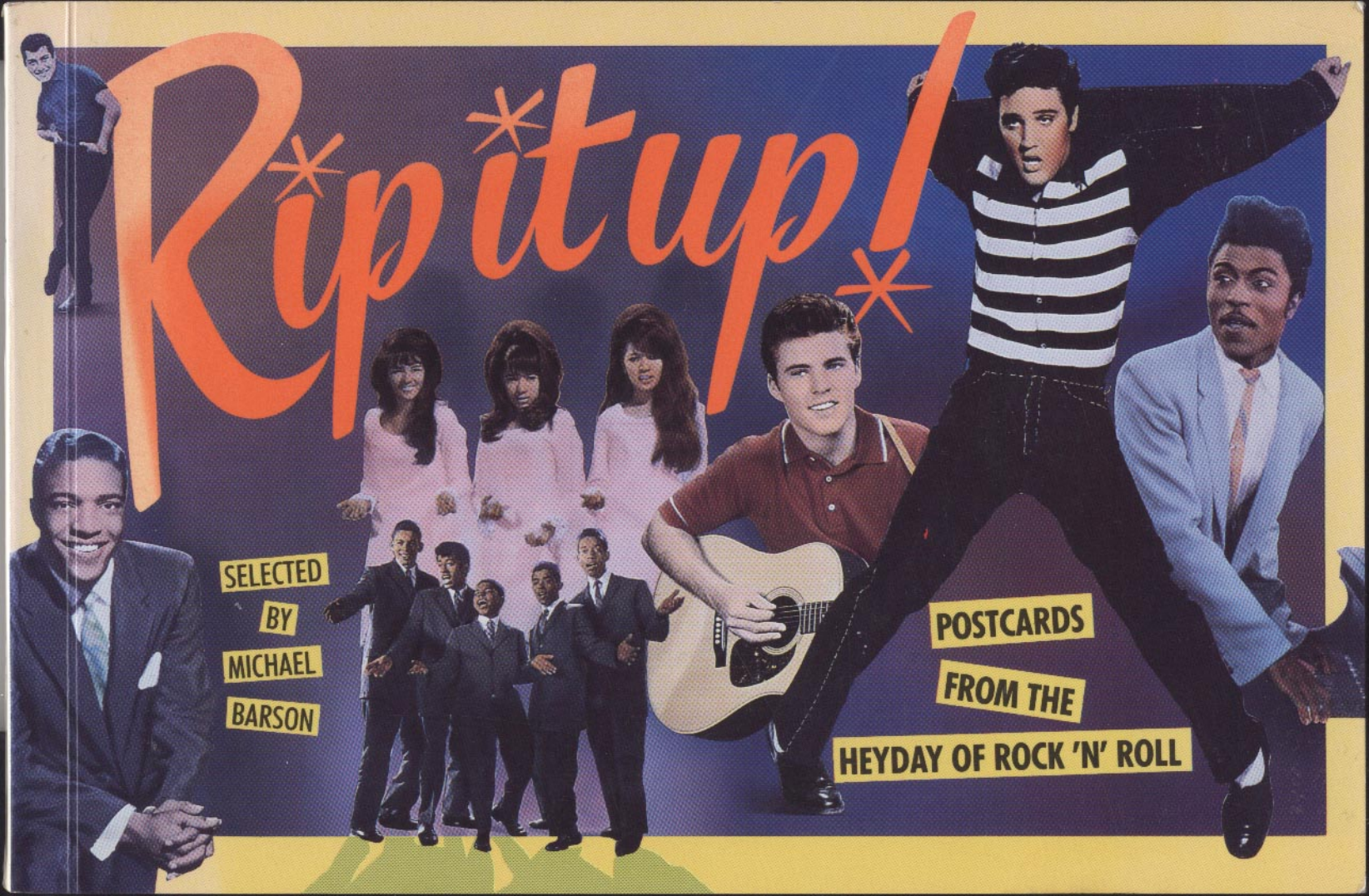


Rip it up!

SELECTED
BY
MICHAEL
BARSON

POSTCARDS
FROM THE
HEYDAY OF ROCK 'N' ROLL



ALAN FREED

PRESENTS

THE BIG BEAT



Alan Freed Presents the Big Beat (1959; souvenir program)

"The High Lama of Rock 'n' Roll" is how the program notes describe him, which must have suited the ambitious Freed just fine. The architect of the ground-breaking "Moondog Rock and Roll Party" on Cleveland's WWJ in 1951—the first show to offer R&B to a mixed audience, with 50,000 watts, to boot—Freed soon became the music's premier concert promoter. When he moved to New York's WINS a few years later, Freed's high profile was enhanced. In short order he was appearing as himself in films like *Rock Around the Clock* and *Mister Rock and Roll*, championing the healthiness of rock 'n' roll to skeptical adults. It was at one of Freed's national Big Beat tours that the legendary riot erupted in the old Boston Arena in May of 1958—but it was the payola scandal of 1959 that finally brought the High Lama low.

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**BILL HALEY
AND HIS COMETS**

**THE REAL STORY BEHIND THE WORLD-
WIDE ROCK 'N' ROLL HEADLINES!**

Don't Knock The Rock



MADE BY THE
PRODUCERS OF
"ROCK AROUND
THE CLOCK!"



co-starring

ALAN DALE

ALAN FREED

THE TRENIERS

LITTLE RICHARD

DAVE APPELL AND HIS APPLEJACKS

with **JOVADA and JIMMY BALLARD**
Written by **ROBERT E. KENT and JAMES B. GORDON** - Produced by **SAM KATZMAN**
Directed by **FRED F. SEARS** - A CLOVER PRODUCTION - A COLUMBIA PICTURE

Don't Knock the Rock (1957; Columbia film poster)

Bill Haley and His Comets were already over the hill when this quickie sequel to *Rock Around the Clock* (1956) came out. Alan Dale plays a singer who, with the aid of the ubiquitous Alan Freed, stages a rock 'n' roll show to prove to the fogeys in his hometown that this new music is as pure as the driven snow. Too bad he enlists Little Richard (mysteriously absent from the poster) to sing the suggestive "Long Tall Sally"—but then, the oldsters probably couldn't understand the words. Thirtysomething here, Haley was more convincing in 1953 when his "Crazy, Man, Crazy" became the first rock hit by a white artist.

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Humor/Music

\$8.95

Treat me like a fool, treat me mean

and cruel—but don't forget to send me a postcard.

From the sublime to the absurd, *Rip It Up!* captures the heyday of rock 'n' roll in 31 tear-and-send postcards featuring Little Richard and Little Eva, Fats Domino and the Fleetwoods, the Everly Brothers and—of course—Elvis. Culled from rare rock artifacts like concert programs, fanzines, movie posters, and record jackets, *Rip It Up!* brings back the glory days in living, lurid color. Say hi to the old juke-joint gang with slick pics of Lloyd Price and Louis Jordan, the Cadillacs and Buddy Holly. Or say goodbye to the guy who dumped you at the drive-in with a shot of Paul Anka at his simpiest.

So go ahead, rip it up and rip them out. Your friends deserve it.

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Rip*it*up!

POSTCARDS FROM THE HEYDAY OF ROCK 'N' ROLL

SELECTED BY MICHAEL BARSON

COVER PHOTOGRAPHS: CLYDE McPHATTER, PAUL ANKA: THE MOONOGIAN ARCHIVE. THE RONETTES, THE TEENAGERS, RICKY NELSON, ELVIS, LITTLE RICHARD: PHOTOFEET.