

LIFE

AUTHORS OF 'UGLY AMERICAN'
FIND SOME NOT SO UGLY



FARAH DIBA,
SHAH'S FIANCEE

DECEMBER 7, 1959

CIRCULATION MORE THAN 6,500,000 WEEKLY

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GAIETY UNCONFINED marked Freed's final week even after word of his dismissal was announced.

Outside, detectives waited in studio office with poets from district attorney, investigating payola.

PAYOLA AXES 'KING' FREED

Alan parts with his fans

The loud, insistent beat of *Shimmy Shimmy Ko Ko Bop* was broken by racking sobs last week in a New York television studio as a 37-year-old disk jockey said goodbye to his adolescent disciples. Alan Freed, self-styled "king of rock 'n' roll," a solid radio and television hit, had been dumped by his stations amid the deepening "payola" scandals—first by WABC radio, next by his New York TV outlet, WNEW.

Freed denied taking any payola, but admitted getting checks for "services rendered" as a consultant to record companies. He also admitted receiving non-cash gifts. "This," he said, "is the backbone of American business."

At his last show when song pluggers (*below*) gave him a scroll of appreciation, he shrugged: "Payola, payola, that's all we've been hearing. These are the nicest guys in the business."

When it finally came time for the fired disk jockey to leave, his worshippers were awash in bitter tears. Wailed one (*opposite page*): "Now they're trying to take our father away."



TOUCHING APPRECIATION for Freed's "sincere warmth, kindness and devotion as a distinguished leader in the field of music" is expressed in scroll by a

group of song pluggers, led by Danny Winchell (*center*). Among them they represented the most important record distributing companies in New York City.



BIG BREAKUP after Freed's final show saw teen-agers weeping uncontrollably as they Alan (*far right*) moved among them. One of the boys sobbed to newsmen:



"I hope you're satisfied now—you and your damn headlines." Freed did his best to soothe the fans: "Nothing's going to happen. I'm not going anywhere."

