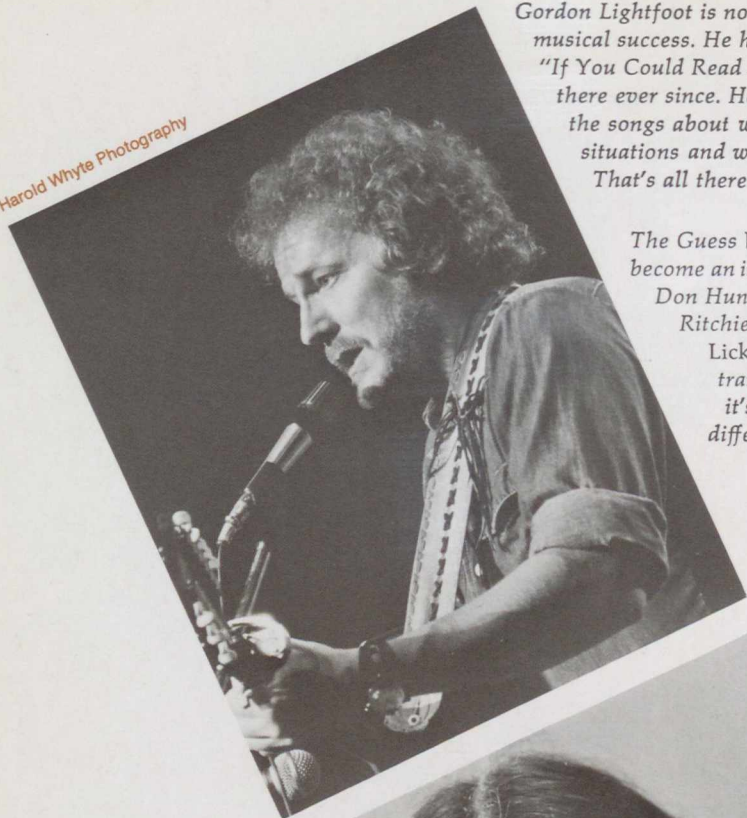


Harold Whyte Photography



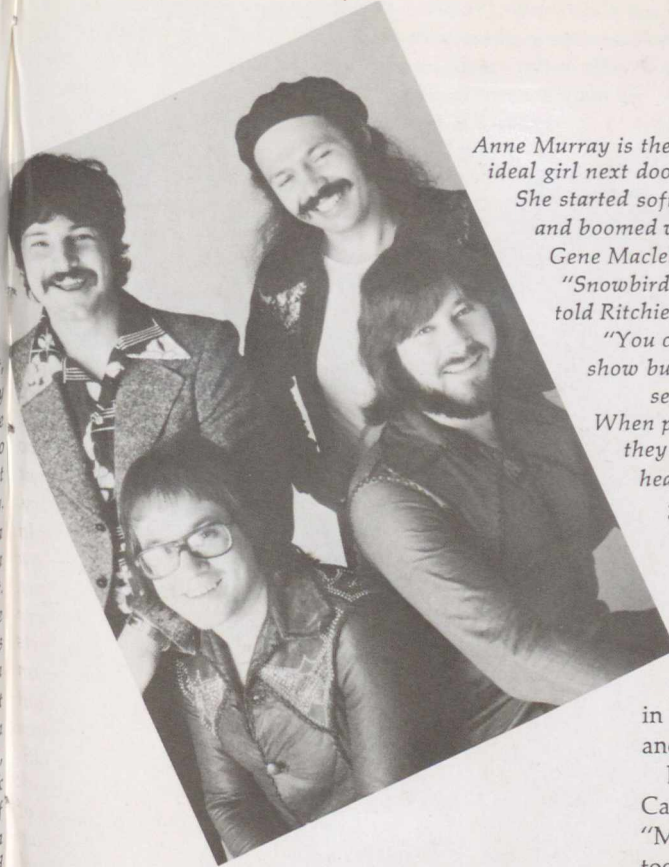
Gordon Lightfoot is no doubt Canada's most persistent pop musical success. He hit the top of the world charts with "If You Could Read My Mind" and has remained about there ever since. He once explained it all: "I simply write the songs about where I am and where I'm from. I take situations and write poems about them. That's all there is."

The Guess Who was the first Canadian group to become an international smash hit. Their manager, Don Hunter, tried to explain the phenomenon to Ritchie Yorke, as quoted in Axes, Chops & Hot Licks: "If you're looking for the formula that transformed The Guess Who into a world act, it's difficult to pin down. There were so many different things involved. For three consecutive records — 'These Eyes' and the two previous — we did a saturation tour, went back and forth across the country. No matter where you went in Canada during those few months, you'd see a poster for a Guess Who concert. In addition, the promoters who were buying radio time for the concerts were putting a lot of pressure on stations to play the current Guess Who singles. . . . When 'These Eyes' came out in the US, we did some television work as well. We also had a lot of independent promotion men behind the record and after the press. . . . As far as I was concerned, we had one shot. If nothing happened the first time around in the US, we were right back at the beginning."



Sylvia Tyson came to fame in the sixties with her husband Ian, and they sang on and on for some sixteen years. More recently they have been working as singles. Sylvia would rather write songs than sing them but, she says, "I have long since discovered that the chance of other people doing your material is fairly slim. Most people write their own songs. I primarily think of my voice as a vehicle for my material."

RCA



Anne Murray is the ideal girl next door. She started softly and boomed with Gene MacLellan's "Snowbird." She told Ritchie Yorke: "You can't take show business too seriously. . . . When people decide they don't want to hear you anymore you'll know and just quit."

Sherman Hines Photographic

## A Rock Wave From the North

In the late sixties the young of the continent became aware of the Canadian sound, although few recognized it as Canadian. The children of the postwar baby boom were in their teens and setting fashions. Their music was called rock, and the Canadian variation began emerging as early as 1960 when Gordon Lightfoot's "Remember Me" made the *Billboard* and *Cashbox* charts. It was softer music, without the jagged edges of "Hound Dog." Ian and Sylvia arrived in 1963 with "Four Strong Winds," and Bobby Curtola scored twice in 1964 with "Aladdin" and "Fortune Teller."

The winds were blowing gently; it was still no howling gale. The overwhelming number of charted singers and groups were British or American. Most Canadian performers were unhonoured in their own country, and Canadian radio stations were reluctant to play their records, most of which were poorly recorded.

In 1965 a former high school band, which had recently adopted the name The Guess Who in calculated imitation of the English group, The Who, sent "Shakin' All Over" under a plain white label to the stations. It became a hit, first

in Canada and then in the United States, England and Australia.

Later that year an undisguised group, Little Caesar and the Consuls, made the charts with "My Gal Sloopy"; and in 1969 The Guess Who took off, with four singles and two albums on the charts. In 1970, the year the Canadian Radio-Television Commission (CRTC) announced its planned Canadian content regulations, the scene exploded: twenty-two Canadian records made the *Billboard* and *Cashbox* lists. Gordon Lightfoot had a single and an album; Anne Murray had two singles and an album, as did the Poppy Family. The sequence was interesting. By the time the Canadian content rule went into effect in January 1971, the best Canadian musicians and singers had already made their continental mark.

In this issue, CANADA TODAY/D'AUJOURD'HUI looks at the pop stars that emerged in the sixties and the stars who shine today, the present state of rock, and the CRTC ruling's putative effects on performers and on the Canadian recording industry.

## Heart

Heart, which has two singles and an album on current *Billboard* charts, has come from nowhere in two years. They started in Vancouver and rose with "Dreamboat Annie," a platinum winner. "Little Queen" is currently a hit as both single and album, and "Barracuda" is the other charted single.