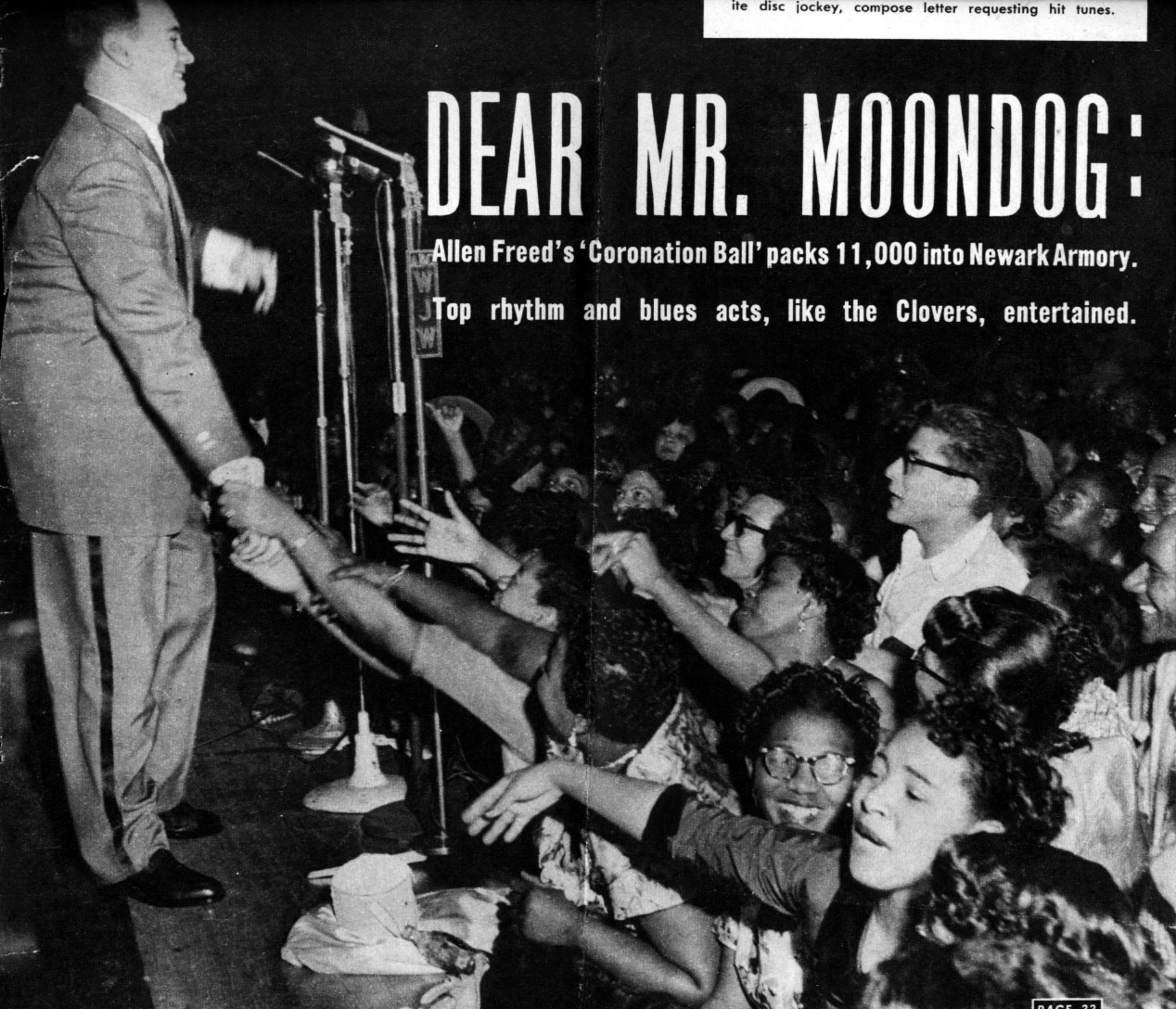


# DEAR MR. MOONDOG:

Allen Freed's 'Coronation Ball' packs 11,000 into Newark Armory.

Top rhythm and blues acts, like the Clovers, entertained.





The Harptones, one of top rhythm and blues acts on star-studded program, warm up in dressing room with Allan (Moondog) Freed and two of his fans.

## “Moondog” theme record, copyrighted by Cleveland disc jockey,

Some fans, like Sandra Hinton, Charles Hud-

● Except for his “Moondog” theme record Allan Freed might still be just another disc jockey. He had been on radio 10 years, starting as a sports announcer, before “Moondog” turned the spotlight on him. It was one afternoon a few years ago when the record came to his attention. Out of curiosity he put it on the turntable and as it played, he talked. That did it. Audience response, in the form of calls, telegrams and letters, was immediate. Quick to take a hint, Freed copyrighted this record which had been made by a blind New Yorker, also nick-named Moondog.

One of the main reasons for the successful Newark Ball was the line-up of top acts, some coming from as far away as New Orleans and Texas. Buddy Johnson, for example, interrupted a profitable tour of southern one-nighters to make the date. Freed not only packed the armory but did it after only five months in Newark! Was the unusual attendance a fluke? Did people just turn out because it was pay day? Or because they had nothing else to do? Probably not. Two years earlier Allan had attracted 25,000 music lovers to a Cleveland Moondog Coronation Ball.

One thing is sure: disc jockeying has come a long way since Martin Block's “Make Believe Ballroom” made its bow over New York's WNEW some 19 years ago. Originally disc jockeys just killed time. Now, on many stations, they're the Number One hucksters.





**New dress for ball gets once-over from family and friends of Phyllis Bennerman of Vauxhall, N.J.**

**Tickets went like hot cakes at Pee Wee's and Bamberger's. Downtown dept. store sold 3,000.**

