



Alan Freed, better known as "Moondog," will have his own disk-jockey show on WINS starting Sept. 7.

'Moondog,' Blues, Jazz Disk Ace, Gets N. Y. Show

By JOSEPHINE JABLONS

Alan Freed, rhythm and blues disk jockey, better known as "Moondog" will spin records on a new three-hour night-time program which will be heard over Station WINS Monday through Saturday, from 11 p. m. to 2 a. m., beginning Sept. 7. The husky-voiced, thirty-two-year-old deejay, recognized by "Billboard," the amusement weekly, as the nation's No. 1 authority on the spinning of blues and jazz, comes to WINS after a highly successful three-year stint in Cleveland where he conducted his own "Moondog Show" over Station WJW.

Healthy Contract

With a contract that guarantees him \$75,000 a year plus percentage rights, Moondog has an arrangement that will net him the biggest sum ever paid to a rhythm and blues man by an independent station. In addition to the local outlet he will be syndicated to some forty stations throughout the country either live or by transcription.

The music the king of the moon dogs plays is seldom that of the big established stars. Instead he concentrates on the new voice, rhythm arrangements or jazz combinations that captured the fancy and imagination of so large an audience in north-eastern Ohio. Muddy Waters, Guitar Slim, Little Walter, Joe Turner or the Midnighters are a few of the great names in the blues and jazz field who will be heard on these late sessions.

Imaginary Character

For the uninitiated it had better be explained here that a "moondogger" is the hep name for the modern-day devotees of blues and jazz. To Freed, Moondog is an imaginary character, a sort of Harvey, the rabbit, to whom he directs his ad-lib conversations while spinning records. Freed's fans have dubbed themselves "moondoggers"—the adults in the audience, that is; those under fifteen are known as "moonpuppies." Predictions around WINS are that a moondogger will be born every half beat minute between 11 p. m. and 2 a. m., Monday through Saturday.

The monicker "moondog" may confuse some New Yorkers who

know another "Moondog," a blind street musician, usually dressed in thonged sandals and a blanket, who plays the "oo," "utsu" and "uni," his own instruments, in doorways along 52d St. This blind musician has brought out several records, one of which is used as the theme on Alan Freed's "Moondog House."

Large Audience

So powerful was the effect of the rhythm and blues music on his audience in the Cleveland area that Freed arranged a series of "Moondog Balls" throughout Ohio bringing in top recording artists to do guest appearances. Near riot ensued at the first ball when nearly 25,000 persons showed up for the dance in the Cleveland Arena which ordinarily has a capacity of 10,000. To date more than 87,000 fans have attended Moondog's jamborees.

This latest addition to the roster of disk jockies in the New York area shows how far the radio stations have come since the early days of the disk jockey. Nineteen years ago when Martin Block began his "Make Believe Ballroom" the stations looked on the record show as a cheap means of programming. Today the stations realize that the disk jockey has become their best salesman.

Growing Force

In commenting on the acquisition of Freed for the new show, Bob Smith, Program Manager of WINS, said: "For some time now, rhythm and blues has become an ever growing force in music."

Many of the rhythm and blues records are now becoming hits on the pop lists. Mr. Smith feels that there is a definite trend toward rhythm and blues and he expects that WINS and Alan Freed will have a great deal to do with the success of this phase of music in the metropolitan New York area.