

AMERICAN BROADCASTING COMPANY

TELEVISION NETWORK

1333 Avenue of the Americas, New York, New York 10019

LT 1-7777

Date: September 25, 1969

Agency: SSC&B, Inc

Contact: Larry Odum

Address: 575 Lexington Avenue, New York, New York 10022

Client: American Tobacco Company

Product: Pall Mall Filter tip

RECEIVED

SEP 30 1969

PERCY E. SMITH

Film Cleared: VIDEO TAPE APPROVAL

"Presenter/Girl Rev"	AT-M/B-T-64	:60
"Pall Mall Filter Tip"	AT-P/P-T-317	:30

TAPE WILL FOLLOW AS SOON AS I RECEIVE IT FROM THE TAPE LIBRARY.

PLEASE NOTIFY THIS DEPARTMENT OF ANY CHANGES IN THE CODE NUMBER(S).

Final approval is, of course, dependent upon time and placement of the commercial(s).

Film(s) enclosed.

CP:cb
TM

Sincerely,

American Broadcasting Company

Cynthia Fates
Cynthia Fates

Department of
BROADCAST STANDARDS AND PRACTICES