

'Moondog' Alan Freed Dead at 43

Alan J. Freed, who rose to prominence as king of the nation's rock'n' roll disc jockeys in a short but spectacular radio career in Cleveland, died yesterday in Palm Springs, Calif. He was 43.

He had been hospitalized for three weeks with a blood ailment caused by malfunctioning kidneys.

Freed went to New York in 1954 after gaining fame as "King of the Moondogs" in three years at radio station WJW here. He later became involved in the radio payola scandal of 1959 and left the business.

FREED CAME TO Cleveland from WAKR, Akron, in April, 1950, to perform on Station WXEL-TV (now WJW-TV).

In July, 1951, he began his late-hour "Moondog" program over WJW radio. The show, featuring rock 'n' roll recordings, quickly found a large audience among youthful northeastern Ohio listeners.

Freed staged a "Moondog Ball" at the Arena in 1952 that resulted in a near-riot when some 15,000 persons were turned away.

MANY OF THOSE turned away tried to press inside by knocking down doors. It took the Cleveland police department to restore order.

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