



## GERALD LUBIN

September 21, 1940 - February 4, 2021

FAMILY GRAVESIDE SERVICE: WEDNESDAY 2/10/2021 11:30 AM, at BETH AHM CEMETERY

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TO WATCH A RECORDING OF THE FUNERAL SERVICE, PLEASE GO TO THE PHOTO AND VIDEO PORTION OF THIS WEBPAGE AND CLICK ON THE VIDEOS.

AGE 80, of La Quinta CA formally of Michigan, died February 4, 2021.

Beloved husband of 45 years to the late Rosalie.

Dear father of Adam (Lauren) Lubin and Ethan (Erika) Lubin.

Cherished grandfather of Zachary, Sebastian, Colin and Ellie.

Dear brother of Vincent Lubin and Beverley (Mark Beltzman) Lubin.

REPRINTED FROM DETROIT FREEPRESS ARTICLE BY Brian McCollum

Jerry Lubin, Detroit pioneer of underground radio, dead at 80 after COVID-19 battle

In a rock-radio era when the great disc jockeys could become iconic local tastemakers, Jerry Lubin was a bona fide star.

Lubin, a pioneer of underground radio best known for his years at Detroit's freeform WABX-FM, died Thursday morning in Los Angeles. He was 80.

Lubin had been hospitalized since Jan. 25 with COVID-19, his son Ethan Lubin told the Free Press, although a cause of death has not yet been officially declared.

The Detroit native and Mumford High School graduate made his name as one of the progr

essive station's "Air Aces" from 1968 through the early '70s, part of a local radio career that included stints at WRIF-FM, WWWW-FM and again at WABX, before wrapping up at WLLZ-FM in the 1980s.

As part of the early 'ABX crew, Lubin was a preeminent on-air voice during a fertile, explosive chapter in Detroit rock, as music, politics and activism swirled in a hip, heady brew.

"There was something gained other than a paycheck," he told the Free Press in 2003, reflecting on that first WABX tenure. "A degree of passion was involved. (It was) being able to express oneself politically, socially, culturally, whatever on the radio either by saying things or by playing things."

Lubin and his colleagues struck an antiestablishment tone, taking the word-on-the-street to the airwaves while forging a sense of community on the Detroit scene.

"The music, the politics, the dope: None of it is connected without the radio," Lubin said of those days. "You don't have the antiwar movement and otherwise without the radio. You don't have the exposure of the music."

Like his fellow "Air Aces" at WABX — Dave Dixon, Dan Carlisle, Larry Miller and others — Lubin had plenty of freedom, making his own playlist choices and operating with just one programming rule: Listen to the guy right before you, so you're not transitioning shifts with the same songs.

While rock was the station's core — Lubin recalled the excitement of a new Led Zeppelin or MC5 record in the day's mail — he delighted in straying far outside assumed lines. The WABX library had 8,000 records, he said, "and all of them got played on the air."

"I just wanted to play this stuff and not give it a name. Don't niche it. If you give it a niche, it's usually 'I don't like country music, I don't like opera, I don't like jazz, I don't like folk,'" Lubin remembered. "I didn't like pigeonholing. I thought it would be nice to play other music that seemed to fit. At 'ABX, if you could somehow play Black Sabbath and then Frank Sinatra and it made sense to you, then maybe it would make sense to a couple other people."

Energized by hometown bands such as the MC5, Stooges, the Rationals, SRC and the Frost, Lubin pumped up Detroit music on the air. He was a man about town and a regular at the Grande Ballroom, which he'd later describe as a "hippie punk teenage heaven." His scene connections went beyond radio, including work as a road manager for Mitch Ryder and, later, as manager for the band Savage Grace.

Lubin left WABX by 1972 and took up with the station that would become WRIF. But he soon became disenchanted by that outlet's evolving direction — too restrictive for his taste — and watched dismayed as the library was abruptly winnowed down to a selection of commercially acceptable records. The musical massacre, he said, was "guillotine-like in its precision."

After a short time in San Diego, Lubin returned to Detroit in 1974 for a gig at the rock station known as W4. He returned to WABX from 1977 to 1979 and worked at WLLZ in the 1980s.

His time in broadcasting ended as he took a job with the U.S. Postal Service.

“He loved radio, but things were changing. Having a family with young kids, he wanted stability,” Ethan Lubin said. “But radio was his true passion and calling.”

Jerry Lubin moved from Oak Park in 2014 to settle in southern California, where his sons and grandchildren lived.

Willy Wilson, a Detroit music buff who has worked at WDET-FM, WEMU-FM and CJAM-FM, said Lubin was crucial to shaping his musical tastes growing up. The radio elder eventually became an important source of guidance for Wilson as he forged his own broadcasting career.

Long after his time in radio, Lubin remained a fixture in Detroit music, popping up around town to catch shows and working with local bands.

“He dug the music and supported it as much as possible. He really was what you’d thought he’d be from hearing him on the radio,” said Wilson. “For my mentality, if I was going to be an on-air host, how would I pattern myself? Being able to pick the brains of someone who played cool music, someone who was out and about on the scene, was very important. That’s what I took away from him when I was on the air: Get involved with the community, meet the musicians, see what’s going on musically.”

Lubin is survived by two sons, Ethan Lubin and Adam Lubin; daughters-in-law, Erika Lubin and Lauren Lubin, and four grandchildren, Colin, Ellie, Zachary and Sebastian.

**OFFICIATING:**

Rabbi D. Polter

**INTERMENT:**

Beth Ahm Cemetery

**CONTRIBUTIONS:**

If you would like to further honor the memory of

Gerald Lubin

you may do so by making a contribution to:

Jewish War Veterans

248.855.5085

PO Box 725066,

Berkley, MI 48072-9998

# Cemetery

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## Beth Moses/Beth AHM

20711 Masonic Blvd

Roseville, MI,

# Events

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**FEB**   **Service**                      11:30AM

**10**

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Beth Moses/Beth AHM

20711 Masonic Blvd, Roseville, MI, US

# Comments

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“ A kind, wonderful, loving, friend. May his memory be a blessing.

**Noel Shearer** - February 10 at 06:13 PM

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“ 1 file added to the album Funeral Service



**Hebrew Memorial** - February 10 at 01:51 PM



“ Rest in peace dear friend

**Noel Shearer** - February 10 at 05:56 PM

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“ 1 file added to the album Funeral Service



**Hebrew Memorial** - February 10 at 01:49 PM

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“ Adam, Ethan and families, I was fortunate to meet your father (OBM) several years after religiously listening to him on the radio. We met through our shared love of ISRAEL and the Jewish people when we were both in the JDL (such as it was in Detroit). He was already working for the Post Office. You may even remember sharing a Shabbat dinner with us one Friday evening at our home in Oak Park. Condolences from our eternal capitol, Jerusalem.

המקום ינחם אתכם בתוך שאר אבלי ציון וירושלים

May G-d comfort you amongst the other mourners for Zion and Jerusalem

Jeffrey Schreiber

Jeffrey Schreiber - February 10 at 10:52 AM

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“ A wonderful and loving brother-in-law who will be sorely missed!!!!

Marilyn & Phil Dano - February 10 at 10:41 AM

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“ I remember sitting across from Jerry in the late 60's at WABX studio, high atop the David Scott, and having wonderful conversations about so much more than the music he was playing. As I took on a different role in the industry I would see Jerry less frequently but we always spent time together at events and hoping to cross paths sooner and more often. Decades later I bumped into Jerry and we made plans for dinner so he could meet my bride, I didn't marry until 2002. Looking forward tot hat evening was so much fun because we both knew our worlds had come together again as he and Rosalie met my Rose. Subsequently we saw each other in the community because of our shared interest in supporting Israel. He was one of the greats. He will certainly be missed by me. May his memory be a blessing.

David - February 10 at 01:09 AM

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“ 1 file added to the album Memories Album



John O'Leary - February 08 at 07:13 PM



“ I worked with Jerry in radio here in Detroit in the 1970's and 80's but more importantly we were lifelong friends! We argued on occasion as most friends do and if he didn't like something he would always say "John you're bringin' me down" and that is a fond memory! Jerry spoke his mind which may account for his success as an Air Personality on radio. He was a MENTOR to me and in many tangible and intangible ways he made me (and others) a much better radio personality and a better human being. May his memory be a blessing

John O'Leary  
Detroit, MI.

**John O'Leary** - February 08 at 07:07 PM

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“ The Lubin's lived next door to us on Ardmore. I have such vivid memories of the whole family. I am so sad to hear this. Much sympathy to everyone. Carol Mikon Kaczander

carol kaczander - February 04 at 07:25 PM



“ So sorry to hear about Jerry. I also lived on the other side of the Lubins. Jill, Alan and Jules Goldman

Jules Goldman - February 05 at 06:56 PM



“ Dear Lubin Family, especially Adam and Ethan,  
My heartfelt condolences on the passing of your father, Jerry. While I have never had the pleasure of meeting you, I was privileged to meet both your mom and dad, formally, when we attended the memorial service for your dad's former colleague and friend, Dave Dixon, back in 1999.

That being said, I have your father to thank for my own, family, as he hired my future husband, Rick Waldecker, who was working in Grand Rapids and he brought him to W4. Visiting the station in 1977 (your father may have moved on by then), my keys were accidentally locked in my car and Rick Waldecker, came to my rescue. Embarrassed by the circumstances, I quickly thanked Rick and high-tailed it out of there.

Two years later, while visiting the station once again, I happened to run into Rick, and recalled the last time we met, thanking him again. We made a date for the next week, and the rest, as they say, was history.

Because of your father's act, in the normal course of business, I was blessed to have been married to Rick for 37 years and we had two sons. Sadly, Rick passed in March of 2020, from complications of Covid, also.

As much as your father loved music, he loved his family, even more!!! In a time, where the Rock n' Roll culture didn't promote family and commitment, at least, not on the air, I remember your father playing, "Love is Rose", by Linda Ronstadt and dedicating it to your mom, for her birthday or wedding anniversary, I can't recall, specifically.

Your father was responsible for creating at least TWO loving families and on behalf of my sons and I, WE are eternally grateful!!!

Wishing you loving memories to forever hold in your heart,

Pam Waldecker  
Saint Clair Shores, MI

Pam O'Connor-Waldecker - February 08 at 12:41 PM