

The ultimate

PROBE
MOVES TO PAGE THREE
TODAY TO INVESTIGATE
THE POP DISC CHARTS

12/64

DID YOU KNOW?

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800,000 pop discs are sold every week in Britain

Once a disc gets into charts, sales are immediate

SOMETHING like 800,000 pop discs will be sold this week in Britain's record shops. The buyers, mostly youngsters, will spend more than £260,000. Their choice of records will be influenced to a large extent by the pop charts.

These charts have become a vital part of the pop industry. To get to the top of them can be worth £30,000 or more to a singer or group. Months of bookings and perhaps £10,000 in royalties are the immediate rewards.

Once a record gets into the charts it tends to sell more. Some record shops say they rarely sell records before they get into the top thirty. Yet these shops supply the information from which four musical papers compile their weekly lists of best-sellers.

How accurate are these lists?

First, none of the shops supplies sales figures. So many points are awarded to the No. 1 on each shop's list, fewer to a No. 2 and so on. These points are added together to get a general placing chart.

This system resulted last week in the Rolling Stones' disc 'Little Red Rooster' being placed No. 1 in the New Musical Express chart covering previous week's sales and No. 9, No. 21 and No. 24 in the other three charts, compiled by Disc, Melody Maker and Record Retailer.

Answers

Probe decided to investigate the pop charts and called on 250 record shops throughout the country. Seventy-one gave us actual sales figures.

From the information collected we compiled the chart on this page. It shows that the Rolling Stones' 'Little Red Rooster' was certainly the best-seller in the week ending last Saturday.

But answers from the Probe survey indicate that the disc could not possibly have been

By
Mike
Nevard

the best-selling record of the week before. Out of 100 shops only 19 had the disc at No. 1 for the controversial week, a further 22 put it in the top ten, 19 had it in the top twenty and 42 placed it outside the twenty.

In compiling a double chart for last week's sales—one chart based on sales, the other on placings—we found that the two were fairly consistent.

The inconsistencies that show weekly in the four charts could be explained by inconsistencies among record shops themselves.

We found that even two shops of similar size in one town frequently had widely varied top twenties.

In the Slough, Bucks, area,

three record shops had the Rolling Stones in position No. 1 while a fourth shop had Herman's Hermits' 'Show Me Girl,' a disc that so far is in only one of the national top twenty charts.

In eight East Kent shops the Rolling Stones sold a total of only 32 records compared to the 242 of 'Oh Pretty Woman' by Roy Orbison, and 13 other higher sales figures.

Regional influences creep in, too. In Hatfield New

Town, Herts were at No. 1 while a fourth shop had Herman's Hermits' 'Show Me Girl,' a disc that so far is in only one of the national top twenty charts.

The Probe sale of 31,000 copies of 'Oh Pretty Woman' by Roy Orbison, and 13 other higher sales figures.

Remember at the chart

Sales and here

1	ROLLING STONES.	Little Red Rooster
2	SUPREMES.	Baby Love.
3	KINKS.	All Day And All Night
4	GENE PITNEY.	I'm Gonna Be (A Man) Tomorrow
5	ROCKIN' BERRIES.	He's In Love With My Car
6	WAYNE FONTANA.	Um, Um
7	PETULA CLARK.	Down Town
8	JIM REEVES.	There's A Heartbeat
9	DUSTY SPRINGFIELD.	Losin' My Mind
10	MANFRED MANN.	Sha La
11	ROY ORBISON.	Pretty Woman
12	HELMUT ZACHARIUS.	Too Hot To Handle
13	SHANGRI-LAS.	Walkin' In The Rain
14	PRETTY THINGS.	Don't Bring Me Down
15	SANDIE SHAW.	Always On My Mind
16	MATT MONRO.	Walk Away With Me
17	VAL DOONICAN.	Walk Tall
18	JULIE ROGERS.	The Wedding
19	ROY ORBISON.	Pretty Paper
20	NASHVILLE TEENS.	Google

The Top Twenty

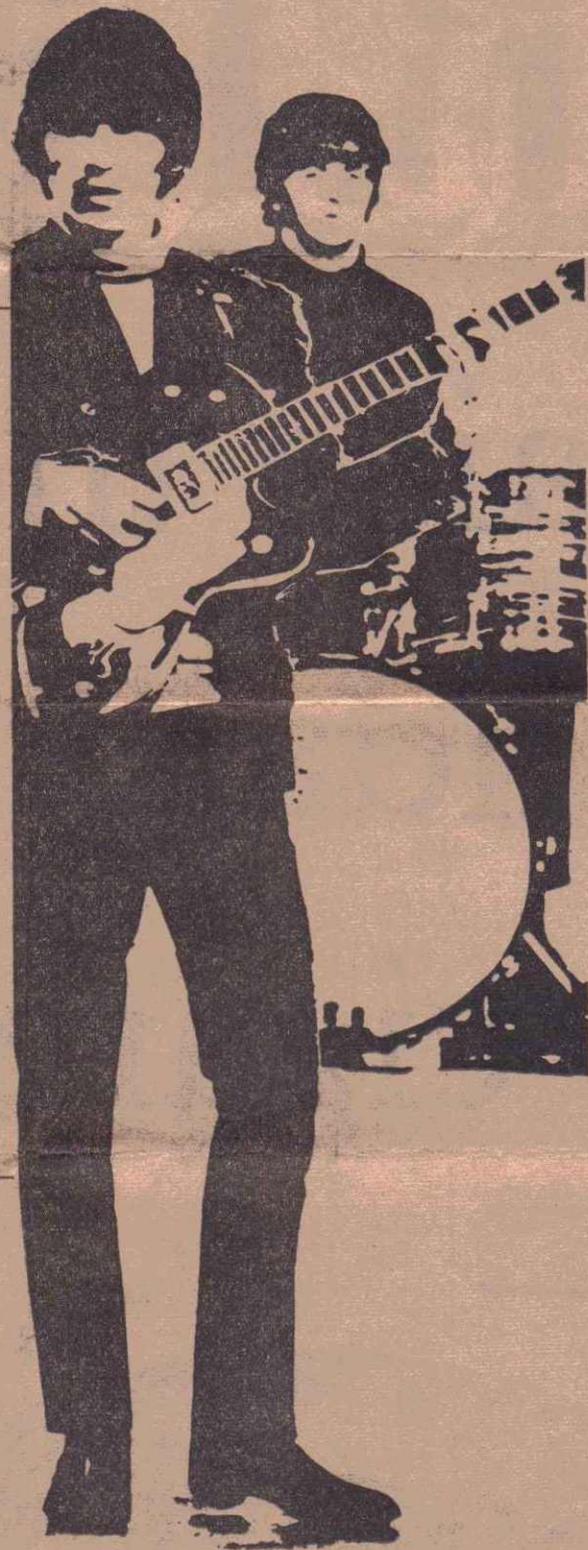
NOW? DID YOU KNOW?

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To reach No1
in the charts
is worth £30,000
to a singer

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re they are ▼

	Sales	Placings from 250 shops	Disc	Melody Maker	New Musical Express	Record Retailer
ed Rooster.	3,954	1	1	3	1	3
	2,929	2	2	1	3	1
f The Night.	2,649	3	3	2	2	2
Be Strong.	2,639	4	4	6	4	6
Town.	2,079	5	5	4	5	4
a, Um, Um, Um, Um.	1,984	6	6	5	6	5
n.	1,827	7	7	11	7	9
rtache.	1,459	9	9	7	11	7
g You.	1,225	11	10	10	10	10
La.	1,188	8	8	8	9	11
an.	1,179	10	11	12	12	8
kyo Melody.	1,120	14	14	13	14	12
The Sand.	988	12	12	9	13	15
g Me Down.	970	13	13	15	8	13
omething There.	910	16	16	16	16	16
.	781	15	15	14	18	14
l.	534	17	17	18	17	17
g.	465	18	—	17	—	18
r.	424	19	18	20	15	19
Eye.	377	20	19	19	20	—



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1. In Camden
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chart covers the
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... when you look
s, that there are

8,000 shops selling records in
Britain. New Musical Ex-
press claims to get returns
from up to 300 shops. Disc
works on 100 returns, Melody
Maker estimates to get 100
returns from a list of 300
shops and Record Retailer
uses about 85 returns from a
list of 140 shops.

Even if returns from 1,000
shops were used to compile a
chart, record placings at the
other 7,000 shops could easily
change the whole picture.