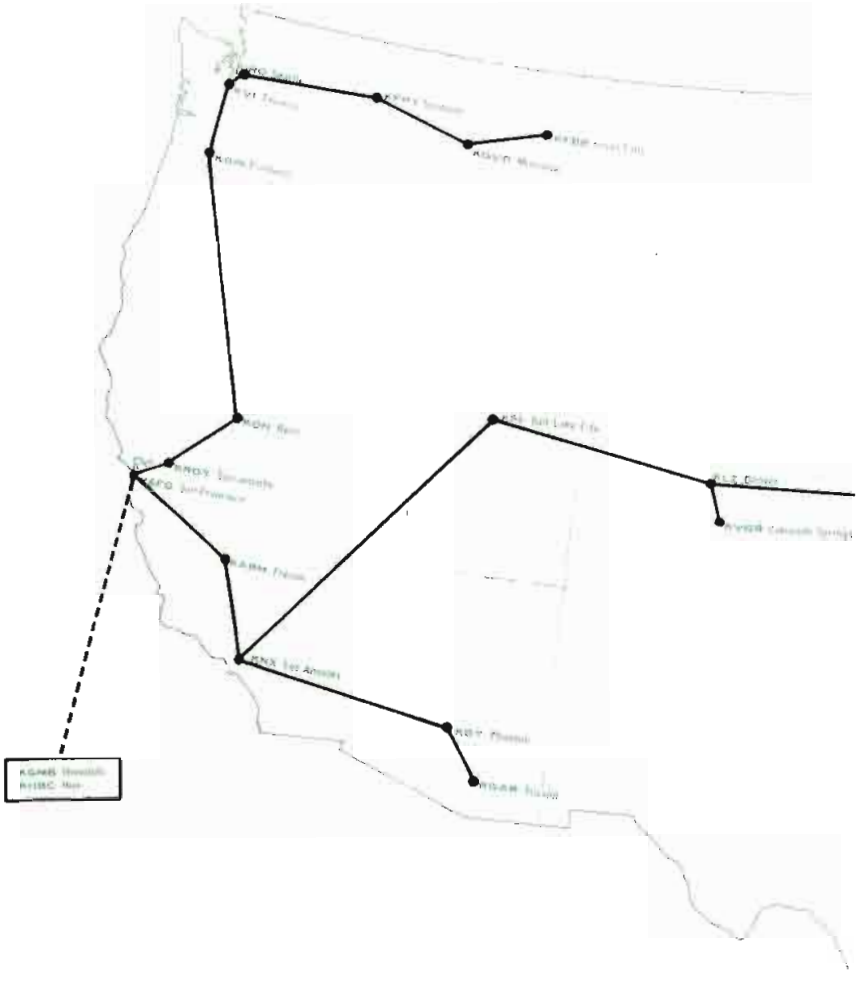


COLUMBIA BROADCASTING SYSTEM



The World's Largest Radio Network
115 stations in 114 cities

CASTING SYSTEM

In addition to CKAC, Montreal and CFRE, Toronto, 31 stations of the Canadian Broadcasting Corporation may also be available to Columbia-Network advertisers.



COLUMBIA BROADCASTING SYSTEM

BOARD OF DIRECTORS

William S. Paley	Prescott S. Bush
Leon Levy	Herbert Bayard Swope
Jerome H. Louchheim	Isaac D. Levy
Samuel Paley	J. A. W. Iglehart
Jacob Paley	Dorsay Richardson
Ralph F. Colin	Mefford R. Runyon
Edward Klauber	Paul W. Kesten

OFFICERS

William S. Paley	President
Edward Klauber	Executive Vice-President
Paul W. Kesten	Vice-President (Television and Public Relations)
M. R. Runyon	Vice-President and Director
Lawrence W. Lowman	Vice-President in Charge of Operations
H. K. Boice	Vice-President in Charge of Sales
H. V. Akerberg	Vice-President in Charge of Station Relations
Sam Pickard	Vice-President
W. B. Lewis	Vice-President in Charge of Programs
Frank K. White	Treasurer
F. A. Willis	Assistant to the President
Samuel R. Dean	Assistant Treasurer
James M. Seward	Assistant Treasurer
Jos. H. Ream	General Attorney
William C. Gittinger	Sales Manager

William H. Ensign	Assistant Sales Manager	Julius Mattfeld	Music Librarian
B. J. Prockter	Manager of Sales Service	Sterling Fisher	Director of Radio Talks
Victor M. Ratner	Director of Sales Promotion Department	Leonard H. Hole	Director of Program Service
J. J. Karol	Director of Research	Harriet Hess	Manager of Typing Division
Frank N. Stanton	Manager of Research Division	Agnes Law	Manager of Program Reference File
J. K. Churchill	Chief Statistician	H. I. Rosenthal	Manager Columbia Artists, Inc.
John S. Carlile	Production Manager	Walter R. Pierson	Manager of Sound Effects Division
J. G. Gude	Station Relations Manager	Gilson B. Gray	Commercial Editor
Hugh A. Cowham	Commercial Engineer	Jos. H. Burgess, Jr.	Personnel Manager
Edwin King Cohan	Director of General Engineering	Albert H. Bryant	Manager of Mail and Files
A. B. Chamberlain	Chief Engineer	John E. Forsander	Purchasing Agent
Peter G. Goldmark	Television Director	C. C. Boydston	Chief Accountant
Luther Reid	Acting Director of Publicity	Arthur S. Padgett	Chief Auditor
Jos. McElliott	Manager of Photographic Division	J. Kelly Smith	Manager of Radio Sales
Douglas Coulter	Assistant Director of Broadcasts	A. E. Joscelyn	Eastern Sales Manager Radio Sales
Gerald Maufsby	Assistant Director of Program Operations	I. S. Becker	Business Manager of Columbia Artists, Inc.
Max Wylie	Director of Script Division	G. Stanley McAllister	Manager of Construction and Building Operations
Paul W. White	Director of Public Events & Special Features	Henry Grossman	Eastern Division Operations Engineer
Davidson Taylor	Director of Music Division		
Jan Schimek	Director of Copyright Division		

Chicago

H. Leslie Atlass,
Vice-President in Charge of Western
Territory
J. L. Van Volkenburg...Assistant to Mr. Atlass
J. J. King...Assistant to Mr. Atlass
L. F. Erikson...Western Sales Manager
Harry Mason Smith...Chicago Sales Manager
Paul S. Wilson...Chicago Radio Sales Manager
Robert N. Brown...Program Director
J. Oren Weaver...News Editor
Frank B. Falknor...Chief Engineer
Frank Rand...Publicity Director
Wayde Grinstead...Sales Promotion Manager
Robert Haffer...Production Manager
J. V. McLoughlin...Assistant Treasurer
Urban Johnson...Sound Effects Manager

Washington

Harry C. Butcher,
Vice-President in Charge of CBS Wash. Office
Paul A. Porter...Attorney
A. D. Willard, Jr.,
Sales Manager and Station Manager WJSV
Frederick A. Long...Program Director
Clyde Hunt...Chief Engineer
Ann Gillis...Publicity Director
Harry R. Crow...Assistant Treasurer

Cincinnati

John McCormick...Manager of Station WKRC
Wm. J. Williamson,
Sales Manager of Station WKRC
Ruth Reeves Lyons...Program Director
Frank Dieringer...Chief Engineer
Margaret Maloney...Publicity Director

Charlotte

William A. Schudt, Jr., Manager of Station WBT
Royal E. Penny...Sales Manager of Station WBT
Chas. H. Crutchfield...Program Director
James Beloungy...Chief Engineer
Sam Justice...Publicity Director
Robert W. Carpenter...Accountant

Minneapolis

Earl H. Gammons...Manager of Station WCCO
K. W. Husted,
Sales Manager and Assistant Station Manager
Carl Burkland...Assistant Sales Manager
Hayle C. Cavanor...Program Director
Alvin B. Sheehan...Manager of Artists Bureau
H. S. McCartney...Chief Engineer
Max K. Schiffman...Production Manager
Ruth M. Brinley...Accountant
K. C. Titus...Office Manager

St. Louis

Merle S. Jones...Manager of Station KMOX
K. W. Church...Sales Manager
C. G. Renier...Program Director
G. L. Tevis...Chief Engineer
Jerry Hoekstra...Publicity Director
James S. Johnson...Sales Promotion Director
R. S. Gillingham...Accountant

Hollywood

D. W. Thornburgh,
Vice-President in Charge of CBS Pacific Office
and Manager of KNX
John M. Dolph...Assistant to Vice-President
Harry W. Witt...Sales Manager, Los Angeles
Henry M. Jackson...Sales Manager, San Francisco
Charles Vanda...Program Director
Russ Johnston...Continuity Chief
Fox Chase...Director of Special Events
Foster Goss...News Editor
Lester Bowman,
Western Division Operations Engineer
Edwin H. Buckalew,
Director of Sales Promotion, Los Angeles
Edith S. Todesca...Production Manager
Alan Cormack...Traffic Manager
Alfred Span...Sound Effects Manager
C. A. Carlson...Accountant

Boston

Harold E. Fellows...Manager of Station WEEI
Lewis S. Whitcomb,
Publicity Director and Assistant Station Mgr.
H. Roy Marks...Sales Manager
Arthur F. Edes...Program Director
Philip K. Baldwin...Chief Engineer
George R. Dunham, Jr.,
Director of Sales Promotion
Lloyd G. del Castillo,
Chief of Production and Musical Director
John J. Murray...Accountant

Detroit

Webster H. Taylor...Sales Manager
Herbert A. Carlborg...Radio Sales Manager

London

E. R. Murrow...European Director

Vienna

William L. Shirer,
Central European Representative

PROGRAM POLICIES OF THE COLUMBIA BROADCASTING SYSTEM

A Statement to the Public, to Advertisers And to Advertising Agencies

As radio broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish

and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot

always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are gen-

erally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announce-

ments to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P.M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P.M.:

Full-hour programs:

All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:

All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:

All commercial announcements not to total more than
3 minutes

Quarter-hour programs:

All commercial announcements not to total more than
2 minutes 10 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime

programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.

3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No continuity which describes repellently any internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups.
12. No use of broadcasting time except for direct or indirect advertising of goods or services.
13. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the System and/or its affiliated stations, or honest advertising and reputable business in general.

The System may waive any of the foregoing regulations in specific instances if, in its opinion, good broadcasting in the public interest is served.

In any case where questions of policy or interpretation arise, the Agency should submit the same to the System for decision before making any commitments in connection therewith.



Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
WKRC	Cincinnati	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEI	Boston	Owned by Edison Illuminating Co. Leased and managed by CBS.

CBS also has an FCC application pending to lease KSFO, San Francisco.