

here's why...



not to be sold

CAN LISTENING TO A HALF HOUR OF COMMERCIAL MUSIC *POSSIBLY BE FUN?*

This is the record that answers that question . . . in the affirmative. Try it on your record player and see if you don't agree. You'll hear a fast

moving sampler of original tunes and arrangements, by Bill Walker Productions. Comments, informative and in fun, by Wed Howard.

* on the air as of March 1958.

m Bill Walker Productions melodies.
w Bill Walker Productions words.

cm collaboration with agency writers on melodies.
cw collaboration with agency writers on words.

SIDE ONE

- m cw SUNBEAM BLADE ELECTRIC
- * m THE SPIRIT OF TEA
- * m ALL
- * m DIAL SOAP
- * m KLEENEX PAPER TOWELS
- * m STATE FARM INSURANCE THEME SONG
- * m w CLARK SUPER ONE HUNDRED GASOLINE
- * m w CLARK "DAYS OF THE WEEK" VERSION
- * m cw CLARK SYMPHONIC VERSION
- * m w MILLER HIGH LIFE-CLARK COMBINED SPONSORSHIP MARCH
- * m DELSEY TISSUE
- cm MARLBORO "YOU CAN'T SAY NO"
- cm MARLBORO "FLIP TOP BOX" (extended version only)
- * cm COMMONWEALTH EDISON "LITTLE BILL"
- * m HOUSEHOLD FINANCE CORPORATION

SIDE TWO

- * m w LIBBY'S CORN
- * m CAMPBELL'S FROZEN SOUPS
- * m MORTON'S SALT
- * m MILLER HIGH LIFE BEER
- m w CHAMPAGNE VELVET BEER
- * m McLAUGHLIN'S MANOR HOUSE COFFEE
- * m RATH CHOPETTES
- * m KELLOGG'S CORN FLAKES "SUNLIGHTER SONG"
- m w ALKA-SELTZER
- * m w PEOPLES GAS
- * m BOBBI
- * m QUAKER OATS THEME SONG
- * m cw JOHN M. SMYTH FURNITURE
- * m w KEYSTONE CHEVROLET
- * m CHEVROLET DIVISION OF GENERAL MOTORS



SOMETHING ABOUT BILL WALKER:

William Stearns Walker, a native Chicagoan, graduated from Amherst college in 1939 with a B.A. After serving in the Pacific during World War II he joined Wayne King's Orchestra as a pianist-arranger, meanwhile brushing up on his musical studies at the Chicago Conservatory of Music. Following two years on the road as pianist-arranger with Ted Weems' Orchestra, he returned to Chicago and organized his own band which played for seven years, two nights a week, at the Ambassador East Hotel's famed Pump Room, and played local engagements the rest of the week. The endless procession of hotel ball-rooms began to pall on him, and in 1954 he started his jingle company. An ASCAP member since 1951, Bill has over forty published songs to his credit. Some have been recorded by such stars as Peggy Lee, Gordon MacRae, Johnny Desmond and Dean Martin. Now, in between jingles, he continues to write marches and hymns for Don McNeill's "Breakfast Club," pop songs for all and sundry and string quartets for his own amusement. Bill Walker Musical Productions, Inc. has produced over two hundred sound tracks for radio and television.

SOME OTHER BILL WALKER MUSICAL PRODUCTIONS

* on the air in 1957-1958.

NATIONAL

- m American Family Detergent
- m Armour Star Chili
- * m Beautiflor
- * m Campbell's Tomato Juice
- * m Cracker-Jack
- * m Edsel (dealer spot only)
- * m Fluffo
- m cw Green Giant Brand Peas
- m Johnson's Wax
- * m Joy
- * m Kellogg's Rasin Bran Flakes
- * m Kellogg's Rice Krispies
- m Kix Cereal
- * m Kool-Aid
- m Kool-Shake
- m Kraft Fudgies
- m cw Lady Esther Face Cream
- m cw Lady Esther Face Powder
- * m Masonite (dealer spots only)
- m Maytag
- m National Brands Foundation
- m cw Niblets
- * m w Orange Crush
- m Pabst Blue Ribbon Beer
- * m Pfizer Egg Formula
- m w Planters Peanuts
- m w Planters Peanut Butter
- m Prom
- * m cw Sunbeam: "Lady Sunbeam"
- m "Harry, the Whisker"
- m "Shavemaster"
- m "Controlled Heat"
- and other products.
- m Trix Cereal
- m U.S. Gypsum (sales song only)

REGIONAL

- * m w American Red Ball Express
- * m cw Carey Salt "Lively Flavor"
- * m Chuckles Candy
- * m City Club Shoes
- * m Eastside Beer "Experience"
- m Fashion Parade Nylons
- m Food Club
- * m Lone Star Oil Company
- m cw Wiedemann Beer

LOCAL

Chicago

- * m w Arrow Petroleum
- * m w Atlas Prager Beer "Polka"
- m w Chicken Bones (on the air for 8 years)
- m First National Bank
- * m w Lathing Foundation
- * m Meister Brau Beer
- * m Monarch Beer
- * m w Montgomery Oldsmobile
- * m Peter Hand Reserve Beer

Milwaukee

- m Avco Gasoline
- * m w Capitol Court
- * m w Capitol Terrace Restaurant
- * m w Clark Super Heat

Indianapolis

- * m w Hoosier Coal and Oil
- m w Marhoefer's Meat
- m w Pam's Drive-In

Detroit

- * m w Palace Model Laundry

ARRANGEMENTS AND PRODUCTION ONLY

- * Rit
- * Shinola
- * Iced Tea
- * Noveltee
- * Oliver Tractor Line
- * Wiedemann Beer



MUSICAL PRODUCTIONS, INC.

54 West Randolph St., Chicago, Ill.

DEarborn 2-4162

This recording produced at
UNIVERSAL RECORDING CORP.
46 East Walton, Chicago, Illinois
Mason B. Coppinger, Engineer — Roger B. Morrison, Editor

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side
1

MUSICAL PRODUCTIONS, INC.

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33 $\frac{1}{2}$ RPM

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side
2

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33 $\frac{1}{2}$ RPM