

ALAN FREED and his "ROCK 'N ROLL"



HOLIDAY JUBILEE

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PROGRAM

- THE BONNIE SISTERS
- COUNT BASIE
- LA VERN BAKER
- BOYD BENNETT
- THE WRENS
- THE VALENTINES
- DON CHERRY
- THE CHUCKLES
- THE CADILLACS
- THE HEARTBEATS
- GLORIA MANN
- JOE WILLIAMS
- SAM TAYLOR
- AL SEARS

Program subject to change without notice

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"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 gone. 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 WEST, 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.



COUNT BASIE
And His Orchestra

COUNT BASIE

Count Basie has definitely established himself as a modern music immortal during his fifteen years as a band leader. With the Count marking the completion of a decade and a half at the helm of his band this year, a chronological history of his achievements in the realm of music would be in order.

1936: Count Basie became a bandleader following the untimely death in Kansas City of Benny Moten. Rather than disband, members of Moten's group, in which Basie was the pianist, elected the Count their leader and the band carried on as "Count Basie's Orchestra."

1937: Benny Goodman "discovered" Basie at the Reno Club in Kansas City, promptly put him under the wing of his own booker, Willard H. Alexander, and Music Corporation of America.

1938: Count Basie comes to New York. Making his debut at Roseland Ballroom on Broadway and later at the old Famous Door on 52nd Street, the Count astounded the music world with a new kind of music - "jump rhythm" and what the critics hailed as the greatest band of all.

1939: Count Basie performed at New York's hallowed Carnegie Hall. His concert started the trend of so-called "jazz concerts". Scored a hit at Boston's swank Ritz-Carlton Roof. "One O'Clock Jump" swept the country and swept Basie into the musical limelight. The general public joined the jazz purists and the critics in hailing the Basie band.

1940: On stage of the Apollo Theater in New York City, Count Basie presents the greatest jam session of all time, his conception of the "All-American Band", teaming up with such greats as Harry James, Charlie Barnet, Coleman Hawkins, Benny Carter, Bunny Berigan, Tommy Dorsey, Benny Goodman, Roy Eldridge, Jack Jenney, Gene Krupa and others.

1941: Count Basie switches from Music Corporation of America to the William Morris Agency and goes under the guidance of personal manager Milton Ebbins. The Basie stock shoots sky high. Plays such top spots as Cafe Society Uptown in New York, the Strand Theater on Broadway, Chicago's Sherman Hotel and other leading theaters and niteries.

1942: Count Basie invades Hollywood. Appears on "Command Performance" with Clark Gable, James Stewart, Bette Davis, Dinah Shore, Carmen Miranda and Bob Hope. Makes his first picture, "Reveille With Beverly", in which Frank Sinatra also debuts on the screen.

1943: Coast-to-coast with the Count. Triumphs in the east, blazes through the west and roars back into Hollywood. More movie assignments. Featured in "Stage Door Canteen", "Mister Big" and "Crazy House". Returns to New York to become the first Negro band ever booked into the Hotel Lincoln. Breaks Harry James' attendance records.

1944: A record-breaking four week run at the luxurious Roxy Theater in New York to again set precedent as the first Negro band to play that theater's great stage. Plays a repeat engagement at the Hotel Lincoln. Sells three million Columbia records for the year.

1945: Another engagement at the Hotel Lincoln. A return to the Roxy for five weeks and a record-breaking half-million dollar gross. Smashes box office marks on a sensational west coast tour. Appears for a series of guest star stints on the Kate Smith Hour. Broadcasts with a host of film and radio stars from Hollywood for the Treasury Department.

1946: Basie starts out by setting new attendance records on a theater tour. Scores with a smash hit record, "The Mad Boogie". Guest star stints with Kate Smith, Perry Como, Jo Stafford, Fred Allen, Jack Smith and Johnny Olsen. Feted in "Count Basie Day" in New Jersey by leading state officials and delegations from his home town on Red Bank. Gets record high fee for appearances in Canada. Back to New York to play the Roxy Theater in June. Repeat engagements everywhere were a demand that Basie accepted and proved his great drawing power thru to 1949.

1950: So many requests came in from the operators of smart small cafes all over the country that Basie and his rhythm section formed a small jazz combination that broke records from BOP City, N. Y. to the Oasis in Los Angeles.

1951: Basie is back with his new Big Band. -

1952: Basie's new Mercury Record affiliation makes musical history in 1952.....





• LA VERN BAKER





MI
PUBLISHED BY

• DON CHERRY



• THE BONNIE SISTERS



HEARTBEATS



THE CADILLACS





THE WRENS



• JOE WILLIAMS



• THE VALENTINES



• GLORIA MANN



• 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) Grothers 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.

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HOLIDAY JUBILEE

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