED IN THE STATES

Axe Records chief, Greg Hambleton, has announced that "Africa", the hit single from London, Ontario group Thundermug, has now been released in the U.S. on the Big Tree label. The U.S. label has already been successful with the early promotion, getting picks from Bill Gavin, Kal Rudman and Billboard. First U.S. airplay came from CKLW and WIBG, with interest building in other markets. The record has a 114 listing in Cash Box.

As a result of the U.S. interest, the disc is getting a second look by Canadian stations. According to Wayne Thompson, of the group's management firm Celebration Music, CKFH, CHUM and CFTR have added it to playlists.

"Africa" is the second release from the Axe album "Thundermug Strikes".

## PRIDE RECEIVES NOD FROM CFGM LISTENERS

A recent "popularity" contest run by CFGM, Toronto chalked up an unbelievable win for RCA's Charley Pride. Winners in order were: "All I Have To Offer You Is Me"/Charley Pride, "Crystal Chandeliers"/Charley Pride, "15 Years Ago"/Conway Twitty, "Snakes Crawl At Night"/Charley Pride, and "Is Anyone Going to San Antone"/Charley Pride.

The winning item, survived nine rounds against big names such as: Tammy Wynette, Jim Reeves, Bill Anderson, Loretta Lynn, Stonewall Jackson, Porter Wagoner, George Jones, The Browns, Merle Haggard, and Hank Williams Jr.

The show ran for three weekends, a total of six days, racking up 60 hours of high interest listener response.

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## Mick's Mike



A microphone is known by the company it keeps, and the Rolling Stones are <u>some</u> company—as millions of fans throughout the world will attest! As a matter of fact, our Unidyne and Unisphere microphones keep regular company with just about everybody else who's somebody on the entertainment scene: Led Zeppelin, Sha-Na-Na, The Association, The Faces, The Who, The 5th Dimension, Carpenters, Sergio Mendes & Brasil '77, The Beach Boys, Paul Anka, Lainie Kazan, John Gary, David Cassidy, The Dells, Tommy James, and so many others that we can't list them ali. Need we say more?

In Canada: A. C. Simmonds & Sons Limited 285 Yorkland Blvd., Willowdale, Ontario



# Canadian regionalism makes comeback

Since its inception in February of 1964, RPM has attempted to fight a Canadian music industry regionalism. We seemed to be making some headway. However, recently there would appear to be a growing regionalism among record companies.



It is a little difficult to explain exactly how it works, but record companies look at the biggest major market in Canada as the end all for "getting" their records played. One station in particular (which has openly admitted at large gatherings that they play proven hits - Canadian or foreign) seems to be irritated by the attention of record companies, artists, composers and managers. The radio station in question has been good enough to make its position clear to the industry. The station would like records worked across Canada and when a record proves itself, the station would like to know

"... the prophets of doom, the messengers of mediocrity, will be overwhelmed by the new generation of competent, creative, confident artisans and by all those of preceding generations who have already demonstrated their freshness of mind, their talent and their capacity for inspired leadership."

— Pierre Juneau

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The following codes are used throughout RPM's charts as a key to record distributors:

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ALM AMPEX ARC CMS CAPITOL CARAVAN COLUMBIA GRT LONDON	<b>∜&gt;</b> D⊞FGI+K	MUSIMART PHONODISC PINDOFF POLYDOR QUALITY RCA TRANS WORLD UA RECORDS	R L0022>0	
MCA	J	WEA	Р	
MARATHON	r	WORLD	7	

MAPL logos are used throughout RPM to define Canadian content on discs:



M - Music composed by a Canadian

A - Artist featured is a Canadian

P - Production wholly recorded in Canada

L - Lyrics written by a Canadian

SINGLE COPY – 50 CENTS Advertising Rates On Request Second Class Mail Registration Number 1351 PRINTED IN CANADA about its success and consider the record for its playlist.

I personally am in agreement with this formula in that it takes a great deal of responsibility away from this station and leaves it up to the record companies to prove their point with the rest of Canada and with the breakout market stations (to put it bluntly).

Strangely enough, the promo men still go into the station demanding play for their records (Canadian or foreign) on the date of release. They also must annoy the station with their resentment when the station comes clean and admits they are not hitmakers.

The challenge of having to do it the hard way is annoying to the record company, but rather than take progressive steps to break records in the rest of Canada and bring them into the big markets as hits, they concentrate on a fruitless endeavour to get around or "get to" a station that has stated its policy very clearly.

If this sounds like a unique case, I must bring to your attention the fact that throughout the U.S. the same rule applies. Major market stations are formulated not to be hitmakers. They reflect the tastes of the breakout or test markets.

National promotion men would be wise to work very hard in the areas that will supply them the numbers which will finally convince the major market station that they have a proven hit. The word proven is very important.

The wasted time spent on "station big" should be spent on stations small but promo men and sales people should service the breakout stations and see that stock is on hand where the record in question IS RECEIVING airplay.

What brought all this on is the remark of an artist who said that he would prefer to have his record played on CHUM rather than all the other radio stations in Canada. Perhaps this would be a cozy situation however, this kind of thinking by artists or record companies is self defeating (although a great compliment to CHUM).

What it would appear to boil down to, is that if CHUM plays it, his relatives and friends will hear it. It will be in all the stores for sale, and the record will take off, like magic.

In the last few years it has become a numbers game. The more stations you have playing the record, the more convincing the credentials of the record and the better the chance of international or national success.

Speed up your mail to RPM. Use our new Postal Code:

M4G 3Y2

This kind of ego-tripping by artists (and sometimes record people) isn't healthy for the industry. It is better to say that you have a hit across Canada and CHUM is playing it too - rather than to say CHUM is on it. Chances are that CHUM, standing alone on the record, won't be on it for long.

Promotion, publicity and attitude in getting a hit going should be national first and international second. It should never be regional.

Advertising should be directed at the trade nationally, not at one station, or a few - but ALL STATIONS.

We have singled out CHUM in this particular case, but many of the major market stations across Canada suffer from the same type of harassment.

VOCM is not a large or major station. They recently launched a hit LP that sold more than 100,000 copies. That should influence some companies into thinking a little more about servicing and working all the stations and not just a few who have openly stated they play "hits" not new records.

Let's re-evaluate our methods and attitude toward promotion and advertising. It's time to look at the situation very carefully and become more national and less regional in our outlook, That's where it's at.

If I have missunderstood CHUM's attitude toward new records, this space is theirs to correct me - in a future issue. Other stations are welcome to comment as well.

### **APPOINTMENT**



Scott Richards, formerly Ontario Promotion Manager for RCA Records, has moved back to the company that gave him his start in the record industry. As National Promotion Manager for MCA Records (Canada), Richards will be responsible for co-ordinating all promotional activities between provincial distributors and head office, and establishing a strong liason with radio stations.

Richards has had an extremely good track record to date and MCA is confident that he will be an important asset to the company.



Teresa Brewer, Bobby Hackett, Phil and Patty MacKellar during break at Miss Brewer's opening at Toronto's Hook & Ladder.



Dave Charles, CKOC personality, in for the opening arranged by Lori Bruner of Polydor, distributors of Flying Dutchman label.



Scott Richards' last promotion for RCA before leaving for MCA was the setting up of the Jerry Reed Hook & Ladder opener.



Ross Reynolds (GRT Pres) Moe Koffman, and Toronto Musicians' Union execs, Allan Wood and Vic Bridgewater.



RCA's Hank Snow presents CFAC Station Manager, John McColl, with suitable Gold to commemorate fifty years of broadcasting.



Marathon weren't too sure whether they had a hit artist on their hands but Allan Capson's "The Clock" is proof that he is.



Bob Robertson, program director CKXL, presents Moffat Award for Best Male Recording Artist to Polydor's Frank Mills.



Tony Chipman, CHAB program director, presents Ralph Cole of Lighthouse with Award for Best Recording Group.



Mike Button, program director of CKY Winnipeg presents Award to Valdy, Haida recording artist, for Record of the Year



Anne Murray receives Best Female Recording Artist Award from one of her fans, Roy Hennessy, program director CKLG Vancouver.



London promo reps, Jim McDonald (r) and Vince Losch (l) do promotion bit for Uriah Heep's successful Massey Hall gig.



Vince Lasch and Ray Materick on tour of Toronto record stores stopped in at Sherman's (Toronto). Mgr. Dave McDowell (r).

# They just don't make them like...

Over this past weekend I decided it was time to put my pile of records in order. In heaps and stacks throughout the house, records multiplied as if by magic. While bringing some kind of order to the chaos of hundreds of albums I thought it would be fun to take a trip down memory lane. I listened to some Johnny

:12N

INCRUDIBLE john watts

Horton albums on Columbia which I bought way back in the early sixties. Some old Beatle albums on Parlophone also got the treatment, along with a lot of other albums by now un-heard of artists. And something occurred to me in the midst of it all. Those old albums, which I must admit have not always had the best kind of treatment over more than a decade, laid nice and flat on the turntable. No warping, no wobbling, just a nice flat black disc revolving smoothly. The covers of the old albums, although a little dog-eared in places, still held their contents surely and safely. And even the quality wasn't all that bad after having been played on some of the most un-godly equipment man has ever had the nerve to manufacture.

Then, strictly for laughs, I threw on a

## RCA's COUNTRY HAUGEN DOING NATIONAL SCENE

Barry Haugen, RCA's national country promotion manager, is fast gaining respect with country radio personalities from coast to coast. He recently gave an assist to Charlie Russell, country jock at CJCJ Woodstock, New Brunswick, who experimented with an all night country show which included telephone interviews with Haugen, Charley Pride, Dick Nolan and an interview with jocks at WWVA. The show, which kept most of Woodstock up all night, resulted in a listener demand for this type of show on a weekly basis.

Haugen was also involved in CFAC Calgary's Fiftieth Anniversary. It was during the broadcast festivities that CFAC station manager John McColl was presented with an RCA Gold Record tribute by Hank Snow, for their fifty years of broadcasting.

Haugen has also been busy touting the latest release by Gary Buck, "If I'm A Fool For Leaving", which unfortunately does not qualify as Canadian content. Buck has made a successful entry into the commercial field with the taping of a Raisin Bran commercial for Kellogs. He has just firmed a five-week tour of New Zealand which commences the first week in April and ties in with the Miss New Zealand contest. The final judging, which will feature Buck will be televised throughout New Zealand.

Haugen has received information that RCA will be releasing singles by Tobi Lark ("Sing Out Jesus") and the Mercey Brothers ("The Day Of Love") in Jamaica. couple of nice new albums, played only a handful of times on the best of equipment and guess what. Instead of revolving smoothly, surely and so on, these miracles of modern technology, wobbled, twisted, turned and did everything but leap off the turntable and swear at me.

One innovation I did like was the automatic album presentation feature on some of the jackets. Instead of having to consume time looking for the opening in the jacket and then laboriously removing the disc, one simply activates the AAPF by picking up the jacket. The disc drops automatically into your hand, or onto the floor it you haven't judged the thing accurately. One outstanding feature of the AAPF is its capacity to work regardless of the position in which the user is holding the album. You may hold the album right side up, up-side down, sideways, or in virtually any other position and the AAPF will perform faultlessly depositing the disc quickly and surely on the floor, in a pile of sand, onto your foot or anywhere else. It usually takes a couple of weeks for the Automatic Album Presentation Feature to break-in. During the first weeks of use, the operator may have to use the antiquated method of removing the disc through a pre-determined orifice, but at least one company has eliminated this distressing break-in period with a cover design which disintegrates immediately upon removing the shrink wrap.

I guess when you look at things in this

## CARL PETERSON SEES SUCCESS AS SOLO ACT

Carl Peterson began it all back in the early sixties in Calgary. It was during this era that he knocked around with the Original Caste, then known as the North Country Singers, Hans Staymer, The Irish Rovers, Donna Warner, Joni Mitchell (then Anderson), and many others - most of whom have been able to hang on since those coffee house days in Calgary and Edmonton. Peterson became nationally known as a member of the Kingbeezz, the Patmacs and his last group effort, Cutty Sark. He has since moved to Montreal and found a solid niche for himself as a solo artist.

Most recent wax work by Peterson is his Afton album, "A Man With A Song In His Heart", an album of current and traditional folk material. He is a mainstay at Montreal's Fyfe and Drum, where he has been booked for the past eleven months. He has periodically interrupted his stay here for dates in Fredericton and Halifax as well as doing radio and television specials for Sir George Williams University. He also does a regular weekly spot on Channel 9's "Irish Weekly" with host Liam Daly.

Peterson has been busy putting together several new compositions, some of which will be used on his next, album release, and generally building a strong repertoire for his move into concert and television work.

positive light, even the products of today's pressing plants which twist and writhe like demented starfish skewered upon the spindle. have their good side. I mean Christ, have you ever seen anything more boring than a perfectly round piece of black plastic, with a hole at dead-centre whipping around at thirty three and a third without so much as a little twitch now and then to liven things up? You could fall asleep watching. But today's records, now there's an audio visual experience for you. Get right up close and watch that stylus rush towards the slopes like a downhill racer, leap over the mogulls and become airborne before crashing to earth again, hopefully in the same groove it started in.

And hey, remember the old days when you got really uptight about looking after your records? Always worrying about that day when the tone-arm would slide across your favourite record, leaving a small replica of the Grand Canyon impressed upon the grooves? Well today we don't have that emotional stress to contend with. More and more records are coming to us prescratched, eliminating, in the most practical way possible, the need to worry about that first blemish.

Don't think progress comes cheap. Consider for a minute the amount of research which went into the formulation of a glue which will hold together long enough to get the shrink wrap on, then let go immediately. What does it cost to install warper-twisters and off-centre hole punchers and label stickers in a plant with an already heavy investment in capital equipment? And then there is the most important component of all, human labour. What is an icepick and scratch awl operator worth these days? Especially one with a pleasing finger-print pattern.

Sure we pay a buck or so more for an album that we did ten years ago but that's the price of progress.

## KINGSTON'S TERCENTENARY REVIVES "BIG BAND" ERA

Kingston, Ontario is celebrating its 300th birthday this year, and two Kingston broadcasters have taken on a unique project to celebrate. Jerry Godin and Don Miller will promote a revival of the "Big Band Era" throughout the tercentenary year. CKWS radio and TV (Plus newspaper) are already running promotions to get the professional musicians and singers of the area all together for the "Tercentenary Big Band".

The big band is getting assistance from CKWS and, thanks to local Country Club The Frontenac Downs, will play every Saturday in dances open to everyone. When selected the musicians and singers will also be active throughout the year in official Tercentenary functions.

A contemporary group, Up, will be integrated into the regular weekly gig of the Official Tercentenary-CKWS Big Band.

## GROWING RECOGNITION FOR BOBBY G. GRIFFITH

Ranwood's Bobby G. Griffith departs Toronto December 3 for Los Angeles in preparation for his taping of the "Lawrence Welk Show" December 5.

This show will be televised in Canada Saturday, January 6 (CHCH-TV is the only station known to carry the show) and the following evening throughout the U.S. Carried by 228 U.S. television stations, the Welk show is regarded as the top syndicated television show in the U.S. Griffith's manager, Jules Rabkin, expects a firming for an appear-

ance on the Johnny Carson show by the young Canadian, while Griffith is in Los Angeles.

One of Griffith's last engagements before his L.A. date was an appearance with Art Linkletter and Lorne Greene at Hamilton's Jackson Square, which was part of the Grey Cup Festival.

Dean Kay, General Manager of Vogue Music in Los Angeles, reports strong international interest in Griffith's recent release of "Sound Of Peace", already a strong item on the RPM Adult Contemporary chart. The single is expected to be released in the UK, Europe, and throughout South America.

### **GANNON TO DIRECT KIM ACT**

Joe Gannon, who was responsible for Neil Diamond's one man show which recently wound up a three week engagement in New York, has been set to design, direct and produce a complete stage act for Uni Records' Andy Kim. In co-operation with Joe Kim, Gannon will also be responsible for working out details of a projected CBC-TV special on the Montreal-born star.

Concerts featuring the new Gannon production touch are expected to commence in Canada in December, followed by dates during the winter months in the United States

BRUCKNER Symphony No. 9 in D minor Otto Klemperer conducting the New Philharmonic Orchestra ANGEL S-36873

Otto Klemperer continues his cycle of Bruckner Symphonies for Angel records with this deeply moving account of the great unfinished Symphony No. 9. Two lengthy slow movements



surround a powerful scherzo here given a performance of remarkable energy. The entire performance has a strength and vitality that gives lie to the rumour that Klemperer













favours slow tempi.

SCHUBERT Sonata in A Op. 162 Three Sonatas Op. 137

Arthur Grumiaux - Violinist Robert Veyron-Lacroix - Pianist Philips 6500 341

Most students of the Violin are assigned the three Sonatas Op. 137 by Schubert in their early stages of study because they are relatively free of undue technical pitfalls and their beautifully limpid melodies encourage an improvement in tone production. When performed as they are here by two great artists they are as lovely and refreshing as a spring day. Philips' quiet surfaces enhance the enjoyment of this fine disc.

STRAVINSKY PROKOFIEV Sonata No. 7 Op. 83 Maurizio Pollini , - Pianist DGG 2530 225

The three movements from the ballet Petrouchka were arranged for piano by the composer for pianist Artur Rubinstein. It is one of the most taxing works in the piano repertoire but here it sounds like effortless fun in the hands of Maurizio Pollini who in this recording displays a virtuosity and control equal to Michelangeli and Horowitz. The Prokofieff Sonata is equally superb.

SHOSTAKOVICH Symphony No. 6 in B minor Op. 54 STRAVINSKY Apollo Yevgeny Mravinsky conducting the Leningrad Philharmonic Symphony Orchestra ANGEL MELODIYA SR-40202

The works on this disc were recorded live at a concert in the Grand Hall of the Moscow Conservatory. The conductor, Yevgeny Mravinsky conducted the world premier of the Shostakovich Symphony No. 6 with the same orchestra in 1939. The opening movement is a profoundly beautiful Largo, followed by a lively Allegro and a brilliant concluding Presto. Stravinsky's Apollo is more commonly titled Apollon Musagete. Scored for strings only, it will be familiar to those who watched the final segment of Sir Kenneth Clark's "Civilisation".

SCHUMANN Sonata in F minor Op. 14 Kreisleriana, Op. 16 Anton Kuerti - Pianist

STEREO TREASURY STS 15255

Originally titled "Concerto sans Orchestre", Schumann's large scale sonata in F minor is rarely heard. Its third movement, a set of variations on a theme by Clara Schumann, is occasionally performed separately. Kuerti's performance is neat and carefully throughout. However, his tendency to understatement in Kreisleriana drains the work of its gothic, eerie atmosphere.

FAURE Quartet No. 1 in C- for Piano and Strings Op. 15 Sonata No. 2 Op. 117 for Cello and Piano Claude Helffer - Pianist Roger Albin Cellist

Roger Albin, Cellist MUSIDISC RC 642 Beautifully expressive

Beautifully expressive performance of one of the lovliest works in the Piano Quartet literature. This budget line from France is distributed by GRT and the pressings are fine. This disc would be an excellent introduction for those who think that they wouldn't like chamber music. The equally fine cello Sonata is sensitively played by Roger Albin and Claude Helffer.

### COVER STORY

## A SLEEPER HIT FOR CLIFF EDWARDS???

What's a sleeper? Well, it's a single that very few people believe in, particularly the A&R people responsible for its release in the first place. A sleeper happens when a couple of jocks use their own judgement and make a record happen in their own area. Surprisingly enough, other stations across the country either get wind of the success of the particular record, or experiment themselves and--voila, you have a sleeper.

Cliff Edwards could be in line for this type of action. Several breakout markets thought his single, "Uncle Dad and Auntie Mom", had merit. Their listeners agreed and the single was placed on the charts or playlists, in the case of the adult contemporary stations. The word is now beginning to spread with principal market MOT, adult contemporary and country stations now listing the single.

What do Cliff Edwards and his manager, Kevin Hunter, think about the single? Why bother to ask? They were high on the single to begin with, or they obviously wouldn't have released it. Edwards, now living in Toronto, tripped through southern Ontario with the label's artist promotion gal, Lori Bruner, and Hunter has been keeping in touch with radio stations, as has Frank Gould, Polydor's label chief. It's been a soft sell, however, which Edwards may, or may not appreciate. If it happens--he appreciated it, right?

In this day of meaningful titles like "Witchy Woman", "Rockin' Pneumonia", and "You Turn Me On, I'm a Radio", how the hell could Edwards get away with "Uncle Dad and Auntie Mom"? Well, he didn't. Most of the programmers listened a little closer than usual to the lyrics and, quite frankly, it takes a couple of listens

GRUMBLES

a listening chamber of musical delights 71 Jarvis st., Toronto, Ontario 368-0796



December 7 - 9
T. Bone Walker

December 12 - 15 Jim Croce

December 18 - 23

Cedric Smith

(of Perth County)

December 26 - 30 Ray Materick



before you figure out whan they mean. By this time you really don't care about the lyrics, his voice has gotten to you and his instrumental back up just falls nicely and subtly into place. If you've got enough time, you've got a hit and it belongs to Cliff Edwards.

As leader of the Bells, Edwards took this group on their first successful trip into the international market. Their vehicle was "Stay Awhile", penned by Ken Tobias. What followed was something very rare for a Canadian group. After selling more than a million copies of the single, they appeared on the Johnny Carson "Tonight" show and were featured performers on the Guy Lombardo New Year's television show, probably the biggest rated show of the year. Their following releases didn't do as well, but the Bells were always on the charts and they were getting rave reviews on their heavily booked schedule. Why then would Edwards leave the group? He'll quickly admit that "being with the Bells was one of the greatest experiences a person could have." He says, "I learned a lot. They're a really great group of people." But what group member doesn't want to move into the solo field? Edwards did, and has. He wanted to develop his own unique sound - and he wanted to spend a little more time with his wife and two children as well as pursuing an acting career.

Edwards doesn't get into the songwriting bit too much. He prefers to pick up on the music and lyrical work of others. It

### GRT KICKOFF FOR MOE KOFFMAN LP

GRT of Canada marked the release date of Moe Koffman's latest album with a low-key press bash that showcased the record to great advantage. Held in Toronto's new Four Seasons Sheraton Hotel on November 22, the GRT party attracted most of the Toronto radio and newspaper people. The new Koffman album is a two-record set presenting the music of Vivaldi's "The Four Seasons" with jazz, rock, MOR and conventional arrangements.

The low-key aspect of the promotion was evident from the start, with free booze flowing as the music flowed forth on a crisp stereo system. Larry Green, director of GRT National Promotion, allowed the music to speak for itself, presenting a letter that explained each track of the LP but avoided the heavy overstatement common to so many of these promo sheets. Brian Ayres and Ross Reynolds helped host the GRT get-together.

First broadcasting reaction to the Moe Koffman set came in the form of very favourable notices by CBC Radio reviewer Pat Conlon.

"The Four Seasons" was recorded at Toronto Sound, and features several Toronto Symphony musicians with flautist Koffman. Producer and arranger was Doug Riley.

U.S. release for the unique new album has not been arranged as yet.

was while snaring the bill with Gene MacLellan at Toronto's Massey Hall that he heard MacLellan's guitarist, Marty Reno, doing a couple of solo numbers. He liked what he heard and asked Reno if he could use a couple of his songs for a solo session. Out of it came "Uncle Dad and Auntie Mom", one of the freshest pieces of music in the catalogue of the Charlottetown composer. Edwards produced the single himself at Toronto Sound Studios which also resulted in an album release.

Polydor and Edwards have a lot going for each other. The label is quite aware of Edwards' potential and Edwards knows the power of Polydor—when they get behind an artist. It could work out nicely for both.

## NICKELODEON & FRIARS ABUZZ WITH CANADIANS

Gordon Allen of Public Relations Associates, who handles P.R. for downtown Toronto nitery the Friars, reports the current lineups are filled with the best in Canadian contemporary music. Dublin Corporation just wrapped up their first week at the Friars. Their Yorkville single, "Come and Join Us" is in its second week on the RPM 100 after enjoying Top 10 charting in hometown London. Next act into the Friars will be old-rock-and-rollers Jason. Upstairs at the Nickelodeon, Leigh Ashford wrapped up a week long gig followed by Flying Circus in for a week. Rain, the big disc act from Axe is next. The room's anchor man, Ronnie Hawkins returns Dec 18. Ronnie will have a new band backing him (no sooner does he get one trained than they become stars in their own right). Meantime, in the Friar's downstairs place, The Drawing Room, popular Claude Jones enjoys an extended run.

## WCRMA HOLDS FIRST ANNUAL MEETING

John Rodney, of BC record label Rada, has informed RPM that the first annual meeting of the Western Canadian Recorded Music Association (WCRMA) will be held in Edmonton on December 13-14. Formed to promote the West as an ideal place for production of all sorts, the Association expects a good turnout of independent producers and studios at the meet.

Long range policies and their implementation will be the general topic for discussion, along with the establishment of immediate WCRMA objectives and methods for their achievement.





### **WEST COAST** RFPORT

(Jeani Read joins RPM this week as west coast columnist. Ms Read is well-known in the industry and is quite knowledgeable of the music scene, particularly of the local (domestic) problems. She is a highly respected reviewer, through one of her vehicles, the Vancouver Province. One of the problems still facing the west coast industry is what Jeani refers to as a "cottage industry" - the fact that "no one beyond the rocky sound barrier even knows we exist." Ed:)

It's possible there is a better way to introduce you to the west than with the Moffat Awards, but why not start there, since the

ceremonies took place only last week (Nov 24) in Edmonton. These Award presentations have been happening for the past six years, but I'll bet no one out beyond Win-



nipeg knows what they're about. The Awards were initiated in 1967 to honour Canadian talent for Centennial year, and were maintained with a heavy promotion as it became more and more evident

that Canadian music was, one way or another, going to be coming into its own. The Moffat chain is comprised of CKLG/ Vancouver, CHED/Edmonton, CKXL/ Calgary, CKY/Winnipeg and CHAB/Moose Jaw. Up to this year the system of delegating awards was complex and confusing. Record companies nominated records in eight categories and listeners voted on the merits of the music. Categories were overlapping, results difficult to tabulate, and judgments were made, primarily, through untrained ears.

Now the Moffats have undergone considerable reshuffling, substituting four categories. having stations themselves make nominations according to their own statistics - - sales, chart position and sometimes, as with CKLG, disc jockey evaluations - - and music

JEANI READ continued on page 14



Manufactured and Distributed by Capitol Records (Canada) Ltd.

## RAINVILLES' NEW LP FOLLOWS UP SINGLE

Melbourne recording duo Morris and Dot Rainville have followed up their successful single, "Polar Bear Express" with an album of the same name. All tracks have been recorded and release is expected very shortly.

The Polar Bear Express LP tells a uniquely Canadian story. The Express is an excursion train running through northern Ontario, and the songs focus on the train, Cochrane, Moosonee and the places along the way.

The Rainvilles began recording in 1967 and have worked from country to middle of the road. They have a string of recordings to their credit as well as many CBC and CTV appearances.

### FRENCH/ENGLISH KUDOS FOR PAG'S RCA SINGLE

Pagliaro, newly signed to RCA (French product only) has hit the Quebec market, as was expected - with a bang. His single release, "Illusion", sold in excess of 15,000 copies in the Montreal market, first week of release. Pagliaro's recent cross-Canada promotion tour has apparently influenced several English radio programmers, many of whom have requested copies of the single.

Another Quebec artist showing promise is Jacques Alexandre. RCA have released "Plus Haut", culled from his album, "Jacques Alexandre" (PCS 4020), cowritten by himself and H. Watine.



### STAMP SIGNS NORTH-WEST COMPANY

Ralph Harding of Stamp Records has announced the signing of Northwest Company to a recording contract. The Vancouver group was signed as a result of a demo session cut at Studio 3 Productions in the west coast city. The demo, "Sweet Suzie", has been produced and developed into a single release by Jay Telfer.

Personnel changes affected the band's fortunes a few months ago and is now restructured with the addition of former Mother Tucker's Yellow Duck-er, Les Law, and lead guitarist, Zac August. "Sweet Suzie" was composed by group leader and drummer, Dick Stepp. The flip, with vocals by bassist, Gowen Jorgenson, is "Ain't Nothing Wrong With Rock and Roll". Stamp is now sifting material by Vancouver area writers for a planned album by the group.

### DR. MUSIC FINISHES EAST COAST TOUR

Halifax booking agency, Entertainment Contacts Ltd., has sent out a press release praising Dr. Music for their November concert tour of the Maritimes. The release quotes Dr. Music manager Paul Vincent as saying: "This must be one of the most successful and profitable tours I've ever seen." The seventeen day tour covered all four Atlantic provinces.

"Long Time Coming Home" is in the top third of the RPM 100 and still continuing to climb for Dr. Music. The disc has finally broken into the Toronto market after reaching several no. 1 chart positions in breakout markets plus many other radio playlistings.

## SOMETHING OLD SOMETHING NEW

London Records has experienced a sales upsurge in the last few months, drawing on some of its durable catalogue material as well as new product. The Moody Blues hit both ways for London with the resurgence of interest in their "Days of Future Passed" album caused by the re-release of "Nights in White Satin". As action on the single was at its highest, London came forth with what has been described as the group's bestever album, "Seventh Sojourn". Both new and old albums are moving strongly, according to Mike Doyle, the company's national promotion manager.

Other hot product for the Montreal-based firm comes from Lieutenant Pigeon with "Mouldy Old Dough", a monster hit from England; a new Terry Jacks single, "I'm Gonna Love You Too", a suitable follow-up to his Gold Leaf Award winning, "Concrete Sea"; a new Gilbert O'Sullivan album; and "You're a Lady" by Peter Skellern.

According to Doyle, London will be right in there during the peak Christmas buying season with new albums by Ginette Reno and Terry and Susan Jacks. A single by Green and Stagg, formerly on the Gamma label, is expected in the very near future.

### CAN—BASE PLANS PUSH ON DAN GEORGE/FIREWEED

Jack Herschorn, head of Vancouver's Can-Base Records has announced a major Eastern tour to promote the upcoming album by Chief Dan George and Fireweed. The LP should be out any day now, distributed by Columbia.

Fireweed is a west-coast group, and the album with George is concerned with the Indian in North America. Columbia has reported heavy backordering on the set, not yet released.

### MIKE GRAHAM ALBUM READY FOR WORLD PUSH

GRT country recording artist Mike Graham's album "Friends" was released recently, and is being promoted on two fronts. In Canada, Graham embarked on a cross-country promo tour. Internationally, Graham wangled himself a contract with GRT which specified a sizeable budget for promotion.

The Graham LP includes two of his own compositions, and was recorded in Nashville with Buddy Killen producing. Release was simultaneous in Canada and the U.S.

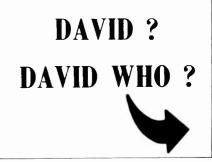
### PROPHET LAUNCHES PROMO CAMPAIGN

Orval Prophet, one of the pioneers of Canadian country music, is back on the scene once again, this time with his Columbia single, "The Judgement Day Express" (C4-3079). His last single release, "Mile After Mile" received heavy play across Canada - much of the exposure due his personal contact with the country's top on-air personalities.

His "Express" deck was produced at RCA's Toronto studios by Gary Buck, and was penned by Prophet along with Ken MacRae. Broadland Music-BMI holds the copyright.

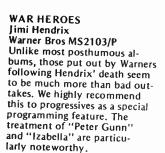
Working out of his Ottawa home, Prophet has launched his own promotion campaign which has already paid off with playlistings and chart numbers in Ottawa, Smith Falls, Cornwall, Brockville and several other centres. It's interesting to note that this is the second time around for "Express". It was released on the Decca label, twenty one years ago.

Prophet has been scheduled for Elwood Glover's "Luncheon Date" (CBC-TV) December 20 followed by a taping of a "Tommy Hunter Special" December 22-23.



### **NEW ALBUMS**

THE ROSES Ioni Mitchell Asylum SD5057/P Forceful piano work provides the earthy foundation for Joni's first Asylum album, which is undoubtedly the best produced set by her yet. It's difficult to pick favourites and we would suggest that you listen to the album as a whole and consider it as such.



**FRIENDS** Mike Graham/GRT 9230 1023/T Graham is of the country school not believing in rough edges. "Friends" is Nashville slickness from first cut to last and who knows, that could be the right approach. The version of Carole King's "You've Got A Friend" is worthy of mention as is "Redemption City".

**PASS THE CHICKEN AND LISTEN** Everly Bros/RCA LSP4781/N Sounding less like "Bye Bye Love" and more like Simon and Garfunkel, the Everlys reappear on RCA. Nice country touch is evident, especially on "Some-body Nobody Knows". "Watching It Go" is also an ear pleaser. Time for a come back.

THE FOUR SEASONS Moe Koffman GRT 9230-1022/T With all the fans Koffman has managed to gather over the many years he has been associated with the CBC and recordings, this set should come up a winner. Koffman and Doug Riley make a beautiful team in putting together light but heavy works for today's easy listener.





ONE MAN DOG James Taylor Warner Bros BS2660/P It's been along time since the last Taylor album, and that delay has served to heighten interest in this one. Ably assisted by Carole King, Linda Ronstadt, Carly Simon and John McLaughlin, Taylor has presented us with a delightful selection of tunes, among which the titler stands out.

**DON McLEAN** 

the album has,

United Artists UASS651/U

within, this, McLean's third album, positively glows with

that familiar sound. Undoubt-

edly the most entertaining cut

is "On The Amazon", a piece

unlikely single material could

of jaberwocky, which although

well be the biggest selling point

While no "American Pie" lurks





WHO CAME FIRST Peter Townshend Decca DL7-J To those who picture Townshend as a guitar stomping, leaping madman, this low tempo. even delicate album will come as something of a shock. Some of the cuts are even suitable for adult contemporary programming, if you can believe it. 'Content", a poem set to music is our favourite.







JACK SCHECHTMAN Columbia KC31339/H Schectman has that magic ability to direct his music to you personally. If you try a little, you can make the equipment disappear and Schectman will obligingly put on a one-man concert. MORish folk-rock with the Adam Mitchell production touch seems to bode well for the artist's future.



**Bob Thiele Orchestra** Flying Dutchman FD10152/Q Stricly for the easy listening buff. Very interesting version of "Mozart's Joy" and Thiele's wife Teresa Brewer does an interesting bit with "Give Me Your Kisses". A little bit of nostalgia with a little bit of the seventies sound.

# MAPL DETAILS

- 5 SUNNY DAYS
  Lighthouse/GRT 123039/T
  (Skip Prokop) CAN-USA/Mediatrix-BMIC
  Thunder (Jimmy Jenner)
- 9 RUNNIN' BACK TO SASKATOON Guess Who/Nimbus 9 74-0803/N (Cumming-Winter) Cirrus/Sunspot-BMI U.S. studios (Jack Richardson)
- 21 DAYTIME NIGHT TIME Keith Hampshire/A&M 330/W (Mike Hugg) Spectorious-BMI RCA Toronto (Bill Misener)
- 24 TAKE THE BLINDNESS Joey Gregrash/Polydor 2065 148/Q (Gregrash/Lampe) No publishing or studio listed (Ron Capone)
- 29 JULIA GET UP Rich Dodson/MWC 1010X/M (Rich Dodson) Corral Music-BMI Toronto Sound (Mel Shaw)
- 30 LONG TIME COMIN' HOME Dr. Music/GRT 1233 15/T (Doug Riley) Dr. Music-CAPAC Toronto Sound (Doug Riley)
- 32 ROCK AND ROLL SONG
  Valdy/Haida H5101/W
  (Valdy) Klavic Music-BMI
  No Studio listed (Claire Lawrence)

RECORD & MUSIC INDUSTRY
Young man 27 available for employment in early 1973. 10 years experience in all facets of the business, network television, radio, recording, commercials and active state performance. Also involved in promotion publicity and agency projects. Interested in a permanent position where this knowledge and experience can be effective and expanded. Any ideas? Contact Box 1402, RPM Weekly, 6 Brentcliffe Rd., Toronto Ontario M4G 3Y2.

- 38 SIGN OF THE GYPSY QUEEN Lorence Hud/A&M AMX332/M (Lorence Hud) Irving Music-BMI Sound Canada (Lorence Hud)
- 40 LAST SONG
  Edward Bear/Capitol 72677/F
  (Larry Evoy) Eeyor Music-CAPAC
  Thunder Sound (Gene Martynec)
- 43 TURN ME ON I'M A RADIO Joni Mitchell/Asylum 11010/P (Joni Mitchell) Joni Mitchell-BMI U.S. studios (Henry Lewy)
- 50 SAME OLD OBSESSION
  Gordon Lightfoot/Reprise R1128/P
  (Gordon Lightfoot) Moose Music-CAPAC
  RCA Toronto (Lenny Waronker)
- 53 THEME FROM ROWDYMAN
  Robbie McDougall/Nimbus 9 9019/N
  (Ben McPeek) Critique/Canart-CAPAC
  Manta Sound (Ben McPeek)
- 60 GOODTIMES
  Roadhouse/Double M DM506/K
  (Ralph Murphy) No publishing-CAPAC
  U.S. studios (Ralph Murphy)
- 61 SAD & SIMPLE MAN
  Harry Marks/Sweet Plum SPL9911/K
  (Harry Marks) Chappell-CAPAC
  Andre Perry (Harry Marks/Bill Hill)
- 62 RIGHT ON
  Atkinson, Danko & Ford with Brockie
  & Hilton/Columbia C4-3076/H
  (Duane Ford) Blackwood-BMI
  Manta Sound (Lee DeCarlo)
- 64 UNCLE DAD & AUNTIE MOM Cliff Edwards/Polydor 2065 150/Q (Marty Reno) No publishing listed Toronto Sound (Cliff Edwards)
- 67 HARD LIFE ALONE/PLENTY
  Ray Materick/Kanata 1010/K
  (Ray Materick) Eskimo Music-BMIC
  Thunder Sound (Dave Bird)
- 69 AFRICA
  Thundermug/Axe 4/K
  (Bill Durst/Joe de Angelis) Belsize-BMI
  Toronto Sound (Greg Hambleton)

- 70 JOHNNY LIGHTNING
  Stampeders/MWC 1011X/M
  (Rich Dodson) Corral Music-BMI
  Toronto Sound (Mel Shaw)
- 73 SING A SONG FOR ME Nobody/United Artists 50960/U (John Albany) No publishing listed RCA Toronto (Ian Guenther)
- 75 DAY AND NIGHT
  Wackers/Elektra E45816/P
  (Segarini-Bishop-Lauzon) Warner BrosTammerlane-Happiedayle-BMI
  Andre Perry (Mark Abramson)
- 78 THE MUSIC DOESN'T SEEM TO BE GOING ANYWHERE Tapestry/Polydor 2065 152/Q (Holloway) No publishing listed No studio listed (Jack Winters)
- 79 DANNY'S SONG
  Anne Murray/Capitol 72682/F
  (Ken Loggins) Gnossos Music-ASCAP
  Eastern Sound (Brian Ahern)
- 81 LOVE THE POOR BOY Andy Kim/UNI 55353/J (Andy Kim) Joachim-BMI U.S. studios (Andy Kim)
- 82 PRETTY CITY LADY
  Bob McBride/Capitol 72681/F
  (Bob McBride-Paul Hoffert) Hopo/BocoBMIC Thunder (Dennis Murphy)
- 83 GOODBYE FAREWELL
  Abraham's Children/G.A.S. 1004
  (Jim Bertucci) Black & White-BMI
  RCA Toronto (Gary Salter/Paul Gross)
- 86 COME AND JOIN US Dublin Corporation Yorkville YVM45067/D (Nicholson) Catrine-CAPAC Bay Studios (Bill Gilliland)

The Programmers MAPLE LEAF SYSTEM

Maple Leaf System winners for Nov 23/72 were:

SIGN OF THE GYPSY QUEEN Lorence Hud/A&M AMX332/M DAY AND NIGHT Wackers/Elektra E45816/P

## RENO TAKES FIRST PRIZE AT TOKYO SONG FESTIVAL

Ken McFarland, Ontario branch manager for London Records, advises that Ginette Reno, Parrot recording artist, was awarded a Gold Medal and \$1000 cash after being voted the Grand Prize Performer at the recently concluded '72 Tokyo World Popular Song Festival.



THE HAPPIEST MUSIC MUSIC

JEANI READ continued from page 10 and program directors making the final decisions.

As for the real matter at hand, the Awards went to Anne Murray -- who else? -- for best female artist for "Robbie's Song For Jesus"; to Frank Mills for best male artist for "Love Me, Love Me, Love"; Lighthouse for best vocal group for "Take It Slow"; and the west coast's own Valdy for record of the year for his "Rock and Roll Song".

\*\*\*\*\*\*\*

It would seem that Terry Jacks, of the Poppy Family, might be considering the merits of record labels other than London, whom he's been with since the start. Back from London, England, where he used the Philharmonic's string section on the separate albums he's currently plotting for himself and Susan, Jacks stopped off in L.A. -- um, just to chat. His contract with London is apparently up - shortly.

Also, after a good week in Oklahoma at the world's biggest car show that featured not only the half million dollar Nixon car but also Terry and Susan and the Poppy Family, the group plans some extensive U.S. touring next spring - finally - after returning from entertaining European peacekeeping forces who voted out their apparently usual fare of Don Messer etc., in favour of the Poppy Family.

\*\*\*\*\*\*\*\*

Things looking brighter for a continuous east-west flow of music, with Joey Gregrash and King Biscuit Boy and Gooduns both completing particularly successful club dates and, in Biscuit's case, concerts, on the lower mainland and Vancouver Island, while the likes of Valdy are making Toronto a familiar stop.

\*\*\*\*\*\*

Simon Ginsberg, who transferred a year ago from Montreal to be program director for CKVN radio in Vancouver, and has just taken over the same duties for CKLG-FM here, isn't talking about the proposals that landed him the job - - at least not until whatever he is up to starts to jel. So more on that - - with any luck - next week.

\*\*\*\*\*\*\*\*

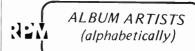
And, for all you rounders in the crowd, Les Weinstein, who recently signed his Irish Rovers to Polydor, reports that, believe it or not, there is a clause in the contract that calls for no - - and he means NO cocktail parties EVER. "I never sold a record at a cocktail party," he roared amiably at me from across his desk, "That's what record companies are for." So - take that,

IN JANUARY you'll be asked to vote for Canada's top talent of '72, when RPM conducts its annual poll to find the winners of the RPM JUNO AWARDS.

SINGLES (alphabetically)

This listing is a cross-reference to the RPM 100 singles. A fast way to find single order numbers

Africa (69) Alive (36) American City Suite (84) And You And I (76) Angel (57) And You And I (76)
Angel (57)
Annabelle (80)
Been to Canaan (66)
Ben (33)
Blue Suede Shoes Again (96)
Burning Love (25)
Can't Let Me Be Lonely (91)
City of New Orleans (65)
Clair (7)
Come and Join Us (86)
Corners of the Sky (44)
Crazy Horses (19)
Danny's Song (79)
Day and Night (75)
Daytime Night Time (21)
Dialogue (28)
Didn't Know I Love You (47)
Ding a Ling (52)
Don't Do It (42)
Elected (26) Ding a Ling (52)
Don't Do It (42)
Elected (26)
Everybody Loves a Love Song (90)
Freddie's Dead (27)
Funny Face (59)
Garden Party (51)
Goodbye Farewell (83)
Good Time Charlie (31)
Goodtimes (60)
Hard Life/Season of Plenty (67)
I Am Woman (2)
I Believe in Music (23)
I Can See Clearly Now (3)
I'd Love you To Want Me (1)
If I Could Reach You (20)
If You Don't Know Me (72)
I'll be Around (16)
I'm Stone in Love With You (48)
In Heaven There is No Beer (58)
It Never Rains in California (10)
I Wanna Be With You (92)
Johnny Lightning (70) It week Rains in California (10)
I Wanna Be With You (92)
Johnny Lightning (70)
Julia Get Up (29)
Keeper of the Castle (85)
Last Song (40)
Listen to the Music (4)
Living in the Past (41)
Long Dark Road (35)
Long Time Comin' Home (30)
Love the Poor Boy (81)
Loving You Just Crossed my Mind (54)
Me & Mrs. Jones (88)
Midnight Rider (45)
Mouldy Old Dough (74)
Music Doesn't Seem to be Going (78)
Nights in White Satin (17)
No (73)
Oh Babe What Would You Say (97)
Operator (12) No (73)
Oh Babe What Would You Say (97)
Oherator (12)
Papa Was A Rolling Stone (13)
Pieces of April (39)
Pretty City Lady (82)
Reelin' & Rockin' (99)
Right On (62)
Rock and Roil Song (32)
Rockin' Pneumonia (15)
Rock 'n' Roll Soul (37)
Rocky Mountain High (98)
Running Back to Saskatoon (9)
Sad and Simple Man (61)
Same Old Obsession/You Are (50)
Sign of the Gypsy Queen (38)
Sing a Song for Me (73)
Sitting (46)
So Long Dixie (89)
Somethin's wrong with Me (11)
Starting all Over Again (49)
Summer Breeze (6)
Sunny Days (5)
Sunday Morning Sunshine (68)
Sweet Surrender (14)
Take the Blindness (24)
Theme From the Man (93)
Theme From the Rowdyman (53)
Theme From the Rowdyman (53)
Theme From The Rowdyman (53)
Tight Rope (56)
Turn Me On I'm a Radio (43)
Uncle Dad and Auntle Mom (64)
Ventura Highway (8) Turn Me On I'm a Radio (43)
Uncle Dad and Auntie Mom (64)
Ventura Highway (8)
Walk on Water (34)
What am I Crying For (71)
Why Can't We Be Lovers (95)
Witchy Woman (18)
Work to Do (94)
Your Ought to be With Me (22)
You're a Lady (77)
You're a Lady (87)
Your Mama Don't Dance (100)



This listing is a cross-reference to the RPM 100 albums. A fast way to find album/tape order numbers.

Ronney Abramson (100)
All in the Family Orig. Cast (78)
America (99)
April Wine (95)
Band (12)
Black Sabbath (3)
Bloodrock (70)
Blood Sweat & Tears (18)
David Bowie (79)
Bread (21)
George Carlin (15)
Carpenters (59)
David Cassidy (44)
Cheech & Chong (43)
Chuck Berry (25) (81)
Eric Clapton (65)
Bruce Cockburn (53)
Chicago (14)
Rita Coolidge (72)
Alice Cooper (51)
Jim Croce (93)
Mac Davis (13)
Deep Purple (55)
John Denver (35)
Neil Diamond (36) (92)
Doobie Bros (45)
Eagles (49)
Emerson Lake & Palmer (22)
Elton John (47)
Fifth Dimension (31)
Grand Funk (19)
J. Geils Band (67)
Great Waltz Orig. Soundtrack (83)
Al Green (42)
Guess Who (68)
Arlo Guthrie (30)
Richie Havens (69)
Uriah Heep (46)
Lorence Hud (56)
Michael Jackson (16)
James Gant (28)
Jefferson Airplane (58)
Jethro Tull (10) (50)
Carole King (4) (75)
Kinks (64)
National Lampoon (91)
Gordon Lightfoot (1) (74)
Lighthouse (20) (23)
Lobo (41)
Loggins & Messina (97)
Murray McLauchlan (57)
Main Ingredient (89)
Ray Materick (90)
Mahogany Rush (76)
Curtis Mayfield (38)
Melanie (84)
Liza Minelli (29)
Joni Mitchell (88)
Moody Blues (5)
Nomonds (17)
Gilbert O'sullivan (48)
Partridge Family (26)
Raspberries (62)
Rolling Stones (85)
Carlos Santana & Buddy Miles (63)
Santana (6)
Seals & Croft (11)
Simon & Garfunkel (40)
Rick Springfield (60)
Cat Stevens (2)
Rod Stewart (8)
James Taylor (77)
Temptations (34)
Three Dog Night (77)
Temptations (34)
Three Dog Night (77)
Temptations (34)
Three Og Night (77)
Temptations (34)
Three Pog Night (77)
Temptations (34)
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Temptations (34)
Three Dog Night (77)
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Three Pog Night (77)
Temptations (34)
Three Dog Night (77)
Temptations (34)
Three Pog Night (77) Peter Townshend (98)
T. Rex (33)
Leon Russell (32)
Slade (82)
Smokey Robinson/Miracles (80)
Barbra Streisand (66)
Valdy (39)
West, Bruce & Laing (54)
Andy Williams (96)
Jesse Winchester (73)
Bill Withers (87)
Yes (7) Yes (7) Neil Young (94)

WHY NOT GET YOUR RPM ON MONDAYS? – FIRST CLASS!!

Mel & Tim

Stax 0127-Q

McBride

Capitol 72681-F

6 9

Spinners

Atlantic 2904-P

# ALBUMS

49 51 54

**EAGLES** 

Asylum SD5054 Plistory

1 weeks ago

N/A

Michael Jackson-Tamla Motown M755-V

16 14 12

December 9, 1972

82 88 ....

**SLADE ALIVE** 

ALM
AMPEX
ARC
CMS
CAPITOL
CARAVAN
COLUMBIA
GRT
LONDON
MCA
MARATHON

Gold Leaf Award For Outstanding Record Sales

MUSIMART
PHONODISC
PINDOFF
POLYDOR
QUALITY
RCA
TRANS WORLD
UA RECORDS
WEA
WORLD RJ6022>06×

								O,	Outstanding Record Sales MARATHON C WORLD Z
1	1	1 1		OLD DAN'S RECORDS Gordon Lightfoot-Reprise MS2116-P CRX2116-P 8RM2116-P	34 38 35	ALL DIRECTIONS Temptations-Tamla Motown G962-V N/A N/A	67	70 68	FULL HOUSE J. Geils Band-Atlantic SD7241 AC7241-P ABTC7241-P
2	2	2 2	C	CATCH BULL AT FOUR Cat Stevens-A&M SP4365-W AC4365-W 8T 4365-W	35 37 46	ROCKY MOUNTAIN HIGH John Denver-RCA LSP4731-N PK1972-N P8S1972-N	68	78 85	BUMP 'N' GRIND REVUE  Mainline-GRT 9230 1015-T  5230 1015-T  8230 1015-T  8230 1015-T
3	3	3 3		BLACK SABBATH VOL. IV Warner Bros BS2602-P CWX2602-P	36 36 27	MOODS Neil Diamond-Uni 93136-J 2-93136-J 8-93136-J	69	71 67	ON STAGE Richie Havens-Stormy Forest 2 N/A N/A
4	4	1 4	C	RHYMES AND REASONS Carole King-Ode SP77016-W CS77016-W 8T77016-W	37 39 58	I CAN SEE CLEARLY NOW Johnny Nash-Epic KE31607-H N/A N/A	70	72 69	PASSAGE Bloodrock-Capitol SD11109-F N/A N/A
5	6	44		SEVENTH SOJURN Moody Blues-Threshold TRS3-K N/A N/A	38 40 39	SUPER FLY Curtis Mayfield-Curtom CRS 8014-M CRS4 8014-M CRS8 8014-M	71	75 72	ANNIE Anne Murray-Capitol ST6376-F 4XT6376-F 8XT6376-F
6	11	49		CARAVANSERAI Santana-Columbia KC31610-H N/A N/A	39 41 42	COUNTRY MAN Valdy-Haida HL5101-W N/A N/A	72	80	LADY'S NOT FOR SALE Rita Coolidge-A&M SP4370-W N/A
7	7	7 8		CLOSE TO THE EDGE Yes-Atlantic SD7244-P AC7244-P ABTC7244-P	40 42 22	SIMON & GARFUNKEL'S GREATEST Columbia KC31350-H CT31350-H CA31350-H	Ø	89	THIRD DOWN 110 TO GO Jesse Winchester-Bearsville BR2102-P N/A N/A
8	8	6		NEVER A DULL MOMENT Rod Stewart-Mercury SRM 1646-K MCR4 1646-K MC8 1646-K	41 54 80	<b>ÖF A SIMPLE MAN</b> Lobo-Big Tree 2013-M N/A N/A	74	77 73	DON QUIXOTE Gordon Lightfoot-Reprise MS2056-P CRX2056-P 8RM2056-P
9	5	5		DAYS OF FUTURE PASSED Moody Blues-Deram DE18102-K N/A	42 45 66	I <b>'M STILL IN LOVE WITH YOU</b> AI Green-Hi 32070-K N/A N/A	75	68 60	Carole King-Ode SP77009-W CS77009-W 8T77009-W
10	16	33		LIVING IN THE PAST Jethro Tuil-Chryselis 2CH1035-P CCHJ1035-P 8CHJ1035-P	43 28 23	BIG BAMBU Cheech & Chong-Ode SP77014-W CS 77014-W 8T-77014-W	76	82 85	MAXOOM Mahogany Rush-Kotal KOT3001-K 編集 N/A PU
11	18	29		SUMMER BREEZE Seals & Crofts-Warner Bros BS2629-P CWX2629-P 8WM2629-P	44 47 55	ROCK ME BABY David Cassidy-Bell 1109-M 4-1109-M 8-1109-M	Ø	••••	ONE MAN DOG James Taylor-Warner Bros BS2660-P N/A N/A
12	9	7		ROCK OF AGES Band-Capitol SABB1045-F 4XT11045-F 8XT11045-F	45 31 24	TOULOUSE STREET Dooble Bros-Warner Bros BS2634-P CWX2634-P 8WM2634-P	78	85	ALL IN THE FAMILY VOL II Orig. Cast-Atlantic SD7232-P N/A
13	12	11		BABY DON'T GET HOOKED Mac Davis-Columbia KC31770-H CT31770-H CA31770-H	46 44 47	DEMONS & WIZARDS Uriah Heep-Mercury SRM1630-K N/A	79	86 87	RISE & FALL OF ZIGGY STARDUST David Bowie-RCA LSP 4702-N PK1932-N P851932-N
14				CHICAGO V Columbia KC31102-H CT31102-H CA31102-H	47 43 25	HONKY CHATEAU Elton John-Uni 93135-J 2-93135-J 8-93135-J	80	73 70	FLYING HIGH TOGETHER Smokey Robinson /Miracles Tamla Motown 13181-V N/A
15	15	20		CLASS CLOWN George Carlin-Little David LD 1004-P ACLD1004-P ACLD1004-P	48 48 34	HIMSELF Gilbert O'Sullivan-MAM4-K MAM5 4-K MAM8 4-K	81	84 86	GOLDEN DECADE Chuck Berry-Chess 2CH1514-T N/A N/A
16				BEN	40 E1 E4	FAGLES			17/0

17 10	CRAZY HORSES The Osmonds-Polydor 2424 070-Q N/A N/A	50 50 53	THICK AS A BRICK Jethro Tull-Reprise MS2072-P CRX2072-P 8RM2072-P	83 96	THE GREAT WALTZ Orig. Soundtrack-MGM 1SE39ST-M N/A N/A
20 28	NEW BLOOD Blood Sweat & Tears-Columbia KC31780-H N/A N/A	51 52 36	SCHOOL'S OUT Alice Cooper-Warner Bros BS2623-P CWX2623-P 8WM2623-P	84 92 95	STONEGROUND WORDS Metanie-Neighbourhood NRS47009-M N/A N/A
13 13	PHOENIX Grand Funk - Capitol SMAS11099-F N/A N/A	52 49 50	BACK STABBERS O'Jays-Epic 31712-H N/A N/A	85 87 89	HOT ROCKS Rolling Stones-London 2PS606/7-K N/A N/A
19 14	LIGHTHOUSE LIVE Lighthouse-GRT 9230 1018-T 5230 1018-T 8230 1018-T	53 56 63	SUNWHEEL DANCE Bruce Cockburn-True North TNX7-H N/A TNA7-H	86 95 97	<b>HEADS</b> Osibisa-Decca DL75368-J N/A N/A
32 61	GUITAR MAN Bread-Elektra EKS 75047-P CEK75047-P 8EK75047-P	54 61 71	WHY DON'T CHA West, Bruce & Laing-Columbia KC31929-H N/A N/A	<b>87</b> 83 75	STILL BILL Bill Withers-Sussex SXBS7014-V N/A N/A
22 16	TRILOGY E. L & P-Cotillion SD9903-P AC9903-P ASTC9903-P	55 58 62	PURPLE PASSAGES  Deep Purple Warner Bros 2LS 2644-P  CLJ 2644-P  8LJ2644-P	88	FOR THE ROSES Joni Mitchell-Asylum SD5057-P N/A N/A
34 74	SUNNY DAYS Lighthouse GRT 9230 1021-T 5230 1021-T 8230 1021-T	56 60 45	HUD Lorence Hud-A&M SP9004-W CS9004-W 8T9004-W	<b>89</b> 90 93	BITTER SWEET Main Ingredient-RCA LSP 4677-N N/A P8S 1908-N
25 31	ROCK AND ROLL MUSIC Ten Years After-Columbia KC31779-H N/A	<b>5</b> 69	MURRAY McLAUCHLAN True North TN9-H N/A N/A	90 74 59	SIDESTREETS Ray Materick-Kanata KAN10-K KAN5-10-K KAN8-10-K
21 15	LONDON CHUCK BERRY SESSIONS Chess CH60020-T 5033 60020-T 8033 60020-T	58 46 48	LONG JOHN SILVER Jefferson Airplane-Grunt FTR1007-N PBFT 1007-N PKFT 1007-N	91 91 76	RADIO DINNER National Lampoon-Blue Thumb BTS38-M N/A
23 17	PARTRIDGE'S GREATEST HITS Bell 1107-M 4-1107-M 8-1107-M	59 55 38	A SONG FOR YOU Carpenters-A&M SP3511-W CS3511-W 8T3511-W	92	HOT AUGUST NIGHT Neil Diamond-MCA 2-8000-J N/A N/A
24 30	SEVEN SEPERATE FOOLS Three Dog Night-Dunhill DSD50118-N DHM85118-N DHX55118-N	60 53 41	BEGINNINGS Rick Springfield-Capitol 11047-F N/A N/A	93 93 96	YOU DON'T MESS WITH JIM Jim Croce-ABC 756-N ABCX8756-N ABCX5756-N
33 43	PASSIN' THROUGH James Gang ABC ABCX760-N ABCX5760-N ABCX5760-N	61 59 40	SAINT DOMENIC'S PREVIEW Van Morrison-Warner Bros BS2633-P CWX2633-P 8WM2633-P	<b>94</b> 97 88	HARVEST Neil Young-Reprise MS2032-P CRX2032-P 8RM2032-P
30 32	LIZA WITH A "Z" Liza Minelli-Columbia K031762-H N/A	62 57 37	RASPBERRIES Capitol SK11036-F N/A 8XT11036-F	95 64 51	ON RECORD April Wine-Aquarius AQR503-K GCA503-K M8503-K
35 26	HOBO'S LULLABY Arlo Guthrie-Reprise MS2060-P CHX2060-P 8RM2060-P	63 66 56	CARLOS SANTANA & BUDDY MILES Columbia-KC31308-H CT31308-H CA31308-H	<b>96</b> 76 77	ALONE AGAIN (Naturally) Andy Williams-Columbia KC31625-H N/A N/A
29 18	5th DIMENSION'S GREATEST HITS Bell 1106-M 4-1106-M 8-1106-M	64 63 65	EVERYBODY'S IN SHOW BIZ Kinks-RCA VPS 6065 VPS 6065 T8S-5122	97	LOGGINS & MESSINA Columbia KC31748-H N/A N/A
27 21	CARNEY Leon Russell-Shelter SW8911-F N/A N/A	65 67 64	ERIC CLAPTON AT HIS BEST Polydor 2668 009-Q N/A N/A	98	WHO CAME FIRST Peter Townshend-DECCA DL7 9189-J N/A N/A
26 19	THE SLIDER T. Rex-Reprise MS2095-P CRX2095-P 8RM2095-P	66 94	BARBRA STREISAND LIVE Columbia KC31760-H N/A N/A	99	HOMECOMING America-Warner Bros BS2655-P N/A N/A
ANAD	A'S ONLY NATIONAL 10		M SURVEY  ny, radio station and record store reports.	100	RONNEY ABRAMSON Capitol SKAO 6378-F N/A N/A

17 10	,	Moody Blues Deram 85023-K	00	12 03	Gordon Lightfoot Reprise R1128-P	83	49 32	GOODBYE FAREWELL  Abraham's Children GAS 1004-
18 a	3 11	WITCHY WOMAN Eagles Asylum 11008-P	51	33 17	GARDEN PARTY Rick Nelson Decca 32980-J	84	58 47	AMERICAN CITY SUITE Cashman & West Dunhill 4342-N
19 12	2 15	CRAZY HORSES Osmonds Polydor 2065 156-Q	52	31 20	DING A LING Chuck Berry Chess 2131-T	85		KEEPER OF THE CASTLE Four Tops Dunhill 4330-N
20 11	8	IF I COULD REACH YOU 5th Dimension Bell 45261X-M	53	61 64	THEME FROM THE ROWDYMAN  Robbie McDougall Nimbus Nine NNS9019-N	86	98	COME AND JOIN US Dublin Corporation Yorkville YVM45067-D
21 26	35	DAYTIME NIGHT TIME & CRITICAL CONTROL	54	34 26	LOVING YOU JUST CROSSED MY MIND Sam Neely Capitol 3381-F	87	96	YOU'RE A LADY Peter Skellern London L20075-K
22 32	9 39	YOU OUGHT TO BE WITH ME AI Green Hi 2227-K	55	38 25	THUNDER AND LIGHTNING Chi Coltrane Columbia 45640-H	88		ME & MRS JONES Billy Paul Phil. Int'l 3521-H
23 15	5	I BELIEVE IN MUSIC Gallery Sussex 239X-M	56	39 29	TIGHT ROPE Leon Russell Shelter 7825-F	89	40 45	SO LONG DIXIE Blood,Sweat & Tears Columbia 45661-H
24 25	36	TAKE THE BLINDNESS 5 Joey Gregrash Polydor 2065 148-Q	57	65 71	ANGEL Rod Stewart Mercury 73344-K	90		EVERYBODY LOVES A LOVE SONG Mac Davis Columbia 45727-H
25 24	16	BURNING LOVE Elvis Presley RCA 0769-N	58	68 78	IN HEAVEN THERE IS NO BEER Clean Living Vanguard 35162-V	91		CAN'T LET ME BE LONELY James Taylor Warner Bros 7655-P
26 16	13	ELECTED Alice Cooper Warner Bros 7631-P	59	63 69	FUNNY FACE Donna Fargo Dot 17429-M	92		I WANNA BE WITH YOU Raspberries Capitol 3473-F
27 14	19	FREDDIE'S DEAD Curtis Mayfield Curtom 1975X-M	60	62 68	GOODTIMES  Roadhouse Double M DM506-K	93	91 65	THEME FROM THE MAN Isaac Hayes Enterprise E NA 9058-Q
28 42		DIALOGUE Chicago Columbia 4-45717-H	61	64 67	SAD AND SIMPLE MAN Harry Marks Sweet Plum SPL9911-K	94	94 74	WORK TO DO Isley Bros T Neck 936X-M
<b>29</b> 37	42	JULIA GET UP Brich Dodson MWC 1010X-M	62	69 80	RIGHT ON ① Atkinson, Danko & Ford Columbia C4-3076-H	95	90 93	WHY CAN'T WE BE LOVERS Holland-Dozier Invictus 9125-F
<b>30</b> 36	43	LONG TIME COMIN' HOME  Doctor Music GRT 1233-15-T	63	67 72	NO Buildog Decca 32996-J	96	•••	BLUE SUEDE SHOES AGAIN Mike Hugg Polydor 2058 265-Q
31 35	40	GOOD TIME CHARLIE Danny O'Keefe Signpost 70006-P	64	78	UNCLE DAD AND AUNTIE MOM Cliff Edwards Polydor 2065 150-Q	97		OH BABE WHAT WOULD YOU SAY? fHurricane Smith Capitol 3383-F
32 17	21	ROCK AND ROLL SONG  Valdy Haida HS101-W	65	60 49	CITY OF NEW ORLEANS Arlo Guthrie Reprise 1103-P	98	**** ****	ROCKY MOUNTAIN HIGH John Denver RCA 0829-N
33 19	10	BEN Michael Jackson Tamla Motown 1207-V	66	100	BEEN TO CANAAN Carole King Ode 66031-W	99		REELIN' & ROCKIN' Chuck Berry Chess 2136-T
CAN	NADA	'S ONLY NATIONAL 100 Compiled from rec	) SI	NGLI	E SURVEY  7, radio station and record store reports.	100		YOUR MAMA DON'T DANCE Loggins & Messina Columbia 45719-H

18 --- RPM 9/12/72



# The Programmers

A WEEKLY FEATURE IN RPM

DESIGNED FOR CANADIAN

Programmers

Programmers

# ...then put it on the air to hear it

Producers and artists tell me you really don't know what a record sounds like until you hear it on the air. I tend to agree. Records do sound different after transmission over the air.

What concerns me more is the fact that many disc jockeys and music directors complain that the sound systems they use to audition new records are not only inadequate, but they are "damned lousy".

So the man who will make the do or die decision about a record really doesn't hear it on a good "set up". He also has to make a judgement of the quality of the sound, and the quality of his equipment is what he should be judging. . .not the record. My opinion, of course.

Perhaps management just doesn't want to spare the dollars to put in a good auditioning sound system. This might indicate

## CKXL GIVES CALGARIANS ALTERNATIVES TO DOPE

Moffat Broadcasting, demonstrating a community spirit that has put them in the forefront of Canadian broadcasting, recently took some concrete action against the problem of drug abuse in Calgary. Called the Alternatives Festival, the happening was a result of CKXL planning with numerous service clubs and organizations in Calgary.

The idea for the Alternatives Festival began when four thousand Calgarians told CKXL that they were bored with life and do dope and alcohol to compensate. CKXL responded to their feelings that drugs were the only interesting thing Calgary could offer by displaying over fifty different alternatives. Weaving, batik, amateur radio, meditation, barbershopping, pottery, candle-making, skiing, the library, Volunteer Bureau and the Y's fitness programs were all represented.

Entertainment for the festival came from performances by children's theatre groups, mime groups, a classical trio, a ski club the University Jazz Ensemble, Theatre Calgary, the Philharmonic and other recreation people. The Alberta Alchohol and Drug Abuse Commission and Calgary's Drug Information Centre were also on hand to distribute information.

CKXL's efforts brought out the fact that Calgary's problem is not drugs or booze, but the life style of the people of the area that leads them to drugs for excitement. The Alternatives Festival caused many to re-evaluate this quality of life.

that the music played by the station isn't of that great importance. Again, just my opinion.

On the other hand, the most successful radio station in Toronto (No. 1 in the

The Programmers CROSSTALK walt grealis

market) does happen to have one of the finest auditioning setups in the industry. Over the years, their auditioning equipment has been kept up-to-date with every new audio innovation. When your record is played in their library you know this is the best sound you'll hear outside of the recording studio. Being an MOR station, perhaps they care more.

This column may sound like sour grapes, but some of the leading music directors in Canada have indicated publicly that they are ashamed to audition a record in their library because the equipment is so bad.

One is then suspicious of the equipment used to transmit the radio station's signal. Sloppy management and poor housekeeping projects itself, and I'm sure the station that doesn't care about the sound of what they play, doesn't care about the quality of

### SASKATOON FM STATION CRITICIZED AT HEARING

Stations appearing at CRTC hearings for licence renewals have been faced with criticism from the public lately. Latest to run into this "public power" was CFMC-FM, Saskatoon, at recent Edmonton hearing.

Two listeners requested the station be given a licence renewal only if programming improvements were made, or if management was replaced.

Complaints voiced before the CRTC covered the use of taped background music by the station, a decline in classical music, no news personnel, and poor enunciation by announcers.

Station manager D.J.G. MacKenzie admitted the station did have some problems, but had "tried" to serve Saskatoon to the best of its ability."

Charges involving playing taped music in reverse, were answered by MacKenzie who informed the Commission that the party responsible had been dismissed.

the reception in their listening area.

On one of your trips to a radio station take a look at their auditioning equipment. Right there you can make a judgement about just how much they care and how much they know about the records they are playing - or rejecting from airplay.

On the other hand, car radios and transistor radios have so little quality, the sound really doesn't matter...which is another contradiction.

In my opinion, radio stations should take a good look at their auditioning equipment and buy the very best available. You owe it to the music director, but even more you owe it to your listeners and the record industry even if it just adds credibility to your judgement of new product. Amen!

## CFOX AND CFGM TO MFRGE WITH IWC

Allan Slaight, head of CFGM Toronto and CFOX Montreal, recently announced that he is applying to the CRTC for a change in the ownership structure of his stations.

Under the proposed reorganization, Slaight's company would be merged with IWC Communications of Malton, Ont. IWC owns CHOK Sarnia, Terracomm Cable in Mississauga, an equipment manufacturing company, and a part of Barrie and Orillia Cable TV.

Should the CRTC give approval, Slaight would become president of the merged company. IWC is also looking for CRTC approval to purchase the remaining interest of Countryside Holdings Ltd. in the Barrie and Orillia cable systems.

"you tap on her window, and knock on her door, to see if she'll let you inside," "the gypsy lady from country creek, lets you stay all night."



# **CFTR-the simple format**

Once upon a time there was a radio station that decided it was time for a change. Ever since it began broadcasting into the lucrative Toronto market, it had tried to be a well-run professional middle-of-the-road operation. But the fates were not in favour, and the BBMs were meagre. And the station decided

The Programmers IN YOUR EAR dave chadwick

there had to be a better way to reach out and serve the 18 to 29-year-olds who formed its audience. So it decided to make a change in its programming. And to commemorate this, its call letters were changed to CFTR.

And the changes were made cautiously, over a period of time extending from March to December. Within the music business, interest began building in the types of Canadian, American and British music the station was playing. And speculation was rife that the adult Toronto radio audience was turning to CFTR in increasing numbers, though CFRB and CHUM had the top two positions. People in the industry began to beat a path to the CFTR door and ask: "What's your secret?" And the answer would be: "Our secret is that we have no secret," And the industry people would shake their heads and express amazement, for their heads were full of formats and Top 40 playlists and trade papers.

And so, what is it that is happening at CFTR? There is a lot of interest on the part of record companies in any format change, and of course there is interest on the part of radio people too. And the fact that the Fall BBM is yet to come has caused speculation to be more intense, because no one can PROVE anything yet.

What does station manager George Johns (newly appointed by owner Ted Rogers)

say about the ratings? First, he admits the new "Simple Format" as he labels it, could be all wrong. "I could get my ass kicked by these ratings. But I don't think so." The previous operation was rejected by the adult radio listeners of Toronto, according to Johns, whereas the new emphasis on entertainment seems to be gaining better response. We're getting letters and gifts and goodwill from our listeners at a rate you wouldn't believe." Ratings-wise, Johns says "this station had nothing to lose. I think we'll show an increase in audience although the first BBM, due late December, may not reflect it fully."

Stations with long-established programming, according to Johns, gather some of their BBM votes just because of the traditional familiarity of their call letters. "Radio is a background medium for some people and they really don't always know what they have been listening to. Some of our listeners thought we were called CFTO or CFRT. when we first came on the scene. And the so-called 'image' of a station affects ratings. After all, this guy is signing his name and is revealing the type of person he is, by telling what type of radio station he enjoys." Johns is sure, for example, that CFGM ratings are higher than the BBM would indicate. "They have a lot of loyal country listeners. But some don't like to admit they like a 'country' station."

One of the things CFTR has been very careful about is not to encumber themselves with a manufactured image. They feel it can only be a disadvantage, because then the station has to live up to the label and this limits the things it can do. How much better, they say, to let the listener decide what the station image is. CFTR promotion reflects this. Every so often, two records are segued and the promo rolls: "CFTR...it is whatever you want it to be." Billboard advertising on Toronto streets says only: "680 CFTR. What More

Can We Say." The station could promote itself with an image of "Much More Music", but doesn't want to. Instead, low key promos are used, coming up as the sole talk over top of one record ending as the next fades in. Instead of a staff announcer, a CFTR listener repeats the words, "I like it 'cause CFTR plays less commercials." It's short and sweet and startlingly effective.

And so entertainment is touted as CFTR's main attraction, for reaching the adult audience. News is entertaining instead of straight-laced. No production news intro is used; instead, CFTR builds excitement by fading the last record down and playing a voice clip over the last 5 seconds of music.

While the voicer is still playing, it too is faded while the news announcer intones (over the still-running clip) "this voice is making CFTR news today." The effect sounds very unusual to the ear and brings the radio to the foreground of your mind, selling you on listening to the newscast. The news is full of human interest stories and colourful events, even including such tapes as a CFTR listener going into shock on the phone as he wins a 1973 Gremlin. All news is reported in a highly personal style, and "news comments" are a prominent feature of the major news packages.

Air personalities continue the "entertainment" programming idea. Freed from the necessity to repeat catch-phrases and slogans about the station, the jocks get time to talk (although they may keep it short while doing "Five Magic Hits in a Row"). Much of the talk is over record intros, but the announcers don't shout or hype or pun as much as Top 40 jocks; nor do they try to hit every fade. They sound friendly, though not as conservative or currentaffairs oriented as the usual "adult" personalities. Occasionally their humour is weird or crazy, but all seem to be enjoying themselves immensely, and the station sounds fun to listen to.

Another part of CFTR's entertainment is contests. And here, they seem to break every rule in the book. Where other stations



CFTR's Elshaw and station manager George Johns discuss new contests and music (an everyday meeting).



"Simple format" comes from Humpty Dumpty magazine says CFTR music director Keith Elshaw.

have prizes every hour like clockwork, CFTR admits that its next winner could come in five days, five hours, or five minutes, Listeners are exhorted to "stay by the radio" and listen for the "Secret Phone Number" which is their chance at "5.987 million dollars in prizes". Promos for "The Last Contest" run as long as 31/2 minutes, but sounds so unique that their length is not a detriment, but an excitement builder. Electronic music may be playing over top of a collage of twenty excited winners all blowing their minds on the telephone. A tape listing all the various prizes may play for minutes and minutes, gradually speeding up so that prizes are flashing by at an incredible rate. One one occasion, when the secret phone number was about to be aired, fifteen minutes of promotion led up to the number. Listeners are required to give the "prize package" number they want, from dozens of numbers aired previously. The choice of prizes is endless, though not all are given away, due to the infrequency of the secret phone number.

Promos are difficult to understand at first, but have a grabbing quality not easy to define. When CFTR says: "CFTR will now discontinue offering the large prize packages we have been. They're simply too small" and then blasts in with a crashing piano chord, the effect has to be heard to be appreciated. But it's for sure that you never heard anything like it before.

Other sound effects include the moog synthesizer, and eerie mysterious clanks, chimes and ghostly singing. The listener selects his own prize, 25 acres of land, a one-year lease on a Cadillac or whatever, and psychologically it has more effect than just getting a cheque for the big winning.

CFTR's "entertainment" also extends to local commercials. Unusual sound effects, mini radio dramas, outrageous puns and wild goings-on are all used to advantage, along with such proven spot-improving techniques as music backgrounds for all commercials. The result is that the commercials are made as unique and entertaining as possible. This makes both CFTR and the advertiser sound very good.

How does the idea of "entertainment" apply to music programming? Lately, the music sound of North American radio stations has been changing. MOR stations sound more like Top 40 stations. And Top 40 operations are softening their sound toward MOR. New Types of music programming come onto the scene. Revamped formats like Cleveland's WGAR or New York's WCBS-FM are capturing sizeable

CANADIAN COUNTRY GOSPEL

WE TRAVEL TOGETHER

f/s MY MOTHER'S EYES

ROB LIDDELL and the KJV

WORD

45-5533

shares of the young adult audience. And CFTR figures these same trends are now happening in Toronto.

Musically, CFTR is tightly controlled like a rock station and yet plays a variety of music like a traditional MOR. Control is tight in that MD Keith Elshaw makes up the exact sequence of records to be used, and the announcer has no say. "But we don't have a format," says Elshaw. "Our only criterion is to play our listeners' favourite records. We don't have a 'sound' that means I listen to every record to see if it fits in. In fact, I don't listen to any records at all. That way I can approach a record with an unbiased mind. It's not a question of whether I like it or the jocks like it or it's being played on 200 other radio stations. Of course, there are certain big hits that you will play along with everyone else. But there are a lot of records that are just turntable hits, and we won't play turntable hits. My research is designed to find out what records are the favourites in Toronto, what records the people of this part of Ontario are willing to pay their hard-earned cash for. Those are the records we play."

When Elshaw talks about "favourite records," he means singles, not LP's and he doesn't just mean the singles that are well up in the trade papers. In fact, he criticized RPM and other trade papers for relying too strongly on radio play of a record. "Some records can make it big without big exposure. And just because nearly every station is playing a record doesn't mean it's a hit. For example, "Tumbling Dice" was a Stones record that was played like a no. 1 hit on radio and yet it just wasn't moving in the stores." Elshaw thinks radio people are too influenced today by what other stations are doing with the record, instead of deciding what the listeners in the local market area want. Tip sheets? "They're okay, but biased. Each tip sheet has a certain "sound" it is pushing". Elshaw tries to compensate for this bias when he considers records recommended by Randall, Hamilton, etc.

Research is Elshaw's method for finding which are the "favourite records". "You've got to get into the record store and watch what is happening. If you phone down and say: "What are your hits?" the guy is so busy he'll just read you the trade paper chart or the local radio station chart and that's not what's big at all". Who is buying the record is what Elshaw tries to find out. Some records have big sales, but to a limited audience. Elshaw says Patsy Gallant's "Get That Ball" is a record of this type. It has gigantic sales as a discotheque-type dancesound among a certain audience. But there is no general appeal in it outside this group of buyers, according to Elshaw.

Some records CFTR plays are several months old. "Other stations put out a chart, and then find they are trapped by it", says

POSITION WANTED
Young, conversational jock looking for a
small rock market. Has worked for large
audiences on two 10,000 watters. Wants
6-Mid. or Mid.-6. Available now. Write
RPM, Box 1403, 6 Brentcliffe Road,
Toronto, Ontario M4G 3Y2.

Elshaw. The records have to rise and fall in a regular curve. "On the other hand, we can go on a single, and make it no. 1 the same day, and then pull it out in 2½ weeks if it stiffs. Or, I can leave it on the air so that six months later it's still getting a couple of airings a day."

CFTR programs mainly contemporary music with touches of country soul, standards, jazz, folk, and MOR. "Some think we're a great country station, some thing we're a new kind of R&B station, some people think we have a good oldies sound and some think we're solid with the hits. Whatever each person thinks we are, that is what we are." says Elshaw. Not having a 'sound', CFTR can play a country record and have it sound great, "On a rock station a country single sticks out like a sore thumb. With us, it's just all part of the listener's "favourite records." The 18-49 age bracket that CFTR wants to reach has many types of music that it enjoys. Elshaw feels you restrict yourself to one type of music, you get a sound that is safe, predictable and dull.

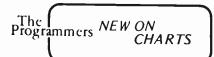
CFTR is a study in contrasts. It is quite possible to hear Percy Faith's "A Summer Place" fade into Sly and the Family Stone. "It makes them both sound better" says Elshaw. When it comes to "gold", the station selects its music carefully. Says Elshaw "We're not interested in making memories for our listeners. Our only criterion is how good this record will sound today. It was a hit then, but is it one of our listeners' favourite records **TODAY?** Among CFTR listener favourites are the Beatles. The Beatles are heard repeatedly at all hours breaking an old broadcast "rule" against artist repetition. As many as five Beatle songs can be heard back to back, and single Beatle songs are often aired with less than 30 minute separation. Music recorded by Beatle members after their breakup is heard, along with all the old singles and even LP cuts from the Beatle albums that weren't out

Where some stations would not air "Canadian Railroad Trilogy" by Gord Lightfoot, because it is too long, or wasn't a "hit" when it was out, CFTR is currently giving it play. With Canadian nationalism building all the time, it is now a "favourite record" deserving to be aired, according to Keith Elshaw.

CFTR continued on page 29

"she takes boys in her arms, and turns them out as changed over men."

Gypsy



### **PRINCIPAL MARKETS**

The record entering more principal markets charts this week than any other single is: "Me & Mrs. Jones" by Billy Paul. CKGM, CHUM, CKXL, CJME and CKOC have given the deck a chart berth to go with CKLW. which led the way. "Crocodile Rock" by Elton John has entered two charts after one week of release - CKLW and CKOC. Early action on the Terry Jacks single, "I'm Gonna Love You Too" has chartings at CKVN and CKOC. Of our major market sample, the following picked up two additional chartings to go with previous action: "Walk On Water", "I'm Stoned In Love With You", "You Are What I Am", and "No" (Bulldog).

CKLW WINDSOR (Alden Diehl) Crazy Legs/Donald Austin Crocodile Rock/Elton John

CKLG VANCOUVER (Roy Hennessy) No/Bulldog Long Dark Road/Hollies Walk On Water/Neil Diamond You're A Lady/Peter Skellern

CKGM MONTREAL (John Mackey) Oh Babe/Hurrican Smith You Ought To Be With Me/Al Green Last Song/Edward Bear Me & Mrs. Jones/Billy Paul

CJBK LONDON (Jerry Stevens) You Are What I Am/Gordon Lightfoot Stoned In Love/Stylistics

CKVN VANCOUVER
If I Could Reach You/Fifth Dimension
Rockin' Pneumonia/Johnny Rivers
Everybody Loves A Love Song/Mac Davis
You Are What I Am/Gordon Lightfoot
You And I/Yes
Living In The Past/Jethro Tull
I'm Gonna Love You Too/Terry Jacks

CKXL CALGARY (Greg Haraldson) Me & Mrs. Jones/Billy Paul If You Don't Know/Harold Melvin Keeper Of The Castle/Four Tops

CHED EDMONTON (Wayne Bryant) Walk On Water/Neil Diamond Love The Poor Boy/Andy Kim Never Rains In S. Calif/Albert Hammond

CFGO OTTAWA No/Bulldog Misty Blue/Joe Simon Oh Babe/Hurricane Smith

CKOC HAMILTON
(Nevin Grant)
Me & Mrs. Jones/Billy Paul
I Wanna Be With You/Raspberries
Crocodile Rock/Elton John
Funny Face/Donna Fargo
I'm Gonna Love You Too/Terry Jacks
Natalie/Roby Rey
Gypsy/Abraham's Children

CKFH TORONTO (Mike Byford) Take The Blindness/Joey Gregrash Operator/Jim Croce Long Time Comin' Home/Dr. Music CJME REGINA
(H.Hart Kirch)
Papa Was A Rolling Stone/Temptations
Me & Mrs. Jones/Billy Paul
Day & Night/Wackers
Sitting/Cat Stevens
Stoned In Love/Stylistics

#### **BREAKOUT MARKETS**

"I'm Stoned In Love With You" is the single getting most of the chart listings in the breakout markets this week. Bread's "Sweet Surrender" is the next hottest. "I Wanna Be With You" and "Long Dark Road" are also achieving chart positions in the breakout markets.

CKPT PETERBORO (Rick Johnson) Long Dark Road/Hollies You Turn Me On/Joni Mitchell Dancing In Moonlight/King Harvest

CJCS STRATFORD
Superfly/Curtis Mayfield
Living In The Past/Jethro Tull
Love The Poor Boy/Andy Kim
Stoned In Love/Stylistics
I Wanna Be With You/Raspberries

CKWS KINGSTON (Greg Stewart) Rockin' Pneumonia/Johnny Rivers If You Don't Know/Harold Melvin No/Bulldog Sweet Surrender/Bread

CFAR FLIN FLON (Ken Kobelka) Wedding Song/Petula Clark In My Life/Foot In Coldwater I Wanna Be With You/Raspberries Deteriorata/National Lampoon Sweet Surrender/Bread

CHEX PETERBORO (Ron Johnston) Stoned In Love/Stylistics Rockin' Pneumonia/Johnny Rivers Me & Mrs. Jones/Billy Paul Sweet Surrender/Bread You Are What I Am/Gordon Lightfoot

CFBC SAINT JOHN
(Don Rodie)
You Ought To Be With Me/Al Green
Operator/Jim Croce
The Men/Isaac Hayes
American City Suite/Cashman & West

CHOW WELLAND (Norman B) Never Rains In S. Calif/Albert Hammond Freddie's Dead/Curtis Mayfield Workin' All Day/Leigh Ashford Take The Blindness/Joey Gregrash If You Don't Know Me/Harold Melvin

CJKL/CJTT KIRKLAND LAKE Sweet Surrender/Bread Stoned In Love/Stylistics Papa Was A Rolling Stone/Temptations You Turn Me On/Joni Mitchell Love The Poor Boy/Andy Kim Long Dark Road/Hollies

CKBB BARRIE (Murray David Collins) Stoned In Love/Stylistics Sweet Surrender/Bread If You Don't Know Me/Harold Melvin Papa Was A Rolling Stone/Temptations

VOCM ST.JOHN'S (Peter Tuff) Long Time Comin' Home/Dr Music Danny's Song/Anne Murray Walk On Water/Neil Diamond You Turn Me On/Joni Mitchell

RADIOMUTUEL QUEBEC
Mouldy Old Dough/Lt. Pigeon
Operator/Jim Croce
Last Song/Edward Bear
Day & Night/Wackers
Keeper Of The Castle/Four Tops
Stoned In Love/Stylistics
Something's Wrong/Austin Roberts

CKLC KINGSTON
Summer Breeze/Seals & Croft
Right On/Atkinson, Danka et al
You Ought To Be With Me/Al Green
Daytime Night Time/Keith Hampshire
I'm Gonna Love You Too/Terry Jacks

The Programmers NEW ON PLAYLISTS

### **PRINCIPAL MARKETS**

Terry Jacks gets the nod this week as receiving most of the action with his just released, "I'm Gonna Love You Too". Add CHED, CFGO, CKFH, CKLW, CHAM, and CJBK. Anne Murray was added to playlists at CJME, CKY, CHLO and CFGO to go with several other majors from last week, "Me & Mrs. Jones" was added at CFRW, CJBK and CKCK and it looks like it's spreading fast. Tapestry's "The Music Doesn't Seem To Be Going Anywhere" receiving play in several principal markets. This week add CKY and CKCK. First week off for Loggins & Messina looks good with listings at CKXL, CKLG and CJME. There are three releases that have spread to most of the principal playlists over the last three weeks. They are: Raspberries, Al Green and the Stylistics.

CJBK LONDON
(Jerry Stevens)
Me & Mrs. Jones/Billy Paul
Funny Face/Donna Fargo
I'm Gonna Love You Too/Terry Jacks
Sitting/Cat Stevens

CKLG VANCOUVER
(Roy Hennessy)
Funny Face|Donna Fargo
Pieces Of April|Three Dog Night
Stoned In Love|Stylistics
Your Mama Don't Dance|Loggins & Messina

CHED EDMONTON
(Wayne Bryant)
Crocodile Rock/Elton John
I'm Gonna Love You Too/Terry Jacks
Day & Night'The Wackers
Can't You Hear The Music/Marty Butler

CFQC SASKATOON
(Jason Schoonover)
Children/Rick Springfield
Superfly/Curtis Mayfield
Never Rains In S.Calif/Albert Hammond
Mouldy Old Dough/Lt. Pigeon
Cousin Mary/Fludd
Whiter Shade Of Pale/Procol Harum

CKXL CALGARY (Greg Haraldson) Papa Was A Rolling Stone/Temptations You Ought To Be With Me/Al Green Your Mama Don't Dance/Loggins & Messina

CKLW WINDSOR (Alden Diehl) I'm Gonna Love You Too/Terry Jacks Sing Me One/Ralph Murphy Turn Me Over/ West Bruce & Laing Bird On The Wire/Rita Coolidge

CFCF MONTREAL
(Bob Johnston)
Sitting/Cat Stevens
Been To Canaan/Carole King
Ave & Alleyways/Tony Christy
Everybody Loves A Love Song/Mac Davis
Play Your Symphony/Kenny Rogers
Can't You Hear The Music/Marty Butler
We/Shawn Phillips(LP)
For My Lady/Moody Blues(LP)

CFGO OTTAWA
I Wanna Be With You/Raspberries
Smoke Gets In Your Eyes/Blue Haze
Danny's Song/Anne Murray
I'm Gonna Love You Too/Terry Jacks

CKFH TORONTO (Mike Byford) You Ought To Be With Me/AI Green Living In The Past/Jethro Tull I'm Gonna Love You Too/Terry Jacks

CKOC HAMILTON (Nevin Grant) Dancing In Moonlight/King Harvest Through The Eyes/Partridge Family You're So Vain/Carly Simon Never Said Goodbye/Engelbert Humperdinck Music Doesn't Seem To Be/Tapestry

CHLO ST.THOMAS/LONDON (Rick Janssen)
Rockin' Pneumonia/Johnny Rivers Elderberry Wine(f/s)/Elton John Danny's Song/Anne Murray Take The Blindness/Joey Gregrash Ritchie Havens Live(LP)

CKY WINNIPEG (Dave Harrison) Dialogue/Chicago Play Your Symphony/Kenny Rogers Stoned In Love/Stylistics Music Doesn't Seem To Be/Tapestry Danny's Song/Anne Murray Sound Of Peace/Bobby G.Griffith

CKCK REGINA
(Ken Singer)
Music Doesn't Seem To Be/Tapestry
Take The Blindness/Joey Gregrash
Walk On Water/Neil Diamond
I Wanna Be With You/Raspberries
Me & Mrs. Jones/Billy Paul
Rockin' Pneumonia/Johnny Rivers
Crazy Horses/Osmonds
Sweet Surrender/Bread

CHAM HAMILTON
Never Rains In S.Calif/Albert Hammond
Daytime Night Time/Keith Hampshire
I'll Be Around/Spinners
You Are What I Am/Gordon Lightfoot
I'm Gonna Love You Too/Terry Jacks
Always Thinking Of You/Fludd
Uncle Dad & Aunti Mom/Cliff Edwards
You Turn Me Onf/oni Mitchell

CFRW WINNIPEG
(Bob Gibbons)
Papa Was A Rolling Stone/Temptations
Clair/Gilbert O'Sullivan
Me & Mrs. Jones/Billy Paul
Stoned In Love/Stylistics
Sign Of Gypsy Queen/Lorence Hud
Day & Night/Wackers

CJME REGINA (H.Hart Kirch) Been To Canaan|Carole King Keeper Of The Castle|Four Tops Your Mama Don't Dance|Loggins & Messina Danny's Song|Anne Murray

CKVN VANCOUVER
Keeper Of The Castle/Four Tops
Lies/J.J.Cale
Dancin' In Moonlight/King Harvest
I Wanna Be With You/Raspberries

Do It Again/Steely Dan(LP) Been To Canaan/Carold King Superfly/Curtis Mayfield

### **BREAKOUT MARKETS**

The Christmas shortage of new releases has resulted in the breakout markets catching up on older product. There are no real breakouts to report except for "Everybody Loves A Love Song" which picked up four playlistings for Mac Davis in its first week. Older product which continues to be added to breakout playlists includes: "Me & Mrs. Jones", "Lies", "Last Song", "Long Dark Road", "Love The Poor Boy", "Pieces Of April", "I Wanna Be With You", "Living In The Past", "If You Don't Know Me By Now", and "You Ought To Be With Me".

CKPT PETERBORO (Rick Johnson) Your Mama Don't Dance/Loggins & Messina I'm Gonna Love You Too/Terry Jacks Walk On Water/Neil Diamond

CJBQ BELLEVILLE
(Peter Thompson)
Everybody Loves A Love Song/Mac Davis
Rocky Mountain High/John Denver
Revolution/Pagliaro
What Am I Crying For/Classics IV
Long Dark Road/Hollies

VOCM ST.JOHN'S (Peter Tuff) If You Don't Know Me|Harold Melvin Been To Canaan|Carole King Mouldy Old Dough|Lt, Pigeon

CFAR FLIN FLON
(Ken Kobelka)
What Am I Crying For/Classics IV
Crocodile Rock/Elton John
Long Dark Road/The Hollies
Day & Night/The Wackers
Believe In You/Major Hoople's Band
Mississippi Lady/Griffin

CHSJ SAINT JOHN
(Jay Jeffrie)
Come And Join Us/Dublin Corporation
You Are What I Am/Gordon Lightfoot
Sweet Surrender/Bread
You Turn Me On/Joni Mitchell
Listen To The Wind(f/s)/Shaka
The Lady Is Waiting/Paul Williams(LP)
Children Think/Rick Springfield

CHIC BRAMPTON
Never Rains In S.Calif/Albert Hammond
Sweet Surrender/Bread
People Tree/Sammy Davis Ir.
Uncle Dad & Auntie Mom/Cliff Edwards
Isn't Love Unkind/Foot In Coldwater
Right On/Atkinson, Danko et al
The Children Think/Rick Springfield
Mouldy Old Dough/Lt. Pigeon
You Turn Me On/Joni Mitchell

CFCY CHARLOTTETOWN
(Dave Holland)
Rock & Roll Soul/Grand Funk
Same Old Obsession/Gordon Lightfoot
You Ought To Be With Me/Al Green
Keeper Of The Castle/Four Tops

CJIC SAULT STE,MARIE (Lou Turco/Art Osborne) Everybody Loves A Love Song/Mac Davis Sing Us Another Song/Joni Brooks Knock Knock/Mary Hopkin Always On My Mind/Elvis Presley To Know Him/Jody Miller

CJCJ WOODSTOCK (Ted Hayward) Living In The Past/Jethro Tull Take The Blindness/Joey Gregrash No Beer/Clean Living Lies/J.J.Cale Me & Mrs. Jones/Billy Paul

CFBC SAINT JOHN
(Don Rodie)
Clair/Gilbert O'Sullivan
Love The Poor Boy/Andy Kim
Special Someone/Heywoods
Beginning/Emerson Lake & Palmer
Long Dark Road/Hollies

CKWS KINGSTON
(Greg Stewart)
Crocodile Rock|Elton John
You're So Vain|Carly Simon
I'm Gonna Love You Too|Terry Jacks
Don't Let Me Be Lonely|James Taylor
One Man Dog|James Taylor(LP)

CHEC LETHBRIDGE
(John Oliver)
Woman In My Life|Scott English
Doin' Down|Young(LP)
Lies|J.J.Cale
We|Shawn Phillips(LP)
Pardon Me Sir|Joe Cocker(LP)
How Does It Feel|Tobias
Papa Was A Rolling Stone|Temptations
A Good Song|Valdy
Keeper Of The Castle|Four Tops
You Turn Me On|Joni Mitchell

C JCS STRATFORD
Walk On Water | Neil Diamond
Music Doesn't Seem To Be | Tapestry
I Miss You Baby | Millie Small
I'm Gonna Love You Too | Terry Jacks
And You & I | Yes

CKCL TRURO (Mark Michaels)
Mama Weer All Crazee/Slade
No Beer/Clean Living
I Wanna Be With You/Raspberries
Africa/Thundermug
Pieces Of April/Three Dog Night
Long Dark Road/Hollies

CHOW WELLAND (Norman B) Living In The Past/Jethro Tull Stoned In Love/Stylistics Sweet Surrender/Bread

CKBB BARRIE
(Murray David Collins)
Last Song/Edward Bear
I Wanna Be With You/Raspberries
Long Dark Road/Hollies
Music Doesn't Seem To Be/Tapestry
Me & Mrs. Jones/Billy Paul
Love The Poor Boy/Andy Kim

CHNL KAMLOOPS
(Dan McAllister)
Pieces Of April/Three Dog Night
Melanie Makes Me Smile/Terry Williams
Operator/Jim Croce
Play Your Symphony/Kenny Rogers

"it's been a year and a day, since she left for places new, but I can't forget the changes she put me through."

Gypsy

### Programmers CAMPUS ADDITIONS

RADIO SHERIDAN (OAKVILLE) (Bob Ansell) Whistle Rhymes/John Entwhistle From Scratch/Brown Who Came First/Peter Townsend Electric Coffey/Denis Coffey Newport In New York '72 Turkey/Wild Turkey Tear & Smile/Tir Na Nog Lion's Share Savoy Brown Joe Cocker Living In The Past/Jethro Tull Une Voix/Nana Mouskouri Illusion/Pagliaro(f/s) Sentries/Goodthunder Near To You/Gail McCormick Tragedy/Argent Leaving You Free/Claire Lawrence Groundhog/Chilliwack Sitting/Cat Stevens

RADIO ERINDALE (CLARKSON) (Charlotte Baxter)
Rock & Roll Music/Ten Years After Album III/Louden Wainwright III Blue River/Eric Andersen Pagliaro
Butterfly Days/Bob McBride Town Of Fergus/Fergus Business/Young
Everybody's In Showbiz/Kinks Midnight Rider/Joe Cocker Fraser and Debolt One

CFRC KINGSTON
(Derek Redmond)
Learn How To Love To Live/Chas Linton
Try/Domenic Troiano
And You And I/Yes
You Are What I Am/Gordon Lightfoot
Revolution/Pagliaro
Tragedy/Argent

RADIO LUTHERAM-FM WATERLOO (Jim Mackrory) Alive/Chuck Mangione Butterfly Days/Bob McBride Seventh Sojourn/Moody Blues Catharsis

RADIO WESTERN (LONDON) (Ron Moore) Business/Young Why Dont'chal West, Bruce & Laing Rising/Mark Allmand New Blood/Blood, Sweat & Tears Joe Cocker Tir Na Nog Earthspan/Incredible String Band Turkey/Wild Turkey Goodthunder World Is A Ghetto/War Whistle Rhymes/John Entwhistle Life Goes On/Paul Williams 45'5 Groundhog/Chilliwack Round & Round/Edgar Winter Mama Don't Dance/Loggins & Messina Leavin' You Free/Claire Lawrence Cheatin' Mistreatin/Pinky Ho-bus/Marjoe Sitting/Cat Stevens

CKER CONESTOGA
(Blair Mooney)
Chris Stanton Band|Joe Cocker(LP)
Town Of Fergus|Fergus(LP)
And You And I/Yes
Had Enough|James Gang
Girl You Think You See|Carly Simon
Operator(f|s)|Jim Croce

HUMBER RADIO (TORONTO)
Gypsy Road/Flying Circus(LP)
Rocky Mountain/John Denver(LP)
Country Man/Valdy(LP)
Bandstand/Family(LP)
Take The Blindness/Joey Gregrash
Don't Do It/Band
You Turn Me On/Joni Mitchell
Hey You Love/Mouth & MacNeil
Day & Night/Wackers
Last Song/Edward Bear
Angel/Rod Stewart
Carry Me Carrie/Dr. Hook
All The Young Dudes/Mott The Hoople
Mama Weer All Crazee/Slade
Papa Was A Rolling Stone/Temptations

RADIO WATERLOO
(David Assmann)
For The Roses/Joni Mitchell
Lion's Share/Savoy Brown
Live At Soledad/John Lee Hooker
Bilbro/Mike Aldridge
Whistle Rhymes/John Entwhistle
Town Of Fergus/Fergus
Loggins & Messina
Turkey/Wild Turkey
Exercises/Nazareth

RADIO YORK (TORONTO)
(Claude Vickery)
For The Roses||oni Mitchell
Morning Bugle||John Harttord
Centre Of Circle|Roger Killarney
Homecoming|America
Caravanserai|Santana
Life Goes On|Paul Williams
One
Whistle Rhymes||ohn Entwhistle
Grand Wazoo|Mothers Of Invention
Day At Carnegie|It's A Beautiful Day
Boomer's Story|Ry Cooder
World Is A Ghetto|War

UNIVERSITY OF TORONTO
(John Karr)
You Turn Me On/Joni Mitchell
Never Rains In S. Calif/Albert Hammond
I Wanna Be With You/Raspberries
Long Dark Road/Hollies
And You And I/Yes
Hobo's Lullaby/Arlo Guthrie(LP)
Ziggy Stardust/David Bowie(LP)
Murray McLauchlan(LP)
Foot In Coldwater(LP)
Summer Breeze/Seals & Croft(LP)
Purple Passages/Deep Purple(LP)

CRFM RYERSON (TORONTO) (Grant Kersey) Budgie Business/Young Europe '72/Grateful Dead Joe Cocker , War Heroes/Jimi Hendrix Lady's Not For Sale/Rita Coolidge Plainsong Seventh Sojourn/Moody Blues Homecoming/America Ambush/Marc Benno Boomer's Story/Ry Cooder Who Came First/Peter Townsend Hot August Night/Neil Diamond Life Goes On/Paul Williams Hans Staymer Band Grand Wazoo/Mothers of Invention Sunny Days/Lighthouse Four Seasons/Moe Koffman 45's Cover Of Rolling Stone/Dr. Hook If You Don't Know Me/Harold Melvin

Telex your information to RPM by TUESDAY 5PM

Mama Don't Dance/Loggins & Messina

Crocodile Rock/Elton John

## JOHN FORD MASTERMINDS SUCCESSFUL ELVIS PROMO

John Ford, RCA promotion man for B.C. and Alberta recently put together a very successful promotion for the "Elvis Live in Madison Square Garden" LP. Ford contacted CKXL Calgary, CHED Edmonton, CKWX Vancouver, and CKNW New Westminster. Each station offered a trip for two to see Elvis in Las Vegas.



Winner Gene Zenik with John Ford (RCA)
Paul Thibadore (CHED) and Claude Letour.

Needless to say, the response was sensational with stations and Elvis getting public attention. Travel arrangements were handled by Western Airlines. Ford made it into a complete promotion package by arranging for store windows and in-store displays of Presley in each city.

## CRTC GETS COMPLAINTS ABOUT U.S. ANNOUNCERS

The Canadian Radio-Television Commission has received scattered public complaints about the tendency of some stations to hire American instead of Canadian announcers. Indications are, at present, that the government body feels this is of no great concern due to the small number of Americans involved.

The problem came to light at recent Edmonton CRTC hearings. Two stations were questioned on the number of Americans employed in their operations. Both replied the percentage of U.S. employees was very small.

Formal regulations on this point seem unlikely to be introduced unless considerably more objections are received.

### CFTR & McADOREY AGREE TO DISAGREE

Bob McAdorey, morning man at CFTR Toronto for the past two years, has left this post (Nov 24). According to Sid Adilman, in his Toronto Star column, "Eye On Entertainment", McAdorey was fired. Apparently it all had to do with the station's new music and contests. Replacing McAdorey is Mike Marshall, moved up from his afternoon gig. Chuck Christian replaces Marshall.

McAdorey is the last of the big rock era radio personalities who made CHUM the No. 1 rocker during the early sixties. Others included Bob Laine (PD at CHUM-FM), John Spragge (PD at CFRB) Dave Johnson (PD at CFGM) and Al Boliska (deceased).



## **HEAR CANADA SINGING**



A TV special will be aired on December 5, 1972 at 10:00 P.M. across Canada on the CTV network. Approximately three million viewers will be tuned into the show, and they will see and hear MARTY BUTLER sing his award winning composition.

## "CAN'T YOU HEAR THE MUSIC"

on Columbia Records 👰

The Programmers

TRIBAL DRUM

CHUM Toronto doing a favour for hundreds of stations that don't have the time to produce a program covering the Top 100 of the year. The big rocker is making available a complete, tightly-produced show featuring general interest facts from 1972, interviews with the year's name artists, news actualities from Contemporary News and, of course, the 100 hits. Contact the CAB. Only drawback is that records getting local action only, cannot be represented. But the program is well worth looking into, Producer is Dick Starr,

Production Directors take note: Columbia has released a library called: "The Greatest Stock Library I've Ever Heard". Singers, themes, musical effects galore. The 150 albums were put together from thousands of Columbia movies, CBS broadcasts and Columbia LPs. Info available from Barry Base, Kaleidoscope Advertising Ltd., 519 Jarvis St. Toronto.

Toronto campus station Radio York has several are full-time jobs, and are giving up the old new projects going for them. One is "Black Peoples' Movement Program" which will run every Thursday. All the home games of the York U hockey team are also heard on the station. Special interviews are planned with the appointed station manager, R.J.Buss. Afterlocal municipal election candidates. To build its audience, the station has even taken on a contest: "The Great Christmas Giveaway Extravanganza" running from Dec. 1-25. By the way, the Music Week paper published by Grant Corbett (as reported in RPM last week) is not connected with Radio York, although

some of the jocks do use it. This sheet is part of the Campus newspaper - Excalibur.

Jerry Reed and Anne Murray interviewed by CKPC's Vic Folliott. The Brantford station will use the tapes over a period of several

With Christmas just around the corner, stations are getting into the spirit. CHEX Peterboro has its Turkey Time Contest and their 14th Annual Toy Drive going as well.

Singles would appear to be getting longer these days and being accepted. Average time is now about 3:40. Current top ten average approx 3:22, up from 2:42 in 1966.

The CHUM report says the Drake idea of clustering commercials is going out. Sweeps of four and five records sound good, but this is offset by the bad sound of clutter before and after. No matter which way you do it, the number of commercial minutes is the same anyway.

More and more small and medium markets beginning to realise that PD and MD duties practice of having one of the jocks do it. CHSJ Saint John joins this trend with Jav Jeffrie leaving air work to give the PD job full-time attention. He'll work with newly noon man John Caines moves into 6-10AM, Bob Wallace 10AM-2PM, and Terry Williams (ex of Thunder Bay) gets the 2-6PM slot with extra responsibilities as Promotion and Public Relations Director". 6-MN is handled by Gord Chandler and all night duties by Todd Young.

One factor in records taking a long time to break is the poor service, Tony Karmen of CKKC/CFKC Nelson/Creston, B.C. says he has only just received the Guess Who deck. "Runnin' Back To Saskatoon". Records not in yet include "Garden Party", "Ding-A-Ling", "Beautiful Sunday", and "Sunny Days". Distributors please note: product should go to both Box 250 Nelson and Box 310 Creston.

CKBB Barrie wrapped up one of its biggest contests ever. They gave away cash and gift certificates to listeners who answered their phones "CKBB Pays Off", Total of \$1100 cash and \$1100 in men's wear from Mostvn.

Is there an Ed Leslie doing an airshift somewhere in New Brunswick? If so, please write and give your address to Don Monbourquette, Box 413, Kitchener, Ont.

Saskatoon adult station CFQC reports great listener feedback to "Seranade No. 13 in G Major (Allegro)" by Waldo de Los Rios, from "Mozartmania LP", Jason Schoonover thinks this cut should be a single.

John B.Stone is the latest addition to on-air staff at CJCH Halifax, Music supervisor, Brian Phillips, has moved into Action Line talk show duties with Randy Dewell picking up music chores. Latest CJCH lineup has Jerry Lawrence 6-8:30AM with Action Line following and Jim Keith 11AM-1PM. Al Brideau is afternoon man, with 4-8PM handled by Randy Dewell. John B.Stone is the evening heavil till 12, and Scott St. James does the graveyard shift. Sean Ryan for weekends.

Art Collins, music director at CFRB Toronto, putting his musical ear to work for the



Canadian Talent Library, He picked the songs for Bobby Curtola's CTL album, to be released in Feoruary. The set will be recorded Dec 10 with arrangements by Ben McPeek and production by George Semkiw. We asked Art to describe the CFRB sound and he called it Contemporary MOR, Station plays many types of music, selects songs carefully and doesn't repeat them to death, 21 out of 50 singles on the RPM Adult Contemporary list are while if it is to be successful or indeed esbeing used, 16 out of 40 on the Billboard Easy Listening chart, 14 singles from the Cash Box 100 and 14 out of 40 from the Country Singles chart (several singles on more than one chart). There are also new records being programmed that aren't on any chart as yet. Avoiding follow- books for distributors in Canada and abroad. ing the charts too closely has paid off for 'RB with solid No. 1 ratings in Toronto.

This week's single picks from big Doug Abbott of Crawford Music Sales, St. John's Nfld: "Poster Girl"/Gord Tracey; "Sitting/Cat Stevens, "Mouldy Old Dough"/Lt. Pigeon "Long Dark Road"/Hollies, and "Goodtime"/ Roadhouse.

CIDV Drumheller has a new sattelite station in Stettler, Alta. Dave Shier moves over to handle the new outlet 4:30-6PM. Big bash with contests etc. for the opening two weeks. Record companies are asked to add the new station to record mailing lists. But CJDV forgot to tell us what their new station's call letters

Oakville Campus station, Radio Sheridan, reports student feedback caused their soul. blues and jazz block programs to be dropped. Station now has the accent on free form music, mixing folk, jazz, blues and progressive rock. Other campus stations airing extensive block programs should be aware that they can sometimes be a cause of tune-out. Radio Sheridan's only remaining block program is a two-hour weekly classical show.

### MISSISSAUGA STRIKES **BACK AT STATION CFRB**

A consulting engineer hired by the Town of Mississauga has refuted claims by Toronto radio station CFRB that high-rise development near their transmitter would force them out of business. George Mather reported to Mississauga town council that CFRB's request for height limitations on buildings near their transmitter, was "not valid".

The unusual dispute began when a report was commissioned from engineer Clive Eastwood for CFRB on proposed development near the transmitter. This report indicated that the CFRB night time pattern was barely conforming to international regulations which protect the pattern of other stations. In view of the critical alignment of CFRB's pattern, any reflected signals from high-rises would, according to the report, increase the CFRB signal beyond prescribed limits. As a result, power would have to be reduced, and "CFRB may be forced out of business".

Final decision on whether to allow the proposed developments near the transmitter, has yet to be reached. CFRB claims that because of the critical night time pattern they are using, that there are no alternate sites for their transmitting tower.

### CHNL EDITORIAL ON **CANDIANA BY BOB EGBY**

(Ed: The following is the text of an editorial broadcast over CHNL, Kamloops.)

There's a little doubt that modern Canadian culture needs a shot in the arm once in a tablish a place on the nation's landscape.

Last week, the Canada Council announced a 1.9 million dollar program to help Canada's book publishing industry, provide translations of Canadian books and purchase

A total of 49 publishers will get grants worth \$377,000 to support their 1972 publishing programs. Another \$215,000 will be given to publishers for translation of Canadian books into English from French or into French from English. The remaining \$500,000 will be used to buy Canadian books for free distribution in Canada and in embassies, foreign universities and cultural centres abroad.

The purpose of the program, outlined under the Federal Book Publishing Policy last February, is "to support and encourage

### UNMANAGEABLE AUDIENCE FORCES HOST OFF THE AIR

Ron Pumphrey, VOCM talk show host on the St. John's program "Open Line", has quit radio. Pumphrey, telling a story familiar to most talk moderators across Canada, said: "My life has become completely unmanageable."

42-year-old Ron ended a three-year stay with the station because people from all over the province had been making exhausting demands on his time and energy. To quote him directly: "I had no life of my own anymore". The final straw might have been a recent phone call (long distance collect) to Ron's home at 1:10 AM, "Mr. Pumphrey," the caller said, "I called at this hour because I was sure to find you at home." All she wanted was help in finding an apartment for her uncle.

Broadcasters doing talk shows elsewhere in Canada have long had this problem. Building themselves a radio image of Champion Of All The People, they attract far more calls than they can handle on the air. And then the listener's problems can spill over into the host's own private life. The solution that seems to work best is maintaining strict secrecy on home phone numbers of the announce staff.

the publication and translation of more Canadian books, providing authors with a better market for their work and the public with greater access to books written by Canadians."

The Canada Council is to be commended. Now that the authors and publishers in Canada are looked after, and the film industry is doing well with a \$10 million federal fund set up a few years back, it's time someone took a meaningful look at the nation's record industry.

The Canadian Radio-Television Commission a couple of years ago committed this country's radio stations to play 30 percent Canadian records in order that Canadian talent might be encouraged and developed. While there are enough recording studios available, record producers, the men who find these undiscovered musicians and singers and get the records made, have received no financial assistance. We wonder why. Publishers of books have no hard and fast rules about Canadian content, neither does the film industry, but radio stations who are committed to providing 30 percent Canadian content are drooling at the turntables for good Canadian records with fresh, forceful entertainers who can compare with United States and European singers and musicians.

The few, good Canadian records have been overworked to the point of embarrassing monotony. There is fresh talent out there but the producers need help, a grubstake to enable them to discover and develop Canadians with talent. If the CRTC is serious about giving Canadian performers a chance, it should do something more than

### U.S. RADIO CATERS TO LOCAL TASTES

Radio stations still program to the taste of the local audience, according to a recent U.S. survey to find the most popular formats in the top ten American markets. No one format is dominant.

In New York, 6 good music stations have a total 23% of listeners, and the same format is first in Los Angeles (7 stations, totalling 22%). Contemporary stations topped the poll in Chicago and Philly (24% and 23% respectively, 5 stations each). All-news was big in San Francisco (2 stations, 27%). MOR music was the leading format in Washington (32%, 4 stations), Boston (41%, 8), and Pittsburgh (55%, 6). In St. Louis, one talk station has a leading 34% share.

THANKS TO ALL THE PROGRAMMERS for making your No. 1 choice "Theme From ROWDYMAN" and to Ben, Robbie and the RCA promo team who 'put it all together'

Critique Music Publishers/Canart Films

# The Programmers ADULT CONTEMPORARY

CKLW-FM WINDSOR (Ron Foster) Don't Let Me Be Loneyl/James Taylor Everybody Loves A Love Song/Mac Davis Spin Away/Lettermen Home Lovin' Man/Andy Williams Sweet Surrender/Bread I Am Woman/Helen Reddy(LP) Spin Away/Lettermen(LP) Old Dan's Records(LP)

CJCJ WOODSTOCK
(Ray Landry)
Who Was It/Andy Williams
Same Old Obsession/Gordon Lightfoot
Country Man/Valdy(LP)
Leavin' In The Morning/Gary Puckett
Children/Rick Springfield
Passport/Jean Jacques Perrey

CFAC/CKEN/CKAD/CKDY ANNAPOLIS VALLEY, N.S. Home Lovin' Man/Andy Williams Danny's Song/Anne Murray Sound Of Peace/Bobby G.Griffith Melanie Makes Me Smile/Terry Williams Same Old Obsession/Gordon Lightfoot Girl I Love/Les Zaiser

CKFM TORONTO (Dan Chevrette) I'm Sorry/Joey Hetherton I'm Gonna Love You Too/Terry Jacks Play Your Symphony/Kenny Rogers Carmen Brasilia/Anarchic System

CKEY TORONTO (Gene Kirby) Superstar Sound/Norman Candler(LP) Old Man In Our Town/Kenny Rogers Eyes In My Heart/Rogen Danjean & Co. Something Nice/Eastwind Jenny's Themel Ronnie Aldrich

CHML HAMILTON (George Patton) Separate Ways/Elvis Presley Donut & A Dream/Mills Bros Play Your Symphony/Kenny Rogers Everybody Loves A Love Song/Mac Davis Ready To Tell You/Diane Rubin Pieces Of April/Three Dog Night Downfall Of Me/Sonny James She Loves Me/Freddy Weller Beaver Country/Express

CJCS STRATFORD
Never Said Goodbye/Engelbert Humperdinck
One Last Time/Glen Campbell
Danny's Song/Anne Murray
Rocky Mountain High/John Denver
Everybody Love's A Love Song/Mac Davis
SO Glad/Gordon Pendleton
Separate Ways/Elvis Presly
Suite: Man & Woman/Tony Cole

CKAT-FM NORTH BAY
(Frank Sasin)
Sweet Surrender/Bread
Rocky Mountain High/John Denver
You Are What I Am/Gordon Lightfoot
Urge For Going/Joni Mitchell
Pieces Of April/Three Dog Night
Marina/Anarchic System
Danielle/Laurie Bower Singers
Memphis Menu/Jose Feliciano(LP)
Goldie/Goldie Hawn(LP)
Daniel Hetu(LP)

The Programmers FN ADDI

FM ADDITIONS

CHUM-FM TORONTO (Benjy Karch) Jean Genie/David Bowie Round & Round/Edgar Winter You're So Vain/Carly Simon Cover Of Rolling Stone/Dr. Hook No One Ever Told Me/Dave Nicol Just Want To Make Music/Tobias(LP) Latin Bugaloo/Malo(LP) Pretty City Lady/Bob McBride(LP) Reelin' & Rockin/Chuck Berry(LP) Crocodile Rock/Elton John Relay/The Who For The Roses/Joni Mitchell(LP) Magician's Birthday/Uriah Heep(LP) Journey Through The Past/Neil Young(LP) Willie Remembers/Rare Earth(LP)

Life Goes On/Paul Williams(LP)
In The Can/Flash(LP)
Skip Batten(LP)
Anthology/Steve Miller Band(LP)
After A Smile/Tir Na Nog(LP)
Earth Wind And Fire(LP)

The Programmers COUNTRY ADDITIONS

CFGM TORONTO
(Dave Johnson)
Listen/Tommy Cash
Whole Lot Of Lovin'/Williams Jr/Johnson
Soul Song/Joe Stampley
Rhythm Of The Rain/Pat Roberts
I'm A Fool For Leavin'/Gary Buck

CKPC BRANTFORD
(Vic Folliott)
Danny's Song/Anne Murray
Beaver Country/The Express
Mr.Bojangles/Al Cherny
Love's The Answer/Tanya Tucker
Catfish John/Johnny Russell
Rhythm Of The Rain/Pat Roberts
One Night/Jeannie C. Riley
I'm A Fool For Leavin'/Gary Buck

CKAP KAPUSKASING
(Dan Seabrooke)
I'm A Fool For Leaving/Gary Buck
Give It To The World/Sylvia Tyson
That Same Old Obsession/Gordon Lightfoot
Beaver Country/The Express
Good Time Charlie's/Danny O'Keefe
Mr. Bojangles/AI Cherny
The World I Know/Carroll Baker
Je T'aime Plus Fort/Jerry & Jo Anne
Whole Lot Of Somethin'/Tony Booth
Catfish John/Johnny Russell
Hobo's Lullaby/Mike McLuskey
Goin' Down To Sin/Humphrey & Dumptrucks
Wonder Where You Are/Con Archer
He Ain't Country/Claude King
Katy Did/Porter Wagoner

COUNTRY continued on page 30

# The ADULT Programmers CONTEMPORARY PLAYLIST

- 1 THEME FROM ROWDYMAN Robbie McDougall/RCA 45-102/N
- Gilbert O'Sullivan/MAM 3626/K
  3 DAYTIME NIGHT TIME
- Keith Hampshire/A&M 330/W
- 4 YOU ARE WHAT I AM(f/s)
  Gordon Lightfoot/Reprise 1128/P
- 5 THE MUSIC DOESN'T SEEM TO BE GOING ANYWHERE Tapestry/Polydor 2065 152/Q
- 6 I AM WOMAN Helen Reddy/Capitol 3350/F
- 7 DAY AND NIGHT The Wackers/Elektra 45816/P
- 8 I CAN SEE CLEARLY NOW Johnny Nash/Epic 10901/H
- 9 DANNY'S SONG Anne Murray/Capitol 72682/F
- 10 MELANIE MAKES ME SMILE Terry Williams/Verve MV10686X/M
- 11 THE PEOPLE TREE Sammy Davis Jr/MGM 14426/M

- 12 I'M COMING HOME Jim & Don Haggart/Arpeggio 1003/N
- 13 WHAT WOULD THE CHILDREN THINK Rick Springfield/Capitol 3466/F
- 14 LOVE Joe Probst/Daffodil DSS1027/F

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- 15 KENTUCKY TURN YOUR BACK Mercey Brothers/RCA 57-1068/N
- 16 THE LAST SONG Edward Bear/Capitol 72677/F
- 17 CAN'T YOU HEAR MY SONG Wayne Newton/RCA 78-015/N
- 18 WHAT AM I CRYING FOR Dennis Yost/Classics IV/MGM7002X/M
- 19 GRAB HOLD & HANG ON Lorence Hud/A&M 332/W
- 20 GOODBYE FAREWELL Abraham's Children/G.A.S. 1004 21 PRETTY CITY LADY
- Bob McBride/Capitol 72681/F 22 ONE MORE CHANCE
  - Ocean/Yorkville YVS545062/D 23 SOUND OF PEACE
  - Bobby G.Griffith/Ranwood 933X/M
    34 YOU'RE A LADY
  - Peter Skellern/London 20075/K 35 SWEET SURRENDER
  - Bread/Elektra 45818/P 36 MOULDY OLD DOUGH Lieutenant Pigeon/London 1043/K

- 37 COME AND JOIN US
  Dublin Corporation/Yorkville 45067/D
- 38 ROCKY MOUNTAIN HIGH John Denver/RCA 74-0829/N
- 39 SUNNY DAYS Lighthouse/GRT 1230-39/T
- 40 KNOCK KNOCK WHO'S THERE Mary Hopkin/Apple 1855/F
- 41 THE PIANO BIRD Doors/Elektra 45825/P

**a** 

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- 42 CAN'T YOU HEAR THE MUSIC Marty Butler/Columbia C4-3081/H
- 43 DON'T LET ME BE LONELY TONIGHT James Taylor/Warner Bros 7655/P
- 44 BABY BABY BABY
  Diane Merritt/Columbia C4-3075/H
- 45 MIDNIGHT THOUGHTS Malo/Warner Bros 7677/P
- 46 THE SONGWRITER Neville Wells/Arpeggio 1009/N
- 47 SUGAR SUGAR
  Waldo De Los Rios/Daffodil 1031/F
- 48 NOT GOIN' DOWN TO SIN NO MORE Humphrey/Dumptrucks/Boot 055/K
- 49 IF YOU'RE LEAVING May West/Polydor 2001 387/Q
- 50 NO ONE EVER TOLD ME (About You) Dave Nicol/Columbia C4-3045/F

**a** 

### Programmers BREAKING & STIFFING

CFGO Ottawa reports heavy action on "Summer Breeze", up to 3 from 7. "Papa Was A Rolling Stone" (7-11), "Last Song" (11-22), "Me & Mrs. Jones" 12-18), and "I Can See Clearly Now" still a solid No. 1.

CHLO's Rick Janssen reports the six hottest singles in the London area as: "Last Song"/ Edward Bear (No. 1), "Papa Was A Rolling Stone"/Temptations, "Clair"/Gilbert O'Sullivan, "Me & Mrs. Jones"/Billy Paul, "Daytime Night Time"/Keith Hampshire, "Long Time Comin' Home"/Dr. Music. The three big album sellers belong to Cat Stevens, Gordon Lightfoot and Yes. After just one week of release, the Joe Cocker album is breaking fast.

Donna Fargo's "Funny Face" took the biggest jump this week at CFRW Winnipeg (into the top 10).

#### CFTR continued from page 21

How is all this music mixed together? Not by a format that says 3 from A-list, 2 from B-list, 2 recent gold and one old. Elshaw finds it hard to believe that so many stations still do it that way. He feels that originally, formats were designed to give the station some control over announcers picking all their own music. But now the format is controlling the stations. Elshaw selects his music for an "organic" sound. What sounds good together is the standard for selection. And so CFTR's moods may ebb and flow. The biggest hits recur frequently, but the listener won't hear every second record repeated if he listens for three hours straight. This may be explained by Elshaw's avoidance of "twelvers". He says: "Freddie's Dead" is no. 14 on this week's RPM. But where will it be a month from now? We avoid records like that, and there are a lot of them." But this doesn't mean only established hits are aired, "A song selling 500 in a record bar in Welland or somewhere has something going for it. We'll consider it even though it's not in RPM or Billboard charts yet." Station manager Johns admits that with the varied types of music heard, not every listener will like every last song. But he feels that stations that avoid tune-out factors too rigorously come off sounding dull. "Our music isn't just a filler. Our music is up front."

An "organic" music sound means that regulating music with rules is out. Elshaw: "If we want to air five female vocalists together we will. Carole King is liked by anybody. She can be played anytime, even right after Carly Simon."

And so we conclude an examination of CFTR, new sound on the Toronto scene. Space has not permitted an examination of the competing stations. But when the BBM comes out, there will be a lot of people interested in the ratings. Will the other stations hold their traditional places? Or has CFTR really got something? We should all know very soon.

John Oliver at CHEC Lethbridge receiving top listener reaction on Valdy's "Country Man". Most requested cut is "A Good Song".

Osmonds stiffing at No. 20 after six weeks on the CHEX chart. MD Ron Johnston also reports "Clair" jumping from 18 to No. 1. Edward Bear's "Last Song" into the top ten after many weeks as CKPT number one record. CHEX has this one as the big phone item, but slow on sales.

Stations new on "Me & Mrs. Jones" can take comfort from the fact that it's a giant at CKLW. Bill Paul deck is in its fourth straight week at No. 1. Stevie Wonder's "Superstition" is red hot, moving to 7 from 21. The station dropped the Wackers after six weeks play (slow requests and sales). On Big 8 Hit lines. Ben shows no sign of giving up top spot. Edward Bear's "Last Song" also a big phone item

### U.S. GOV'T DROPS OBSCENITY CHARGES AGAINST JOCK

The Justice Department in Washington has decided not to prosecute Frank Nesci for airing a Country loe and the Fish record last June. Nesci had been indicated for an alleged violation of federal obscenity laws on his program over WOWI-FM, Norfolk.

Conviction of a radio personality for the recordings he plays, rather than anything that he said, would have set a demoralizing precedent of censorship for both record producers and broadcasters. The obscenity law had never before been used against the playing of a record.

The Justice Department indicated that since management was not involved, and Nesci had left the station, it was not interested in pursuing the case.

### CKIO KELOWNA HEAVY ON PROMOTION IN B.C.

Radio station CKIQ recently celebrated its first anniversary and marked the occasion with an 8-page newspaper supplement, delivered to all homes in the central Okanagan.

CKIO, which brought a second local radio service to Kelowna Nov 8/71, had a great deal of news to lay on the public regarding its first year - the reason for the unusual step of a print supplement.

The flyer is dynamite public relations for the station. It is professionally laid out with large sized photos of the staff (behind the scenes and on-air). Part of the flyer is devoted to the story "The Night Happy Day Radio Burned", describing the mysterious fire that gutted the station. They were however, back on the air seven hours later from a local motel, followed by a move to a temporary warehouse location.

CKIO moves back into the original building Nov 20 with expanded studios from 2800 square feet to 4500 square feet. Next expansion for the station will come when it applies to the CRTC for an increase to 10,000 watts from its present 1000. This would allow a clearer, stronger signal throughout the Okanagan region.

Programming-wise, Nick Frost passes along the note that CKIQ is getting good reaction to the airing of golden oldies from the late 50's and early 60's, along with its more conventional fare.

NEWSMAN AND MOR ANNOUNCER Leading metro Niagara area station requires young aggressive news type. Experience required. Station also needs very productionoriented MOR announcer with good on-air background, Send tape and resume to Scott Cameron, CJRN, 4668 St. Clair Avenue, Niagara Falls, Ontario.

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COUNTRY continued from page 28

CKBB BARRIE
CKCB COLLINGWOOD
(Jack Jacob)
The Clock/Allan Capson
She's Gotta Be A Saint/Ray Price
Pass Me By/Johnny Rodriguez
Don't Want To Know/Charlie McCoy
When I Want To Love/Bill Rice
Listen/Tommy Cash
Danny's Song/Anne Murray
Flying East/Sharon Lowness
Make Believe/Canadian Zephyr

CJBQ BELLEVILLE
(Peter Thompson)
Uncle Dad& Auntie Mom/Cliff Edwards
To Know Him/Jody Miller
Catfish John/Johnny Russell
Rhythm Of The Rain/Pat Roberts
Listen/Tommy Cash

CKCW MONCTON
Got The All Overs/Freddie Hart
Fool Me/Lynn Anderson
White Silver Sands/Sonny James
Who's Gonna Play/Jerry Lee Lewis
Picture Of Me/George Jones
Somebody Loves Me/Johnny Paycheck
Sing Me A Love Song/Billy Walker
Heaven/Tommy Overstreet

CJET SMITHS FALLS You Are What I Am/Gordon Lightfoot Katy Did/Porter Wagoner If You Leave Me/Jerry Wallace I'm So Lonesome/Charlie McCoy

CHS| SAINT JOHN
Take It Easy|Jerry Reed
White Silver Sands|Sonny James
Knoxville Station|Bobby Austin
Holdin' On|Barbara Mandrell
Picture Of Me|George Jones
Sing Me A Love Song|Billy Walker
Back 40 Rip-Off|Al Cherny

CKRM REGINA (Doug Birkmaier) Heaven/Tommy Overstreet Fool Me/Lynn Anderson Lonesome 7-7203/Tony Booth He's An Indian Cowboy/Buffy St.Marie You Are What I Am/Gordon Lightfoot Rains Just The Same/Ray Griff

CKCL TRURO (Bryan Edwards) Canadian/Fogarty's Beaver Country/Express Come Back/Billy Stoltz

CKOM SASKATOON (Jerry Lucky/Wally Cameron) You Are What I Am/Gordon Lightfoot Katy Did/Porter Wagoner Picture Of You/George Jones Goodtime Charlie's/Danny O'Keefe The Trip/Carl Perkins Rains Just The Same/Ray Griff She Loves Me/Freddy Weller

CHEX PETERBORO (Sean Eyre) Got The All Overs/Freddie Hart More About | Henry/Tom T.Hall Make Believe/Canadian Zephyr

## CKOX WOODSTOCK READIES 25TH ANNIVERSARY PLANS

Countryside Broadcasting outlet, CKOX Woodstock, Ont., will celebrate 25 years of service to Oxford County this December.

Program Directory Woody Woodward plans to mark the birthday with a day of broadcast celebrations. To assist CKOX in this production, all former DJs and broadcast industry figures are invited to send in their taped congratulations.

Tapes should be sent immediately as the CKOX Anniversary date is set for Dec 6.

# The Programmers COUNTRY PLAYLIST

- 1 2 SHE'S TOO GOOD TO BE TRUE Charley Pride/RCA 74-0802/N
- 2 3 FOOL ME
- Lynn Anderson/Columbia 4592/H
  3 8 HEAVEN IS MY WOMAN'S LOVE
  Tommy Overstreet/Dot 17428/M
- 4 1 GOT THE ALL OVERS FOR YOU Freddie Hart/Capitol 3453/F
- 5 12 PRETEND I NEVER HAPPENED Waylon Jennings/RCA 74-0808/N
- 6 4 LONELY WOMEN MAKE GOOD LOVERS Bob Luman/Epic 10905/H
- 7 5 I'M COMING HOME Jim & Don Haggart/Arpeggio 1003/N
- 8 9 DING-A-LING DEBBIE R.Harlan Smith/GRT 1230-40/T
- 9 17 HOME AGAIN THIS YEAR Dick Nolan/RCA 75-1100/N
- 10 26 WHITE SILVER SANDS Sonny James/Columbia 4-45706/H
- 11 11 WHEEL OF FORTUNE Susan Raye/Capitol 3438/F
- 12 18 COME ON BACK Billy Stoltz/Big Wheel 45-10-01
- 13 20 KATY DID Porter Wagoner/RCA 74-0820/N
- 14 13 SOMEBODY LOVES ME Johnny Paycheck/Epic 5-10912/F
- 14 10 TAKE IT ON HOME Charlie Rich/Epic 5-1087/H
- 15 6 WHO'S GONNA PLAY THIS OLD PIANO Jerry Lee Lewis/Mercury 73328/K
- 17 24 ALBERT COUNTY SOIL Marg Osburne/Marathon 1066/C
- 18 15 BABY BYE BYE Dickey Lee/RCA 74-0781/N
- 19 7 LONESOME 7-7203 Tony Booth/Capitol 3441/F
- 20 30 YOU ARE WHAT I AM
  Gordon Lightfoot/Reprise R1128/P

- 21 27 TO KNOW HIM IS TO LOVE HIM Jody Miller/Epic 5-10916/H
- 22 22 IS THIS THE BEST I'M GONNA FEEL Don Gibson/Hickory 1651/L
- 23 16 DON'T SHE LOOK GOOD Bill Anderson/Decca 33002/J
- 24 19 KENTUCKY TURN YOUR BACK Mercey Brothers/RCA 47-1068/N
- 25 29 CATFISH JOHN Johnny Russell/RCA 74-810/N
- 26 14 MORE ABOUT JOHN HENRY Tom T.Hall/Mercury 73327/K
- 27 28 I'LL COUNT EVERY HOUR Diane Leigh/Quality 2046X/M
- 28 34 UNCLE DAD & AUNTIE MOM Cliff Edwards/Polydor 2065 150/Q
- 29 62 RHYTHM OF THE RAIN Pat Roberts/Dot 17434/M
- 30 36 IT RAINS JUST THE SAME IN MISSOURI Ray Griff/Dot 17440X/M

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- 31 21 PRIDE'S NOT HARD TO SWALLOW Hank Williams Jr/MGM 11421/M
- 32 63 SHE LOVES ME Freddy Weller/Columbia 4-45723/H
- 33 23 THIS MUCH A MAN
  Marty Robbins/Decca 33006/J
- 34 25 IT'S NOT LOVE Merle Haggard/Capitol 3419/F
- 35 36 TORONTO WITH MILK & HONEY Al Hooper/Dominion 155/E
- 36 47 I WONDER WHERE YOU ARE TONIGHT Con Archer/Boot BT039/K
- 37 60 LOVIN' ON BACK STREETS Mel Street/Metromedia 901/T
- 38 38 NEVER BEEN TO SPAIN
  Ronnie Sessions/MGM 14394X/M
- 39 64 SHE'S GOT TO BE A SAINT Ray Price/Columbia 4-45724/H
- 40 43 STEEL WHEELS ON RAILS Stevedore Steve/Boot BT054/K
- 41 31 YOU AIN'T GONNA HAVE OLD BUCK TO KICK AROUND Buck Owens/Capitol 3429/F
- 42 48 THE WORLD I KNOW IS NOW(f/s) Carroll Baker/Gaiety G736
- 43 46 HIS COLOURED TELEVISION Honey West/Marathon 1071/C

- 44 37 YES' JESUS LOVES ME Family Brown/RCA 75-1097/N
- 45 45 NOW THAT I'M BACK Chris Scott/Boot BT045/K
- 46 65 1 REALLY DON'T WANT TO KNOW Charlie McCoy/Monument 8554/H

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- 47 57 MR. BOJANGLES Al Cherny/RCA 75-1105/N
- 48 56 THE CLOCK Allan Capson/Marathon 1067/C
- 49 33 MY MAN Tammy Wynette/Epic 5-10909/H
- 50 52 IF YOU WILL SEE ME THROUGH Nevile Wells/Arpeggio 1009/N
- 51 51 LIFE IS LIKE A MERRY GO ROUND Bev Marie/Rodeo RO3367/K
- 52 53 AT LEAST I KNEW HER LOVE Bob Hendrickson/Rodeo 3366/K
- 53 40 FIRE IN THE MINE Tom Connors/Boot BT051/K
- 54 54 NOT GOIN' DOWN TO SIN NO MORE
- TO SIN NO MORE
  Humphrey/Dumptrucks/Boot 055/K
- 55 55 FLYING EAST Sharon Lowness/Boot 056/K
- 56 59 IF I'M A FOOL FOR LEAVING Gary Buck/RCA 74-0826/N
- 57 61 LOVE'S THE ANSWER
  Tanya Tucker/Columbia 4-45721/H
- 58 58 THE BALLAD OF TEAM CANADA Jerry Dallas/Cachet CA2101
- 59 .... GOVERNOR'S HAND Hank Snow/RCA 74-0818/N
- 60 .... SOUL SONG Joe Stampley/Dot 17442/M
- 61 .... OLD DOGS, CHILDREN & WATERMELON WINE Tom T.Hall/Mercury 73346/K
- 62 .... WHOLE LOTTA LOVING Hank Williams & Lois Johnson MGM 14443/K
- 63 .... ONE LAST TIME
  Glen Campbell/Capitol 3483/F
- 64 .... JUDGEMENT DAY EXPRESS Orval Prophet/Columbia C4-3079/H
- 65 .... AFRAID I'LL WANT TO LOVE HER Billy Craddock/ABC 11342/N

## TOBIAS SHARES BILLING WITH EVERLY BROTHERS

Lacking information from London and Waterloo promoters who brought in the Everly Brothers and Tobias, RPM was fortunate to receive a report from RCA promotion rep, John Murphy. According to Murphy, the Everly Brothers' date in London (Nov 24) was completely sold out for the two shows at the University's Alumni Hall. They also played the Lutheran Auditorium of the Waterloo Lutheran University with good capacity houses.

Sharing the bill with the Everly Brothers was MGM recording artist, Tobias, who Murphy tagged "exceptionally talented with an unbelievably tight back-up group." Audience reaction to Tobias was excellent and laid a solid foundation for this young Maritimer to capture a good chunk of the college circuit action. Tobias, who penned the million selling "Stay Awhile", performed by The Bells, returned to Canada just recently and is now living in Toronto. He has had much success with his MGM deck, "Dream No. 2" as well as his album. A follow-up single is now being readied for release on the MGM label, distribution of which is expected to be taken over by Polydor the first of next

Reaction to the Everly Brothers and Tobias was very good in London where local artist David Essig was given an opportunity to share the spotlight with these two highly professional acts, and did, in fact, make an excellent showing. Essig is not signed to a record company, at time of writing.

The Programmers French-Canadian TOP TEN

- 1 DONNE MOI UN PEU D'AMOUR Mimi Hetu/Campus 6021/Y
- 2 LES COLOMBES Lise Thouin/Capitol 8506/F
- 3 EN FRAPPANT DANS NOS MAINS Mireille Mathieu/Polydor 2065149/Q
- 4 SI TU M'ATTENDS Demontigny/Masonneuve 1805/Y
- 5 PATOL LE ROI DES CLOWN Patof/Patof 6022/Y
- 6 ON TROUVE L'AMOUR Anne Renee/Nobel 5652/K
- 7 SI ON POUVAIS RECOMMENCER Rene Martel/Spectrum 4-50/Y
- 8 AVANT TOI Huguette Rayno/Nobel 5649/K
- 9 CE SOIR Brown & Martin/Campus 6020/Y
- 10 QUAND CA NE TOURNE PAS ROND Tex Lecor/Gamma 1162/K

### **UP & COMERS**

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## CHIN NEWSMAN ROUGHED UP IN KIDNAPPING TRIP

Newsman Kirk Mason, 26, had a strange experience his second day of work for CHIN Toronto. He was kidnapped, driven to Kingston, and has his shoulder-length hair cut off.

Murphy reports heavy programmer interest in the Everly Brothers just released, "Pass The Chicken & Listen" set, produced by Chet Atkins at RCA's Nashville Sound Studios. Although considered a re-union rather than a re-hash, by some critics, there's enough of the old Everly Brothers sound to gain the duo their rightful position in the growing nostalgic market. One of their strongest cuts is "Woman, Don't Try To Tie Me Down" however, the Clark penning of "A Nickel for the Fiddler" could be a left field giant.

Mason, heading to work the early news shift (4:45AM) accepted a ride from two men who promptly robbed him of \$30 and forced him to accompany them to Kingston. He was then forced to cash a cheque for all his savings after placing a call to his bank manager in Guelph.

After taking the money, his abductors cut off his long hair and gave him enough money to buy a bus ticket to Ottawa, where his brother-in-law resides.

Ralph Kirchen, CHIN general manager, said Mason was still so shaken the next day he had trouble relating his experiences. He told his story to Toronto police after returning from Ottawa. Mason worked at CJOY Guelph before coming to Toronto.



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