

## Former Salem Man Rises As Disc Jockey

# Alan Freed's 'Rock-N-Roll' Music Thrills New Yorkers

A modern version of the "Pied Piper" is Salem's Alan Freed, son of Mr. and Mrs. Charles Freed of 370 N. Lundy Ave. In popularizing rhythm and blues music, Alan Freed has thousands of New York teenagers following him via the wave lengths of Radio Station WINS, where is the "Rock 'N Roll" disc jockey four hours each night from 7 to 9 p.m. and 11 p.m. to 1 a.m.

In the few months since he started on the New York station Sept. 8, Freed's popularity has acquired more than a thousand fan clubs. The 10,000 letters and cards received weekly from his admirers mostly include requests for "the rock 'n roll stuff."

Freed says, "Teens set the trend - they want to dance again and they want music they can dance to." His own composition, "Sincerely," a ballad with a beat, has sold more than a million copies and is one of the "Ten Top Tunes."

**BECAUSE OF THE** tremendous results of his New York radio programs, Alan decided to present a "Rock 'N Roll Ball" at St. Nicholas Adena there. A two-night stand, Jan. 14 and 15, it was acclaimed by New Yorkers as "one of the greatest shows ever presented in our town."

The arena, with a 6,000 capacity, overflowed each night with an estimated 7,500 in attendance. An article in "Variety" stated, "That's 15,000 customers at \$2 a head for a gross of about \$30,000. That's bigger than any jazz contest ever staged anywhere in New York."

Lew Platt, also of Salem and Alan's manager, said, "Many of the old-timers in radio and TV have told me that a disc jockey has never caused the interest and excitement in New York that Alan has - not even when CBS brought Arthur Godfrey from Washington in 1945 to be top disc jockey on WCBS in New York."

Lew continued, "I have support from school principals, civic workers and prominent people in Greater New York area who have learned that Alan Freed's "Rock 'N Roll" radio shows each night over WINS have done more than any other factor to take kids off the streets at night." A New York paper quoted the kids themselves as saying, "We'd rather be at home nights for Alan Freed's show than roam the streets."

**FREED'S RADIO SHOWS** are popular with all age groups, but high school and college students are his most devoted listeners. Fan mail pours in from such far away places as Maine, Boston, Worcester, Providence, Philadelphia, Washington, Halifax, Nova Scotia and Bermuda.

Alan Freed's "Rock 'N Roll" music is the great new beat in American popular music. This trend to rhythmic music featuring exciting vocalists was started by Freed at Radio Station WJW in Cleveland in June of 1951. A few months later, Alan, known then as "King of the Moonoggers," was northern Ohio's most popular disc jockey. Those shows resulted in his being signed by WINS executives last summer.



Alan Freed

Transcriptions of the Cleveland radio show aired over WNJR, Newark, N.J., for the first three months built up such an audience that a "Moonog Coronation Ball" was held May 1, 1954, in the mammoth Sussex Avenue Armory in Newark. It attracted 11,000 paid admissions to see Alan Freed and his company of 36 musicians, vocal groups and singers.

**FREED AND PLATT**, who have a talent management agency on Broadway, are now in the midst of discussions with two major networks to stage a weekly "Rock 'N Roll" TV show with Alan featured as master of ceremonies with the singing stars and orchestras, whose records he has popularized on his radio shows.

Alan resides in Long Island with his wife and three children, Alana,

10; Lanny, 7; and eight-month-old Siglinda.

Charles Freed, Alan's older brother, also lives in New York. For several years he was musical director for the Columbia Broadcasting System. He is now associated with the Dumont television network as a writer of background music for its productions, as an assistant to executive producers and as a musical conductor. Charles, who at the age of 15 was a talented pianist, is remembered here as the composer of the music for Salem High School's Alma Mater.

A younger brother, Don, lives in Cleveland where he is a law student. He also has had experience in the sales and promotional departments in the recording industry. In his spare time he does promotional work for several New York record manufacturers in the Cleveland area.

**SALEM IS** well represented in the radio, television, music publishing and movie industries—Lloyd Yoder is manager of NBC's WNBK and WTAM, Cleveland; Art Rush of Hanoverton is Roy Roger's manager; and the late Brooks Bowman's compositions, "East of the Sun and West of the Moon" and "Love and a Dime" are listed among the outstanding standard songs in the history of American music.