

AD MATS

YOUNG PEOPLE: SHOW YOUR ADULTS HOW TERRIFIC YOUR MUSIC IS!
TAKE THEM TO SEE THIS PICTURE THAT EXPLAINS ALL ABOUT THE
NEW EXCITING RHYTHM. THEY'LL LOVE IT AS MUCH AS YOU DO!

The BIGGEST Picture About the BIGGEST
THING SINCE SWING... TOLD BY

THE KING OF ROCK
'N' ROLL HIMSELF!



FRANKIE LYMON
And The Teenagers

CHUCK BERRY

LA VERN BAKER

Starring
ALAN FREED

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

And the BIGGEST line-
up of Rock 'N' Roll stars
ever assembled!

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAVE COCAN



Paramount Presents

MISTER ROCK AND ROLL

Starring
ALAN FREED

Co-Starring

**ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and
LIONEL HAMPTON
and His Band**

Produced by RALPH SERPE and
HOWARD B. KREITSEK

Directed by CHARLES DUBIN
Written by JAMES BILMAGARTEN
A PARAMOUNT RELEASE



**YOUNG PEOPLE:
SHOW YOUR ADULTS
HOW TERRIFIC YOUR
MUSIC IS! TAKE THEM
TO SEE THIS PICTURE
THAT EXPLAINS ALL
ABOUT THE NEW
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THEY'LL LOVE IT AS
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The Big Story Of The Musical
Sensation That's Swept The
World...Told By The King Of
Rock 'N' Roll Himself!

—And the **BIGGEST** line-
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FRANKIE LYMON
And The Teenagers

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LA VERN BAKER

CLYDE McPHATTER

BROOK BENTON

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAYE COGAN

T H E A T R E

4 COLS. x $\left\{ \begin{array}{l} 100 \text{ LINES} \dots\dots\dots 400 \text{ LINES} \\ 7 \text{ inches} \dots\dots\dots 28 \text{ inches} \end{array} \right.$

MAT 401

**THAT NEW MUSIC'S
NOT JUST FOR THE YOUNG..
it's for everyone!**

A new kind of American Folk-Music
is sweeping the world—just as jazz

YOUNG PEOPLE:
SHOW YOUR ADULTS HOW
TERRIFIC YOUR MUSIC IS!
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PICTURE THAT EXPLAINS ALL
ABOUT THE NEW EXCITING
RHYTHM. THEY'LL LOVE IT
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The Big Story Of The Musical
Sensation That's Swept The
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The King Of Rock
'N' Roll Himself!



MISTER ROCK AND ROLL

Starring

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TEDDY RANDAZZO
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FRANKIE LYMON
And The Teenagers

CHUCK BERRY

LA VERN BAKER

CLYDE McPHATTER

BROOK BENTON



FRANKIE LYMON
And The Teenagers

CHUCK BERRY

LA VERN BAKER

BROOK BENTON

Starring
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TEDDY RANDAZZO
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and His Band

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CLYDE McPHATTER

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAYE COGAN

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



T H E A T R E

3 COLS. x { 110 LINES 330 LINES
8 inches 24 inches

MAT 301

„WISIEK ROCK AND ROLL.. HEADLINEK?

LET'S THE R
MEAN MIGHT

COMPLETE CAMPAIGN MAT

All these ads and scenes on one mat—ORDER SPECIAL MAT

The **BIGGEST** Picture About the **BIGGEST** THING SINCE SWING...

TOLD BY THE KING OF ROCK 'N' ROLL HIMSELF!



—And the **BIGGEST** line-up of Rock 'N' Roll stars ever assembled!

FRANKIE LYMON
And The Teenagers

CHUCK BERRY

LA VERN BAKER

BROOK BENTON

CLYDE McPHATTER



ALAN FREED
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAYE COGAN

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BROOK BENTON

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LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAYE COGAN

Premiere Presents
MISTER ROCK AND ROLL

ALAN FREED
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

BOTH MIDGETS
ON MAT 102

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

MAT 202

MISTER ROCK AND ROLL

MISTER ROCK AND ROLL

Starring
ALAN FREED

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

Premiere Presents
MISTER ROCK AND ROLL
Starring
ALAN FREED

MAT
MAT No. 1

Presented by
MISTER ROCK AND ROLL
FREE
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
Band

MIDGETS
MAT 102

Presented by
MISTER ROCK AND ROLL

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The BIGGEST Picture About
the BIGGEST THING SINCE
SWING... TOLD BY THE KING
OF ROCK 'N' ROLL HIMSELF!



Paramount Presents

**MISTER
ROCK
AND
ROLL**

Starring
ALAN FREED
Co-Starring
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN

THAT NEW MUSIC'S
NOT JUST FOR THE YOUNG...
it's for everyone!

A new kind of American Folk-Music
is sweeping the world—just as jazz
and swing did before. And yet, here
at home only the “younger generation”
knows about it.

NOW a motion picture comes along
that explains all about the exciting
new rhythm... where it came from,
why it's so popular, who are its
biggest singing stars!

SO, young people—here's a chance
to show your adults how terrific
your music is! Take them to see this
picture about the honest musical
expression of today's youth!

YOU'LL find they'll love it
just as much as you do!

Starring
ALAN FREED
Co-Starring
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and HIS BAND

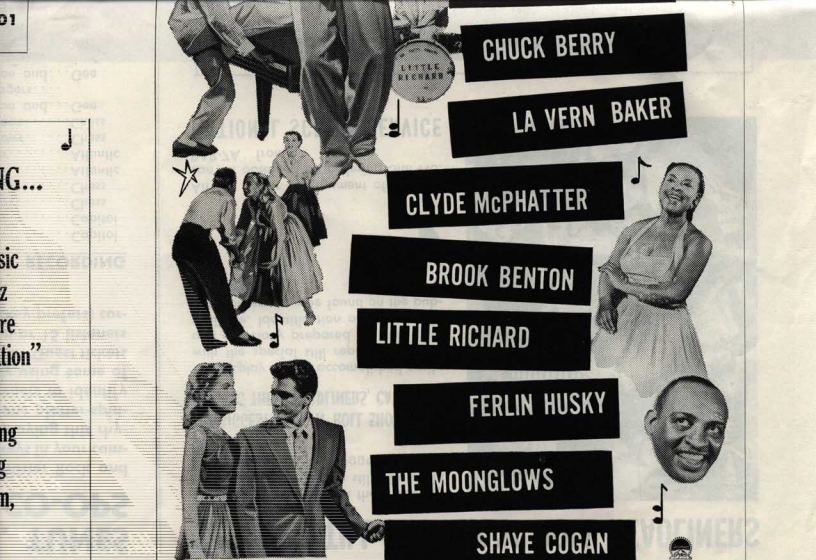
Produced by RALPH SERPE and HOWARD B. KREITSEK
Directed by CHARLES DUBIN - Written by JAMES BLUMGART
A Paramount Release

And These Great Rock 'N' Roll Stars: Frankie Lyman and The Teenag
Chuck Berry • La Vern Baker • Clyde McPhatter • Brook Benton
Little Richard • Ferlin Husky • The Moonglows • Shaye Cogan



Paramount Presents

**MISTER
ROCK
AND
ROLL**



CHUCK BERRY

LA VERN BAKER

CLYDE McPHATTER

BROOK BENTON

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAYE COGAN

A PARAMOUNT RELEASE

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

T H E A T R E

3 COLS. x { 200 LINES.....600 LINES
14 1/2 inches.....43 1/2 inches

MAT 302



OFFICIAL BILLING



PARAMOUNT PRESENTS

"MISTER ROCK AND ROLL" 100%

Starring

ALAN FREED 50%

Co-Starring

Rocky Graziano } 20%

Teddy Randazzo } 20%

Lois O'Brien } 20%

and

Lionel Hampton } 20%

and His Band } 20%

Produced by Ralph Serpe (and)

Howard B. Kreitsek } 15%

Directed by Charles Dubin } 15%

Written by James Blumgarten } 15%

PARAMOUNT PRESENTS

ALAN FREED

ROCKY GRAZIANO

TEDDY RANDAZZO

LOIS O'BRIEN

and

LIONEL HAMPTON

and his band

Produced by RALPH SERPE (and)

HOWARD B. KREITSEK

Directed by CHARLES DUBIN

Written by JAMES BLUMGARTEN

© 1956 Paramount Pictures

FRANKIE LYMON
And The Teenagers

CHUCK BERRY
LA VERN BAKER

BROOK BENTON

CLYDE McPHATTER

ALAN FREED
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

Produced by RAULPH SEIFF and HOWARD B. KREITZBERG
Directed by CHARLES OUBIN - Written by JAMES BLUMGARTEN
A PARAMOUNT RELEASE

LITTLE RICHARD
FERLIN HUSKY
THE MOONGLOWS
SHAYE COGAN

MAT 202

MISTER
ROCK
AND
ROLL

MISTER
ROCK
AND
ROLL

MISTER
ROCK
AND
ROLL

MISTER
ROCK
AND
ROLL



Presented by
**MISTER
ROCK
AND
ROLL**

The BIGGEST Picture
About the BIGGEST
THING SINCE SWING...
TOLD BY THE KING
OF ROCK 'N' ROLL
HIMSELF!



ALAN FREED
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

Produced by RAULPH SEIFF and HOWARD B. KREITZBERG
Directed by CHARLES OUBIN
Written by JAMES BLUMGARTEN
A PARAMOUNT RELEASE



—And the BIGGEST line-up of Rock 'N' Roll stars ever assembled!

FRANKIE LYMON And The Teenagers

CHUCK BERRY

LA VERN BAKER

BROOK BENTON

CLYDE McPHATTER

LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

SHAYE COGAN

MAT 203

MISTER
ROCK
AND
ROLL

ALAN FREED
ROCKY GRAZIANO
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CLYDE McPHATTER
BROOK BENTON
LITTLE RICHARD
THE MOONGLOWS
FERLIN HUSKY SHAYE COGAN

Produced by RAULPH SEIFF and HOWARD B. KREITZBERG
Directed by CHARLES OUBIN
Written by JAMES BLUMGARTEN
A PARAMOUNT RELEASE

MAT 104

MISTER
ROCK
AND
ROLL

ALAN FREED
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

Produced by RAULPH SEIFF and HOWARD B. KREITZBERG
Directed by CHARLES OUBIN
Written by JAMES BLUMGARTEN
A PARAMOUNT RELEASE

FRANKIE LYMON
And The Teenagers
CHUCK BERRY
LA VERN BAKER
CLYDE McPHATTER
BROOK BENTON
LITTLE RICHARD
FERLIN HUSKY
THE MOONGLOWS
SHAYE COGAN

MAT 103

MISTER
ROCK
AND
ROLL

ALAN FREED
ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN
and LIONEL HAMPTON
and His Band

Produced by RAULPH SEIFF and HOWARD B. KREITZBERG
Directed by CHARLES OUBIN
Written by JAMES BLUMGARTEN
A PARAMOUNT RELEASE

MAT 201

Ad mats shown here may be ordered singly by number under cut.
Captions and numbers for scene mats are shown on publicity pages.

ANDAZZO
BRIEN
HAMPTON
Band

WIDGETS
MAT 102

Produced by
**MISTER
ROCK
AND
ROLL**
FREED

**MISTER
ROCK
AND
ROLL**



WIDGETS
CHUCK BERRY
CLYDE McPHATTER
BENTON
LITTLE RICHARD
HUSKY
THE MOONGLOWS
COGAN

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

**ROCK
AND
ROLL**

Produced by
ALAN FREED
Co-Produced by
**ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN**
and
LIONEL HAMPTON
and His Band

—And the **BIGGEST** line-up of Rock 'N' Roll stars ever assembled!

- FRANKIE LYMON**
And The Teenagers
- CHUCK BERRY**
- LA VERN BAKER**
- CLYDE McPHATTER**
- BROOK BENTON**
- LITTLE RICHARD**
- FERLIN HUSKY**
- THE MOONGLOWS**
- SHAYE COGAN**

Produced by RALPH SERPE and HOWARD B. KREITSEK
Directed by CHARLES DUBIN
Written by JAMES BLUMGARTEN



THEATRE

200 LINES
14½ inches **MAT 101**

Co-starring
**ROCKY GRAZIANO
TEDDY RANDAZZO
LOIS O'BRIEN**
and **LIONEL HAMPTON**
and **HIS BAND**
Produced by RALPH SERPE and HOWARD B. KREITSEK
Directed by CHARLES DUBIN • Written by JAMES BLUMGARTEN
A Paramount Release

And These Great Rock 'N' Roll Stars: Frankie Lymon and The Teenagers
Chuck Berry • La Vern Baker • Clyde McPhatter • Brook Benton
Little Richard • Ferlin Husky • The Moonglows • Shaye Cogan

2 COLS. x { 150 LINES.....300 LINES
 { 10½ inches21 inches **MAT 2**

**ROCK
AND
ROLL**

TWO-COLOR

CATO SH

Your
to shi

1000.....\$9.25 200
Imprint includes theatre name,



FRONT COVER

ER
LL

EK
UMGARTEN

Teenagers
k Benton
Cogan



MAT 207

Rocky Graziano
Teddy Randazzo
Lois O'Brien
and
Lionel Hampton
and His Band 20%

Produced by Ralph Serpe (and)
Howard B. Kreitsek
Directed by Charles Dubin
Written by James Blumgarten } 15%

A Paramount Release

COLOR HERALD \$5.25 PER THOUSAND

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2000 \$15.75 3000 \$22.75 4000 \$28.75 Each additional M \$6.50
The name, playdates and co-feature on back page. Additional ads priced according to amount of copy. Folding \$1.25 per M.



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LITTLE RICHARD

FERLIN HUSKY

THE MOONGLOWS

FRANKIE LYMON
And The Teenagers

SHAYE COGAN

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VER

INSIDE SPREAD