


PROGRAMS - PEOPLE - WEEK OF AUG. 10 - 16

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SECTION 9

TV *and Radio* Magazine

A black and white photograph of actor Dick Powell. He is wearing a wide-brimmed cowboy hat, a dark leather jacket over a light-colored shirt and a dark tie. He is leaning his right arm on a leather saddle. The background is a plain, light-colored wall.

DICK POWELL—
HOME ON THE RANGE



THE CASE FOR AND AGAINST ROCK 'n' ROLL

IN THIS CORNER



**Alan
Freed**

*(WABC, 7:15-11 p.m.
daily, 7:30-11 a.m.
Sat.)*

*He's the man who
is credited with
having put the
rock 'n' roll craze
in motion, and he
expects it to last a
"very long time."*

IN THIS CORNER



**William
B. Williams**

*(WNEW, "Make Be-
lieve Ballroom," 6-
8 p.m. daily, 10
a.m.-12 noon Sat.)*

*He labels rock 'n'
roll as music, but
a "very narrow
and oftentimes dull
repetition of a
particular type of
music," sad to say.*

Is Rock 'n' Roll music . . . ?

I certainly hope so! After all, it's the only real American music that we can call our own . . . it had its start right here and has spread in popularity all over the world.

Yes, rock 'n' roll is music, but unfortunately a very narrow and oft times dull repetition of a particular type of music. 90% of the current commercial noise that is passed off as authentic rhythm and blues can only be aptly described as tripe.

Do you think Rock 'n' Roll will last . . . ?

That's one question that answers itself. It's been riding high for four years now and there's certainly no indication of any let-up in its popularity. For instance, take a look at the best-seller charts for this week. . . . 55 out of the top 60 best-sellers are rock 'n' roll hits. Yes—it'll last, and for a very long time to come!

The public has a happy faculty after a while of weeding out that which is unworthy, so I think the good beat and the contagious rhythm in good palatable rock 'n' roll will have its influences on pop music for a long time. The rest of it will die because of lack of taste.

(Continued next page)

Has Rock 'n' Roll an evil influence on teenagers . . . ?

Just the opposite. It gives them an interest . . . and after all, when the kids have an active interest in something, whether or not it's music, it keeps them from being idle, it keeps them occupied with an active interest. Keep them interested in something and they don't get into trouble.

No, I don't think so. The problem, I think, is the fact that many deejays are so eager to capitalize on so impressionable a group as teenagers and feed them, day after day, the same kind of musical garbage, as so much of rock 'n' roll is. I don't think that any fad like rock 'n' roll itself contributes to juvenile delinquency. The point is rather that the lack of good standards carries over from mores to music.

Do Rock 'n' Roll fans buy anything but R & R records . . . ?

Definitely. Many of the letters I've received from rock 'n' roll fans tell me they've bought the products advertised on the show. These include soft drinks and ads for motion pictures. These are formative years and the youngster who starts using the product in his teens, will very likely stick with the same brand as an adult.

Actually, I'm not that conversant with sales figures, but from what sponsors and salesmen tell me, the average rock 'n' roll fan buys almost nothing but single records—which explains the tremendous resistance on the part of sponsors to buy a purely rock 'n' roll radio show.

What do you think of Guy Lombardo's music?

I like Guy very much personally . . . and I like his music. He's been around a long time, which proves that he plays good, popular music.

I am not a big fan of the type of music that Guy Lombardo plays, but I can appreciate the fact that an awful lot of people are.

Will the new popularity of Jazz on TV kill Rock 'n' Roll . . . ?

First of all, let me say that jazz is not that popular on TV or anywhere else . . . and I don't see how it can hurt Rock 'n' Roll in any way. Anyway, jazz has a very limited following. . . . If you want proof of that, just compare the record sales in the jazz market to the R & R sales. But that doesn't mean I don't like it. . . . I do . . . I like jazz very much, just as I like classical music very much. I think we all must have an appreciation for all forms of music today.

No, not entirely. I think that possibly we get lost in semantics when we throw around such terms as jazz, swing, bop and rock 'n' roll. I still have complete confidence that the public will ultimately only go for that type of music which has some merit, and that the junk will inevitably filter to the bottom. Perhaps some of the best elements of rock 'n' roll will be refined eventually, as good jazz or swing or whatever you want to call it, comes to the fore.