

## *The Cash Box, Mass.*

*January 29, 1955*

### **NEW YORK:**

The Alan Freed "Rock-n-Roll" Ball held at the St. Nicholas Arena, New York, on Friday and Saturday nights, January 14 and 15, had to be seen to be believed. A total of about 12,000 people jammed the hall on both nights. When we say jammed we must add that the word hardly describes the solid mass that stood for five hours to see the wonderful r & b show that Freed had arranged. Seen from above, the enthusiastic teeners seemed to be jelled into one swaying body with thousands of heads. That they adored Freed was evident from the uproarious welcome with which they greeted his appearance. The enthusiasm of the audience was transferred to the performers. The latter loved the kids and reacted to the frenzy with tremendous performances. A finale that lasted about half an hour was rocked in the atmosphere of a revival meeting. With Joe Turner at the mike and Fats Domino at the piano the entire troupe returned to the stage for a closing that was without parallel. Singers and instrumentalists danced, dancers and singers grabbed instruments and instrumentalists and dancers sang. Alan Freed and his lovely wife, Jackie, jitterbugged and the kids went wild. An exhausting but thrilling experience. Joe Turner was awarded The Cash Box Juke Box operators poll trophy as number one rhythm and blues male performer of 1954 about midway through the evening.