

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Avenue, New York 22, New York - PLaza 1-2345

May 3, 1954

The American Tobacco Company
111 Fifth Avenue
New York, New York

Gentlemen:

We refer to the agreement (herein called the "Agreement") between you and us dated March 31, 1953, relating to our furnishing to you a package for radio programs entitled "The Jack Benny Program," all as more particularly set forth in the Agreement.

It is hereby agreed by and between us that the Agreement be and the same hereby is amended, effective as of the date thereof, as follows:

The first two lines of the paragraph immediately following subparagraph (h) of paragraph 2 are deleted and the following substituted therefor:

"It is agreed that Mary Livingstone shall appear on twenty-one (21) of the programs; that Eddie Anderson shall appear on thirty-six (36) of the programs; that Dennis Day shall appear on thirty (30) of the programs; and that Bob Crosby shall appear on thirty-six (36) of the programs, pro-"

As herein amended, the Agreement is in all respects ratified and affirmed.

Very truly yours,

COLUMBIA BROADCASTING SYSTEM, INC.

Accepted and Agreed:

THE AMERICAN TOBACCO COMPANY

By

V. J. Boon

By

Henry Horvath