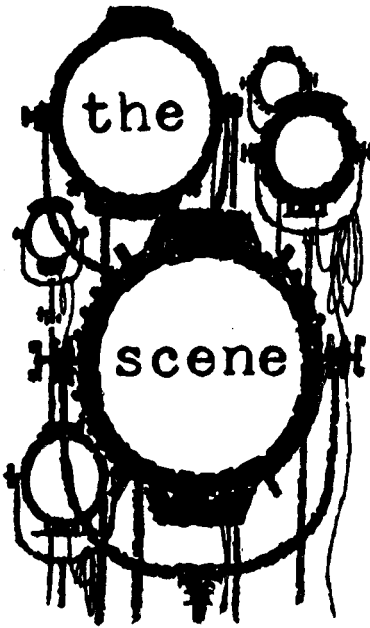


HIT PARADER - ALAN FREED - THE PASSING OF AN ERA.



to California where he accepted a position as disc jockey for a small FM radio station.

During his early years in Salem, Ohio, he was a band leader, specializing in swing music. He started his d.j. career in Pennsylvania, after serving 2 years with the Army. His first program featured classical music and one of his unpublicized favorites, till the day he died, was Wagner's "Ring" cycle.

In 1954, he came to New York where he began his famous show on radio station WNS. He resigned in 1958 charging that the station didn't give him the proper backing when he was arrested for inciting a riot. From there he moved to WABC and WNEW TV where he started the first TV dance program and invited the top R&R singers to appear on his show.

The death of Alan Freed on January 20, marked the passing of an era. The mention of his name brings to mind - besides the music he made popular - black leather jackets, pegged pants, sideburns, pink hotrod Fords, James Dean, dancing in the aisles, juvenile delinquency - the teenagers of the 1950's.

He called himself "King of the Moon-doggers" and was the man most responsible for bringing rock & roll and rhythm & blues into national, even world-wide, popularity as tapes of his programs were broadcasted in Europe. Although blues singers had been using the term "Rock me baby, roll me baby" for many years before Freed was around, he claimed he invented this word "rock 'n' roll" on one of his early shows. For several years he reigned as undisputed king of the music, playing it exclusively on various programs.

His popularity was matched on stage when he brought R&R performers to thousands of screaming teenagers in the big cities across the country. He was given the same hysterical support now accorded the Beatles. One show ended in Freed's arrest for inciting a riot when the audience split up after the show and, according to police, started street fights. From then on, Freed and his big beat were banned in many cities.

Adults criticized R&R for its monotony and sometimes suggestive lyrics. Freed answered the critics with charges of racial bias. "Not a word was raised against R&R until I drew 80,000 persons, mostly all Negroes, to the Cleveland arena."

His final downfall came in 1962 when he pleaded guilty to charges of accepting bribes from several record companies for playing their releases. Then he moved



In the 1950's Allan Freed was the king of R 'n' R and idolized by millions.

He had roles in a few motion pictures with titles like "Don't Knock The Rock" and wrote several successful songs. One of them, "Sincerely," was a big hit for the Moonglows and the McGuire Sisters.

Someone once said that being present at an Alan Freed rock & roll show was like having a front row seat for the San Francisco earthquake and no disc jockey since has repeated Freed's phenomenal success. Thousands still remember the slim, youthful looking figure walking out on stage flashing a smile a loud checkered sport jacket and a voice that sounded as though he always had a slight cold.

Most of the big stars of the day owed their success to Freed, and disc jockeys today try to recapture the fervor of his programs. Although he is gone, a part of him remains entrenched in America, in fact, the whole world. A two-beat staccato music called rock and roll. □