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It's what happens when 10,000 kids meet on 5,000 Beach Blankets!

STARRING

BOB CUMMINGS

DOROTHY FRANKIE "ANNETTE"
MALONE · AVALON · FUNICELLO

HARVEY JODY
LEMBECK · MCCREA

JOHN
ASHLEY

ALSO STARRING

MOREY EVA
AMSTERDAM and SIX

AND FEATURING

DICK DALE
and the DEL TONES

American International
PRESENTS

BEACH PARTY

IN **PATHÉCOLOR** AND **PANAVISION**®

Directed by WILLIAM ASHER Written by LOU RUSOFF Produced by JAMES H. NICHOLSON and LOU RUSOFF Executive Producer SAMUEL Z. ARKOFF Music by LES BAXTER

CAST

PROFESSOR SUTWELL BOB CUMMINGS
MARIANNE DOROTHY MALONE
FRANKIE FRANKIE AVALON
DOLORES ANNETTE FUNICELLO
ERIC VON ZIPPER HARVEY LEMBECK
DEADHEAD JODY McCREA
KEN JOHN ASHLEY
CAPPY MOREY AMSTERDAM
AVA EVA SIX
MUSICIANS DICK DALE and THE DEL-TONES
ED DAVID LANDFIELD
SUE DOLORES WELLS
RHONDA VALORA NOLAND
TOM BOBBY PAYNE
BIG BOY DUANE AMENT
MOTORCYCLE RATS ANDY ROMANO,
JOHN MACCHIA, JERRY BRUTSCHE
and BOB HARVEY
MOTORCYCLE MICE LINDA ROGERS
and ALBERTA NELSON
PERPETUAL MOTION DANCER CANDY JOHNSON
TOUR GUIDE ROGER BACON
YOGI GIRLS YVETTE VICKERS
and SHARON GARRETT
SURFERS MICKEY DORA, JOHN FAIN,
PAM COLBERT, DONNA RUSSELL, MIKE NADER,
EDDIE GARNER, LAURA LYNN, SUSAN YARDLEY,
and BRIAN WILSON
BEACH GIRLS LORIE SUMMERS,
MEREDITH MacRAE, LUREE NICHOLSON,
PAULETTE RAPP, and MARLO BAERS
BEACH BOYS JOHN BEACH, BILL SLOSKY,
BRENT BATTIN, ROGER CHRISTIAN,
GARY USHER, and BILL PARKER

CREDITS

PRODUCERS JAMES H. NICHOLSON
and LOU RUSOFF
EXECUTIVE PRODUCER SAMUEL Z. ARKOFF
ASSOCIATE PRODUCER ROBERT DILLON
DIRECTOR WILLIAM ASHER
WRITTEN BY LOU RUSOFF
PRODUCTION SUPERVISOR BARTLETT A. CARRE
UNIT MANAGER ROBERT AGNEW
ART DIRECTOR DANIEL HALLER
MUSIC COORDINATOR AL SIMMS
MUSICAL SCORE BY LES BAXTER
ASSISTANT DIRECTOR CLARK PAYLOW
2nd ASSISTANT DIRECTOR LEW BORZAGE
DIRECTOR OF PHOTOGRAPHY KAY NORTON
FILM EDITOR HOMER POWELL
OPERATING CAMERAMAN DICK KELLEY
MIXER DON RUSH
RECORDIST ROGER WHITE
SET DRESSER HARRY REIF
PROPERTIES DICK RUBIN and KARL BRAINARD
COSTUME SUPERVISOR MARGE CORSO
MAKEUP CARLIE TAYLOR
HAIR STYLIST SCOTTY RACKIN
PRODUCTION ASSISTANT JACK CASH

A JAMES H. NICHOLSON — SAMUEL Z. ARKOFF
PRODUCTION

· RUNNING TIME: 100 MINUTES

BEACH PARTY

SYNOPSIS

(Not for Publication)

At Southern California's famed Newport-Balboa beach vacation area, (FRANKIE AVALON) and his girl-friend Dolores (ANNETTE FUNICELLO) merrily drive to a beach house where he believes the couple will spend a romantic and idyllic two week vacation for just two — alone. When Frankie carries Dolores into the dark house, he trips and discovers that they won't be alone after all. For sleeping on the floor are Deadhead (JODY McCREA), Ken (JOHN ASHLEY), Rhonda (VALORA NOLAND), Sue (DOLORES WELLS) and six more boy and girl-friends of the young couple — all invited by Dolores to join them for the vacation period to Frankie's obvious dismay and anger.

In an adjoining beach house, Professor Jason Sutwell (BOB CUMMINGS) and his attractive assistant Marianne (DOROTHY MALONE) are observing the water surfing and beach play antics of the young couples next door. Professor Sutwell, a famous anthropologist, is gathering data for a research book on the sex play and other habits of the youngsters with a view to comparing them with primitive South Sea island tribes. Marianne vainly tries to convince him that they just are normal American kids.

Meanwhile, Dolores explains to her girl friends that she spiked Frankie's plans because she wanted something more substantial to come of the friendship — like marriage. At the same time, Frankie plans to get back at Dolores by feigning a romance with the sexy and voluptuous Ava (EVA SIX) who is a waitress at Big Daddy's, a local beat dance and beer establishment that caters to the young crowd.

Frankie puts his plan into operation that night by dancing romantically with Ava while Dolores watches. While the festivities and dancing proceed under the direction of the owner of Big Daddy's, Cappy (MOREY AMSTERDAM), the place suddenly is invaded by a gang of leather-jacketed motor cyclists led by Eric Von Zipper (HARVEY LEMBECK). Eric makes a play for the dejected Dolores and, when he tries to kiss her against her wishes, she is rescued by Professor Sutwell who was present to observe the night life of the youngsters for his report. The professor accomplishes his rescue by means of Zen Judo tactics and ends up escorting a grateful Dolores home to add to Frankie's chargin and spur his attentions to Ava.

A friendship develops between the older man and the girl, interpreted as a romance by Frankie, Marianne and Dolores, each of whom become increasingly jealous. The next day, on the beach, Frankie and his friends discover that the Professor is a "square" and initiate him into the vigorous sport of surfboarding in anticipation of some fun with such an obvious greenhorn.

As the apparent romances develop, with concurrent misunderstandings between Frankie and Dolores, the scene again shifts to Big Daddy's where Eric and his cycle gang return with reinforcements seeking revenge against Professor Sutwell. In the meantime, Frankie and his friends, while looking for Dolores in the Professor's house, stumble upon his research papers and discover what he has been doing.

At Big Daddy's, Professor Sutwell is confronted, in rapid succession, by the irate youngsters and by Eric and his gang. The ensuing arguments develop into a free-swinging, pie-throwing brawl ending with the retreat of the Von Zipper gang and the happy clarification of all misunderstandings. In the end, Frankie and Dolores are reconciled as sadder but wiser youngsters, while the Professor realizes that Marianne is the girl for him and that she is right after all about the young people.

BOB CUMMINGS COMES BACK TO FILM MUSICAL COMEDY STARDOM IN ALL-STAR "BEACH PARTY"

Bob Cummings is back in motion pictures in the type of musical comedy role which made him famous — and American International has got him, as star of its merry "Beach Party."

It's ever-young Bob's first starring musical comedy film in eight years and only his second film in that time during which period he has devoted himself almost exclusively to TV.

Co-starring with Bob in "Beach Party" is an appropriate all-star cast headed by Dorothy Malone, Frankie Avalon and Annette Funicello. Also starring in the color and Panavision musical comedy romp, which opens at the Theatre, are Harvey Lembeck, Jody McCrea, John Ashley, Morey Amsterdam and Eva Six with Dick Dale and the Del-Tones also featured.

Bob, born in Joplin, Missouri, on June 9, is the son of Dr. Charles Clarence Cummings, well-known physician and surgeon and was named after his father. Dr. Cummings was one of the first medical champions of nutrition and supplements and also was a rabid flying fan deriving from a friendship with the famed Wright Brothers of Kitty Hawk, N. C.

As a result young Bob grew up with an inherited interest in medicine, nutrition and airplanes. At the age of seventeen, unknown to his father, the youngster took flying lessons and soloed for the first time at Joplin's airport.

One of Bob's fondest memories to this date is shaking hands with Charles A. Lindberg at the St. Louis Airport prior to Lindy's departure for New York in the Spirit of St. Louis on the eve of his historic flight to Paris. This was the final spur to his decision to become an aeronautical engineer, but those studies were nipped in the bud shortly afterward when his father was stricken with a heart attack.

A few months later, when he heard about scholarships being offered by the American Academy of Dramatic Arts which included room, books and \$14 a week, Bob decided to try for this Depression-time prize. He went to New York, applied and was accepted to formally enter a show business career.

After his junior year course, Bob quit the Academy and started looking for stage parts on Broadway in an effort to make more money so he could help his family. He soon found that a young inexperienced actor had little chance, especially since British accents seemed to be the fashion in the New York stage at that time.

He forthwith decided that he must become an Englishman. He cashed in a \$600 insurance policy and went to the British Isles on a cut-rate steerage ticket where he visited with family friends to learn British usage and customs.

Later Bob bought a used motorcycle and toured all of England until he came up with an idea that proved to be the turning point for his career. He found a closed theater, bribed the janitor to put the name Blade Stanhope Conway on the marquee as star of "Candida" and took a picture of the display.

Thus it was as famed British actor Blade Stanhope Conway that he finally cracked the New York legitimate theatre, being signed immediately upon his return to New York for an important part in John Galsworthy's "The Roof." The new English star received good notices from all but one critic and he starred on Broadway for the next five years with no one ever suspecting that he really was Bob Cummings of Joplin, Mo.

It was during his final years as Conway that Bob got his first crack at musical comedy, first in Earl Carroll's "Vanities," then as straight man to Milton Berle, and then opposite Fanny Brice in the Ziegfeld Follies.



BOB CUMMINGS stars with Dorothy Malone, Frankie Avalon and Annette Funicello in American International's color and Panavision musical comedy, "Beach Party," opening at the Theatre.

1 COL. SCENE MAT 1-A

During a tour with the Follies to the West Coast he tried and failed to win a movie role and then decided that British actors and accents were out of style.

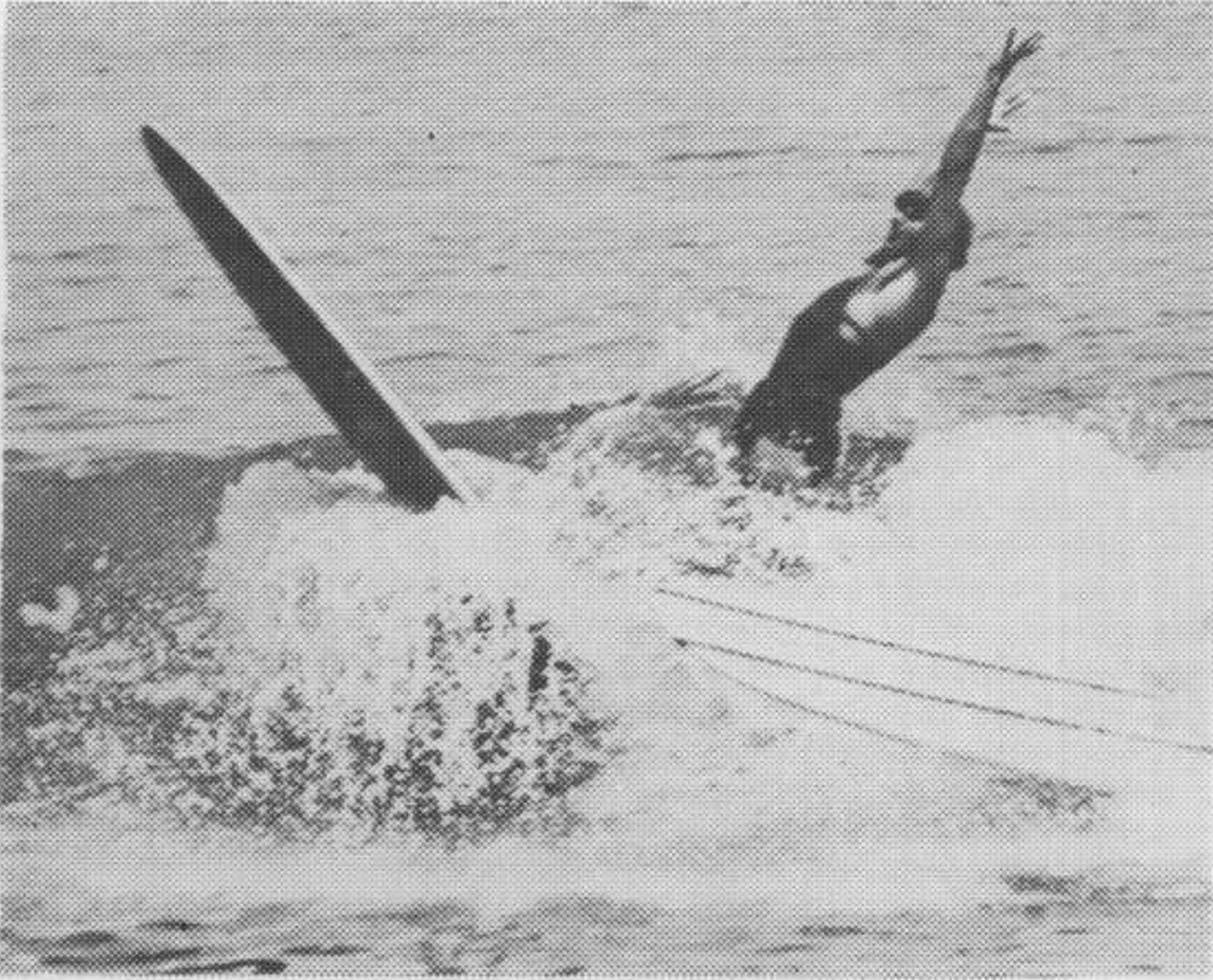
The next step was to become Bob Cummings of Texas to fit in with the new fashion of Western and gangster stars. His timing was right again and he signed for a leading role in King Vidor's "So Red The Rose" plus a seven-year contract with Paramount to insure his permanent residence in Hollywood.

Following his success in "So Red The Rose," Bob starred in more than 100 feature films, including "Three Smart Girls Grow Up," "Spring Parade," "The Devil and Miss Jones," "Moon Over Miami," "Kings Row," "The Petty Girl" and in 1955, "How To Be Very Popular," which was his last musical comedy before "Beach Party." His concentration on his two top-rated TV shows during the ensuing period was broken only by one brief motion picture appearance, in "My Geisha" with Shirley MacLaine and Yyes Montand.

During World War II, Bob flew with the Civil Air Patrol and was a flight instructor at Mira Loma Flight Academy where he turned out almost 100 combat flyers for the Air Force. In 1945, he married actress Mary Elliot Daniels with the ceremony performed by Bob's mother who was an ordained minister.

Bob still flies today, owning his own plane and flying with his entire family. The flying Cummings include his wife, Robert, Jr., 16; Malinda, 14; Patricia, 10; Laird Ann, 6, Tony, 5. In 1961, Prentice-Hall published his book, "Stay Young and Vital," which tells of his formula for successful living and eating. A year later, he fulfilled another ambition by opening the Bob Cummings Motor Hotel in his home town of Joplin.

Bob thrives on what to many would be a grueling schedule and displays almost unbelievable vitality, physical fitness and mental well-being. He attributes his stardom, health, vitality and peace of mind to proper nutrition, proper frame of mind and what he calls "imaging." "Anybody can do it," he says.



SURFING SPILL—Bob Cummings, disguised in beard and old-fashioned bathing suit, takes a spill from surf board in scene from American International's "Beach Party," which opens at the Theatre. Dorothy Malone, Frankie Avalon and Annette Funicello also star in the color and Panavision musical comedy spectacular.

2 COL. SCENE MAT 2-P

OSCAR WINNER DOROTHY MALONE FORSAKES DRAMA FOR MUSICAL COMEDY, 'BEACH PARTY'

It's a return to a first love for Academy Award-winning actress Dorothy Malone with her starring role in American International's musical comedy romp, "Beach Party." She won the coveted Oscar in 1956 for her supporting role in "Written on the Wind."

For one who loved to sing and dance as a youngster, Dorothy stars in her first musical since her 1956 success in "Artists and Models" with Dean Martin and Jerry Lewis in the AIP color and panavision song, dance and comedy spectacular. Also starring in "Beach Party," which opens at the Theatre, are Bob Cummings, Frankie Avalon, Annette Funicello, Harvey Lembeck, Jody McCrea, John Ashley, Morey Amsterdam and Eva Six with Dick Dale and the Del Tones featured.

Though claimed by Texas as a native beauty, Dorothy was born in Chicago on January 30, daughter of Robert I. Maloney. When she was six weeks old, the Maloney family moved to Dallas where Dorothy began her education at the Ursuline Convent.

Even in the primary grades, she showed her flair for entertainment being chosen as Queen of the May and modeling in Marcus-Neiman Department Store children's fashion shows. Dorothy also studied ballet, toe dancing and singing; gave monologues, played leads in school plays and was salutatorian for her class. When she enrolled in Dallas Highland Park High, she continued in her many entertainment activities and in addition piled up all sorts of top scholastic and athletic honors. Among honors won by Dorothy were first place as best actress, school favorite girl, Queen of the ROTC, swimming and diving cups and medals, plus seven scholarship upon graduation.

She then entered Miss Hockadays Junior College in Dallas and found time to travel all over Texas with a choral group, continue her department store modeling and win prizes for short story writing, poetry and a short play. Transferring to Southern Methodist University, Dorothy majored in French, Latin and Spanish, with a minor in drama. It was a lead role in an SMU play, appropriately entitled "Starbound," that caught the attention of an RKO talent scout and sent Dorothy on her way to Hollywood. At RKO, she did not get a part in a movie but did study and train extensively until she got a chance to move over to Warner Brothers where she got her first film parts in "The Big Sleep," "Night and Day," "Two Guys From Texas" and others.

Dorothy, however, was impatient over her slow progress and grabbed an opportunity to go to England to meet the King and Queen and write about her trip for Photoplay Magazine. When she decided to resume her acting career, she went first to New York where she studied at the famed American Theatre Wing and appeared in TV shows. On her return to Hollywood, Dorothy finally hit the big time and won progressively larger and more important roles culminating in her Academy Award-winning portrayal in "Written on the Wind."



DOROTHY MALONE stars with Bob Cummings, Frankie Avalon and Annette Funicello in American International's color and Panavision musical comedy, "Beach Party," opening at the Theatre.

1 COL. SCENE MAT 1-B

On her return to Hollywood, Dorothy finally hit the big time and won progressively larger and more important roles culminating in her Academy Award-winning portrayal in "Written on the Wind."

She since has appeared in many top parts including "Man of a Thousand Faces" with James Cagney; in "Tip on a Dead Jockey" with Robert Taylor, in "The Last Voyage" and "The Last Sunset."

Dorothy recently separated from her husband, French actor Jacques Bergerac, taking with her her two baby daughters aged one and three. She still keeps up her athletic prowess and finds time to dance and study.

FRANKIE AVALON IN FIRST FILM SINGING-COMEDY ROLE AS STAR OF MUSICAL 'BEACH PARTY'

By popular request from his fans, both young and old, all over the country Frankie Avalon sings rock and roll and bossa nova songs in addition to his ever popular ballads in his latest motion picture, American International's "Beach Party."

Frankie, who has been sticking chiefly to ballads of recent years and putting singing second to acting in his motion pictures, sings currently popular rhythms beat numbers as he combines song, romance and comedy with his acting in the new color and Panavision musical comedy romp. Co-starring in the film, which opens at the Theatre, are Bob Cummings, Dorothy Malone and Annette Funicello.

Born in Philadelphia on September 18, 1940, as Frank Avallone, he dreamed as a child of becoming a boxer. Fate, however, decreed that he become champion in the entertainment world where he looms as one of the all-time greats.

At the tender age of six, Frankie got a foretaste of singing fame as the winner of a local song talent contest, but it was as a trumpet player that he broke into show business. His talent with the brass wind instrument was such that he became a pupil of a member of the Philadelphia Symphony Orchestra.

Popular music, however, soon won out over classical and he soon was hailed as a musical prodigy on the trumpet as he won numerous guest engagements on top radio and TV shows while still in his early teens.

By the time he was 14, Frankie had formed his own musical group which began playing across the country with the nation's top dance bands. It was at this time that his natural vocal talent emerged and, singing with his own group, he soon skyrocketed to national fame as the country's most promising young singing star with his first big record hit, "De De Dinah."

A few years ago, firmly established in the top ranks of popular vocalists, Frankie started branching out as both a night club entertainer and actor. He is particularly determined to establish a reputation for himself as a serious actor with three outstanding roles already chalked up in "The Alamo" with John Wayne, in "Panic In Year Zero" with Ray Milland and "Operation Bikini."

Frankie, definitely a young man with a plan and a missionary zeal to accomplish his goal, has just acquired a lifetime partner to help him



FRANKIE AVALON stars with Bob Cummings, Dorothy Malone and Annette Funicello in American International's color and Panavision musical comedy, "Beach Party," opening at the Theatre.

1 COL. SCENE MAT 1-C

That new partner is his wife, Kay Deibel, whom he married on January 18, 1963, and who is his constant companion whenever he works. The young couple are expecting their first child in October, 1963.

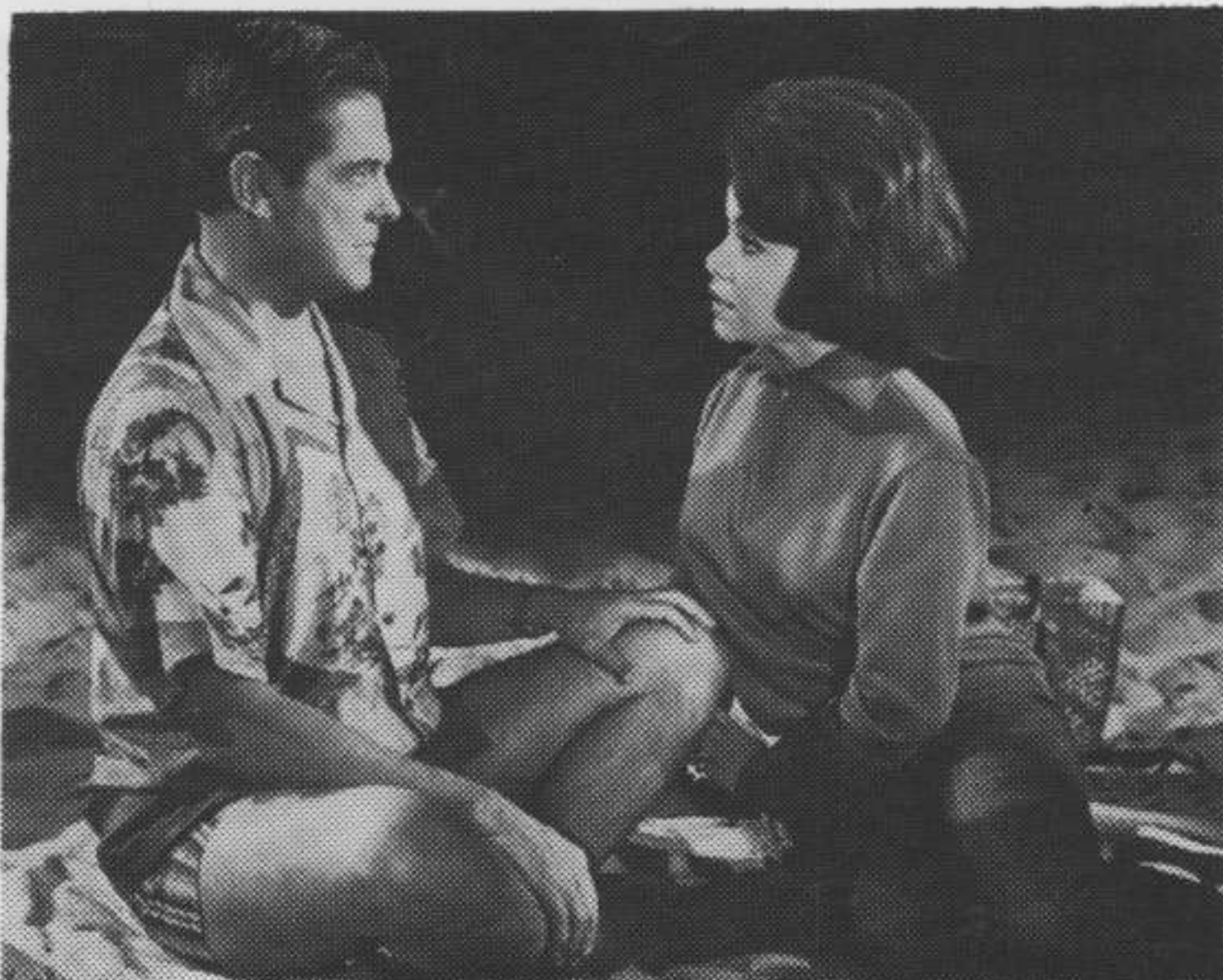
While keeping up his singing on records and on TV, Frankie also makes regular night club appearances, this year highlighted by first-time engagements at Las Vegas and at New York's famed Copacabana night club. His acting career gets special attention through regular study sessions with top dramatic coaches and teachers as part of his master plan to maintain a combined singing and acting career.

Frankie's fan mail averages between 1500 and 2000 letters a day and he continues to be mobbed and besieged by young girls whenever he appears in public. Despite this adulation, he continues to remain a remarkably poised and calm young man, a modest and unassuming person whose poise and intelligence has endeared him to adults as well as youngsters.



"BEACH PARTY" HI-JINKS — Frankie Avalon (left) and Bob Cummings listen to leather-jacketed Harvey Lembeck and tall Jody McCrea in highlight comedy scene of American International's "Beach Party" which opens at the Theatre. Dorothy Malone and Annette Funicello also star in the color and Panavision musical comedy.

2 COL. SCENE MAT 2-K



ROMANTIC NOTE — Annette Funicello and Bob Cummings in romantic beach scene from American International's "Beach Party," opening at the Theatre. Dorothy Malone and Frankie Avalon also star in the color and Panavision musical comedy. 2 COL. SCENE MAT 2-L

"MOUSEKETEER"ANNETTE GROWS UP AS STAR OF NEW MUSICAL COMEDY, "BEACH PARTY"

It seems like only yesterday for most Americans that vivacious Annette Funicello was the singing and dancing star of Disney's TV Mouseketeers.

Now Annette, as her twenty-first birthday approaches on October 22, bursts out as the talented and beautiful grown-up star of American International's color and Panavision musical comedy, "Beach Party." Co-starring with Annette in her very first film away from Disney, opening at the Theatre, are Bob Cummings, Dorothy Malone and Frankie Avalon.

In addition to demonstrating an eye-catching grown-up figure for the first time, Annette displays her considerable acting talent, both serious and comedy. She also shows off her lovely singing voice, as she sings solo and in duets with Avalon in "Beach Party" which should put the pert brunette up with Hollywood's leading entertainment figures.

Born in Utica, New York, in 1942, her father owns a garage business in the San Fernando Valley while Mrs. Funicello runs the family home in the same area, takes care of her younger two brothers, Joe, 17, and Michael, 11, and oversees Annette's career.

The Funicellos moved to California when Annette was four. Her career began at the age of five when her mother enrolled her at the Margie Rix School of Dance in North Hollywood, with ballet and tap dancing studies following. At the age of nine, she won her first beauty contest as "Miss Willow Lake" and began a part-time modeling career.

At the age of 13, Annette got her break while dancing the leading role in a "Ballet versus Jive" presentation at the Burbank Bowl. As luck would have it, one of the interested spectators was the famous Walt Disney who was so impressed with the talented youngster that he promptly signed her up as one of the original Mouseketeers on his "Mickey Mouse Club" TV Show.

Out of the twenty-four young mouseketeers (she was the last to be hired), Annette immediately was singled out by the nation's youngsters as their favorite, with her fan mail mounting to an astounding 6,000 letters a month at the end of the first season. Soon she was cast in other Disney features and soon had an entire serial of her own, called "Annette."

In addition, Annette got her first chance to sing on "The Mickey Mouse Club" and so impressed Disney executives that she was put on records and has since become one of



ANNETTE FUNICELLO stars with Bob Cummings, Dorothy Malone and Frankie Avalon in American International's color and Panavision musical comedy, "Beach Party," opening at the Theatre.

1 COL. SCENE MAT 1-D

the country's top recording stars. When the "Mickey Mouse Club" finally went off the air, Annette's contract was renewed and she was given featured roles in several Disney TV series and also appeared as guest star on "The Danny Thomas Show" and other TV programs. She also made her first feature films for Disney, starting with "The Shaggy Dog" and then with "Babes In Toyland." Soon to be released, probably after "Beach Party," is another Disney comedy film, "Merlin Jones."

A well-adjusted young lady, Annette has many hobbies including a collection of stuffed animals featuring an almost life-sized tiger which is a gift from her fellow recording artist and good friend, Paul Anka. Her athletic interests range from swimming to horseback riding and ice and roller skating.

Although there is no serious romance in her life, Annette has definite plans to get married when she finds the right boy. She feels a professional man would make the best husband and she looks forward to leaving show business, settling down, and having a large family — her goal is about nine children.



CAUGHT UNAWARES — Harvey Lembeck (right) is caught unawares by Bob Cummings' (behind beard) Zen judo techniques in fun scene from American International's "Beach Party" which opens at the Theatre. Dorothy Malone, Frankie Avalon and Annette Funicello also star in the color and Panavision musical comedy.

2 COL. SCENE MAT 2-M

BILL ASHER, DOUBLE EMMY AWARD WINNER FOR LUCY, DINAH SHOWS, DIRECTS FIRST FILM MUSICAL

In the television world, the name of William Asher is synonymous with the best in fun-filled comedy action and light-hearted musical comedy.

Now the double Emmy-winning director, who twice won TV's most coveted award for his work on the "I Love Lucy" and "The Dinah Shore Show" programs, shows off his talent with his first motion picture musical comedy effort.

It's American International's swinging, fun-filled surfers musical comedy, "Beach Party," opening

..... at the Theatre. Starring in the color and Panavision production are Bob Cummings, Dorothy Malone, Frankie Avalon, Annette Funicello, Harvey Lembeck, Jody McCrea, John Ashley, Morey Amsterdam and Eva Six, with surfing idol Dick Dale and the Del-Tones featured.

Asher won his Emmys in 1959 as producer-director of "The Dinah Shore Show" and in 1955 as director of "I Love Lucy." He is also a

double Sylvania award winner for the "I Love Lucy Show" and for "The Danny Thomas Show" and won the TV Guide Award for the earlier "Racket Squad" TV series.

His previous motion picture directorial efforts all have been dramatic with the most recent as producer-director of "Johnny Cool" starring Elizabeth Montgomery and Sammy Davis, Jr.

Among his other top TV credits are the 1961 pre-Presidential Inaugural Gala, "The Shirley Temple Storybook," "The Thin Man," "December Bride," "Our Miss Brooks" and "The Colgate Comedy Hour."

Asher's newest assignment is as director and producer of "The Patty Duke Show" which starts late this year on network television.



TEEN FUN AT THE BEACH — Frankie Avalon and Annette Funicello arrive for fun weekend at famed Malibu Beach in their 1926 model sports car in scene from American International's "Beach Party," opening at the Theatre. Bob Cummings and Dorothy Malone also star in the color and Panavision musical comedy.

2 COL. SCENE MAT 2-N

HARVEY LEMBECK FINALLY GETS HIS SERVICE DISCHARGE FOR STAR ROLE IN MUSICAL COMEDY "BEACH PARTY"

After spending most of his adult life, both real and make-believe, in one branch or another of the armed forces, comedy star, Harvey Lembeck has finally managed to get a discharge for his starring non-military role in American International's "Beach Party."

The popular comedian plays the definitely civilian but still funny role of motorcycle gang leader Eric Von Zipper in the color and Panavision musical comedy which opens..... at the

Theatre. Also starring in "Beach Party" are Bob Cummings, Dorothy Malone, Frankie Avalon, Annette Funicello, Jody McCrea, John Ashley, Morey Amsterdam and Eva Six.

Harvey started work in "Beach Party" coincidentally with the cancellation of television's popular "Ensign O'Toole Show" in which he played "the oldest living seaman in the Navy." He also is fondly remembered for six years of "service" as the wild corporal on Phil Silvers' hilarious "Sergeant Bilko" television series, which preceded the O'Toole show.

The New York-raised Lembeck was born a civilian and managed to escape the military through high school and higher educational studies at the University of Alabama and New York University. However, he couldn't escape World War II for a real-life introduction into life in the armed forces via three years in the U. S. Navy, one year in the Army and one year in the Marines.

Bit by the acting bug, Harvey went from the U. S. Army into the legitimate theatre navy as a member of the original "Mr. Roberts" cast on Broadway. Next came a transfer into the army, as a prisoner of war in the memorable "Stalag 17" and shifted back into naval service in "South Pacific."

His almost continuous military service continued with visits to Hollywood where he appeared in the films like "The Frogmen," "You're In the Navy Now," "U.S.S. Teakettle," "Mission Over Korea" and "Willie and Joe

MUSICAL COMEDY "BEACH PARTY" IS FIRST FILM ABOUT LIFE AND LOVES OF CALIFORNIA SURFERS

Youthful summertime sun, romance and music, with special attention to the exciting sport of surfing which is sweeping the nation, is the keynote of "Beach Party," American International's musical comedy motion picture spectacular.

"Beach Party," the first motion picture to deal with America's young surfers, was filmed in wide screen Panavision and color at Southern California's famed vacation surfing areas. Opening soon at the

Theatre, the musical comedy stars Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello. Also starred are Harvey Lembeck, Jody McCrea, John Ashley, Morey Amsterdam and Eva Six, with Surfers' idol Dick Dale and his Del-Tones featured.

The story of "Beach Party" is set at such fun resorts as Newport, Balboa, Laguna and Malibu at the height of the vacation season and tells of the sports, fun and loves of a group of typical American youngsters. Melodic emphasis to the youthful hi-jinks is furnished by half a dozen merry songs and dance numbers with every member of the cast joining in the festivities.

Frankie Avalon sings a bouncy rock and roll number, a gay Bossa Nova and a lilting ballad in addition to joining in duets with Annette Funicello. Annette solos in a memorable ballad end even Dorothy Malone



HARVEY LEMBECK stars with Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello in American International's color and Panavision musical comedy, "Beach Party," opening at the Theatre.

1 COL. SCENE MAT 1-E

Back Up Front."

In private life, Harvey is the happily married father of three children. He admits that he prefers make-believe military service to the real thing," especially because it pays much better."

As for finally becoming a civilian in "Beach Party," Harvey is enthusiastic about his portrayal of Eric Von Zipper in the musical comedy romp. "I'm just hoping that I'll get typed in this role. It's the most fun I've had in many a year and it has finally given me a chance to portray one comedy character that I always wanted to do — a combination of Marlon Brando and Jackie Gleason."

and Bob Cummings join in the singing.

"King of Stomp" Dick Dale and his Del-Tones show why their "Surfers Choice" record is on the best-seller list as they provide the music for two swinging production numbers. The whole cast joins in the dancing with the gyrations of sensational twister Candy Johnson, the "Perpetual Motion Girl," highlighting the dancing portions of "Beach Party."

Two of the entertainment world's top comedy figures provide memorable laugh characterizations for the hilarity of the "Beach Party" goings-on. They are Harvey Lembeck, formerly corporal of the "Sergeant Bilko" TV show and the funny sailor on TV's "Ensign O'Toole," and veteran wise-cracking comedian Morey Amsterdam, currently starring on "The Dick Van Dyke" TV show.

Last but not least, the musical score and background music for "Beach Party" is by famed mood music composer Les Baxter to make for one of the screen's most toe-tapping and swinging musicals, complete with rib-shaking fun and comedy.



SWINGIN' PARTY — Curvaceous Eva Six and Frankie Avalon swing out a hot dance number while Harvey Lembeck (left) watches and Dick Dale (far right) beats it out on the drums in scene from American International's "Beach Party," opening at the Theatre. Bob Cummings, Dorothy Malone and Annette Funicello also star in the color and Panavision musical comedy.

2 COL. SCENE MAT 2-O

JOHN ASHLEY, IN FOREFRONT OF RISING NEW FILM STARS HEADLINER IN "BEACH PARTY"

Ranked high among the new crop of rising young Hollywood stars, John Ashley has managed to make 1963 a banner year for himself long before the half-way mark with the birth of his first child, plus an important featured role and a top starring role in big motion pictures.

His starring role was in American International's musical comedy spectacular, "Beach Party," opening at the Theatre. Also starring in the color and Panavision fun film are Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello.

John's featured role was with stars Paul Newman and Melvyn Douglas in "Hud" which opened to rave reviews all over the nation. His other momentous event was the baby born to his actress wife Deborah Walley while he was on location with "Beach Party."

Born on Christmas Day, John never knew his real parents and was adopted when only a few days old by Dr. and Mrs. Roger Q. Atchley of Tulsa, Oklahoma. He attended public schools and Will Rogers High School in Tulsa where he was a leader in sports, drama, musical and political activities.

After high school graduation, he enrolled at Oklahoma State University and graduated with a Bachelor of Science degree. As the result of a between-terms visit to friends in Hollywood and being told that he should be in pictures, John returned to school for his final years determined to become an actor.

He rearranged his curriculum to emphasize drama and during one year appeared in leading roles in no less than seven student plays. He also commuted nightly for several months to appear in a little theater presentation of "Ring Around the Moon" in Tulsa almost 70 miles away.

Following graduation, John de-toured to Houston, Texas, on his way to Hollywood to pick up additional experience at the famous Alley Theatre in that city. So fortified he made the rounds in the film capital, landed an agent and in less than a month had two television acting assignments including a leading role in the "Men of Annapolis" series.

After getting his feet wet in TV, along came his first motion picture break — with the same American International Pictures which this year starred him in "Beach Party." His



JOHN ASHLEY stars with Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello in American International's color and Panavision musical comedy, "Beach Party," opening at he Theatre.

1 COL. SCENE MAT 1-G

first movie was a starring role AIP's "Suicide Battalion."

Then followed a six month hitch in the Army, with an even bigger break coming up for John on his return to civilian life. It was as co-star of the ABC-TV series "Straightaway" with appearances on such popular TV programs as "Wagon Train," "The Millionaire" and "Death Valley Days" making him one of the busiest young actors in Hollywood.

A great sports enthusiast, John spends much of his spare time horse-back riding, surfing and playing tennis. He likes highly seasoned Italian foods and he prefers the Continental cut in his clothes.

He was married to Miss Walley on April 28, 1962 and they moved into a large new house in the Hollywood Hills just prior to the birth of their baby.

JOEL McCREA'S TALENTED BIG SON JODY McCREA CONTINUES TO DEVELOP AS COMEDY STAR

A rising new star on the comedy horizon in Hollywood is none other than the tall, dark, broad shouldered Jody McCrea, son of veteran Western star Joel McCrea.

Jody scores a comedy hit as co-star of American International's "Beach Party," opening at the Theatre. The color and Panavision musical comedy stars Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello with young McCrea stealing many a scene as the uproariously funny Deadhead.

Jody first came to the attention of filmgoers as a bright young comic in AIP's "Operation Bikini" and his clowning won his new "Beach Party" assignment.

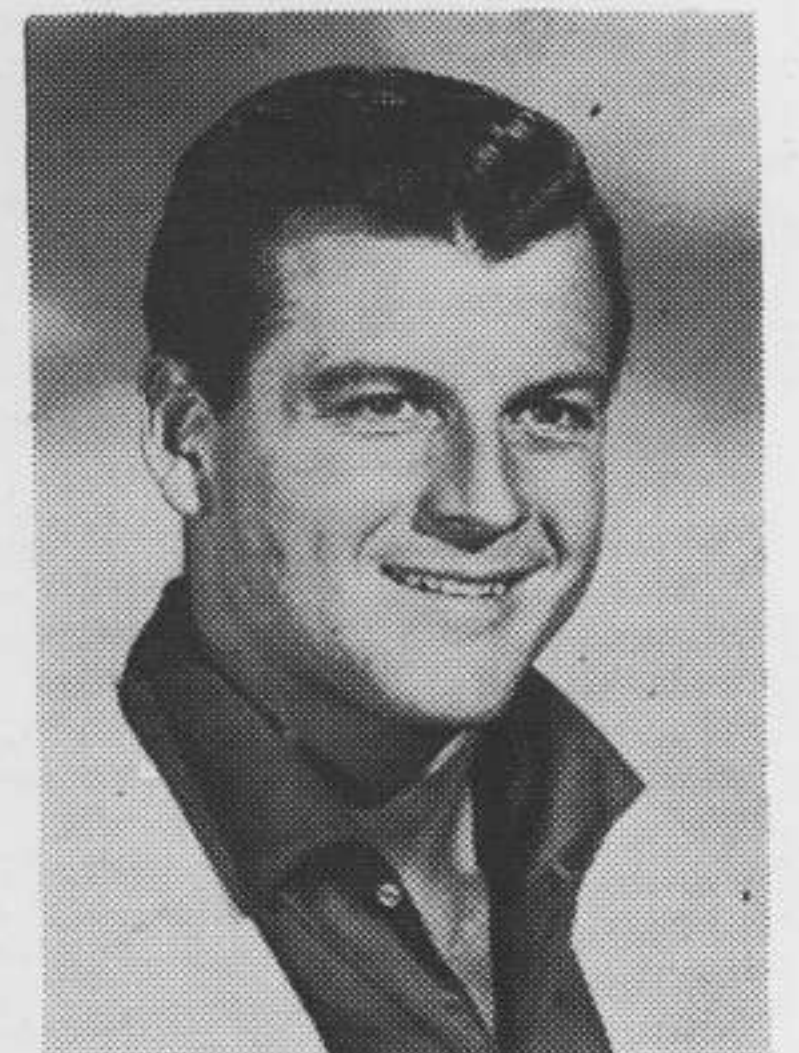
Now 28 years old, bachelor Jody was born the son of a California rancher as well as the son of a Hollywood star. Star and rancher are one and the same with his dad married to another famous Hollywood name, lovely Frances Dee.

He grew up on his parents big ranch and was educated with the children of the ranch hands in a small country schoolhouse. Jody's first approach to Hollywood was through the University of California at Los Angeles (UCLA) where he majored in dramatic arts.

Jody was a star athlete from boyhood excelling in football and track, good enough to make all-star and all-state teams and win many a championship. He continued his athletic stardom at UCLA but realized soon that an athlete's career dies young and that he really wanted to be an actor above all else.

Upon his graduation in 1956, Jody went to New York where he enrolled in Sanford Meisner's acting classes. Soon afterward he crashed television to appear in some of TV's top dramatic plays and series.

Next came Hollywood where he appeared in a succession of featured motion picture roles, including "The



JODY McCREA stars with Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello in American International's color and Panavision musical comedy, "Beach Party," opening at the Theatre.

1 COL. SCENE MAT 1-F

Restless Years," "Lafayette Escadrille" and "The First Texan." Uncle Sam interrupted Jody's rise to call him up for a two-year Army hitch.

Jody went right back in motion pictures upon his discharge from the Army, resuming his career in television as well. In between films, young McCrea spends much of his time on his father's ranch and maintains his top physical condition.

MUSICAL COMEDY "BEACH PARTY" TELLS ABOUT SURFING THRILLS, FUN, ROMANCE AND ADVENTURES

All of the thrills, fun, romance and adventures of surfing are depicted in American International's new musical comedy "Beach Party," opening at the Theatre.

The color and Panavision production, the first to deal with America's newest and fastest growing sport, stars Bob Cummings, Dorothy Malone, Frankie Avalon and Annette Funicello. Also starred are Harvey Lembeck, Jody McCrea, John Ashley, Morey Amsterdam and Eva Six with the Surfers' idol, Dick Dale and his Del-Tones also featured.

The exhilarating and sometimes dangerous sport of Surfing currently is taking the country by storm after having a limited vogue in Hawaii since World War II. Surfing devotees were limited in Hawaii to the daring few who risked challenging the island's deadly dangerous and mountainous waves.

However, in recent years it has been discovered that the breakers of the Pacific and Atlantic shores of the United States, and the even smaller waves of the large lakes of America offered as much thrills and fun, with considerably less danger than the Hawaiian variety. Enough of the danger exists on our continental waves to maintain the elements of danger and skill along with the fun and thrills of surfing.

The basic idea of surfing is to paddle the lightweight and buoyant surfboard out past the breakers, then to turn around, wait and catch a breaker on its crest and maneuver your board into shore for a fast and thrilling ride. Expert surfers, like Mickey Dora and John Fain who can be seen in "Beach Party," agree that the takeoff on the crest of the wave is the most critical part of wave-riding.

"Once you hit the takeoff, and rise to a standing position on your board and get the board trimmed and sliding, 90% of the wave is conquered," Dora and Fain say.

From there to the end of the ride is just the greatest fun and thrill there is, they agree. They point out that the ride in always is diagonally away from the wave's foaming crest, and never straight in with the wave — that just can't be done.

ADVANCE

A CONFIDENTIAL MESSAGE TO PARENTS

(—who sometimes must wonder...)

Every summer, when the sun is hot and the surf is up, the younger generation, like a horde of lemmings, wends its way seaward. Once on the beach they pair off on blankets to participate in a pagan rite common to all societies, both civilized and savage. This is known to sociologists as the "post-adolescent beach party" and to parents as "Oh Horrors!" If you don't know just what happens on a beach party (or why it's so much fun) here's your chance. **We dare you to take it.** You may be shocked to death...but you'll die laughing!

AMERICAN INTERNATIONAL STARS BOB CUMMINGS IN

"BEACH PARTY"

PATHECOLOR AND PANAVISION
CO-STARRING

DOROTHY FRANKIE "ANNETTE"
MALONE · AVALON · FUNICELLO · HARVEY
LEMBECK

JODY JOHN
McCREA · ASHLEY

AND FEATURING
DICK DALE AND THE DEL TONES

ALSO STARRING
MOREY AMSTERDAM AND EVA SIX

Hear 6 new surfing hits!

AD MAT 302

3 COL. x 8 1/8 — 339 LINES

The inside story of what goes on when the sun goes down...the moon comes up...and the water's too cold for surfin'



PANAVISION
AD MAT 110
1 COL. x 7 — 98 LINES

Surf's up and the Beach is really swinging!



AD MAT 214
2 COL. x 3 — 84 LINES

It's what happens when 10,000 kids meet on 5,000 Beach Blankets!



1 COL. x 5 — 70 LINES

A CONFIDENTIAL MESSAGE TO SURFERS HO-DADS AND GREMMIES!

Come where the sun is hot...the surf is up...and the beach is really swingin'... For the most uninhibited beach bash that ever put boys and girls in each other's arms!

AMERICAN INTERNATIONAL STARS

BOB CUMMINGS IN

"BEACH PARTY"

PATHECOLOR AND PANAVISION

CO-STARRING DOROTHY FRANKIE "ANNETTE" HARVEY
MALONE · AVALON · FUNICELLO · LEMBECK

JODY JOHN
McCREA · ASHLEY

ALSO STARRING
MOREY AMSTERDAM AND EVA SIX

AND FEATURING
DICK DALE AND THE DEL TONES

Produced by WILLIAM ASHER · LOU RUSOFF · JAMES H. NICHOLSON
and LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER

Hear 6 new surfing hits!

AD MAT 213
2 COL. x 7 1/4 — 207 LINES

**10,000 kids
meet on
5,000
Beach
Blankets!**

This is "Frankie" who
thinks homework
is another way to
play house with
"Annette"



This is Prof.
Sutwell an
authority on
primitive
customs...
but he's
never met
anything
like this
generation!

This is Ava
her idea of
a vacation is
two weeks in
BOYS TOWN!

This is Marianne,
the Prof's assistant
who can teach a
few things, herself!



AMERICAN INTERNATIONAL STARS **BOB CUMMINGS** IN
"BEACH PARTY"

CO-STARRING **DOROTHY MALONE** **FRANKIE AVALON** **"ANNETTE" FUNICELLO**
ALSO STARRING **HARVEY LEMBECK**

AND FEATURING **JODY MCCREA** **JOHN ASHLEY** **MOREY AMSTERDAM** **EVA SIX** **DICK DALE AND THE DEL TONES**

Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON
and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

Hear 6 new surfing hits!

AD MAT 210 2 COL. x 12 1/2 — 350 LINES

DAY BEFORE

It's called **BEACH BLANKET BINGO!**

everybody wins and nobody
counts the kisses!

The inside story
of what happens
when 10,000 kids
meet on 5,000
beach blankets!
...You may be
shocked to death
but you'll die
laughing!



STARRING **BOB CUMMINGS**
AND **DOROTHY MALONE**
FRANKIE AVALON
"ANNETTE" FUNICELLO

AN AMERICAN-INTERNATIONAL PICTURE IN **PATHÉCOLOR** AND **PANAVISION**

ALSO STARRING **HARVEY LEMBECK** **JODY MCCREA** **JOHN ASHLEY**

AND FEATURING **MOREY AMSTERDAM** **EVA SIX** **DICK DALE AND THE DEL TONES**

Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

AD MAT 312 3 COL. x 4 — 168 LINES

what happens when 10,000 kids
meet on 5,000 Beach Blankets?

Here
is the uproariously
uninhibited story of

STARRING **BOB CUMMINGS**
DOROTHY MALONE
FRANKIE AVALON
"ANNETTE" FUNICELLO

ALSO STARRING **HARVEY LEMBECK** **JODY MCCREA** **JOHN ASHLEY**

AND FEATURING **MOREY AMSTERDAM** **EVA SIX** **DICK DALE AND THE DEL TONES**



— and why
their folks, the
fuzz and the
fuddie-duddies
can't do a
darn thing
about it!

Hear
6 new
surfing
hits!

AMERICAN INTERNATIONAL presents

BEACH PARTY

IN **PATHÉCOLOR**
AND **PANAVISION**

Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

AD MAT 304 3 COL. x 6-3/16 — 258 LINES

10,000 kids meet on 5,000 Beach Blankets!

The inside story of what goes on when the sun's gone down...
the moon's come up...and the water's too cold for surfin'

The inside story of what
goes on when the sun
goes down...the moon
comes up...and the
water's too cold
for surfin'

AMERICAN INTERNATIONAL STARS **BOB CUMMINGS** IN
BEACH PARTY

CO-STARRING **DOROTHY MALONE** **FRANKIE AVALON** **"ANNETTE" FUNICELLO**

ALSO STARRING **HARVEY LEMBECK** **JODY MCCREA** **JOHN ASHLEY**

AND FEATURING **MOREY AMSTERDAM** **EVA SIX** **DICK DALE AND THE DEL TONES**

Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

IN **PATHÉCOLOR** AND **PANAVISION**

AD MAT 608 6 COL. x 5 — 420 LINES



This is Prof.
Sutwell an
authority on
primitive
customs...
but he's
never met
anything
like this
generation!

This is Ava
her idea of
a vacation is
two weeks in
BOYS TOWN!

This is Marianne,
the Prof's assistat
who can teach a
few things, herse!



Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

AND FEATURING **DICK DALE** **AND THE DEL TONES**

AD MAT 312 3 COL. x 4 — 168 LINES

DAY BEFORE

**10,000 kids
meet on
5,000
Beach
Blankets!**

The inside story of what
goes on when the sun
goes down... the moon
comes up... and the
water's too cold
for surfin'



AMERICAN
INTERNATIONAL
STARS **BOB CUMMINGS** IN

"BEACH PARTY"

CO-STARRING **..PATHECOLOR... PANAVISION***

**DOROTHY FRANKIE "ANNETTE"
MALONE · AVALON · FUNICELLO · HARVEY
LEMBECK**

**JODY JOHN
MC CREE · ASHLEY** **MOREY
AMSTERDAM** **EVA
AND SIX** **DICK DALE
AND THE
DEL TONES**

Directed by **WILLIAM ASHER · LOU RUSOFF · JAMES H. NICHOLSON**
and **LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

Hear 6 new surfing hits!

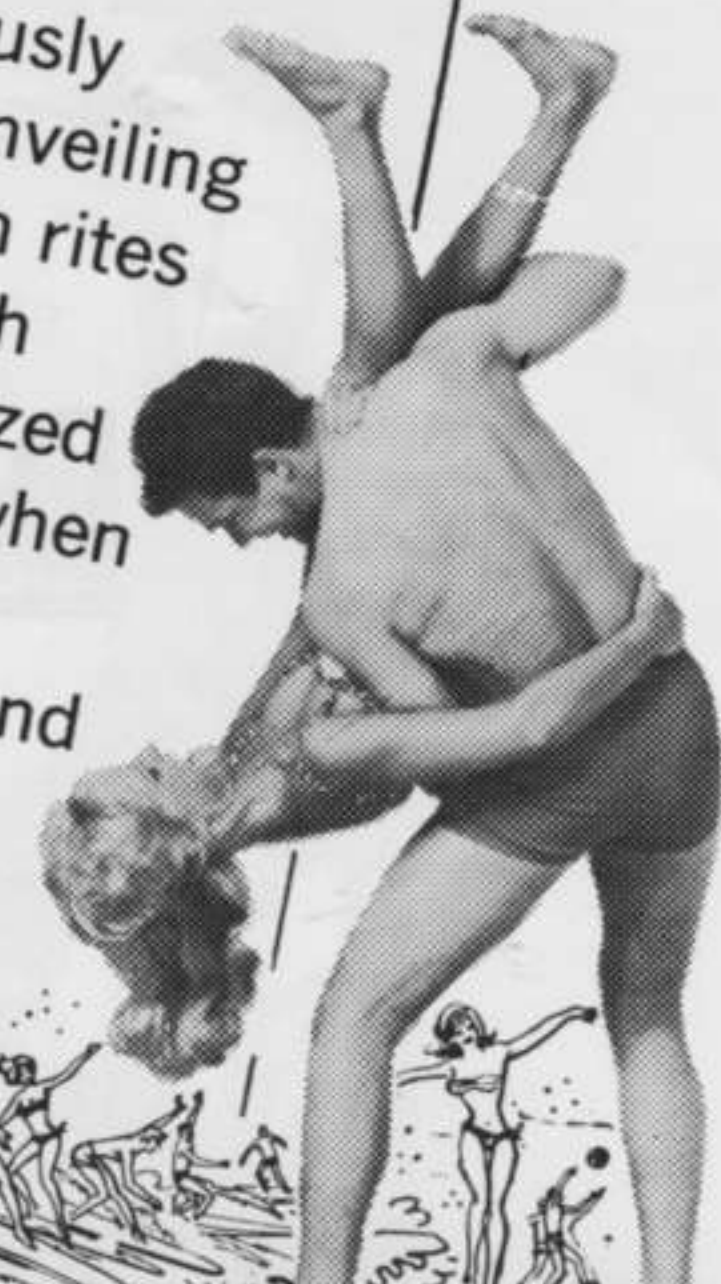
AD MAT 201

2 COL. x 8 — 224 LINES

It's called BEACH BLANKET BINGO!
...everybody wins and nobody
counts the kisses!



The uproariously
uninhibited unveiling
of those pagan rites
performed each
year by uncivilized
boys and girls when
the sun is hot...
the SURF is up and
the beach is
really swinging!



AMERICAN INTERNATIONAL presents IN **PATHECOLOR AND PANAVISION**

STARRING **BOB CUMMINGS**

BEACH PARTY

CO-STARRING

**DOROTHY FRANKIE "ANNETTE"
MALONE · AVALON · FUNICELLO · HARVEY
LEMBECK · MC CREE · ASHLEY**

ALSO STARRING

**MOREY
AMSTERDAM** **EVA
AND SIX**

AND FEATURING

**DICK DALE
AND THE
DEL TONES**

Directed by **WILLIAM ASHER · LOU RUSOFF · JAMES H. NICHOLSON**
and **LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

AD MAT 506

5 COL. x 7 1/4 — 610 LINES

This is Prof.
Sutwell an
authority on
primitive
customs...
but he's
never met
anything
like this
generation!



This is Ava
her idea of
a vacation is
two weeks in
BOYS TOWN!

This is Marianne,
the Prof's assistant
who can teach a
few things, herself!



AND FEATURING **DICK DALE** AND THE **DEL TONES**

Directed by **WILLIAM ASHER · LOU RUSOFF · JAMES H. NICHOLSON · LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

10,000 kids meet on 5,000 Beach Blankets!

The inside story of what goes on when the sun's gone down...
the moon's come up... and the water's too cold for surfin'

The inside story of what
goes on when the sun
goes down... the moon
comes up... and the
water's too cold
for surfin'

AMERICAN INTERNATIONAL STARS **BOB CUMMINGS** IN

BEACH PARTY

CO-STARRING

**DOROTHY FRANKIE "ANNETTE"
MALONE · AVALON · FUNICELLO**
**HARVEY JODY JOHN
LEMBECK · MC CREE · ASHLEY**

ALSO STARRING

**MOREY
AMSTERDAM** **EVA
AND SIX**



Directed by **WILLIAM ASHER · LOU RUSOFF · JAMES H. NICHOLSON · LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

AD MAT 507

5 COL. x 4 1/2 — 290 LINES

DAY BEFORE

THE SUN IS HOT THE SURF IS UP
THE BEACH IS REALLY SWINGIN'

STARRING
BOB CUMMINGS
DOROTHY MALONE
FRANKIE AVALON
"ANNETTE" FUNICELLO

HARVEY JODY JOHN
LEMBECK · McCREA · ASHLEY

ALSO STARRING
MOREY EVA
AMSTERDAM AND SIX
AND FEATURING
DICK DALE AND THE
DEL TONES

Every summer when
10 thousand kids meet
on 5 thousand beach
blankets
something's
bound
to HAPPEN!
Here is the uproariously
uninhibited story of
what usually does --
and why their folks,
the fuzz and the fuddie-
duddies can't
do a darn
thing about
it!!



Hear
6 new
surfing
hits!

AMERICAN INTERNATIONAL presents

BEACH PARTY

IN PATHÉCOLOR
AND PANAVISION

Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

AD MAT 301

3 COL. x 6 — 252 LINES

what happens when 10,000 kids
meet on 5,000 Beach Blankets?

Here
is the uproariously
uninhibited story of

STARRING
BOB CUMMINGS
DOROTHY MALONE
FRANKIE AVALON
"ANNETTE" FUNICELLO

HARVEY JODY JOHN
LEMBECK · McCREA · ASHLEY

ALSO STARRING
MOREY EVA
AMSTERDAM AND SIX

AND FEATURING
DICK DALE AND THE
DEL TONES

— and why
their folks, the
fuzz and the
fuddie-duddies
can't do a
darn thing
about it!



Hear
6 new
surfing
hits!

AMERICAN INTERNATIONAL presents

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IN PATHÉCOLOR
AND PANAVISION

Directed by WILLIAM ASHER · Written by LOU RUSOFF · Produced by JAMES H. NICHOLSON and LOU RUSOFF · Executive Producer SAMUEL Z. ARKOFF · Music by LES BAXTER

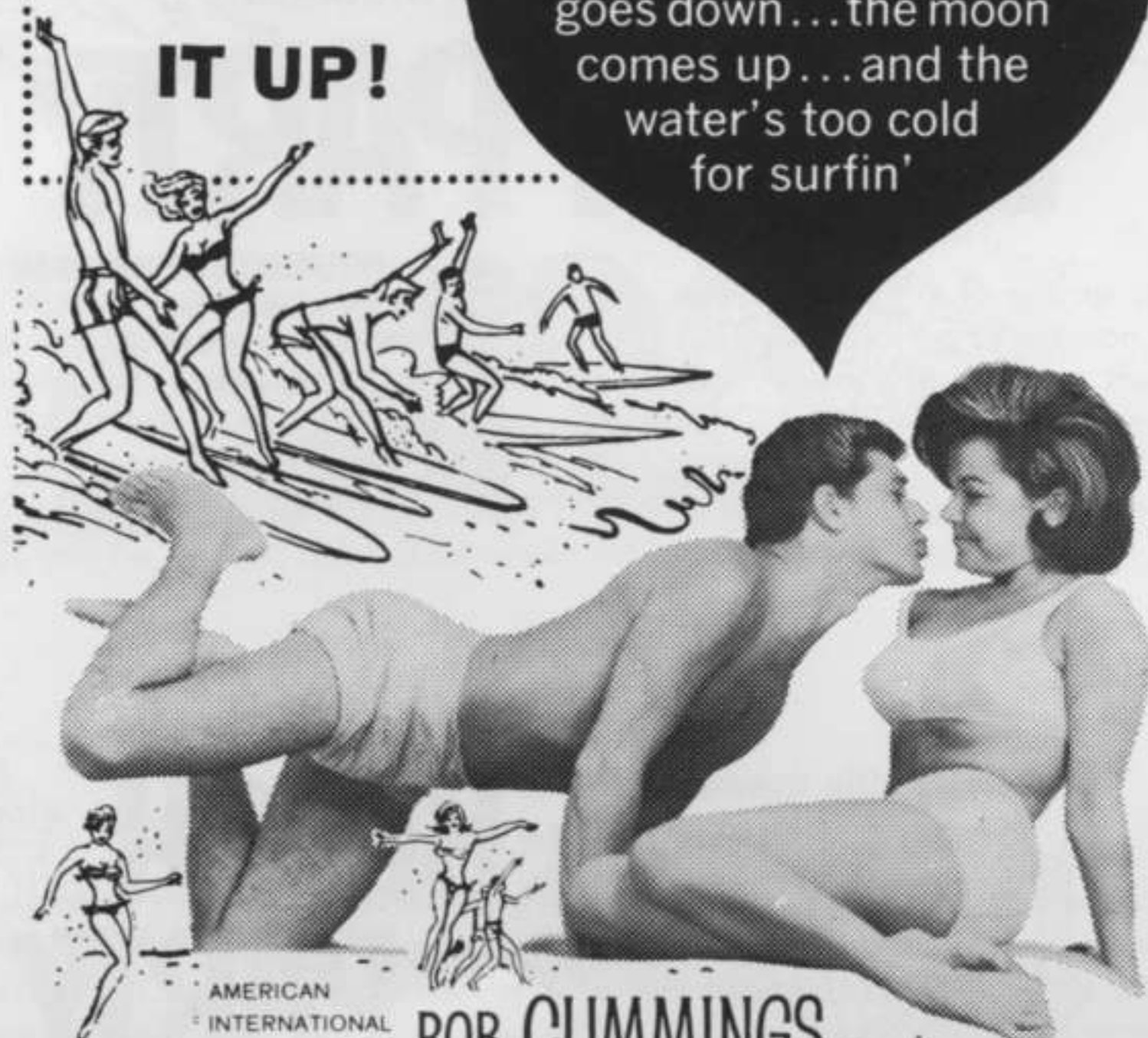
AD MAT 403

4 COL. x 8 — 448 LINES

DAY BEFORE

**LAUGHING...
LOVING...
LIVING
IT UP!**

The inside story of what goes on when the sun goes down... the moon comes up... and the water's too cold for surfin'



AMERICAN INTERNATIONAL STARS **BOB CUMMINGS** IN

"BEACH PARTY"

CO-STARRING **PATHECOLOR AND PANAVISION**

DOROTHY FRANKIE "ANNETTE" MALONE · AVALON · FUNICELLO · HARVEY LEMBECK

JODY JOHN MOREY EVA DICK DALE McCREA · ASHLEY AMSTERDAM AND SIX AND THE DEL TONES

Directed by **WILLIAM ASHER** · Written by **LOU RUSOFF · JAMES H. NICHOLSON** and **LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

Hear 6 new surfing hits!

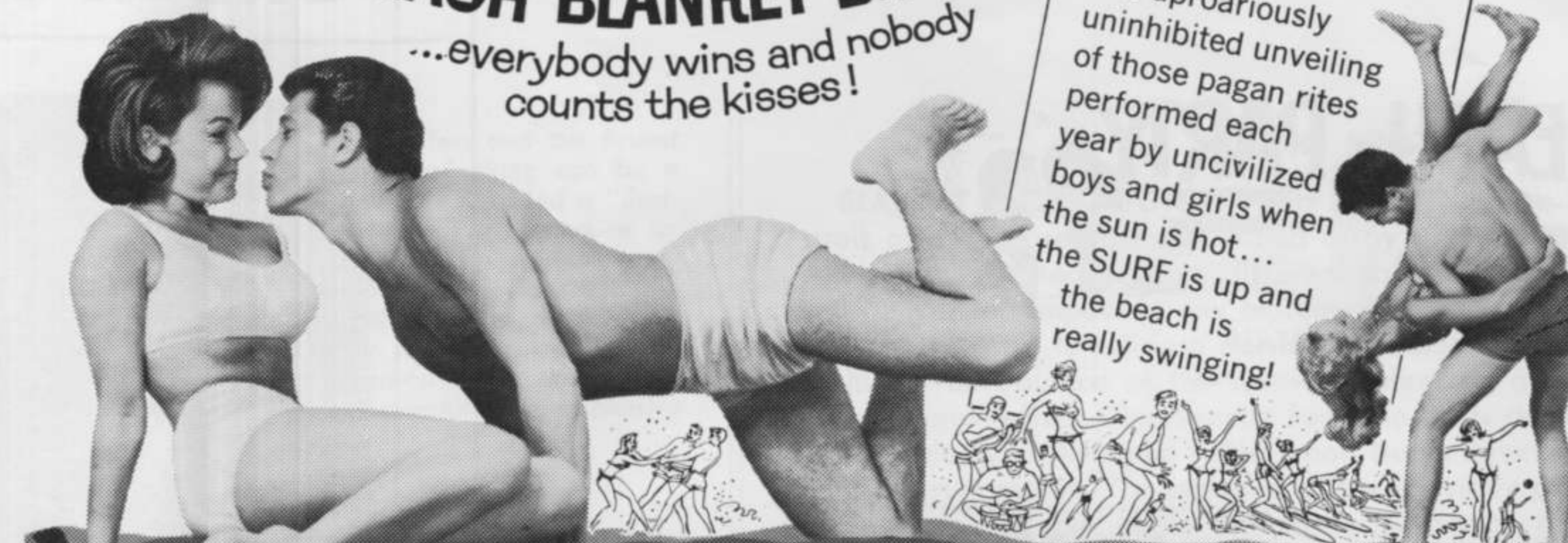
AD MAT 224

2 COL. x 8 — 224 LINES

It's called **BEACH BLANKET BINGO!**

...everybody wins and nobody counts the kisses!

The uproariously uninhibited unveiling of those pagan rites performed each year by uncivilized boys and girls when the sun is hot... the SURF is up and the beach is really swinging!



AMERICAN INTERNATIONAL presents IN **PATHECOLOR AND PANAVISION**

STARRING **BOB CUMMINGS**

BEACH PARTY

CO-STARRING **DOROTHY FRANKIE "ANNETTE" MALONE · AVALON · FUNICELLO · HARVEY LEMBECK · JODY McCREA · JOHN ASHLEY**

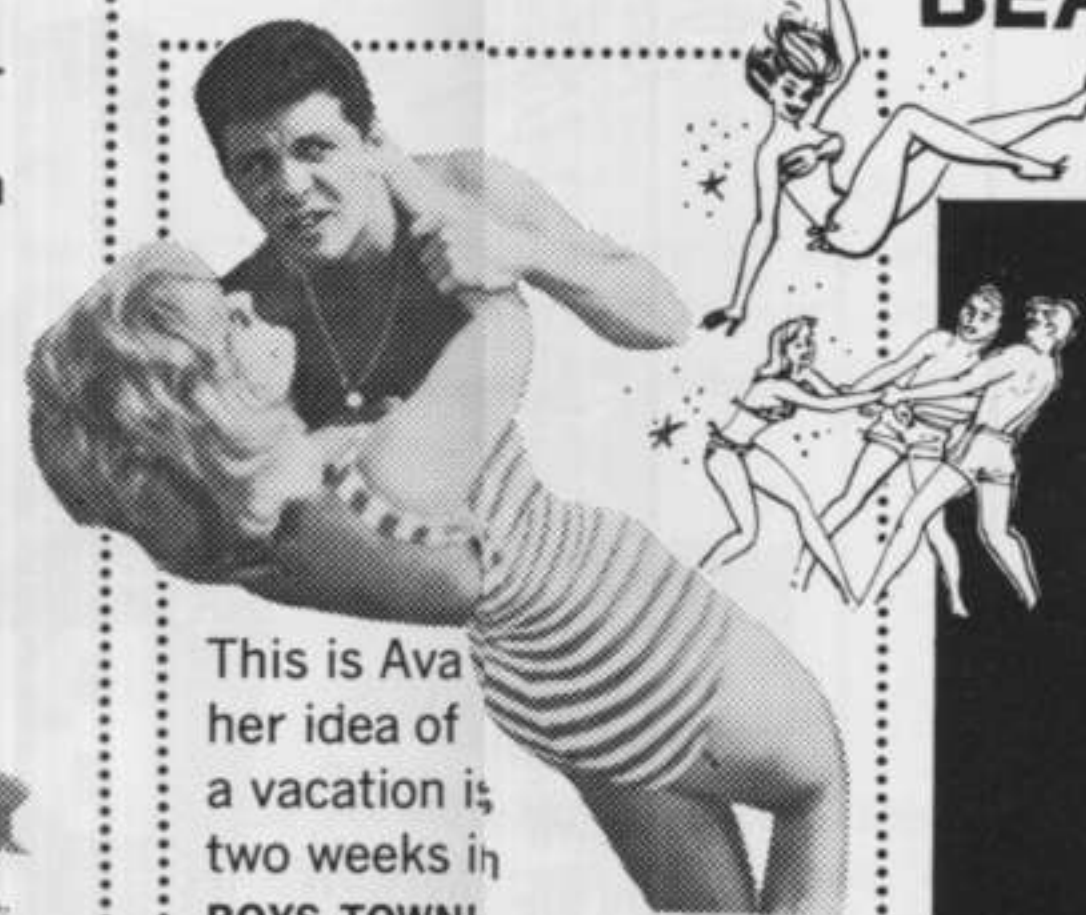
ALSO STARRING **MOREY EVA DICK DALE AMSTERDAM AND SIX AND THE DEL TONES**

Directed by **WILLIAM ASHER** · Written by **LOU RUSOFF · JAMES H. NICHOLSON** and **LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

AD MAT 405

4 COL. x 5 1/2 — 312 LINES

This is Prof. Sutwell an authority on primitive customs... but he's never met anything like this generation!



This is Ava her idea of a vacation is two weeks in **BOYS TOWN!**

This is Marianne, the Prof's assistant who can teach a few things, herself!



AND FEATURING **DICK DALE AND THE DEL TONES**

Directed by **WILLIAM ASHER** · Written by **LOU RUSOFF · JAMES H. NICHOLSON** · Produced by **LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

BEACH-NIKS...SURFERS...HO-DADS AND GREMMIES!

The inside story of what goes on when the sun's gone down... the moon's come up... and the water's too cold for surfin'

The inside story of what goes on when the sun goes down... the moon comes up... and the water's too cold for surfin'

AMERICAN INTERNATIONAL STARS **BOB CUMMINGS** IN

BEACH PARTY

CO-STARRING **DOROTHY FRANKIE "ANNETTE" MALONE · AVALON · FUNICELLO**

HARVEY JODY JOHN LEMBECK · McCREA · ASHLEY

ALSO STARRING **MOREY EVA DICK DALE AMSTERDAM AND SIX AND THE DEL TONES**

Directed by **WILLIAM ASHER** · Written by **LOU RUSOFF · JAMES H. NICHOLSON** · Produced by **LOU RUSOFF · SAMUEL Z. ARKOFF · LES BAXTER**

AD MAT 526

5 COL. x 4 1/2 — 290 LINES

CURRENT



AD MAT 216
2 COL. x 1 — 28 LINES



AD MAT 117
1 COL. x 4 — 55 LINES



AD MAT 211
3 COL. x 3 — 126 LINES



AD MAT 215
2 COL. x 2 — 56 LINES

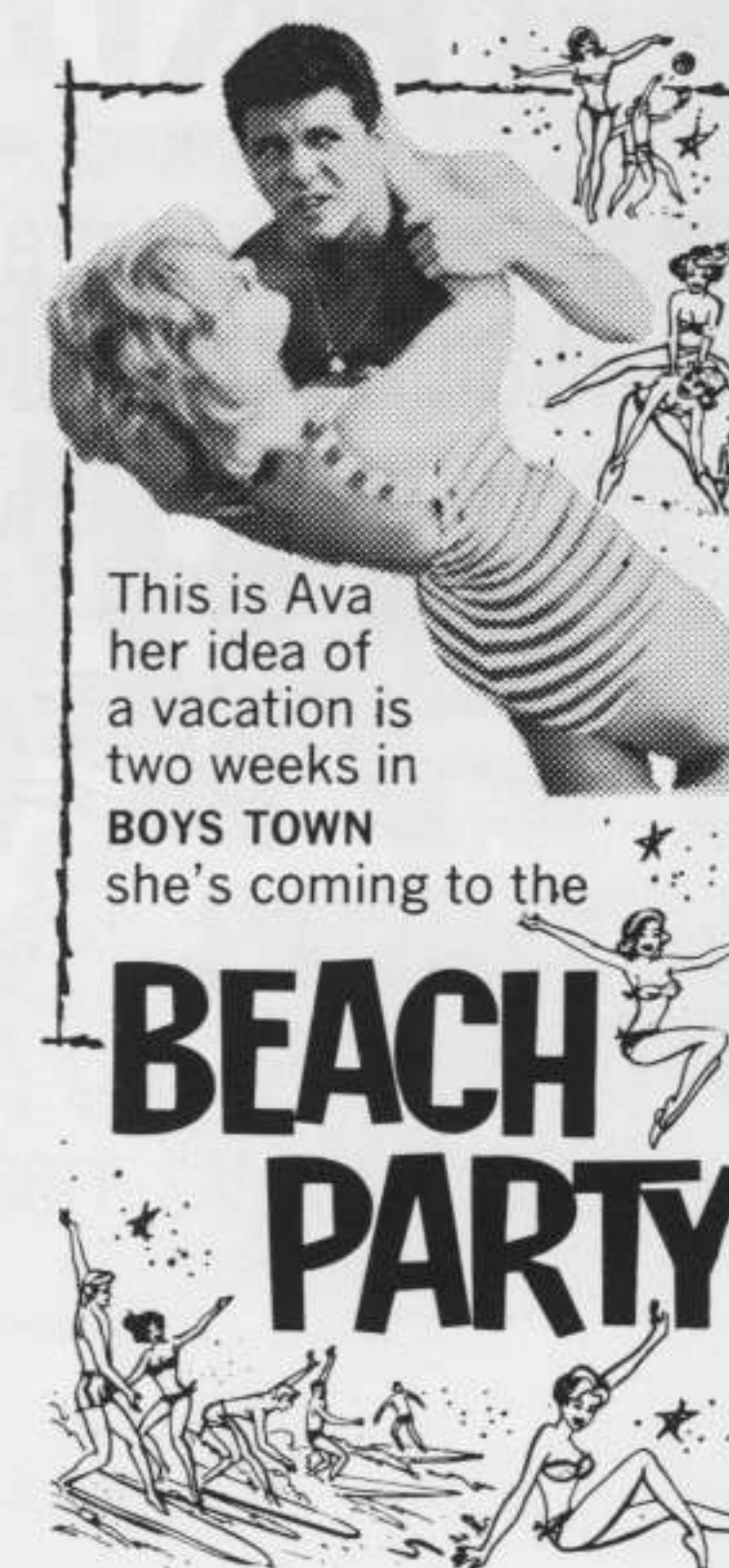
COMPLETE AD-CAMPAIGN ON A SINGLE MAT. ORDER FROM NATIONAL SCREEN SERVICE.



ROMANTIC NOTE — Annette Funicello and Bob Cummings in romantic beach scene from American International's "Beach Party," opening at the Theatre. Dorothy Malone and Frankie Avalon also star in the color and Panavision musical comedy.



Surf's up and the Beach is really swinging!



AD-PUB MAT

SPECIAL MAT No.C1

SEAT-SELLING SLANTS

One of the most important and most potent seat-selling promotion set ups for any picture is the variety of record promotions available for "Beach Party." Your local American International Pictures exchange or the home office can give you details on working with local record dealers and wholesalers to assist you in cooperating with local disc jockeys and record stores on promotions to bring all young record fans in to see "Beach Party." See Page 15... of this pressbook for the records and record companies that are plugging "Beach Party" with hit records by Frankie Avalon, Annette Funicello and Dick Dale and the Del Tones.

* * * * *

Another powerful promotion for sure-fire box office results is to set up a "Beach Party" in your city, preferably in conjunction with a local radio or TV station. In most situations, a top local radio or TV personality and/or station will jump at the chance to sponsor a real "Beach Party" at a local swimming pool or recreation area for an invaluable promotion. Naturally, music and the records from "Beach Party" plus all the attendant paraphernalia and equipment (beach balls, towels, umbrellas, etc.) used in such parties will be part of the affair which will make a sure-fire attraction for local youngsters.

* * * * *

An unusual and eye-catching item which will make everyone conscious of "Beach Party" (and which also can make some extra money at your concession stand) is the "Beach Party" beach hat pictured elsewhere in this pressbook with details on how to obtain them at a surprisingly low cost price. These should be worn by all your ushers, concession venders and ticket sellers well in advance of the playdate. They also make an attractive giveaway to members of the local press and your contacts at local radio and TV station, and will also make these people walking advertisers of the film . . . a worthwhile investment which will pay off at the box office.

* * * * *

"Beach Party" especially lends itself to eye-catching street ballyhoo, centering upon attractive bathing suit-clad girls. The girls, either walking in shopping areas and near summer schools or riding aboard flatbed trucks adorned with banners, should by all means wear the attractive "Beach Party" beach hats.

* * * * *

Except on the West Coast, surf boards are still in the "rare" category and thus make an effective attention-getter. A display of surf boards borrowed from a local sporting goods dealer, with credit to same in return for a window display in his store, will make an unique promotion for "Beach Party." You can heighten this surfboard push by advertising free admission to "Beach Party" to all who come to the theater with a surf board.

* * * * *

Naturally any beach picture lends itself to a bathing beauty contest and a contest for "Miss Beach Party" will certainly be as effective as any to promote the film. The contest can be narrowed down, to an "Annette Funicello look-alike contest" featuring the excellent photos available of Annette in a bathing suit. This can be held in conjunction with a local newspaper and/or disc jockey or TV personality.

* * * * *

Remember that "Beach Party" is the first film all about surfers and this fastest growing of all sports has a language all its own. This "surfers" slang can be a powerful means of bringing them in at the box office and AIP has provided a "Surfing Dictionary" which can be distributed to all who see "Beach Party" and as an advance handout to plug the picture. Nine by thirteen (9 x 13) mats of this handy glossary of surfing terms are available through National Screen Service, with the dictionary set up to fit one side of the 9 x 13 sheet and allowing the complete opposite side of the paper for your theater and/or for a tie-in promotion with a local sporting goods store, swim school or for a radio or TV co-op tie-in. Order your "Surfing Dictionary" mats now from National Screen for a powerful and inexpensive seat-selling promotion.

* * * * *

A guaranteed attention-getting promotion for "Beach Party" is the following classified ad teaser copy — all in the currently popular surfers' slang:

"Attention gremmies and beach bunnies . . . don't be a hoadad kook . . . let a hot-dogger show up those goofy foats and pearl divers . . . bring your tag-along and do some hot-dogging yourself . . . don't worry, you won't bail out or bomb . . . the worst thing that can happen is to catch a rail . . . or you might go over the falls or even pearl . . . one thing sure, you'll shoot the curl when you finally go angling . . . you'll agree with the hot doggers that this thing called surfing is really glassy . . . call (PHONE NUMBER OF THEATRE) and find out about the glassiest, the most stoke movie ever . . . it's a real cowabunga!

Insert the above classified teaser well in advance of your "Beach Party" booking and you'll have the whole town talking surfing talk!

* * * * *

Don't fail to take advantage of the exciting open-end interviews with Bob Cummings, Dorothy Malone and Annette Funicello which are available free from your AIP exchange. Your local radio station will be happy to use these interesting and exclusive interviews with three top stars for free "Beach Party" plugs.

* * * * *

See another page in this pressbook for an unusual variety of inexpensive tie-in items that are available for contest giveaways and/or sale at your concession stands to promote "Beach Party." These items range from sun-tan lotion pocket kits to balloons and ball-point pens, all of which can be imprinted with your theatre name.

* * * * *

Use the standee for "Beach Party" as the highlight of an eye-catching theatre front and lobby display which can be supplemented by surf boards, beach balls, beach games and other items for an attractive advance promotion for this fun film.

* * * * *

The radio and TV spots available for "Beach Party" are some of the best ever designed for every type of audience and guaranteed to sell seats. Reserve your choice time as early as possible to let your town know "Beach Party is coming!

* * * * *

No matter what the month, bathing suits are good to look at and sellers and manufacturers of bathing suits like to show off their wares. Don't give up a chance to invite local bathing suit makers and sellers to take advantage of the promotional opportunities offered by "Beach Party" by setting up mannequins with suits in your lobby and setting up "Beach Party" displays in their windows.

RADIO SPOTS

BLANKET ENTIRE NATION WITH RADIO . . . The "Beach Party" radio spots offer the greatest and varied array of radio-sell ever afforded any AIP picture. Pitched in three different sales angles, the total of 15 spots will deliver top impact in any market. Two of the stars of "Beach Party" lend their talents to sell in a personal endorsed and surfers-teenage lingo fashion. The balance of the spots are directed at the hard-core market for maximum effect. The Annette Funicello spots deliver the personal message angle, while the John Ashley spots beam direct at the crowd obsessed with the surf mania. The balance of the specially prepared spots sell the star, music and fun angle. For teaser, advance and current saturation scheduling, there are six teasers of 10 second length, four advance and current 30 second spots and five spots of 60 second length. Together they round out a radio campaign that will be the talk of your town. Available FREE at your local AIP exchange.

TV TRAILERS

COMPEL-SELL VIA TELEVISION FOR THE VIEWERS . . . A series of five specially prepared TV trailers are slanted direct for saturation scheduling and are a must for your campaign. Available FREE from your local AIP exchange, the set is made up of two 60 second, two twenty second, and one ten second spot. Schedule your TV time well in advance for the best results in time adjacencies and the maximum amount of promotion tie-ins.

INTERVIEW RECORDS

OPEN-END STAR INTERVIEWS FOR RADIO . . . For valuable FREE publicity and promotion make full use of the open-end star interview radio records. They are specially prepared to sell "Beach Party" for you, exclusive for your radio station. The open-end recording enables your local disc jockey to interview Bob Cummings, Dorothy Malone and Annette Funicello, telling all about their personal lives and their roles in "Beach Party." They are available FREE. Order from Publicity Department, American International Pictures, 7165 Sunset Blvd., Los Angeles 46, California.

TEASER TRAILER

USE THE TEASER TRAILER — IT SELLS . . . The sixty second teaser trailer sells musical comedy of Summer surfin' . . . fun . . . romance. Use it weeks in advance of your opening. Use it as a cross-plug attention getter. Order from your local AIP exchange.

REGULAR TRAILER

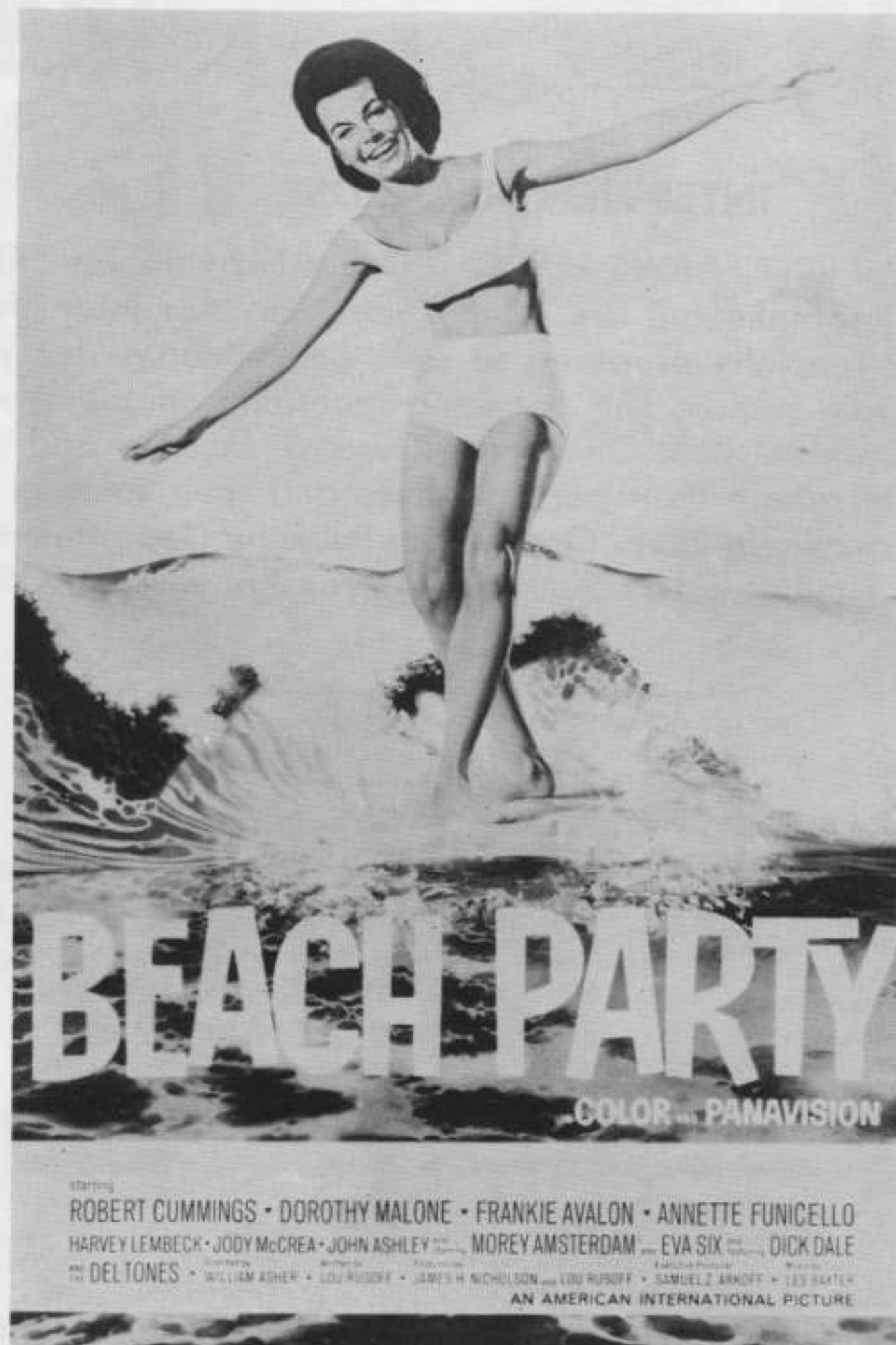
USE THE PRODUCTION TRAILER — IT'S SHOWMANSHIP . . . There is no substitute for the exciting ticket selling regular production trailer. It follows up the "teaser" and twice-sells your captive audience. Order from National Screen.

SPECIAL EXPLOITATION PROMOTION ITEMS



SPECIAL "EXCLUSIVE" CARICATURE FOR YOUR CITY

This fine caricature of one of the most exciting scenes of "Beach Party" was made specially for American International by noted artist Jack Manning. The maximum use should be as a FRONT COVER of a Sunday supplement section. It also can be used in any size as an unusual and selling piece of art on the main movie page in advance of your opening. This is a strong attraction for any newspaper Sunday editor and is promotion art that will have no competition. Glossy copies, with appropriate caption, available upon request from Publicity Department, American International Pictures, 7165 Sunset Blvd., Hollywood 46, California.



LOBBY STANDEE

Special life size standee poster is available from Ideal Photographic Corp., 160 West 46th Street, New York, N.Y.

The dimensions of this standee poster are approximately 41" x 72" mounted in color. The cost is \$30.00 each.



Randy BOATSHU

Selected for the
U. S. OLYMPIC TEAM



For Safety at sea the RANDY BOATSHU can't be beat. And for sales the RANDY BOATSHUS are tops. All Randy Boatshus are packaged in an attractive Point of Sale Display Box decorated with 4 colors . . . showing safety signals, flags, etc. Only Randy Boatshu brings Fashion together with safety with Women's Needle toe styling.

Randy GOES TO A
"BEACH PARTY"
JUST GOOD SHOES
FOR THE ENTIRE FAMILY

IT'S
A
WINNER
!



CONTACT YOUR NEAREST

Randy dealer for a tieup

RANDY BOATSHUS, manufactured by Randolph Shoe Co., of Randolph, Mass. chosen for wear by the U.S. Olympic Sailing Team in competition and worn by members of the Twelve Meter Crews, are winning the hearts of sailors everywhere.

RANDY BOATSHUS come to you packaged in a colorful box with boating safety rules clearly printed on the outside. The box itself is an attractive "gifty" package — just tie a ribbon around it and you have the perfect gift. Randy Boatshus come wrapped inside the box in a plastic bag called a "Randy Handy Bag" which can be used to serve many important uses aboard ship.

Randy's P.T.A. — Perimeter Traction Action gives the RANDY BOATSHUS that safe gripping action on wet decks. For comfort unsurpassed, Randy Boatshus have an arch cushion insole.

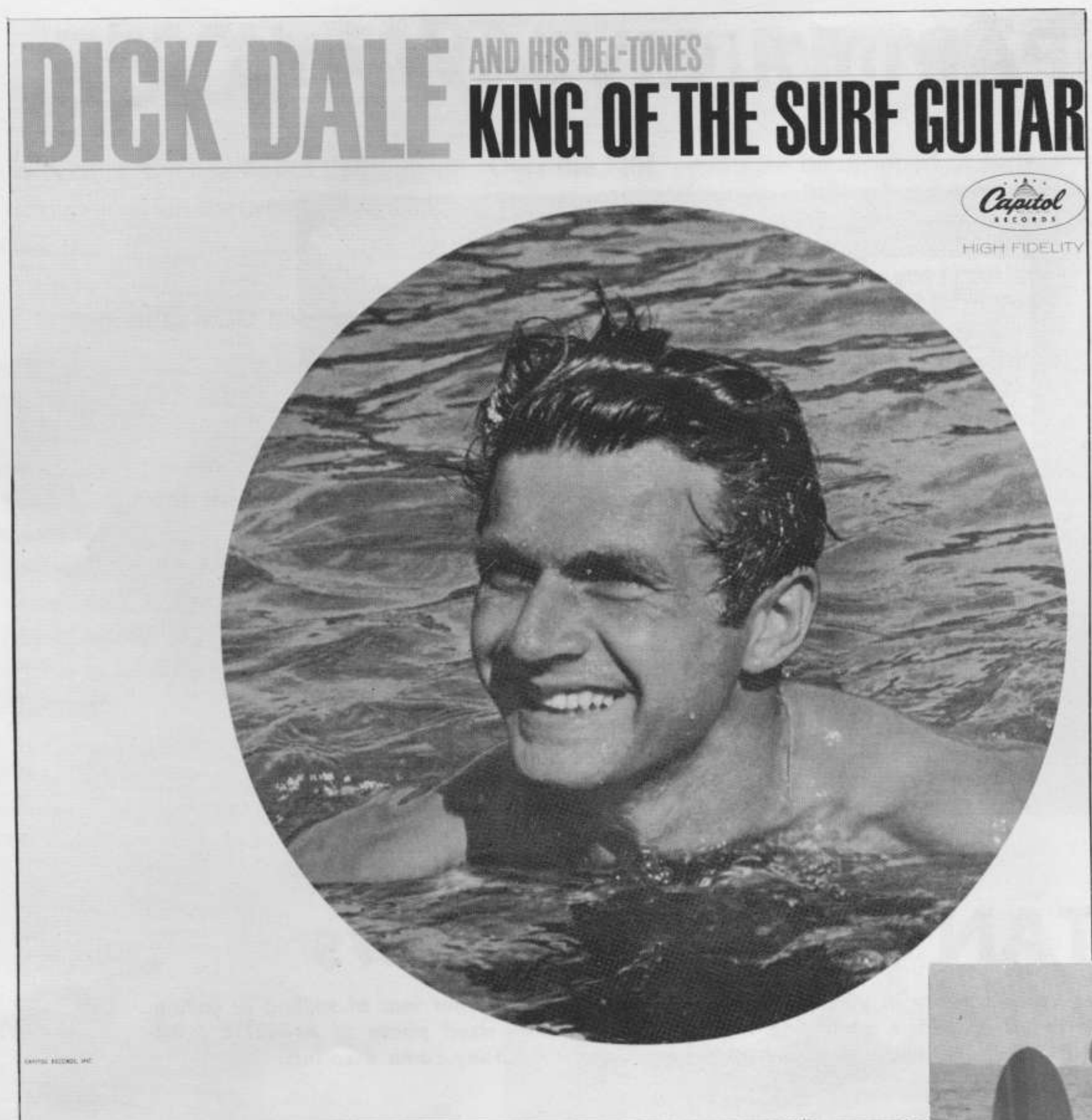
RANDY BOATSHUS are available in a wide selection of colors and sizes meet the individual needs of the yachtsman and his entire family, and are sold at all leading Marinas, Shoe and Department Stores everywhere.

Contact your nearest Randy dealer for tieups. Arrange for free tickets or contests using RANDY products for prizes. It's a natural!

SALES REPRESENTATIVES

JEFFERSON SHOE, 2224-6 1st Ave. N., Birmingham, Ala.
GREENWALD, 2318 1st Ave. N., Birmingham, Ala.
DIXIE SHOE CO., 211 Meeting St., Charlotte, N.C.
SOUTHERN DIST., 235 Iverson Way, Charlotte, N.C.
DAVIS COUNTY, West 4th at Trade, Winston Salem, N.C.
JOHN GRAHAM, 140 Broad St., Spartanburg, S.C.
MILLEN BROS., 112 Dixwell, New Haven, Conn.
DISKEN SHOE CO., 535 Whalley Ave., New Haven, Conn.
LUSHER & COMPANY, Hamilton, Bermuda, Irving Lusher, 1-2135, Cables—"Luco"
GALLENKAMP STORES, INC., 8300 Santa Monica Blvd., Los Angeles 69, Calif.
MARK'S BOOT SHOP, 10921 Weyburn, W. Los Angeles, Calif.
RELIABLE, 2767 W. Pico Blvd., Los Angeles, Calif.
MARTIN GOTTLIEB, 3198 West 7th St., Los Angeles, Calif., DUnkirk 9-1331
S & A SHOES, INC., 1000 Wilshire Blvd., Santa Monica, Calif.
JERRY'S SHOES, 888 Lincoln Ave., Santa Monica, Calif.
SID WOODS, 14906 Cantara St., Van Nuys, Calif., STate 6-9037
JAY S. GREENE, 8110 Allott St., Van Nuys, Calif., STate 0-1976
CHESAPEAKE SHOE, 543 Mission St., San Francisco, Calif.
KAYE TIESCO, 51 1st, San Francisco, Calif.
KOLE-TOBER SHOES, INC., 3880 Elm St., Denver, Colo.
ROCKY MOUNTAIN, 9640 E. Colfax Ave., Denver, Colo.
NOAM GOLUB, 2695 Leyden St., Denver, Colo., DUDley 8-4751
AL J. BEGEMAN, 1413 Park Ave., Sioux Falls, South Dakota, EDison 8-0485
EAST COAST SHOE, 231 N.W. 1st Ave., Miami, Fla.
MILTON JOFFE, 689 Labaron Drive, Miami Springs, Fla., TUXedo 8-0691
KHOURY BROS., 827 W. Forsyth St., Jacksonville, Fla.
BOSTON NOVELTY, 238 Prior St. S.W., Atlanta, Ga.
AL SCHEER, 715 A Button Rd., N.E., Atlanta 5, Ga., CEdar 7-7012
HERBERT BIERMAN, 4327 N. Francisco Ave., Chicago, Ill., INdependence 3-5291
KEEHN BROS., 315 W. Adams, Chicago, Ill.
MARGOLIN, 361 W. Superior, Chicago, Ill.
SAM WARREN, 545 W. Roosevelt Rd., Chicago, Ill.
A. D. AULLS, 724 No. Graham Ave., Indianapolis, Indiana, Fleetwood 7-3444
LEE DRY GOODS, P.O. Box 1732, Shreveport, La.
SPEIGEL-STANLEY, Bayside Park, Portland, Maine
BEN WALK, 205 Essex St., Boston, Mass.
GOODYEAR DISTRIBUTING, 120 Lincoln St., Boston, Mass.
I. COHEN, 195 Lincoln St., Boston, Mass.
M. DOBRIEN, 159 Lincoln St., Boston, Mass.
CORBERT SHOE & RUBBER, 35 Lyman St., Springfield, Mass.
D. MYERS, Sherwood Curtin Ave., Baltimore, Md.
J. MESSER, 8933 Grand River, Detroit, Mich.
GRIMSRUD HANSON, 6520 W. Lake St., Minneapolis, Minn.
STAR SHOE CO., 122 W. 5th St., Kansas City, Mo.
PAUL MITCHELL, Wholesale Sales Mgr., 32 So. Main St., Randolph, Mass.,
WOodlawn 3-7000
LEO WEINGARTEN, 32 So. Main St., Randolph, Mass., COlumbia 5-8425
CLIFFORD CHRISTIANSON, 4535 15th Ave., So., Minneapolis, Minn.,
Taylor 4-6916

DAVE LASKY, 1207 Washington Ave., St. Louis, Mo.
HERMAN MEYER, 18255 Parkside, Detroit, Mich., Home:
UNiversity 2-7490, Office: WOodward 1-7932
MILLER SHOE & RUBBER, 116 Duane St., New York, N.Y.
MURRAY LIEBOW, 4405 Ft. Hamilton Pkwy., Brooklyn, N.Y.
HENRY FRANK LEATHER, 219 W. Fayette St., Syracuse, N.Y.
HURD SHOE, 101 First St., Utica, N.Y.
WILLIAM STAMM, 6495 Broadway, Riverdale, N.Y., Kingsbridge 3-4617
A. G. BEHN, 279 Laurel Ave., Kearny, N.J.
TOPLANSKY BROS., 78 So. Orange Ave., Newark, N.J.
GLOBE, 120 Avon Ave., Newark, N.J.
JAFEE, 665 W. Bowery, Akron, Ohio
CLEVELAND SLIPPER, 614 No. St. Clair St., Cleveland, Ohio
WESTERN SHOE, 122 N. St. Clair St., Toledo, Ohio
HIGHLAND SHOE CO., Akron, Ohio
LAYTON MFG., 637 N. Pioneer St., Allentown, Pa.
HARRISBURG TEXTILE, 41115 N. 6th St., Harrisburg, Pa.
CAMBRIA SHOE, 426 Washington St., Johnstown, Pa.
DAVIDSON, 15 W. Chestnut, Lancaster, Pa.
I. SAMUELS, 106 E. Long Ave., New Castle, Pa.
IDEAL SPECIALTY, 1016 Fifth Ave., Pittsburgh 19, Pa.
FLEX STEP, 20 N. 4th St., Philadelphia, Pa.
FREEDMAN SHOE, 36 N. 4th St., Philadelphia, Pa.
B. LEVY, 305 Penn Ave., Scranton, Pa.
ARENBERG-PLOTKIN, 219-22 Linden St., Scranton, Pa.
M. D. BRANDWENE, 75 S. Penn Ave., Wilkes Barre, Pa.
D. PETERMAN, 110-112 No. George St., York Penn, Pa.
WASHINGTON SHOE, 163 Jackson St., Seattle, Wash.
SCHWEHN SEYBERTH, Eau Claire, Wisc.
H. C. ROSENITZ, 208 E. Smith Ave., Oshkosh, Wisc.
ERNEST ADLER, 3850 Poplar Ave., Memphis, Tenn., Glendale 8-1946
MID SOUTH, 114 2nd Ave. No., Nashville, Tenn.
ERNEST WARREN, 208 So. Market St., Dallas, Texas
HOGAN ALLNOCH, Texas Ave. & Austin St., Houston, Texas
M. RILLING, P.O. Box 1206, San Antonio, Texas



Here is a tailor made merchandising record movie promotion that will work 24 hours every day for you. Four of the top record companies will put their sales representatives to work NOW to promote "BEACH PARTY." Contact your local dealers NOW for impact! CHANCELLOR RECORDS release of FRANKIE AVALON'S single No. C-1139 "BEACH PARTY" and "DON'T STOP NOW" . . . CAPITOL RECORDS release of DICK DALE'S single No. 5010 "SURFIN' AND A-SWINGIN'" and "SECRET SURFIN' SPOT" . . . VEE JAY RECORDS release of LuANN SIMMS' single No. VJ 547 "PROMISE ME ANYTHING" and "TREAT HIM NICELY." In addition to the single record releases above, VISTA RECORDS (Disney) has a complete album No. BV 3316 on ANNETTE FUNICELLO, that has all of the six hit tunes from "BEACH PARTY," plus other tunes in the "Beach Party" theme included. And CAPITOL'S No. T1930 on DICK DALE plugs "Beach Party" on the jacket. This and other DICK DALE albums are in the "Surfers theme."

SET NEW RECORDS WITH RECORD TIEUPS..!

"BEACH PARTY"

TOP HITS AND HIT TITLE SONG . . .

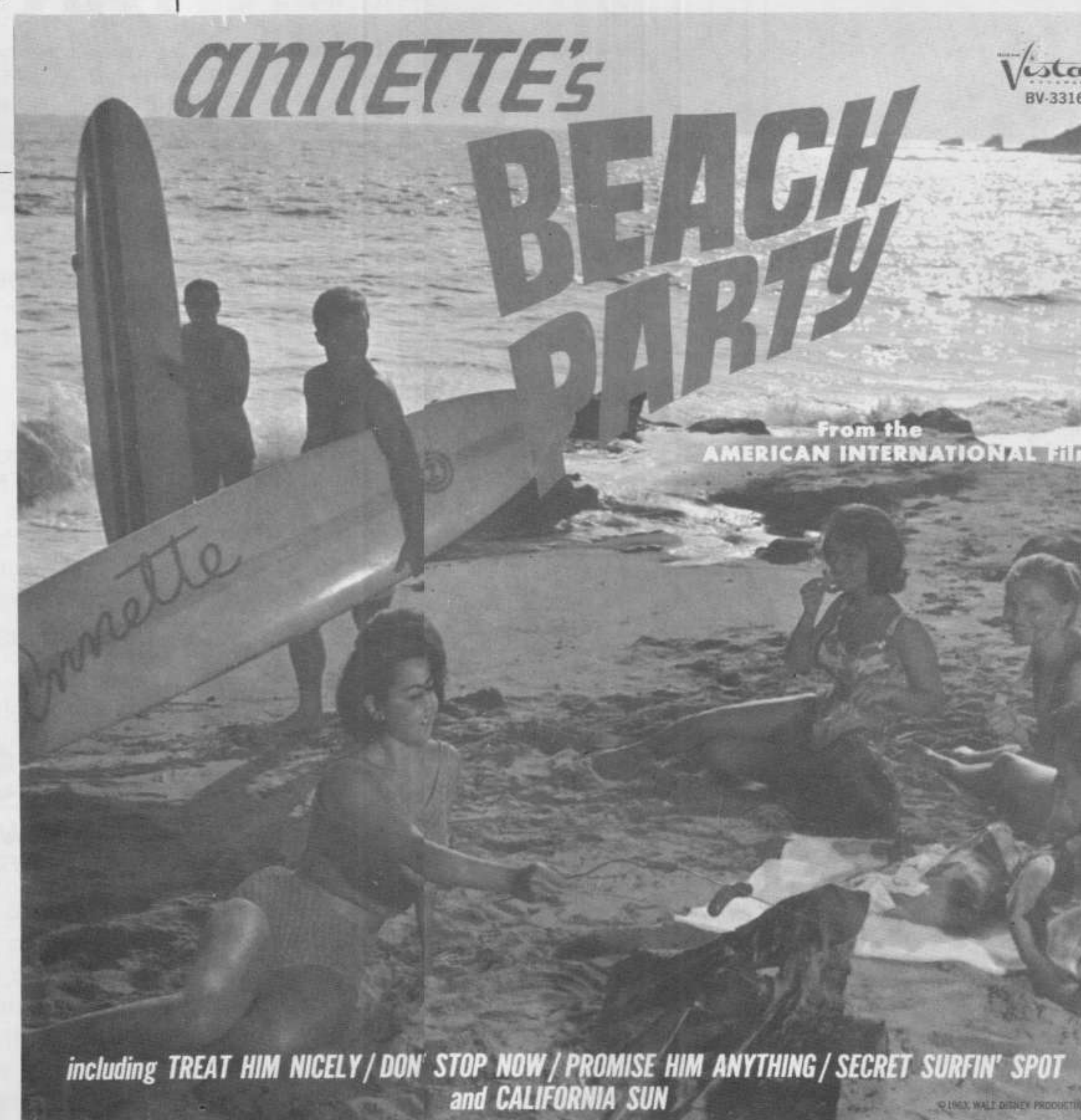
ON THE AIR - ON THE JUKE BOXES - IN THE HOMES

FRANKIE AVALON . . . ANNETTE FUNICELLO . . . LuANN SIMMS

DICK DALE AND THE DEL TONES TOP RECORDING STARS SING THE HITS AND TITLE SONG FROM "BEACH PARTY" — TAKE ADVANTAGE OF THIS TREMENDOUS MUSIC-MERCHANDISING PLUS . . . ARRANGE FOR TITLE SONG IMPACT THRU RADIO

STATIONS, RECORD STORES, JUKE BOX DISTRIBUTORS . . . PROMOTE COPIES FOR GIVEAWAY CONTESTS . . . PLAY OVER

THEATRE SPEAKER AND FRONT P.A. SYSTEMS!



CONTACT YOUR LOCAL AIP EXCHANGE... THEY WILL GIVE YOU COMPLETE RECORD DEALER LISTINGS ON THE ABOVE FOR YOUR AREA

HATS

"BEACH PARTY" HATS "TOPS" FOR ADVANCE PROMOTION... Don't pass up the tremendous word of mouth publicity possible thru use of the special "Beach Party" hats. Shown above as modeled by star John Ashley, these hats will "top" your advance promotion when worn by your cashiers, ushers and concession personnel. Also a terrific gimmick as a giveaway to newspaper critics, radio DJ's, etc. and most important they can be sold AT A GREAT PROFIT at your concession stands to work for you all over town. Order direct from JACOBSON CO., 45-10 94th St., Elmhurst 73, N.Y. Orders accepted only in one gross lots and up at \$51.00 per gross. Allow two weeks for delivery. Check must accompany orders. Shipping charges as you specify C.O.D.



TILLOTSON RUBBER COMPANY, INC.

205 Rosemary Street - Needham Heights 94, Massachusetts

Look what you can do for pennies!

MR. EXHIBITOR:

BALLOONS...BALLOONS...BALLOONS...

Here is a universal item which will prove a bonanza for "BEACH PARTY" tieups. Whether on the beach or at home, balloons have been called "floating billboards". Here is a rare opportunity to get a beautifully printed, quality balloon, with or without your theater name and playdate to publicize "BEACH PARTY".

PRICES

1,000 printed one side....	\$16.50
1,000 printed with YOUR imprint	20.50

SEND CHECK WITH ORDER! ALLOW 2 to 3 WEEKS for delivery!

Order from: MOE FISHER, Sales Manager,
TILLOTSON RUBBER COMPANY, INC., 205 ROSEMARY STREET
NEEDHAM HEIGHTS 94, MASSACHUSETTS

"BEACH PARTY" GIVEAWAYS



SUN TAN (Lotion) Pillows

Here are three sun tan lotions that can be carried easily in your pocket or in milady's purse without fear of spilling or soiling. Your theater imprint (up to four lines) is included FREE! The other side is an attractive wallet sized photo of ANNETTE FUNI-CELLO, one of the many stars of "BEACH PARTY." (FRANKIE AVALON appears on one, too.) They come assorted.

Costs are:	500	\$ 40.00
	1000	64.50
	3000	180.00
	5000	287.50

All prices include delivery. Allow 2 to 3 weeks. SEND CHECK WITH ORDER! NO C.O.D.'s!

RAIN BONNETS in PLASTIC SLEEVE

Ideal for Milady at a "Beach Party" to protect her hair from wind, sand and rain. FREE four lines display type for your theatre, playdate, etc.

1000	\$ 65.00
3000	180.00
5000	275.00

All prices include delivery. Allow 2 to 3 weeks. SEND CHECK WITH ORDER! NO C.O.D.'s!

BALLPOINT PENS—in assorted colors

Here's an unusual item for the entire family! Imprinted with "BEACH PARTY" is something to write home about! You get your theatre name, playdate and other copy up to four lines FREE! Great for "Back to School" promotions!

1000	\$ 65.00
3000	180.00
5000	275.00

STUART C. SMITH ASSOCIATES

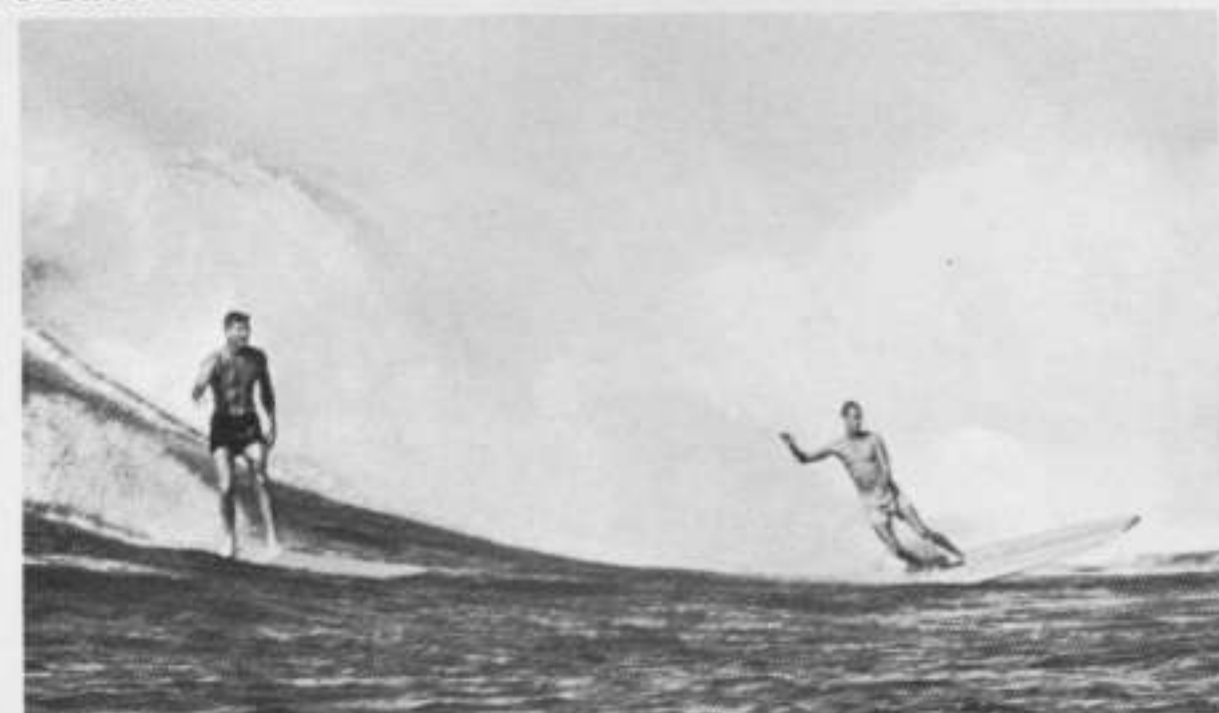
140 MANTHORNE RD., W. ROXBURY 32, MASS. FA7-8461

BEACH PARTY SURFING DICTIONARY

Surf talk was born on the beaches of California. It's full of wild new words that **you** can use.... and here they are!

SURF TALK FOR PEOPLE YOU KNOW

Beach Bunny.....a girl beginner
Cork Top.....a surfer
Gremlin.....a beginner
Goofy Foot.....an oddball (A Goofy Foot surfs with the wrong foot forward).
Highway Surfer.....a phoney (a Highway Surfer goes to the beach with his surfboard on top of his car...and spends all his time driving up and down the highway).
Hodad.....a loudmouth
Hot Dogger.....an expert
Kook.....a beginner
Pearl Diver.....a loser



Two surfers, out in front of the "white water", make it look easy.

Tag-a-Long.....a girlfriend (or boyfriend)
Wahini.....a girl surfer (in Hawaiian, Wahini means girl).

SURF TALK FOR THINGS PEOPLE DO

Bail Out.....to drop a girlfriend or boyfriend, or a class in school.
Bomb.....to flunk or fail (a surfer Bombs when he takes a spill).
Catch a Rail.....to be dropped (a surfer Catches a Rail when the edge of the surfboard cuts into the water and the surfer is thrown).
Hot Dogging.....doing anything expertly
Kick Out.....to drop anything **other than** a girlfriend or boyfriend or class in school.

Over the Falls.....to be dropped (a surfer is sent Over the Falls when his board is washed over the curl of a breaking wave).

Pearl.....to lose out (a surfer goes Pearling when the nose of the surfboard goes under and the surfer is thrown).

Shoot the Curl.....to do anything **exciting**
Take Gas.....to be destroyed
Wiped Out.....to be **totally** destroyed (a Wipe Out is the worst kind of spill).

MORE SURF TALK

Boss.....great ("that's a boss car!")
Glassy.....good ("it's a glassy party!")
Cowabunga.....wow!
Pop Out.....lousy ("that's a pop out class.")
Stoked.....exciting

SURF TALK ABOUT SURFING, SURFBOARDS, AND THE SEA

Angling.....riding a surfboard across the front of a wave rather than straight in toward the beach.



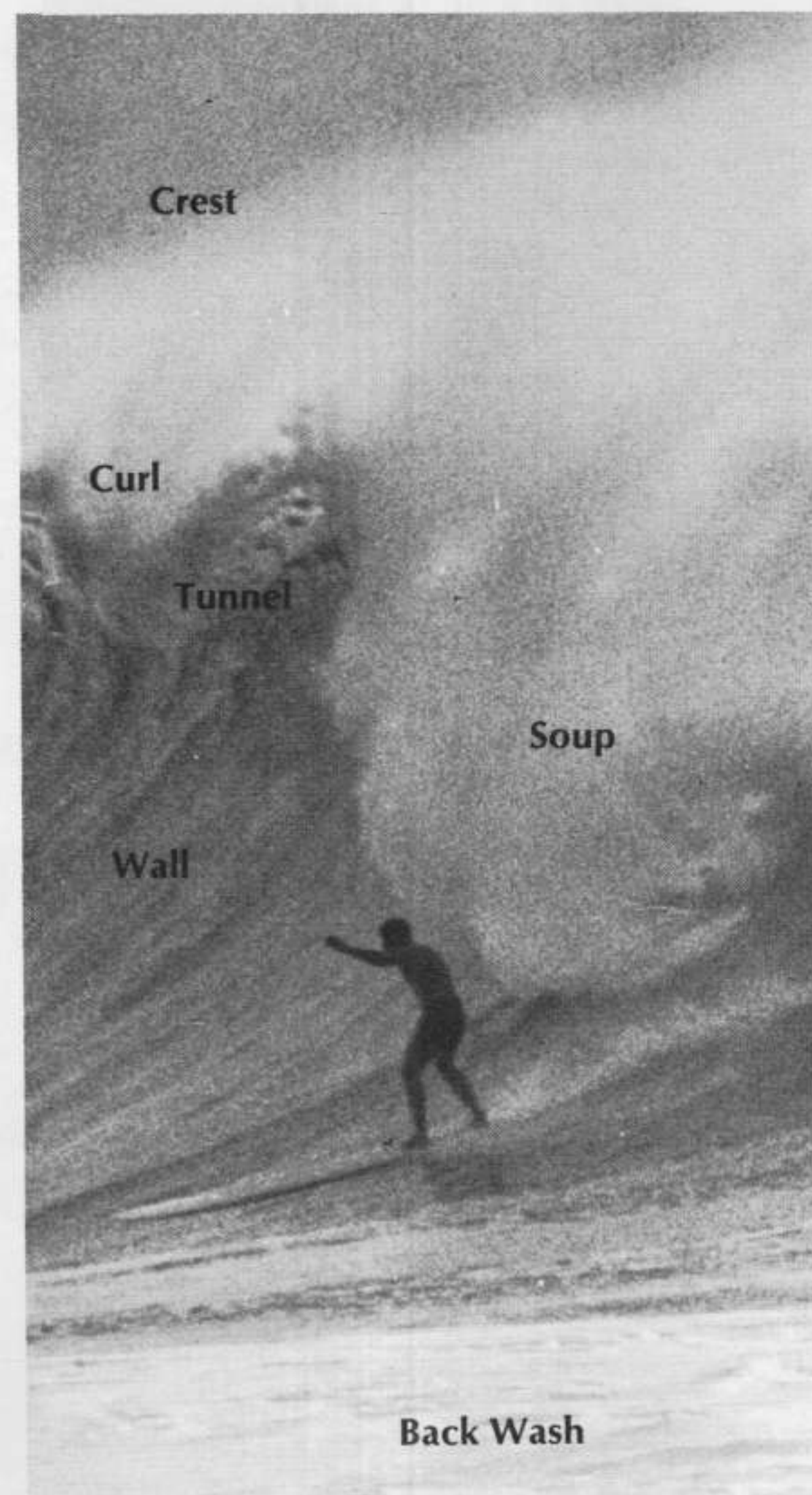
A "boss" slide in spectacular surf.

Back Wash.....a wave rolling back out to sea after breaking on the beach.

Baggies.....over-size boxer trunks with extra long legs.

Crest.....the very top of the wave
Curl.....the curved top of a breaking wave
Dings.....dents on a surfboard
Doggers.....multi-colored canvas swim trunks
Hang Ten.....to stand at the very nose of the surfboard with ten toes over the edge (Hanging Ten is the mark of the expert surfer).

Heavies.....big surf
Kelp.....seaweed
Skeg.....the fin on the surfboard
Sliding.....riding a wave
Soup.....the foam on a breaking wave



Surf's Up.....big surf
Swell.....an unbroken wave

Top Rack.....a rack to hold surfboard on top of a car.

Tube.....the hollow part underneath the curl of a breaking wave.

Tunnel.....same as the tube
Vax.....paraffin used to provide a non-slip surface on the surfboard.

Vall.....the steep portion of a big surf about to break.

White Water.....same as Soup
Woody.....an old station wagon with a wooden body (used by surfers as transportation to and from the beach).

Now you know the words! So go ahead and shoot the Curl...start surf talking right away!

(PLAY DATE)

The inside story of what goes on when the sun goes down...the moon comes up...and the water's too cold for surfin'

BOB CUMMINGS
 DOROTHY MALONE
 FRANKIE AVALON
 ANNETTE FUNICELLO

American International Presents

BEACH PARTY

in COLOR

AN PANAVISION

(THEATRE)

WINDOW CARDS

Colorful 14x22 Window Card

Prices Include Theatre Name and Playdate

25	\$ 4.85
50	7.25
100	12.00

Please Remit With Order! — Prices Do Not Include Delivery!

Order Direct From

BENTON CARD COMPANY

TELEPHONE 3071

BENSON, NORTH CAROLINA

HERALDS

Attractive 8x12½ Herald

Prices Include Theatre Name and Playdate

1,000	\$ 6.00
2,000	10.50
3,000	15.00
5,000	24.00

Please Remit With Order! — Prices Do Not Include Delivery!

Order Direct From

BENTON CARD COMPANY

TELEPHONE 3071

BENSON, NORTH CAROLINA

SURFING DICTIONARY PROMOTIONAL GIVE-AWAY

Nine by twelve and three quarter inch (9 x 12¾") mats are available through National Screen Service ad mat 550 of a unique surfing Dictionary brochure which can be imprinted with a plug for your theatre and opening date for "Beach Party" and also for an advertising message for any local merchant or radio or TV tie-in. All the Surfing Dictionary copy, plus a plug for "Beach Party" is on one side with the opposite side left blank for a local message. This is a great inexpensive attention-getting give-away which will be snapped up by local youngsters anxious for the latest surfing slang and talk. Don't pass up this great promotion.

AD MAT 550

POSTERS

LOBBIES

ORDER FROM
NATIONAL
SCREEN EXCHANGE



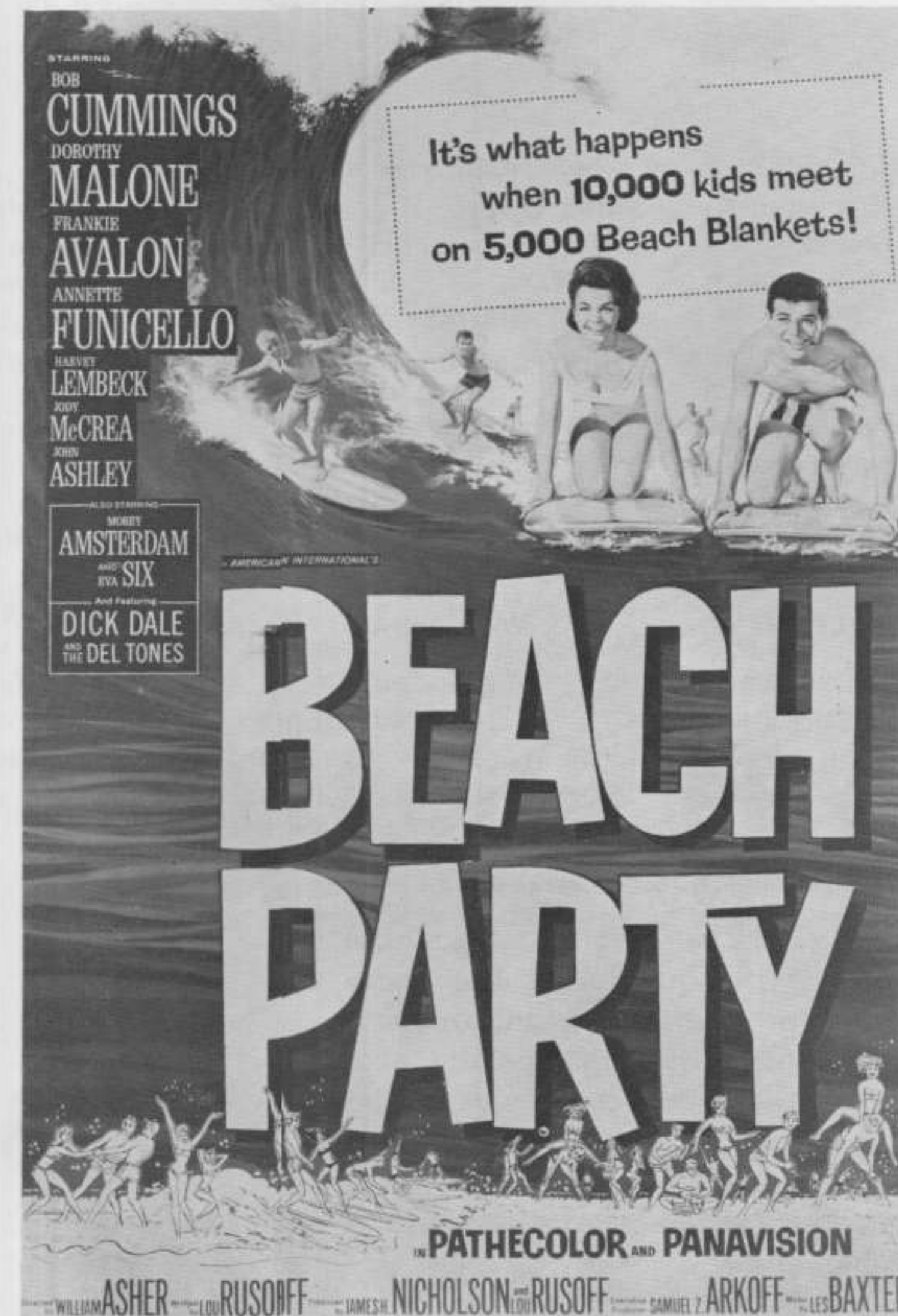
22 x 28



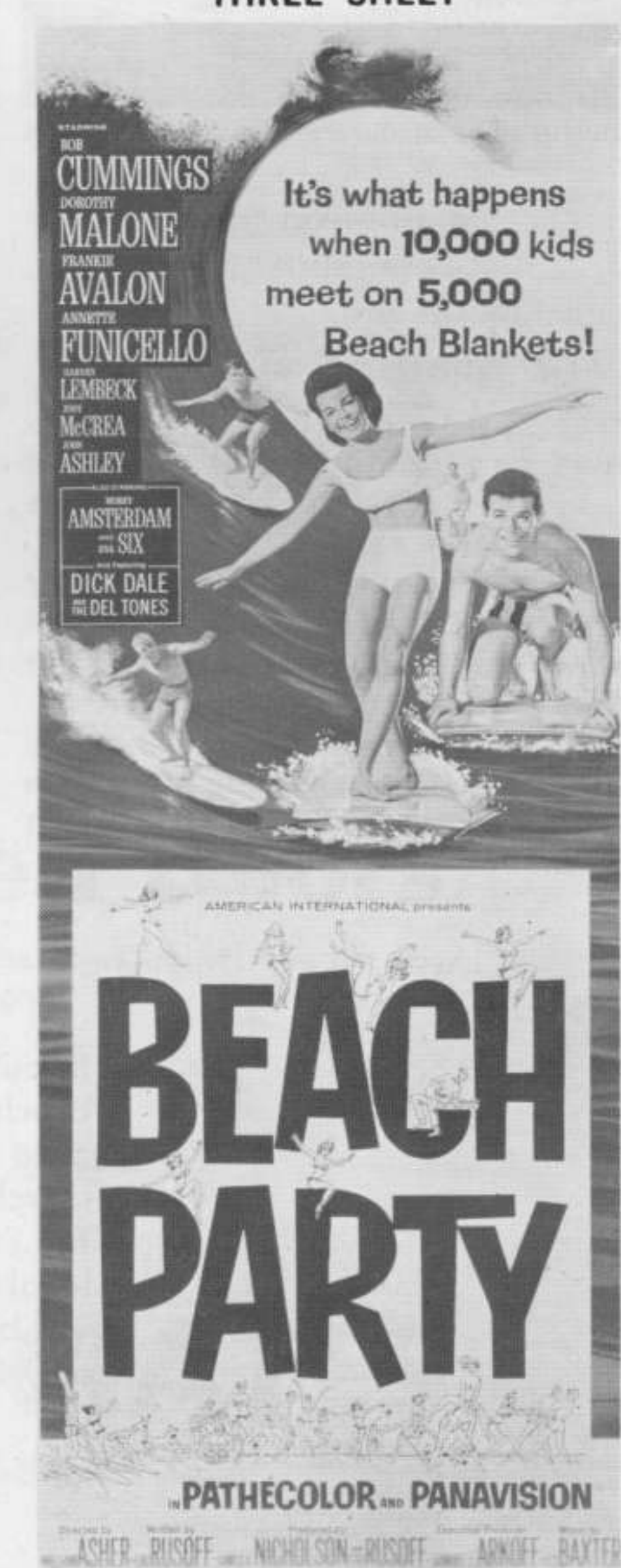
THREE SHEET



SET OF 8 — 11 x 14's



ONE SHEET 40 x 60 30 x 40



INSERT