

**THE KING OF ROCK 'N' ROLL!**

**ALAN  
FREED**

in

# Rock, Rock, Rock!

with  
**FRANKIE LYMON  
AND THE TEEN-AGERS  
LA VERN BAKER  
CHUCK BERRY**

*The Greatest Rock 'n' Roll  
music by the biggest Rock 'N'  
Roll groups this side of Heaven!*

**21 NEW SONG HITS 21**

**JIMMY CAVALLO** and his **HOUSE ROCKERS**

**THE THREE CHUCKLES**

**CIRINO** and **THE BOWTIES**

**THE MOONGLOWS**

**JOHNNY BURNETTE TRIO**

**THE FLAMINGOES**

**FRAN MANFRED · CONNIE FRANCIS**

**ALAN FREED'S 18 piece ROCK 'N' ROLL BAND**

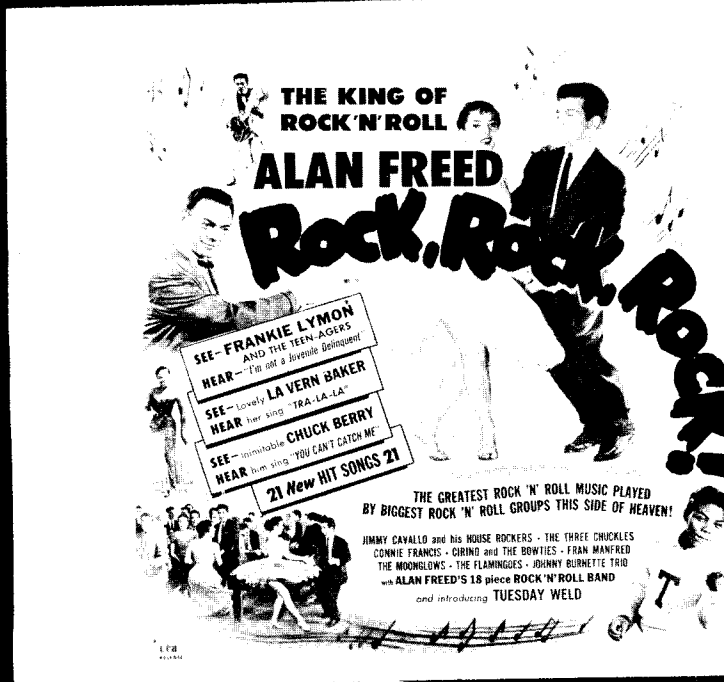
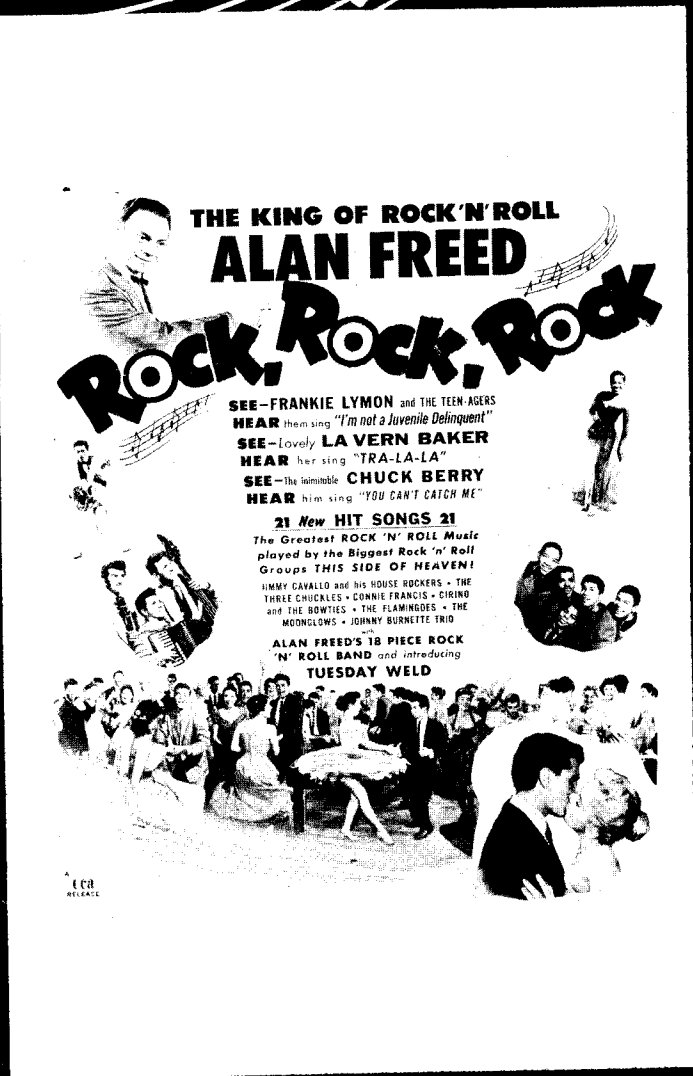
and introducing  
**TUESDAY WELD**

A  
**dca**  
RELEASE

**dca**

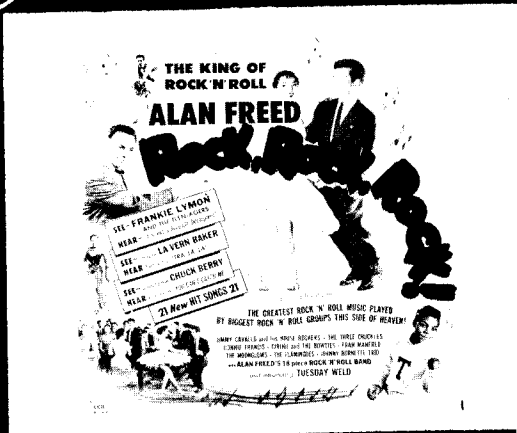
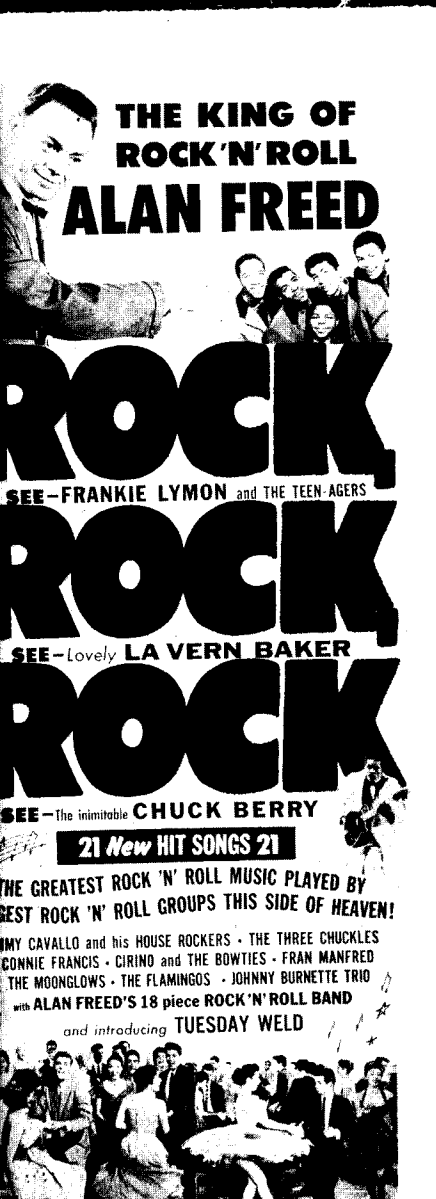
DISTRIBUTORS CORPORATION  
OF AMERICA

# Accessories



ONE SHEET

22 x 28



Set of 11 x 14's



40 x 60

**ACCESSORIES AND TRAILER  
AVAILABLE FROM  
NATIONAL SCREEN SERVICE.**

Vanguard Productions

Presents

ROCK, ROCK, ROCK

Starring

Alan Freed and his big Rock 'n' Roll Band  
(Coral Records)

With .....

(in order of appearance)

Arabella ..... Fran Manfred  
(Roost Records)

Dori ..... Tuesday Weld  
Dori's Songs ..... Connie Francis  
(M.G.M. Records)

Tommy ..... Teddy Randazzo of the Three Chuckles  
(Vik Records)

Gloria ..... Jacqueline Kerr  
Baby ..... Ivy Schulman  
(Roost Records)

The Moonglows  
(Chess Records)

Chuck Berry  
(Chess Records)

The Flamingos  
(Chess Records)

Jimmy Cavallo and His House Rockers  
(Coral Records)

Johnny Burnette Trio  
(Coral Records)

LaVern Baker  
(Atlantic Records)

Cirino and The Bowties  
(Roost Records)

Frankie Lymon and The Teenagers  
(Gee Records)

and

The Coney Island Kids (Jozie Records)

Father ..... Jack Collins

Mother ..... Carol Moss

Miss Silky ..... Eleanor Swayne

Mr. Bimble ..... Lester Mack

Mr. Barker ..... Bert Conway

Melville ..... David Winters

# CREDITS

Screen Play

by

Milton Subotsky

From a story by

Milton Subotsky and Phyllis Coe

Songs By

Glen Moore

George Goldner

Milton Subotsky

Johnny Parker

Al Weisman

Al Sears

Ben Weisman

Charles E. Calhoun

Aaron Schroeder

Freddie Mitchell

Buddy Dufault

Leroy Kirkland

Chuck Berry

Musical Director: Milton Subotsky

Assistant to

the producer

Monroe J. Sachson

Art Director

Paul M. Heller

Director of Photography ..... Morris Hartzband

Cameraman ..... Michael Rayhack

Master of Properties ..... Daniel Van Blomberg

Assistant Director ..... Jack Berk

Casting Director ..... Bert Conway

Script Clerk ..... Barbara Robinson

Film Editor ..... Blandine Hafela

Sound ..... William J. Schwartz

Chief Electrician ..... Mel Brown

Head Grip ..... Lawrence Barr

Construction Grip ..... Robert Royal

Make Up ..... L. David Lawrence, S.M.A.

Hair Stylist ..... Lillian Hall

Associate Producers

Herman Klappert

Courtney Hafela

Produced by

Max J. Rosenberg

and

Milton Subotsky

Directed by

Will Price

A DCA Release

# The Moonglows Star In Rock, Rock, Rock

The Moonglows, who sing "I Knew From The Start" and "Over and Over Again" in ROCK, ROCK, ROCK, the new musical sensation starring all the great "Rock 'n' Roll" groups now playing at the ..... Theatre on the ..... date, have been prominently identified with Alan Freed, the nationally famed disc-jockey, who stars in the picture. During the Fall of 1952, friends of the Moonglows suggested to them that a disc-jockey in Cleveland was a sensation with a "Rhythm and Blues" show and possibly he might be instrumental in helping them advance their careers. The group went to Cleveland and Freed, after hearing them, became wildly enthusiastic.

Not only did their records start appearing constantly, but Alan Freed became their manager and in fact collaborated with one of the members of the group in writing the hit song, "Sincerely".

The rest is history. The disc sold over a million copies, and was one of the phenomena of the record business.

The Moonglow's performances in the new hit picture, ROCK, ROCK, ROCK is a superb show of "Rock 'n' Roll" artistry at its best.

# Perfect Picture For Teenagers

ROCK, ROCK, ROCK the new "Rock 'n' Roll" musical sensation which is playing at the..... Theatre on....., is a perfect picture for a teenage audience. The delightful story tells of the trials and tribulations of a young girl who has to earn enough money to buy a new frock for a high school senior prom.

The musical background to this touching tale is supplied by twenty-one new "Rock 'n' Roll" tunes performed by such outstanding "Rock 'n' Roll" combinations and performers as:  
Frankie Lymon and The Teenagers  
The Three Chuckles  
Lavern Baker  
Chuck Berry  
Moonglows  
Flamingoes  
Jimmy Cavallo and His House Rockers  
Johnny Burnette Trio  
Connie Francis  
Alan Freed's Rock 'n' Roll Band  
Six Year Old Ivy Schulman  
The Bowties

ROCK, ROCK, ROCK is unforgettable entertainment for our teen-age audiences.

# Great Talent For "Rock, Rock, Rock"

ROCK, ROCK, ROCK, the new sensational "Rock 'n' Roll" musical which is coming to the ..... Theatre on ..... not only stars Alan Freed, but it also stars prominently the following "Rock 'n' Roll" artists who need no introduction to true "Rock 'n' Roll" fans:

Frankie Lymon and The Teenagers  
The Three Chuckles  
Lavern Baker  
Chuck Berry  
Moonglows  
Flamingoes  
Jimmy Cavallo and His House Rockers  
Johnny Burnette Trio  
Connie Francis  
Alan Freed's Rock 'n' Roll Band  
Six Year Old Ivy Schulman  
The Bowties

In addition ROCK, ROCK, ROCK has a rich musical score of twenty-one new songs. It is perhaps the most lavish musical score ever done for any musical.

ROCK, ROCK, ROCK is great motion picture entertainment as well as an accurate and thrilling portrayal of the new musical craze which is sweeping the country.

ROCK is a superb show of "Rock 'n' Roll" artistry at its best.

## New Musical Treat Rock, Rock, Rock

The new musical "Rock 'n' Roll" hit ROCK, ROCK, ROCK which is coming to the ..... Theatre on the ..... date features an overwhelming array of the greatest talent in the "Rock 'n' Roll" field.

The picture stars Alan Freed whose breathtaking success has rightly caused him to be called the "King of Rock 'n' Roll". Freed is identified so exclusively and so prominently with this type of music that he is really "Mr. Rock 'n' Roll" himself.

ROCK, ROCK, ROCK further features Frankie Lymon, the talented 13 year old who sings "Why Do Fools Fall In Love", sold well over a million copies and his group, The Teenagers, have a refreshing and hauntingly beautiful style.

LaVern Baker who has been dubbed another Pearl Bailey, sings the new hit "Tra La La". It is apparent from Miss Baker's performances why she enjoys the following that she has.

In addition the picture stars Chuck Berry whose specialty number, "Maybelline" is such a smash.

To make "the cheese more binding" ROCK, ROCK, ROCK also features the following groups: The Three Chuckles, The Moonglows, The Flamingos, Jimmie Cavallo and His House Rockers, The Johnny Burnette Trio as well as Cirino and the Bowties and Alan Freed's big eighteen piece "Rock 'n' Roll" band.

In short, if "Rock 'n' Roll" is your dish, ROCK, ROCK, ROCK is a picture not to be missed.



LaVerne Baker is featured in the DCA release of ROCK, ROCK, ROCK now playing at the ..... theatre. Mat 28

## STORY

(Not For Publication) Dori Grey has been informed by her Father that she can not get a new dress for the high school senior prom unless she works for it. This is her Father's means of teaching her the value of money. Dori has her heart set on having a new gown because she is going to the prom with Tommy Rogers, her best beau.

Alan Freed (who plays himself) has announced a "Rock 'n' Roll" talent quest. The winners are to appear on his television program. Tommy Rogers enters the contest. Dori, after a fruitless attempt to borrow the money from the local bank decides to go into competition with it. She arranges to borrow money from her best friend, Arabella, who is to be her depositor. She then loans the sum, which she has accepted for deposit, from Arabella to Gloria, one of her class mates.

However, Dori, who is notoriously poor in arithmetic, confuses the rate of interest which she is charging for her loan and ends up by charging 100% interest!

Young Gloria who also has a "crush" on Tommy Rogers informs Tommy that unless he takes her to the prom, she will inform their fellow students of what she terms, Dori's outrageous conduct. Tommy reluctant to shield Dori consents to take Gloria to the prom.

Tommy Rogers meanwhile convinces Alan Freed to bring his band to the Senior prom. At the prom Tommy hears Dori's explanation. He sings a song directed exclusively at Dori and at the conclusion of the picture Tommy and Dori make up.

Running Time: 76 Minutes



Chuck Berry does his stuff in the DCA release ROCK, ROCK, ROCK. Mat 18

**PUBLICITY**

A musical staff with five horizontal lines. The word "PUBLICITY" is written in large, bold, black capital letters across the staff, with the letters "P", "U", "B", "L", "I", "C", "I", "T", and "Y" each spanning one or two lines. To the right of the word, there are six eighth notes with stems pointing upwards, positioned on the lines of the staff. The notes are located on the first, second, third, fourth, fifth, and first lines from the bottom. A thick horizontal line is drawn below the staff.

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**BIOGRAPHY OF ALAN FREED**

Alan Freed, a rather shy guy, despite his "hard sell" radio technique, does not go out of his way to get personal publicity. He's a rarity in show business, for he doesn't have a press agent.

Alan Freed was born Oct. 15, 1922 in Johnstown, Pa. After living for a while in Oklahoma City and Alliance, Ohio, the family settled in Salem, Ohio, which since Freed's rise to fame has looked upon him as a native son. Freed's parents still live there.

Freed showed some musical talent at an early age, and was introduced to the trombone at the age of 12. In high school, Freed organized a band, named it the Sultans of Swing after a famous Harlem orchestra of that name, and played dance dates in Salem and its environs.

In 1941, after a year of college, Freed was drafted and assigned to Camp McCoy, Wis., as a Signal Corps photographer. After a few months' service, he came down with double mastoiditis. He was cured by the then-new sulfa drugs, but the infection left him with damaged hearing.

Out of the Army on a medical discharge in 1942, Freed got a job in Columbus as an ordnance inspector in a tank-track factory and attended Ohio State at night under an accelerated program which got him his degree in engineering in 1943.

In the last months of college, Freed, still infected with the radio virus, auditioned for stations for miles around and finally landed a \$17 a week job with WKST in New Castle, Pa. After graduation, Freed quit his inspector's job and went to work in radio, despite a hefty pay cut.

He stayed there for six months, a period which Freed calls the most important in his life. While at the station, he did everything from sweeping floors to writing his own continuity and acting as engineer for his shows.

Once, after auditioning for CBS in New York, he was told that his Midwest accent was too grating and that "if I had any other profession I should get out of the radio announcing business as soon as possible."

But Freed persisted and in 1945 landed a sports announcer job at WAKR in Akron, Ohio. Through an accident, he became a disk jockey.

"One night," as he finished the 11:10 sports broadcast he got a very quick call saying the disk jockey for the 11:15 show had not shown up. As he was the only announcer in the studio, he was elected.

He grabbed a stack of records, any records, and the engineer in the control room told him which ones were popular. So he did the show. The next day the sponsor called up and said he liked the show. The owner of the station did, too, so he fired the other guy and gave him the job.

In 1950, Freed attempted to leave WAKR for a better job and wound up in a court fight over a clause in his contract with the station, which kept him from taking another radio job in the area for a year. The court upheld WAKR, so Freed quit radio and got a TV job on Cleveland's WXEL-TV. The clause in the WAKR contract did not cover TV.

Eighteen months later, Freed returned to radio, on WJW in Cleveland, at the urging of Leo Mintz, owner of Cleveland's largest record shop, who had noticed that "race" records—rhythm and blues—were beginning to get popular and believed that a R & B craze might be imminent.

Freed played only R & B records on his show, although he christened the style Rock and Roll to avoid the racial stigma of the old classification.

Early in the program, Freed developed his trademark—slamming out the beat with his hand. At first he whopped the table top, wearing a golf glove to protect his hand, until someone gave him the idea of using a telephone book, which was softer than wood.

In March, 1952, Freed decided to cash in on the success of Rock and Roll by staging a Moondog Ball in the Cleveland Arena, which has a capacity of 10,000. About 9,000 tickets were sold in advance, and the night of the ball 30,000 persons showed up, crashing the doors down and bowling over the outnumbered cops.

The show had to be called off, but it wasn't a financial loss. Everybody had such a grand time breaking into the arena they didn't ask for their money back.

Freed gave up the idea of staging dances in Cleveland, and instead ran eight reserved seat theater-type shows in the Arena and in the city's public auditorium. All were sellouts.

At the height of his popularity in Cleveland, Freed almost lost his career and his life, in the tangled wreckage of his auto. In April, 1953, he fell asleep while driving home after a late broadcast and his car smashed into a tree near his home in Shaker Heights, an exclusive Cleveland suburb.

For the first 10 days he was not expected to live.

Forty-eight hours after the accident his heart stopped beating and they injected adrenalin directly into the heart to get it beating.

Five weeks after the crash, Freed had recovered sufficiently to resume his Moondog broadcasts, lying flat on his back in his hospital bed. When he left the hospital after 16 weeks, he went home for three months of convalescence, and did his broadcasts from a chair beside his bed.

But as a concession to his healing insides, he temporarily gave up beating time on the phone book to the rowdy rock and roll beat.

He continued promoting Rock and Roll dances and shows and built up a sideline as a record distributor, while in his quieter moments he tried writing songs. In 1954, when New York, the biggest rat race of all, beckoned with showy displays of cash, he was ready to make the move.

Freed accepted the offer of WINS to put Rock and Roll on the local airwaves, in return for a contract calling for a guaranteed \$25,000 a year against a percentage of sponsors' fees.

Freed made his first New York broadcast on Sept. 8, 1954. The program was an almost immediate success. But one of the interested listeners was the real Moondog, the Times Sq. character, who hauled Freed into court and got him enjoined from using the name "Moondog" on the show.

So the program became simply, "Rock and Roll Party." Whatever the name, the beat was the same, and the teenage crowd began listening steadily. In January, 1955, after only four months on the air, Freed threw two rock and roll dances at the St. Nicholas Arena. In a way, these dances marked the turning point in the acceptance of Rock and Roll.

In Cleveland, Freed's radio audience had been mainly Negro, and the crowds that jammed his Moondog balls were largely Negro, although as time went on the ratio of whites to Negroes increased.

When the two-day stand at St. Nick was over, after drawing 7,000 each night into a place that has a capacity of 4,000, Freed found that the audience was 70 per cent white and 30 per cent Negro. In effect, this meant that Rock and Roll had moved out of the limited "race" classification into big business.

Freed promptly put another package together and booked it into the Brooklyn Paramount for the following Easter week. The engagement was marked by dancing in the aisles, mass hysteria and a smashed house record—for the week, the show grossed \$99,000.

Freed returned for the Labor Day week and broke his own record with \$150,000. This spring, at Easter week again, he came back and broke THIS record with \$204,000 for the week.

But this past Labor Day week-end he broke it again with a \$221,000 gross.

Freed also promoted Rock and Roll dances and shows through New England as far north as Boston, and lately, fulfilling a childhood ambition, has formed his own band for these engagements. The band, plus the Alan Freed name, has gotten him a \$25,000-a-year guarantee with Coral for four 12-inch LPs and seven 45 "singles" a year.

Freed still carries a heavy broadcasting load. In addition to his programs for WINS, he tapes weekly shows for broadcast in Baltimore and St. Louis, and one for Radio Luxembourg, for broadcast in Europe, which is rapidly becoming Rock and Roll

conscious. And for six months, he emceed a weekly Rock and Roll show for the CBS radio network.

He's a business executive, too, with interests in two firms that handle his theatre promotions and music publishing. His partners include Gene Goodman, brother of clarinetist Benny Goodman, and Phil Kahl and Morris Levy, who is associated with Birdland and The Embers.

The disk jockey has, within the past year, branched out into the movie business, as both actor and producer. Last January, Columbia filmed "Rock Around the Clock," in which Freed played Freed. It is this picture which features Bill Haley and many other Rock and Roll stars, which has riotously introduced Rock and Roll to England.

His latest picture, in which Freed played the role of a band leader, is called simply: "Rock, Rock, Rock."

Starting in 1949, Freed has dabbled in songwriting and with the aid of collaborators has eight tunes to his credit. The first one, "Tongue Tied Blues," was recorded by old-time blues shouter Champion Jack Dupree and Freed still gets small royalty checks from it.

The following year Freed wrote "Nadine," a ballad which didn't go far. His big song-writing splurge didn't begin until last year, when Freed's name on a song was beginning to mean something in terms of sales.

The big hit was "Sincerely," which sold about 2,000,000 records, including 1,300,000 by the McGuire Sisters. Weaker sellers were "Teenage Meeting," "Maybelline," "Most of All," "The Verdict."

So far this year, Freed has put out "Sweet Sixteen," and is ready with a new one, "Don't Be a Bunny"—the latter one is aimed at calming the frenetic activities of some Rock and Rollers, whom Freed has christened bunnies.

In addition to his work as Rock and Roll impresario, emcee, band leader, recording artist, movie "star," song writer and disk jockey, Freed is snowed under by chores that have resulted from his popularity in these fields.

There are more than 4,000 Freed fan clubs, mostly in the east, and each of them have from 10 to 300 members. And each of the kids seems to be impelled to write to Freed—he gets about 10,000 letters a week, in normal times, and twice that number when Rock and Roll and/or Freed is being attacked.

# Great Talent Assembled For "Rock, Rock, Rock"

Rock 'n' Roll which portrays the new musical style which is sweeping the country, is the background music for the new DCA release ROCK, ROCK, ROCK which is coming to the.....Theatre on.....

21 new songs form the basis of a new musical score written especially for this new picture. In addition to Alan Freed, who needs no introduction to true Rock 'n' Roll devotees, the picture features such outstanding personalities as Frankie Lymon, LaVerne Baker, Chuck Berry and a host of others.

Without question ROCK, ROCK, ROCK features the greatest array of rock 'n' roll talent ever assembled for any one picture.

in the field. He is a brilliant dancer as well as an accomplished vocalist. His performance in ROCK, ROCK, ROCK has been termed a "delight" by all those who have seen advance screenings of the new Vanguard production, ROCK, ROCK, ROCK.

## 21 New Songs Featured in Film

The greatest score ever written for a motion picture is the musical background for ROCK, ROCK, ROCK coming to the.....Theatre.

21 new songs were written for the production. All the outstanding personalities were assembled to make this motion picture a treat for true rock 'n' roll devotees. Alan Freed and his 18 piece Rock 'n' Roll Band heads a galaxy of stars.

This Vanguard production is being released by DCA.

## The 3 Chuckles

The Three Chuckles, who are seen in the Vanguard picture Rock, Rock, Rock, started out in show business with a dozen funny hats and props together with three water pistols and two Spike Jones recordings to which they did pantomime. They toured all of Canada and the eastern United States as a comedy trio. It was during one of these engagements that they were discovered to be an excellent vocal trio by Label Vik and their first hit disc, "RUNAROUND" was recorded.

The three boys which make up the trio are Russ Gilberto, Tom Romano and Teddy Randazzo. Russ was born in Brooklyn, New York and is 26 years old. He plays bass and sang with bands in and around New York before joining the group. He likes sports and enjoys serious music . . . Tom is 24 years old and he, too, was born in Brooklyn, N. Y. He plays guitar and composed the flip side of "Run-around". Hobbies are sports and raising puppies . . . Teddy Randazzo is 21 years old and was born in Manhattan. He did concert work on the accordion before coming with the group. He is also a top concert and jazz pianist. Solo honors for the group in person and on record are Teddy's.

The Chuckles now have over 400 fan clubs throughout the United States and Canada composed mostly of teen-agers and are looking forward to a bright future on Vik records.

Their performance in Rock, Rock, Rock proves that they have what it takes to become stars.



Frankie Lymon and the Teenagers are one of the featured acts in the new DCA release ROCK, ROCK, ROCK. Mat 2A

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# The Teenagers



Alan Freed is starred in the musical extravaganza **ROCK, ROCK, ROCK** coming to the ..... Theatre. **Mat 1A**

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## LaVern Baker

LaVern Baker, who appears in **ROCK, ROCK, ROCK**, now playing at the ..... Theatre, and sings the new hit song "Tra La La" in it, has been compared to Pearl Bailey. But LaVern is a star in her own right. Her meteoric rise was crowned last year when she was named "Female Personality of the Year" in the famous Downbeat poll. LaVern is not only a great singer, but the classic "Tweede-Dee" is a product of her own composing ability. "Tra La La", her new hit, has been termed a worthy successor to "Tweede-Dee". Miss Baker's performance in **ROCK, ROCK, ROCK** is a must for any "Rock 'n' Roll" enthusiast.

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## Chuck Berry

Chuck Berry, whose sensational rendition of "You Can't Catch Me" is one of the high lights of the motion picture **ROCK, ROCK, ROCK**, coming to the ..... Theatre is one of the great names in "Rock 'n' Roll" music. He is the creator of that other enormous hit, "Maybelline" and is one of the authentic talents in the field. He is a brilliant dancer as well as an accomplished vocalist. His performance in **ROCK, ROCK, ROCK** has been termed a "delight" by all those who have seen advance screenings of the new Vanguard production, **ROCK, ROCK, ROCK**.

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The nation's newest and youngest stars, The Teenagers, are featured in the "Rock 'n' Roll" musical **ROCK, ROCK, ROCK** which is coming to the ..... Theatre on the ..... date. The top tenor, Frankie Lymon, is only 13 years old and the other boys, Sherman Garnes, Jimmy Merchant, Joseph Negroni and Herman Santiago, have just reached 16. Frankie is in Junior High School and the rest of the boys are all High School students.

Just last year Frankie Lymon wrote a poem and the boys decided to set it to music and recorded it for Rama Records. The disc was released on January 10 and ten days later over 100,000 records were sold. Since then it's zooming towards the million mark and is still going strong. The name of that record is "Why Do Fools Fall In Love". Frankie Lymon has a natural tenor voice and a natural gift for the rhythm of words. He has written over a dozen poems of which the Teenagers have thus far recorded four. And they plan to turn all of Frankie's poems into tunes and later into records. The four recorded thus far is the above mentioned "Why Do Fools Fall In Love", "Come On Baby", "Please Be Mine" and "Am I Fooling Myself Again?"

The rest of the group consists of Sherman Garnes, the basso. He is six foot four inches with a voice just as big, Jimmy Merchant, Herman Santiago and Joseph Negroni. Joe is the organizer and leader of the group.

In the new movie, **ROCK, ROCK, ROCK** The Teenagers do two magnificent new songs which are bound to be among the top ten. One is called, "I'm Not A Juvenile Delinquent" and the other one is called, "Baby, Baby". Watch for both these numbers; you will remember them a long time.

All the excitement and enthusiasm that "Rock 'n' Roll" can engender is typified by the electric performances given by the gifted thirteen year old Lymon and his group in **ROCK, ROCK, ROCK**.

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## The 3 Chuckles

# THE KING OF ROCK 'N' ROLL ALAN FREED Rock, Rock, Rock

**SEE**—FRANKIE LYMON and THE TEEN-AGERS  
**HEAR** them sing "I'm not a Juvenile Delinquent"

**SEE**—Lovely LA VERN BAKER  
**HEAR** her sing "TRA-LA-LA"

**SEE**—The inimitable CHUCK BERRY  
**HEAR** him sing "YOU CAN'T CATCH ME"

## 21 New HIT SONGS 21

The Greatest ROCK 'N' ROLL Music  
played by the Biggest Rock 'n' Roll  
Groups THIS SIDE OF HEAVEN!

JIMMY CAVALLLO and his HOUSE ROCKERS • THE  
THREE CHUCKLES • CONNIE FRANCIS • CIRINO  
and THE BOWTIES • THE FLAMINGOS • THE  
MOONGLOWS • JOHNNY BURNETTE TRIO

with  
ALAN FREED'S 18 PIECE ROCK  
'N' ROLL BAND and introducing  
**TUESDAY WELD**

A  
dca  
RELEASE

AD MAT No. 401—376 lines (4 col. x 119 lines) also available as AD MAT No. 301—267 lines (3 col. x 89 lines)

THE KING OF ROCK 'N' ROLL  
**ALAN FREED**  
Rock, Rock, Rock

**SEE**—FRANKIE LYMON and THE TEEN-AGERS  
**HEAR** them sing "I'm not a Juvenile Delinquent"  
**SEE**—Lovely LA VERN BAKER  
**HEAR** her sing "TRA-LA-LA"  
**SEE**—The inimitable CHUCK BERRY  
**HEAR** him sing "YOU CAN'T CATCH ME"

AD MAT No. 206—60 lines (2 col. x 30 lines)



THE KING OF ROCK 'N' ROLL  
**ALAN FREED**  
Rock, Rock, Rock

**SEE**—FRANKIE LYMON and THE TEEN-AGERS  
**HEAR** them sing "I'm not a Juvenile Delinquent"

THE KING OF ROCK 'N' ROLL  
**ALAN FREED**  
Rock, Rock, Rock

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21 New HIT SONGS 21  
The Greatest ROCK 'N' ROLL Music  
played by the Biggest Rock 'n' Roll Groups THIS SIDE OF HEAVEN!



**THE KING OF  
ROCK 'N' ROLL  
ALAN FREED**

**ROCK,  
ROCK,  
ROCK,  
ROCK**

SEE—FRANKIE LYMON and THE TEEN-AGERS

SEE—Lovely LA VERN BAKER

SEE—The inimitable CHUCK BERRY

**21 New HIT SONGS 21**

THE GREATEST ROCK 'N' ROLL MUSIC PLAYED BY  
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CONNIE FRANCIS • CIRINO and THE BOWTIES • FRAN MANFRED  
THE MOONGLOWS • THE FLAMINGOS • JOHNNY BURNETTE TRIO  
with ALAN FREED'S 18 piece ROCK 'N' ROLL BAND

and introducing TUESDAY WELD



A  
cca  
RELEASE

**THE KING OF ROCK 'N' ROLL**

**ALAN  
FREED**

in

**Rock, Rock, Rock**

with

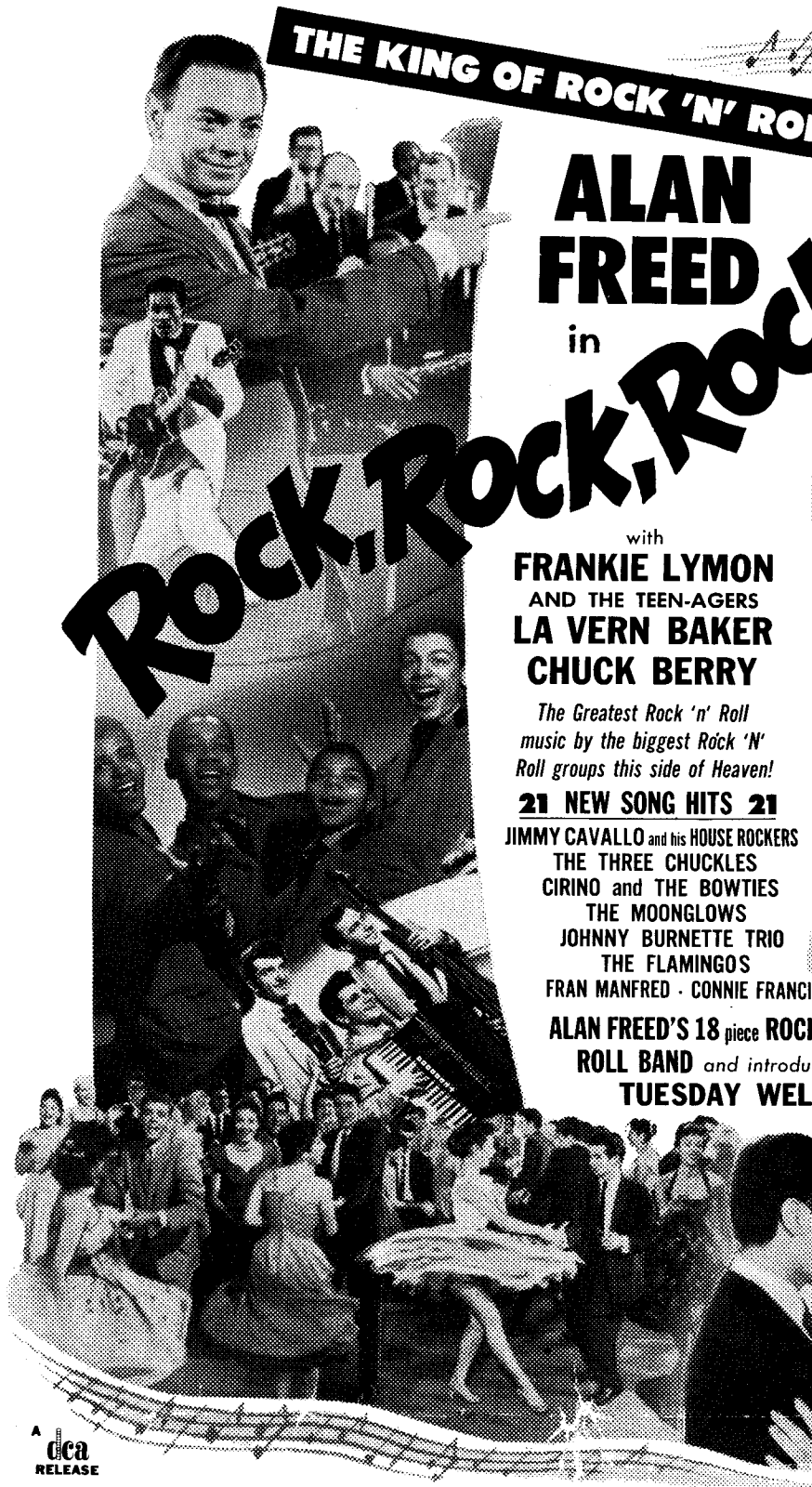
**FRANKIE LYMON  
AND THE TEEN-AGERS  
LA VERN BAKER  
CHUCK BERRY**

*The Greatest Rock 'n' Roll  
music by the biggest Rock 'N'  
Roll groups this side of Heaven!*

**21 NEW SONG HITS 21**

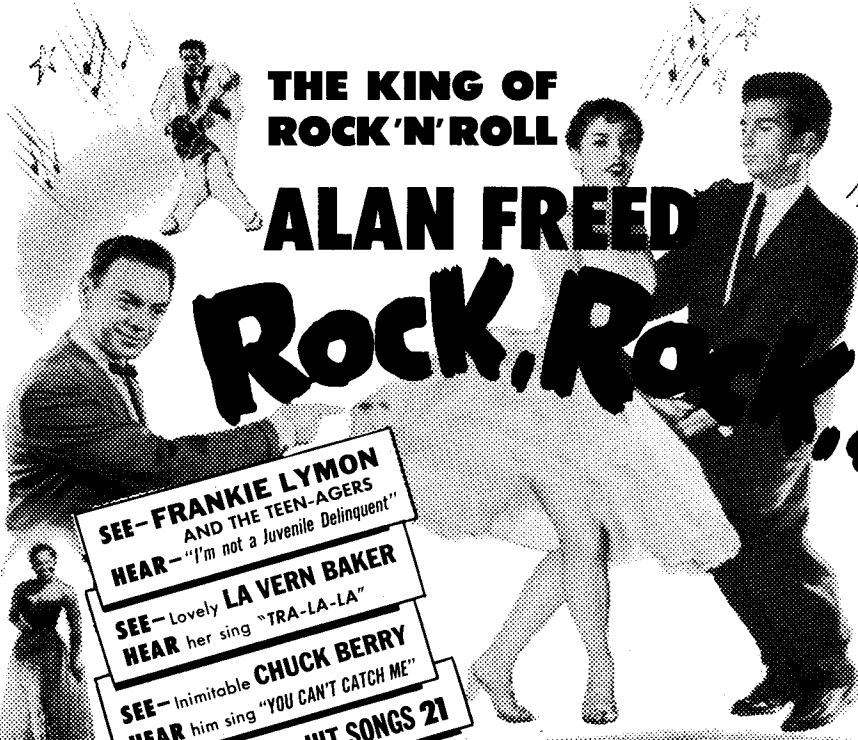
JIMMY CAVALLO and his HOUSE ROCKERS  
THE THREE CHUCKLES  
CIRINO and THE BOWTIES  
THE MOONGLOWS  
JOHNNY BURNETTE TRIO  
THE FLAMINGOS  
FRAN MANFRED • CONNIE FRANCIS

ALAN FREED'S 18 piece ROCK  
ROLL BAND and introducing  
**TUESDAY WELD**



A  
cca  
RELEASE

AD MAT No. 303—348 lines (3 col. x 116 lines)



**THE KING OF  
ROCK 'N' ROLL**

**ALAN FREED**

**Rock, Rock, Rock**

SEE—FRANKIE LYMON  
AND THE TEEN-AGERS  
HEAR—"I'm not a Juvenile Delinquent"

SEE—Lovely LA VERN BAKER  
HEAR her sing "TRA-LA-LA"

SEE—Inimitable CHUCK BERRY  
HEAR him sing "YOU CAN'T CATCH ME"

**HIT SONGS 21**

**THE KING OF  
ROCK 'N' ROLL**

**ALAN FREED**

**Rock, Rock, Rock!**

**SEE—FRANKIE LYMON  
AND THE TEEN-AGERS**  
**HEAR—“I’m not a Juvenile Delinquent”**

**SEE—Lovely LA VERN BAKER**  
**HEAR her sing “TRA-LA-LA”**

**SEE—Inimitable CHUCK BERRY**  
**HEAR him sing “YOU CAN’T CATCH ME”**

**21 New HIT SONGS 21**

**THE GREATEST ROCK 'N' ROLL MUSIC PLAYED  
BY BIGGEST ROCK 'N' ROLL GROUPS THIS SIDE OF HEAVEN!**

JIMMY CAVALLO and his HOUSE ROCKERS • THE THREE CHUCKLES  
CONNIE FRANCIS • CIRINO and THE BOWTIES • FRAN MANFRED  
THE MOONGLOWS • THE FLAMINGOS • JOHNNY BURNETTE TRIO  
with **ALAN FREED'S 18 piece ROCK 'N' ROLL BAND**

and introducing **TUESDAY WELD**

AD MAT No. 402—412 lines (4 col. x 103 lines)

**THE KING OF  
ROCK 'N' ROLL!**

**ALAN  
FREED**

**IN**

**ROCK  
ROCK  
ROCK!**

**THE KING OF ROCK 'N' ROLL!**

**ALAN  
FREED**  
in

**FRANKIE LYMON  
AND THE TEEN-AGERS  
LA VERN BAKER  
CHUCK BERRY**

*The Greatest Rock 'n' Roll  
music by the biggest Rock 'n'  
Roll groups this side of Heaven!*

**21 NEW SONG HITS 21**

JIMMY CAVALLO and his HOUSE ROCKERS  
THE THREE CHUCKLES  
CIRINO and THE BOWTIES  
THE MOONGLOWS  
JOHNNY BURNETTE TRIO  
THE FLAMINGOS  
FRAN MANFRED • CONNIE FRANCIS

**ALAN FREED'S 18 piece ROCK 'N'  
ROLL BAND and introducing  
TUESDAY WELD**

AD MAT N

# **TIE IN WITH THESE SONGS IN YOUR LOBBY**

Never before did a picture ever come out that had twenty-one songs recorded. This is the greatest exploitation handle in the business. Put this to work.

Present recordings from ROCK, ROCK, ROCK to local disc-jockies for use with picture plugs. Push records from the picture on all types of radio and television programs for playing and perhaps as prizes. Make a tie-up with the local jukeboxes. Be sure juke-box has sign plugging the picture. Have them feature the picture's songs prior to your opening. Use the music on your own P.A. system for at least three weeks prior to opening. Make tie-ups with music stores and other types of stores where they could use their P.A. systems for plugging. Set up window and counter displays of records and sheet music with signs plugging the picture.

"ROCK 'N' ROLL" is the first new music sound in America since the days of Benny Goodman. This music, which is a direct descendant of such true American music as Country and Western, the Negro Spiritual, etc., has captured the imagination of our teen-agers. In view of the fact that ROCK, ROCK, ROCK stars Alan Freed, an authentic phenomenon who personifies "Rock 'n' Roll" music, your campaign should be based around the closest kind of cooperation with the local disc-jockies. Invite the local disc-jockies to a preview so they can build up the picture in advance.

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## **NEWSPAPER TEASER AD**

A great gag can be the following—a special announcement and newspaper ad by the management to read: "Because of the nature of this picture, adults are to be admitted only when accompanied by a child."

Perhaps they can run contests for the best local "Rock 'n' Roll" talent and you might have the finalists appear on the stage of your theatre on opening night. You might combine this with a local "Rock 'n' Roll" dance contest and have these finalists appear on stage also. Try to get the local disc-jockies to run a contest as to, "Why I Like 'Rock 'n' Roll' music".

# **TRAILER**

TRAILER, which is narrated by Alan Freed, should be used well in advance of playdate. Part of the trailer could be cut and used as a special television trailer.

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## **RADIO ANNOUNCEMENT**

SPOT ANNOUNCEMENTS—15- 30- and 60-second spots are available. Alan Freed does his own announcing.

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## **USE SOUND TRUCK**

SOUND TRUCK. Make your town rock by sending a Sound Truck through the streets playing the recordings from the picture. Be sure the Truck carries proper credits.

# ***THE GREATEST ROCK 'N ROLL SCORE EVER WRITTEN FOR A MOTION PICTURE***

## **BABY, BABY**

### **I'm Not A Juvenile Delinquent**

Frankie Lymon & The Teenagers  
Gee Records

## **ROCK, ROCK, ROCK**

### **The Big Heat**

Jimmy Cavallo & His House Rockers  
Coral Records

## **THE THINGS YOUR HEART NEEDS**

### **Thanks To You**

The Three Chuckles  
Vik Records

## **LONESOME TRAIN**

Johnny Burnette Trio  
Coral Records

## **I NEVER HAD A SWEETHEART**

### **Little Blue Wren**

Connie Francis  
M.G.M. Records

## **TRA LA LA**

LaVern Baker  
Atlantic Records

## **RIGHT NOW, RIGHT NOW**

### **Rock and Roll Boogie**

Alan Freed's Rock & Roll Band  
Coral Records

## **YOU CAN'T CATCH ME**

Chuck Berry  
Chess Records

## **ROCK PRETTY BABY**

Six Year Old Ivy Schulman  
Roost Records

## **I KNEW FROM THE START**

### **Over and Over Again**

The Moonglows,  
Chess Records

## **EVER SINCE I CAN REMEMBER**

The Bowties  
Roost Records

## **WOULD I BE CRYING**

The Flamingos  
Chess Records

## **WON'T YOU GIVE ME A CHANCE**

The 3 Chuckles  
Vik Records

# MAKE USE OF ALAN FREED

ALAN FREED—Take advantage of Alan Freed's national radio show on CBS (Saturday night), as well as Freed's fantastic popularity as the King of Rock 'n' Roll. If possible, try to get Freed to make P.A. This should be practical in the key situations in New England, New York and most of the

East. Perhaps you could arrange to have Freed make a transcription specifically for your engagement or a telephone conversation might be arranged between Freed and the local disc-jockey. Cash in on Freed's magical power at the box-office. He will help you sell tickets and he is anxious to work with you!

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## USE ALL THESE AIDS!

- Set up displays featuring Alan Freed, the King of Rock 'n' Roll and the songs from the picture. Wherever possible use stills, cutouts and blowups.
- 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!
- Try for music store, variety store and other p.a. systems to play the songs from the picture.
- Go after window and counter displays of records and sheet music with signs plugging the picture.
- List the 21 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.

## CONTACT YOUR LOCAL DISC JOCKEY

Something completely new by way of exploitation is being tried on ROCK, ROCK, ROCK; an L.P. record containing all twenty-one songs from the picture has been pressed.

This record is going to every disc-jockey in the country with a letter asking him to set aside one evening in which to play the complete musical score from the picture. We further suggest that you contact your local disc-jockey and have him send out a press release stating that a premiere on disc will take place and have him mention the time and place.

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## INVITATION TO CRITICS

When the picture opens, invite not only the motion picture editor, but also the record editor and/or the music critic to review the picture. In this way you will get the maximum amount of coverage.