

Alan Freed's

Easter  
**JUBILEE**  
of  
**STARS**



# The Story of "ROCK 'n ROLL"

## A LETTER FROM ALAN FREED

Dear Gang:

Well, the big fight is over and you and I have won . . . if there was really any fight at all. It seems to me, as I am sure it does to you, that Rock and Roll music is here to stay. A year ago, the skeptics and critics were hollering loud and long that Rock and Roll music would never last. Today, I can hardly find any of those same skeptics and critics. As a matter of fact, most of them have jumped aboard the Rock and Roll band wagon. In the recording industry they are all making Rock and Roll records, and the ones who hollered loudest would have you think that they discovered Rock and Roll.

But you and I know better. This is the exciting dance music of today's teenage generation. I brought it to you and it belongs to you.

I am deeply grateful for the success that you have made possible and I hope and pray that we will be Rocking and Rolling together for a long time to come.

Sincerely,

ALAN FREED



**T**HE nation's newest and youngest stars is a group called "The Teenagers". The top tenor, Frankie Lymon is only 13 years old and the other boys, Sherman Garnes, Jimmy Merchant, Joseph Negroni and Herman Santiago, have just reached 16. Frankie is in Junior High School and the rest of the boys are all High School students.

Just at the turn of the New Year, Frankie Lymon wrote a poem and the boys decided to set it to music and recorded it for Rama Records. The disc was released on January 10 and ten days later over 100,000 records were sold. Since then its zooming towards the million mark and is still going strong. The name of that record is "Why Do Fools Fall In Love".



*The*  
**Platters**





# The ROVER Boys

**BILLY ALBERTS:** Billy has recently returned from a two-year hitch in the Army. Prior to that, he was seen in the nationally famous CBS-TV show, "Market Melodies", seen five times each week for more than a year. Versatile Billy sings and plays guitar. He hails from Long Island, N.Y.

**AL OSTEN:** Al was born in Edmonton, Alberta, Canada, where he eventually became a Junior Cantor in a synagogue. He now calls Toronto his hometown.

**DOUG WELLS:** Doug, who was brought up in Southampton, England, moved to Toronto in 1950. For two years he was attached to the Canadian Artillery Reserve.

**LARRY AMATO:** Larry is a native of Toronto who gained his singing experience in the famed St. Michael's Cathedral Choir in Toronto.



*Dori Anne Gray*

**T**HIS petite 17-year old chirper started singing at the ripe old age of five at a summer resort in the Catskill Mountains of New York State, in a kiddie show, while vacationing with her parents. The tot stole the show and many people who were part of the audience approached Dori Anne's parents and suggested that the little girl be given vocal coaching since they felt she was star-potential. It was in October of 1954, while Dori Anne was a senior at Taft High School, when she and her Mom decided it was time they started thinking on a professional-level, and walked into Hugo & Luigi's office at Mercury Records in New York, with a demonstration record tucked under Dori Anne's hopeful arm.

x





*The Flamingo's*







## PROGRAM

The Willows  
The Platters  
The Valentines  
The Jodimars  
Ruth McFadden  
The Royaltones  
The Cleftones

*Program subject to change without notice*





**INTERMISSION**

Cindy and Lindy  
The Teenagers  
The Flamingos  
The Rover Boys  
Dori Anne Gray

Alan Freed and his Orchestra  
featuring Sam (The Man) Taylor  
and Al Sears





*The Jodimars*

x

# The Alan Freed STORY

**F**OR the first time in musical history a beat has swept the country through the efforts of a man who does not make his living by playing an instrument or leading a band. But, like the shot from the farmer's musket which was fired at Concord and its impact carried around the world, a voice on a small station in Cleveland reverberated until the entire nation was under its spell. That voice came over the wavelengths of WJW from the throat of Alan Freed and he was selling a beat which he titled Rock & Roll. At first, others in the industry were appalled by the music this man was playing; nobody was on his side—except the public. Now, everybody is trying to jump on the Bard Wagon.

Freed's understanding and love for Rock & Roll is not the result of a "tin ear". He started his life in radio as announcer of classical music; an art form at which he is more than just proficient. His feeling and understanding of the great symphonies set him on the search of the basic rhythms of the world and through these studies he discovered Rock & Roll, the beat from which all music was born. This is the music that was played and sung by our forefathers as they worked in the field, prayed in their houses of worship, and danced in the street. They varied these tempos when they were sad and when they were exalted with joy. When they had problems, these problems came out as rhythm and blues and when they were happy it Rocked & Rolled.

This is the true music form of America. Its roots go back thousands of years to the primitive men who reproduced this rhythm on the barks of trees and by clashing stone against stone—portraying the rhythms of their moods, and victories. These rhythms came as naturally to primitive men as the mating calls are native to wild animals.

Rock 'n Roll is the musical idiom of America. It is the medium of expression of the people who have inherited a rich background of music from their ancestors.

The rhythm tells the stories of lost love, hard labor, the chug and puff of the steam boats, the roar of the train wheels and the noises of the field. The lyrics are Calipso-like creations, telling the news of the day, the trials of the era and the troubles of the people.

Like the music that Alan Freed dispenses, he, too, is a product of the United States. Alan was born in Johnstown, Pa., later migrated to Salem, Ohio. He attended and graduated from Salem H.S. and Ohio State University. He began his radio career in 1943 on station WSKT in his native state, but soon transferred to WKBN in his adopted State. The next few years saw him shuttling between these two states, working on stations WIBE & WAKR, and finally over to WJW. It was at this station that he talked the manager into letting him follow his classical program with a Rock & Roll party. This was in 1951.

The program hit Cleveland like an atomic bomb. The first public dance attracted 25,000 paying customers. Now the skeptics stop scoffing and started to listen. The story of Rock & Roll and of Alan Freed became the topic of the day. Every state in the nation started to search for another Rock & Roll Jockey. The richest city in the world, New York, looked high and low and decided that it didn't want a carbon copy—it wanted the original. And so Alan Freed came to WINS and national fame. Columbia Pictures have recently honored him by starring him in a full length picture entitled "Rock around the Clock". This picture is scheduled for a national release next month.

This story wouldn't be complete without the "cherchez la femme" angle. In this case, Alan Freed's wife, Jackie. She has sat in on every session since the very first. It was her diligent care and advice that carried Alan over the tough spots. She still sits in on every session, reads all the mail and puts the female touch into every program.



Ruth McFadden



## • SAM (THE MAN) TAYLOR

Tenor-Sax jazzman, Sam Taylor was born in Lexington, Tennessee in 1918 . . . Is married to an Ohio girl and is currently living in New York City . . . Has two children . . . Sam went to Roosevelt High School in Gary, Indiana and to Alabama State College . . .

All during his childhood, Sam was interested in music. While in high school, he started to teach himself how to play the clarinet. By 1934 he was able to play the instrument professionally. While in Alabama State Teachers College he learned how to play the alto sax and later changed to the tenor sax which now is his specialty. Sam played the tenor sax with his school band and then joined Sherman (Scatman) Crothers in 1938 in Akron, Ohio . . . later played with the Sunset Royal Entertainers in New York, the Cootie Williams Orchestra and in 1946 through 1949 Sam played with the Cab Callaway Orchestra . . . He toured with Callaway in 1951 through South America and the following year the Caribbean Islands.

Sam, the Man is currently playing at the Manor Club in Bayside, Long Island.

Sam has appeared on many radio and TV shows throughout the country; such as the Kate Smith program, the Kriesler Watch Band program. He has also played many theatres such as the Roxy, the Strand, and the Paramount in New York City.

Sam The Man Taylor is featured on many of MGM Records.

## • AL SEARS

Born in Macomb, Ill., population 550, Al Sears' first big job as Tenor Saxophonist was with Lucky Millinder's Band in 1941. He later joined Duke Ellington, with whom he played for 10 years.

More recently, he was featured Tenor man with Johnny Hodges, and during that time rocked the country with his recording of "CASTLE ROCK."

His life-long ambition has always been to head a music publishing firm, which he now does, namely, Sylvia Music Publishing Company, in New York.

Al has sat in on recording dates with such names as Joe Turner and Roy Hamilton, and has recently signed to record for Coral.



*The Royaltones*



*"The Cleftones"*



 *The Valentines*





*Cindy and Lindy*

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