

BIG LEAGUERS

WVBR Cornell U. Carries

World Series

THE Cornell U. campus station, WVBR, carried the World Series broadcasts but only after wooing and winning over college officials, executives of MBS, the Maxon and J. Walter Thompson agencies, and WKOP Binghamton.

After explaining to the agencies that WVBR can be heard only on the Cornell campus and not in the neighboring town of Ithaca, the station got the nod to pick up the game only 50 minutes before game time on Tuesday. The first game was picked up from WKOP, the nearest station, and rebroadcast over the campus station, but the reception was not very good. On the second day and thereafter WVBR installed lines and took a feed from WKOP. To cover the extra expenses the resourceful collegians sold five min-



PRIOR to the opening of the Lubbock School of the Air's ninth year of broadcasting on KFYO Lubbock, Tex., DeWitt Landis (r), KFYO manager, confers with Mrs. J. L. Teal, radio chairman for the schools. KFYO has been broadcasting to its own area classrooms since 1938. For the past seven years the schools, in cooperation with the station, have been putting on educational series.

ute commercials before and after the games to two campus retail stores.

Luckman on WTOP

CHARLES LUCKMAN, head of the Citizens Food Committee, was heard on WTOP Washington's *D. C. Dateline* at 9:15 a.m. yesterday boosting the Girl Scouts' "Clean Plate Club." Mrs. Paul Porter, publicity chief of the Washington Girl Scouts was also on the program, which is moderated by Hazel Kenyon Markel, WTOP director of community service and education. Records of Mr. Luckman's talk were made by WTOP to be used at the Girl Scouts national convention this week in Los Angeles. It is understood that the Citizens Food Committee will distribute the recorded talk to all stations in the country.

MACKAY RADIO & TELEGRAPH Co., an operating subsidiary of American Cable & Radio Corp., has announced the opening of a high-speed, direct radiotelegraph circuit between U. S. and Lisbon, Portugal. Lisbon terminal will be operated by Companhia Portuguesa Radio Marconi. New circuit will handle all kinds of traffic—government, press, and commercial.

WGST Is to Remain With CBS for Year

Suit Against WAGA and Network Dismissed in Georgia

THE MUCH-DISPUTED WGST Atlanta suit to restrain CBS and WAGA Atlanta from negotiating an affiliation agreement was dismissed last Tuesday, with WGST remaining a CBS affiliate until Sept. 25, 1948 [BROADCASTING, June 23, June 30]. At that time CBS will be free to select any Atlanta station as its affiliate.

The order, signed by Judge Marvin E. Underwood of the U. S. District Court for the Northern District of Georgia, was based upon an agreement of the parties.

The suit was particularly outstanding because of the attorneys—both former FCC chairmen—representing both parties: Paul Porter for the Regents of the University System of the State of Georgia, owners of WGST; James Lawrence Fly for WAGA. WAGA is owned by Liberty Broadcasting Co., of which George B. Storer is president.

Both WAGA and WGST agreed that both would have the right to compete freely for the Columbia affiliation after Sept. 25, 1948.

The central issue of the suit was whether CBS and the George Storer stations violated antitrust laws and FCC rules by allegedly "conspiring" to shift WGST's CBS affiliation to WAGA. WGST has been a CBS affiliate for 17 years.

WGST claimed "illegal agreement" occurred when CBS was said to have approached Mr. Storer a year ago to obtain affiliation of WWVA Wheeling, W. Va. According to WGST, the Storer group agreed to the CBS affiliation if WGBS Miami and WAGA also were given such a contract. On June 15, WGBS and WWVA joined CBS.

Clothier and Shoe Firm Increase Radio Budgets

BARNEY'S CLOTHES, New York, and National Shoe Stores, have revealed through their agency, Emil Mogul Co., New York, that both companies had substantially increased their radio budgets. Both firms have started a schedule of 14 programs and 35 spot announcements a week on WINS New York.

Barney's Clothes also is sponsoring a total of 14 quarter-hour programs, 30 ten-minute programs and 213 spot announcements a week on the following New York stations: WNEW WMCA WLIB WINS WOV WHOM WBNX.

National Shoe Stores is using, aside from WINS, a total of 29 quarter-hour programs and 193 spot announcements a week, on WNEW WOV WHOM.

WABF (FM) New York has shifted from its temporary frequency of 98.5 mc on Channel 253 and has started broadcasting on its permanent spot of 99.5 mc on Channel 258. In addition, broadcast time has been lengthened from 5-12 p.m. to 3-12 p.m., according to an announcement by Ira A. Hirschmann, president of the station.

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