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The Pied Pipers of Rock 'N' Roll: Radio Deejays of the 50s and 60s

Wes Smith

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From Library Journal More than a collective biography of famous radio disc jockeys, this occupational history traces the influence of the profession on the origins of popular music, the rise of the advertising industry, and the governmental and social regulation of broadcasting. DJs were instrumental in launching the rock 'n' roll movement by acting as middlemen between record company execs and a bourgeois post-World War II record-buying public. They also played a role in the integration of U.S. society by attracting white teens to black rhythm and blues. Smith's narrative is as anecdotal as the pattern of the profession he documents. His book will be a hit with both popular music and popular history fans.- Donald W. Maxwell, Carmel Clay P.L., Ind. Copyright 1989 Reed Business Information, Inc.