

RPM

WEEKLY

THIRTY CENTS

Volume 16 No. 25

February 5, 1972



Polydor's Frank Mills.....a quiet entry

PROGRAMMER-RECORD MAN COMMUNICATION GROWS

Communication Two, held in the Trillium Room of the Inn On The Park Friday Feb. 21, showed strong indications of an encouraging and growing rapport between the programmers and record men. As a by-product of the four hour meet, the industry would appear to be getting to know itself better.

Informality was the key note from when those, registered for the meet introduced themselves over a cup of coffee prior to C2 being called to order and throughout the four hours. Those in attendance included programmers from secondary and major markets, record company administrators from both sales and promotion, music publishers, A&R men, record producers, management representatives and others whose businesses were allied to the broadcasting and record industries.

Stan Klees of Stan Klees Ltd. serving as moderator called the meeting to order and introduced the panel, comprised of Jim Sword, General Manager CKGM Montreal; Bob Martin, manager record division A&A Record Store; Ritchie Yorke, Canadian editor of Billboard; J. Robert Wood, Program Supervisor CHUM; Bob Laine, Program Director CHUM-FM; Barry Sarazin, Program Director CKLB Oshawa; Carl Cogan, Program Director CKWS Kingston; Moses Znaimer, General Manager Thunder Sound and Walt Grealis, Publisher RPM. After a short opener by those on the panel the meeting was thrown open to general questioning and discussion.

There was much questioning on the reporting of record sales by retailers to radio stations. The accuracy of record store sales figures was also questioned. Representatives of secondary market stations brought up the subject of promotion copies of records being received late - if at all.

The topic turned to pre-released U.S. copies being used by stations in Canada - sometimes two and three weeks before their Canadian release. Record company reps countered with the fact that parts for records and jackets were often held up in customs and that Canada was considered as just another country when it came to exporting parts. Much of part one of the meeting dealt with the problems experienced by radio stations in receiving Canadian copies of records within a reasonable time of their foreign release. It was generally acknowledged that pressure should be brought to bear on U.S. parent companies in stepping up the Canadian release date and even exploring the possibility of a simultaneous release.

The question of Canadian content records being released in the U.S. before they were available in Canada also came under discussion. It was indicated that action was already pending to alleviate the situation.

Following a short break during which refreshments were served Moses Znaimer opened by outlining the high cost of studios in Canada and the facilities that were ready for use but not experiencing the action

that might have been expected. Znaimer later suggested a seminar hosted by those involved in studio activity to be held in one of the Toronto studios to give industry people a first hand idea of what Canadian studios can actually offer on a competitive basis with their foreign counterparts. The discussion then centred around the fact the 30% Canadian content ruling had not created as much interest in record production as some had hoped for. The problems of producing Canadian content and finding Canadian content were discussed at length with various suggestions made that might encourage a growing interest in nationalism in Canadian music. The question of programming Canadian records for nationalistic reasons was discussed and the consequences of a lack of programming came into focus.

The proposal of programming 100% Canadian content (four part) in a lesser amount (10% instead of 30%) was discussed as a possibility of a cure-all the idea being that records, wholly Canadian, would be more advantageous to the industry even though programming would only be 10%. It was indicated that many broadcasters would favour this alternative to the 30% two part regulation currently in effect.

The subject matter that came under discussion was so broad that only those present could experience the effect and benefit of the brainstorming that went on.

Fred Sherrat, Vice-President CHUM Ltd., outlined some of the unique aspects of Canadian programming that made Canadian radio stations, particularly CHUM, distinctive in North America.

The meeting was brought to a close with the announcement that C3 would be held in Toronto Feb. 26 and would be tied-in with a weekend that would end with the Juno Awards Presentations (Feb. 28). C4 and C5 are to be held in Vancouver and Montreal with dates to be announced at a later date.

LOVE PRODUCTIONS SIGNS JOHN GALLO

Frank Davies has announced the signing of Robert John Gallo to the Daffodil label in Canada. Gallo is also signed to Love for release in Australia, New Zealand and Germany. Gallo is an American producer, arranger, songwriter. He has worked with James Brown, Solomon Burke, Pete Best, the Drifters and the Rascals. Although his main background is production arranging and composition, Gallo has recorded an album, "Painted Poetry" which will be released by Daffodil at the end of February. It will be released in the United States on Starday-King simultaneously,

In addition to his own album, Gallo is working on product for Ben E. King, the Vibrations, the Chiffons and Bo Diddley, some of which will be released in this country in the immediate future. Daffodil is planning an extensive national promotion campaign to back the release of "Painted Poetry" and is currently engaged in the arrangement of a personal appearance tour to further boost the LP.

COVER STORY

FRANK MILLS SNEAKS ONTO RECORDING SCENE

Frank Mills has made one of the quietest entries to the Canadian recording scene in a long time. Seemingly from nowhere, he has a hit single, "Love Me, Love Me, Love", charted throughout the country on major market stations, and now entering the foreign trade charts. His album, "Seven Of My Songs" is picking up sales and he recently finished work on a song, collaborating with Mac David, brother of Hal, and composer of the scores for many major motion pictures. For a boy from somewhere north of Montreal, he's doing pretty well.

Frank Mills arrived at an opportune time. With MOR stations crying out for good playable product, he handed it to them on a platter, self-produced, self-arranged, self-composed, and self-performed, with the aid of some top Quebec side men.

However, it wasn't all as easy as it sounds. Mills spent five years at Montreal's McGill University studying music, he played piano for, first, the Siroco Singers and then the Bells. He wrote many of the latter group's best known songs including, "For Better For Worse". He put up the money for his first album, then saw the whole project through at Andre Perry Studios before selling it to Polydor.

"Love Me, Love Me, Love" is what is charitably called a left field hit. It's the kind of song that really shouldn't make it on top forty. But it has and the credit can go to Mills for supplying the product and making himself available for hectic promotional tours and to the Polydor promotion force. The label's John Turner accompanied Mills on a hop scotch tour of Canada recently introducing the single to radio which was largely responsible for the action which followed.

THUNDER BACK INTO THE SWING

After a ten day holiday over the Christmas-New Year's period, Toronto's Thunder Sound is back into the swing of things with some of their regulars and a few new entries. Dennis Murphy, after extensive rehearsal, began laying down tracks for Aarons and Ackley's second album for Capitol. He is now mixing.

A new True North Album by Bruce Cockburn was completed in December; no word yet on a release date. Lighthouse's Paul Hoeffert was in recording tracks for the "Plastic Man", a Universal film. He is now in L.A. laying down the finishing touches. More movie work came by way of Oscar Peterson, who was recording, during the early part of this month for Woody Allen's upcoming film, "Play It Again Sam" on Paramount.

Upcoming are sessions for the National Film Board, sound for a TVer through the Secretary of State and music for a Steven Patrick film, tentatively titled, "Hamilton", with Gene Martynec providing the compositions.

NATIONAL PROGRAMMER'S SESSION

January 21st, Communication Two was held at the Inn On The Park in Toronto and was termed even more successful than Communication One.

Those in attendance at this important meeting included: programmers (major and secondary), promotion men, publishers,



COMMUNICATION THREE

sales managers, distributors, booking agents, personal managers, trade publishers and representatives of almost every other busi-

ness allied with both the record and broadcasting industries.

This was a unique opportunity for the trade to get together and discuss many of their problems.

What happened at C2 will be reported in depth in RPM, but at the end of the meeting the general consensus of opinion was that the time was well spent and the meeting was a high point in establishing a much needed communication within the music industry in Canada.

C3 promises to be even more enlightening.

After C3, RPM will host a cocktail party for those in attendance. A get together that may effect further communication on a more intimate basis.

Our quota fills very quickly. Why not register now and assure that you attend Communication Three.

COMMUNICATION THREE

SATURDAY - FEBRUARY 26th, 1972
TRILLIUM ROOM - INN ON THE PARK - TORONTO
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Registration fee - \$15 per person
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COCKTAILS
7 PM to 10 PM

Reflecting a growing Canadianism

At our recent Communication Two meeting, someone tried to make a point about a "lack of nationalism" within the general framework of radio stations. It was my comment at that time that to play a record by a Canadian for the sake of nationalism was



wrong. There is no need for the Canadian airways to be used to encourage or enhance nationalism for nationalism sake.

It was later brought to my attention that

"... 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

perhaps the point being made by this party was that radio stations are not REFLECTING a growing nationalism among Canadians.

In this case I agree that it is a radio station's duty to reflect a movement of nationalism within its audience, and that goes for the music they play as well.

There is every chance that Canadians are growing more nationalistic every day. If this is the case, then the media should reflect this and move with the trend. And if the media has been accustomed to programming "Americanism" to its audience, then perhaps the time has come for the broadcasters and programmers to go out and measure the degree of change within their audience.

Why should the media be unaware of the changing attitude of their audience, and why should the media be quick to change the years of foreign formulation of their music policy? It may take years to change the media OR a damned good reason.

But, how dare anyone talk about a "changing attitude among Canadians toward Canadianism?" Sitting in the shade of one of the greatest nations in the world, such a change is not easily understood, or accepted.

If we are growing more protectionistic, then the change can occur much faster with the help of the media that is there to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada. Lest we forget.

LONDON PROMO SET FOR HEAVY SCHEDULING

London's national promotion team under Mike Doyle have a full schedule of artist activities to take advantage of appearances in many centres across Canada. Mercury's Chuck Mangione is back into Massey Hall for what is shaping up to be another "sold out" concert (Jan. 29). Rain, the London group making strong chart gains with their "Out Of My Mind" deck have just completed a heavy schedule of appearances in Ontario with the month wind-up (Jan. 26-29) in Thunder Bay. Boot's Stompin' Tom Connors, now a top draw with concert dates, moves into Simcoe High (Jan. 30). He appears on Elwood Glover's CBC-TV "Luncheon Date" February 3 the day before his big Massey Hall concert which is already showing indications of pulling a capacity house.

Pierre Duval plays Montreal's Place des Arts February 1st and 2nd with return dates the 21st and 23rd of the same month. Country artist Con Archer moves into the

Greystone Tavern in Aurora (Feb. 4-5) with the next day making a showing at the successful Locarno Club Jamboree. He spends a week (Feb. 14-19) at the Edison Hotel. Vladimir Askenazy is set for a Canadian appearance at Montreal's Place des Arts (Feb. 14).

Uriah Heep, who appeared at Montreal's Forum with Buddy Miles and Deep Purple (Jan. 20) continue their Canadian tour with an Ottawa appearance (Feb. 17); Quebec City the next evening and back to Montreal on the 19. They wind up their Canadian tour in Newfoundland (Feb. 20-21).

Rich Little will be doing several tapings around Toronto from Feb. 21 through 27 with Bonnie Kolok taking the month out for an engagement at the Riverboat from February 29 through March 5. Dates in March include Alfred Brendel at Ottawa's National Arts Centre (16); Stompin' Tom Connors, the University of Guelph (18). Frankie Laine makes a return engagement at the Beverly Hills from May 1st through the 13th.

CAPITOL (CANADA) LENDS HAND TO PHASE TWO

In an effort to assist Canadian programmers over the hump of Phase 2 of the CRTC's 30% Cancon legislation, Capitol Records (Canada) Ltd. have released a special album containing 15 selections meeting the required conditions. Produced by the A&R and promotion division of the Canadian label, the sampler carries the title, The Capitol Records Guide To Canadian Content Programming Phase II.

Selections include the Lightfoot penning of "Cotton Jenny" by Anne Murray, now a runaway hit; "Same Old Feelin'" written and performed by Fergus Hambleton; Shirley Eikhard's "It Takes Time"; "Fly Across The Sea", the current charter written and performed by Edward Bear; Pierre Lalonde's version of Chris Kearney's "Special Day"; and Aaron & Ackley's own penning of "Swanee Song".

In a letter sent out with the sampler over the signature of Paul White, Director, Artists & Repertoire and Bill Bannon, National Promotion Manager, they asked

that programmers send in any ideas they may have in which Capitol could assist in their programming needs. The letter also noted: "It's amazing, but a year has passed since the 30% Canadian Content ruling came to be a reality. Since January 1971, Anne Murray, Gordon Lightfoot, The Bells, Ocean, The Poppy Family, Edward Bear, Doctor Music, The Guess Who, The Stampeders, and others, have had National and International hits. The talent scene in Canada is growing."

LIGHTHOUSE SUCCESSFUL IN WEST

GRT's Lighthouse has met with success in appearances in Regina and Saskatoon. Concerts in both cities, recently, were sold out and were both described as "a huge success". Group leader Skip Prokop and other members visited the media throughout the area with GRT representative Lorne Horning to tie-in with the appearances. The group played two encores in both cities.

Meanwhile, "Take It Slow" is still climbing in Saskatchewan and "Riding a Daydream" is strong at CKCK with Ken Singer and picking up at CKOM with Mike Christie.

RPM
 published weekly since
 February 24th, 1964, by
RPM MUSIC PUBLICATIONS LTD.
 1560 Bayview Avenue, Suite 107
 Toronto 17, Ontario
 (416) 489-2166
 Telex - 06-22756
 Publisher - Walt Grealis
 SINGLE COPY - 30 cents
 Advertising Rates On Request
 Second Class Mail Registration Number 1351
 PRINTED IN CANADA

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

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CMS	E	Pindoff	S
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GRT	T	Trans World	Y
Kinney	P	World	Z

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

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WM. HAROLD MOON
GENERAL MANAGER
BMI CANADA LIMITED

The musical gains of 1971 need consolidation and amplification in 1972. Utopia is never with us but all but the willful blind must see the vistas opening to us all for a viable music business in Canada.

Canada has never had so many active song-



INDUSTRY INTROSPECT

writers and composers or as many ambitious music publishers and these are the basic foundations needed to support a structure of production facilities and personnel.

I have just returned from a lengthy trip through the western United States and everywhere I went I heard Canadian music being performed on radio, television and in hotels and restaurants. These performances were not because it was Canadian music but was obviously the music listeners and patrons wanted to hear. No greater endorsement can be given to any music than such common sense approval.

In 1972 BMI Canada will celebrate the 25th anniversary of the activation of our organization for the development, promotion and dissemination of Canadian music. Our faith in it has been unswerving and our dedication to Canadian music has been constant. It is

PRIDE MAKES MOT GAINS DAVIS INTO COUNTRY/MOR

RCA's country giant Charley Pride has moved rapidly from the country charts into a fast hopping MOT item with his "Kiss An Angel Good Morning". The label's promotion team under Ed Preston has laid on a heavy promo schedule to get the deck cleared and moving on the pop market. One of the first to break the single was Pierre Bellemare of RCA's Montreal office. The Pride deck is in its third week on the RPM 100 and this week moves up to No. 46.

John Murphy has taken personal charge of Skeeter Davis' single, "One Tin Soldier"

MORRISON IN AS ONTARIO PROMOTION FOR U.A.

Gordon Morrison has been appointed Ontario Promotion Manager for U.A. Records, Limited (Canada). The announcement was made by Allan Matthews, Director of Promotion for the label.

Morrison took over his new duties Jan. 17. He will co-ordinate all radio station and artist promotion throughout the province and will work closely with dealers and racks in conjunction with Capitol Records.

Prior to his move to U.A. Morrison had been the Quebec Promotion Manager for MCA Records (Canada) and before this in sales and promotion for Thomas Rathwell of Winnipeg.

a matter of great satisfaction to see our composers and their music coming into their own.

Every indication is that 1972 will be even more meaningful for our affiliates and their music.

Such being the case, we have filed for increased fees for 1972 with the Copyright Appeal Board so that our affiliate writers



and publishers will be properly rewarded for the use of their music by those who use their music to gain and hold listeners.

1972 will be a busy and productive year for Canadian composers and publishers and should be by far the best year yet for

which has made good moves up the Country and MOR playlists. Miss Davis plays Grumbles (Toronto) from Feb 1 through the 6th and then at Kingston's Razors Edge from Feb 8 to the 13th. Murphy has lined up a full schedule of radio, press and television interviews for Miss Davis during her stay in Toronto and Kingston. There's a good chance the "Soldier" single, made popular a couple of years ago by Canada's Original Caste, could go pop. A few secondary markets have playlisted the deck.

Just released is the "Bring It On Home" album by Miss Davis which contains the "Soldier" lid.

ANNE MURRAY ON U.S. PROMOTION EFFORT

Capitol's Anne Murray, following her participation in the Annual Tournament of Roses Parade, left California for a week of public relations and promotional work in New York City. Included in the NYC activities are numerous appearances on television and radio including the David Frost TVer. Miss Murray then returns to the west coast for tapings of two Glen Campbell segments in Hollywood for the CBS network.

Recording scheduled to begin at Eastern Sound in Toronto in mid-February for her next Capitol album, with producer Brian Ahern. Miss Murray's version of Gordon Lightfoot's "Cotton Jenny" is now being charted and played throughout North America.

Canadian music and those who create and use it.

DAVE DOUCETTE JOINS POLYDOR INTERNATIONAL

Dave Doucette, with London Records in Montreal for the past five years, has moved to Polydor Records, also in Montreal, as Label Manager for International Polydor Repertoire. Doucette has a wealth of experience in repertoire matters, having been responsible for the Liberty line in Canada at one time, and most recently as assistant to London's Alice Koury.

Other changes at Polydor see Claude Palardy, former chief of Quebec Promotion move to Label Manager, French Repertoire. Jean-Marie Janson, who formerly filled the label manager post, has moved on to Polydor's head office in Hamburg, Germany.

AMERICAN MUSIC CORP. - GONE UP THE FLUE

It was recently reported that American Music Corporation has gone out of business. Customers who entered into contracts with the company were to receive a stereo set and 60 records of their choice plus a ten year membership. One customer who had apparently received his stereo and after ordering ten records found the catalogues stopped arriving. He paid off his account to Associate Finance and was advised the company had gone out of business. He had paid \$732. for the stereo and the ten records.

According to the report, the business was taken over by Trans World Record Corp. of Montreal but the report noted the Montreal Better Business Bureau tags this company as one that appears dormant.

CANADIAN COMPANY HIT BY SUPERSTAR

Evergreen Limited, a Canadian-controlled company, has been hit with a suit by a promoter of the authorized version of "Jesus Christ Superstar". In the never ending string of legal hassles which have surrounded the show, Electric Factory Concerts of Philadelphia has brought action against Evergreen, January Enterprises, WIBG and Jujamcyn Trust, controller of the local Shubert Theatre.

Electric Factory brought the suit against the defendants when consumer complaints and demands for refund occurred after the opening of a "pirate" version of "Jesus Christ Superstar" at the Shubert Theatre. Electric Factory holds rights from Robert Stigwood to present the authorized version of the show in Philadelphia in March. Electric Factory claimed that the "pirate" version had damaged their future presentation of the work.

A criminal warrant for the arrest of the manager of the theatre, Stan Hurwitz, was issued in Philadelphia charging "cheating by false pretenses and false advertising". All monies collected by the Shubert Theatre have been frozen by the court and are being disbursed to ticket holders.

How's the weather up there????

Yanosumpin? It's been a real bummer. I'm not at all sure that I'm going to be able to make it through another Toronto winter, if the present one is anything to go by.

Nothing ever happens.

It's drizzling in 40 degrees on Christmas day . . . there's three inches of snow one night, and then three days of heat wave and the



BURN THIS!
e.k. roy richard

white stuff has turned to an urky ooze on the sidewalks . . . it's below zero one day and 38 above the next. Nothing ever gets itself on or off.

You take the dogs for a midnight stride and they come back with feet so dirty you have to stand them in washing-up water for 10 minutes before they can pass parade.

Last week opened with 15 below which rose to 30 above the next day and sky-rocketed into the 40's the next. A day later, there was a six inch snowfall. The day after that it was back to 40, and you felt like you were sitting inside a waterfall as the dripping drove you nuts and you just stayed inside and played "Madman Across The Water" more times than you should have.

Next day it was back to the teens and the street looked like an Austrian glacier with old people tumbling onto the road and young kids skidding across the gutters. Toronto has reached a new low in urban ugliness, and there's no snow to hide the truth.

I've never seen such a dreary winter in all my life. Not even in Southern England where the dingy damp turns into some kind of malicious moss, encircling your body, and where the heating would make a Hudson Bay fur trapper prefer the Bay icecup of January.

We had another snowstorm two days ago,

but then the thaw. White turns grey then brown then black. All the time, those idiotic galahs doing the AM weather reports are cackling about 40 wonderful degrees, and continuing warm tomorrow. Put away the scarves folks. What fabulous weather we're having. And there's freezing rain on the way. More good news. Anything but snow.

Canadians have very strange attitudes to winter. They treat it like a malignancy — with repugnance and annoyance and dread. They detest anyone who finds winter anything more than an awful bore between Christmas and Wasaga Beach.

Perhaps one should not generalize quite so much. It is Torontonians who have a weird reaction to winter. After all, it gets in the way of cars and football and business. Goddamit, winter can even drag a city to a three day stop, slowing down the pace to a crawl and bringing the pollution index to record lows.

In the West, there's a different attitude to winter. They may not get off on it, but they can tolerate it. They live with it, and though familiarity doubtless does breed contempt, it also provides a certain security against change. Nothing much ever happens in the winter; it's a time of quiet nights and private consultation.

From Toronto, thousands of people make the February pilgrimage to Miami Beach to join the throngs of decadents longing to be in on it, whatever it is. They sit on deck chairs, their bulging bulks spilling over the sides, peering out over 12 feet of gravel to a six inch surfing beach. That's where it's at?

Some of the people who don't come from Canada are different. They see in winter about the only unique thing that Canada has got, and for a few of them, it's the only reason for remaining in this puppet of the United States.

These people find the Toronto spring non-existent, the summer appalling and the fall

superb. A Toronto summer is among the worst summers to be had on this earth of ours, and I speak from extensive experience.

To those from the moderate shores nearer the Equator, the Canadian winter is a ferocious being, nature at her lusty best. There is nothing in the world as refreshing as walking from the fumes of air conditioning into 25 below.

There are few things on earth to equal the passionate beauty of a heavy snowfall. My own fondest memories of Canada are of silent walks in the early hours as the snow fell around me.

Nothing depresses me more than to see the mercury above 32 when I get up in the morning. I feel cheated in winter if it's not below freezing every day of every month. I long for the really cold spells. I cannot have enough snow. I don't allow anybody to shovel my sidewalks in case they remove too much snow. If I had the time, I'd whip out and shovel everyone else's snow onto my place. I plot to put nails under the wheels of snow ploughs.

But I don't own a motorized vehicle. Neither does the man next door, so we have an understanding that the snow in the drive, stays. I often like to think that he's glad about it for the same reasons as I am.

I am, and I long ago faced it, a seasonal fanatic . . . in more ways than one. And I have a theory that extremes of weather and season are highly conducive to creative endeavour of all varieties.

Take our own dearly beloved music scene. There hasn't been any rock masterpieces come out of the Tropics, where there is only one season year after year and it's the most tedious bore you could ever imagine.

Most of the finest rock music came out of chilly urban centres like New York and Chicago and Philadelphia and Detroit.

If the climate does have something to do with the level of musical creativity, Canada should be in for a storm of great records.

RICHARD continued on page 19



Manitoba's Lieutenant Governor W.J. McKeag (centre) with his wife scored first in opening Government House to a pop group - Warner Bros' Next. Shown with the McKeag's are



Mr. and Mrs. Gene Telpner (Winnipeg Tribune) and Kinney (Canada) President Ken Middleton. Photo above shows gathering of Next and parents and mgr. Bruce Rathbone

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...by Nov 18, 1971 we had our first rave revue.

"Just a note to let you know how much we enjoyed helping to christen your new studio when we were in to record the Hamilton Philharmonic.

I enjoyed so much the completely informal atmosphere of the control room, with lots of room for all the odd sorts of people to sit in on the session and the coffee that was always put on, too. I recall the days when the producer and the recording engineer were literally locked in their tomb-like control room away from all involvement. Our session was like a happening, as it should have been.

Your man, Dave Greene, was just great. You can be justly proud of the building and equipment, but your staff was great, too.

The best of luck to you. I'm glad we chose to do our LP at your location."

R. K. Macdonald,
General Manager,
CKOC HAMILTON

Thank you CKOC, we liked your Philharmonic too.

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NUTS & BOLTS

Quality to distribute Poppy Industries' product in Canada. Initial release includes material by Linda Cohen, Doc Watson, Don Randi and Dick Gregory.

That Carousel group, Climax, making good gains with "Precious and Few" were previously known as the Outsiders and made a noise with "Time Won't Let Me".

Recent mailing by Quality to programmers asking for preferred selections from the Stampeders' "Carryin' On" album created much attention across Canada. Seems Steel River's "Mexican Lady" showing strength across the country which could

influence U.S. markets where it is released on Stereo Dimension.

Ian Matthews, leader of Matthews Southern Comfort, has formed a four man group to be known as Plainsong. Matthews scored heavily last year with Joni Mitchell's "Woodstock". He will be joined by Andy Roberts, Dave Richards and Bob Ronga. They will be handled for management by Axle Enterprise Ltd. and Sandy Robertson in the U.K. and Europe. No U.S. management agreement as yet. Disc product expected to be released on the Vertigo label.

Mercury's Chuck Mangione, into Toronto's Massey Hall (Jan 29), makes his New York City debut at Carnegie Hall (Feb 1). Several guest soloists will augment his fifty piece band including Lew Soloff (Blood Sweat and Tears), Gerry Niewood, Bat McGrath, Don Potter, Gap Mangione,

Stanley Watson and Esther Satterfield. The Carnegie date is a Jerry Nathan presentation in conjunction with Mercury.

Interesting bit in the Bob Dylan album when it's ungarbled makes reference to Earth being invaded by Mars.

Country biggie Mel Tillis bussed into Toronto in his \$100,000 Belgium made Silver Eagle bus. He was in town for a guest shot on the "Ian Tyson" CTV show, February 8.

John Stewart, former lead with the Kingston Trio, on board CTV's "Riverboat" Feb. 5. He shares the billing with Julie Amato and Trudy Desmond.

Major Hoople's Boarding House move into the Friar's Tavern in Toronto from Feb. 21st. Upstairs at the Nickelodeon is Jericho with Rain coming in from Jan 31st.

Ryerson's Mardi Gras and Carnival receive special attention from the Nickelodeon (Jan. 26-27) Presentation of the first annual Nickelodeon Broomball Trophy takes place around 8 PM the first evening with a specially decorated Nickelodeon set for Midnight crownings of the Snow King and Queen the next evening.

Superior Sound Enterprises presents Buddy Rich and his 15 piece orchestra along with Woody Herman and his fourteen man band at Montreal's Place des Arts (Jan. 30). One show only and tickets moving fast.

Late news, has Debbie Lori Kaye and the very talented Michael Hasek in for the Jan. 29 CTVer "Rollin' On The River". Grass Roots also on the bill.

David Rea, supposedly label hunting has just completed a successful engagement (Jan. 18-23) at Grumbles. He's followed by Michael Cooney (25-30) and then it's Skeeter Davis' turn from Feb. 1st through the 6th.

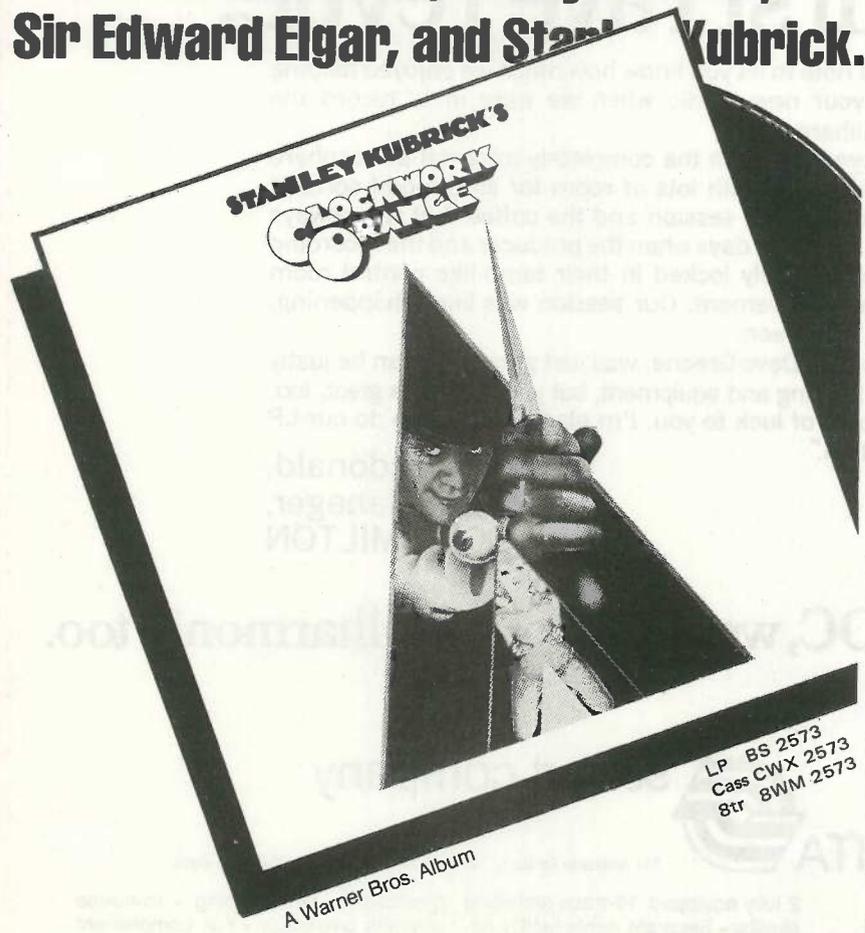
The English group Patto is held together by Mike Patto. Their Mercury album was produced by Stevie Winwood's brother Muff and is titled, "Hold Your Fire".

BLUENOSE/BELSIZE ACTIVE FOR SEPTEMBER

The Bluenose and Belsize Park divisions of September Productions have been highly active in the past months, according to Greg Hambleton who heads up all three. Writers signed to the two pubberies include Fergus, whose first album for Capitol, "All the Right Noises", is being heavily programmed, and Rain, whose "Out of My Mind" is a top chart item in Canada on London and is now released on Bell in the United States.

Internationally, in 1971, the two companies held rights on forty one sides released in the United States by such groups as Steel River, Houston, Madrigal, Chelsea Wind and Rain. Twenty three copyrights were released in other countries of the world including France, Germany, Belgium, South Africa, England, Holland, Spain and Scandinavia. Hambleton further expanded his international activities at this year's Midem conference in France.

"a bit of the old Ludwig Van." Plus Gene Kelly, Walter Carlos, Gioacchino Rossini, Henry Purcell, Sir Edward Elgar, and Stanley Kubrick.



FROM KINNEY MUSIC OF CANADA, LTD.

NEW ALBUMS

HOLD YOUR FIRE

Patto
Vertigo VEL 1008-K

Impressive cover gives you a good idea of the contents. Jazzy English rock with some blues touches. Very well produced but very much limited to the progressives. "Dance Tonight" has a nice feel which is present to a lesser degree throughout album.

**COLD SPRING HARBOUR**

Billy Joel
Family FPS 2700-M

A rip roaring rocker leads into a very pleasant, evenly paced folksy set. "Falling Of The Rain" is an expressive piece with some impressive instrumental work. Altogether a highly pleasant set, which should be considered for FM progressive and looser MOR airplay.

I AIN'T GOT TIME ANYMORE

Glass Bottle
Avco AV 33024-N

Titler readily identifies this one. Remainder of cuts follow in the same general pattern. "I Know You're Crying" has a lot of merit and "Sweet September" is worth a listen. Rapidly rising single will spur sales of this one.

**SWAMP GRASS**

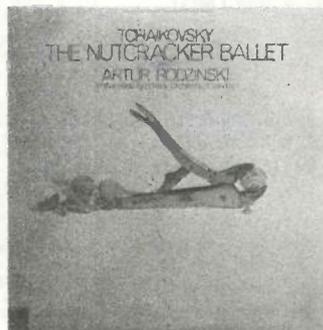
Doug Kershaw
Warner Bros 2581-P

Kershaw has always represented the best in funtime music and here's more. Predictably inspired fiddling backed by a nice beat with Kershaw's appealing voice out front. "Take Me Back To Mama" has the Roger Miller touch. "Zachariah" is when Kershaw really starts moving out and doing it. A great cut.

THE NUTCRACKER BALLET

Philharmonic Symphony Ork
(Artur Rodzinski conducting)
Westminster Gold WGS-8147-2

The complete Tchaikovsky masterpiece on a two record set which also contains interesting notes taken from the original tale by Ernst Theodor Amadeus (1815) with photos dating back to 1847 (Bertall).

**JESUS CHRIST SUPERSTAR**

Original Broadway Cast
Decca DL7 1503-J

Although there is a strong feeling that this ain't quite got what the original had, it will doubtless be a strong seller. Best performance comes predictably from Yvonne Elliman in "Everything's Alright" and "I Don't Know How To Love Him".

PAPA JOHN CREACH

Grunt FTR 1003-N

Impressive line-up of help including Grace Slick, Jerry Garcia, Jack Casady et al doesn't bring as up to date as all that. A couple of times you'd swear you were listening to your daddy's 78's. It sounds very much like the real thing and should do well underground or above ground on the jazz/blues blocks.

**BRING IT ON HOME**

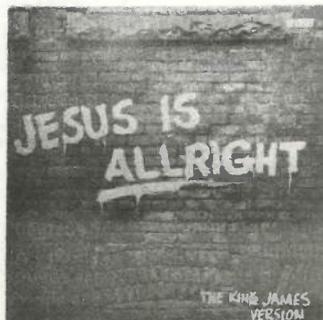
Skeeter Davis
RCA LSP 4642-N

Skeeter's taking some new and very agreeable directions lately. Country, MOR, rock and folk blended to perfection here. Crystal clear voice comes through strongly on all cuts. "Loving Him Was Easier" is a standout. "Reason to Believe" comes off pure and clean.

JESUS IS ALRIGHT

King James Version
Word WCS 5531

Hang on - this is legitimate. No commerciality here. The King James Version have become one of the most popular Gospel groups in North America, and they're Canadian. They've gone into a little of the straight bit with a Gospel Medley, "Let It Be", "He Ain't Heavy" etc.

**OUR HOME AND NATIVE LAND**

Mainline
GRT 92301011-T

If you're able to ignore Mainline's annoying tendency to be self-indulgent, you'll discover some easily likeable stuff. "Get Down To" and "Pedelictus Rag" make up for some of the less musical outings on the album. The rest is strong stuff, best taken in small doses.


**NEW MAPL
RELEASES**
BRAVE BELT

CPF Charted

Never Comin' Home

Reprise R 1061-P

 (2:40) (Randy C. Bachman) Ranbach
Music-BMI.. Prod: Randy Bachman.

MOT: Bassman Fred Turner has a chance at soloing for Belt and he turns in a great performance which has already influenced many programmers to chart deck. Could be the big one to get Belt moving. Big man Turner has lots of strong instrumental backing to keep interest high.
Flip: Can You Feel It (C.F. Turner) Eventide Music-CAPAC.

STAMPEDERS

CPF 75%

Monday Morning Choo Choo

Music World Creations MWC 1008X-M

 (2:31 Intro :07) (Rich Dodson) Corral
Music-BMI. Prod: Mel Shaw.

MOT: They're back into that MOT/MOR swing of things once again which should make this one a top item. Should be charted by the time you read this. It's got that "Sweet City Woman" magic about it.

 Flip: Then Came The White Man
(Ronnie King) Corral Music-BMI.

MICHAEL VINCENT

CPF 64%

Revelation

Avco 75-1073-N

(2:52) (Alex Harvey/Danny Rowland)

Unart Music-BMI. Prod: Ron Capone.

MOT: That ballady voice beauty of Vincent's has been replaced by a harshness that could attract a new following. Fits into today's balanced programming but will need a big push.

 Flip: I Couldn't Wait To Tell You (Tom
Baxton/Ed Welsh) Uni Artist Music-ASCAP.

MAINLINE

CPF 63%

Get Down To

GRT 1230-22-T

 (2:45) (J. Mendelson) Smegma Songs-BMI.
Prod: Fred Catero.

MOT: If you remember "Stink" forget it when you dig into this one. Mainline have changed their pace and gone a little ahead of the usual. They're into a questionable trend - COUNTRY/POP with lotsa balls and creativity. Could surprise.
Flip: Pedalictus Rag (Same credits as plug.)

DOCTOR MUSIC

Gospel Rock

GRT 1233-10-T

 (3:34) (Brenda Gordon) Dr. Music-CAPAC.
Prod: Doug Riley. Flip: Sun Goes By
(Steve Kennedy) Overlea Music-BMI.
MOT.

GABY HAAS

Scottish Ramble

London M. 17428-K

 (2:45) (P.D.) Flip: Marching Through
Georgia (Trad). MOR.

BEVERLY GLENN-COPELAND

Together For Us All

GRT 1233-09-T

 (3:02) (Beverly Glenn-Copeland) Overlea
Music-BMI. Prod: Doug Riley. Flip: Color
Of Anyhow (Same credits as plug.) MOT.

TONY WHITE

In These Years

Columbia C4-3015-H

 (3:36) (Tony White) No publishing listed.
Prod: Don Grashey/Chuck Williams. Flip:
Oh, What A Life (It Can Be) (Same credits
as plug.) MOT.

JACK CARTER

Every Little Bird

Quality 2028X-M

 (2:37) (Al Rain) Troika/Qualrec-BMI.
Prod: Art Snider. Flip: Faces (Same credits
as plug.) MOR.

**SINGLES
(ALPHABETICALLY)**

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

All I Ever Need Is You (87)
American Pie (1)
An Old Fashioned Love Song (42)
Another Puff (98)
Anticipation (11)
Bang A Gong (29)
Black Dog (15)
Brand New Key (8)
Cherish (12)
Clean Up Woman (68)
Cotton Jenny (20)
Country Wine (71)
Daisy Mae (26)
Day After Day (2)
Desiderata (58)
Devil You (41)
Don't Say You Don't Remember (34)
Down By The Lazy River (22)
Drowning In The Sea Of Love (50)
Everything I Own (53)
Family Affair (88)
Feelin' Alright (51)
Floy Joy (45)
Fly Across The Sea (18)
Footstompin' Music (65)
George Jackson (99)
Good Friends (23)
Got To Be There (82)
Hallelujah (97)
Heart Of Gold (70)
Hey Big Brother (39)
Hey Girl (74)
Hurting Each Other (21)
I Can Smell That Funky Music (80)
I'd Like To Teach The World To Sing (3)
I'm A Preacher (81)
I Shall Be Released (100)
It's One Of Those Nights (10)
Jeepster (75)
Joy (52)
Jungle Fever (79)
Keep On Movin' (93)
Keep Playin' That Rock 'n Roll (63)
Kiss An Angel Good Morning (46)
Let's Stay Together (31)
Levon (7)
Lion Sleeps Tonight (47)
Little Old Rock 'N Roll Band (37)
Lonesome Mary (36)
Looking For A Love (25)
Love Is (64)
Love Me Love Me Love (9)
Make Me The Woman (67)
Mexican Lady (13)
Move Em Out (69)
Music From Across The Way (32)
My Boy (77)
My Love Sings (27)
My World (56)
Never Been To Spain (5)
Never Comin' Home (83)
Nickel Song (62)
No Good To Cry (44)
No Sad Songs (95)
Oh Me, Oh My (73)
Once You Understand (48)
One Day I Walk (91)
One Monkey Don't Stop No Show (40)
Out Of My Mind (38)
Precious And Few (33)
Rock 'N Roll (55)
Rock And Roll Stew (72)
Runaway/Happy Together (94)
Same Old Feelin' (78)
Scorpio (19)
Softly Whispering I Love You (43)
Son Of Shaft (86)
Sour Suite (57)
Stay With Me (6)
Sugar Daddy (17)
Summer Of '42 (89)
Sunshine (4)
Sweet Seasons (66)
Take It Slow (24)
The Way Of Love (61)
The Witch Of New Orleans (16)
Together Let's Find Love (30)
Too True Mama (85)
Tupelo Honey (35)
Turned 21 (92)
Uncle Jed (90)
Under My Wheels (49)
Until It's Time For You To Go (54)
Victorious (84)
Way Of Love (76)
We Got To Get It On Again (59)
We're Dancin' (60)
Without you (14)
You Are Everything (28)
You Could Have Been A Lady (96)


total concept sound studio

1262 Don Mills Rd. Don Mills, Ont. (416) 445-0878

This week
1 week ago
2 weeks ago

RPM 100 SINGLES

February 5, 1972

Gold Leaf Award For Outstanding Record Sales

A&M
Allied
Ampex
Arc
CMS
Capital
Covaton
Columbia
GRT
London

W
C
V
D
E
F
G
H
T
K

MCA
Musimar
Phonodisc
Polydor
Quality
RCA
Trans World
WB Atlantic
World

J
R
L
O
M
N
Y
P
Z

1	1 1	AMERICAN PIE Don McLean - United Artists 50856-J	34	44 48	DON'T SAY YOU DON'T REMEMBER Beverly Bremers-Scepter-12315-J	67	70 91	MAKE ME THE WOMAN Gladys Knight-Tamla Motown 35091-V
2	3 4	DAY AFTER DAY Badfinger - Apple 1841F	35	36 46	TUPELO HONEY Van Morrison - Warner Bros. 7543-P	68	68 72	CLEAN UP WOMAN Betty Wright - Atlantic 4601-P
3	5 6	I'D LIKE TO TEACH THE WORLD TO SING New Seekers-Elektra-45762-P	36	29 20	LONESOME MARY Chilliwack-A&M-AMX321-W	69	73 94	MOVE 'EM OUT Delaney & Bonnie-Atco 6866-P
4	4 5	SUNSHINE Johnathon Edwards - Capricorn 8021-P	37	27 34	LITTLE OLD ROCK 'N ROLL BAND Billy Mysner - Astra AS45319-Q	70	98	HEART OF GOLD Neil Young-Reprise 1065-FP
5	7 9	NEVER BEEN TO SPAIN Three Dog Night - Dunhill 4299-N	38	22 29	OUT OF MY MIND Rain - London 17410-K	71	COUNTRY WINE Raiders-Columbia;45535-H
6	8 18	STAY WITH ME Faces - Warner Bros. 7545-P	39	28 27	HEY BIG BROTHER Rare Earth - Rare Earth 5038-V	72	81 88	ROCK AND ROLL STEW Traffic-Polydor 2001 269-Q
7	18 24	LEVON Elton John - Uni 55314-J	40	23 14	ONE MONKEY DON'T STOP NO SHOW Honeycone-Hot Wax-7110x-M	73	83 95	OH ME, OH MY Aretha Franklin-Atlantic 2838-P
8	2 2	BRAND NEW KEY Melanie-Buddah-267x-M	41	33 23	DEVIL YOU Stampeders - MWC 1007 X-M	74	19 11	HEY GIRL Donny Osmond-Polydor-20065 095-Q
9	20 30	LOVE ME LOVE ME LOVE Frank Mills - Polydor 2065 076-Q	42	21 10	AN OLD FASHIONED LOVE SONG Three Dog Night-Dunhill-4294-N	75	96	JEEPSTER T. Rex-Reprise R1056-P
10	6 7	IT'S ONE OF THOSE NIGHTS Partridge Family-Bell-45160x-M	43	55 83	SOFTLY WHISPERING I LOVE YOU English Congregation-Atco 6865-P	76	WAY OF LOVE Cher-Kapp 2158-J
11	12 21	ANTICIPATION Carly Simon - Elektra 45759-P	44	10 8	NO GOOD TO CRY Poppy Family - London 164-K	77	41 38	MY BOY Richard Harris - Dunhill 4293-N
12	9 3	CHERISH David Cassidy-Bell-45150x-M	45	56 73	FLOY JOY Supremes-Tamla Motown 1195-V	78	82 1	SAME OLD FEELIN' Fergus-Capitol 72658-F
13	25 43	MEXICAN LADY Steel River-Tuesday GH113x-M	46	64 80	KISS AN ANGEL GOOD MORNING Charley Pride - RCA 0550-N	79	100 ...	JUNGLE FEVER Chakachas-Polydor 2121 101-Q
14	15 33	WITHOUT YOU Nilsson - RCA 0604-N	47	57 65	LION SLEEPS TONIGHT Robert John - Atlantic 2846-P	80	67 45	I CAN SMELL THAT FUNKY MUSIC Eric Mercury - Enterprise 9041-Q
15	16 32	BLACK DOG Led Zeppelin - Atlantic 2849-P	48	53 82	ONCE YOU UNDERSTAND Think - Laurie 3583X-M	81	99	I'M A PREACHER Tony Kingston-Yorkville YVS45047-D
16	17 31	THE WITCH QUEEN OF NEW ORLEANS Redbone-Epic 10749-H	49	51 75	UNDER MY WHEELS Alice Cooper - Warner Bros. 7529-P	82	30 16	GOT TO BE THERE Michael Jackson - Tamla Motown 1191-V
17	11 13	SUGAR DADDY Jackson Five - Tamla Motown 1194-V	50	50 52	DROWNING IN THE SEA OF LOVE Joe Simon - Spring 120-Q	83	NEVER COMIN' HOME Brave Belt-Reprise:1051-P
18	24 28	FLY ACROSS THE SEA Edward Bear - Capitol 72653-F	51	58 90	FEELIN' ALRIGHT Joe Cocker-A&M-1063-W	84	94	VICTORIOUS Hartford Baby Grande-Columbia C43009
19	13 25	SCORPIO Dennis Coffey - Sussex 226-V	52	62 77	JOY Apollo 100-Mega 615-0050x-M	85	60 63	TOO TRUE MAMA Crowbar - Daffodil 1012-F
20	39 49	COTTON JENNY Anne Murray - Capitol 72657-F	53	84 93	EVERYTHING I OWN Bread-Elektra 45765-P	86	95	SON OF SHAFT Barkays-Volt 4073-Q
21	47 67	HURTING EACH OTHER Carpenters - A&M 1322-W	54	89 98	UNTIL IT'S TIME FOR YOU TO GO Elvis Presley-RCA-74-0619-N	87	45 22	ALL I EVER NEED IS YOU Sonny & Cher - Kapp 2151-J
22	34 71	DOWN BY THE LAZY RIVER Osmonds-Polydor 2065 096-Q	55	59 69	ROCK 'N ROLL Detroit - Paramount PAA0133X-M	88	37 17	FAMILY AFFAIR Sly & Family Stone - Epic 5 10805-H
23	48 79	GOOD FRIENDS Poppy Family-London L172-K	56	91 100	MY WORLD Bee Gees-Atco 6871-P	89	49 19	SUMMER OF '42 Peter Nero - Columbia 45399-H
24	14 12	TAKE IT SLOW Lighthouse - GRT 1230-19-T	57	61 53	SOUR SUITE Guess Who - Nimbus 47-0578-N	90	88 76	UNCLE JED Perth County Con. - Columbia C4 3010-H
25	26 35	LOOKING FOR A LOVE J. Geils Band - Atlantic 2844-P	58	42 26	DESIDERATA Les Crane - Warner Bros 7520-P	91	87 64	ONE DAY I WALK Bruce Cockburn - True North TN4-105-H
26	31 40	DAISY MAE Hamilton, Joe Frank & Reynolds, Dunhill 4296	59	78 95	WE GOT TO GET IT ON AGAIN Addrisi Bros-Columbia 45521-H	92	72 61	TURNUED 21 Fludd - Warner Bros 7531-P
27	43 57	MY LOVE SINGS Joey Gregorash - Polydor 2065 100-Q	60	65 81	WE'RE DANCIN' Second Helping-Much Ch1002-K	93	90 89	KEEP ON MOVIN' Aaron Space - Warner Bros. CW4008-P
28	52 54	YOU ARE EVERYTHING Stylistics - Avco Embassy 4581-N	61	97	THE WAY OF LOVE Cher-Kapp 2158-J	94	RUNAWAY/HAPPY TOGETHER -Dawn-Bell 175-M
29	32 44	BANG A GONG T. Rex-Reprise-1032-P	62	85	NICKEL SONG Melanie-Buddah 268x-M	95	71 51	NO SAD SONGS Helen Reddy - Capitol 3231-F
30	35 37	TOGETHER LET'S FIND LOVE Fifth Dimension-Bell-45170x-M	63	80 85	KEEP PLAYIN' THAT ROCK 'N ROLL Edgar Winter - Epic 10788-H	96	YOU COULD HAVE BEEN A LADY April Wine-Aquarius AQ5021-K
31	40 60	LET'S STAY TOGETHER Al Greene - Hi 2202-K	64	69	LOVE IS Mashmakhan-Columbia C4-3011-H	97	38 15	HALLELUJAH Sweathog - Columbia 45492-H
32	54 56	MUSIC FROM ACROSS THE WAY James Last - Polydor 2041 170-Q	65	76 92	FOOTSTOMPIN' MUSIC Grand Funk Railroad - Capitol 3255-F	98	ANOTHER PUFF Jerry Reed-RCA 0613-N
33	46 68	PRECIOUS AND FEW Climax-Carousel 30055x-M	66	SWEET SEASONS Carole King-Ode 66022-W	99	66 36	GEORGE JACKSON Bob Dylan - Columbia 45516-H
						100	I SHALL BE RELEASED Anne Attenborough-Polydor 2065 069-Q

CANADA'S ONLY NATIONAL 100 SINGLE SURVEY

Compiled from record company, radio station, and record store reports.

This week
1 week ago
2 weeks ago

RPM 100

ALBUMS

February 5, 1972

Gold Leaf Award For Outstanding Record Sales

ABM	W	MCA	J
Allied	C	Musimart	R
Ampex	V	Phonodisc	L
Arc	D	Polydor	O
CMS	E	Quality	M
Capitol	F	RCA	N
Carran	G	Trans World	Y
Columbia	H	WB/Atlantic	P
CRT	T	World	Z
London	K		

1	1 6	AMERICAN PIE Don McLean-United Artists UAS5535-F KO299-F A8299-F	34	37 38	STONES Neil Diamond - Uni 93106-J 2-93106-J 8-93106-J	67	STRAIGHT UP Badfinger-Apple ST3387-F N/A 8XT3387-F
2	9 13	CONCERT FOR BANGLA DESH Various Artists-Apple STCX3385-F N/A N/A	35	78	LIVE AT THE RIVIERA Engelbert Humperdinck-Parrot XPAS71051-K N/A N/A	68	25 20	SHAFT Soundtrack - Enterprise EN25002-Q ENS-2-5002-Q EN8-2-5002-Q
3	3 1	NEW LED ZEPPELIN ALBUM Atlantic -SD7208-P AC7208-P A8TC7208-P	36	28 30	FIDDLER ON THE ROOF Soundtrack - United Artists UAS10900-J K5013-J U5013-J	69	70 74	MUSIC OF EL TOPO Soundtrack-Douglas 6-H N/A N/A
4	2 4	MUSIC Carole King - Ode 77013-W CS77013-W 8T77013-W	37	35 49	HARMONY 3 Dog Night - Dunhill DSX 50108-N DHX55108-N DHM85108-N	70	60 50	SUMMER OF '42 Soundtrack - Warner Bros WS1925-P N/A 8WM 1925-P
5	5 8	A NOD IS AS GOOD AS A WINK Faces-Warner Bros BS2574-P CWX2574-P 8WM2574-P	38	36 47	CHER Kapp - KS3649-J N/A K8-3649	71	72 76	ARTHUR FIEDLER SUPERSTAR Polydor 2391 012-Q N/A N/A
6	7 5	WILD LIFE Wings - Apple SW3386-F 4XT3386-F 8XT3396-F	39	48 40	ANTICIPATION Carly Simon - Elektra EKS75016 - P CEK-75016-P 8EK-75016-P	72	77 84	JAMES AND THE GOOD BROTHERS Columbia-C30889-H N/A N/A
7	8 3	CHICAGO AT CARNEGIE HALL Columbia - C4X30865-H N/A N/A	40	50 56	NILSSON SCHMILLSON Harry Nilsson - RCA LSP4515-N PK1734-N p8S1734-N	73	93	IAN & SYLVIA Columbia C30736-H CT30736-H CA30736-H
8	10 11	KILLER Alice Cooper-Warner Bros BS2567-P CWX2567-P 8WM2567-P	41	55 61	FARTHER ALONG Byrds-Columbia KC31050-H N/A N/A	74	66 59	FUNKY SOUNDS Eric Mercury - Enterprise ENS1020-Q N/A N/A
9	6 7	BOB DYLAN'S GREATEST HITS II Columbia KG31120-H GA31120-H GT31120-H	42	59 52	TEA FOR THE TILLERMAN Cat Stevens - A&M SP4280-W CS4280-W 8T4280-W	75	74 97	RAINBOW BRIDGE Jimi Hendrix-Reprise MS2040-P CRX2040-P 8RM2040-P
10	17 19	TEASER AND THE FIRECAT Cat Stevens - A&M SP 4313-W CS4313-W 8T 4313-W	43	39 41	SUNFIGHTER Kantner - Slick - Grunt FTR1002-N PKFT1002-N P8FT1002-N	76	69 75	MASTER OF REALITY Black Sabbath-Warner Bros BS2562-P CWX2562-P 8WM2562-F
11	12 10	E PLURIBUS FUNK Grand Funk Railroad - Capitol SW853-F 4XW853-F 8XW853-F	44	65 68	TOGETHER Chuck Mangione - Mercury SRM2-7501-K N/A N/A	77	41 45	WHO'S NEXT The Who-Decca DL79182-J 73-9182-J 6-9182-J
12	11 12	CHILLIWACK A&M SP3509-W CS3509-W 8T3509-W	45	64 69	IN HEARING OF ATOMIC ROOSTER Elektra-EKS74109-P N/A N/A	78	42 43	SONG FROM THE STREET Murray McLauchlan - True North TN4-H TNA-4-H N/A
13	14 9	GATHER ME Melanie - Buddah BDS95003-M BD4-95003-M BD8-95003-M	46	56 65	PAUL ANKA Buddah BDS5093-M BD4-5093-M BD8-5093-M	79	58 54	LONG LOST RELATIVES Syrinx - True North TNX5-H N/A N/A
14	19 25	MAD MEN ACROSS THE WATER Elton John - Uni 93120-J 2-93120-J 8-93120-J	47	63 36	BLACK MOSES Issac Hayes - Enterprise ENS2-25003-Q N/A N/A	80	75 80	OZONE Commander Cody - Paramount PAS6017-M PAS4-6017-M PAS8-6017-M
15	20 26	ANNE MURRAY/GLEN CAMPBELL Capitol - SW869-F 4XT 869-F 8XT 869-F	48	62 34	SESAME STREET Original Cast-Warner Bros BS2569-P CWX2569-P 8WM2569-P	81	73 72	PERTH COUNTY CONSPIRACY ALIVE Columbia - GES90037-H GESA90037-H GEST90037-H
16	22 22	EVERY PICTURE TELLS A STORY Rod Stewart-Mercury-SRM1609-K MCR41609-K MC81609-K	49	67 67	ALL THE RIGHT NOISES Fergus - Capitol ST6370-G 4XT6370-F 8XT6370-F	82	82 94	MOE KOFFMAN PLAYS BACH GRT-9230-1008-T N/A N/A
17	13 15	NEW SANTANA Columbia - KC 30595-H CA30595-H CT30595-H	50	61 33	AERIE John Denver-RCA LSP4607-N N/A P8S 1354-N	83	83 89	MOZARTMANIA Waldo de los Rios - Daffodil SBA 16005-F 48X16005-F 8B16005-F
18	21 21	POPPY SEEDS Poppy Family - London PS599-K LKM57199-K LEM72199-K	51	51 32	ROCKIN' THE FILLMORE Humble Pie - A&M SP3506-W CS3506-W 8T3506-W	84	79 70	UP TO DATE Partridge Family - Bell 6059-M 4-6059-M 8-6059-M
19	18 17	THE LOW SPARK OF HIGH HEELED BOYS Traffic - Polydor 2334 026-Q N/A N/A	52	68 77	SEVEN OF MY SONGS Frank Mills - Polydor 2424 030-Q N/A N/A	85	76 66	TOM JONES LIVE AT CAESAR'S PALACE Parrot 71049-K PKMT796490-K PEMT798490-K
20	15 14	JESUS CHRIST SUPERSTAR Decca - DXSA7206-J 73 6000-J 6 6000-J	53	40 27	IMAGINE John Lennon-Apple SW3379-F 4XT3379-F 8XT3379-F	86	71 71	LOVE, LUCK'N LOLLIPOPS Bells - Polydor 2424 035-Q 3176 025-Q 3821 030-Q
21	16 18	THERE'S A RIOT GOIN' ON Sly & Family Stone - Epic KE30986-H EA30986-H ET30986-H	54	57 53	TUPELO HONEY Van Morrison - Warner Bros. WS1950-P CWX 1950-P 8WM1950-P	87	80 87	SONNY & CHER LIVE Kapp - KS3654-J N/A K8 3654-J
22	4 2	ALL IN THE FAMILY Atlantic - SD7210-P N/A A8TC-7210-P	55	38 39	PARTRIDGE FAMILY SOUND MAGAZINE Bell 6064-M 4-6064-M 8-6064-M	88	84 95	VICKI CARR SUPERSTAR Columbia C31040-H N/A N/A
23	24 24	FLOWERS OF EVIL Mountain - Windfall 5501-M N/A 8119 5501-T	56	HOT ROCKS Rolling Stones-London 2PS606/7-K N/A N/A	89	85 98	AGAINST THE GRAIN Stampede - MWC MWCS701-M MWCS4-701-M MWCS8-701-M
24	23 23	TAPESTRY Carole King - Ode SP77009-W CS77009-W 8T77009-W	57	54 48	HIGH WINDS WHITE SKY Bruce Cockburn - True North TN3-H TNA3-H TNT3-H	90	RARE EARTH IN CONCERT Rare Earth R534L-V N/A N/A
25	47 35	JOHNATHON EDWARDS Capricorn - SD862-P N/A A8TC862-P	58	49 60	COMING OF AGE 5 Man Elec. Band - Polydor 2424 074-Q N/A N/A	91	97	PAPA JOHN CREACH Grunt FTR1002-N N/A N/A
26	27 37	CARRYIN' ON Stampede - MWC MWCS702-M MWCS4-702-M MWCS8-702-M	59	43 44	TALK IT OVER IN THE MORNING Anne Murray - Capitol ST 6366-F 4XT6366-F 8XT6366-F	92	81 85	BARK Jefferson Airplane - Grunt FTR1001-N PKFT1001-N P8FT1001-N
27	32 64	SUMMER OF '42 Peter Nero-Columbia C31105-H CA31105-H CT31105-H	60	94	LIVING Judy Collins-Elektra EKS75014-P N/A N/A	93	DUSTY SHOES Next-Warner Bros.W9C9009-P N/A N/A
28	29 57	JESUS CHRIST SUPERSTAR Original Broadway Cast-Decca DL 7 1503-J N/A N/A	61	PICTURES AT AN EXHIBITION E.L.&P.-Cotillion ELS66666-P N/A N/A	94	86 90	AQUALUNG Jethro Tull - Reprise MS2035-P CRX2035-M 8RM2035-P
29	33 58	WE'D LIKE TO TEACH THE WORLD.... New Seekers - Elektra EKS74115-P CEK-74115-P 8EK-74115-P	62	52 63	RICHARD NIXON SUPERSTAR David Frye - Buddah BDS5097-M N/A N/A	95	88b93	SUMMER SIDE OF LIFE Gordon Lightfoot - Reprise MS2037-P CRX2037-P 8RM2037-P
30	34 46	L'OISEAU Rene Simard - Nobel NBL 502-K N/A NB5 502-K	63	53 51	EVERY GOOD BOY DESERVES FAVOUR Moody Blues - Threshold THS5-K TKM24605-K THM24805-K	96	90 81	ROUGH AND READY Jeff Beck Group - Epic KE 30973-H ET30973-H EA30973-H
31	26 16	THOUGHTS OF MOVIN' ON Lighthouse - GRT 9230 1010-T 5230 1010-T 8230 1010-T	64	44 29	MEATY, BEATY, BIG & BOUNCY The Who-Decca DL79184-J 73-9184-J 6-9184-J	97	91 73	THE MORNING AFTER J. Geils Band - Atlantic SD8297-P AC8297-P A8TC8297-P
32	31 42	TO YOU WITH LOVE Donny Osmond - Polydor 2424 039-Q N/A N/A	65	45 28	DESIDERATA Les Crane-Warner Bros BS2570-P CWX2570-P 8WM2570-P	98	98 83	FIFTH DIMENSION LIVE Bell - 9000-M 4-9000-M 8-9000-M
33	30 31	CARPENTERS A&M SP3512-W CS3502-W 8T3502-W	66	46 62	YES ALBUM Atlantic - SD8283-P AC8283-P A8TC8283-P	99	96 92	BARBRA JOAN STREISAND Columbia - KC30792-H CA30792-H CT30792-H
						100	92 78	OTHER VOICES Doors - Elektra EKS75017-P CEK 75017-P 8EK75017-P

CANADA'S ONLY NATIONAL 100 ALBUM SURVEY

Compiled from record company, radio station, and record store reports.

Note: Cassette numbers appear on left - Bar-track on right of each listing.

The Programmers

A WEEKLY FEATURE IN RPM
DESIGNED FOR CANADIAN
Programmers

No major threat in '72

JOHN MURPHY
PROGRAM DIRECTOR
VOCM RADIO
ST. JOHN'S NEWFOUNDLAND

I can't for the life of me think of any one major threat that has our management people at VOCM really concerned in so far as the year ahead is concerned. I don't think that makes us terribly unique in the industry. Rather, our concern is with two or

The Programmers **MEDIUM MESSAGE**

three separate and different threats. Perhaps threats is a little strong. More correctly these situations might be described as irritations. They fall into three categories: legislation, personnel and programming.

It is the devout hope of VOCM's management that the recently introduced policy, voluntarily withdrawing tobacco ads, will not establish any kind of a precedent where broadcast advertising is concerned. Frankly, the loss of this source of revenue was a hardship, the more so since it applies only to the electronic media, and not our print competitors. Obviously, there is little specific action we can take to counteract similar policies and/or legislation, other than to just grin and bear it.

As a successful, intermediate market, operation, VOCM has to contend with the age-old problem of staff-raiding by bigger markets. Having developed the potential of a performer to the point where he is really producing numbers, it is a drag to have him approached once and frequently more often, and later if not sooner, hired away by some other station. We can't presume to persuade any man to stay against his will. But we have introduced a salary scale that is more than competitive with our nearest "major" market and we do offer numerous fringe benefits that are considerably more enticing to the individual performer than many stations in larger markets than ours. One good move to counteract raiding has been our policy of hiring performers from major markets who have been through that "mill", and are more than willing to trade that kind of pressure for the relative security and peace of mind that our area offers.

In the area of programming, the failure of Canadian record manufacturers and distributors to get new releases into our station in a reasonable period of time after their release is a considerable annoyance. Were it

not for the fact that we have enlisted the aid of an American, pre-release service, we would go begging for many of the hits that break on national and international charts. Of course, this service does not provide Canadian releases, and of late there have been several important Canadian releases that have been late arriving, if they have arrived at all. Some record people have realized the potential of our market of 129,000 and call and visit regularly to keep abreast of the situation. More, however, are conspicuous by their failure to put in any kind of appearance, ever. Believe me, they are the losers. We understand that this sort of communication is a two way street, and because we believe this, we provide interested traders with advance chart listings, and welcome any and all record promotional visits and/or calls. The personal contact between record men and radio people is extremely important. In some "major" markets this sort of personal contact is discouraged by the broadcasters, not so at VOCM.

MLS AGENDA — FEB 1/72

The following singles are to be evaluated by MLS member stations and telexed to CKXL's Greg Haraldson by Feb 1st.

REVELATION

Michael Vincent

STRAWBERRY WINE

Spice

SHE TAUGHT ME HOW TO YODEL

Rod Erickson

ANTHEM (We The People)

Celebration

HEY LORD

Robert Salagan

TAMBOURINE

Jarvis Street Revue

BABY COME AND GET ME

Gene Williams

CJOM PREMIERES COMMUNITY THEATRE

CJOM, Windsor's progressive FM outlet, has launched a community theatre series. First event consisted of a concert appearance by Brownsville Station and Joe at the Tivoli Theatre in Windsor. That concert was broadcast live over the station.

Future presentations will include more rock concerts, jazz and blues, and films. Station Manager, Mike Linder also outlined plans for the use of a local street theatre group in future shows. Part of the profits of the ventures will be turned over to the Windsor Young Artists group for the acquisition of a printing press, to be used to publish the works of local writers and poets.

LORENZO SET GAINING WIDE ACCLAIM HERE

Irving Dobbs of Mibek Publishing, a Toronto-based pubbery, reports strong reaction to the "Lorenzo" album on Vintage, by former Ink Spotter, Lorenzo Conyers. Conyers has been resident in Toronto since 1960, performing frequently at many of the city's night spots. In spite of the fact that the set is not yet nationally distributed Dobbs managed to get copies to radio outlets right across the country.

MOR stations, slightly pressed for Canadian content suitable for their format responded positively. The set is now being aired by CKEY, CKNX, CKOK, CKCM, CKGA, CKAP, CKPG, CFAX, CKBC, CKCY, CFCH and CFOR among others. Response to a letter to the stations has been almost universally positive. Dobbs is currently engaged in plans for wider distribution.

REGINA'S CFMQ-FM — CONCERT FOR BANGLA DESH

Regina's progressive FM outlet, CFMQ presented Apple's "Concert For Bangla Desh" on its "The 25th Hour" January 7th at 10 p.m.

The album has created some controversy among retailers who have been allowed a suggested list price whereby they can make a few bucks on the album. Some retailers have rebelled against this practice and have advertised the album at being for sale at cost.

Regina's The Listening Centre took part of the CFMQ-FM ad in the local daily to emphasize their action. Their ad read: "The Concert for Bangla Desh album is being distributed on a cost basis by the Record Co., with all monies going to the fund. Retail outlets have been given a list price to sell the album at a profit. THE LISTENING CENTRE No. 7 Midtown Centre will sell this Album at cost as we do not feel that anyone should profit from the suffering of others. You can help give relief money to this cause by the purchase of this 3 record set. Happy New Year. 'Rock In Peace'."

CHANGES IN L.A.

Former KHJ morning man Robert W. Morgan more recently of WIND in Chicago is now back on KHJ in the a.m. Coincidentally, Charlie Tuna who had been handling the early morning duties at the L.A. rocker since October '70, handed in his resignation. Tuna has not yet announced his plans. His reported KHJ salary was in the neighborhood of \$40,000.

**STRICTLY
FOR
SERIOUS
DRINKERS**

Love is Wine
AMX 322



A new brew, sparkling
with life and love
from:

**Terry
McManus**

A&M RECORDS

The Programmers **TRIBAL
DRUM**

CFRA Ottawa needs experienced all-nite man. Contact George Johns.

CJCH set to present Chilliwack (28), Doctor Music and Ocean on Feb 5th as part of the Dalhousie Winter Carnival.

CHLO is official Miss Teen Canada station for London/St. Thomas market and reaction has been excellent.

"Mystery Sound" running at CJCH. Building jackpot starts at \$92 with each new game.

Mid-month Crowbar concert, sponsored by CJCH, sold out. Future concerts include, Dr. Music, Ocean and Chilliwack.

Bill Drake, radio consultant for the RKO General radio chain in the U.S. is moving PD's from station to station. Mel Phillips of WRKO Boston moves to WOR FM as PD with KHJ jock Mark Elliot (formerly Ed Mitchell of CKLW) going to Boston to run things. Sebastian Stone goes from KCBQ to KFRC as PD and Paul Drew is rumoured to be on his way to the RKO station in Washington. Drew was the one who was fortunate enough to get the interview with Paul McCartney, his wife Linda and 2 members of Wings in McCartney's New York apartment. The interview was an hour long and ran on KFRC New Years night.

Russ Simpson, one of the first jocks to move into CKEY when it went Top 40 many moons ago, moves back to CKLG after a stint at KRIZ.

CKRD Red Deer now publishing a chart. New on this week at No. 10 is Think's "Once You Understand".

CKCK's Ken Sebastian Singer highly recommends "The DeeJays" by A. Passman (McMillan). The book traces the history of the business and touches on the first Dee-jays to the present collection of "radio freaks".

**PROGRAMMERS WEEKEND
CO-ORDINATED BY RPM**

To tie-in with Communications Three and the Juno Awards, RPM is co-ordinating a full weekend of activities, open to programmers and the music trade from across Canada.

The weekend begins with C3 (Communications Three) Saturday Feb 26 at the Inn On The Park in Toronto, followed by a cocktail party for the programmers and those attending C3.

Various companies are planning events and hospitality suites for Sunday (27) with activities scheduled for the full day.

The Juno Awards Presentation will cap the weekend - Monday Feb 28.

Programmers from across Canada, both major and secondary, will be in attendance at all the functions and the three day gala promises to be a first for Canada's radio and record industries.

The Programmers **FRENCH
CANADIAN TOP TEN**

- 1 LE FRIGIDAIRE
Tex Lecor-Gamma AA 1128-K
- 2 UN SOIR SANS TOI
Jean Nichol-Trans World 85-Y
- 3 ALLELUIA EN PYJAMA
Christopher Laird-Vogue 4600
- 4 JE N'AI JAMAIS AIME COMME
JE T'AIME
Frederic Francois-London LF 1005-K
- 5 L'AVENTURA
Eric Charden & Stone-Gamma AA.1129-K
- 6 UNE FLEUR RIEN OU'UNE ROSE
Crazy Horse-Much CHFI 3505-K
- 7 MAGGIE MAY
Richard Anthony-Able AB 715-K
- 8 HEY JOE MCKENZIE
Vicky-RCA 755101-N
- 9 IL FAIT BEAU IL FAIT BON
Claude Francois-Able AB 714-K
- 10 LE LOUP LE RENARD LE LIEVRE
Marthe Fleurant-Trans Canada 3404-Y

UP & COMERS

LA VIE LA VIE
Michel Delpech-Barclay 60185-Q

DESIDERATA
Jean Coutu-Warner Bros 4004-P

MARILENE
Yves Sauve-RCA 755103-N

The Programmers **BREAKING &
STIFFING**

CKLG reports "Rock 'n Roll Band" by Billy Mysner "bombed". New Osmonds getting strong sales but also listener reaction since sound is different. Tony Kingston strong in sales and requests in Vancouver.

Stock problems every where west of the Rockies due to severe snow and the air traffic controllers' strike.

Think goes number one in three weeks in Yellowknife. CFYK using "Good Friends flip on country block with strong results.

"American Pie" looks like the strongest record we've seen in many a moon. Number one absolutely everywhere and still hanging in.

Four jumpers at CJCH: Betty Wright 18-8, 3 Dog Night 20-9, Carpenters 26-16, Jackson Five 27-17.

CFRW reports response great to Frank Mills - could be No. 1. Don McLean now has been No. 1 in Winnipeg for 7 weeks. Brave Belt's latest moved 22-12 this week on the CFRW 30.

Nilsson moved 13-3 on CHUM Toronto. Frank Mills' "Love Me, Love Me, Love" now No. 20 on the CHUM 30; meanwhile "Levon" stiffed and is off the chart.

Frank Mills No. 2 at CHLO St. Thomas. Were it not for American Pie, it might be No. 1. Nilsson going top 5 at CHLO.

WE GOT THE HOTS

EXPLODING!

**DONNIE
ELBERT**

"I CAN'T HELP
MYSELF"

AVCO 4587

**THE
STYLISTICS**

"YOU ARE EVERYTHING"

AVCO 4581

**3
DOG
NIGHT**

"NEVER BEEN
TO SPAIN"

DUNHILL 4299

NILSSON

"WITHOUT YOU"

RCA 74-0604

NEW

ELVIS

"UNTIL IT'S TIME
FOR YOU TO GO"

RCA 74-0619



NEW

**MICHAEL
VINCENT**

"REVELATION"



AVCO 75-1073

The Programmers QUESTION OF THE WEEK

What do you consider was your station's best on-air promotion or contest in the last year?

Greg Haraldson — CKXL Calgary

The best on-air contest CKXL ran in the last year was called The Memory Bank Contest. Voice tracks of a talking computer who stored the words to every song over the years in his memory bank were presented to a contestant on the air. The contestant was required to identify the correct title of the song. New voice tracks of a line from the song were added each day until the song was identified. 12 winners received component stereo sets.

Ken Sebastian Singer — CKCK Regina

In conjunction with Saskatchewan's Homecoming '71 CKCK ran "Homecoming Cash". One hundred dollars a week given away to listeners who heard their name called on the air. Contest ran every week during tourist season.

John Mackey — CKGM Montreal

By far the most successful promotion on CKGM in the past year was our presentation of the Elvis Presley Story which was run last fall. Tied into it was a round the clock contest to identify the five Elvis mystery tunes with the winner receiving our all expense paid trip for two to Las Vegas to see Elvis in person. The contest was played hourly on the phone. Reaction in Montreal to the Elvis Presley Story was great with over 500 letters in appreciation being sent to the station when it was completed.

George Johns — CFRA Ottawa

Location X was CFRA's most successful contest because of Ottawa's famous landmarks. All the clues to the contest tied the city in with the car that was given away, and made it the most exciting one we ran last year.

Chuck Chandler — CFRW Winnipeg

Two contests rate as the best. One was Location X where listeners guessed the whereabouts of a 1971 Gremlin. The other contest was Aculpoco Gold where listeners called up, identified any solid gold played on CFRW, and qualified for a trip to Mexico.

Jerry Stevens — CHLO St. Thomas

Although CHLO is involved in many contests, musical documentaries, public appearances, and promotions of all kinds during 1971, our best was "The Big Splash" run in the summer. Listeners were invited to call as soon as they heard the sound of the big splash. The first to call qualified for a full sized swimming pool and accessories.

J. Robert Wood — CHUM Toronto

Several contests aired in the past year proved to be successful and exciting. However, judging from audience response, CHUM's Top 100 of 1971 was the most

talked-about on-air promotion run in the last year. The entire show lasting 6½ hours was scripted and recorded with music, big news stories of the year and almost 30 interviews with artists whose records placed on the Top 100. The program was distributed free of charge to other radio stations through the C.A.B.

Danny Roman — CJCH Halifax

Two on-air promotions come to mind as creating equal response. The first was called Location X. Listeners tried to guess the location of a hidden sum of money. Clues were used to point the way.

The second we called Million Dollar Mystery. In this one we tied in a news story along with a clip from a Gold Record. We identified the year and then asked the caller to name the record. Right or wrong we immediately went right into the runup of the Gold Record in question and finished off the call.

*Next week's question will be:
What kind of musical balance does your station attempt to achieve in selecting music for its playlist each week?*

*Deadline: Wed. Noon - Toronto time.
Open to all programmers.*

CKFH MEETING SUCCESS WITH "HITMAKERS"

CKFH reports heartening success with its weekly "Hitmakers" series. The program, airing on Sundays, features top name acts for an hour, with interviews, background information and music. Last Sunday, Polydor's Osmonds were in for the treatment. The station's switchboard was alight through to the next day with inquiries.

"The Hitmakers", airing every Sunday between 6 p.m. and 7 p.m., is produced by the station's Mike Byford.

IT'S WINTERTIME
AND THE
WEATHER'S FINE
FOR

"THE SNOWMOBILE SONG"



STOMPIN'
TOM CONNORS

SUMMUS SR 2501

The Programmers MAPLE LEAF SYSTEM

BY NEVIN GRANT

THE MAPLE LEAF SYSTEM is sorry to announce the withdrawal, effective Jan 31/72 of CKOM Saskatoon from the System. It is the feeling of CKOM that "the original intention of the System - to promote the talents of our Canadian artists - is primarily taken care of by the 30 percent regulation now in effect." The Chairman believes the MAPLE LEAF SYSTEM has more teeth than a blanket 30% ruling, and can do more direct good by giving National Impetus to a Hit. Be that as it may, the Chairman notes with regret the withdrawal of CKOM from the MAPLE LEAF SYSTEM and wishes to thank the management and staff of CKOM for their participation and support during the System's formative years. CKOM did not hesitate to lend her immediate support to the MAPLE LEAF SYSTEM on its inception in 1969 . . . she has been a loyal member. The remaining 12 System member stations join me in thanking CKOM for her fine efforts supporting Canadian Talent over the past years.

RESULTS OF MLS VOTING FOR JANUARY 26/72

TWO BOUREES Moe Koffman	3.5
NEVER COMIN' HOME Brave Belt	5.6
A MESSAGE Yukon	5.1
COMIN' HOME Company Store	1.5
LIKE YOU John Murray	2.0
YOUR NEIGHBOR Emmerson Carruthers	2.7
I'M A SONG Christmas	4.6

Brave Belt's "Never Comin' Home" will receive two week's airplay on MLS Stations.

ANTI DRUG PROMOS NOW AVAILABLE FROM CAB

The CAB Program Exchange branch is making available to member stations, a series of anti-drug promotions featuring the voices of prominent American pop artists. The segments in the series consist of eight thirty second bits and five of sixty seconds. Voices include those of Bob Hite, Frank Zappa, Grace Slick, John Sebastian, Jim McGuinn and John Mayall.

The spots were produced at CJOE in London using voice tracks provided by the Do It Now Foundation in Hollywood. Another spot is available, produced at CKOK, Pen-ticton by Bob Gourlay, entitled, "See Dick, See Jane."

Register NOW for
COMMUNICATION THREE

-Form on page 3

The
ProgrammersINSTANT
LAFFS

I've gotta stop going to the race track. You know, years ago you tied a horse to a post if you wanted him to stand still—now you just bet on him.

No doubt about it—women are definitely the inferior sex. I mean how can a woman spot a hair on a man's coat—and miss a Greyhound bus.

Soon, baseball training camps will open. How about those Montreal Expos last year, eh? The only team in the league that can hit five homers and score three runs.

With taxi fares as high as they are—you not only can't afford to take it with you—you can't even afford to get there.

(Jock) was telling me his wife is divorcing him....because of mathematics....she put two and two together.

You know why all those people are sitting on the same side of the table at the last supper? That's the way the photographer arranged it.

Eight cents to mail a letter. It's gotten to the point where college kids can't afford to write home for money any more.

Those 747's sure fly at a fast clip, don't they? You know, you can get on in Toronto with two rabbits, and get off in Vancouver with still only two rabbits.

A fellow at the plant next door was found guilty of possession of marijuana. As a result, they've taken his job away. But he's still on the payroll. He's working part time cutting the grass.

RICHARD continued from page 6

We've already had a comparative blizzard of hit records, but sadly, there haven't been too many great ones. This is not to take anything away from the calibre of our musicians; I actually believe that our average level of musicianship is far above our southern neighbors.

We've been doing real well with the quantity of hits making it in the States and elsewhere, but the quality is an entirely different matter. Here is where we could really use some rapid improvement, and like it or not, the Government isn't going to be able to offer any legislated support.

The CRTC gave us an industry by creating a demand for a quantity of music. But the quality is something which has to find its own level. It's up to the musicians, the producers, the record companies, the Maple Leaf System, the music directors, the press, and then, the public.

Our track record demonstrates that we've got loads of room for improvement in the quality area. Not much music is being made in Canada purely for the sake of the music. A few record companies are providing us with beautiful packages of musical treats, but their efforts are more often than not ignored or underrated.

We'd be doing a lot better if there were a lot less ego trips going down at all levels of the scene.

Damn it, everything is in our favour. The weather as well, if you subscribe to my hastily-sketched theory. When the mercury drops back into the ball and when the snow rushes down in gusts, we should be getting into it and coming up with music that will knock the world on its arse.

'71 brought us the quantity. I only hope that '72 brings less quantity and a lot more quality. Because that's what counts in the long haul.

As for the Toronto winter, the thaw is back. Maybe that's why Toronto has been contributing so little to increasing the qualitative levels of Canadian rock music. There's too much freezing rain and mild spells. Non-committal and a cop out. Toronto's weather just doesn't make it.

Yanosumpin? I'm so pissed off about Toronto's poor winter performance that I'm exploring the possibilities of spending most of next winter in Northern Saskatchewan. Where winter is winter and you know you're alive. Where some fool isn't telling you how great it is because it will be mild tomorrow.

I'm really serious about it and I'm investigating it all with the ardor I restrict to affairs of deep personal significance. What seasonal fanatic wouldn't?

ATTENTION DJ'S

Not just a few pages of two liner gags. WWJ will send you 28 pages of useable material every week. Free sample folio-write WWJ, Box 340, Station Q, Toronto Ontario. Special rates for small markets.

Al Boliska

ROCK AND ROLL
JUST WON'T DIE

NEXT....DUSTY SHOES



LP WSC-9009

8tr-8WM-9009

KINNEY MUSIC OF CANADA, LTD.

The
ProgrammersMOR
PLAYLIST

- 1 AMERICAN PIE
Don McLean-United Artists 50856-J
- 2 COTTON JENNY
Anne Murray-Capitol 72657-F
- 3 TURN YOUR RADIO ON
Ray Stevens-Barnaby 2048-H
- 4 ONE TIN SOLDIER
Skeeter Davis-RCA 74-0608-N
- 5 SUMMER OF '42
Peter Nero-Columbia 45399-H
- 6 IT'S ONE OF THOSE NIGHTS
Partridge Family-Bell 45-160-M
- 7 HURTING EACH OTHER
Carpenters-A&M 1322-W
- 8 L'OISEAU
Rene Simard-Nobel 5627-K
- 9 KISS AN ANGEL GOOD MORNING
Charley Pride-RCA 74-0550-N
- 10 MUSIC FROM ACROSS THE WAY
James Last-Polydor 2041 170-Q
- 11 FRIENDS WITH YOU
John Denver-RCA 74-0567-N
- 12 LOVE ME, LOVE ME, LOVE
Frank Mills-Polydor 2056 076-Q
- 13 MY BOY
Richard Harris-RCA 4293-N
- 14 AN OLD FASHIONED LOVE SONG
3 Dog Night-Dbnhill 4294-N
- 15 TOGETHER LET'S FIND LOVE
Fifth Dimension-Bell 45-170-M
- 16 GOOD FRIENDS
Poppy Family-London 172-K
- 17 SUNSHINE
Jonathan Edwards-Capricorn 8021-P
- 18 TOGETHER AGAIN
Hank Smith-Quality 2024X-M
- 19 FIELDS OF GREEN
Sean Dunphy-Boot 023-K
- 20 CHERISH
David Cassidy-Bell 45150X-M
- 21 REMEMBERING YOU
Roger Kellaway-A&M 1321-W
- 22 LION SLEEPS TONIGHT
Robert John-Atlantic 2846-P
- 23 SAUNDER'S FERRY LANE
Gary Buck-RCA 75-0509-N
- 24 TWO BOUREES (Suite III)
Moe Koffman-GRT 1230-21-T
- 25 LOVE ME BROTHER
Tapestry-Polydor 2065 091-Q
- 26 LOVE IS
Mashmakhan-Columbia C4-3011-H
- 27 INDEPENDENT MEANS
Brannigan's Boys-Boot 109-K
- 28 I SHALL BE RELEASED
Anne Attenborrow-Polydor 2065 069-Q
- 29 CRY
Lynn Anderson-Columbia 4-45529-H
- 30 DIAMONDS ARE FOREVER
Shirley Bassey-United Artists 50845-F
- 31 WITHOUT YOU
Nilsson-RCA 74-00604-N
- 32 PRECIOUS AND FEW
Climax-Carousel 3005X-M

How valid is the BBM rating?

The other day I was talking to a man whose station had fared quite well in a recent BBM survey. Proudly the fellow checked off the station's statistical achievements, laying particular emphasis on the cumulative listeners. Suddenly he wasn't happy and stopped short.

"Don't you care?" he demanded.

I answered with rather more bitterness than the occasion demanded. "Yeah, I care, I guess. I care that you've done your best to

The
ProgrammersCROSSTALK
jim smith

influence the outcome of the survey. And I care that you've succeeded. I care that you've demeaned the whole principle of the survey just to pull off artificially high ratings." Which, naturally enough, terminated the conversation.

In retrospect, I would have to admit that my judgement of the broadcaster was unduly harsh. He was only exercising good business judgement by trying to pull higher ratings during the sampling period and slacking off on promotion when nobody's taking numbers. My rage should have been directed at the way the sample is conducted.

The radio chap didn't bother to ask, but what I was trying to say was that the current sampling method of the BBM is considerably less than satisfactory. The broadcasters, knowing full well which weeks have been chosen for BBM sampling, have taken it upon themselves to distort listening patterns during those weeks. They run special contests, buy newspaper ads, and generally go out of their way to make their station known during this period. Then the week passes and they go back to the usual business routine, which is to pacify the listeners you already have.

Of course this is very good business practice for the broadcasters, and will be for as long as the advertisers insist on buying time merely according to a set of numbers, without making any real effort to understand either the meaning of the numbers or how they are derived. But it also creates a serious credibility gag in the ratings.

To illustrate what I mean, a quickie course in statistical theory is in order. If you don't care about statistics, and this section isn't going to teach very much, skip these next three paragraphs.

Statistics is nothing more than the art of investigating a very few individuals, breaking down the proportion of these individuals who possess given characteristics, and from this projecting the total number of individuals in the entire population who possess these characteristics. For example suppose there are one million people whose colour preference you wish to know. So you in-

vestigate 1,000 individuals and find that 666 prefer red. So you may be able to project that 666,000 individuals out of your million will prefer red. Or, in the broadcast field, you find out what stations a few people prefer and project this to cover the entire population.

There is nothing mystical about all this. There are several mathematical theorems, whose proofs are difficult but whose meanings are quite simple, which allow predictions to be made when sample selection is made randomly. These laws say that when sample selection is made randomly the sample's average will approach the population's average as the number of individuals in the sample increases. The population average is what we want to find. So, after we have a certain number of individuals in our sample, we can say with some certainty that the population average has a particular value.

But all this hinges on the principle of random selection. A selection is random if every member of the population has equal chance of being included in the sample. If selection is not made randomly there is no guarantee, or even likelihood, that the two averages will coincide.

The proofs of the above are not simple. But here it is only necessary to accept that random selection is necessary.

So we arrive back at our initial confrontation with the happy broadcaster. The BBM had carefully chosen its sample to conform with all the principles of random selection and, if there were no abnormal outside forces to confuse matters, the answers the sample yields should be pretty good approximations. But there is an abnormal extraneous force — and that is the broadcaster's publicity campaign.

The broadcaster had raised his ratings during the BBM sample period by various short-term promotional efforts. The week of the BBM survey he had taken large newspaper ads to publicize special events on his station. The special events in themselves involve tampering with normal listener schedules. Large mailings were made telling people that their names were included in a draw for large prizes — but they must be listening when their name is announced to collect the prize.

The station boosted its open-line guest calibre, bringing in some obviously high-priced talent. Assorted listener participation contests were run. And the play list was regulated even more extensively than usual.

To top the pitch for listeners, the station cut back its commercial time for the week, recognizing that commercials cause tune-outs.

Naturally, while all this was going on, the station's rivals had not been idle. They had their own ads, their own prizes, and their own program shuffling. One station would be carrying a playoff CFL game that could raise its cums as much as 150,000 for the rating period, even though the listeners would tune in for less than three hours.

FIRST CLASS IS FASTER

SMITH continued on page 23



PAUL CLINCH

"DON'T TAKE THE SUN OUT OF MY LIFE"

f/s

"ONE WOMAN MAN"

The lyrics, the sound and the performance come together in a record which might prove to be one of the biggest this year. Already distinguished as one of Canada's brightest young writer-arranger-producers, Paul Clinch shows great potential as a performer.

TAMARAC



TTM 664

Manufactured in Canada by Quality Records

The
ProgrammersNEW ON
PLAYLISTS

MAJOR MARKETS

CKCK REGINA

The Way Of Love-Cher
Can't Help Myself-Donnie Elbert
Don't Say You Don't-Beverly Bremers
Roundabout-Yes
Salty Dog-Procol Harum
I Am A Preacher-Tony Kingston
Stay With Me-Faces

CKLW WINDSOR

Hurting Each Other-Carpenters
Never Comin' Home-Brave Belt
Heart Of Gold-Neil Young
Little Jimmy Jones-Ronnie Fray

CHED EDMONTON

Fire And Water-Wilson Pickett
Runaway/Happy Together-Dawn
The Way I Feel About Cha-Bobby Womack
My World-Bee Gees
Strawberry Wine-Spice
Sweet Season-Carole King

CKGM MONTREAL

My World-Bee Gees
Can't Help Myself-Donnie Elbert
Kiss An Angel-Charley Pride
Mother & Child Reunion-Paul Simon
Way Of Love-Cher
Ring The Living Bell-Melanie
I Know You're Crying-Glass Bottle
Heart Of Gold-Neil Young
No One To Depend On-Santana
Feeling All Right-Joe Cocker

CKLG VANCOUVER

Lion Sleeps Tonite-Robert John
Everything I Own-Bread
Ring The Living Bell-Melanie
Banga Bong-T.Rex
Mother & Child Reunion-Paul Simon

CJME REGINA

Heart Of Gold-Neil Young
Mother & Child Reunion-Paul Simon
Everything I Own-Bread

CHUM TORONTO

Bang A Gong-T.Rex
Kiss An Angel Goodbye-Charley Pride
Mother & Child Reunion-Paul Simon
Same Old Feeling-Fergus
Until It's Time-Elvis Presley

CFRA OTTAWA

Floy Joy-Supremes
Heart Of Gold-Neil Young
Got To Get It On-Adriasi Brothers
My Love Sings-Joey Gregorash
Softy Whispering-English Congregation
Lion Sleeps Tonite-Robert John

CFRW WINNIPEG

Without You-Nilsson
The Harder I Try-Free Movement
Bang A Gong-T.Rex
We're Dancing-Second Helping

CHLO ST. THOMAS

Don't Say You Don't-Beverly Bremers
The Way Of Love-Cher
Precious & Few-Climax
Lion Sleeps Tonite-Robert John
Ring The Living Bell-Melanie
Nickel Song-Melanie
Gospel Rock-Dr. Music
Son Of Shaft-Bar Kays
How Can I Tell You-Cat Stevens
Friends-5 Man Electrical Band
Monday Morning Choo Choo-Stampeders
Love Is Wine-Terry McManus

CKOC HAMILTON

Can't Help Myself-Donnie Elbert
Mother & Child Reunion-Paul Simon
Rock & Roll Lullaby-B.J. Thomas
Heart Of Gold-Neil Young
Oh Babe-Terry Black/Laurel Ward
Roundabout-Yes
Handbags & Gladrags-Rod Stewart

CKOM SASKATOON

Keep Playin'-Edgar Winter's White Trash Band
Precious & Few-Climax
Lion Sleeps Tonite-Robert John
Chantilly Lace-Daddy Dewdrop

CKFH TORONTO

Floy Joy-Supremes
Softly Whispering-English Congregation
Runaway/Happy Together-Dawn

CHAM HAMILTON

Can't Help Myself-Donnie Elbert
Brian's Song-Michel Legrand
Sweet Seasons-Carole King
Love The Life I Lead-Fantastics
Love Is-Mashmakhan
Mother Child Reunion-Paul Simon

CJCH HALIFAX

Can't Help Myself-Donnie Elbert
Everything I Own-Bread
Good Friends-Poppy Family
Love Me Tomorrow-Roberta Flack
Until It's Time-Elvis Presley

SECONDARY MARKETS

CFYK YELLOWKNIFE

Ease Your Pain-Murray and Campbell
Precious & Few-Climax
Sweet Talkin' Woman-Spice
Only Love-Sonny James
Good Friends/Trying-Poppy Family
Blessed Are-Joan Baez

CFNB FREDERICTON

Never Comin' Home-Brave Belt
Hurting Each Other-Carpenters
Footstompin-Grand Funk Railroad
Move Em Out-Delaney & Bonnie
Your Love-Martha Reeves/Vandellas
Floy Joy-Supremes
Fly Across The Sea-Edward Bear

CKRD RED DEER

Fire & Water-Wilson Pickett
Two Bourrees-Moe Koffman
Don't Want To Go-Emmerson Carruthers
Mighty Ship-Paul Jones
Victoria-Hartford Baby Grande
Token Chokin'-Cactus
Love Gonna Pack Up-Persuaders
Move Em Out-Delaney And Bonnie
Together-Beverly Glenn Copeland
What Am I Living For-Ray Charles
Couldn't Wait-Michael Vincent

The
ProgrammersNEW ON
CHARTS

CFRW WINNIPEG

Rock 'N Roll Band-Billy Mysner
Never Been To Spain-3 Dog Night
Lazy River-Osmonds

CHLO ST. THOMAS

Lazy River-Osmonds
Sweet Seasons-Carole King
Move 'Em Out-Delaney & Bonnie
Everything I Own-Bread

CJCH HALIFAX

Drownin' In The Sea-Joe Simon
Stay With Me-Faces
Lazy River-Osmonds

CHUM TORONTO

Sweet Seasons-Carole King
Lazy River-Osmonds
Floy Joy-Supremes
Softly Whispering-English Congregation

CFRA OTTAWA

Lazy River-Osmonds
Levon-Elton John
I Am A Preacher-Tony Kingston
Precious & Few-Climax
Joy-Apollo 100
Without You-Nilsson

CKOM SASKATOON

Stay With Me-Faces
Rock 'n Roll-Detroit
Lazy River-Osmonds
Same Old Feelin'-Fergus

CKDM DAUPHIN

Never Been To Spain-Three Dog Night
Clean Up Woman-Betty Wright
Levon-Elton John
You Are The One-Sugar Bears
Same Old Feelin'-Fergus

RADIO MUTUEL

Make Me The Woman-Gladys Knight
Feelin' Alright-Joe Cocker
Lion Sleeps Tonite-Robert John

CKBB BARRIE

Levon-Elton John
Hurting Each Other-Carpenters
Joy-Apollo 100
You Are Everything-Stylistics

CKLC KINGSTON

Witch Queen Of New Orleans-Redbone
Good Friends-Poppy Family
Hurting Each Other-Carpenters
Anticipation-Carly Simon
Hey Big Brother-Rare Earth

CKBC BATHURST

Feeling Alright-Joe Cocker
Fly Across The Sea-Edward Bear
Move 'Em Out-Delaney & Bonnie
Could Have Been A Lady-April Wine
Hurting Each Other-Carpenters
Lion Sleeps Tonite-Robert John
Precious And Few-Climax
Mexican Lady-Steel River
Bitter Blue-Cat Stevens
Good Friends-Poppy Family

CKWS KINGSTON

Lazy River-Osmonds
Bang A Gong-T.Rex
Hey Big Brother-Rare Earth
Mexican Lady-Steel River

CKBI PRINCE ALBERT

Fly Across The Sea-Edward Bear
Once You Understand-Think
Black Dog-Led Zeppelin
Witch Queen Of New Orleans-Redbone
My Love Sings-Joey Gregorash
Stay With Me-Faces
Anticipation-Carly Simon

VOCM St. JOHN'S

Same Old Feelin'-Fergus
Joy-Apollo 100
Hurting Each Other-Carpenters

THE PROGRAMMER'S
WEEKEND

Feb 26 -Communication Three
Feb 27 -Meet The Programmers
Feb 28 -Annual Juno Awards

- DON'T MISS IT! -

CHOW WELLAND

Lion Sleeps Tonite-Robert John
Rock 'N Roll-Detroit
Mexican Lady-Steel River
Another Puff-Jerry Reed
Lazy River-Osmonds

CKRC WINNIPEG

Stay With Me-Faces
Love Me Love Me-Frank Mills
My World-Bee Gees
Softly Whispering-English Congregation

CKGM MONTREAL

Sweet Season-Carole King
Until It's Time-Elvis Presley
Could Have Been A Lady-April Wine
Run Away/Happy Together-Dawn
Joy-Apollo 100

CKLG VANCOUVER

Lazy River-Osmonds
Drowning In The Sea-Joe Simon
My World-Bee Gees
Softly Whispering-English Congregation
Heart Of Gold-Neil Young

CFYK YELLOWKNIFE

Cotton Jenny-Anne Murray
Levon-Elton John
Black Dog-Led Zeppelin
Teach The World To Sing-Dr Music
Never Been to Spain-3 Dog Night

CHED EDMONTON

Floy Joy-Supremes
Good Friends-Poppy Family
I Am A Preacher-Tony Kingston
The Lion Sleeps Tonite-Robert John
Tupelo Honey-Van Morrison

CKLW WINDSOR

Until It's Time-Elvis Presley
Now Run And Tell-Denise LaSalle
Sweet Seasons-Carole King
That's What Love Will Make You Do

CJME REGINA

Got To Get It On Again-Adrissi Bros
Lion Sleeps Tonite-Robert John
Don't Say You Don't-Beverly Bremers

CKFH TORONTO

Joy-Apollo 100
Lion Sleeps Tonite-Robert John
My World-Bee Gees
Everything I Own-Bread

CKOC HAMILTON

Sweet Seasons-Carole King
Got To Get It On-Adrissi Brothers
Bang A Gong-T. Rex
Ring The Living Bell-Melanie

CKCK REGINA

Anticipation-Carly Simon
Lion Sleeps Tonite-Robert John
Hurting Each Other-Carpenters
Softly Whispering-English Congregation

THE PROGRAMMERS' WEEKEND**February 26-27-28****The Programmers COUNTRY PLAYLIST**

- | | | |
|--|---|--|
| 1 4 ONE'S ON THE WAY
Loretta Lynn-Decca 32900-J | 16 16 COLD DAY IN OCTOBER
R.Harlan Smith-GRT 1320 10-T | 33 46 I'VE COME AWFUL CLOSE
Hank Thompson-Dot 17399X-M |
| 2 2 CAROLYN
Merle Haggard-Capitol 322-F | 17 28 10 DEGREES & GETTING COLDER
George Hamilton IV-RCA 0622-N | 34 10 TOTAL DESTRUCTION
Lynn Jones-MCA 2019-J |
| 3 7 I CAN'T SEE ME WITHOUT YOU
Conway Twitty-Decca 32895-J | 18 18 THE MORNING AFTER BABY
LET ME DOWN
Ray Griff-GRT 101 4460-T | 35 17 BILL JONES GENERAL STORE
Tommy Hunter-Columbia C4 3000-H |
| 4 3 SAUNDER'S FERRY LANE
Gary Buck-RCA 75 0509-N | 19 19 ANOTHER PUFF
Jerry Reed-RCA 0613-N | 36 21 MY DADDY'S BLACKLAND FARM
Scotty Stevenson-London 17417-K |
| 5 8 COTTON JENNY
Anne Murray-Capitol 72657-F | 20 27 OKLAHOMA SUNDAY MORNING
Glen Campbell-Capitol-3254-F | 37 38 TURN ME AROUND
Shirley Ann-Big Chief 7235 |
| 6 1 THERE AIN'T NO EASY WAY
Eddie Chwill-Barry 2528X-M | 21 24 MUCH OBLIGE
Greene/Seeley-Decca 32898-J | 38 37 YOU DON'T HAVE TO GO
TO SWITZERLAND
Russ Gurr-Rodeo 3355-K |
| 7 15 BEDTIME STORY
Tammy Wynette-Epic 10918-N | 22 11 (Seashores) OF OLD MEXICO
Hank Snow-RCA 74-0544-N | 39 45 SNOWTIME
Michael Brandon-Ampex 1305-V |
| 8 14 ONE TIN SOLDIER
Skeeter Davis-RCA 74-0608-N | 23 47 RED RED WINE
Roy Drusky-MeScury 73252-K | 40 25 BRING HIM SAFELY HOME
TO ME
Sandy Posey-Columbia 45458-H |
| 9 20 I'M A TRUCK
Red Simpson-Capitol 3236-F | 24 32 LOVE IS LIKE A SPINNING WHEEL
Jan Howard-Decca 32905-J | 41 50 YOU CAN'T GO HOME
Statler Bros-Mercury 73253-K |
| 10 13 TURN YOUR RADIO ON
Ray Stevens-Barnaby 2048-H | 25 49 GOOD HEARTED WOMAN
Waylon Jennings-RCA 0615-N | 42 34 SHE'S ALL I GOT
Johnny Paycheck-Epic 10738-H |
| 11 9 BURNING THE MIDNIGHT OIL
Wagoner/Parton-RCA 9565-N | 26 33 TOGETHER AGAIN
Hank Smith-Quality 2024X-M | 43 36 TOO OLD TO CUT THE MUSTARD
Buck & Buddy-Capitol 3215-F |
| 12 5 MILE AFTER MILE
Orval Prophet-Columbia C4 2984-H | 27 39 FORGIVE ME FOR NOT
CALLING YOU DARLING
Nat Stuckey-RCA 0590-N | 44 ... TAKE ME
Wynette/Jones-Epic 5-10815-H |
| 13 6 WOULD YOU TAKE ANOTHER
CHANCE ON ME
Jerry Lee Lewis-Mercury 73248-K | 28 48 ANN (Don't Go Runnin')
Tommy Overstreet-Dot 17402X-M | 45 ... UNTOUCHED
Mel Tillis-MGM 14329-M |
| 14 23 THE BEST PART OF LIVING
Marty Robbins-Columbia 45520-H | 29 29 KISS AN ANGEL GOOD MORNIN'
Charley Pride-RCA 0550-N | 46 ... TO GET TO YOU
Jerry Wallace-Decca 32914-J |
| 15 22 IT'S FOUR IN THE MORNING
Faron Young-Mercury 73250-K | 30 30 I'VE GOT THE BOTTLE
Bud Roberts-Boot 016-K | 47 ... CRY
Lynn Anderson-Columbia 4-45529-H |
| | 31 12 SOMETHING IN YOUR FACE
Shirley Eikhard-Capitol 3197-F | 48 ... MY HANG UP IS YOU
Freddie Hart-Capitol 3261-F |
| | 32 42 AIN'T THAT A SHAME
Hank Williams Jr-MGM 14329X-M | 49 ... THE WRITING'S ON THE WALL
Jim Reeves-RCA 74-0626-N |
| | | 50 ... MISTY MEMORIES
Brenda Lee-Decca 32918-J |

SMITH continued from page 20

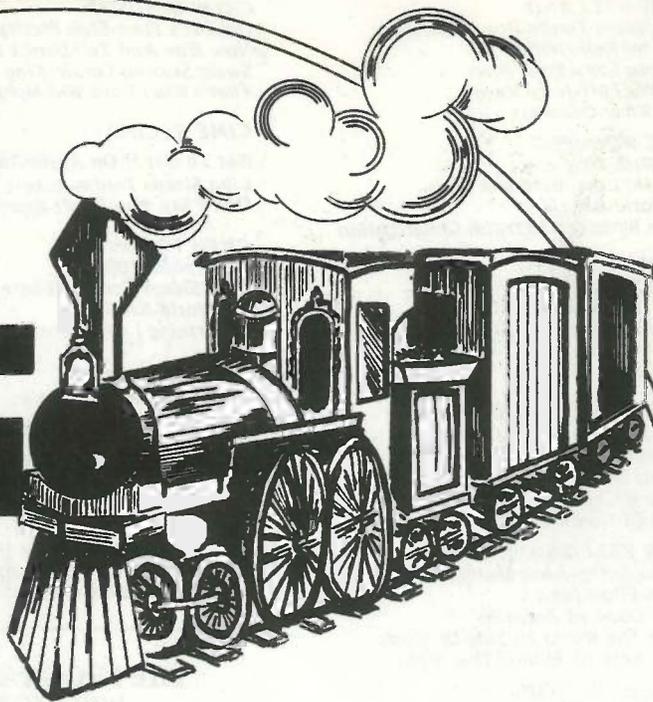
You can say a lot about these practices. Call them shrewd business, if you will. But don't think for a minute that they don't disturb the BBM's randomness.

Instead of randomly sampling a population with stable listening matters, as the survey would have us believe, the BBM is surveying a population whose listening patterns have been temporarily confused by the broadcasters' high-pressure promotions. The answers that the BBM gets just cannot be considered relevant WITHOUT PROOF THAT THE BROADCASTERS' ACTIONS ARE INEFFECTIVE to the non-survey periods.

The answer is pretty easy to find, though. Instead of advertising its survey weeks, the BBM could make its survey periods random as well. Then the broadcasters would have only two choices: not to promote at all or to have the same promotion every week of the year. That would cause stable listening patterns, at least as stable as consumer action can be, and the sample's results could be confidently applied to the non-survey periods.

As a footnote to this investigation of the BBM, I am reliably informed that two persons telephoned a Hamilton radio station on Monday, Jan 10th to inquire how their BBM ballots should be marked. Maybe some instructional improvements are also in order.

MONDAY MORNING CHOO CHOO



f/s THEN CAME THE WHITE MAN

MWC 1008X

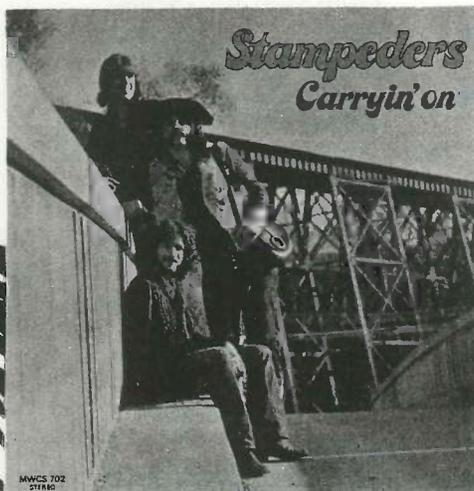
Stampede

FROM THEIR HIT ALBUM -

"CARRYIN' ON"

CAT. NO.

(L.P.) MWCS 702
(8TR.) MWC8-702
(CASS.) MWC4-702



MWCS 702
STEREO



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