

Our Kids Want Good, Wholesome 'Rock

Why the Discrimination Against 'The Big Beat' V Materially Helped Our Youth in Many Ways and

By RAY PARRIS

"THE BIG BEAT" HAS ARRIVED! "The Big Beat in American Music" which has surely become the great new "swing" and dance era for today's teen-age generation as well as for their parents has finally burst loose on the popular music horizon. However, it has not arrived unheralded. Just as has always happened with the emergence of any other great era in music, literature and the arts thru the ages of history it has not been spared the caustic criticism and "whispering campaigns" of those who don't like it, don't understand it and who do not appreciate it.

Check the magazines of the "early 20's" and you will find certain authors and critics who "panned" and "knocked" the efforts of such great musicians as Paul Whiteman, Earl Fuller, Fletcher Henderson, Benny Moten and others, who worked so diligently to establish our own American dance music. In the 1930's, certain other misguided writers and critics severely rapped the birth of the great swing era which was founded by such outstanding artists as Benny Goodman and Count Basie, and which brought about the music of the immortal Glenn Miller.

So with the ever increasing popularity of "Rock 'N Roll" music among people of all ages, races and creeds from coast to coast in America, it was not unexpected that those who neither understand nor appreciate this great contribution to American music would wage a malicious campaign against it.

The opening blast in this campaign against "Rock 'N Roll" music was an editorial in a magazine entitled "A Warning to the Music Business! The second shot was a front page article in the World-Telegram under the heading, "Variety Fires Blast at Rock and Roll" Leer-ics!, in which the Variety editorial was quoted at great length. The magazine followed with two more blasts in their editions of March 2 and 9 under the titles, "LEER-ICS, PART II" and "LEER-ICS, PART III!"

"Rock 'N Roll" music. The kids get together in one another's home, turn on Alan Freed's WINS program, and let the place start jumping. It's the first time in years that we have heard very much "music with a beat." Consequently, their feet start tapping and they want to learn how to dance. You certainly couldn't dance to the records put out by the "romantic baritones" for so many years that we all became tired of listening to them."

A Brooklyn civic worker pointed out in her letter that it was called to her attention by a neighbor, who was a professional singer at one time, that Variety's "Top Talent and Tunes" column lists the following hits from the "Rock 'N Roll" branch: "Sincerely," "Hearts Of Stone," "Rock Love," "Twisted Dee," "Earth

Magistrate Airs Views



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