TWIST AROUND THE CLOCK

A fabulous, full-length feature about the dance craze that's got the whole country crazy-with rhythm!

You'll flip around the block to

TWIST AROUND THE CLOCK

CHUBBY CHECKER

DION

VICKI SPENCER

THE MARCELS

Introducing

CLAY COLE

and John CRONIN • Mary MITCHELL • Maura McGIVENEY • Jeff PARKER

Written by JAMES B. GORDON • Produced by SAM KATZMAN • Directed by OSCAR RUDOLPH • A FOUR LEAF PRODUCTION

A COLUMBIA PICTURES RELEASE

Ad No. 403—756 Lines (including imprint space)
The true story of the Twist... 
told to the rhythm of laughter and the torrid tempo of love!

with CHUBBY CHECKER
DION
VICKI SPENCER
THE MARCELS
CLAY COLE

HEAR "TWIST AROUND THE CLOCK" ★ "DANISH TWIST" ★ "DON'T TWIST WITH ANYONE ELSE BUT ME" ★ "THE WANDERER" ★ "TWISTIN' U.S.A." and many more great hits!

Chubby Checker Himself
Dion Himself
Vicki Spencer Herself
The MarceLS Themselves
Clay Cole Himself
Mitch Mason John Cronin
Tina Louden Mary Mitchell
Debbie Marshall Maura McGivney
Joe Marshall Tol Avery
Dizzy Bellew Aly Moore

George Clark Lenny Kent
Jimmy Cook Tom Middleton
Larry Jeff Parker
Headwaiter Ernesto Morelli
Mrs. Vandevere Barbara Morrison
1st Dowager Eselle Poule
Girl in Booth Renee Aubry
Harry Davis John Bryant
Harvey Barry O'Hara
Proprietor Dal McKennon

'Twist Around Clock' Cast

'Twist Around Clock' Story

(Not for Publication) Unemployed band manager Mitch Mason sees Tina and her brother Larry dancing "The Twist" in a small mountain town; he persuades them and band leader Clay Cole to bring the dance to New York. Night club agent Joe Marshall tries to freeze out Mitch because he is ignoring Marshall's daughter Debbie. To win Marshall's support, Tina contracts not to marry anyone for three years. The group—plus singing stars Chubby Checker, Dion, Vicki Spencer and The MarceLS—popularize "The Twist" via a nation-wide TV show. Success assured, Tina tells Marshall she and Mitch had been secretly married even before the no-marriage contract with him had been signed.
This is it, Cats!

The Twist...
The dance-craze that's sweeping the country.

On film for the very first time!

Full-length and fabulous.

Twist Around the Clock

Chubby Checker

Dion

Vicki Spencer

The MarceLS

Clay Cole

and John Cronin - Mary Mitchell - Maura McGivney - Jeff Parker

Written by James B. Gordon - Produced by Sam Katzman - Directed by Oscar Rudolph - A Four Leaf Production - A Columbia Pictures Release

Ad No. 402—584 Lines (including imprint space)
A baker's dozen of the most popular songs of today can be heard in Columbia Pictures' "Twist Around the Clock," now at the Theatre. The stars involved are Chubby Checker, who helped make "The Twist," an international dance craze; Dion, Vicki Spencer, The Marceis and Clay Cole. The dance routines in the film are performed by Mary Mitchell and Jeff Parker.


In "Twist Around the Clock," John Cronin plays an unemployed band manager who asks Mary Mitchell and Parker dancing "The Twist" in a small mountain village, to New York, where he says he is unable to get them past night club manager Tony Avery's daughter, Mary Mitchell, is attracted to Miss Mitchell. In time, however, "Twist Around the Clock" gets into the night clubs and onto television. According to simondom, "Twist Around the Clock" has four breathless dance routines. James R. King of the Times, appears importantly in Columbia Pictures' "Twist Around the Clock," first full-length feature about the sensational new dance craze while Barry Kastman and directed by Oscar Rudolph.

(Twist) "The Twist," the biggest dance craze in America today, is presented with unmatched enthusiasm and intensity in Columbia Pictures' breathless new romantic comedy, "Twist Around the Clock," which opened yesterday at the Theatre. Along with some of the most exciting dancing ever brought to the screen, "Twist Around the Clock" offers a baker's dozen of the year's top tunes, sung by some of the nation's top recording artists. Heard on screen are the title tune and "Don't Twist With Anybody But Me," sung by Clay Cole; "The Wanderer," sung by Dion; "Here, There, Everywhere," sung by Clay Cole; "You Lips and Mine," sung by Chubby Checker; "Too Many Boy Friends," sung by Chubby Checker, the entertainer who did much to bring the new dance to the attention of the country; "Your Lips and Mine," sung by Chubby Checker.

"Twist Around the Clock," the biggest dance craze in America today, is a major entertainment element in Columbia Pictures' "Twist Around the Clock," now at the Theatre. With such recording artists as Chubby Checker, Dion, Vicki Spencer, The Marceis and Clay Cole, "Twist Around the Clock" is being played to the" specifications of all: "You light a cigarette, drop it on the floor, step on it, then you start twisting it out with your entire body." John Cronin, as a band manager, and an unemployed band manager, helps supply the routine. The important thing in "Twist Around the Clock" is that you don't think too much about it. You just sort of do what comes naturally. According to choreographer Earl Barton, who handled the spectacular "Twist" dance numbers in the film, "You and your partner face each other in a boxing-like stance. Then you start twisting; the bottom half of you going one way, the top half the other. If you can keep your twisting in time with your music without breaking, you're 'Twisting.' The important thing in "Twist Around the Clock" is that you don't think too much about it. You just sort of do what comes naturally.

Dion, a young night club entertainer who began the national craze for "The Twist," is in the cast of "Twist Around the Clock," and New York dance jockey and sensation Clay Cole also plays himself in the film, as does Vicki Spencer, a fast-rising Midwest singer who is older than 16 but already has a considerable reputation not only for the way she belts "Twist Around the Clock," but the way she writes 'em. The Marceis, another popular group of recording artists, also appear in the film.

Doing the dance itself, as a brother-sister team who bring it to New York, are Mary Mitchell and Jeff Parker. According to filmdom, "Twist Around the Clock" was written by James B. Gordon, directed by Oscar Rudolph and produced by Sam Katzman.

Review

(Twist Tunes)

(Rosaround Sue) sung by Dion; "Too Many Boy Friends," sung by Vicki Spencer; "The Twist is Here to Stay," sung by Clay Cole; "Twist Along," sung by Chubby Checker; "He's So Sweet," sung by Dion; and "Merry Twist-Mas," sung by The Marceis. Mary Mitchell and Jeff Parker play the brother-sister team who bring "The Twist" to New York, in "Twist Around the Clock," and Miss Mitchell helps supply the romantic interest. In this latter respect, she is paired with John Cronin, as a band manager, and Mary Mitchell is seen as her romantic rival. "Twist Around the Clock" was written by James B. Gordon, directed by Oscar Rudolph and produced by Sam Katzman.

(Twist Favorites)

Chubby Checker, young night club entertainer who began the national craze for "The Twist," is in the cast of "Twist Around the Clock," and New York dance jockey and sensation Clay Cole also plays himself in the film, as does Vicki Spencer, a fast-rising Midwest singer who is older than 16 but already has a considerable reputation not only for the way she belts "Twist Around the Clock," but the way she writes 'em. The Marceis, another popular group of recording artists, also appear in the film.

(Teen-Age Dance)

"Twist Around the Clock" was written by James B. Gordon, directed by Oscar Rudolph and produced by Sam Katzman. The Four Leaf Clovers are seen as the stars of Columbia Pictures' "Twist Around the Clock," first full-length feature about the sensational new dance craze. Also important in the cast are Chubby Checker, Dion, Vicki Spencer, The Marceis and Clay Cole.

(Advance Notice)

"The Twist," a new international dance sensation, figures prominently in Columbia Pictures' breathless new romantic comedy with music, "Twist Around the Clock," and "Four Leaf Prod." features teen-age recording favorites including Chubby Checker, Dion, Vicki Spencer, The Marceis and Clay Cole. Also in the cast are John Cronin, Mary Mitchell, Mary McGivney and Jeff Parker. James R. Gordon wrote and directed the screenplay for "Twist Around the Clock." The film was directed by Oscar Rudolph and produced by Sam Katzman.
THE TWIST...THE DANCE-CRAZE THAT'S GOT
THE WHOLE COUNTRY CRAZY-WITH RHYTHM...
ON FILM FOR THE VERY FIRST TIME!!
You'll flip around the block to

TWIST AROUND THE CLOCK

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Written by JAMES B. GORDON - Produced by SAM KATZMAN - Directed by OSCAR RUDOLPH - A FOUR LEAF PRODUCTION

A COLUMBIA PICTURES RELEASE

Ad No. 301—336 Lines (including imprint space)

Twist with top stars!
FIRST TIME ON FILM!
FULL-LENGTH AND FABULOUS!

CHUBBY CHECKER - DION - VICKI SPENCER - THE MARCELS

and John CRONIN - Mary MITCHELL - Maura McGIVENEE - Jeff PARKER

Written by JAMES B. GORDON - Produced by SAM KATZMAN - Directed by OSCAR RUDOLPH

A FOUR LEAF PRODUCTION - A COLUMBIA PICTURES RELEASE

Ad No. 204—134 Lines

Lift Flap for Additional Advertising, Publicity
THOM McAN SHOE STORE PROMOTION

More than 900 Thom McAn Shoe Stores from coast to coast have been alerted to "Twist Around the Clock," and have been urged to work with theatres in local promotions, window and interior displays, lobby displays, contests, etc. . . . all keyed to Chubby Checker’s appearance in the new film, and the fact that Thom McAn Stores are the exclusive retailers of "Chubby Checker Twisters." The shoes for doing The Twist, His Twisters sell for $8.99 and Her Twisters sell for $3.99.

Thom McAn is preparing a special poster suitable for lobby use around "Twist Around the Clock. The Thom McAn stores all have store display material around Chubby Checkers and the "Twister" shoes. Local theatres should supply store manager with stills from the film, picture poster material, playdate credit cards, etc.

Selling Aids

TV Trailers: Each TV trailer has a final frame freeze for super-imposed visual credits, as well as room for local announcer to add theatre and playdate information. Order direct from: Exploitation Department, Columbia Pictures Corporation, 711 5th Ave., New York 22, N.Y.

Transcriptions: A variety of spot announcements, all open ended for local commentator to add theatre credits. Available in a single disc. Order from your Columbia exchange; transcriptions will be shipped direct from New York.

Two Telops: Style A, theatre and station identification. Style B, theatre advertising only. Prices $5.00 without imprint; $17.50 with imprint; $2.00 for each additional slide or telop. Specify style and copy desired when you order direct from QQ Title Card Co., 247 West 46th St., New York 36, N. Y.

Displays: 9" x 12" Flag: single face, $45.00; double face $75.00. Badge: 40c. Streamer: 17" long, $16.50 each. Valance: $1.65 per running foot; minimum length, 10-foot; 12 pennant string; 30' long, $3.50. Bumper strip: $1.00 each; minimum order 15. Order from National Flag Co., 43 West 21 St., New York 10, N. Y. or in Canada: Theatre Poster Service, 227 Victoria Street, Toronto, Ont.

PUT IT ALL TO WORK!

• Set up displays highlighting the recording stars and the songs from the picture wherever possible, using stills, cutouts and blow-ups!
• Push records from the picture on other radio and TV programs, for playing and as prizes!
• Plug the music among local bandleaders and entertainers, as well as in juke boxes.
• Get local ballrooms and dancing schools to use the records, with cooperative displays!
• Don’t stop at using the music on your own p.a. system—try for music store, variety store and other p.a. systems, too!
• List the songs in your ads and offer guest tickets to those who bring in records or sheet music of all.
• Offer prizes for the best local performances of the songs on radio or TV.

DR. PEPPER BEVERAGES

Local bottlers of Dr. Pepper Beverages advertise their products with the slogan, "Drink Dr. Pepper at 10:24"—in effect, around the clock! Work on this adaptation of the Dr. Pepper selling theme; arrange with local bottler for display cards, truckside posters, bottle collars, co-op ads, window displays and, of course, picture plugs on the Dr. Pepper radio/TV spots.

CHUBBY CHECKER!

Chubby Checker enjoys an international reputation as a top exponent of "The Twist." Now, with "Twist Around the Clock," you can build on his tremendous popularity!

• Have your disc jockeys go to town with "Twist" music in honor of Chubby Checker. For a week in advance of your engagement, have recordings of Chubby’s music played on the air.
• Work contests on Checker music via music dealers, disc jockeys or your newspaper. Youngsters win guest tickets for the longest list of his records and letters on "Why I Want to See Chubby Checker in Twist Around the Clock!" Present other prizes for those bringing in Checker records for donation to hospitals and charities.
• Get a sound truck "Twistin’" through town playing Chubby Checker recordings. Be sure credits are posted on both sides of the truck.
• Out of cardboard make a large replica of a photograph record, with the label carrying credits: "Chubby Checker in Twist Around the Clock!" State Theatre, New York! Have a bally wheel "Twist" through town, stopping so the curious can read the plug.
• Arrange with a cooperative music dealer to sell Chubby Checker recordings in your theatre lobby and promote extra copies for giveaways, prizes, etc.

AROUND THE CLOCK!

"Twist Around the Clock" is rich in 24-hour-a-day exploitation possibilities. Use these stunts, with theatre and playdate credits, and any others you can develop to fit your local situation:

• Get teen-agers to discuss "The Twist" via radio and TV discussion programs and your local newspaper—particularly the youth page, if there is one. And, on the music or amusement page, plant a comparison of the merits of the "Twist" tunes with those of other musical forms—pianosomes, the music editor or a local musician or music teacher to write the article.
• Stage a "Twist" dance contest, with guest tickets and promoted records to the winners. Preliminaries could be in local dance halls or dance schools, with the finals on the stage of your theatre on opening night.
• Get local disc jockeys to spread their spinning "Twist" platters before and during the run of "Twist Around the Clock" at your theatre. And they should want to give their views on the screen’s first great "Twist" show, invite "em to preview screenings so they can build up the film in advance. Ask them to run contests, with guest tickets or promoted records, for the best letters on: "What Is 'The Twist' Music?", "I Like 'The Twist' Music Because," etc., plus prizes for the longest lists of "Twist" recordings by all artists.
• Conduct a "Twist" musical talent search, with guest tickets or promoted records to the best artists chosen from among local singers, combos and pianists. You might run this with the dance contest mentioned above.

Adults, Too!

Let the grown-ups know that "The Twist" isn’t exclusively for the enjoyment of the youngsters as witness the national magazine and newspaper attention it is getting and the publicity accorded its high society and top-entertainment practitioners. Post a lobby placard calling this to the attention of your older patrons and write them letters to the same effect. Be sure the point is brought up in any radio discussion on "Twist Around the Clock!" See if there are any adults who will contest for prizes in performing "The Twist" and match them in popularity against local youngsters on a TV show or your theatre stage.

ARTUR MURRAY

The Arthur Murray School of Dancing is alerting its studio managers all over the country to the fact that it has named a dance the "Twist Around the Clock." Studio managers are being urged to cooperate with theatres in setting up local promotions such as dance parties, theatre exhibitions, local tie-up advertising, displays inside and in the windows of Arthur Murray Studios, contests, use of Arthur Murray Dance Lesson Certificates as prizes, giveaways, etc.

In conjunction with this tie-up, or separately, stage a "Twist Around the Clock" dance party in your theatre lobby or some other suitable spot. Arthur Murray instructors might serve as judges in such a contest, of course, and the "party" itself might run right around the clock—a full 24 hours—with newspaper and TV attention.

DRIVE-IN'S

• Promote a juke box for free plays of "The Twist" recordings at concession counter.
• Play stars’ recordings during intermission, with credits.
• "Twist Specials" at concession counter.
• Offer "Twist" dance opportunity, prior to start of regular show; perhaps a contest?
• Plant "Drive Safely Around the Clock" posters, with credits to picture.
• Offer recordings or sheet music via a "lucky number" giveaway worked with concession trays, pop corn boxes, etc.
• Print your "Twist Around the Clock" message on paper towels for a filling station and theatre giveaway.

Accessories at Columbia Exchanges

• ONE SHEET
• THREE SHEET
• INSERT CARD
• 22 x 28
• UTILITY MAT
• TRAILER
• 40 x 60
• 24 x 60
• 24 x 82 DISPLAYS
• STILL SETS
• EIGHT 11 x 14's
• SLIDE

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