

# RPM WEEKLY

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*A Magazine to the Radio and Recording Industries and the Allied Arts*



P.O. BOX 94519, RICHMOND, B.C., CANADA V6Y 2V6



# HERE'S A GOOD DEAL!

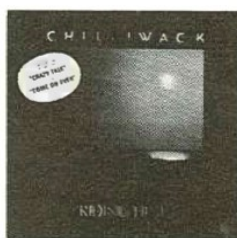
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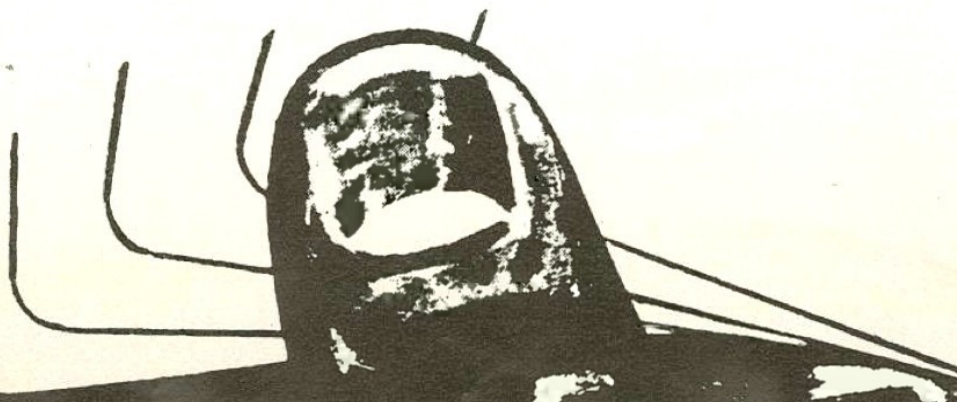
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**FUSTUKIAN**  
Phillis (wait for the wagon)

**PICKINS**  
We all want to live/memories

**BETTY & THE BLUE BOYS**  
Let's go/let's be sweethearts again





## Casino's year of the Double 7

Always cautious about blowing his own horn, Ray Pettinger is perhaps in the best position of his career to now show his hand - a Royal Flush at best. He is confident that 1977 is going to be his year and he's built his Casino label (a Double 7) on this belief and a roster of solid recording acts to back him up.

*by Boyd Tattrie*

Although his rise to prominence in the record business has just occurred over the past year, Ray Pettinger began it all 11 years ago when he hired on as a shipper for a Winnipeg rack jobber (National Records). Like most aspiring young record people on the go, Pettinger began to move. His next stop was with Quality Records and then to Phonodisc for a 2 year stint in the sales department - winning Salesman of the Year for the first 12 months of his employment. London Records was next where he got his first taste of promotion, opening a whole new field in which he became an expert. It was the Pettinger touch that helped establish many major acts in his market and created a position for him in the major market of Vancouver - still with London.

Over the years he has been associated with and guided the careers of many including the establishment, with Keith Lawrence, of Haida Records, a label that introduced

Juno Award winning Valdy now with A&M. Pettinger was also involved with Terry Jacks, as a partner, in the Goldfish label which achieved international success with Terry Jacks and national fame for Susan Jacks and Chilliwack. Out of that, of course, came Terry Jacks' Seasons In The Sun which became one of the top selling records in the world - a vehicle for Juno awards, two years in a row.

Pettinger and Jacks parted company in 1975 when Pettinger bought out Jacks' shares and changed the name of the company to Casino. Jacks however, continued with the Goldfish label. Pettinger continued working with Susan Jacks and Chilliwack. The former is now with Polydor. In May of this year, while with Casino, Chilliwack cut their single, California Girl, at Vancouver's Can Base Studios, the single they took with them when they moved to the Mushroom label. Of prime importance to

Pettinger is his year old association with Bim, regarded by many as a Canadian recording phenomenon ready to break internationally. Pettinger's initial thrust with Bim was an album, Fly Back North, which set the scene for this native of Dawson Creek and opened the domestic door for touring. Bim's second album release, Raincheck On Misery, boasts one of the most expensive record jackets ever created for a Canadian recording act. In less than one year, Pettinger has been building a solid image and following for Bim.

Since that time Bim has been playing coffeehouses around Vancouver, sometimes playing other cities such as Toronto (at the Riverboat). He's also done two concert tours. One was with Supertramp, whose slick rock sometimes contrasted Bim's solo style with unsuccessful results for him. Another tour lasted from the first week of October to the middle of November,



ending in Toronto where, opening for A&M's Ozark Mountain Daredevils, he threw himself into the task of holding the attention of what he called later "a \$2.99 crowd." That was the bargain ticket price, example of the community attitude of the Daredevils. He fared better the next week with a stint at the familiar Riverboat, where one of the week's performances was taped for broadcast on CHUM-FM. He also does well in the Vancouver area, where he has built a following, and where Bim thinks audiences are a little friendlier in general. It has been suggested that artists from the west coast, like Bim, reflect a generally happier, optimistic attitude, while those from the east (especially Toronto) are solemn, depressing and introspective. Some artists dread Toronto audiences.

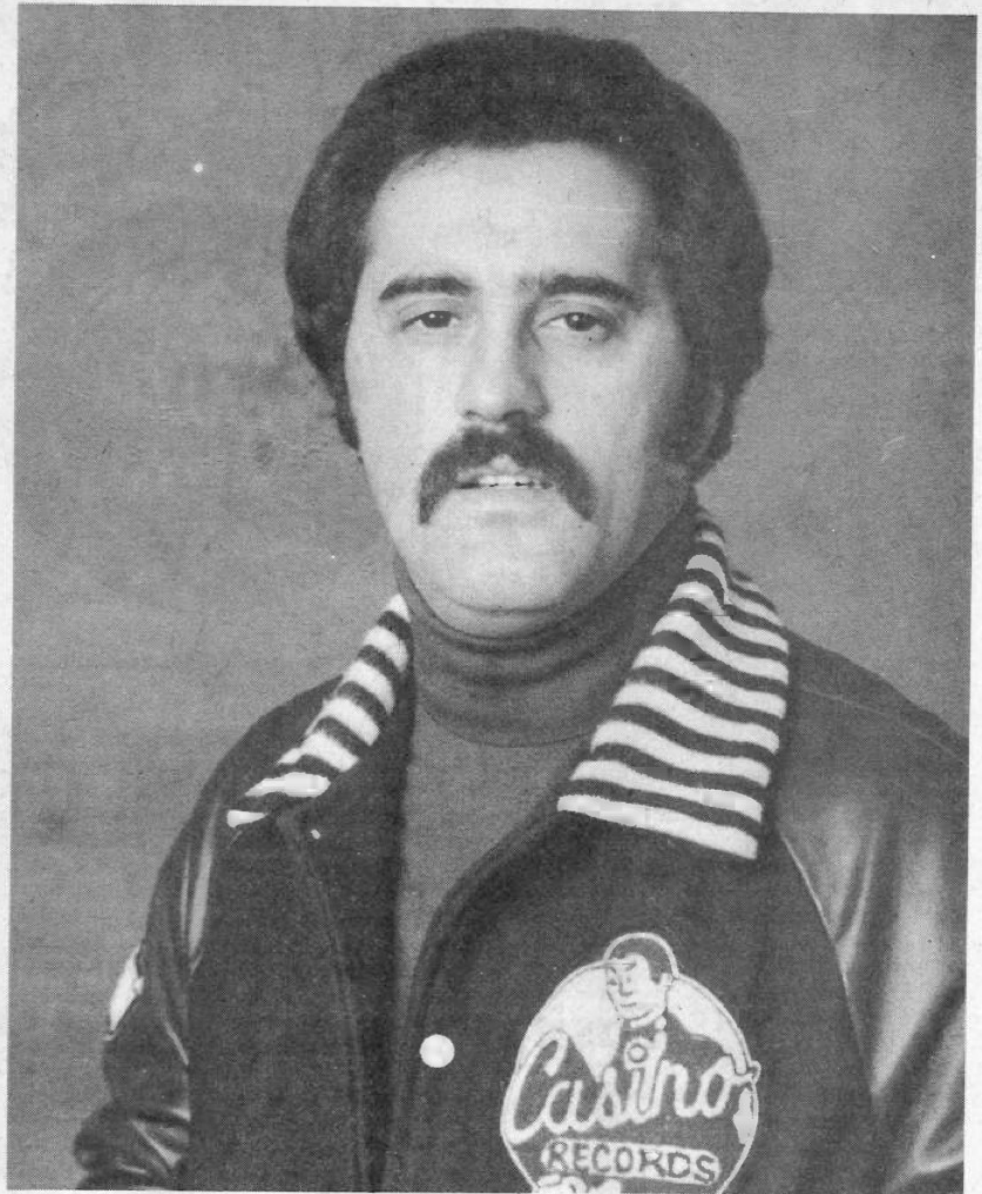
He's back in Vancouver for the holidays, and plans to put together a band in the new year composed of area musicians. The Hometown band played on the new album, (produced by Claire Lawrence), and a duo called Betsy And The Blueboys accompanied him on the last tour. The latter have their own recording agreement with Casino, and the Hometown Band are busy enough, so neither will be available for extensive appearance schedules.

As owners of small labels tend to do, Pettinger has taken a personal interest in the career of Bim, acting for him in lieu of a real manager. Pettinger had been working with him during the Goldfish days, but recording contracts weren't finally signed until the month of the changeover. Pettinger told RPM that Bruce Allan has agreed to take on the management for Bim. The last tour was booked by John Smale's Listening House Productions.

Casino isn't a one-man operation. In Winnipeg, Garth Campbell handles booking and promotions for Manitoba and Saskatchewan. Campbell, worked with Laurel Records (GRT) and earlier was into the management business. Sorelle Saidman, based in Edmonton, handles promotion and related activities for Alberta, while the ACTS agency takes on bookings there.

In Vancouver, Pettinger works with Art Housten, and it is planned that Housten

*CASINO continued on page 7*



Casino president Ray Pettinger



Gary Koliger, Bim and Betty Chaba during their recent Toronto radio broadcast from the Riverboat.



Casino hosts A&M cocktail party (l to r) Joe Summers, Ray Pettinger, Art Housten, Doug Chappell and Gerry Lacoursiere.

Thank you.

**NATIONAL**

Gerry Lacoursiere  
Joe Summers  
Doug Chappell  
Colin Macdonald  
Jim Monaco  
Claude Palardy  
Gerry Shaw  
Susann Llewellyn  
Alice Barrett  
Teresa Byers  
Dorothy Calway  
Sue Cole  
Ellen Delaney  
Robin Durant  
Alex Fedorow  
Bill Field  
Cheryl Gallone  
Michael Godin  
Tina Gray  
Gary Hubbard  
Alex Hunter  
John Mitchell  
Joan Murray  
Walter Mykyjewicz  
Kim Sharpe  
Mary Oliver  
Gladys Pankhurst  
Darlene Racicot  
Doreen Sandala  
Rosanna Mancuso  
Barbara Turnbull  
Madge Wiseman  
Ted Wright  
Victor Carito  
Len Rowsell  
Steve Palmer  
Bob Valade  
Ken Wells  
Eugenio Signoretti  
Craig Dix

**MARITIMES**

Blake Clarke

**MONTREAL**

Bill Ott  
Jean Marc Corbeil  
Jean Pierre Guilbert  
Francois Reny  
Luc Martel  
Nicole Duchesne  
Daniel Morrison  
Serge Bouthillier  
Paul Pichette

**TORONTO**

Bill Meehan  
Hank Koch  
Ray Rosenberg  
Mike McKelvie  
Pat Tobias  
Marc Herman  
Shirley Doucet  
Debbie Spear  
Randy Wells  
Len Crockett

**WINNIPEG**

David Brian

**CALGARY**

Paul McClure  
Al Harrison  
Randy Stark  
Neil MacGonigill  
Edna Jackman  
Connie Walsh  
Don Jones  
Sandra Anderson  
Cindy Bosma  
Debra King  
Lorraine King

**BRITISH COLUMBIA**

Richard Broden





*We're proud to be associated  
with a winner. To the artists,  
to Ray Pettinger, and to  
Casino Records - congratulations  
from A&M Records.*



will become a 40% partner in Casino in the near future, according to Pettinger. Also in the Vancouver office is Jay Stromburg, in charge of tour co-ordination. He acts as road manager during a tour and usually does the sound mixing as well.

Pettinger also works in association with a few people already based in Los Angeles. Jon Simmonds and John Rhys help handle the search for American recording and publishing deals for Casino acts on a percentage incentive, while Andy DiMartino, known as producer of the Cascades and Captain Beefheart among others, does the same with regard to deals in countries outside of North America.

In Canada, meanwhile, Casino is in the capable hands of A&M for distribution. His contract with them leaves him free to lease Casino or any specific product to any American and international labels he chooses.

There are some half-dozen artists signed directly or indirectly to Casino Records.

Foreman And Young is a band led by former Scrubbaloe Caine pianist and composer Al Foreman and a guitarist from Hawaii, Mike Young. Forming a duo after meeting through piano bar jams, Vancouver club owner Gary Taylor took on their management. Catching their act at a club called The Office, Pettinger took them into the studio (Singwell) for a demo. The demo was fine, but subsequent sessions for some reason weren't. Pettinger lined them up with Gary Koliger and Barry Allan who produced a few successful tracks at Sundown in Edmonton. A single has been released called Aspen Gold; the album will follow in January. A rhythm section was formed with noted Los Angeles musicians, and Pettinger says they're a great draw at the Office, where they play regularly. He says the general comment is that the band has 'picked up where Scrubbaloe Caine left off.'



Garth Campbell newly appointed national promotion manager for Casino Records



Casino signs agreement with John Rhys for La Group "Real George" (l to r) John Rhys (Hollywood Central Recorders) Barry Allan (Sundown Recorders) Holiday Inn Hostesses, Gary Taylor (manager of Foreman and Young) and Casino president Ray Pettinger.

Foreman and Young are backing the Coasters' western Canada tour dates. They do a solo set as well as backing them instrumentally. This stint came about because Casino has the Canadian rights to the Coasters, who Pettinger says are the real, legal thing. Their version of If I Had A Hammer will be released as a single shortly. They're on U.A. in the U.S.

Betsy And The Blueboys, Bim's backup on his tour, are Betty Chaba and Gary Koliger. An LP is forthcoming, recorded at Damon Sound in Edmonton with Koliger and Gary McDonall producing. It had already been recorded when they first met Pettinger, but they've been doing some re-recording to improve it. A single entitled Let Go should be released soon.

Foreman and Young and Betsy and The Blueboys are directly signed to the label, but there are also a few who are not. Pettinger also has an arrangement with Sundown owner Wes Dakus, who has been doing management chores for the groups Fustukian and Pickins. Brian Fustukian's first single, on Casino, was Phyllis Wait For The Wagon. It picked up Detroit airplay as well as country play and good sales in the west. Recently he recorded a session in Nashville for a new single release, one which Pettinger hopes will have a U.S. release.

Pickins is a 6-piece band from Edmonton that Pettinger compares to the Eagles in terms of sound, with strong group vocals. A single called We All Wanna Live has been released, backed with an original called Memories in a double-sided hit bid. Produced by Dakus, the group will sign to Casino directly soon.

Other projects Pettinger has in the works include the Canadian rights to Ruby, a rock group featuring Tom (not John) Fogerty, ex of Creedence. Two other artists Pettinger is working with are Shannon Two Feathers and Mavis McCauly.

What better way to cap this success story than with a Pettinger prediction: "How can I miss with next year being the year of Double Sevens?"



When 'Raincheck on Misery' was complete and ready for release, Casino Records began looking around for people they could rely on to design a package that would shout the news.

**They chose Studio 123.**

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# Sweet Lady Luck Finds...



**another winning toss!**  
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# *Bim*

*Unique name; unique talent from the country that gave you the Band, Joni Mitchell and Neil Young... Lyrics so true you know they've been lived.*

*A country picker; rock 'n' roller. A voice combining rough-edged raunch with choir-boy-beautiful.*

*RAINCHECK ON MISERY: the only words that describe it are BIM's own.*

