

The New York Times.

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Entered as Second-Class Matter.
Post Office, New York, N. Y.

NEW YORK, SATURDAY, FEBRUARY 23, 1957.

Times Square, New York 36, N. Y.
Telephone LACKawanna 4-1000

FAD ALSO ROCKS CASH REGISTERS

**Sales Jump in Many Fields
—Records, Clothing, Films
and TV Feel Impact**

By ALEXANDER R. HAMMER

The rock 'n' roll fad is increasing sales for many segments of American business.

Such diverse fields as phonograph records, clothing, motion pictures, emblem-making, television commercials and dance studios are increasing their volume as a result of the craze.

Rock 'n' roll has made its biggest impact on the music industry. Many record companies are operating on a three-shift basis to fill orders for this type of record. R. C. A.-Victor last year sold 13,500,000 records and 2,750,000 albums of rock 'n' roll's No. 1 singer, Elvis Presley.

Retailers of soft goods last year sold more than \$20,000,000 worth of Presley products. Such items as pre-teen and teen-sized jackets, skirts, T-shirts, jeans, hats, nylon scarves, charm bracelets, sneakers and nylon stretch bobby sox, all bearing the Presley insignia, are big sellers in the nation's stores.

Chain, drug and novelty stores now feature lipsticks in autographed cases bearing color names for such Presley hit tunes as Hound Dog orange, Love You fuchsia, and Heart-break pink.

70,000 Dungarees

One large manufacturer of dungarees has sold more than 70,000-odd pairs of black twill jeans with emerald green stitching for the nation's youths.

Rock 'n' roll motion pictures also have been doing well at the cashier's booth. Columbia Pictures Corporation rang up profits of \$3,000,000 on the film, "Rock Around the Clock," which cost only \$350,000 to make.

Alan Freed, whose rock 'n' roll stage show opened at the Paramount Theatre in Times Square yesterday, broke the house record set by the Brooklyn Paramount Theatre with the show he put on there last Easter week. The gross for ten days was \$204,000. Mr. Freed has appeared at the Brooklyn Paramount five times, including an eight-day stretch last Christmas, when the theatre grossed about \$180,000.

Like most devotees of fads, the rock 'n' roll cult is emblem conscious. John Atkinson, director of sales of Lion Bros. Company, Inc., of Baltimore, a large maker of emblems, said that his company was turning out 47,000 emblems a month for teen-age rock 'n' roll clubs.

The premium and box-top people, who ordinarily capitalize on every craze from Davy Crockett to space men, have been slow to take up the fad. Gordon C. Bowen, president of the Premium Advertising Association of America, explains that "since parents by and large disapprove of rock 'n' roll, many advertisers are reluctant to appeal to young people with premiums which may antagonize the parents."

Rock 'n' Roll Advertising

On the other hand, major advertisers like Coca-Cola and Schaefer beer have used rock 'n' roll music for singing commercials with good results, and a growing number of radio and television commercials are rocking now.

One advertiser that has it both way is the Ralston Purina Company of St. Louis, maker of cereals and mixed animal and poultry feeds. A recent commercial on its television program had the announcer satirize rock 'n' roll, singing:

Who-ho-ho-ho

Rock that rock

And roll that roll

Get that Ralston in the bowl.

The popularity of rock 'n' roll also has affected the earnings of dance studios. Arthur Murray, president of the Arthur Murray Schools of Dancing, said yesterday that the craze had led to an influx of teen-age pupils that had raised total registrations 10 per cent. He said the trend had started last summer but had hit its stride in the late fall.

Some rug manufacturers have benefited from the fad. Edward Fields, president of E. Fields, Inc., rug maker, observed that rock 'n' roll had brought about a good increase in area (small) rug sales. He attributed this increase to the fact that parents of the gyrating youngsters preferred to buy this type of rug because it was easy to remove for dancing.