

Bell Ringing Promo Campaign For Oldies Disks

NEW YORK — "Oldies" albums have proven to be one of the most consistently successful types of product, through mail-order or retail. Recently the old songs and even some of the oldies singles have become a chart factor, with Bell Records well in the forefront.

Bell Records is currently spearheading the oldies-hit-singles trend with two new chart items: "Daydream" (David Cassidy) and "Alfie" (Delphonics, on the Bell-distributed Philly Groove label).

Bell is also giving key promotional effort to two other singles, "I'm Gonna Sit Right Down and Write Myself A Letter" (Joey Scarbury on Big Tree Records, distributed by Bell) and "Good Golly Miss Molly" by the "King of Rock 'n Roll" himself, Little Richard.

"I'm Gonna Sit Right Down and Write Myself A Letter" was popularized by Thomas "Fats" Waller in the 1930's.

"Daydream," written by John Sebastian during his captaincy of the Lovin' Spoonful, was a hit for the group in 1965. "Alfie," the theme from the 1967 film, was recorded by nearly forty artists, with the hit version ultimately going to Dionne Warwick. "Good Golly Miss Molly" was originally recorded by Little Richard in 1959; the current single has been pulled from the chart Bell soundtrack album of "Let The Good Times Roll."