

ACROSS THE DIAL

Whiteman Off, Freed On Again

*Gives Alan Full Schedule;
Tex, Jinx Replace Duffy's*

"THE KING" has been replaced by "The Knucklehead."

Just a year ago Alan Freed's Request matinee was canceled on WAKR in favor of the network Paul Whiteman disc jockey show.

The howl from Freed's teen-age following almost shook the First National tower.

The youngsters wanted their records introduced in the "hep" Freed manner. They didn't want them sandwiched between long reminiscences about the early days of the band business—days they were too young to know anything about.

Their elders may have enjoyed the nostalgic flavor injected into his program by the slightly windy King of Jazz.

But they were outvoted by the youngsters, and by the Whiteman sponsors.

Despite the conscientious job he did of plugging their products—he covered each one thoroughly, in turn, until there almost wasn't time to play records—Whiteman's four sponsors dropped the show at the end of last week.