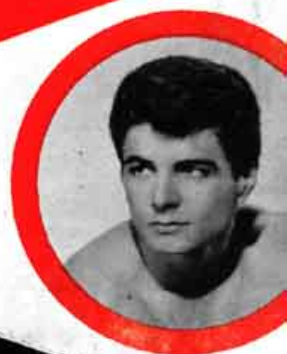




ALAN FREED'S



5th
ANNIVERSARY
SHOW



ALAN FREED

MR. ROCK and ROLL HIMSELF

Freed was born December 15, 1922, in Johnstown, Pa. He showed some musical talent at an early age, and was introduced to the trombone. At the age of 12 or so, after seeing the Cleveland Symphony Orchestra on tour, he wanted to become a concert trombonist, but that ambition disappeared a few years later when, as Freed said, "I got the dance band bug."

In high school, Freed organized a band, named it the Sultans of Swing after a famous Harlem orchestra of that name, and played dates in Salem and its environs.

Freed's musical ambitions waned later. When it came his turn to go to college, he enrolled in Ohio State for a course in journalism, but this did not meet with his father's approval. "He had his heart set on his sons becoming doctors and lawyers," Alan recalls. "He never thought of a newspaper man being a professional. So just to please him I switched to mechanical engineering. I hated every minute of it — I just couldn't make it."

In 1941, after a year of college, Freed was drafted and assigned to Camp McCoy, Wisconsin, as a Signal Corps photographer. After a few month's service, he came down with double mastoiditis. He was cured by the then-new sulfa drugs, but the infection left him with damaged hearing.

"There are certain sounds in music I still can't hear," he conceded, adding quickly: "But please don't say this is why I like Rock and Roll."

Out of the Army on a medical discharge in 1942, Freed got a job and attended Ohio State at night which got him his degree in engineering in 1943. In the last months of college, still infected with radio virus, he auditioned for stations for miles around and finally landed a \$17 a week job with WKST in New Castle, Pa. After graduation, Freed quit his job and went to work in radio, despite a hefty pay cut.

He stayed there for six months, a period which Freed calls the most important in his life.

Once, after auditioning for CBS in New York, he was told that his Midwest accent was too grating and that "If I had any other profession I should get out of the radio announcing business as soon as possible." But Freed persisted and in 1945 landed a sports announcer job at WAKR in Akron, Ohio. Through an accident, he became a disk jockey.

"One night," Freed said, "as I finished the 11:10 sports broadcast I got a very quick call saying the disk jockey for the 11:15 show had not shown up. As I was the only announcer in the studio, I was elected. I grabbed a stack of records, any records, and the engineer in the control room told me which ones were popular. So I did the show. The next day the sponsor called me up and said he liked the show. The owner of the station did too, so he fired the other guy and gave me the job."

Eighteen months later, Freed was working on WJW in Cleveland. At the urging of Leo Mintz, owner of Cleveland's largest record shop, who had noticed that "race" records were beginning to get popular, Freed played only Rhythm and Blues records on his show. He christened the style Rock and Roll to avoid the racial stigma of the old classification.

Freed's radio show over WJW, which was called the "Moondog Rock and Roll Party," caught on almost immediately.

At the height of his popularity in Cleveland, Freed almost lost his career and his life, in the tangled wreckage of his auto. In April 1953, he fell asleep while driving home after a late broadcast and his car smashed into a tree near his home in Shaker Heights, an exclusive Cleveland suburb.

Five weeks after the crash, Freed had recovered sufficiently to resume his Moondog broadcasts, lying flat on his back in his hospital bed. When he left the hospital after 16 weeks, he went home for three months convalescence and did his broadcasts from a chair beside his bed. As a concession to his healing insides, he temporarily gave up beating time on the phone book to the rowdy Rock and Roll beat.

He accepted the offer of WINS to put Rock and Roll on the local airwaves, in return for a contract calling for a guaranteed \$25,000 a year against a percentage of sponsor's fees. His first New York broadcast was made on September 8, 1954. The program was an almost immediate success. But one of the interested listeners was

the real Moondog, the Times Square character, who hauled Freed into court and got him enjoined from using the name, "Moondog" on the show.

So the program became simply "Rock and Roll Party." Whatever the name, the beat was the same, and the teenage crowd began listening steadily. In January 1955, after only four months on the air, Freed threw two Rock and Roll dances at the St. Nicholas Arena. In a way, these dances marked the turning point in the acceptance of Rock and Roll.

So Freed promptly put another package together and booked it into the Brooklyn Paramount for the following Easter week. The engagement was marked by dancing in the aisles, mass hysteria, and a smashed house record for the week the show grossed \$99,000. On the Labor Day week-end he returned and broke this record with \$150,000 for the week. In 1956, Easter week again, he came back and broke this record with \$204,000 for the week. "I didn't see how we can break any more records there," Freed said, not without sadness. "That's all you can get into the place with a shoe horn." But the following Labor Day week he did break it with a \$221,000 gross.

Freed still carries a heavy broadcasting load. He presently does a four hours a day, six days a week disk jockey show for WABC radio. At five p.m. to six p.m. everyday and eight to nine on Saturday he hosts ALAN FREED's BIG BEAT SHOW on WNEW-TV.

He has branched out into the movie business, as both actor and producer. In January 1956, Columbia filmed, "Rock Around the Clock" in which Freed plays Freed. It is this picture which features Bill Haley and many other Rock and Roll stars, that has riotously introduced Rock and Roll to England.

In a second picture Freed played the role of a band leader. He was in charge of music. It is called simply, "Rock, Rock, Rock."

In 1956 Freed finished a third film, "Don't Knock the Rock" and in 1957 he made "Mr. Rock & Roll." All these pictures grossed well over a million dollars.

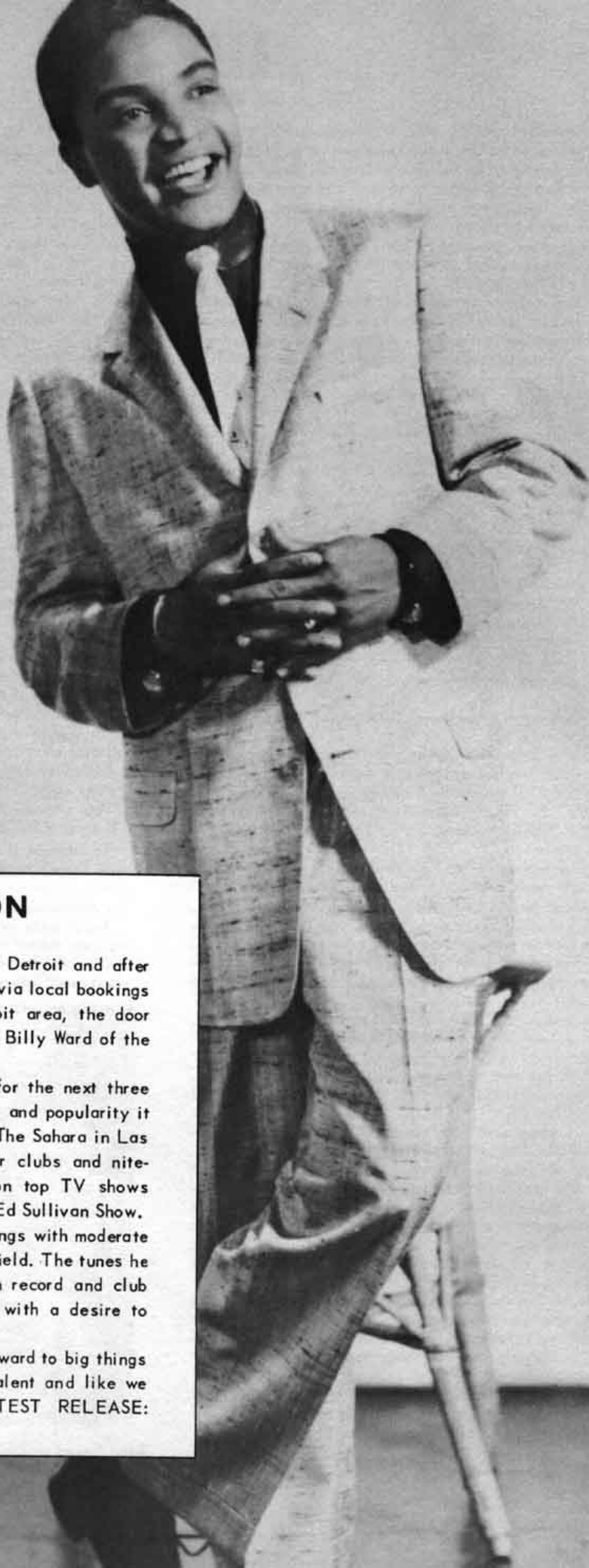
Freed has dabbled in songwriting and with the aid of collaborators has eight tunes to his credit. "Tongue Tied Blues," recorded by Jack Dupree still draws royalty checks. His hit "Sincerely," sold about 2,000,000, including 1,300,000 by the McGuire Sisters.

In addition to his work as Rock and Roll impresario, emcee, band leader, recording artist, movie "star," song writer and disk jockey, Freed is snowed under by chores that have resulted from his popularity in these fields.

Freed lives in a 50-year old, 16-room, stucco mansion overlooking Long Island Sound on exclusive Wallach's Point, Stamford. The estate, which consists of two grassy acres, a main house and a small guest house, cost \$75,000.



Alan Freed and his wife, Inga, during filming of his latest movie, "Go Johnny Go" in Hollywood.



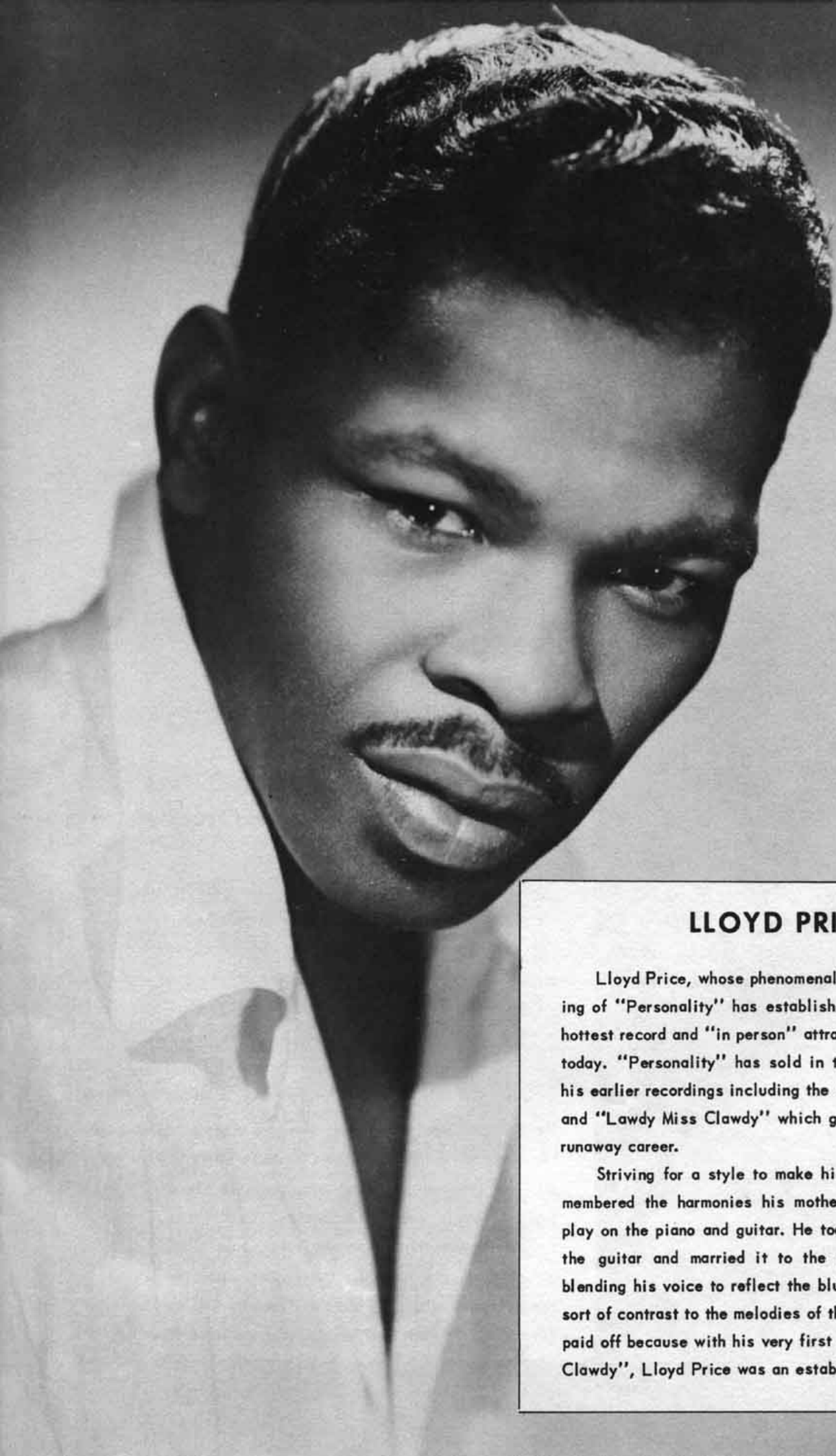
JACKIE WILSON

Jackie was born and schooled in Detroit and after knocking at the door of show business via local bookings and stage and TV work in the Detroit area, the door opened over a welcome mat spread by Billy Ward of the Dominoes.

Jackie joined Billy's group and for the next three years was a big factor in the success and popularity it enjoyed. They played the N.Y. Copa, The Sahara in Las Vegas — the biggest and best supper clubs and nite-spots in the country and appeared on top TV shows such as Colgate Comedy Hour and the Ed Sullivan Show.

Jackie has also written several songs with moderate success and looks to continue in this field. The tunes he pens are not necessarily for his own record and club dates. He is an ambitious composer with a desire to contribute to the musical scene.

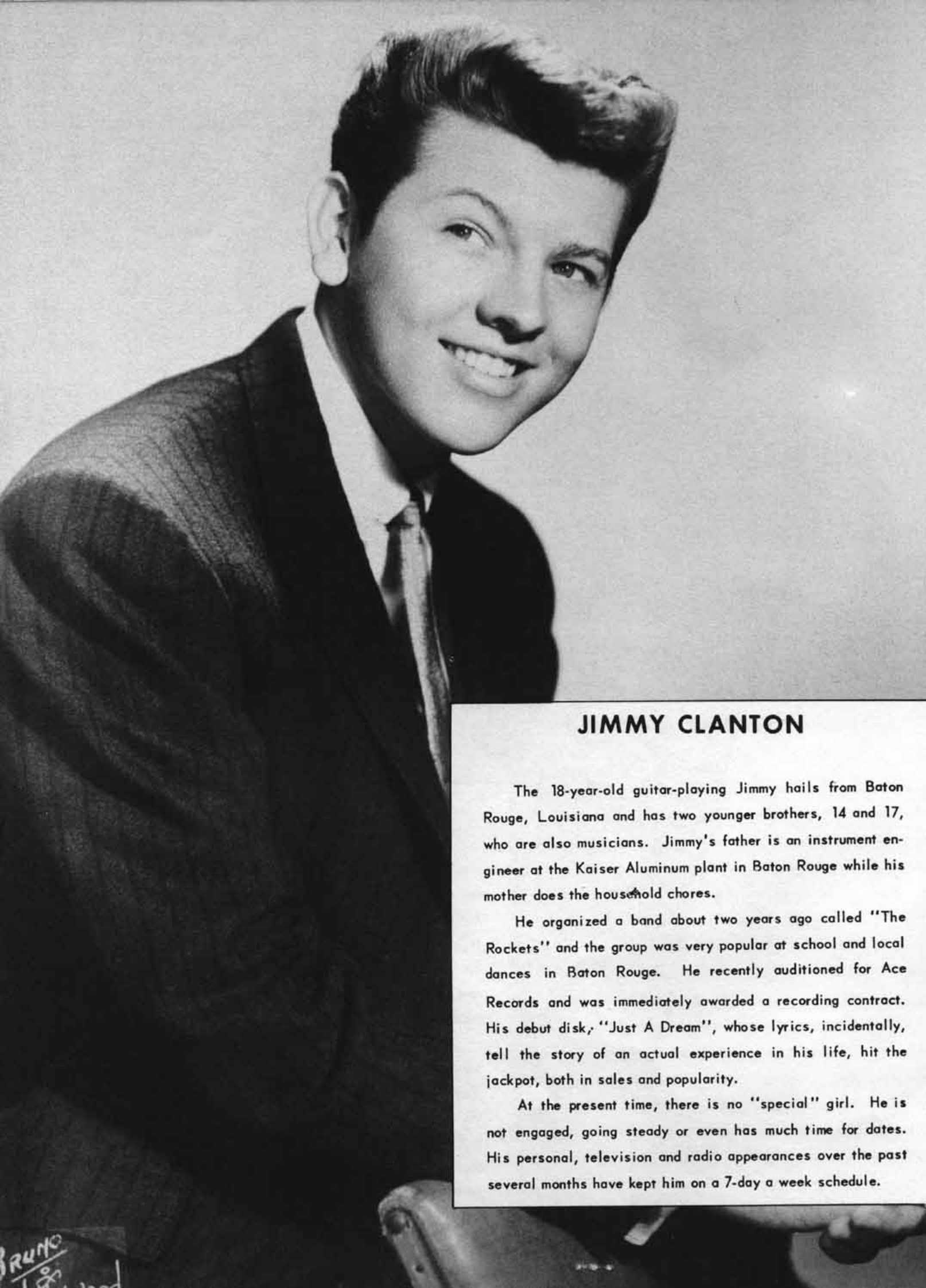
Brunswick Records are looking forward to big things from Jackie Wilson — He's got the talent and like we say, "He's just gotta sing!" LATEST RELEASE: That's Why & Love Is All



LLOYD PRICE

Lloyd Price, whose phenomenally successful recording of "Personality" has established him as one of the hottest record and "in person" attractions in the country today. "Personality" has sold in the millions, as have his earlier recordings including the smash "Stagger Lee" and "Lawdy Miss Clawdy" which got him started on his runaway career.

Striving for a style to make him different Lloyd remembered the harmonies his mother and father used to play on the piano and guitar. He took the syncopation of the guitar and married it to the rhythm of the piano, blending his voice to reflect the blues of the guitar as a sort of contrast to the melodies of the piano. The formula paid off because with his very first record, "Lawdy Miss Clawdy", Lloyd Price was an established star!



JIMMY CLANTON

The 18-year-old guitar-playing Jimmy hails from Baton Rouge, Louisiana and has two younger brothers, 14 and 17, who are also musicians. Jimmy's father is an instrument engineer at the Kaiser Aluminum plant in Baton Rouge while his mother does the household chores.

He organized a band about two years ago called "The Rockets" and the group was very popular at school and local dances in Baton Rouge. He recently auditioned for Ace Records and was immediately awarded a recording contract. His debut disk, "Just A Dream", whose lyrics, incidentally, tell the story of an actual experience in his life, hit the jackpot, both in sales and popularity.

At the present time, there is no "special" girl. He is not engaged, going steady or even has much time for dates. His personal, television and radio appearances over the past several months have kept him on a 7-day a week schedule.

BRUNO
1/2



DION AND THE BELMONTS

DION AND THE BELMONTS have been performing together for almost two years. They were singing separately until Laurie talent scouts had a hunch they'd be a sensation as a team.

They recorded four records and an album to date, which have been phenomenally successful. Their latest release, "A Teenager In Love" is their strongest entry for the top ten song list.

It seems that Laurie Records' hunch paid off!

BO DIDDLEY

Bo Diddley, the 26 year old folk singer who is the rage of the rhythm & blues field, was born in a small town in Mississippi. Shortly after, his parents moved to Chicago. Here he faced his first audience at the age of ten on a street corner as the leader of a three piece combo consisting of two guitars and a washtub. Even then, the music they played was Bo's - the sounds were new and different, having a fast pulsating beat. Bo had no formal training, but he never missed an opportunity to face an audience and he continuously strummed his guitar searching for new sounds and then developing those sounds as they formulated in his mind.

He played in the school band and appeared at many church and civic functions, but his first professional engagement was in 1951 at the "708 Club" in Chicago. Between this milestone and his first New York appearance with the Dr. Jive Rhythm & Blues Review at the famous Apollo Theatre in 1955, Bo continuously played club engagements throughout the country. He has appeared on many television shows in both Chicago and Los Angeles, and appeared on Ed Sullivan's coast to coast "Toast of the Town" show.

Bo Diddley has appeared professionally only a little over four years, and his climb has been tremendous. Theatre managers, club owners and dance promoters will bear this out as they smile happily at their box office receipts while Bo is busy inside thrilling the throngs that come to hear and see him.





JO ANN CAMPBELL

A great "Rock & Roll" fan, Jo-Ann went to see one of Alan Freed's shows at the Brooklyn Paramount Theatre in 1956. "I never got over it", she said, "I knew right then and there that I wanted to be a singer and make records."

That summer she auditioned for a small record company and made a record called "Wherever you Go", but it was never released. A few months later, she wrote and recorded "Come On Baby" for El Dorado Records, followed by "I Can't Give You Anything But Love." Shortly after that, it was Alan Freed who discovered her when through the grapevine of the record business he was told of her personality, good looks and talent. She was more than a smash hit on her first appearance with Freed at the Brooklyn Paramount in 1957 and, since that time, has appeared on all seven of his holiday shows. Jo-Ann is the East Coast's top female "Rock & Roll" singer, although she has never had a national hit record.

In February, Jo-Ann returned from a three week tour of Hawaii and Australia with Bobby Darin, George Hamilton IV, and Chuck Berry, so successful that she is returning in July with Tommy Sands, Duane Eddy and Conway Twitty.



JOHNNY RESTIVO

Johnny Restivo, newest RCA Victor rock 'n roll singer, was born in the Bronx, New York, September 13, 1943.

Johnny is 5'7" tall, 145 lbs. (of solid muscle). He has black curly hair, brown eyes and a clear Sicilian complexion. (For the bodybuilding enthusiasts: Chest 45", Waist 27", Biceps 15".)

Fifteen-year old Johnny's first recording for Victor is "The Shape I'm In". Johnny enjoys parties and dances, but mostly he likes quiet gatherings with good friends. He says: "I'm not much for whooping it up and painting the town red."



PROGRAM

JACKIE WILSON
 LLOYD PRICE
 JIMMY CLANTON
 DION and THE BELMONTs
 BO DIDDLEY
 JO-ANN CAMPBELL
 THE SKYLINERS
 THE CRESTS
 JOHNNY RESTIVO
 THE MYSTICS
 JOHNNY OCTOBER
 BOBBY LEWIS
 THE TEMPOS
 VALERIE CARR
 RONNIE HAWKINS and THE HAWKS
 and the
 ROCK 'N ROLL ORCHESTRA
 featuring
 SAM (THE MAN) TAYLOR
 GEORGIE AULD



THE SKYLINERS



ALAN FREED at **W N E W BIG BEAT T.V. PARTY** seen daily 5 to 6 p.m., Saturdays, 8 to 9 p.m.



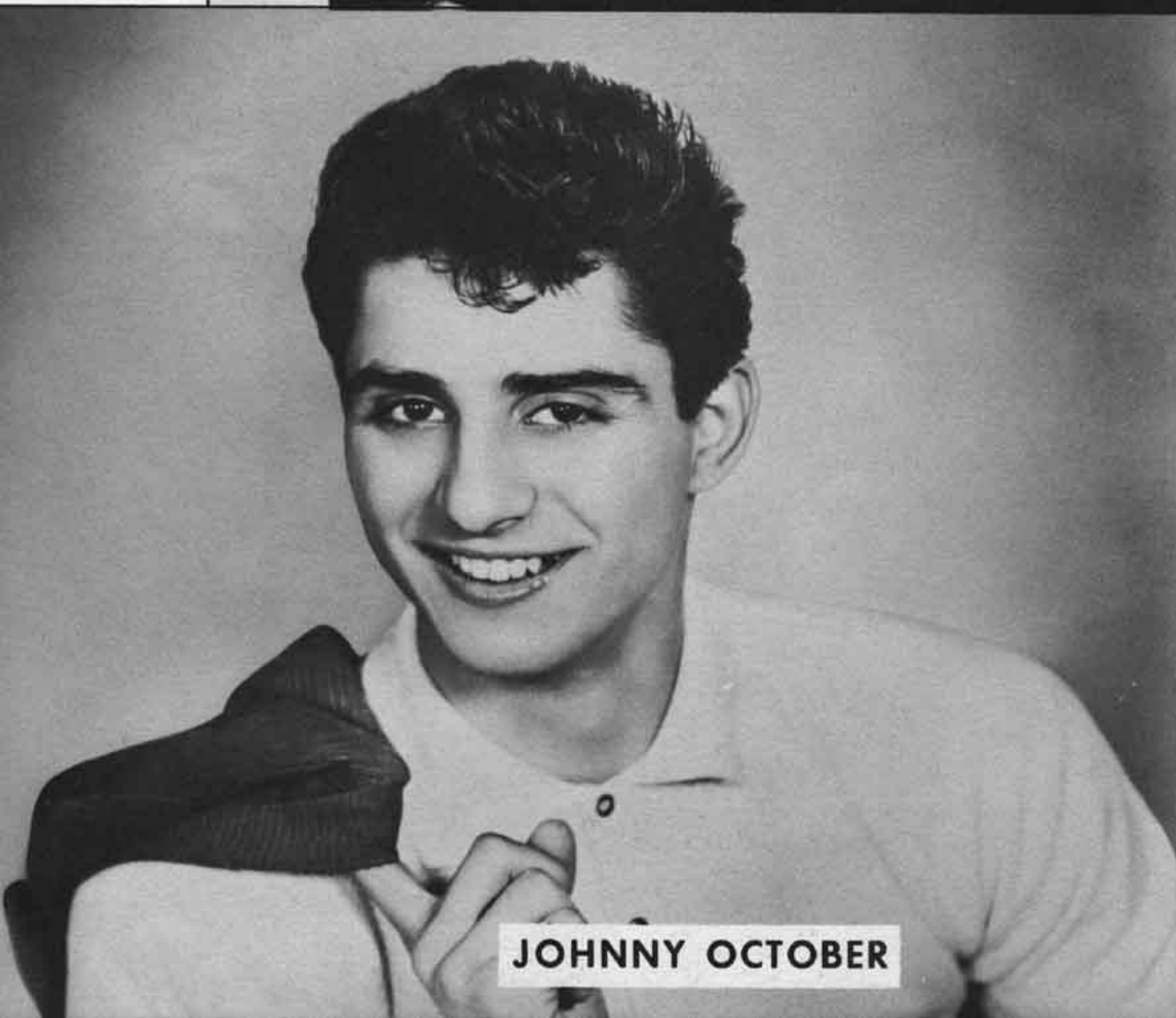
THE CRESTS



VALERIE CARR

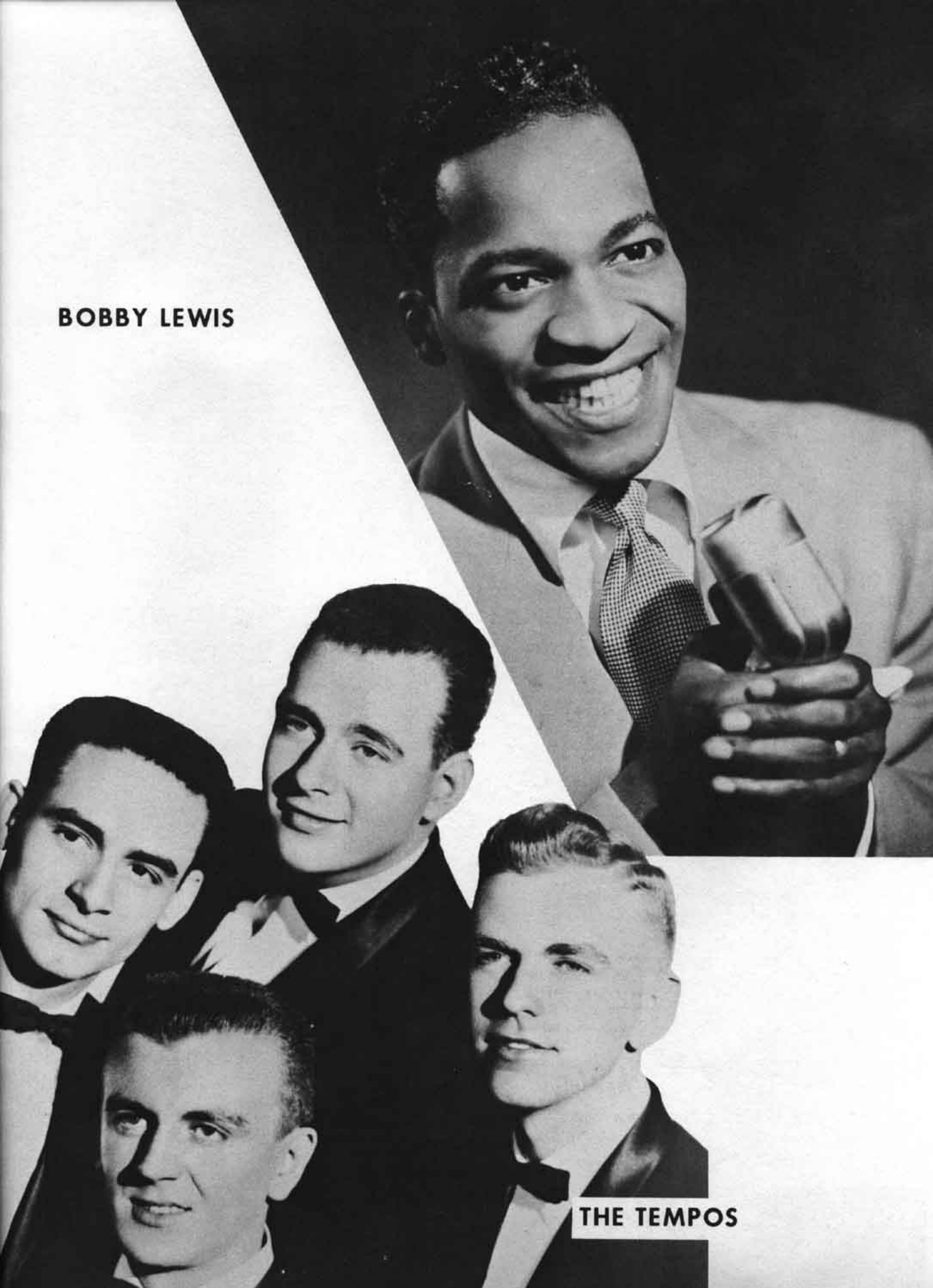


THE MYSTICS

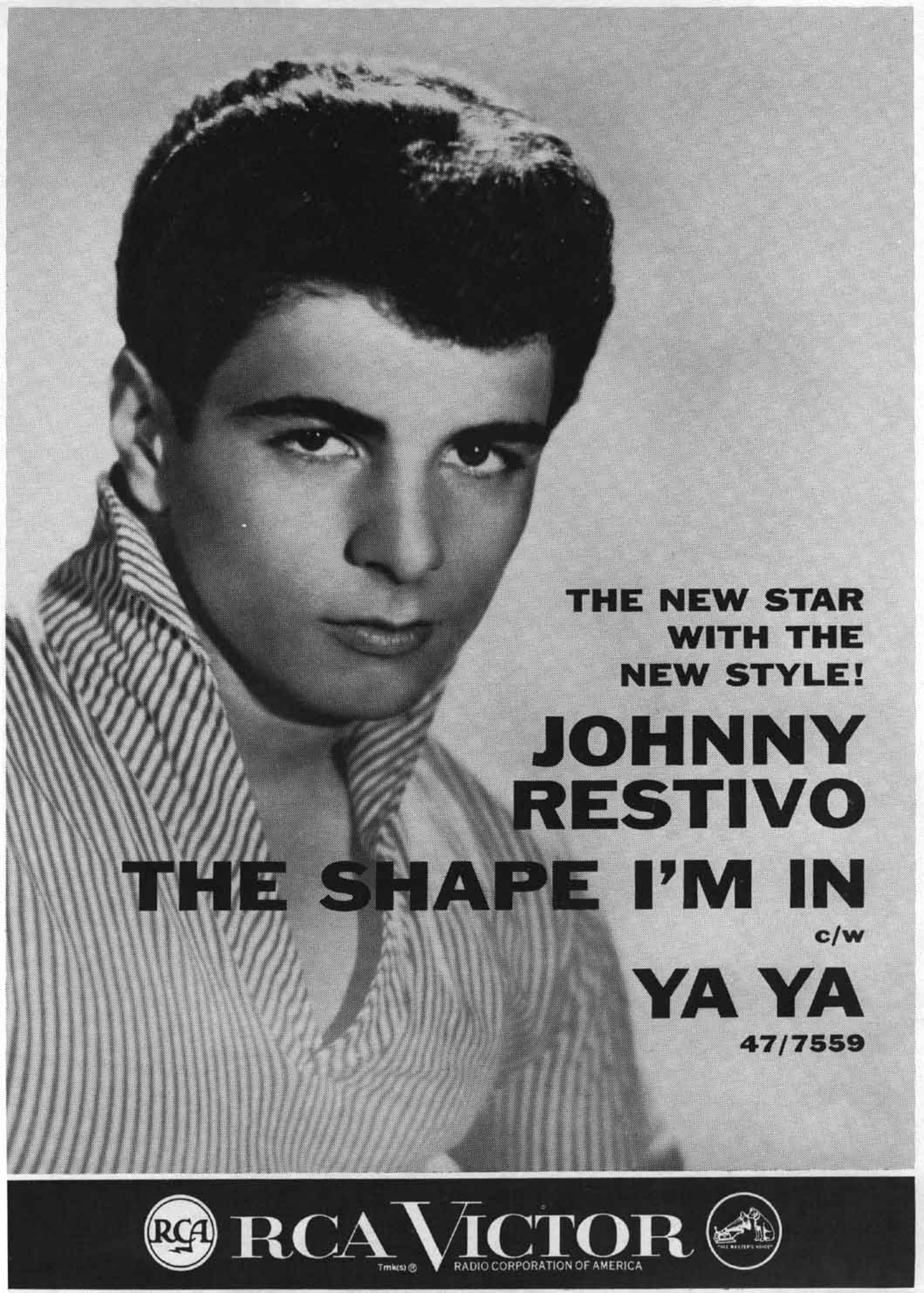


JOHNNY OCTOBER

BOBBY LEWIS



THE TEMPOS



**THE NEW STAR
WITH THE
NEW STYLE!**

**JOHNNY
RESTIVO**

THE SHAPE I'M IN

c/w

YA YA

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RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA





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AND SUCCESS TO THE
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**DION AND
THE BELMONTS**

**"EVERY LITTLE
THING I DO"**

"A LOVER'S PRAYER"



THEIR LATEST HITS
ON LAURIE RECORDS



"SO TENDERLY"

**"DON'T TAKE
THE STARS"**

THE MYSTICS

Pure..
Wholesome..
Refreshing



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