

ALAN FREED'S



**THIRD
ANNIVERSARY
SHOW**

HIGH LAMA OF ROCK 'N' ROLL

ALAN FREED is an Ohio-bred, Columbus-educated disc jockey who has been making much noise lately—about \$250,000 worth a year. Freed, 35, is the high lama of rock 'n' roll, the man who stopped traffic in Times Square and the devilish debaser, some folks say, of the country's music tastes.

As the world's stoutest defender of lowdown rhythm and blues, Freed has rocketed in four years from disc jockey common genus to rock 'n' roll personality extraordinary.

Rock 'n' roll has been lambasted as savage and immoral. But youngsters, who buy about 95 per cent of single records sold, have taken the simple (some say primitive) beat to their enthusiastic hearts.

Naturally, Freed is the last man to knock the rock. His enterprise grosses about \$250,000 a year.

The slim, square-jawed disc jockey directs the rock 'n' roll cult from New York radio station WINS, an independent, which broadcasts his rock 'n' roll party program six days a week, three hours a day.

Freed has appeared in four rock movies. A fifth is scheduled for production in Rome next February. It will co-star Rocky Graziano, former middleweight boxing champion. The movie has been tentatively titled, "Rock 'N' Roll Around the World in 80 Minutes."

"Mike Todd blew his stack when he heard about the title," says Freed. Todd produced the similarly-titled "Around the World in 80 Days."

Freed's biggest splash comes at personal appearances. He led a bill of rock 'n' roll performers at a Washington's Birthday appearance in the Times Square Paramount Theater. Jeans-clad, pony-tailed teenagers stampeded the movie house in a fashion unseen since the swing-addict days of Benny Goodman in the 30s. Times Square traffic was jammed for a weekend as youngsters milled about the theater to see Freed and his show.

Theater officials were relieved to discover the rock 'n' rollers were not as prone to ripping out seat cushions as the swing fans were 20 years ago.

Alan has made Ohio not only the birthplace of presidents, but the homeland of rock 'n' roll, a name which he says he created while in Cleveland four years ago.

He was raised in Salem, Ohio, still the home of his parents, Mr. and Mrs. Charles Freed. Alan's father has been a salesman at the same men's wear shop (The Golden Eagle) for 30 years.

Alan's father wanted his sons to be professional men. When Alan arrived on the Ohio State campus in 1940, he came to study mechanical engineering. But one day, he happened to tour the campus station WOSU.

"It intrigued me," he recalls. Instead of trying for the campus radio station, he auditioned for stations operating around Columbus. ("I was advised to stick to mechanical engineering").

While swinging around Ohio and adjacent territory for the Army, he auditioned at radio stations. Alan landed his first job as an announcer in New Castle, Pa., at \$17 a week. He moved to Youngstown (WKBN), then to Akron after the war (WAKR).

He specialized in calling the plays of University of Akron athletic teams and was mildly irritated when called on one day to substitute for the station's disc jockey who failed to show up.

Alan impressed the sponsor. Freed took over the late-evening show when Steve Richards, the regular man, left. Richards today is better known as actor Mark

As he became a more adept platter pilot, he frequently played old-time rhythm and blues records and discovered the younger listeners were responding to them.

But Alan didn't discover the growing vogue for rock 'n' roll (a form of music actually about 30 years old) until he became Cleveland's pioneer TV disc jockey (for station WEXL-TV) in 1950.

A Cleveland record dealer urged him to return to radio ("At first I told him radio was dead") and specialize in rhythm and blues. Freed agreed, came up with the term rock 'n' roll ("it seemed to suggest the rolling, surging beat of the music") and went into business (on WJW).

His programs and personal appearances attracted attention in the East and he joined WINS in 1955. Leery of entering the brutal deejay competition in New York, Freed was cheered when he learned the late actor John Hodiak was a fan of rhythm and blues.

Hodiak got in touch with Freed and spent hours talking records with him.

He was also assured by a mail response which reaches as much as 10,000 letters a week. This past spring, the ABC television network put Freed on TV with two shows and was gratified enough by the response to consider a regular series next fall.

Some of the response was unusual. Like the fan who wrote after Freed's first TV show that he had watched the television program for "months and would you (Freed) send me 20 tickets to the next show."

Freed and his blonde wife, Jacki, and their four children live in a comfortable, 16-room home overlooking Long Island Sound at Stamford, Connecticut. Jacki is the daughter of farmer Avery J. McCoy who has a place outside of Warsaw, Ohio. Their children are Alana, 12; Lance, 10; Sieglund, 3; Alan, 2.

Freed has made a garage serve as a radio studio. He broadcasts many of his programs from his home. He has a large collection of records—mostly classical. He says he only keeps rock records which have historical value or are smash hits.

He is planning to turn his Sunday disc program completely over to classics to "educate" the youngsters who listen for rock 'n' roll the rest of the week.

Freed is convinced rock 'n' roll is far from immoral as some critics have said.

"Anything which arouses a youngster's interest in music is good," he insists.

And as far as he's concerned, critics who don't like rock 'n' roll might just as well sit back and wait.

"These things come in 10-year cycles," he says. "Jazz in the 20s, swing in the 30s, crooners in the 40s and rock 'n' roll in the 50s."

Recently, Mike Wallace invited Freed to appear on one of his cross examination interview shows. But Alan turned him down.

"Why argue about rock 'n' roll," he told Wallace. "It's bigger than both of us."



Alan—Jackie and the "Little Freeds."



LITTLE RICHARD



MICKEY and SYLVIA

Mickey and Sylvia's tremendous best-selling recording of "Love Is Strange" on Vik Records has catapulted this talented duo with a brand new sound into stardom.

The handsome young guitar-playing couple offer something new, different, exciting and entertaining, both vocally and instrumentally. Judging by the number of records sold and great demand for personal appearances, Mickey and Sylvia have created an instantaneous sensation throughout the country with their wonderful new sound.

Mickey Baker, the male member of the gifted duo, hails from Louisville, Ky., where he was raised in an orphanage and later moved to New York City.

Sylvia Robinson, the beautiful distaff member, is a native New Yorker and she has been singing professionally since she was twelve.

They began playing night clubs and theatres and it wasn't long before they came to the attention of Bob Rolantz of Vik Records, a subsidiary of RCA Victor, and Bob immediately signed the duo to a contract.



THE DIAMONDS

The Diamonds have catapulted to popularity via their smash hit recordings such as "Church Bells May Ring," "Love, Love, Love," "Ka Ding Dong," "Soft Summer Breeze" and "Little Darlin'." Their many appearances on the Arthur Godfrey Show have also enhanced their popularity.

Although they were all born in or near Toronto, Ontario, the boys didn't meet until the quartet was actually in the process of being formed. Individually, they are: Dave Somerville, lead; Ted Kowalski, tenor; Bill Reed, bass, and Phil Levitt, baritone. Ted and Phil met while attending the University of Toronto.

The boys have gone on to record many hit tunes on the Mercury label and have appeared on many of the leading television shows, such as the Arthur Godfrey Show; the Tony Bennett Show, the Eddie Arnold Show, plus many others. The Diamonds have also appeared in many of the top night clubs across the nation and in Canada, including the State Theatre in Hartford; Chubby's in Camden; Lakeside Park, Denver; the Metropole in Windsor, Ont., the Chaudiere Country Club in Hull, Que., etc.



THE CLEFTONES



THE CRICKETS

The high-flying Crickets sensational recording of "That'll Be The Day," written by themselves and recorded on the Brunswick label, has catapulted this quartet into the national spotlight.

This sparkling young group, which consists of leader Buddy Holly on guitar, Joe Mauldin on bass, Jerry Allison on drums and Niki Sullivan on guitar, were organized in Lubbock, Texas by Holly.

Buddy Holly was born on Sept. 7, 1936 in Lubbock, Texas and his musical career started at the ripe old age of eight at which time he started taking violin lessons. However, several squeaks later, Buddy decided his interest should be changed to the guitar. At the age of 15 this change was made and Buddy began singing while accompanying himself on guitar at various clubs around the southwest. He then went to Nashville, Tenn., where he was signed by Decca Records and recorded a few western tunes.

After this, he visited the Norman Petty Recording Studios in Cloves, New Mexico, where with the help of Petty, who, incidentally, had a hit record of his own in "Almost Paradise," Bud recorded a few of his own compositions. Petty took the demonstration records to Murray Deutsch of the Southern Music Publishing Company in New York who in turn brought them to Bob Thiele of Coral and Brunswick Records. Thiele, immediately impressed, signed Bud Holly and The Crickets to a recording contract with the Brunswick label, a subsidiary of Decca Records.



The MOONGLOWS

In March of 1951, Bobby Lester who had been featured with several nationally known vocal groups, organized a quartette in his home town, Louisville, Ky. Bobby named the group the "Moonglows," and within a few weeks were making personal appearances in midwestern and southern towns.

In 1952, Bobby and his "Moonglows" made a trip to Cleveland to see Alan Freed, well known D.J. Alan listened to the group, and after a dozen rehearsals and scores of suggestions made arrangements with the Chance Record Company of Chicago to record the Moonglows.

Several of these records gained wide attention, but two numbers sold especially well. These two tunes were "Ooh, Rockin' Daddy" and "Secret Love." Following on the heels of the success of these records, the Moonglows began to get more prominent engagements.

Then came their big chance. They recorded "Sincerely" for Chess Records. The success of "Sincerely" is past history now. It is interesting to note that Alan Freed, who has managed the Moonglows for over three years, collaborated with Harvey Fuqua, a member of the group, to write "Sincerely." Currently, the Moonglows are enjoying much success with their recordings of "See Saw" . . . and "Over and Over Again."

The Moonglows are considered one of the finest vocal groups in the music world today. Their dramatic phrasing, and enthusiastic presentations makes them an appealing group to see and hear in person.



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PROGRAM

THE FIVE KEYS

JIMMIE ROGERS

SHAYE COGAN

THE CLEFTONES

THE CRICKETS

THE MOONGLOWS

OCIE SMITH

THE DEL VIKINGS

THE DIAMONDS

JO-ANN CAMPBELL

MICKEY and SYLVIA

LITTLE RICHARD

LARRY WILLIAMS

ALAN FREED

AND HIS

ROCK N' ROLL ORCHESTRA

featuring

SAM "THE MAN" TAYLOR

AL SEARS

KING CURTIS



THE DEL VIKINGS

The Del Vikings, five handsome young men of the United States Air Force have catapulted to overnight fame via their million-record seller, "Come Go With Me."

This commercial and highly entertaining quintet, who are stationed at the Greater Pittsburgh Airport in Carapopolis, Pennsylvania, are composed of Clarence E. Quick; Corinthian A. Johnson; David Lerchey; Norman Wright and Donald Bakus.

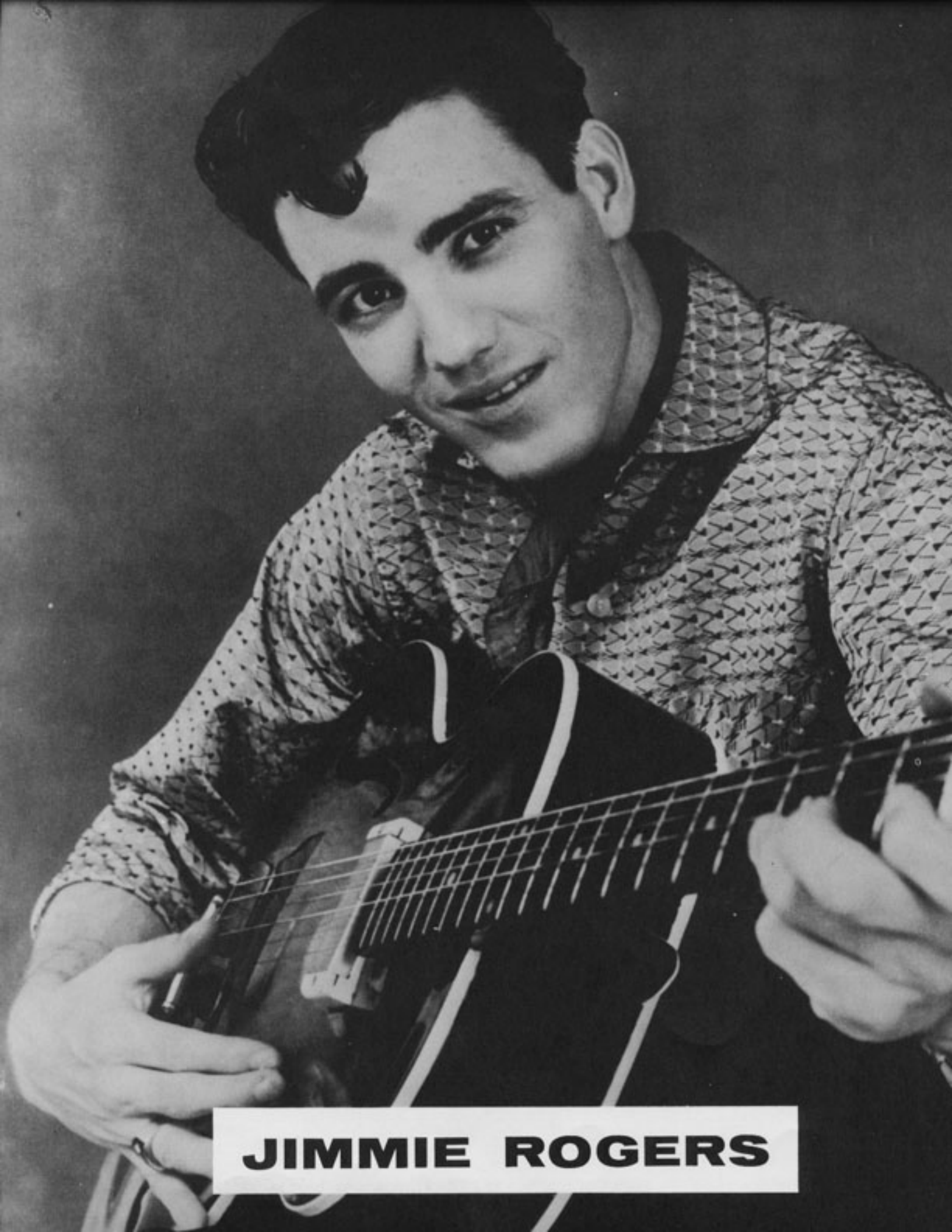
The Del Vikings first got together in 1955 at the Service Club at the Greater Pittsburgh Airport. They soon found a common interest — singing; and it wasn't long before they had organized a first rate quintet. In 1956 the boys won the New York regional "Tops in Blues" singing contest sponsored by the Air Force and as a result of their smash hit recording, "Come Go With Me," the group have gone on to make many personal and television appearances. They have charmed viewers from coast to coast via their guest appearances on such shows as "Circus Time" and "Rock 'N Roll" Revue, both on the ABC-TV network.



OCIE SMITH



JO-ANN CAMPBELL



JIMMIE ROGERS



The FIVE KEYS

Only a few years ago The Five Keys were still an unknown vocal group struggling to achieve recognition. They achieved their first recognition by winning an amateur contest in their home town of Newport News. This was only the beginning. Today The Five Keys, Maryland Pierce, Ripley Ingram, Bernard West, Ulysses Hicks and Ramon Loper are one of the best known Rhythm and Blues groups in the country.

Their first recording for a small, independent company, was "The Glory of Love" which sold more than 750,000 copies and brought the first national attention to The Five Keys.

Today The Five Keys record for the Capitol Record Company, and their current release . . . WISDOM OF A FOOL . . . and OUT OF SIGHT OUT OF MIND . . . are hits with rhythm and blues fans . . . and popular music fans too.

It is only fitting that this harmony group should be signed on for a feature spot in the Biggest Show of Stars for '57. The Five Keys record demands that they be included in such a gathering of artists.





SHAYE COGAN

She's tiny in size — but very big in all the assets that make a star. She is not only one of our better singers, but she is one of those kind of people you might say is cute, pretty, beautiful — no matter what — you'll like her.

Shaye, if you haven't seen her, is just 5 feet small, has brown hair, big blue eyes and a personality that keeps you asking for more. All this focused the eyes of Hollywood upon her — and in 1953, she ventured westward to make two movies with Abbott and Costello — "Jack and the Beanstalk" and "Comin' Round the Mountain."

After a full year of doing the top TV shows, Shaye decided it was time to go out to meet the people who were applauding her and sending her bundles of fan mail. This entailed getting together an act, which she really did — an act that showed this little lady off — not only as a singer, but as a dancer with a tremendous flair for comedy. This has made her one of the country's top night club and theatre entertainers.

She signed a contract with Roulette Records (and her first release on Roulette was THE GET ACQUAINTED WALTZ b/w PATHWAY TO SIN, which will bring her into the homes of many more people who will agree — she's tiny, but so big with all the assets that make a "STAR."



LARRY WILLIAMS



SAM (The Man) TAYLOR



AL SEARS



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