

GRANT: <sup>7:30.01</sup> IT'S GRAND OLE OPRY TIME! ANOTHER BIG PRINCE ALBERT SHOW! STARRING  
GEORGE MORGAN!

*May 2, 1953*  
**BROADCAST**

APPLAUSE AND CHEERS WITH SONG INTRO...HOLD TILL MORGAN SINGS.

MUSIC: <sup>7:30.12</sup> " *I Can't Go On This Way* " ...MORGAN

APPLAUSE

MORGAN: <sup>7:31.35</sup> WELL THANKS FRIENDS, AND A GREAT BIG HOWDY TO ALL MY GOOD FRIENDS  
AND NEIGHBORS OF PRINCE ALBERT SMOKIN' TOBACCO'S GRAND OLE OPRY!

GRANT: <sup>7:31.43</sup> BIG DOIN'S HERE TONIGHT GEORGE..AND THE WARM WEATHER'S BROUGHT OUT  
ONE OF THE BIGGEST CROWDS OF THE YEAR! ALL HERE TO SAY HOWDY TO  
*Duke of Paducah*  
ROD BRASFIELD! MINNIE PEARL! THE FOGGY RIVER BOYS! STRINGBEAN!  
AND THE ENTIRE P.A. GANG!

MORGAN: <sup>7:31.56</sup> I DIDN'T WANT THE FOLKS TO THINK I COME HERE EMPTY-HANDED, SO I  
BROUGHT ALONG A SPECIAL MAY PRESENT FOR THE FELLERS.. THE PRETTY  
CARTER SISTERS! (APPLAUSE) THE CARTERS ARE ANXIOUS TO PICK AND  
SING, BUT TO BE HONEST WITH Y'ALL, THEY'D KINDA LIKE TO HEAR WHAT  
ALL'S BEEN GOIN' ON DOWN IN GRINDERS SWITCH THE PAST WEEK! SO  
LET'S LISTEN TO PRINCE ALBERT'S FAVORITE PRINCESS..AND OUR BEST  
GAL..COUSIN MINNIE PEARL!

APPLAUSE AND PLAY ON

MINNIE: <sup>7:32.31</sup> HOW-DEE! I'M JES' SO PROUD T'BE HERE!  
WAIT'LL I TELL Y'ALL ABOUT THE YOUNG FELLA IN UNIFORM THAT COME  
UP TO ME ON THE STREET TODAY! HE HAD MEDALS ALL OVER HIS CHEST! THE  
ONE I LIKED BEST WAS THE ONE THAT SAID "EAGLE SCOUT"!

I SAYS TO HIM "WHAT DO YOU WANT?" AND HE SAYS "WELL MAM, I MAKE IT  
MY BUSINESS TO HELP OLD LADIES ACROSS THE STREET". I SAYS "RUN  
ALONG JUNIOR! I GIVE ALL MY BUSINESS TO AN OLDER COMPANY!"

(MINNIE CONT'D OVER)

51462 0533

7:32.02  
MINNIE: GEORGE MORGAN, ARE YOU READY TO START POPPIN' THEM QUESTIONS AT ME FROM THE GRINDERS SWITCH GAZETTE??

7:32.08  
MORGAN: SURE AM, MINNIE! I'LL POP 'EM AND YOU TOP 'EM; HERE'S THE FIRST'N AND IT SAYS "DEAR MINNIE: I LIVE ALONE AND I DON'T LIKE IT. I KEEP MY HOUSE SPOTLESS. I DUST AND I VACUUM AND CLEAN ALL DAY LONG TO SHOW SOME MAN WHAT A GOOD HOUSEWIFE I'D MAKE. BUT SO FAR I HAVEN'T BEEN ABLE TO FIND A HUSBAND. CAN YOU TELL ME WHY? SIGNED, MOPSY."

MINNIE: "DEAR MOP: IT'S TRUE THAT MAN IS MADE OF DUST, BUT NO WOMAN EVER FOUND ONE IN THE BAG OF A VACUUM CLEANER!" NEXT QUESTION!

7:33.08  
MORGAN: HERE'S ANOTHER'N. IT SAYS "DEAR MIN: MY GAL COMPLAINS THAT I DON'T TAKE HER OUT ENOUGH. BUT I WORK HARD ALL DAY AND HAVE TO GO TO BED EARLY. DON'T YOU THINK MY GAL IS UNREASONABLE? SIGNED, DREW P. PERKINS."

7:33.26  
MINNIE: "DEAR DREW P: JUST REMEMBER THAT BEN FRANKLIN ONCE SAID:  
EARLY TO BED AND EARLY TO RISE  
AND YOUR GAL GOES OUT WITH THE OTHER GUYS!

7:33.37  
MORGAN: THE WAY I HEARD IT MINNIE, WAS "EARLY TO RISE AND EARLY TO BED.... MAKES A MAN HEALTHY, WEALTHY AND DEAD!" HERE'S ANOTHER QUESTION: "DEAR MINNIE; I'M YOUNG, PURTY AND HAVE A NICE FIGGER. BUT WHEN I GO OUT WITH THE BOYS I JUST CAN'T BRING MYSELF AROUND TO LETTIN' 'EM KISS ME. DO YOU THINK MAYBE I OUGHT TO TAKE VITAMINS OR SOMETHIN'? SIGNED, PRISCILLA".

(MINNIE OVER)

7:34.02

3

MINNIE: DEAR SIL: FOR GOODNESS SAKES, LAY OFF THE VITAMINS! WHAT YOU NEED IS SOMETHIN' TO LOWER YOUR RESISTANCE!

THANKS GEORGE..NOW FOR SOME NEWS FROM GRINDERS SWITCH!

~~T'OTHER DAY ONE OF LUCIFER HUCKLEHEAD'S YOUNGUNS SAID HE NEEDED SOME MONEY TO BUY A DICTIONARY. LUCIFER SAYS "WHAT'S A DICTIONARY?" AND THE YOUNGUN SAYS "WHY POP, THAT'S A BOOK WITH WORDS IN IT!" AND LUCIFER SAYS "WELL DON'T WASTE YOUR MONEY BUYIN' IT! WAIT'LL THEY MAKE IT INTO A MOVIE!"~~

WELL WE HAD US OUR YEARLY AND ANNUAL MAY PARTY YESTERDAY. WE SET UP THE MAYPOLE IN FLUDGE SMEED'S PASTURE AND EVERYBODY THOUGHT WE'D GOT US A CELEBRITY IN TOWN! THEY ALL THOUGHT IT WAS STRINGBEAN!

THE SINGLE GALS GOT ALL DRESSED UP IN ALL KINDS OF COSTUMES. PRUNELLA PINBODY LOOKED ALL OVER TO FIND SOME PEACH BLOSSOMS FOR HER HAIR. THEN SHE LOOKED ALL OVER TO FIND HER HAIR!

~~NELLIE STURM DANCED AROUND WITH A COUPLE LACE CURTAINS AND THEY CALLED HER "THE WOOD NYMPH". I GOT INTO ONE 'O' THEM THERE GRASS SKIRT HULA-HULA COSTUMES..AND THEY CALLED ME "THE OLD GRASS HUT!"~~

I THOUGHT FOR SURE I WAS GONNA BE ELECTED "QUEEN OF THE MAY" THIS YEAR.. I GOT TIM TINKUM ASIDE AND I SAID "TIM, DO YOU THINK THE BOYS IS GONNA VOTE FOR ME THIS YEAR?" AND TIM SAYS "MINNIE, RIGHT NOW YOU'RE OUR SECOND CHOICE." AND I SAYS "WELL THAT'S SURE ENCOURAGIN'. WHO'S YOUR FIRST CHOICE?" AND HE SAYS "ANYBODY !!"

(MINNIE CONT'D OVER)

51462 0535

7:35.12

MINNIE: AFTER THE MAYPOLE DANCE WE HAD A RACE. THE FELLERS GIVES THE GALS A HEAD START AND THE IDEE WAS THAT THE FIRST GAL THAT GOT CAUGHT HAD TO KISS ALL THE FELLERS. WHEN THE GUN WAS FIRED YOU SHOULDA SEEN THE GALS SCOOT! SOME DARTED AWAY LIKE STARTLED FAWNS. OTHERS SCOOTED AWAY LIKE SCARED RABBITS. ME--I DASHED AWAY LIKE A TURTLE WITH SORE FEET!

WELL G'BYE NOW..SEE YOU NEXT WEEK!

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EXTRAS:

HONESTLY, WITH SPRING IN THE AIR, YOU'D JUST BE SURPRISED AT THE EFFECT IT HAS ON PEOPLE. TAKE UNY BUTTLESCUTT AND HIS WIFE, SALINY. THESE DAYS THEY'RE JUST BILLING AND COOING EVERY TIME YOU SEE THEM. UNY SAYS IT'S CAUSE THEY WERE MADE FOR EACH OTHER. IF YOU ASK ME, IT'S A PRETTY TERRIBLE CONSTRUCTION JOB.

UNY SHOULDN'T BE CARRYING ON SO. AFTER ALL, HE'S MIDDLE AGE. MIDDLE AGE.. THAT'S WHEN YOUR WIFE TELLS YOU TO PULL IN YOUR STOMACH AND YOU ALREADY HAVE.

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APPLAUSE AND PLAY OFF

7:35.38

GRANT: GEORGE, THIS BEING THE FIRST SATURDAY IN MAY, DO YOU HAVE A FEW "SUMMERY" WORDS OF ADVICE FOR PIPE SMOKERS??

7:36.45

MORGAN: JUST THIS, GRANT: NO MATTER THE SEASON, YOU'VE PLENTY OF REASON FOR SMOKIN' PRINCE ALBERT!-- SO TASTY AND MILD AND PLEASIN' !

7:36.63+

GRANT: HERE ARE JUST A FEW OF THE REASONS WHY PRINCE ALBERT IS AMERICA'S LARGEST-SELLING SMOKING TOBACCO: FIRST, P.A. IS EASY ON THE TONGUE! THE CHOICE TOBACCO IS SPECIALLY TREATED TO INSURE AGAINST TONGUE BITE!

(MORGAN OVER)

51462 0536

7:36.05

MORGAN: NEXT, PRINCE ALBERT IS EASY TO DRAW! THE CRIMP CUT TOBACCO PACKS AS PRETTY AS YOU PLEASE AND SMOKES SMOOTH AND LONG-BURNIN' ALL THE WAY!

7:36.15

GRANT: ALSO, PRINCE ALBERT IS EASY ON THE POCKETBOOK! THERE'S MORE MILD AND TASTY PRINCE ALBERT NOW IN THE POCKET TIN!

7:36.21

MORGAN: SO FELLAS--MAKE YOUR NEXT PIPEFUL PRINCE ALBERT! GOLLY, ONE PUFF WILL TELL YOU WHY P.A. IS "THE NATIONAL JOY SMOKE"!

WHENEVER ANY VISITORS FROM UP NORTH COME DOWN TO TENNESSEE AND THEY SAY THEY'D LIKE TO SEE THE BEAUTY SPOTS OF THE CUMBERLAND VALLEY, WELL, WE ALWAYS TAKE 'EM OUT TO SEE TONIGHT'S SPECIAL GUESTS! THERE AIN'T NO JOURNEYIN' CONNECTED WITH IT THIS EVENIN', BECAUSE HERE THEY ARE.. THE CARTERS!

APPLAUSE

7:36.54

MORGAN: GALS IT SURE IS GOOD TO HAVE YOU HERE ON THE PRINCE ALBERT OPRY TONIGHT. JUNE, WHERE'VE YOU ALL BEEN GETTIN' TO LATELY??

7:37.00

JUNE: (TELLS ABOUT APPEARANCES ETC)

7:37.08

MORGAN: WELL WE'RE NOT GONNA LET YOU OUT OF OUR SIGHT TILL WE'VE HAD US A COUPLE SONGS. WHAT'S FIRST?

7:37.17

JUNE: (GIVES TITLE)

~~MORGAN: HERE THEY ARE..THE CARTER SISTERS!~~

MUSIC: 7:37.27 Hawliga "....CARTERS"

APPLAUSE

(MORGAN OVER)

7:40.12

MORGAN: MAN, I'M TELLIN' YOU, THOSE CARTER SISTERS ARE ALWAYS AS WELCOME  
HERE ON THE P.A. OPry AS A WHOLE POUND-TIN OF MILD AND TASTY  
PRINCE ALBERT!

MUSIC: ~~INTO FIDDLE TUNE...DOWN FOR:~~

MORGAN: GALS, YOU'RE MISSIN' OUT ON A GOOD BET IF YOU DON'T AIM TO DANCE  
THIS NEXT'N WITH SOME OF THE BOYS HERE! IT'S TOMMY JACKSON  
FIDDLIN' "MISSISSIPPI SAWYER"!

MUSIC: "MISSISSIPPI SAWYER" ..SQUARE DANCE

APPLAUSE

INTO ACCORDIAN B.G..DOWN FOR:

7:40.28

MORGAN: YOUR KIND LETTERS TELL US THAT YOU LIKE THE HYMN WE INCLUDE ALONG  
ABOUT THIS TIME EACH WEEK..AND TONIGHT FOR OUR SACRED SONG, WE'VE  
SELECTED "HAVE THINE OWN WAY, LORD".

7:40.55

MUSIC: "HAVE THINE OWN WAY" ..MORGAN

APPLAUSE

7:42.50

MORGAN: (GEORGE! READ EXACTLY AS WRITTEN FOR CUE) THANKS FOLKS, THANKS  
A LOT! WELL HERE COMES A FRIEND OF OURS WITH SOMETHIN' MIGHTY  
IMPORTANT ON HIS MIND!

SWITCH TO ALL STATIONS ON ABOVE CUE LINE

7:42.56

GRANT: GEORGE, I SAW GRADY MARTIN RIDING AROUND TOWN IN THAT BRAND-NEW  
CAR OF HIS! MAN, SHE SURE DOES ROLL EASY!

7:48.01

MORGAN: GRANTED, GRANT,--BUT NOT A MITE EASIER'N PRINCE ALBERT SMOKIN'  
TOBACCO ROLLS UP IN AN O.C.B. PAPER! THAT'S REAL EASY-ROLLIN'  
SMOOTHNESS!

(GRANT OVER)

7:43.10  
GRANT: PRINCE ALBERT IS QUICK AND EASY TO ROLL BECAUSE THE CHOICE TOBACCO IS CRIMP CUT! IT DOESN'T BLOW AROUND OR DRIBBLE OUT THE ENDS OF THE PAPER!

7:43.  
MORGAN: PRINCE ALBERT IS EASY TO SMOKE, TOO, BECAUSE YOU ALWAYS GET SUCH A MILD AND TASTY SMOKE IN EVERY "MAKIN'S" CIGARETTE YOU ROLL WITH P.A. !

7:43.17  
GRANT: AND-- PRINCE ALBERT IS EASY ON THE POCKETBOOK! THERE'S MORE P.A. NOW IN THE POCKET TIN!--AND EXTRA ECONOMY IN THE POUND SIZE!

7:43.25  
MORGAN: SO FELLAS, ROLL YOUR NEXT "MAKIN'S" SMOKE WITH PRINCE ALBERT-- AMERICA'S LARGEST-SELLIN' SMOKIN' TOBACCO!

7:43.40  
JINGLE: SO ROLL YOUR OWN WITH GOOD P.A.  
AND TAKE A PUFF OR TWO  
YOU'LL GET THAT EXTRA SMOKING JOY  
PRINCE ALBERT BRINGS TO YOU!

7:44.08  
MORGAN: THE FOGGY RIVER BOYS NOW..AND TONIGHT THEY'VE GOT A REAL FINE SPIRITUAL TO SING FOR Y'ALL. MATTER OF FACT, I ASKED 'EM TO SING IT KINDA SPECIAL FOR A BUDDY OF MINE IN RUSTON LOUISIANA..IT'S "JESUS WILL ANSWER PRAYERS".

7:44.28  
MUSIC: "JESUS WILL ANSWER PRAYERS" ..FOGGY RIVER BOYS

APPLAUSE

7:46.20  
MORGAN: IF HOHENWALD TENNESSEE, IS A MITE BIGGER ON THE MAP THESE DAYS, WELL, IT'S ALL BECAUSE IT'S BEEN PUT THERE BY ITS FAVORITE SON. HERE HE IS-- ROD BRASFIELD!

APPLAUSE AND PLAY ON

(ROD OVER)

7: ROD: WELL THANK YE MEN! THAT WAS REALLY-----NOTHIN'!  
 MR. MORGAN, WE SURE HAD US A BIG TO-DO IN HOHENWALD THIS WEEK!  
 CLYDE HOOVER FINALLY GOT MARRIED.

7: MORGAN: CLYDE HOOVER???

7: ROD: YOU KNOW CLYDE! HE'S GOT 'IM A TRUCK FARM.

7: MORGAN: A TRUCK FARM, HEY???

7: ROD: UH-HUH. EVERY YEAR HE PLANTS MAYBE EIGHT OR NINE TRUCKS AND THE  
 DERN FOOL'S STILL WAITIN' FOR SOMETHIN' TO COME UP! (LAUGHS)  
 HI-DY FRIENDS.. (WEATHER)

7: MORGAN: TELL ME ROD, WHO DID CLYDE MARRY?

7: ROD: MARRIED THE WIDDER WILLIAMS..MELINDA WILLIAMS. SHE'S A WIDDER.  
 YOU KNOW WHAT A WIDDER IS, DON'T YOU MR. MORGAN???

7: MORGAN: WHAT??

7:47:40 ROD: A WIDDER IS A WOMAN WHO ALWAYS KNOWS WHERE HER HUSBAND IS!

7: MORGAN: WAS IT A NICE WEDDIN', ROD??

7: ROD: YEP, BUT I DIDN'T LIKE IT MUCH.

7: MORGAN: WHAT DIDN'T YOU LIKE ABOUT IT?

7: ROD: CLYDE. YOU SEE, ALL HIS LIFE CLYDE'S BEEN AWFUL FICKLE..JUST AWFUL  
 FICKLE! AND HE DIDN'T CHANGE ONE BIT, EVEN FOR HIS OWN WEDDIN' !  
 ALL THE TIME CLYDE WAS SAYIN' "I DO", HE WAS GAWKIN' AROUND TO SEE  
 IF HE COULD DO BETTER!

(ROD CONT'D OVER)

51462 0540



ROD: THEY HAD THE WEDDIN' RECEPTION OUT AT A REAL FANCY RESORT PLACE, MR. MORGAN. AND I MEAN IT WAS FANCY! IT HAD THREE SWIMMIN POOLS.. HOT, COLD AND EMPTY.

MORGAN: HOT, COLD--AND EMPTY???

ROD: YEAH. THE EMPTY ONE'S FOR FOLKS THAT CAN'T SWIM! OL' CLYDE..YOU KNOW, THAT BOY MIGHT BE FICKLE AND SORTA SILLY, BUT HE SURE IS HONEST! AND HE SORTA FELT AT HOME AROUND THEM THERE SWIMMIN' POOLS. YOU SEE, HE WORKED IN A BATH HOUSE FOR 15 YEARS.

MORGAN: HOW DOES WORKIN' IN A BATH HOUSE FOR 15 YEARS MAKE 'IM SO HONEST?

ROD: HE'S SO HONEST THAT NOT ONCE IN ALL THAT TIME DID HE TAKE A BATH! YOU KNOW MR. MORGAN, I USED TO BE A LIFE GUARD DURIN' THE SUMMER TIME.

MORGAN: YOU?? A LIFE GUARD???

ROD: YEP, EVER SUMMER. I USED TO SAVE WOMEN!

MORGAN: WHAT FOR?

ROD: THE WINTER! (LAUGHS)

MORGAN: YOU ~~KNOW~~, ROD, I REALLY ENJOY SWIMMIN'. FACT IS, I USED TO BE A GOOD SWIMMER. WON A LOT OF MEDALS FOR SWIMMIN' IN MY DAY.

ROD: <sup>7/</sup> MATTER OF FACT, YOU SORTA LOOK LIKE A SWIMMER, MR. MORGAN.

MORGAN: <sup>7/</sup> THANKS, ROD. OF COURSE, I DON'T MEAN TO BRAG ON M'SELF, BUT AFTER ALL--WHAT HAS JOHNNY WEISMULLER GOT THAT I HAVEN'T GOT? WHAT HAS BUSTER CRABBE GOT THAT I HAVEN'T GOT??

(ROD OVER)

ROD: WHEN YOU GET TO ESTHER WILLIAMS, DO I KNOW THE ANSWER!  
MR. MORGAN, I'LL NEVER FORGET OL' PERKY ADAMS. NOW THERE WAS A  
MAN WHO COULD REALLY SWIM!

MORGAN: A REAL FISH, HEY??

7:49.15  
ROD: BY NED MR. MORGAN, ONE DAY US FELLAS HAD A CONTEST THERE IN THE LAKE  
AND WE GIVE A PRIZE TO THE ONE WHO COULD STAY UNDER WATER THE  
LONGEST. WELL SIR, PERKY DIVED IN THAT WATER AND HE STAYED UNDER  
TWO MINUTES..THREE MINUTES..FIVE MINUTES..FIFTEEN MINUTES! THAT  
MAN STAYED UNDER WATER A TOTAL OF TWO HOURS AND TWENTY-ONE  
MINUTES!

7:49.31  
MORGAN: UNDER WATER FOR 2 HOURS AND 21 MINUTES! GOSH, WHAT DID YOU GIVE  
'IM??

7:49.38  
ROD: THE MOST BEAUTIFUL FUNERAL YOU EVER SAW!  
SPEAKIN' OF SWIMMIN', UNCLE CYPE'S BUILDIN' 'IM A BIG SWIMMIN'  
POOL OUT AT HIS PLACE, MR. MORGAN...

7:49.50  
MORGAN: THAT RIGHT??

7:49.55  
ROD: A GREAT BIG SWIMMIN POOL, TOO..SIXTY FOOT! UNCLE CYPE SAYS HE  
AIN'T GONNA FILL IT WITH WATER. INSTEAD HE'S GONNA FILL UP THE  
POOL WITH BOURBON!

7:50.08  
MORGAN: FILL THE SWIMMIN' POOL WITH BOURBON? WHAT FOR?

7:50.15  
ROD: THAT'S SO WHEN YOU GO DOWN FOR THE THIRD TIME, YOU'LL HAVE A SMILE  
ON YOUR FACE!

(ROD WILL CLOSE WITH ONE OR TWO OF HIS OWN JOKES)

APPLAUSE...PLAY OFF

(MORGAN OVER)

7:50.31  
MORGAN: I THINK MAYBE IT'S ABOUT TIME WE HAD US ANOTHER SONG BY THE CARTER SISTERS!

APPLAUSE

7:50.50  
MUSIC: " Your Cheating Heart " ...CARTERS

APPLAUSE

INTO BANJO NUMBER...DOWN FOR:

7:53.24  
MORGAN: THAT RUCKUS YOU HEAR BACK THERE IS THE SWEET SINGER OF SILO SERENADES, STRINGBEAN! STRING'S GONNA PICK AND SING "FOGGY MOUNTAIN TOP".

7:53.35  
MUSIC: " FOGGY MOUNTAIN TOP " ..STRINGBEAN

APPLAUSE

GUITAR B.G....DOWN UNDER:

7:54.25  
MORGAN: A SINGER FEELS AS COMFORTABLE WITH A GOOD BALLAD AS A PIPE SMOKER FEELS WITH MELLOW PRINCE ALBERT.. AND THE BALLAD WE'VE GOT HERE FOR Y'ALL TONIGHT IS ONE I RECORDED NOT LONG AGO (?).. "YOUR CHEATING HEART"..

7:54.32  
MUSIC: " You win again " ..MORGAN  
~~"YOUR CHEATING HEART"~~

APPLAUSE

INTO SQUARE DANCE "TURKEY IN THE STRAW"...FADE FOR:

(MORGAN OVER)

7:57.14  
 MORGAN: WELL IT'S SURE BEEN A PLEASURE BEIN' WITH Y'ALL THE PAST TWO WEEKS, AND I'LL BE COMIN' BACK THIS WAY SHORTLY. MEANWHILE, NEXT WEEK Hank Snow WILL KINDA TAKE OVER HERE..AND HE'S BRINGIN' WEBB PIERCE WITH 'IM, SO DON'T MISS OUT, WILL YOU? MEANWHILE THIS GEORGE MORGAN SAYIN' THANKS FOR EVERYTHING..AND WE'LL BE LOOKIN' FORWARD TO SEEIN' YOU NEXT SATURDAY NIGHT AT PRINCE ALBERT'S GRAND OLE OPRY!

TEN SECONDS MUSIC AND APPLAUSE

ENGINEER SWITCH TO STUDIO FOR HITCH HIKE

7:58.25  
 COBB: CAVALIERS Milder? HOW DO YOU KNOW?

7:58.39  
 OVERTON: 8 OUT OF 10 WHO TRIED 'EM SAY SO!

7:58.40  
 COBB: HAVE YOU NOTICED HOW MANY PEOPLE ARE SMOKING NEW KING-SIZE CAVALIER CIGARETTES? IT'S BECAUSE CAVALIERS, THE GREAT NEW KING-SIZE CIGARETTE, MADE BY THE MAKERS OF CAMELS, GIVE YOU EXTRA MILDNESS AND FINE FLAVOR!

7:58.50  
 OVERTON: THOUSANDS OF SMOKERS FROM COAST TO COAST COMPARED CAVALIERS WITH THE BRANDS THEY'D BEEN SMOKING. AND 8 OUT OF 10 INTERVIEWED SAID CAVALIERS ARE Milder!

7:59.00  
 COBB: HEAR THAT? THOUSANDS OF SMOKERS COMPARED KING-SIZE CAVALIERS WITH ALL THE OTHER LEADING BRANDS, PERHAPS THE BRAND YOU NOW SMOKE. AND 8 OUT OF 10 INTERVIEWED SAID CAVALIERS ARE Milder! TAKE THOSE BOAT OWNERS---OVER A HUNDRED OF THEM---WHO WERE INTERVIEWED AROUND LONG ISLAND SOUND. 85% SAID CAVALIERS ARE Milder. AND 83% OF THE SMOKERS INTERVIEWED IN CHICAGO'S "LOOP" SECTION SAID CAVALIERS ARE Milder! AND LISTEN TO THIS!

(OVERTON OVER)

7:59.27

OVERTON: KING-SIZE CAVALIERS ARE PRICED NO HIGHER THAN LEADING REGULAR-SIZE BRANDS!

7:59.30

COBB: THAT'S RIGHT. YOU PAY NO PREMIUM FOR CAVALIER'S FINE QUALITY AND EXTRA LENGTH! SO TRY KING-SIZE CAVALIERS!

TWO SECOND PAUSE

7:59.44

STUDIO

ANNCR:

PRINCE ALBERT'S GRAND OLE OPRY CAME TO YOU FROM WSM IN NASHVILLE, TENNESSEE.....

THIS IS N B C.. THE NATIONAL BROADCASTING COMPANY.

(MAKE NATIONAL LIFE CHAINBREAK)