

A. B. C. CRASHES AS COMPETITION BECOMES TOO KEEN

Dissolution of Broadcasting Chain Is Announced by President

BY ROBERT MACK

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Washington —Unable to stand the gaff of vigorous competition and expense, the progress of the American company to give the radio audience a third national chain program crashes with a dull thud.

Dissolution of the existing A. B. C. network, extending only as far west as Chicago, is announced by Adolph Linden, of Seattle, its president after futile efforts to sell out to eastern entertainment enterprises. On Thursday the basic Linden network on the Pacific coast was silent.

The Columbia Broadcasting system, which has been using the Linden group of five stations on the west coast, has taken over the land line linking these stations. This line, the only one available for broadcast hook-ups west of Omaha, has been leased to the A. B. C. but with the failure of that company, Columbia is assuming the lease.

To give sustained service to the western listeners, Columbia also announces a change in its plans for serving that portion of the country. Previously it had announced that it would switch from the Linden chain on the coast to give other stations service on January 1, since the A. B. C. had proposed to inaugurate a national system this fall.

Now Columbia announces that Sunday it linked stations KHJ Los Angeles; KFRC San Francisco; KLZ Denver and KDYL Salt Lake City as regular member station. On Sept 1 it will begin regular service to stations KFFY Spokane; KOIN, Portland, and KVI Tacoma.

Mr. Linden stated that the financial burden of carrying even a limited network was too heavy for his company, without sponsored programs, paid for by national advertisers. The network, with about a dozen stations, has been serving sixteen hours a day. Of these stations, Mr. Linden owns four, and is managing director of a fifth. These five stations constituted the Pacific coast outlet for Columbia. Whether they are financially aligned with the A. B. C. and are closed with the dissolution of the chain is not known.

In any event, federal radio commissioner Harold A. Lafount representing the Pacific zone has received long distance calls from interests in both Spokane and Seattle seeking the assignments of the Linden stations in those cities. They reported that the two stations were silent last night.