

# ABS Chain to Get Under Way Before Oct. 15 in 14 Cities

## Hourly Night Rate Between \$2,500 and \$2,700; Adequate Financing of Venture Assured

AMERICAN Broadcasting System will be formally launched as a "full-fledged" network covering 14 markets as far west as St. Louis between Oct. 1 and 15, with the definite date depending upon completion of line arrangement with A. T. & T., according to a verbal announcement to BROADCASTING Sept. 26 by George B. Storer, prominent Detroit industrialist and broadcasting executive who heads the new enterprise.

Although reticent about discussing the network arrangements lest his remarks be regarded as premature, Mr. Storer declared that definite arrangements have been made with nearly a score of stations in these 14 markets, and that adequate finances have been assured through the board of directors of ABS. A rate structure also has been completed, embracing a sliding scale because of the use of alternate stations in several markets.

The basic night hourly rate has been established at \$2,500 to \$2,700—appreciably below the rates for the same markets otherwise available, according to Mr. Storer. The day rates are one half of the night quotations. The half hour night rate will be \$1,570 to \$1,700. The quarter hour night rate will vary between \$980 and \$1,020. The quarter-hour day rate will be \$495 for the entire roster of stations.

### Lineup of Stations

STATIONS aligned for the network, including alternates on a time-sharing basis in several markets, are as follows:

WMCA, New York (key); WIP, Philadelphia; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WHDH and WAAB, Boston (alternates); WIND and WJJD, Chicago (alternates); WFBE, Cincinnati; WIL, St. Louis; WJBK and WXYZ, Detroit (in negotiation); WHBL, Rock Island, Ill.-Davenport, Ia.; WWVA, Wheeling, W. Va., and KQV, Pittsburgh (alternates); WKBW and WEBR, Buffalo (alternates). Cleveland also definitely will be in the alignment. The outlet there was described as "in negotiation" but available once the network begins operation.

The network will be in operation 16 hours daily from 9 a. m. to 1 p. m., Eastern Standard Time. A number of commercial accounts, it is understood, have been aligned, but will not be divulged until the network is prepared to announce its formal opening. The degree to which sustaining programs will be available for local sponsorship of affiliated stations remains to be determined as a policy matter. The compensation arrangements with individual stations, while not disclosed, were declared to be mutually satisfactory to the network and stations.

Conferences are currently being held by Mr. Storer, declared with no

the last few months on the New York to Washington five-station circuit. It is the plan to use Class "A" circuits of the A. T. & T.

Financial backing of the venture, Mr. Storer asserted, has been arranged by the ABS board, with ample funds available to carry the project indefinitely. The board includes such prominent figures in New York's financial and social life as John Hay Whitney, Walter S. Mack, Jr., James K. Norris, Robert H. Thayer and Paul H. Nitze. Other members of the board are Mr. Storer and J. H. Ryan, of Toledo, general manager of WSPD and of the other Storer stations—WWVA, Wheeling, and CKLW, Detroit-Windsor.

## Official Registration

FOLLOWING is the official registration of those attending the NAB convention at Cincinnati:

Samuel E. Adair, Jenkins & Adair, Inc., Chicago.

Stuart E. Adcock, WROL, Knoxville, Tenn.

Ben Adler, RCA Victor Co., Atlanta.

John Aitkenhead, WADC, Akron, O.

Herbert V. Akerberg, WABC, New York.

Roy L. Albertson, WEBR, Buffalo, N. Y.

E. A. Alburty, WHBQ, Memphis, Tenn.

Lee H. Armer, KTAT, Fort Worth, Tex.

Campbell Arnoux, WTAR, Norfolk, Va.

H. Leslie Atlass, WBBM, Chicago.

Ralph L. Atlass, WJJD, Chicago.

L. G. Anderson, *Billboard*, Cincinnati.

Lewis H. Avery, WGR-WKBW, Buffalo, N. Y.

Hibbard Ayer, WESG, Elmira, N. Y.

Ernest F. Bader, WAAW, Omaha.

I. R. Baker, RCA Victor Co., Camden, N. J.

James W. Baldwin, Code Authority, Washington.

Maurice F. Barr, WSMB, New Orleans, La.

James W. Barrett, Press-Radio Bureau, New York.

Hope Barroll, WFBR, Baltimore, Md.

Howard C. Barth, WSYR, Syracuse, N. Y.

W. W. Behrman, WBOW, Terre Haute, Ind.

Armand Belle Isle, WSYR, Syracuse, N. Y.

Henry A. Bellows, NAB, Washington.

John Benson, AAAA, New York.

L. A. Benson, WIL, St. Louis.

K. H. Berkeley, WRC-WMAL, Washington.

Bert Bidwell, WHB, Kansas City.

Edgar L. Bill, WMBD, Peoria, Ill.

Reginald W. Billin, WAVE, Louisville, Ky.

Ford Billings, KSTP, St. Paul.

R. S. Bishop, KFJZ, Fort Worth, Tex.

Elizabeth Black, Ruthraff & Ryan, Inc., New York.

W. Lindsay Black, Western Electric Co., New York.

Roy E. Blossom, WFBM, Indianapolis.

Fred C. Bock, WADC, Akron, O.

Ben Bodec, *Variety*, New York.

Norman Boggs, WAAF, Chicago.

Scott H. Bowen, WIBX, Utica, N. Y.

Harold A. Boyle, WHB, Kansas City.

William M. Brandom, WOC-WHO, Davenport, Ia.

# New Network, Keyed From WMCA, Starts Oct. 14 On Full Schedule; Provides for Local Sponsors



Mr. Storer

**BEGINNING** daily operation with 18 basic stations and three alternates. American Broadcasting System was inaugurated Oct. 14 as a network entity, with outlets extending from New York along the eastern

seaboard and west to St. Louis.

Characterized as the "third major network," the chain began continuous operation for 16 hours daily, from 9 a. m. to 1 a. m., EST, and represented fulfillment of the carefully laid plans of George B. Storer, youthful industrialist and broadcaster, who founded the network on a limited basis about four months ago. During that time experimental operation of ABS as a regional network along the Atlantic coast was conducted.

Aligned in the network, according to an announcement from ABS headquarters, are WMCA, New York, key station; WOL, Washington; WCBM, Baltimore; WDEL, Wilmington; WIP, Philadelphia; WTNJ, Trenton; WPRO, Providence; WHDH, Boston, with affiliations with WAAB, of the Yankee Network, in the same city; WEBR, Buffalo; WWVA and KQV, Wheeling and Pittsburgh, respectively (alternates); WJBK, Detroit; WFBE, Cincinnati; WJJD, Chicago and WIND, Gary, Ind., (alternates); WHBF, Rock Island-Davenport, and WIL, St. Louis.

## Arranging Other Outlets

IT WAS announced also that negotiations were in progress for alignment of WJAY as the Cleveland outlet, and that WKBW may be the outlet for certain programs in the Buffalo area in addition to WEBR. In the Pittsburgh area, WWVA, which, it is stated, serves Pittsburgh with good signal strength, is alternating with KQV. Also in the network will be the new station of the *Waterbury Republican-American*, now under construction, and bearing the experimental call W1XBS. This station is assigned to 1530 kc., one of the three new "high-fidelity" channels.

The network began operation with no regular commercials, although a number of accounts were declared to be in final stages of negotiation. Sustaining programs, keyed from WMCA, under the tentative plan, will be available for local sponsorship at adequate station breaks.

The dedication ceremonies occupied the entire evening hours of Oct. 14. Numerous national figures saluted ABS from Washington, including executive personnel of the FCC, and stars of the radio, stage and screen were heard from New York.

The new system, it was announced, will concentrate in sports broadcasting and special events, in addition to sending "the best in

the music of the classics and the moderns, the finest and most popular dance orchestras, expertly enacted drama, news, comedy and excellent informative broadcasts." Special features of a spectacular nature, it was declared, will predominate the program structure.

## Won't Duplicate Others

THE PLANS also, it was stated, are not to duplicate the programs of the other networks. "The crowded schedules of the other systems, and their development of talent," the formal announcement stated, "make it impossible for them to present all the numerous features which are consistently clamoring for expression."

In addition to Mr. Storer, officials of the network include Fred Weber, vice president in charge of operations and station relations; Burt McMurtrie, program director; Karl Knipe, director of sales; Paul Greene, production manager, and J. Fred Coll, publicity director.

## Rates Schedule Undetermined

AT THE TIME of going to press, exact rates for advertisers on the network had not been determined. Information supplied to BROADCASTING indicated, however, that the evening rate for one hour will be approximately \$2,600, and that the rates for half and quarter-hours will be in the same ratio to the hourly rate as they are on NBC and CBS.

The broadcasting day will be divided into two main periods, with a "twilight" zone between 6:30 and 7 p. m., EST, when an intermediate rate will be charged.

Day rates will apply from 11 p. m. to 6:30 p. m., followed by the intermediate rate, and the full night rate from 7 to 11 p. m. The day rate will be half the night rate.

## NBC Glorifies Industry In New Housing Series

A NEW series of programs, tying-in with the National Housing Act and glorifying basic industries, had its premiere over the NBC-WJZ network, Oct. 11 at 8 p. m., EST. The "salutes" to the various industries will each be a half hour in length and are entitled "Dramatization of Basic Industries." The first broadcast dealt with the steel industry. In several weeks the lumber industry will be publicized. While presentations will not be made weekly, the same time and network will carry future programs.

In addition to the "Dramatization of Basic Industries" series, the NBC is also running a weekly program, "The Ailing House," conducted by Roger B. Whitman, author of the *New York Sun's* daily column, "First Aid for the Ailing House." Mr. Whitman is heard at 4:30 p. m., EST, over the NBC-WJZ network, Sundays.



# I N A U G U R A T I O N

On October 14, 1934, "This is the American Broadcasting System" was heard in sixteen major markets from St. Louis to the Atlantic Seaboard. ☆ A third network, long and carefully planned, became a reality. ☆ A third network dedicated to serve the American public with entertainment that will satisfy the ear without offending the intellect and above all to keep faith with those to whom good taste is essential. Listen to "American" programs over:

**WMCA**.....New York  
**WHDH**.....Boston  
**WIP**.....Philadelphia  
**WPRO**.....Providence  
**WCBM**.....Baltimore  
**WOL**.....Washington  
**KQV**.....Pittsburgh

**WWVA**.....Pittsburgh—Wheeling  
**WEBR**.....Buffalo  
**WJBK**.....Detroit  
**WFBE**.....Cincinnati  
**WJJD—WIND**.....Chicago  
**WHBF**.....Rock Island—Davenport  
**WIL**.....St. Louis

**WWAT**.....Waterbury

**WTNJ**.....Trenton

**WDEL**.....Wilmington

Each of these stations has profitably and successfully served its community for many years. Each has a loyal and substantial following. ☆ We invite your consideration and investigation of radio's youngest broadcasting network.



## THE AMERICAN BROADCASTING SYSTEM