

RADIO TV REPORTS, INC.

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FOR HILL & KNOWLTON, INC.

PROGRAM News of the World

STATION WRC Radio

DATE October 27, 1967 7:30 PM

CITY Washington, DC

AMERICAN CANCER SOCIETY COMMERCIAL

ANNOUNCER: We receive many warnings in our life and sometimes they save our life....

WOMAN: There are life preservers for use of each seat. "

CHILD: Mommie you shouldn't touch those. Say, Dad, did you see the cigarette pack? It says "Caution cigarette smoking maybe hazardous to your health".

ANNOUNCER: This message was brought to you by the American Cancer Society.

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