

"Rock 'n Roll" Ball



NEW YORK—One of the most exciting R & B shows ever to hit Manhattan was seen last week, Friday and Saturday, January 14 and 15 at the St. Nicholas Arena. Alan Freed, ex-Mr. Moondog and WINS R & B big gun, promoted his "Rock 'n Roll" Ball to a frenzied audience of roughly 6,000 each night. Gross figures for the two nights were \$27,500.

Freed, whose St. Nicks shindigs were his first offerings to the New York audience although he has put on similar affairs in Cleveland and Akron, Ohio and Newark, N. J., lined up a bill of headline acts that floored a "hep" crowd of teen-agers. The show was composed of Buddy and Ella Johnson, Dakota Staton, Al Sears, Fats Domino and his orchestra, the Rivileers, Red Prysock, Danny Overbea, the Harptones, the Drifters, Babs Gonzales, Nolan Lewis, the Clovers, the Moonglows and the Moonlighters.

Both nights were complete sellouts. When Freed announced jokingly to the audience that the next dance would be held at Madison Square Garden it may have been for laughs, but—well, it's a thought.

Seen above are Alan Freed and wife, Jackie. Alan is letting the overflow crowd in on a secret. There'll be another Freed shortly.