

PARAMOUNT SHOWMANSHIP MANUAL

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THE BIGGEST OF 'EM ALL!



CHUCK BERRY

LAVERN BAKER

CLYDE McPHATTER

BROOK BENTON

Starring
ALAN FREED

Co-Starring
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and
LIONEL HAMPTON
and His Band

FRANKIE LYMON
And The Teenagers

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLAWS

SHAYE COGAN

Produced by RALPH SERPE and HOWARD B. KREITSEK • Directed by CHARLES DUBIN • Written by JAMES BLUMGARTEN • A PARAMOUNT RELEASE

REPRODUCTION OF THE STRIKING SIX-SHEET!

• Showman! DOES YOUR SHOWMANSHIP SHOW? TAKE IT FROM HERE... AND IT WILL!

"MISTER ROCK AND ROLL" HEADLINERS

NEW PICTURE, 'MISTER ROCK AND ROLL,' TELLS THE BIG STORY OF MUSICAL CRAZE

(Advocate)

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, "Mister Rock and Roll," opening at the Theatre. Starring

Alan Freed, the famed disc jockey who swept the big beat into the big time, and co-starring Rocky Graziano, Teddy Randazzo, Lois O'Brien and Lionel Hampton and his Band, with Al Fisher and Lou Marks, the film will utilize fifteen recording headliners and some thirty new R 'n' R numbers in dramatizing the story behind the rise of the most exciting era since swing. Featured in this greatest array of rock 'n' roll acts ever assembled in a single film are Frankie Lyman and the Teenagers, Chuck Berry, LaVern Baker, Clyde McPhatter, Brook Benton, Little Richard, Ferlin Husky, The Moonglows and Shayne Cogan—an unprecedented talent line-up that promises the popular music fan the most solid bundle of entertainment he's had to date.

Drama and headlines have accompanied the rise of rock, roll, and controversy still rages around its stars and the youngsters who make the stars. The strong story line of this Paramount release, revolving as it does around Freed, the man who was in on the beginning, and casting a searching look at one of the most challenging facets of the current American scene, makes it a must-see film for movie-goers of all ages. Produced by Ralph Serpe and Howard B. Kreitsek, it was directed by Charles Dubin and written for the screen by James Blumgarten.



Mat 1A

The man who gave rock 'n' roll its name, Alan Freed, stars at the head of a great array of recording headliners in "Mister Rock and Roll," due at the Theatre.

'MISTER ROCK AND ROLL' IS THE MOST; A MUSIC-AND-RHYTHM-PACKED SHOW!

(Review)

Yesterday's opening at the Theatre, "Mister Rock and Roll" rode into town billed as the biggest rock 'n' roll film yet made. It is that, and more. Starring famed disc jockey Alan Freed, co-starring Rocky Graziano, handsome singing idol Teddy Randazzo, Lois O'Brien and Lionel Hampton and his great band, with Al Fisher and Lou Marks, and featuring the greatest array of rock 'n' roll recording artists ever crammed into a single film, the Paramount release is one of the season's most rewarding bundles of all-around entertainment.

Combining an unprecedented avalanche of music with a story that needed to be told, the film turns out to be a must for adults interested in understanding a medium sometimes bewildering offspring, as well as for the army of popular music fans.

Nowadays, a good many parents wonder about their kids and the music craze that has gripped them. They wonder about the stars who furnish their entertainment. "Mister Rock and Roll" will give them a long, searching look at the man who swept it into the big time, holding the searchlight.

Adult movie-goers will come away with a warm, comforting feeling concerning the kids who do the singing and fall in love to the biggest thing in music today. They'll come away, too, with awe for the prodigious musical abilities of the fabulous line-up of talent the film presents.

Some thirty new R 'n' R numbers are whammed out by the stars and featured by Frankie Lyman and the Teenagers, Chuck Berry, LaVern Baker, Clyde McPhatter, Brook Benton, Little Richard, Ferlin Husky, The Moonglows and Shayne Cogan. The most rabid R 'n' R fan will say he's never seen anything to equal it in a movie.

Produced by Ralph Serpe and Howard B. Kreitsek, "Mr. Rock and Roll" was directed by Charles Dubin and written for the screen by James Blumgarten.



Still No. RAR-7A

Mat 5A

Famed disc jockey Alan Freed, center, the man who swept rock 'n' roll into the big time, is shown with a few of the great array of headliners in "Mister Rock and Roll," mammoth musical due at the Theatre. Clockwise from top left are: Lionel Hampton and his Band, The Moonglows, Little Richard, Shayne Cogan, Teddy Randazzo, LaVern Baker, Frankie Lyman and the Teenagers and Rocky Graziano.

Ace Headliners, Hit Tunes, In 'Mister Rock and Roll'

Thirty rock 'n' roll numbers will be heard in the biggest R 'n' R jamboree filmed to date, "Mister Rock and Roll," starring famed disc jockey Alan Freed and opening at the Theatre. Performed by an array of fifteen R 'n' R headliners and by Lionel Hampton and his band, they have also been recorded by top labels.

Heading the mammoth list are "Kiddo," "I Was the Last One to Know," "I'll Stop Anything I'm Doing" and "Next Stop Paradise," sung by Teddy Randazzo and available on the Vik label. Randazzo and Rocky Graziano duet on "Rocky's Love Song," also recorded by Vik, and Randazzo and Lois O'Brien combine on "It's Simply Heavenly," a Vik platter too.

Frankie Lyman and the Teenagers are represented by "Fortunate Fella" and "Love Put Me Out of My Head," both on the Gee label, and Chuck Berry gives out with "La Juanda" and "Oh Baby Doll," recorded by Chess. The popular LaVern Baker has

two of her current hits in the film: "Love Me Right" and "Humpty Dumpty Heart." Atlantic has them on discs along with Clyde McPhatter's "Rock And Cry" and "You'll Be There."

"If I Had Only Known" and "Your Love Alone" are sung by Brook Benton in the Paramount film as well as on Vik records, and Little Richard hits the screen and the Specialty record turntable with "Keep A-Knockin'" and "Lucille." For Ferlin Husky, it's "This Moment Of Love," and "Make Me Live Again," put out by Capitol, and The Moonglows have "Bacon, Iona Rock" and "Confess It To Your Heart," on Chess. Shayne Cogan's offerings are "Fairway To Sin" and "Get Acquainted Waltz," for Roulette.

In addition, Lionel Hampton plays "Mister Rock and Roll," "Hey Poppa Rock," "Hello Folks," "Drum Hit" and "Star Rocket," and Al Fisher and Lou Marks do "Sing Song Siren," all of which will be recorded in the near future.

Rock and Roll King Started as Longhair

Mr. Rock 'n' Roll himself, top disc jockey Alan Freed, almost didn't make it to the world of the big beat. As a trombone-playing teenager, he was aimed at a longhair symphony career, but the swing bug bit him and he has been hep ever since.

The man credited with sending R 'n' R into the big time, Freed is currently standing 'em on their ears at the Theatre, starring in the title role of the biggest R 'n' R jamboree to hit the movie screens yet, "Mister Rock and Roll," co-starring Rocky Graziano, Teddy Randazzo, Lois O'Brien and Lionel Hampton and his Band.

In telling the inside story of the music craze that has swept the world, Freed brings on an unprecedented line-up of fifteen recording headliners, who wham out a staggering total of thirty new R 'n' R numbers.

30 ROCK 'N' ROLL TUNES KEY DISC JOCKEY CO-OPS

With 30 rock 'n' roll tunes to tout in "Mister Rock and Roll" it should be a cinch to enlist disc jockeys in your campaign to spread the news that you'll be playing this rhythm blockbuster. Try to get the number one platter-spinner in your town to set a contest for listeners to identify singers of rock 'n' roll records, preferably using some of the singers starred in "Mister Rock and Roll." Guest tickets should be offered as prizes to the first ten or 15 listeners who send in or call in (whichever disc jockey prefers) correct list of singers.

SONG TITLE ARTIST RECORDING

This Moment of Love	Ferlin Husky	Capitol
Make Me Live Again	Ferlin Husky	Capitol
La Juanda	Chuck Berry	Chess
Oh Baby Doll	Chuck Berry	Chess
Love Me Right (In The Morning)	LaVern Baker	Atlantic
Humpy Dumpty Heart	LaVern Baker	Atlantic
Burlesco Rock	The Moonglows	Chess
Confess It To Your Heart	The Moonglows	Chess
Fortunate Fella	Frankie Lyman and The Teenagers	Gee
Love Put Me Out Of My Head	Frankie Lyman and The Teenagers	Gee
If Only I Had Known	Brook Benton	Vik
Your Love Alone	Brook Benton	Vik
It's Beautifully Heavenly	Lois O'Brien	Vik
Rocky's Love Song	Teddy Randazzo and Rocky Graziano	Vik
I Was The Last One To Know	Teddy Randazzo	Vik
I'll Stop Anything I'm Doing	Teddy Randazzo	Vik
Kiddio	Teddy Randazzo	Vik
Perfect For Love	Teddy Randazzo	Vik
Rock And Cry	Clyde McPhatter	Atlantic
You'll Be There	Clyde McPhatter	Atlantic
Lucille	Little Richard	Specialty
Keep A-Knockin'	Little Richard	Specialty
Pathway To Sin	Shayne Cogan	Roulette
Get Acquainted Waltz	Shayne Cogan	Roulette
Sing Song Siren	Al Fisher and Lou Marks	Not Set
Mister Rock And Roll	Lionel Hampton	Not Set
Hey Poppa Rock	Lionel Hampton	Not Set
Hello Folks	Lionel Hampton	Not Set
Drum Hill	Lionel Hampton	Not Set
Star Rocket	Lionel Hampton	Not Set

These songs are in the sound track album to be released by VIK records.

6 TRIED AND PROVED ROCK 'N' ROLL STUNTS

1. Guest tickets awarded to 15 winners of a rock 'n' roll tune identification contest run on a local radio station.
2. Juke box promoted for free selections in theatre lobby, with selling display alongside it.
3. Special beanie hats carrying title worn by theatre staff several weeks in advance of playdate.
4. Recordings offered as prizes for best description of rock 'n' roll music—letter-writing contest run by radio station.
5. Officers of teenage clubs, high school student groups, etc. invited as guests and asked to review picture for throwaways to be distributed to clubs and schools.
6. Hot-rod car bannered with rock 'n' roll expressions driven around town.

SPECIAL STILL OF ROCK 'N' ROLL HEADLINERS

Sell rock 'n' roll fans on the great big show coming up with a still display in your lobby with the suggested heading:

THE BIGGEST ROCK 'N' ROLL SHOW EVER! DIG THESE HEADLINERS, CATS!

This display can be accomplished easily with the special still reproduced here and especially prepared for your convenience. Identification of the stars in this montage can be found on the publicity page.



An 8 x 10 or enlargement of this still can be obtained by ordering Still No. RAR-7A from

NATIONAL SCREEN SERVICE

Who's Who in "Mister Rock and Roll" Stills

For your convenience we identify here stills of the headliners you may require for display purposes:

Teddy Randazzo	Still #2A	LaVern Baker	Still #19A
Alan Freed	Still #5A	The Moonglows	Still #33
Lois O'Brien	Still #15A	Clyde McPhatter	Still #1A
Lionel Hampton and Band	Still #8A	Chuck Berry	Still #11A
Shayne Cogan	Still #17A	Ferlin Husky	Still #18A
Little Richard	Still #25	Frankie Lyman and The Teenagers	Still #39
Rocky Graziano	Still #12A		

RADIO SPOTS . . . To be read

50-words:

Get ready, cats, for the show that rocks the most . . . "Mr. Rock and Roll," a Paramount release starring Mr. Rock and Roll himself, Alan Freed—the one top man who could gather together all the tremendous headliners in this great big jumping jamboree . . . Little Richard, Shayne Cogan, Ferlin Husky and many, many more! "Mr. Rock and Roll" . . . starts (day).....Theatre.

35-words:

Hey, cats! For more bounce, more fun than any rock 'n' roll hit yet, it's "Mr. Rock and Roll," a Paramount release starring Alan Freed himself . . . with the greatest lineup of rock 'n' roll record stars ever! "Mr. Rock and Roll" . . . starts (day).....Theatre.

20-words:

Hey, cats! Head for "Mr. Rock and Roll," a Paramount release starring Alan Freed and the greatest all-star lineup yet! Starts (day).....Theatre.

DANCE SCHOOL TIE-UPS

"Mister Rock and Roll" is a natural for tie-up with dance studios. You might be able to sell a co-operative studio on the idea of sending around a few couples (instructors) to demonstrate rock 'n' roll dancing out in front of your theatre—or in the lobby—on opening day or opening night of the picture.

The studio participating in this tieup might be willing to offer a free dance lesson to winners of the disc jockey contest suggested elsewhere in this section.

SURE-FIRE TRAILER

The National Screen Service trailer on "Mister Rock and Roll" will have your patrons rollin' right up to your box-office to buy tickets when you play this music-and-rhythm-packed picture. The trailer does a great selling job of the lively, on-the-beam film and will really get across to rock 'n' roll fans that this is one no jive-digger can afford to miss. By all means make use of this sure-fire sales aid—order your print from National Screen Service now!

SYNOPSIS

(Not for publication)

PRETTY reporter Carol Hendricks (Lois O'Brien), in the employ of World Magazine, wants an interview with rock and roll impresario Alan Freed (himself). Freed, already late for his evening radio show, suggests Carol get her story from popular rock and roll singer Teddy Randazzo (himself). Teddy has just wowed a big theatre audience with a real-gone number. When Carol and Teddy meet, the two hit it off beautifully. During the interview, Teddy tells Carol how Alan Freed helped him break into rock and roll. Carol confesses to Teddy that this is her first assignment. They fall in love.

Carol delivers her story to one of World Magazine's editors, Joe Prentiss (Jay Barney), to whom rock and roll is musical poison. It is Prentiss' belief that anyone connected with it is a delinquent. As a result, the magazine piece turns out to be a withering attack on Teddy. Believing Carol has written it, Teddy quarrels with her and the two part company.

Since the story has also attacked Alan Freed, the famous disc jockey does something about it. He establishes the authenticity of rock and roll, tracing its origin from spirituals, to blues and Dixieland, by presenting such notable rock and rollers as Lionel Hampton, LaVern Baker, Clyde McPhatter, Chuck Berry, The Moonglows, Frankie Lymon and The Teenagers, among others. He also devises an event to prove that kids who love rock and roll are decent and generous. He gets them to participate in a rock and roll jamboree for Prentiss' favorite cause, the Heart Fund. Kids swamp the radio station with donations. Others, who live at a distance, burn the telephone wires with donation pledges. The rock and roll segment of the country comes through with such support for Prentiss' cause that the editor admits he has been wrong. Alan Freed also proves that rock and roll is an authentic American phenomenon. Teddy and Carol happily take up where they left off.

CAST

Alan Freed ALAN FREED
Rocky Graziano ROCKY GRAZIANO
Teddy Randazzo TEDDY RANDAZZO
Carol Hendricks LOIS O'BRIEN
Lionel Hampton and his Band

LIONEL HAMPTON AND HIS BAND
Joe Prentiss JAY BARNEY
Larry and Lou AL FISHER and LOU MARKS
Leo EARL GEORGE
Station Representative RALPH STANTLY

Rock and Roll Headliners

Frankie Lymon and the Teenagers; Chuck Berry; LaVern Baker; Clyde McPhatter; Brook Benton; Little Richard; Ferlin Husky; The Moonglows; Shaye Cogan.

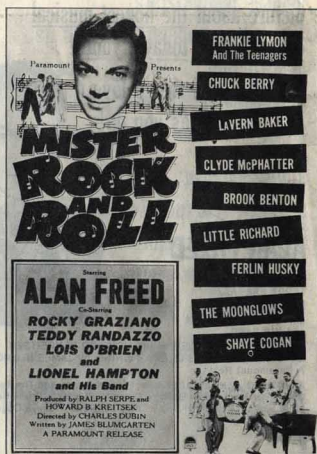
CREDITS

Produced by Ralph Serpe and Howard B. Kreitsek; Directed by Charles Dubin; Written by James Blumgarten; Director of Photography—Morris Hartzban; Associate Producer—George Justin; Choreography—Royce Dodge; Set Designs—Richard Sylbert; Assistant Director—Jack Grossberg; Editor—Angie Ross; Associate Editor—Jean Steinberg; Assistant to Producer—Louis Capone; Musical Director—Robert Rolontz; Music Supervisor—Lionel Hampton; Special Effects—K and W Film Service; Sound—RCA System.

RUNNING TIME: 86 MINUTES



THREE SHEET



ONE SHEET

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NATIONAL SCREEN
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