

Exclusive:

ALLEN FREED STORY

Truth Told On "Rock 'N Roll"

By ACE ADAMS

O.K. kids! Let's Rock and Roll with the Rhythm and Blues. This is the cry which is currently sweeping the country. Teenagers and adults alike are finding themselves afflicted with the musical merriment being spread by the inimitable Allen Freed. This is his story.

This article is being written in response to the numerous letters and calls received by the RECORDER asking who, what and why is he.

Never before in the history of radio has one show caused so much commotion in so short a time. Even TV sets must take a background seat during the

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MEET ROCK 'N ROLL KING



RECORDER'S ACE ADAMS is shown here as he got an exclusive story from Allen Freed, creator of the famous "Rock 'N Roll" music which is sweeping the country. (See story to right).

Truth Told

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hours of Rock and Roll. Virtually unknown, Allen Freed left Cleveland last year and hit the big city with his Rock and Roll Show. Needless to say, Mr. Freed came in like a roaring lion, and it looks like he is here to stay.

Often imitated but never duplicated, this syndicated disc jockey was born in Johnstown, Pa. on December 15, 1922. He is the proud father of a boy and two girls and Mrs. Freed is promising a blessed family addition in July.

Recently many white entertainers, visualizing the tremendous financial gains involved, have entered the Rhythm and Blues field and are reaping the profits. Thus we find a situation where, though Negro songsters have introduced the songs, white vocalists, often using identical arrangements, are making the money and being credited with the sudden popularity of these records. Currently, there are three songs of the Rhythm and Blues variety listed among the nation's coveted "top ten."

Realizing the injustice of this situation, Allen Freed has gone all-out to maintain a policy of playing the original platters made by the original entertainers. Mr. Freed tells me that this policy has met with overwhelming approval from his many listeners who are crying for more and more.