

Alan Freed Cashes in on 2R's

By MILT FREUDENHEIM

NEW YORK--Alan Freed, the ex-Cleveland disc jockey who gave rock-and-roll music the name, now lives in seclusion in the Connecticut suburbs except for weekly visits to his radio station to pickup his mail -- 10,000 pieces a week.

Freed, 34, broadcasts nightly from a home studio in Stamford in what he calls "the house that rock and roll built."

His 10% cut of the movie "Rock Around the Clock" which gratified theater proprietors and outraged music-lovers from here to Australia, fed the kitty for Freed's house.

Love Those Records

Freed loves the records that put him in the 65% income tax bracket "after expenses" (about \$75,000 a year) much as any journeyman loves his craft.

But for personal listening, he favors Bach, Beethoven and Wagner. He claims he came across a sure-enough rock-and-roll theme in the midst of a Bach fugue.

"I nearly dropped my teeth," he said eruditely.

He deserts his suburban retreat six, or eight times a year to stage rock-an-roll parties in New York theaters -- an unbroken string of sellouts.

Causes Stampede

One in February at the Times Square Paramount

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CLEVELAND'S gift to music, Alan Freed, invented the phrase rock and roll.

cracked the glass in the ticket-seller's booth as thousands of eager teen-agers broke through police lines in the rush.

The management didn't mind. They've invited Freed back for two weeks starting July 4 to try to better the \$125,000 gross he shared on a 50-50 cut after expenses.

The Brooklyn Paramount, an even larger house, will offer Freed with 15 acts of rock and roll during Easter vacation. He has broken the house record there five times running, with a \$220,000 gross last time out.

Freed, a tireless, nervous, gum-chewing sort, attributes the present popularity of rock and roll to "the big beat -- something the kids can dance to. They had 10 years of crooners and undanceable music as a curtain-raiser."

Grew Up in Salem
Born in Johnstown, Pa., Freed grew up in Salem, O., where his father still operates a clothing store. The town

honored the disc jockey during Sesquicentennial festivities last summer.

He got an engineering degree from Ohio State University but found work announcing on Ohio radio stations. He became a disc jockey one night in Akron in 1945 when he filled in for a WAKR announcer who failed to arrive for work.

Freed later left WAKR for a higher-paying radio job, but the courts upheld a contract clause barring him from radio-broadcasting in the Akron area for a year.

He met this by going into television on Cleveland WXEL (now WJW-TV).

Then Came Moondog

He returned to radio 18 months later on WJW, Cleveland, with a show he called "Moondog Rock and Roll Party." A recording of a howling dog was one of the gimmicks.

A number of sellouts at Cleveland's Arena and Public Hall proved the drawing power of his radio pitch before he moved to New York.

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