

OBITUARIES

ALAN FREED

Alan Freed, 43, the disk jockey who launched the rock 'n' roll cycle and rose to the pinnacle of the music biz before being toppled by the payola scandals in 1960, died in Desert Hospital, Palm Springs, Jan. 20.

He entered the hospital Jan. 1 suffering from uremia. He was at the point of returning to New York after working for the last year on KNOB, Los Angeles.

New York was the locale of Freed's reign as the nation's king-pin disk jockey via his show on WINS, which he joined in 1954 after working on various midwest stations. Originally billing himself as "Moondog," he dropped that

caster, he was heard on NBC, CBS and Mutual Radio, covering baseball, pro football and most other major athletics, including tennis from Wimbledon and Forest Hills.

Slater, with a master's degree in political science from Columbia Univ., joined the faculty of Brooklyn's Adelphi Academy, where he served as headmaster from 1933 to 1942, when he entered military service. He was still at Adelphi when he broke into radio. It happened when the late Ted Husing asked him to help call an Army-Navy football match. Subsequently, Slater covered the 1936 Olympics in Berlin for NBC, and the following year took over his first radio quiz format, "Un-

In Memoriam

EDWARD L. KINGSLEY

January 31, 1962

Peter

name as a result of legal steps taken by the original "Moondog," a blind song writer-poet often seen on the streets of New York.

Prevented from using the word "Moondog," Freed invented the phrase "rock 'n' roll" to describe the heavily accented beat, derived from gospel and rhythm & blues music, which characterized his WINS show.

Freed was among the first of the disk jockeys to parlay his air personality into a theatrical b.o. payoff. He promoted shows of rock 'n' roll performers during school holidays, events which were frequently accompanied by teenage riots.

One such show during 1958 in Boston led to Freed's arrest on charge of anarchy and inciting to riot following a city wide melee caused by teenagers who attended the performance. Freed was subsequently cleared of the charges in Boston.

Freed, however, did not escape the consequences of the probe into the television quiz scandals which were widened into a general exposure of payola in the broadcast industry. He was indicted for receiving \$30,650 from six disk companies to plug their records on his disk jockey show.

He pleaded guilty to part of the charges in 1962 and received a suspended sixmonth sentence and a \$300 fine. Last year, Freed was again indicted for evading \$47,920 in income taxes, money which came through the payola route from 1957 to 1959.

Freed left WINS until 1958, resigning because he felt the station

did not support him in his difficulties with the Boston police. He moved over to WABC and also had a stint on WNEW-TV before moving over to the Coast after the payola scandals died down.

Freed was credited as co-writer of several big rock 'n' roll hits, including "Sincerely" and "Maybeline." He also appeared in a couple of films with rock 'n' roll performers.

The title of one of the films, "Don't Knock The Rock," described Freed's reaction to those who criticized rock 'n' roll for debasing the standards of popular music and demoralizing adolescents.

Surviving are his widow, his third wife; two sons and two daughters by a previous marriage, mother, father and two brothers.

D. P. BROTHER

Doran Palmer, founder and chairman of the board of the national advertising agency bearing

IN LOVING MEMORY

ALFRED APAKA

(Jan. 30, 1960)

'Always Our Inspiration'

TONY TODARO, ASCAP
MARY JOHNSTON, ASCAP

his name, died Jan. 20 in Miami Beach after a brief illness. He was one of the pioneers in the field of automotive advertising and merchandising. His agency has served many divisions of the General Motors Corp. and other major advertisers for more than 30 years.

Brother's business career began in accounting. His first major position was as secretary of the Chicago Electric Manufacturing Co. Later, he became assistant sales manager of Hyatt Roller Bearing Co. in Chicago. In 1927, he went to Detroit as assistant director of the sales section for General Motors Corp. Between 1930-32 he was director of the advertising section. In 1932 he left General Motors to become vice-president and general manager of the Campbell-Ewald Co. In 1934, he left Campbell-Ewald to found D. P. Brother & Company.

His wife, son and daughter survive.

GEORGE SOLOTAIRE

George Solotaire, 62, Broadway ticket broker, died Jan. 22 in Beverly Hills, Calif. After leaving an

In Fond Memory of
My Dear Friend

ALFRED DE MAMBY

Who Died February 1, 1920

JERRY VOGEL

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MOSES, CHARLES H.

On January 20, 1965

Beloved husband of Lillian. Brother of Hannah Graubard and Elias Moses. Services were held Friday, January 22nd at Frank E. Campbell, Madison Ave. at 81st St.