Former Salem Man Rises As Disc Jockey

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

A modern version of the "Fied Piper" is Salem's Alan Freed, son of Mr. and Mrs. Charles Freed of 370 N. Lincoln 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 he 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, "Sin-," 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 program, 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 5,000 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 odd-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 WINS 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 show 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 greatest news in American popular music. This trend to rhythm music featuring exciting new groups 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 Moondoggies," was northern Ohio's most popular disc jockey. These shows resulted from his being named by WINS executives as best winner.