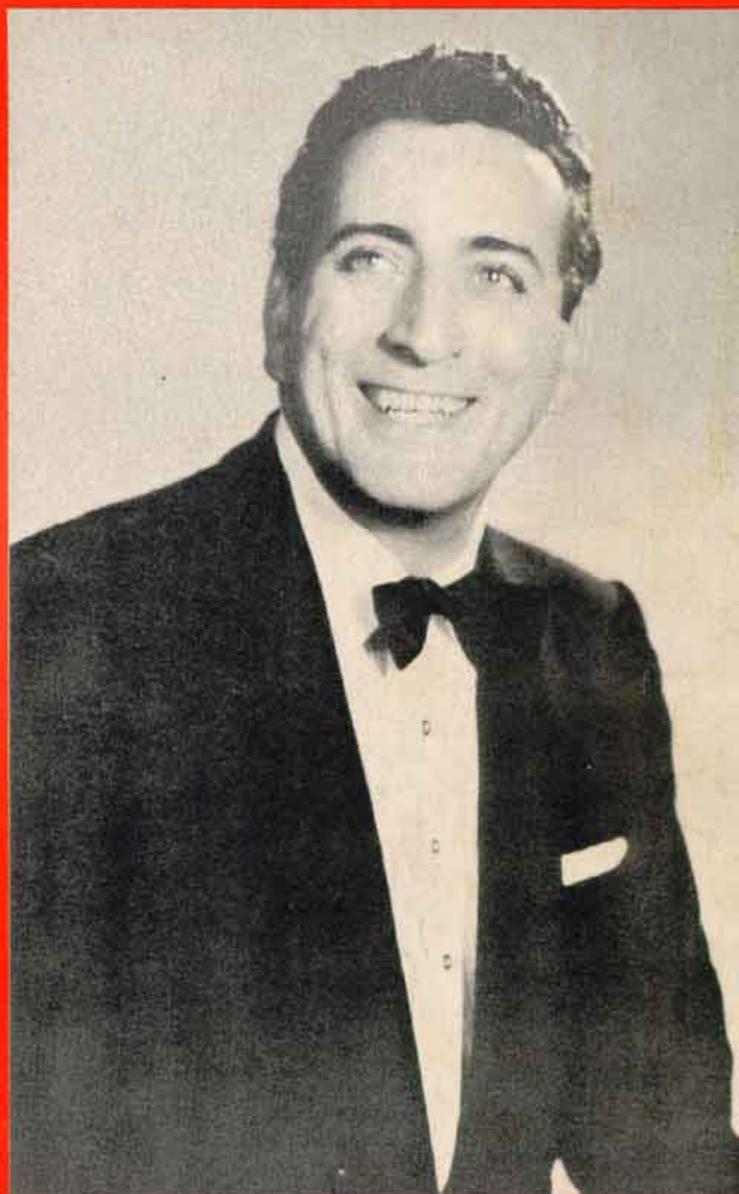


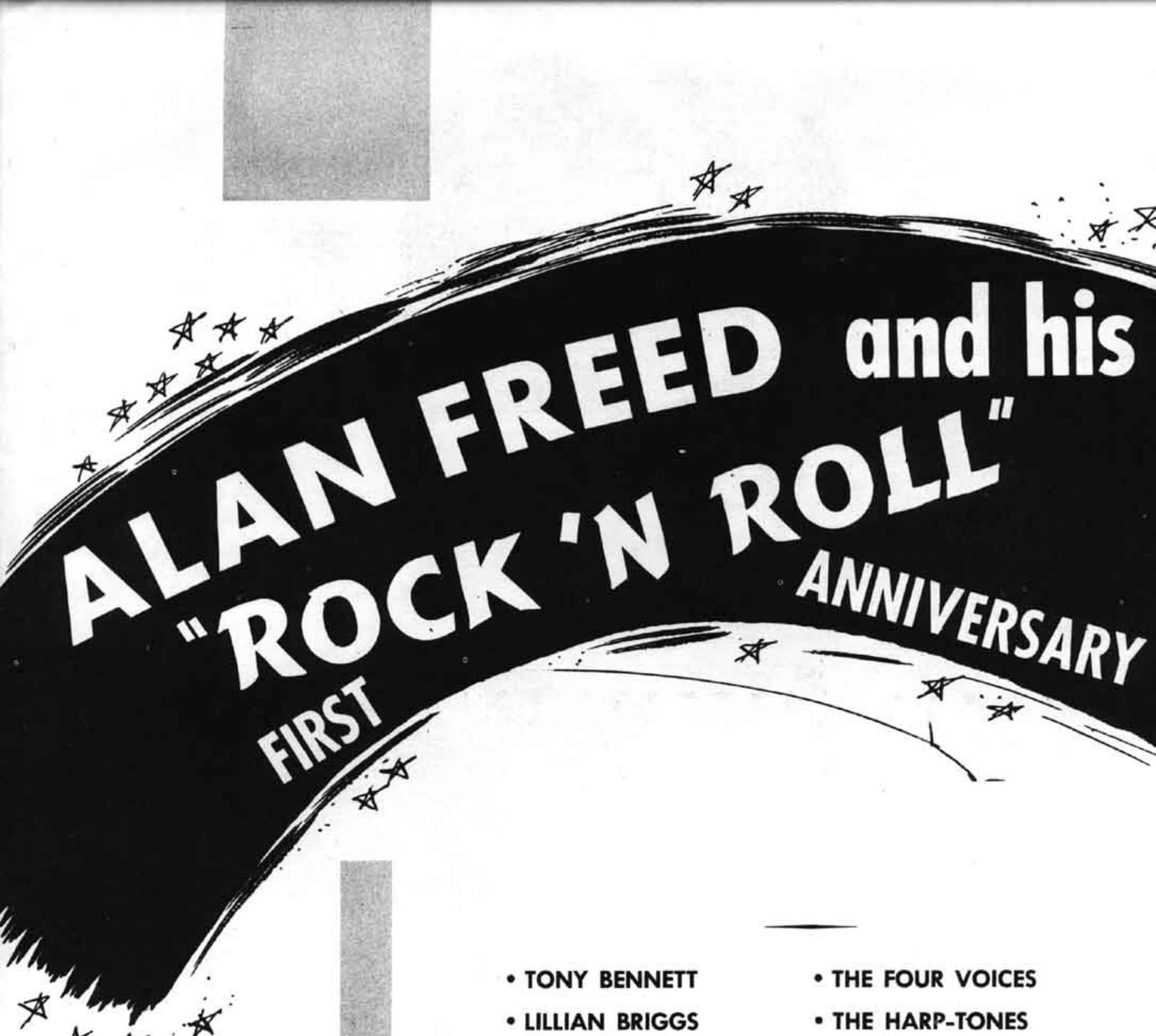
ALAN FREED and his **"ROCK 'N ROLL"**



FIRST ANNIVERSARY

Brooklyn Paramount

Sept 8-15th 1955



ALAN FREED and his
"ROCK 'N ROLL"
FIRST **ANNIVERSARY**

- TONY BENNETT
- LILLIAN BRIGGS
- THE RHYTHMETTES
- THE NUTMEGS
- CHUCK BERRY
- THE CARDINALS
- THE FOUR VOICES
- THE HARP-TONES
- NAPPY BROWN
- RED PRY SOCK starring
Sam (The Man) Taylor—
AL SEARS and Their
"Rock 'N Roll" Band

PRODUCED AND PRESENTED
UNDER THE DIRECTION OF

SEIG MUSIC CORP.

1619 BROADWAY • NEW YORK 19, N. Y.



"ROCK 'N ROLL"

"THE BIG NEW BEAT IN AMERICAN POPULAR MUSIC"

By Alan Freed

"THE BIG BEAT" has arrived! "The Big New Beat in American Music"—"ROCK 'N ROLL", which has 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 emergency of any other great era in music, literature and the arts through the ages of history, it has not been spared the caustic criticism and "whispering" campaigns of those who don't understand it and consequently do not appreciate it.

In spite of this mis-guided and ill-advised criticism, "ROCK 'N ROLL" has rapidly gained the affection and esteem of millions of music lovers throughout America. In fact, to such

a great degree that we are now privileged to present to you in person, and on the stage of one of the most beautiful theatres in America, many of the highly accomplished artists whose compositions and recordings have placed them in the "Hall of Fame" of musical Americana.

"ROCK 'N ROLL" is American! It is the only basic AMERICAN MUSICAL HERITAGE we can call our own. "The Big Beat in American Music" was here one hundred years ago—it will be here a thousand years after we are all gon. IT'S GREAT! IT'S WONDERFUL! IT'S EXCITING! IT'S AMERICAN! And, I am very proud to have helped expose the "Big Beat" to music loving Americans—instead of suppressing it SO—LET'S "ROCK 'N ROLL!"

• ALAN FREED

Alan Freed was born in Johnstown, Pa., December 15, 1922. The family moved to Salem, Ohio when he was four years old and as a consequence Alan graduated from Salem High School and Ohio State University. He started in radio in 1943 at WKST, New Castle, Pa., as program director and sportscaster, then went to WKBN, Youngstown, Ohio, later transferring to WIBE, Philadelphia and thence to WAKR, Akron, Ohio. Fate entered the picture one evening, when the station's star disc jockey left suddenly without notice, and Alan was called to fill the vacancy. The station's owner happened to listen to the substitute and from that night hence, Alan Freed has earned his living as a disc jockey.

He moved from WAKR, Akron, to radio station WJW, Cleveland and to Television station WXEL in 1950. He started his nightly "Rock 'N Roll" parties on WJW in June, 1951. This show was so well received in Cleveland and throughout

all of northern Ohio that he attracted capacity crowds at shows and dances. He once attracted a crowd of more than 25,000 people to a dance at the Cleveland Arena in March 1952.

Because of his success in Cleveland, he was offered a contract with WINS, New York City, where he started on Sept. 8, 1954. The radio shows have been highly successful in New York City, so much so that he has acquired more than 2,000 "Alan Freed Rock 'N Roll" Fan Clubs in the listening area served by WINS. He receives from 10,000 to 15,000 letters and cards each week. More than 15,000 people jammed St. Nicholas Arena on Jan. 14th and 15th to see the "Alan Freed Rock 'N Roll Jubilee Ball!

An important part of the "Rock 'N Roll" Party is Alan's wife, Jackie, who sits in on each session, goes through the mail, and tosses in a comment now and then.



• TONY BENNETT

Tony Bennett, the young man with a voice, who skyrocketed to singing fame in 1951 via Columbia Records, is following up his fabulous success in 1954. Bennett has proved that he is definitely here to stay, but though he hit show business fame in what appeared to be an overnight rise, he has been working hard and struggling for years to find a spot in the entertainment world sun.

Born in Astoria, New York, Tony studied at the High School of Industrial Arts in New York. He is a capable artist and may have gone on to make commercial art his life's work if not for World War II. Upon graduating from school, he entered the U.S. Army and as an Infantryman saw action on the line in Germany. Tony decided to make singing his career and during the war, he sang with Army bands, and then after the war with jazz groups in small clubs. He also attended the American Theatre Wing's professional school for veterans. It was a tough slow process and by 1949, he was quite discouraged. A Brooklyn businessman, Raymond Muscarella heard the young singer and decided to become his personal manager. He began getting Tony bookings in better night clubs, and engagements on radio and television.

It was while he was appearing at the Greenwich Village Inn in Manhattan, that comedy star Bob Hope "caught his act" and right then and there invited him to "sing a couple of songs" in his Paramount Theatre Show. Tony's songs were so enthusiastically received that Hope took him on a tour of six cities with his show.

Early in March, 1950, Columbia's Popular Records Director, Mitch Miller came across an audition waxing Tony Bennett had made of "Boulevard of Broken Dreams" and sight unseen signed him to a Columbia recording contract.

In April, 1950, Tony's first record for Columbia was released. It was "Boulevard Of Broken Dreams". The reception accorded this disc won Tony a CBS summer program series and a featured spot on "Song For Sale". One record release followed another and Tony was steadily building a legion of followers, and in addition created a stir as a performer in night clubs and theatres. Then came stardom. "Because Of You"

a la Tony Bennett was released in June, 1951. Before you could say Tony Bennett orders began pouring in for the record from coast to coast. Sales topped the million mark and at this date are still doing well. Then, just for good measure, Tony recorded "Cold, Cold Heart". Tony's "Blue Velvet" and "Solitaire" went over the half-million point. Other offerings are "Silly Dreamer" and "Since My Love Has Gone", are both high on top sales lists.

Yes, 1951 will be a year Tony Bennett will always remember. Over three million of his records were sold—he was featured at the New York Paramount Theatre in October, and did so sensationally that he was brought back as a star of the show in December and thereby set a record as to the short period in which a singer has ever played a return engagement at the Mecca of Vocalists. During the engagement he also set new attendance records. In 1951 Tony won 17 popularity polls, including "Battle of the Baritones" contest conducted annually over WVNJ by disc jockey Bob Harris: "The Cash Box" award as "best male vocalist of 1951" as determined in a survey of the nation's coin box operators.

In 1951 Tony achieved another ambition—he purchased a home for his mother in New Jersey.

A clean cut, wonderful guy, Tony, just like the boy next door, met and fell in love. On February 12, he married Patricia Ann Beech of Cleveland, Ohio. A special squad of policeman and detectives had to be on hand to clear a path for Tony and his new bride from St. Patrick's Cathedral to the awaiting automobile on 5th Avenue. Some 5,000 fans were on hand for the ceremony and thousands more milled about on the street. After a short honeymoon in Nassau, Tony opened at Copa City in Miami Beach, and promptly proceeded to shatter all records at the Black Magic Room.

One of the busiest stars in the show business world—Tony's radio, TV and personal appearances keep him constantly on the go—and his Columbia records such as, "Congratulations to Someone", "Rags to Riches", and "Stranger In Paradise" are on every best selling poll.



• LILLIAN BRIGGS

Lillian started her musical career at the age of 12. She wanted to play an accordion but settled for the violin because of lack of money. Lillian studied the violin for four years, together with the piano. In high school, she learned to play the trombone in order to join the school's Orchestra. After one year she was the first girl ever elected to direct the band.

During her Senior year in High School Lillian met and joined a local All-Girl dance band called the "Swingettes". She continued with them after graduation while working during the day as a cashier at a movie theatre.

She then organized her own all-girl orchestra and to finance this endeavor, worked as a truck driver for a laundry in a nearby town. The musical group practiced for 8 months and made thirty-five public appearances. The orchestra was featured on a weekly radio program over Station WAEB in Philadelphia.

In April, 1954 Lillian went on tour with the famed Joy Caylor and her All-Girl Orchestra. It was during this period that Lillian started to sing and quickly audiences began to acclaim her uninhibited and greatly emotional singing style. Soon Lillian decided to do a single and she charmed patrons in nightclubs in Dallas, Houston, Tulsa and Oklahoma City.

She then came to New York where she made her singing debut at the Arcadia, The Million Dollar Ballroom. She was signed for two weeks but stayed on for eight. Her next engagement was in Philadelphia, followed by Boston for two weeks.

On her return to New York, Lillian auditioned and was signed to a recording contract by Epic Records. Her first waxing on the Epic label was released in July, 1955.





• THE RHYTHMETTES

The group first met in 1950 when they were with the Don Large Chorus. They all had the same idea in mind—to sing in a small group—so it was inevitable that they formed their own trio. They quit the chorus and started out on their own. They gained a lot of experience working with USO troupes, after which they worked some of the better nightspots in and around Detroit.

In January of 1954 they headed for the big time—New York. They were to appear on the

celebrated Arthur Godfrey Talent Scouts television show, and they realized that this could be the big break that they were waiting for. The kids went on and “fractured them”, as they say in the trade, walking off with first place honors and a spot on Godfrey’s morning show for a week.

The Rhythmettes are regarded as the outstanding vocal trio in showbiz today, and also live up to their title of “America’s Cutest Songsters”.



PROG

- TONY BENNETT
- LILLIAN BRIGGS
- THE RHYTHMETTES
- THE NUTMEGS
- CHUCK BERRY
- THE CARDINALS

Program subject to c





PROGRAM

- THE FOUR VOICES
- THE HARP-TONES
- NAPPY BROWN
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to change without notice





• THE NUTMEGS



• CHUCK BERRY





• NAPPY BROWN

Nappy Brown has nothing to be angry about. His smash hit of "Don't Be Angry" has sold over 200,000 copies to date — and is fast becoming 300,000, and on the way to be the top recording in the country.

This is great strides for a youngster who but six months ago was singing gospel selections in his native Charlotte, North Carolina.

Nappy came to Newark with a gospel group, and James Evans, heard them, and brought them to Savoy Records. It was immediately recognized that Nappy had talent as a solo singer.

His first records were mild successes. But it wasn't until he recorded "Don't Be Angry," which he wrote himself, that he became the smash hit he is.

• THE CARDINALS





• THE FOUR VOICES

A quartet of youngsters riding a comet called, "Lady Fame", are flashing across the musical sky leaving a trail of stardust behind them, represented by audiences entranced by their voices and vocal styling. Aptly called THE FOUR VOICES, they belong to that group of quartet singers who have ignored modern-day vocal acrobatics and have stayed close to the simple and beautiful sound that comes from four part harmony.

This was the group that broke the needle on Arthur Godfrey's Talent Scouts' applause meter and the same quartet that made Mitch Miller dance in the control room when they recorded

for Columbia. He signed them in less than five months after their first engagement and five minutes after he heard them. The word-of-mouth publicity on this group has spread like wildfire and the most surprised of all are the boys themselves.

The private comet owned by THE FOUR VOICES is still rising in the sky, they bring back memories of old songs to the oldtimers and teach the younger generation something of the smoothness of quartet harmony with the new melodies. Their style and appeal is ageless... like their audience.



• THE HARP-TONES

The most fantastic showbusiness event of 1954 was the skyrocket to fame of a group of young singers called the Harp-Tones.

Little did these five enthusiastic fellows realize when they received second place honors at amateur night at the Apollo Theatre in New York, that they were being spotted by the Bruce Record Company officials. Immediately after the contest the boys signed with Bruce Records, to a five year contract, after two months preparation, rehearsals, and promotion plans, the group was brought to the Bruce Recording Studios for

their first session, the boys with their butterfly stomachs were told to rehearse their tunes, unaware of a "take" being made... "A Sunday Kind Of Love" was born. When "Sunday" was played back for the boys, they were so surprised that their first take was perfect, that they cut "I'll Never Tell" without any trouble. In less than one week the Harp-Tones' first record hit the trade charts and became a hit throughout the country. This was the first time an R&B record broke in New York.



• "RED" PRY SOCK

"Red" Prysock, one of today's better known tenor sax stars, was born in Greensboro, N.C., 29 years ago. He started taking lessons on the saxophone at an early age, and was honking the tenor professionally when only 14 years old.

He was featured tenor saxophonist with several outstanding bands and gained fame while touring

America with the TINY BRADSHAW Orchestra. He left Tiny to organize his own band over two years ago.

"Red" has had several big record hits, among them "Jump Red Jump", "Soft", "Body and Soul" and his latest sensation on Mercury, "Rock 'N Roll." He is the brother of Arthur Prysock, popular singing star.



• 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.