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See Rush on tour with guests Max Webster

| March 30   | Guelph, Ontario    | Memorial Gardens   | April 3    | Kingston, Ontario  | Jack Hardy Arena |
| March 31   | Montreal, Quebec   | Forum              | April 4    | Peterborough, Ontario | Memorial Arena |
| April 1    | Ottawa, Ontario    | Civic Centre       | April 6    | Fredericton, N.B. | Aiken Centre    |
| April 2    | Cornwall, Ontario  | Civic Centre       | April 7    | Moncton, N.B.     | Louis Levesque Arena |
| April 8    | Halifax, Nova Scotia | Metro Centre     |           |                   |                 |

Future Releases on Anthem:
Aerial “In The Middle Of The Night”, ANR-1-1011 — March 27th
Max Webster “Mutiny Up My Sleeve”, ANR-1-1012 — April 15th

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We look forward
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SRO/Anthem

Five years old and still growing

by Nancy Gallo

Walking into the sumptuous offices of SRO/Anthem, recently relocated in an old country estate house, it is almost impossible to imagine that just five short years ago, Ray Danniels and Vic Wilson, the company's co-owners, were working out of a small one-bedroom apartment, low on funds but high on ambition. Well, that unfailing ambition, along with long hours, enthusiasm and hard work, has paid off in a new legendary success story that has catapulted SRO into one of the most prestigious companies on the Canadian music business scene.

Now operating with a staff of ten, partners Danniels and Wilson manage a roster of five acts, as well as being co-owners of Anthem Records, an independent record company which started operations in mid-1977. Both ventures have proven highly successful.

Ray Danniels
- Ambition pays off

Danniels started his career in the music industry at sixteen as a promoter, and by the ripe old age of nineteen, was president of his own booking agency, Music Shoppe, when he took on the responsibilities of managing a then-obscure group called Rush. After trying to secure a recording deal for the trio, and subsequently being turned down by every record company in Canada, Danniels sold his interests in Music Shoppe in order to finance the first Rush album on his own Moon Records label. A promising amount of sales in Canada and good response in the U.S. led to a $100,000 recording contract with Mercury Records in the U.S. But success was still in the distance. By their third album, Danniels was over $300,000 in debt, but was still determined that this was the group that would go to the top. And that determination paid off. With the release of their next album, 2112, Rush caught on like wildfire, and the rest is show-biz history. When asked if he ever expected the amount of success that Rush has achieved, Danniels replied instantly. "Yes, I always believed, right from the beginning, that they could be extremely successful. I just didn’t realize all the com-

Canada dates for Rush and Max Webster

Anthem recording groups Rush and Max Webster, a pair of acts which has toured together through Canada and the U.S. extensively in the past, are firmed for a major concert tour of eastern Canada. The tour begins March 30 in Guelph, Ontario at the Memorial Gardens, and continues with dates at the Montreal Forum (31), Ottawa Civic Centre (April 1), Cornwall Civic Centre (2), Kingston (3), Peterborough (4), Fredericton, N.B. (6), Moncton (7), the Halifax Metro Centre (8), and a U.S. date at the Convention Centre in Niagara Falls, N.Y. (10).

Rush are currently on release with their sixth Anthem album, A Farewell To Kings, which recently achieved platinum status in Canada with sales in excess of 100,000 units. It is also gold in the U.S. Rush are nominated for Juno Awards for the album as best selling Canadian album, for producers of the year, along with Terry Brown, for the album, which they produced jointly, and as group of the year. Anthem are slating release of the group's next album, Archives, a compilation of Rush's first three album releases, for release as a special package. The three albums are all gold in Canada, as are the group's other two releases.

Following the tour dates as special guest to Rush, Max Webster continue to tour across Canada. Opened for by special guest Ian Thomas, GRT recording artist whose new album Sailing Away is in the final release stages, Max Webster pick up tour dates beginning April 21 in Vancouver. Following headline concert dates include Victoria (22), Calgary (25), Edmonton (27), Saskatoon (29), Regina (30), Winnipeg (May 1), Sudbury (3), North Bay (4), and two shows at Toronto's Massey Hall (7).

Max Webster are currently on release with two Anthem albums, a self-titled debut and their current High Class In Borrowed Shoes. They are presently completing production on a third effort, Mutiny Up My Sleeve, slated for release in mid-April, to coincide with the headline dates. Max Webster are nominated for a Juno as best new group.

Ray Danniels
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MAX WEBSTER
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WE AT MUSIC SHOPPE INTERNATIONAL ARE VERY APPRECIATIVE TO SRO AND THEIR ATTRACTIONS FOR SUPPORTING US FROM THE BEGINNING...

A Toast to SRO and their continued Success!
day business life now.
Along with Rush, SRO manages four
two other highly successful acts, and Daniels
gives a great deal of his personal attention
to each of them. In addition to maintaining
a hectic schedule as Chairman of SRO,
Daniels and his partner, Vic Wilson, also
look after the corporate business of Anthem
Records.

Because of his youth, he'll be 26 in
May, many people look at Daniels as an
"overnight success," a phrase which
inevitably results in a laugh. "People are
always fascinated with my age," he says.
"They don't realize that I've been in this
business for ten years."

**Vic Wilson**

- "The personal touch"

Vic Wilson, President of SRO, brought a
wealth of music business experience with
him when he and Daniels started the
company in early 1973. Having worked as a
musician, with a group called Little Caesar
and the Consuls, and as a booking agent
with Concept, he is able to view the acts
he handles from several different angles:
that of performer, agent, and finally,
manager. A soft-spoken man of many capabili-
ties, Wilson looks after the business end
of the company, working closely with
lawyers, accountants, and the various other
business dealings that a company the size
and status of SRO inevitably entails.

Working on the principle of "what you
put into something is what you'll get out of
it," Wilson "puts in" a great deal of energy
and enthusiasm. He keeps himself well
informed of the goings-on in each depart-
ment of the company, and stays in touch
with each of his groups. Although he fore-
sees continuing growth and expansion for
the company, Wilson maintains that the
"personal touch" is vital to a harmonious
working relationship between artist and
management, and for this reason, he expects
that the SRO roster will remain comparativ-
ely small.

**Tom Berry**

- Wearing many hats

Vice President and Managing Director
of Anthem Records, Tom Berry came to
Anthem from RCA Records, where he had
worked his way up from mailroom em-
ployee to a position in regional promotion
in four years. Berry works as A&R man,
(finding new talent), art director, (oversee-
ing the production of promo materials),
and director of promotion and publicity,
(personally looking after
the promotion of all Anthem acts).

At this time, all of Anthem's recording
acts are managed by SRO, but Berry, with
an ever-open eye for new talent, says that
the right combination of attitude, talent,
and good management are the prerequisites
a group would need to sign with Anthem.

In working closely with Daniels and Wil-
son, he has come to realize that good
management can be the deciding factor in a
group's becoming successful. And just as
SRO has afforded him the manager's view-
point of an artist, so Berry has given Dan-
niels and Wilson valuable insight into the
recording aspect of the business.

Berry sees Anthem as a great boon to
the Canadian artist, in that as the label's
acts are all Canadian, their records are not in
competition with U.S. releases for the pro-
motional attention of the company.

"Anthem's acts are our bread-and-butter; if
they don't make it, the label doesn't make it."

The "personal touch" that SRO is
famous for is equally evident at Anthem.
Berry is in constant touch with his recording
acts; discussing material, promotion and
publicity, and evaluating their stage shows
whenever he can take time out from his
busy schedule to see them perform.

As Daniels once said of himself, Wilson
and Berry: "Between the three of us, we've
done everything except being roadies."
The trio, each with his own individual
talents and experience, has proven to be a
winning combination.

**Joan Wall**

- The money game

A young woman of seemingly endless
energy, Joan Wall is the financial wizard
who looks after SRO's accounting depart-
ment. Starting in the industry as a drum-
mer/vocalist with an all-girl band, she later
worked as a booking agent, and is now an
integral part of the SRO staff. Not only
does she handle the vast responsibilities
connected with the finances of the orga-
nization, she also keeps a watchful eye on
all departments; making sure that every-
thing runs smoothly, that all tasks are com-
pleted, that everything is done the way it should be,
and on timeliness! She sees her position as a
constant learning experience. "Having a con-

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**Congratulations on SRO's**
**5th anniversary and thanks for**
**helping us develop**
**our high class.**

**From Max Webster,**
**the Toronto Tontos,**
**Kim, Mike, Gary, Dave & Pye.**
Joan Wall

A company of the size and stature of SRO/Anthem could not run as smoothly as it does without the helpful capabilities of Rhonda Ross and Linda Emmerson, assistants to Ray Daniels and Tom Berry, respectively. These are the girls who assist in handling the responsibilities and heavy workloads of their busy bosses, and without whom SRO/Anthem could not function as efficiently as it does. Joan Wall also has two assistants in the accounting department, Pat Simco and Gwen Milon, and Elaine Gray ably carries out the duties of receptionist.

The most recent addition to the staff is Mike Tilka, formerly a member of Max Webster, who will be taking on responsibilities at both SRO and Anthem. Utilizing the business and artistic knowledge that he gained as a performer, Tilka will be assisting with A&R chores at Anthem by seeking out new talent, and will also be acting in an advisory capacity in looking after tour budgets, equipment costs, and stage show improvements for the SRO acts.

No article on SRO would be complete without mentioning Doug Brown, of Music Shoppe International, who has acted as directive agent for SRO acts since the company’s infancy. Brown works closely with Daniels in planning tours and bookings for the SRO roster, and has been instrumental in deciding the direction that is most profitable, financially and artistically, for the career of each individual act.

SRO ARTIST ROSTER

Rush

Rush is a heavy rock trio with six albums to their credit, five of which are gold and the most recent, A Farewell To Kings, is now platinum. The group has toured extensively in Canada and the U.S., and recently returned from a sold-out concert tour in the United Kingdom. Their upcoming release on Anthem Records, entitled Archives, is a triple unit album composed of their first three LP releases.

Rush is nominated for several Juno Awards this year, in the categories of Best Selling Album, Group of the Year, and (Album) Producer of the Year (with co-producer Terry Brown).

Max Webster

A four-piece Toronto-based band, Max Webster features unique original material coupled with an exciting and energetic stage performance. The group has toured in Canada and the States, and have recorded two successful albums of highly unusual diverse rock. Their upcoming Anthem album, Mutiny Up My Sleeve, is slated for release shortly. Aply described as “Avant-garde rock”, the band is one of this-year’s Juna nominees for Best New Group.

CONGRATULATIONS...

Ray Daniels
Vic Wilson
AND THE ENTIRE SRO-ANTHEM FAMILY

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To Ray and Vic —

Happy 5th Anniversary!!

Here's to the next 5 years of a mellow scene!!

from

Alex Geddy — Neil

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