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# Alan Freed, 43, Dean of R'n'R Disk Jockies

Alan Freed, disk jockey extraordinary, was the Pied Piper of rock 'n' roll.

He lured a generation of American teenagers with a staccato type of musical beat that had its origin in the rhythm-and-blues style popular with Negro musicians.

However, Mr. Freed was himself lured into the scandal of "payola" and his career in the bigtime ended.

## KIDNEY AILMENT FATAL

He went to live quietly in Palm Springs, Calif., doing some work on the Los Angeles stations, and yesterday he died in Desert Hospital, Palm Springs, of uremia, a kidney ailment. He was only 43.

Mr. Freed got his musical start at Ohio State University, served two years in the Army, and then began as a disc jockey in New Castle, Pa. He stepped up to Akron and then Cleveland stations, where he gave rock 'n' roll its name with his Rock-and-Roll Party program.

He "arrived" in 1954 as a disc jockey on WINS, New York. In 1959 he went to WABC, and then the "payola" storm broke. Mr. Freed was charged with "commercial bribery" for plugging records, charges which income tax authorities said were substantiated by undeclared income in the amount of the alleged payola of about \$30,000.

## PLEADED GUILTY

Mr. Freed pleaded guilty in 1962 to part of the charges and was given a six-month suspended sentence and a \$300 fine. He had already closed out his career in New York which also included a program on WNEW-TV.

His dance parties and rock 'n' roll shows drew record-breaking crowds in many cities.