



**EXCLUSIVE STORY
FROM THE PEN OF
TONY BENNETT**

DECEMBER



25c

HIT PARADER

A Charlton Publication

THERE GOES MY HEART

YOU CHEATED

THE DAY THE RAINS CAME

**DOWN THE AISLE
OF LOVE**

JUST YOUNG

THE HULA HOOP SONG

GEE BUT IT'S LONELY

**THE WAYS OF A WOMAN
IN LOVE**

THE SECRET

FIREFLY

SUMMERTIME BLUES

FIBBIN'

FOR MY GOOD FORTUNE



**DOMENICO
MODUGNO**

**HI-LITES — JOHNNY MATHIS, CREW CUTS,
JIMMIE RODGERS, GEORGE HAMILTON IV**



**GORDIE
BAKER
WSPR
SPRINGFIELD
MASS.**



**ED
BONNER
KXOK
ST. LOUIS
MO.**



**ALAN
FREED
WABC
NEW YORK
N. Y.**

"So let's dance . . ." is the opening line of one of the leading studio dance parties on television. Alan Freed, creator of the Big Beat rhythm, emcees a one-hour party every weekday afternoon from 5:00 p.m. to 6:00 p.m. on Channel 5-WNEW, New York. The show emanates live from the WNEW studios with a large group of teenagers as Freed's guests. Alan has one of the swingin'est radio shows ever broadcast on WABC from 7:00 p.m. to 11:00 p.m.

Alan Freed has been instrumental in introducing many new stars to the public through his disc jockey shows. He has continued this same policy on "Big Beat" with daily appearances of the top recording stars and the playing of new discs which he feels will hit the top. For example, Ed Townsend ("For Your Love"), a West Coast favorite, was comparatively unknown in New York until Freed played his record. Recently, Townsend appeared on the "Big Beat." "For Your Love" became a nation-wide smash hit and the Townsend lad now has his second straight hit with "When I Grow Too Old To Dream."

The list of singing groups and vocalists that have appeared on the "Big Beat" reads like a run-down of today's hit recording artists. The same Ed Townsend appeared as Freed's guest, the De John Sisters ("Straighten Up And Fly Right"), and Ron Cummins ("Cinderella Neath A Beach Umbrella") were on the show. On other days Freed has had Frankie Avalon ("Gingerbread"), Connie Francis ("Stupid Cupid"), The Olympics ("Western Movies"), Jack Scott ("My True Love"), The Royal Teens ("Harvey's Got A Girl Friend"), George Hamilton IV ("I Know Where I'm Going"), Poni-Tails ("Born Too Late") and many others.

The program is relaxed and informal. There is no script and Freed and the entertainers mingle freely with the audience. When The Elegants ("Little Star") appeared on the program, one of the group showed up without his tie. One of the co-eds in the audience came to his aid by offering him her date's tie. The boy never did get his tie back, as the girl insisted that all the "Elegants" autograph it for her souvenir collection.

Youth is the keynote of the program. The audience ranges in age from 15 to 19, and most of the performers themselves are under 21. Many of the artists have been singing for only a short time. The "Big Beat" provides a casual forum whereby the current singing favorites of the teenage audience can perform and at the same time tell their fans about themselves.

For those of you who live too far away to tune into Alan Freed's Big Beat Party via WNEW-TV, we've got good news for you — films are now being taken at each show and will be distributed to just about every TV station in the country, so that all of you "Big Beat" fans will be able to watch and enjoy the personable host and daddy of Rock 'n' Roll, Alan Freed.

As if he's not a busy enough gent with his radio and TV stints, year after year Alan sets new records with his gigantic package show productions at the Brooklyn Fox Theatre. This year's show concluded only a few weeks ago and was the biggest one yet. It set a new all-time record, proving that the "Big Beat" is just as popular as ever. Alan recalls many folks saying that this fad would last only a few months and would soon die out — that was five years ago. Like Alan Freed's popularity, Rock 'n' Roll seems to be getting more and more popular, having already become a permanent part of the nation's music industry.

"Daddy Of The Big Beat"

ALAN



FREED



Joining the teens, Alan gets comfortable while watching a guest star perform. Alan Freed is said to have "made" more hit records than any other disc jockey.



Alan Freed asks two of his regulars how they like a particular new record.



Dancing is the key-note of happiness during the Alan Freed Big Beat TV Show.



Alan introduces his viewing audience to The Playboys whose hit waxing of "Over The Weekend" zoomed high on the charts after appearing on The Big Beat Show.