

October 27, 1950

Memorandum to

Mr. J. W. Hanlon:

On Mr. Hahn's instructions, I am transmitting herewith the following original documents which have been executed in connection with the arrangements between The American Tobacco Company and Columbia Broadcasting System, Inc., for The Jack Benny Program on television:

1. Agreement between the Company and CBS for the furnishing of the program by CBS
2. Agreement between the Company and CBS for the furnishing of television facilities by CBS for the four telecasts scheduled between October 28, 1950, and March 25, 1951, inclusive
3. Letter agreement between the Company and CBS whereby CBS agrees to pay to the Company \$25,000 for each of the four programs in the 1950-1951 season, to be spent by the Company in advertising and promotion of the programs
4. Letter from CBS to the Company agreeing to make adjustments in the event that one of the Company's competitors hereafter is given a more favorable agreement by CBS
5. Letter from the Company to Jack Benny, whereby:
 - a. The Company acknowledges that Jack Benny has fulfilled his obligation to negotiate first with the Company for a television show;
 - b. The agreement between the Company and Jack Benny dated March 6, 1947, for his appearances on radio, is modified in respect to the point of origination of some of the programs to be broadcast pursuant to that agreement.

6. Letter from Amusement Enterprises, Inc., to the Company, approving the change in origination of the Jack Benny radio programs referred to in 5.b. above
7. Letter agreement between the Company and CBS modifying the agreement between the parties dated March 31, 1950, whereby CBS agreed to furnish to the Company the program package, "This Is Show Business"
8. Memorandum of modification of the agreement dated March 31, 1950, between the Company and CBS, for the television facilities for "This Is Show Business"

As you will note, Items 5 and 6 above relate to the agreements between Jack Benny and the Company and between Amusement Enterprises, Inc., and the Company, both dated March 6, 1947, for The Jack Benny Program on radio.

Items 7 and 8 amend the agreements with CBS for "This Is Show Business." These amendments were necessary because three of the Jack Benny telecasts in the 1950-1951 season will be substituted for "This Is Show Business" programs.

All of these documents are dated October 25, 1950, except 2. and 8., which are dated October 19, and 7., which is dated October 23.

Will you please acknowledge receipt of these documents by signing and returning the attached copy of this memorandum.

Attachments

John A. V. Murphy

Received the abovementioned documents
this 27th day of October, 1950.

