

Freed's New Movie Adds Up to Triple Threat \$'s

By JUNE BUNDY

NEW YORK — Deejay Alan Freed, WINS, here, should be rolling in the long-green once his second feature movie "Rock, Rock, Rock" is launched simultaneously in 70 New York theaters December 5.

In addition to owning 10 per cent of the film outright, Freed plays a leading role, and publishes 15 songs from the 21-tune picture score this his Snapper Music firm.

He also stands to collect some lucrative BMI performance credits, via a unique deejay promotion on the picture. Altho the rock and roll stars assembled for the film record for six different labels, a special sound track LP on the movie—featuring sides recorded for the picture by Atlantic, Vik, Coral, Roost and Gee Records and released as singles by the various labels—was cut and sent to 600 key jockeys across the country. The album will not, of course, be for sale.

Talent line-up on the sound track LP includes Laverne Baker, Atlantic, Chuck Berry, Chess; the Three Chuckles, Vik; Frankie Lyman and the Teen-Agers, Gee; the Flamingos, Chess; the Moonglows, Chess; the Johnny Burnette Trio, Coral; Jimmy Cavallo and His

House Rockers, Coral; Cirino and the Bowties, Roost; six-year-old Ivy Schulman, Roost; Alan Freed Orchestra, Coral, and Connie Francis, M-G-M.

Freed will appear on stage personally at most of the theaters during the picture's run here from
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December 5 thru December 8, and if union regulations permit he will present a live show at the same time. Altho the film was independently produced by Milton Subotsky and Max J. Rosenberg of Vanguard Productions here, it will be carried as the top feature by leading theater chains, including Paramount and Warners in New England; and Loews, Brandt, and Century here.

In return for granting permission for Freed to use sides on the deejay LP, the record companies involved will benefit from the displays of their disks in all theater lobbies where the film plays.

The movie was made here in two weeks, with the recording artists lip-syncing to their own records. more than 60 minutes of the hour and 25 minute film are devoted to music, and producer Subotsky notes that—by policy—each record number was presented in its entirety in the picture.

Snapper Music songs, specially written for the film, include "Tra La La," by Lavern Baker; the title theme by Cavallo; "You Can't Catch Me," by Chuck Berry; "Would I Be Crying," by the

Flamingos, and "Over and Over Again," by the Moonglows. Other tunes in the film are Kahl Music's "I'm Not a Juvenile Delinquent," by Lymon and the Teen-Agers. Connie Francis, the only artist who doesn't actually appear in the film, is the sound track singing voice for the picture's teen-age heroine, Tuesday Weld.

In addition to the single sides released featuring all 12 platter names, the score will be spotlighted by Chess Records on a special LP, which will carry the sound track sides by Berry, the Flamingos and the Moonglows; plus a group of old best selling singles by the three artists, including "Sincerely," "See-Saw" and "Maybelline."