

AMERICA'S COOLEST TEENAGE MAGAZINE

COOL^{K 10} magazine for hipsters

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BEST IN ROCK 'n' ROLL



LEFT—Here he is the "King of Rock 'n' Roll . . ." and the star of the sensational movie production "Mister Rock 'n' Roll. Freed will generally be found wearing a sports jacket with Ivy League cap.

ABOVE—At Radio Station WINS, in New York, Alan Freed is aided by Assistant Johnny Brantley (left) and Announcer Paul Sherman (center). John Halonka, NYC record distributor looks on.

ALAN FREED

(KING OF ROCK 'n' ROLL)

STARS IN PARAMOUNT'S BIGGEST
MUSIC-&-RHYTHM, ROCK-&-ROLL MOVIE

"MISTER ROCK & ROLL"

The inside story of the explosive birth and stormy growth of the musical craze that has swept the world will be told in the biggest rock 'n' roll jamboree ever filmed . . . starring, of course, none other than the King of R & R, Alan Freed.

Alan is the famed deejay who is responsible for sweeping the big beat into the big time more than any other person. In telling the inside of the R & R music craze, Alan Freed brings on an unprecedented line-up of fifteen recording headliners who wham out a staggering total of thirty new Rock 'n' Roll numbers.

Drama and headlines have accompanied the rise of Rock 'n' Roll . . . and the controversy still rages around the stars in it and the youngsters who make the stars. The strong story line of this Paramount release, built around Alan Freed, the top man in on it from its very beginning . . . and casting a searching look at one of the most challenging facets of the current

American scene, makes it a "must see" for movie-goers of all ages. Teenagers will find this a wonderful picture to take mom and pop to . . . for they'll find that it explains all about the new and exciting rhythms of Rock 'n' Roll . . . and will enjoy it as much as you do.



LEFT ABOVE—Here's Alan with the other half . . . wifey Jackie. She supervises the handling of Alan's huge volume of fan mail as well as accompanying him on in-person tours.



LEFT—Alan Freed's huge volume of fan mail is a thing to behold. Most are requests for autographed photos and record requests to be played on his radio and television shows.

