

JUL 12 1957

TV Big Beat Rocks 'n' Rolls Tonight

By ROLAND E. LINDBLOOM

So Rock 'n' Roll is on the way out? Wishful thinking, it seems.

Tonight at 10, Alan Freed, the authority on this strange craze, begins a half-hour series he calls "The Big Beat" on ABC and though the program has no sponsor, it is scheduled to continue at least into October. It'll be the same format Alan used in two on-the-air auditions he staged on the network last May under the franker title of "The Rock 'n' Roll Revue."

The new series will originate live in a big studio at ABC's Television Center in West 67th St., Manhattan, and there will be bleacher accommodations for about 300. Alan has control of the ticket output to make certain that the more rabid fans don't tear up the studio when the tempo mounts. Well-behaved teen-agers are preferred though adults will be admitted, too.

Alan says the "musical series will mirror the popular tastes of America as reflected by record sales" adding "the music will, of course, include rock 'n' roll but will also offer other musical forms in current popularity." That statement may be open to argument.

In addition to having as guest artists the outstanding recording personalities of today, the program will feature an 18-piece orchestra which includes such well-known instrumentalists as Sam "The Man" Taylor and "Big Al" Sears. Alan will conduct.

Guest Stars

Guests tonight will include Belleville's Connie Francis, the Billy Williams Quartet, Ferlin Huskey, Sunny Gale, Johnnie and Joe, and the Everly Brothers. (Next Friday: Andy Williams, Martha Carson, the Fontanne Sisters, Betty Johnson, Chuck Berry, Frankie Lyman, the Teen-agers and Bobby Darin.)

Why do teenagers love R & R? Says Alan Freed: "Because R & R is to a large extent music by, for and about



PREMIERE GUEST—Belleville's Connie Francis will appear on Alan Freed's "The Big Beat" which starts on Channel 7 at 10 tonight.

teenagers, a relationship other musical forms are not offering them." Ah, yes.