

RPM's "COMMENT" Creates Much Interest

Toronto: RPM has received several letters and telephone calls regarding our "Comment" in the RPM Confidential Listing, Week of March 17th, 1969, many asking that the contents be reprinted in the RPM Weekly. One writer, Tony Frank, who heads up Alldisc Distributors in Toronto, wrote: "Your 'comment' on this week's listing is so very much to the point, why not print it as an item in the next issue of RPM."

We oblige, as follows.

As the spring and summer months approach, dealers are prone to start thinking about reducing their inventory of records. This is done in anticipation of the "slow season", which could produce a great deal of additional revenue if the dealer would fight the bug-a-boo of a slowdown of buying. Actually, the spring and summer seasons should be just as productive as any other time if the dealer were aided by stocking a carefully chosen inventory of LPs and singles.

Some dealers have found there's a great deal of business still hanging around through the nice weather. A little more emphasis on window display and a small reminder in the local paper or on the local radio could also

assist in spreading the word that you are going to offer the customer a little more than just your regular service.

The dealer should look at the spring and summer months as a time to build up his trade. Sales and specials will accomplish this. It's time to advertise, and a time to build public relations.

With proper planning, the summer can become a good selling season. Too often the dealer sits with a limited inventory of current merchandise. He holds back his buying for the fall season, when there's no reason why the store or record department shouldn't create solid business over the lean months.

The three sun months should be sales months. Traffic can be built up with sales promising good current merchandise at a reduced rate. A sale can be nothing but the clearance of old undesirable merchandise. The aggressive dealer will sell first rate merchandise. His trade will develop and his overall inventory is actually what is keeping him in business. The slower times are there to bolster his stock.....and who would want to walk into a store that carries only the best sellers? Variety is the spice of life and an essential part of the record business.

LONDON'S TOP SELLING POP ENGLISH PRODUCT

Montreal: Richard Glanville-Brown, publicity for London Records of Canada reports the following English pop product as the top sellers in their catalogue.

Albums

A MAN WITHOUT LOVE
Englebert Humperdinck
FEVER ZONE
Tom Jones
HELP YOURSELF
Tom Jones
BLUES FROM LAUREL CANYON
John Mayall
ELEAZAR'S CIRCUS
Stonepillow
HAMMOND POPS
Klaus Wunderlich
JOURNEY TO THE CENTRE OF YOUR MIND
Amboy Dukes
THEMES LIKE OLD TIME
Radio Yesteryear
LIVIN' THE BLUES
Canned Heat
CLOSE COVER BEFORE PLAYING
Gary Lewis
EDIZIONE D'ORO
4 Seasons
ANYTHING YOU CHOOSE
Spanky & Our Gang
DUSTY IN MEMPHIS
Dusty Springfield

Singles

THE WAY IT USED TO BE
Englebert Humperdinck
THE CRUEL WAR*
Sugar 'N Spice
WHAT CAN THE MATTER BE*
Poppy Family
ONE RING JANE*
Mother Tuckers Yellow Duck
TRACES
Classics IV
THESE ARE NOT MY PEOPLE
Johnny Rivers
AQUARIUS
5th Dimension
ANYTHING YOU CHOOSE
Spanky & Our Gang
DON'T FORGET ABOUT ME
Dusty Springfield
THINGS I'D LIKE TO SAY
New Colony Six
ONLY THE STRONG SURVIVE
Jerry Butler
NOTHING BUT A HEARTACHE
Flirtations

Brown pointed up the strong showing of the Canadian product marked with an asterick, claiming that the radio station interest in Canadian releases has shown an increase which is allowing the releases to figure significantly in the overall sales returns. Because of this success London is concentrating even more on the release of quality product.

YOUNG ADULT

With the increasing interest of non-top forty stations in the more acceptable young adult "hit parade" records, RPM, this week, commences a chart to guide this format of broadcasting.

- 1 --- I'VE GOTTA BE ME
Sammy Davis Jr-Repriase-0779-P
- 2 --- TRACES
Classics IV-Imperial-66352-K
- 3 --- GALVESTON
Glen Campbell-Capitol-2428-F
- 4 --- THIS MAGIC MOMENT
Jay & Americans-UA-50475-J
- 5 --- YOU GAVE ME A MOUNTAIN
Frankie Laine-ABC-11174-Q
- 6 --- THIS GIRL'S IN LOVE WITH YOU
Dionne Warwick-Scepter-12241-J
- 7 --- THINGS I'D LIKE TO SAY
New Colony Six-Mercury-72858-K
- 8 --- ACQUARIUS LET THE SUNSHINE IN
5th Dimension-Soul City-772-K
- 9 --- BUT YOU KNOW I LOVE YOU
First Edition-Repriase-0779-P
- 10 --- LILY THE PINK
Irish Rovers-Decca-324444-J
- 11 --- WILL YOU BE STAYING AFTER SUNDAY
Peppermint Rainbow-Decca-32401-J
- 12 --- JOHNNY ONE TIME
Brenda Lee-Decca-32428-J
- 13 --- THE WAY IT USED TO BE
Engelbert Humperdinck-Parrot-40036-K
- 14 --- THE LETTER
Arbors-Date-1638-H
- 15 --- NO NOT MUCH
Vogues-Repriase-0803-P
- 16 --- ALBATROSS
Fleetwod Mac-Epic-5-10436-H
- 17 --- CHANGING CHANGING
Ed Ames-RCA-9717-N
- 18 --- I DIDN'T KNOW WHAT TIME IT WAS
Ray Charles-ABC-11193-Q
- 19 --- MOVE IN A LITTLE CLOSER BABY
Mama Cass-RCA-4184-N
- 20 --- MY WAY
Frank Sinatra-Repriase-0817-P
- 21 --- GENTLE ON MY MIND
Dean Martin-Repriase-0817-P
- 22 --- LET IT BE ME
Glen Campbell & Bobby Gentry
Capitol-2387-F
- 23 --- THE WEDDING CAKE
Connie Francis-MGM-14034-M
- 24 --- GOODBYE COLUMBUS
Association-WB/7 Arts-7267-P
- 25 --- DAY AFTER DAY
Shango-A&M-1014-M
- 26 --- FEELIN'
Marilyn Maye-RCA-9689-N
- 27 --- SEATTLE
Perry Como-RCA-9722-N
- 28 --- I HAVE DREAMED
Lettermen-Capitol-2414-F
- 29 --- HAWAII FIVE O
Ventures-Liberty-56068-K
- 30 --- HEY JUDE
Paul Mauriat-Philips-50594-K
- 31 --- JIMTOWN ROAD
Mills Brothers-Dot-17198-M
- 32 --- SUNSHINE WINE
Perry Como-RCA-9722-N
- 33 --- CLOUD 9
Mongo Santamaria-Columbia-54740-H
- 34 --- NOVEMBER SNOW
Rejoice-Dunhill-4176-P
- 35 --- THE WONDER OF YOU
John Davidson-Columbia-44770-H
- 36 --- JULY YOU'RE A WOMAN
Pat Boone-Polydor-541028-Q
- 37 --- LIFE
Jerry Vale-Columbia-44753-H
- 38 --- ZAZUERIA
Herb Alpert & Tijuana Brass-
A&M-1043-M
- 39 --- IN THE STILL OF THE NIGHT
Paul Anka-RCA-0126-N
- 40 --- HONEY
O.C. Smith-Columbia-44571-H

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