

*Jack
Benny
File*

JACK BENNY PROGRAM CONTRACTS
1944 through 1948

1(a) April 10, 1944

Parties - Jack Benny and American Cigarette and Cigar Company, Incorporated, with guarantee by The American Tobacco Company.

Contract coverage - Complete entertainment package including services of Jack Benny.

Term - July 1, 1944 to June 30, 1947, renewable for an additional period of three consecutive years.

Price - \$22,000 per broadcast; \$200,000 per year for advertising and exploitation; and \$50,000 per year for transportation and traveling expenses.

1(b) April 11, 1944

Parties - American Cigarette and Cigar Company and National Broadcasting Company, Inc.

Contract covers network facilities for Jack Benny program.

Term - October 1, 1944 to December 24, 1944, with renewal options for 11 additional consecutive 13-week periods.

2(a) September 25, 1944

Parties - American Cigarette and Cigar Company and The American Tobacco Company.

Contract covers assignment by American Cigarette and Cigar Company to The American Tobacco Company of the Jack Benny agreement dated April 10, 1944.

2(b) September 25, 1944

Parties - American Cigarette and Cigar Company and The American Tobacco Company.

Contract covers assignment by American Cigarette and Cigar Company to The American Tobacco Company of the April 11, 1944 network facilities contract with National Broadcasting Company, Inc.

JACK BENNY PROGRAM CONTRACTS
1944 through 1948

3(a) March 6, 1947

Parties - The American Tobacco Company and Jack Benny.

Contract covers services of Jack Benny as an individual performer.

Term - 156 weeks beginning July 1, 1947 with two options to renew for 104 weeks each.

Price - \$10,000 per week to be paid to Jack Benny.

3(b) March 6, 1947

Parties - The American Tobacco Company and Amusement Enterprises, Inc.

Contract covers entertainment package excluding star of the program.

Term - 364 consecutive weeks beginning July 1, 1947, terminable by sponsor upon termination or expiration of the contract with the star of the program.

Price - \$27,500 per week.

4(a) November 24, 1948

Parties - Jack Benny and The American Tobacco Company.

Contract covers amendment of March 6, 1947 contract with Jack Benny to provide for use of Columbia Broadcasting System.

4(b) November 24, 1948

Parties - Amusement Enterprises, Inc. and The American Tobacco Company with a guarantee by Columbia Broadcasting System, Inc.

Contract covers amendment of March 6, 1947 contract with Amusement Enterprises, Inc. to provide for use of Columbia Broadcasting System.

4(c) November 24, 1948

Parties - Columbia Broadcasting System, Inc. and The American Tobacco Company.

JACK BENNY PROGRAM CONTRACTS
1944 through 1948

4(c) November 24, 1948 (continued)

Contract covers network facilities of Columbia
Broadcasting System for the Jack Benny program.

Term - 91 consecutive weeks beginning January 2,
1949, cancellable by The American Tobacco Company
at the conclusion of any 13 consecutive weeks of
broadcasting.

Price - Gross weekly billing originally specified
for period January 2, 1949 through September
24, 1950 was \$17,814, subject to discounts pro-
vided for in the agreement. A supplemental
agreement attached to the facilities contract
also provided for rebates to The American Tobac-
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maintain its cooperating.

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1944 through 1948

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