

## HISTORY 1956

1. John Barden & Walter H. Brattain - 2 Americans won the Nobel prize for their work in developing the transistor.
2. Pulitzer prize for drama: Diary of Anne Frank (Albert Hackett & Frances.

For fiction: Andersonville - Mackinlay Kantor

3. Best Picture of the Year: 'Around the World in 80 Days', Mike Todd
4. ~~SW~~ Major disaster: July 25, Italian ship Andria Doria and Swedish ship Stockholm collided in the fog off the coast of Massachusetts sinking the Doria.
5. Europe: Hungarian rebellion.

1958--CLEVELAND

WJW (2)

Lew Russell

WERE

Tom Edwards (14)  
Bill Randel (4)

WDOK (2)

Norman Wain (3)

1958--BOSTON

WEZE

Sherm Feller (2)

WMEX

Joe Smith (5)  
(leaves 12/58)

WBZ

Bob Clayton (3)  
Dave Maynard (2)  
Norm Prescott (3)  
Alan Dary  
Bill Marlow (leaves 12/58)

WILD (New station 12/58)

Stan Richards (from WORL)  
Bill Marlow (from WBZ)  
Joe Smith (from WMEX)

KYA (2)

Jim Hawthorne (2)

Seamus O'Hara

Gene Blaine

Tony Tremain

Larry Larsen

Mort Wagner

1958 - - CHICAGO

WIND

Howard Miller  
Sandy Singer

WHFC

Roy Woods (2)

WAAF

Nathaniel (Magnificent)  
Montague

1958--HOUSTON

KXYZ

Larry Kane (4)

KILT

Joel A. Spivak (3)  
Bill Stevens

KNUZ

K Paul Berlin

MISCELLANEOUS

PITTSBURGH-1958

KQV

Sam Holman

WEEP

KDKA (3)

Jim Williams

MILLINGTON-TENNESSEE-1958

WHEY-George Klein

YOUNGSTOWN-OHIO-1958

WHOT-Dick Biondi (5)

(Biondi moves to WKBW Buffalo 6/30/58)

MIAMI-WQAM-Charlie Murdock (2)

BALTIMORE-WITH-Dick Covington

ST. LOUIS-KWK

King Richard

Michael Ruppe

Brother Bill Bennett

appealing to adolescent insecurity and driving teenagers to do outlandish things...it's cannibalistic and tribalistic.'"

NON-QUOTES/General Information from Billboard

4/6/56 - Elvis Presley signs Paramount Pictures contract

April - Alan Freed presents "Easter Jubilee of Stars" show at Brooklyn Paramount Theatre -- traffic diverted because of mobs...ticket price raised from \$1.50 to \$2...Freed nets \$240,000 over 10 day run...acts: FRANKIE LYMON & TEENAGERS, PLATTERS, WILLOWS, CLEFTONES, FLAMINGOS.

4/14/56 - Columbia Records announces the gradual ~~xxx~~ withdrawal of 78 rpm records.

Alan Freed, WINS, announces scheduling of ~~xxxxx~~ second movie at Columbia -- Freed to play a disk jockey other than himself.

4/28/56 - CBS Radio recently announced Alan Freed "ROCK AND ROLL DANCE PARTY" over radio on Saturday Nights, sponsored by Camel Cigarettes...airs 9-9:30 Pm...CBS thinking about tv show.

5/12/56-Billboard reports growing parallelism in pop & r&b charts.

6/16 - Billboard reports Elvis Presley has two records in the top 10 R&B Chart...Heartbreak Hotel & "I want you, I need you, I love you.



(BILLBOARD MAGAZINE)

1/7/56 (P. 16)

"Meanwhile, Freed is set to take a month off from WINS in January and go to Hollywood where he will act as consultant and play himself in Bill Haley's forthcoming Columbia movie, "ROCK AROUND THE CLOCK." A deal is also in the works for Freed to take a cross country promotional tour this spring backed by Columbia and WINS.

"The jockey will stage rock 'n' roll talent shows at movie theaters in cities where the picture is showing and also pulg his syndicated program series (a WINS ~~xxxx~~ project) to local stations across the country. The spinner is now syndicated in two cities, and the station hopes to increase this figure by showing broadcasters the impact he has on local teenagers."

3/17/56 (P. 1)

"NEW YORK -- In a move to eliminate some of the rowdier audience elements of rock and roll stage shows...Associated Booking is...booking a 'refined' rock and roll show (featuring speciall screened lyrics and acts) on a three month tour starting April 2....

"The show -- tagged "Rock-A-Rama"...packaged by Joe Delaney and Buck Ram...includes the Chuckles, the Penguins, Eddie Fontaine, Shirley Gunter, Arnold Diver and the Blockbusters. All of the acts are managed by Ram and Delaney."

3/17/56 (P. 17)

"NEW YORK -- March 10 -- Rock 'n' Roll may shortly have a French accent. Nicole Barclay, owner of the French label, Barclay Records, is making plans to introduce rhythm & blues in a big way to European record fans on her return to Paris next week."

4/7/56 (p. 16)

"NEW YORK -- Europe is ripe for rock 'n' roll, according to deejay Jack Lacy, WINS...who surveyed music preferences of record buyers in England, Ireland, France, Belgium, Italy and Spain during a three week trip abroad last month.

"Meanwhile, WINS has made a deal with Harry Alan Towers, of the Wowers of London, for deejay Alan Freed to do a special taped 1/2 hour rock 'n' roll record show on Saturday nights over Radio Luxembourg, which is beamed to most of the countries of Free Europe...."

4/7/56 (P. 20)

"BIRMINGHAM -- Rock and roll was blasted here last week by the White Citizens Council, which has started a campaign to rid all local juke boxes of rock and roll platters."

4/7/56 (P. 20)

"Psychaitrist Dr. Francis J. Braceland, of the Institute of Living, Hartford, Conn., called rock and roll a 'communicable disease with music

(ALL BILLBOARD ARTICLES)

1/2/57 - (Not quoted) DESEGREGATION OF CHART CATEGORIES EARMARKS '56  
ROCK & POP.

5/6/57 (P. 21)

R&R FILM HAS WELCOM MAT OUT FOR CLEFFERS

"NEW YORK -- /There's a new rock and roll film in the offing and its producers are holding 'open house' for songwriters.

"Vanguard Productions, Inc., which produced 'ROCK, ROCK, ROCK' last year in conjunction with deejay Alan Freed, will start shooting again in July. The new flick will feature 12 of the country's top deejays, two foreign jocks and as many rock and roll stars as can be jammed into the thing.

"The jocks already signed to appear are Dick Clark, Philadelphia; 'Jocko', New York; Barry Kaye, Pittsburgh; Milt Grant, Washington; Joe Smith, Boston; Ed Bonner, St. Louis; Robin Seymour, Detroit; Al Jarvis, Los Angeles...."

(FORD "VICTORIA" three towe car) (Fall '56 actuàlly '57 models)

5/6/57 (non quote) Reed Farrell, WAIT, Chicago, fired for playing 5 hours of Elvis Presley in response to listeners, on the MOR station.

5/6/57 ( P. 21)

10 INDICATIONS OF A HIT TUNE

"HOLLYWOOD -- It's old hat in themusic business that many of us couldn't keep up the pace if we weren't able to laugh at ourselves. Disk promotion man Irwin Zucker walked away with laugh honors last week via his plaint: "it must be a hit when you hear:

1. It'sa breaking big in the West
2. It's breaking big in the East
3. Bill Randle will spin it six times next Tuesday.
4. Peter Potter votes it a hit.
5. A one-stop is interested in a deal
6. There are 42 different versions of the tune in Italy.
7. Freberg is covering.
8. Randy is trying to buy the master.
9. It's ~~jxxx~~ jumped out of nowhere into the No. 92 spot in the Billboard charts.
10. A distributor phones a manufacturer prepaid.

7/15/57 (Billboard p. 21) "TEEN-AGE TAB SPOTS R&R DEEJAY TOPS

"NEW YORK -- Altho rock & roll deejays appear to be stronger than ever here, according to the eighth continuing survey report of Teen-Age Survey, Inc., the firm's interviews report 'a trend toward ballads and sweet music.'

"Nevertheless, the study of radio and tv listening habits of teen-agers in New York City, Long Island, Northern New Jersey, Westchester and Connecticut to New Haven, shows that three out of the five deejays listed by high school boys and girls were rock and roll spinners.

"R&R jock Alan Freed, WINS, here, headed both lists, followed by another R&R man, Peter Tripp, WMGM; Martin Block, WABC; Jerry Marshall, WMGM; R&R deejay Douglas (Jock) Henderson, WOV, and Jack Lacy, WINS tied for 5th slot. 'Rock 'n' Roll Party' was listed by both boys and girls as their No. 1 'other than deejay' radio show, and 'Ted Steele's Bandstand, WOR New York, which features rock and roll platters, was their dual choice as No. 1 Daytime tv favorite."

(NON QUOTE: 7/15/57 - Survey shows fast demise of 78 disk, Volume down one half 1956 by mid july)

9/9/57 (Billboard p. 59/Vox Jox

"Tom Edwards, WERE Cleveland, notes; 'The influence of the ABC-TV 'American Bandstand' show (emseed by deejay Dick Clark, of WFIL-TV, Philadelphia) is reflected at my record hops, where the kids are now doing the new steps they've learned from the Philly kids."

(NON QUOTE 9/16/57 - Freed & Little Richard Show to London)

(Non Quote...9/16 - Don Lee has 52 stations)

(non quote...9/23/57 First mention of TOP 40 in Billboard Magazine)

10/7/57 Billboard P. 29)

TV JOCK FINALLY COMES INTO OWN

"NEW YORK -- The TV disk jockey show is finally coming into tis own on all three audience levels -- network, regional and local.

"ABC-TV's network deejay show 'American Bandstand' was the No. 1 program in its time period (3-4:30) according to the September Trendex Report....

"The show, which emanates from Philadelphia and features a crowd of teenagers dancing to current pop discs, played by deejay-host Dick Clark, was termed 'the greatest stimulant to the record business, as we dealers have ever known'....many dealers have installed TV sets in their record departments and extended teenagers an invitation to see the show in the stores."

NON QUOTE - 10/18 - Little Richard in Australia

SPUTNIK

1958--New Orleans

WNOE (4)

D. J. O'Day

Bob Adams

WDSU-TV

Dim Nunear

1958--PHILADELPHIA

WFIL (2)

DICK Clark (11)  
Bob Klose (2)  
P. Sheridan

WIBG (2)

(#1 rocker Pulse &  
Hooper 11/3)  
Doug Arthur  
Joe Niagra

WHAT

Bill Curtis

WIP

Bill Badger

WVUE-TV

Mitch Thompas

WPEN

Bud Brees

1958--LOS ANGELES

KFWB (3)

Chuck Blore (2)  
Bob Purcell  
Don French  
Gene Weed  
Elliott Field  
Al Jarvis (12/58)

KABC (2)

Bob Cole  
Bob Cooper  
Al Jarvis (left 12/58)  
Don McKinnon

KMPC (2)

Dick Whittinghill  
Ira Cook (2)  
Johnny Grant

KPOP

Red Blanchard

KRCA-TV

Peter Potter

KDAY (2)

KTTV-TV

Dick Whittinghill  
(tv dance party)

KFAC

KBIG

KLAC

Ron McCoy  
Dick Haynes  
Gene Norman  
Earl McDaniel  
Duke Norton  
Jack Smith

KHJ

KNX

Bob Crane

1958--DETROIT

WJBK (4)

Dale Young

WKMH

Robin Seymour (4)

WJLB

Larry Dean (to WJZ 10/20)

WJZ

Larry Dean (10/20)

4/14/58 Billboard p. 4 non quote

Chuck Willis dies at Atlanta at Hugh Spalding Hospital after operation.  
He was 30.

"Willis left ~~his~~ this vale at the time when he was at the height of his career. His latest record fro Atlantic "I'm Gonna ~~hang~~ hang up my rock and roll shoes."

+ C. C. Rider, Close Your Eyes, It's Too Late, Let Me Explain

7/28/58 - Dick Clark voted #1 American Jock acc. Teenage Survey, Inc.

Billboard 8/11/58 - P. 52  
"On The Beat" Ren Gravett

"Incidentally, speaking of rock and ~~xxx~~ roll, there appears to be a studious avoidance of the term in effect as far as whows, disc jockeys and records are concerned. The GAC summer dance promotion, it was noted made no reference to rock and roll, in promotion, even tho the talent was obviously of that school. It has also been noted that Alan Freed, once known as the King of Rock & Roll, and who takes credit for first employing the term in its modern conotation, now carefully avoids its mention. Freed's on the air remarks now refer only ~~to~~ to "the Big Beat."

Billboard 10/20/58 - P. 7

"To Know Him is to Love Him" was composed and arranged by 18-year-old Phil Spector who with Annette Kleinbard and Marshall Leib make up the trio working under the name of the Teddy Bears. The teenagers met at Fairfax High School in Los Angeles and their Done disk is their first crack at the business.

"Sweet voiced Miss Kleinbard, ~~whopk~~ who's 16, has her eyes on a career in psychology. Spector is studying to be a ~~xxx~~ court reporter... this is the group's sixth week on The Billboard's Top 100."

Billboard 10/20/58 - non quote: Jack ~~X~~ Parr = Radio/TV Personality of the Year -- Billboard

12/29/58 - Alan Freed's Christmas show with Chuck Berry, Bo Diddley, Frankie ~~And~~ Avalon, Eddie Cochran, Cadillacs, Moonglows, Jackie Wilson.



1958 Charts

POPULAR

#1 - Volare/Dominico M.  
#50 - Oh Lonesome Me/  
Gibson

C & W

#1 - Oh Lonesome Me/  
Gibson  
#50 - Home of the Blues/  
Johnny Cash

R & B

#1 - What Am I Living For-  
Hang up My Rock & Roll  
~~#50~~XX Shoes/Chuck Willis  
#50-Volare/Dominico M.

(note charts overlap)

BILLBOARD - 1958 MILLION SELLERS (Billboard 1/5/59 pp 5 & 10)

Rick Nelson/Imperial

Lonesome Town  
Poor Little Fool  
Stood Up  
Believe What You Say

Elvis Presley/RCA

Don't  
Wear My Ring... Neck  
Hard Headed Woman  
I got Stung

Everly Brothers/Cadence

Wake Up Little Susie  
All I Have to Do is Dream  
Bird Dog

THE PLATTERS/Mercury

Twilight Time  
Smoke Gets In Your Eyes

JERRY LEE LEWIS/Sun

Breathless  
Great Balls of Fire

DAVID SEVELLE/Liberty

Witch Doctor  
LThe Chipmonk Song

FRANKIE AVALON?Chancellor PAT BOONE/Dot

Deede Dinah

April Love

CHAMPS/Challenge

Tequila

CRESEENDOS/Nasco

Oh Julie

jimmy CLANTON/Ace

Just A Dream

COASTERS/Atco

Yakkety Yak

PERRY COMO/RCA

Catch A Falling Star

DANNY & JRS/ABC

At the Hop

BOBBY DAY/Class

Rockin' Robin

BOBBY DARIN/Atco

Splish Splash

FATS DOMINO/Imperial

Whole Lotta Lovin

DIAMONDS/Mercury

The St roll

ELEGANTS/Apt

Little Star

TOMMY EDWARDS/MGM

It's All In the Game

DUANE EDDIE/Jamie

Rebel Rouser

CONNIE FRANCIS/MGM

Who's Sorry Now

BUDDY HOLLY/Coral

Peggy Sue

THE KINGSTON TRIO/Capitol

Tom Dooley

\*(continues...)

1958 MILLION SELLERS

LITTLE ANTHONY &  
IMPERIALS/End

Tears On My Pillow

LAURIE LONDON/Capitol

He's Got the Whole World  
IN His Hands

McGUIRE SISTERS/Coral

Sugartime

DOMENICO MODUGNO/Decca PEREZ PARADO/RCA

Volare

Patricia

PLAYMATES/Roulett\*\*\*\*

Beep Beep

~~XXXX~~

JIMMY ROGERS/Roulette\*\*\*

Secretly

HUEY SMITH/Ace

Don't You Just Know It

CONWAY TWITTY/MGM

It's Only Make Believe

TEDDY BEARS/Done

To Know Him Is To  
Love Him

Billy Vaughn/Dot

Sail Along Silvery Moon

SHEB WOOLY/MGM

Purple People Eater

a different story. If top record stars like Perry Como and Patti page can have their own publishing firms, why ~~XXXXXXXX~~ shouldn't I? It's perfectly legitimate for me to pick out good ~~XXXX~~ tunes and publish them, just as long as somebody else makes the records.'

"What does Alan Freed think of his competition, particularly Dick Clark of WFIL-TV in Philadelphia? 'Clark has doen a great ~~go~~ job for the business. I wish him a lot of luck. My 13-year old daughter, incidently watches him ~~xxxxday~~ everyday.'"

Billboard 3/3/58 - P. 12. non-quote

Pop DeeJay Conference in ~~Can~~ Kansas City... topics & speakers:

"Increasing Income and Prestige

Thru Related Outside Activities" -- Tom Edwards WERE Cleveland

Bill Bennett - WDGY Minneapolis

"How Can the DeeJay Maintaïn his

Individuality within the ~~XXXXXX~~ Frame-

workd of Conformity required by Management:" Chuck Blore- KFWB

"Where is the Dividing Line Between

Country Music, Rock & Roll & Pop" - Bill Gavin-McCann Erickson

Billboard 4/7/58 - non quote

Alan Freed opens teen nitery in Miami "Alan Freed's Sugar Bowl."

4/14/58 Billboard P. 3.

Head: ALAN FREED'S "BIG BEAT" IS BIGGER B. O.

"KITCHENER, ONT., -- Alan Freed's 'Big Beat' touring show has been rocking up huge grosses during the first seg of the coast to coast 46-city jaunt. The package has registered \$150,000 in its ~~ix~~ first 10 days.

Recent figures include 14,000 for Baltimore on Apr 3, \$10,000 in Dayton, O.

on Paril 4 -- \$11,000 in Grand Rapids on Apr 5, \$12,000 in Canton, O.

and a samshing \$17,000 for one show at the Publick Hall in Cleveland last week."

4/14 non quote: Elvis Presley's "Wear my Ring Around Your Neck."...

racked up advance orders of 1,000,000. This is the 16th 1,000,000 or over in a row for Presley.

1958--NEW YORK

WINS (3)

Paul Sherman  
Murray Kaufman (2)  
Stan Burns  
Alan Freed (6)(to WABC 12/15)

WOV (2)

Jocko Henderson (4)

WNEW (2)

Lonnie Starr  
Art Ford (4)(to WMAC 12/15)  
Al "jazzbo" Collins  
William B. Williams  
Jack Lazare

WABC (2)

Martin Block (6)  
Joe Franklin  
Ross Mulholland  
Joe Howard  
Alan Freed (12/58)(3)

WLIB

(Negro Folk Festival)  
Hal Jackson

WMGM

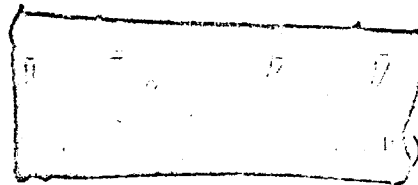
Larry Homer  
Peter Tripp  
Jerry Marshall (2)

WKBW-Buffalo

Dick Biondi (2)  
*CARR. 6/30*

WMCA

Bob Cullan  
Scott Muni (3)  
Ted Steele (arrives 12/15)  
Art Ford



WOR

Ted Steele (leaves 12/15)

WCBS

Jim Lowe

1957 - Other Color

1. U. S.

Civil Rights Act of 1957: 1st civil rights legislation since reconstruction.

Milwaukee wins World Series beating the New York Yankees.

2. International  $\frac{1}{4}$

European Common Market Established

International Geophysical year (IGY) cooperative research programs sponsored by 66 nations.

3. Prizes & Awards

Nobel Prize:

Chemistry - Alexander Todd - British - Components of Nucleic acid.

Literature - Albert Camus - French

Peace - Lester B. Pearson - Canadian

Pulitzer Prize:

Biography - Profiles in Courage, John F. Kennedy

Drama - Long Day's Journey into Night - Eugene O'Neill

Academy Award: For best picture - The Bridge on the River Kwai.

4. Scientific Achievements:

First man made satellite into orbit around the earth by USSR Academy of Sciences - Sputnik I.

## 1958-Other Color

### 1. Prizes & Awards:

#### Nobel Prize:

Medicine: George Beadle & Edward Tatum - American -  
Genetic transmission of hereditary characteristics.

Literature: Boris Pasternak - Russian

#### Pulitzer:

Drama: Look Homeward Angel - Ketti Frings

Fiction: A Death in the Family - James Agee

Academy Award: Best Picture - Gigi

### 2. U. S.

U. S. successfully launches Explorer I, first US  
Artificial satellite.

New York Yankees defeat Milwaukee braves in World Series.

### 3. Interntaional

Nuclear Test Ban Treaty negotiations begin.

Charles De Gaulle Elected President of France

### 4. Scientific Achievements:

Discovery of high-energy radiation around the earth,  
named after their discoverer. . . the Van Allen Belts,  
James Van Allen, American.

1st successful transverse of Arctic underwater to  
North pole under polar caps by USS Nautilus, atomic  
sub.

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10/21/57-Billboard P. 21

STEREO DISK STILL EMBROY SAYS VICTOR'S GEORGE MAREK.

"NEW YORK -- As far as the average disk consumer is concerned, the stereophonic disk is still far in the future. Furthermore, it's until playback equipment can be manufactured which will play stereo disks but also accommodate the present type of monaural disks."

10/21/57-Billboard P. 23

LITTLE RICHARD GETS CALL

"SIDNEY, AUSTRALIA -- Little Richard, appearing here on tour, told local reporters he was retiring from show business. 'If you want to live for the Lord,' said the rock and roll recording star, 'You can't rock 'n' roll, too. God doesn't like it.'"

"Following last Saturday's (10/12) show, which would be his last, Little Richard said he was flying back to Los Angeles where he would be baptized into the Seventh Day Adventist Church, 'to prepare for the end of the world.'"

"At the same time, the artist threw four diamond rings (valued at about \$8,000) into Sidney's Hunter River. Little Richard said he tossed away the jewelry in answer to a challenge from his saxophonist Clifford Burks to 'prove his faith in God.'"

10/21/57 - Billboard - KEEP A KNOCKIN/Little Richard Top 10 in R&B Charts.

10/28 NON Quote - Jerry Leiber & Mike Stoller sign as A&R for RCA.

1958--COLOR

Billboard 1/20/58 - P. 33

Head: KWK EXECS TAB R&R A SMASH

"ST. LOUIS--Local station KWK here literally 'broke' away from its rock and roll listeners last week, via a decision to ban all r & r disks starting this monday (1/20).

"In a move to dramatize the demise of rock and roll... the station designated last week (13-20) as 'Record Breaking Week,' during which period KWK jocks broke all r & r records in the station's library...."

Billboard 1/27/58 - P. 16

Head: CHURCH PACTS LITTLE RICHARD

"HUNTSVILLE, ALA. --Little Richard, 25-year old Macon, Ga., idol of the bobby-soxers who said he has made 'nearly \$1 million in the past two years,' has enrolled at Oakwood College, a Seventh Day Adventist Church school for Negroes, here. He paid four years' tuition in advance.

"He said he is quitting the entertainment business because of a dream in which he saw 'the world was burning up and the sky was melting with heat.'

"The slight, mustachioed entertainer said a more practical influence on his decision for the ministry was several experiences. This includes one in the Phillipines when the plane in which he was riding caught fire, and his prayer that the flames go out was answered."

Billboard 2/3/58--non quote

Alan Freed signs Chuck Berry, Frankie Lymon, Billy & Lilly & Larry Williams... Jerry Lee Lewis & Buddy Holly... for show

Billboard 2/3/58--non quote:

Roulette Records celebrates 1st birthday - roster includes Jimmy Rogers, Buddy Knox, Frankie Lymon

Billboard 2/17/58- P. 14

Head: 8½ Mil Watch 'Bandstand'

"NEW YORK --American Bandstand is delivering 8,400,000 viewers per day, more than any other network show up to 5 p. m., according to the January report of American Research Bureau.

"The Dick Clark strip on ABC-TV is averaging a 12.1 rating, with a 46% adult audience and ranks first in daytime viewers per set with 2.53."

Billboard 2/17/58 - p. 16

Quote from Ren Grevatt's "On The Beat" column

"The blues can be sung anywhere. Nobody has a copyright on them  
The Blues are universal." -- Al Hibbler

Billboard 2/24/58- non quote

Alan Freed's Hg Beat Show grosses \$1 mil - Talent: Jerry Lee Lewis, Buddy Holly, Chuck Berry, Crickets, Frankie Lymon, The Diamonds, Billy & Lilly, Changel, Dickie Doo and the Don'ts, the Casuals, Screamin' Jay ~~W~~a Hawkins., Jo. Ann Campbell (Roulette).

BILLBOARD 2/24/58 - Pp. 12 & 45 "On The Beat" by Ren Grevatt - interview with Alan Freed.

"A lot of water has flowed under the bridge since disc jockey Alan Freed spun the classical wax on Radio Station WKST, Newcastle, Pa. In fact, many would find it hard to believe that the man who popularized the term 'rock and roll' in its present connotation once posed to his audience as a long hair. In that field, as Alan puts it himself: 'I couldn't buy the time of day.'

"I talked with Freed as he was setting his sights on his first nation-wide one-nighter tour with a package of top rock and roll and rockabilly acts.

'What directions is pop music likely to take in the future,' I asked?

"'It's going to be rock and roll for a long time to come, altho there will be trends within the field which no one can predict. But the power of the music is now showing up at the college level. Kids have been exposed to it for four or five years. Now they're carrying their ~~xxx~~ taste right into the colleges and it looks to me as tho the colleges will be completely saturated with rock and roll. On my tour we will do shows at various college towns including Columbus and Toledo, O., and Madison, Wis.'

"'Do the bands have a chance again?'

"'Sure they have a chance, but they need a ~~big~~ hit record, just like everybody else does. As a matter of fact, I think Ray Anthony's move to change his band book to strictly rock and roll was very wise. He will do great business at the colleges with a band like that.'

"I asked Freed about his personal music tastes.

"'I've never considered myself a musical snob,' he told me, 'I love all kinds of pop music and that goes for the records I play on my shows.'

"Freed worked at WAKR, Arkon, and on radio and TV at WJW, Cleveland, before coming to WINS, New York. Since then, he's been the emcee of a TV show on the ABC-TV network, has been featured in rock and roll movies and has been closely associated with some ~~of~~ the highest powered rock and roll stagershows in the biggest theatres.

"On plans for the future, he said, 'I don't want to limit myself to only music. In TV, I'd like to ~~so~~ try something else. In fact, it's possible that I will be an emcee on a quiz show. I will probably do more movie work and I still ~~hp~~ hope to make a tour of England with an all-star group of American record acts. That may well come about next September. I just haven't had time to do ~~every~~ everything I want ~~d~~ to do.'

On the subject of kids, Alan Freed is well versed. 'I've dealt with kids for 16 years. I believe rock and roll has had a good influence on them. And I don't think they grow out of it just because they reach 18 or 19 or 20. Sure their tastes expand. They begin to like many other kinds of music, but that doesn't mean they stop liking rock and roll at all.'

"What does Freed think about jockeys and outside interests? 'I don't think any jockey should be associated with any record ~~company~~ company or any record distributor or any phase of the record business. Music publishing? That's