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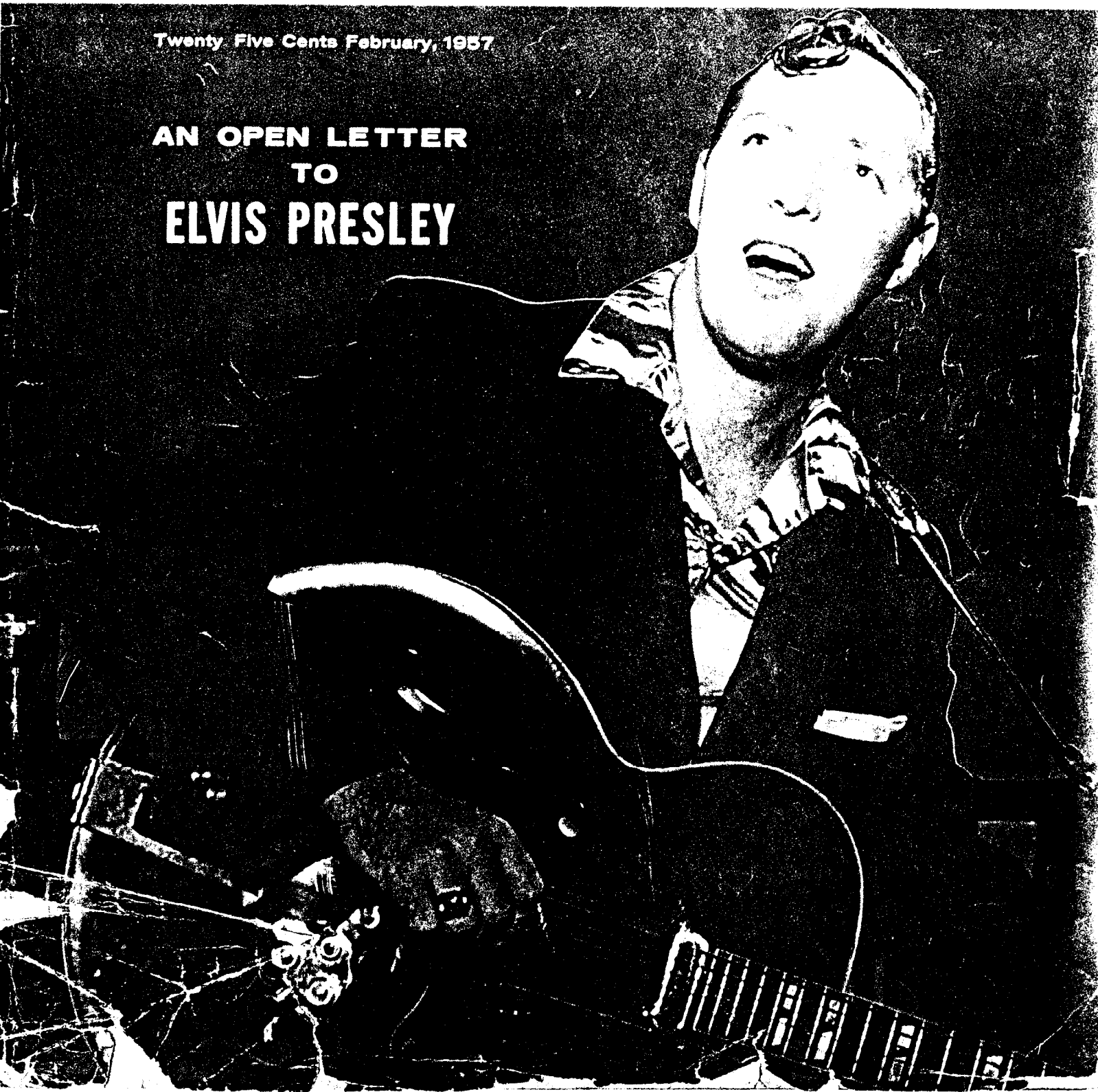
PAT BOONE
ALAN FREED
FATS DOMINO
JOE TURNER
BO DIDDLEY
BIG AI SEARS

ROCK AND ROLL

ROUNDUP

Twenty Five Cents February, 1957

**AN OPEN LETTER
TO
ELVIS PRESLEY**



Rock and Roll Roundup



Mr. and Mrs. Alan Freed, two of American teenagers' most idolized people, pose for an exclusive photograph for ROCK AND ROLL ROUNDUP, with their own personal idols, Alan's parents from the great state of Ohio.

A Salute to Alan Freed

It was all over!

And what would have been a nerve-wracking, harrowing, exhausting experience to most people was to Alan Freed and his wife and chief advisor Jackie, a vote of confidence the likes of which no British Government head, in our time, has experienced.

It was the end of his 2nd anniversary rock 'n' roll party at Brooklyn's Paramount Theatre. For nine consecutive late summer days, over 140,000 urbia, suburbia and exurbia New York youngsters (and oldersters) spilled nearly 220,000 dollars into the theatre's box office to see and hear the million dollar cast salute the King of Rock 'n' Roll, the King who took New York by storm in 1954. Or as an older (and heper) fan put it at the time, "Alan Freed has come to New York-and shook it up!"



And "shook it up" he did. By simply recognizing the wealth of talent and culture America has produced, Alan Freed has brought the artists that intellectuals of more than a decade ago dubbed "primitives," and "off beat," to the ear of his vast audience, an audience composed of stenographers, mechanics, students, clerks, secretaries, nurses, engineers, factory workers, housewives-people that make most audiences.

That audience was first started in 1951, in Cleveland. Then Alan Freed's historic and triumphant invasion of New York, via his programs on radio station WINS.

But that wasn't all. He co-starred with Bill Haley and his Comets in the film "Rock Around the Clock" that was so successful that it was followed by "Rock, Rock, Rock," another film, as yet unnamed, now in production. And the manufacturers of a national product



One of the Shepherd sisters takes time out for an ice cream soda with Zirino and a member of the Bouties during an intermission at Alan Freed's second anniversary party at the Paramount Theatre in Brooklyn, New York.



sponsored the "Rock 'n' Roll Dance Parry" on CBS.

Outside the Paramount, the mounted police were on hand to keep the record crowd in check. There was no need. Rock 'n' roll followers are accustomed to moving in large crowds. They know that in order to get into the theatre, they need only to exercise patience.

Those kids didn't want trouble. They wanted to hear and see rock 'n' roll artists such as, Jean Chapel, the girl identified as the "female Elvis Presley;" they wanted to hear Mabel King give an "in person" performance of her hit record "Second Hand Love."

They wanted to beat time to the band under the direction of tenor sax-man Sam (The Man) Taylor, featuring the great tenor sax rock 'n' rollers Big Al Sears, Freddy Mitchell and Jimmy Wright, and one of the greatest "back-beat" drummers of the idiom, Panama Francis.

They wanted to hear the "Boss of the Blues," Big

Joe Turner; Zirino and the Bowties, Jimmy Cavello and his Housewreckers, and the Cleftones.

And they wanted to hear the two newest rock 'n' roll sensations, Frankie Lymon and the Teenagers, and New Orleans' Fats Domino and his group, who are perhaps the most important single unit in the recording industry today, make their first New York theatre appearance.

There was one group of over-eager youngsters who climbed onto a roof adjacent to the theatre to yell into the dressing rooms. When they were ignored, one of the youngsters, regretfully, hurled a rubber ball into Alan Freed's dressing room.

The police caught the boys and talked to them for over an hour then phoned for their parents to take them home.

The theatre audience was made aware of the incident and roundly scolded the unruly youngsters:

There were two people in the audience who Alan wanted to impress, perhaps, a little bit more than his year 'round devotees.

They were a middle aged couple from the Middle West, Alan's parents.

The elder Freeds were visiting the younger Freeds in Alan's dressing room. The room, long and narrow in shape, was furnished with a long clothes rack where hung the many changes he wore at the theatre; a hospital cot, where the star relaxed between and after shows (first show at 10:00 A.M. and last show at 10:00 P.M.); a makeup table and several straight chairs of assorted styles. Two large naked electric light bulbs lit the room.

Did the elder Mr. Freed consider his son, a disciple and prophet of rock 'n' roll, any kind of Pied Piper of Hamelin leading the world's children into the sea?

The short man with dark thinning hair smiled. He

looked over at his son who was resting easily on the cot. He beamed.

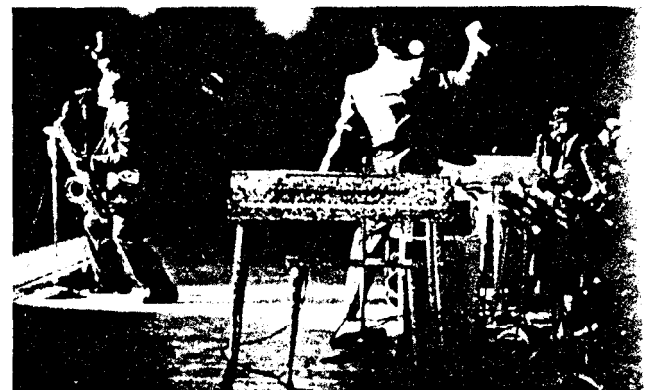
It had been a little more than two years since Alan left Cleveland for New York, he said. Prior to that Alan had first introduced rock 'n' roll over WJW in Cleveland. The kids unanimously selected him as their hero. They listened to his programs, wrote tons of fan mail and flocked to his appearances making SRO an ail too popular phrase. The first rock 'n' roll party Alan presented had attracted a crowd of more than 25,000. Then came 1954 and New York where his radio programs on WINS counted for an even greater amount of popularity.

And the interesting thing is that Alan simply presents the talent. He doesn't sing, play or press. He just introduces the performers!

"Like Jackie, my daughter-in-law," observed Mr. Freed, "I have read the letters addressed to Alan, and



The talented and energetic producer of the Alan Freed show at the Paramount, Phil Kahl, who is president of Kahl Music, relaxes during intermission with Alan and his very lovely and dexterous wife, Jackie, who has myriad fans of her own.



Mabel King, famous for her fabulous rendition of "Second Hand Love," does a splendid job of emoting while on stage during the Freed celebration... Alan feels Mabel is destined to become one of the greats in her chosen field.



the stories are basically the same. Alan is their friend and understands them, they say. And they express gratitude to a person who has become their champion.

"He hasn't led the 'children into the sea'," assured the Rock 'n' Roll King's father. "In these troubled times, he has given them a most important release for the frustrations brought on by my generation, I'm ashamed to say.

"Somehow, instinctively, my son's audience-and the bulk are teenage students in high school and college-realizes the tremendous burden that they will have to assume in a few short years.

"Sometimes," he said quietly, "I wish that those who spend their time attacking our country's teenagers would spend that energy in righting their wrongs; before attempting to pass them on to this young generation."

Alan was sitting on the edge of the cot. Jackie had stopped packing, to come and stand by her husband's side. Alan's mother simply sat with her eyes cast towards the floor.

A man outside show business had spoken about his son who in two years had assumed a pivotal spot in a branch of the world of entertainment that some consider controversial.

He hadn't found it necessary to defend his son, nor did he condemn the generation of seemingly happy-go-lucky youngsters his son serves as an idol.

His was simply a plea for wiser heads to reconsider and respect the dignity and integrity of the American youth.

And in Brooklyn, New York, over 140,000 people had come out to stand behind him.