Q: Who helps you to spot most of Tomorrow's top 100 records in advance?

The record manufacturers themselves!

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here’s what the figures show:

* 70% of the records featured in the big Billboard ads actually reach the Hot 100.
* And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That’s why they are being promoted more strongly than others. So, you can’t do much better— if you want to get the jump on tomorrow’s hits than to program and order from the records featured in Billboard ads each week.

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MUSIC AS WRITTEN

**Bill Anderson** was scheduled for a Decca session at Bradley’s Friday (18), and Columbus’ Fleet and Stevens were in the book for a session Friday also, along with Decca’s Donnie Young... Samman Randy Randolph cut an RCA Victor session at the label’s studio Monday (14). They are reportedly so excited over him that they’re planning an album right away... Chet Atkins flew to the Windy City Saturday (20) for the Gretsch Company’s 75th Anniversary Guitarsama at Hotel Morrison... Floyd Robinson, whose “Makein’ Love” is still riding high in the charts, is slated to come into Nashville soon for a session for RCA Victor... Jan Reeves signed a new five-year contract with RCA Victor last week... Herb Sheuer recently inked the Browns to MCA in New York. Pat Twitty.

**Cincinnati**

Steve Trafe, formerly with National Distillers, has joined Supreme Distributing Company here as promotion manager. Supreme, of which Lou Simon is general manager, is distributor in Ohio, Kentucky and Indiana for Mercury Records. Christine Jorgensen headlines as a singer at Glenn Rendevous, Newport, Ky., this weekend, October 9-17. The club is adopting a reservations-only policy during her stay there... Ella Fitzgerald set for a solo concert at the Taft Theater October 1... Pearl Bailey takes her vaude layout, with the Louie Bellson orch., into the RKO Albee Theater here for a week’s stand beginning October 8.

With the ducats pegged from $2.20 to $3.75, the Newport Jazz Festival, produced by George Wein, pulled a respectable 545 box-office take at the Taft Theater Thursday night (18)... Pamela Esther Hasson, popular on local radio for many years, has moved into the Sheraton-Gibbon Hotel’s Sidewalk Cafe with her own instrumental foursome for an indefinite engagement... Seymour Selendigs, youthful New York publicist expert, was house guest last week of Syd Nathan, King Records’ boss.

**Hollywood**

Capitol prez Glen Wallics, addressing a Public Affairs Luncheon sponsored by Ollie’s civic music association and chamber of commerce, called for Americans to rally behind their community symphony orchestras or risk thin this country’s hold on serious music.

Attorney Arthur Katz, formerly with the Max Fisk firm, joined Warner Bros. to handle legal matters for the WB label and music pub firms... Capitol producer Les Gilliss leaves over the weekend for a week’s stay in New York where he will record a Stan Kenton album.

U-Fax Sandra Dee was signed by the studio’s parent firm, Decca, to record “Do It While You’re Young,” tune she sings in “The Snow Queen” Soviet-made animated cartoon which U-S in adapting for U-S release... Al Simon named to the American International Records artist-repertoire post, succeeding Al Simon. Dury is in addition to his serving as label’s sales and distribution manager... Bert Mox Cuthrell will tackle his first screen dramatic role in Warner Bros. “Rachel Cade” film.

High Fidelity Records lost Sales Manager Pete Stapleton and Carl Thompson, exec assistant to proxy Rich Vaughan, pair resigned and promised their unhitched status... World Pacific Records’ proxy Dick Beck appointed Alan Waltz as label’s publicity chief. He was formerly with Warner Bros. Hal Levy will rename his popular lyric writing course at University of California, featuring guest lecturers by name unsuitable.

George Jones, Capitol’s administrative director of recording operations, left over the weekend for a two-week New York visit where he will complete an American Management Association course and confer with his firm’s recording and engineering staffs.

**NIGHT CLUE REVIEWS**

**Joe E. Bluer But Always Lovable**

Joe E. Lewis — currently drawing capacity crowds to the Copacabana (New York New York) — serves up even more blue material than usual, which must be from choice, since his cleanest gags pull the biggest audience反应. As always, the disarming leprechaun is a stock showman with a unique, lovable, seemingly ad lib, comedy style.

Caryn Cathy Carr — also on the bill — has a rich vocal quality and considerable poise. However — at the show caught (14) — she stayed on too long and failed to establish any real rapport with the audience. The thrust concentrated on standards—apparently considering her recent Roulette records click, “I'm Going to Change Him” as too "inn-age" for the Copa patrons.

She belted out “Won't You Come Home Bill Bailey,” "St. Louis Blues," "When the Saints Come Marching In," and "Wish That I Could Shimmy Like My Sister Kate," registering best on "Seventy" and "Kate." The production numbers were on the ragged side, but house singer Teddie Vincent, a striking burrnette, scored a personal hit. The gal has a vivid personality and considerable vocal facility.

June Bandy.