

May 30, 1953

7:30.01

GRANT: IT'S GRAND OLE OPRY TIME! ANOTHER BIG PRINCE ALBERT SHOW!
STARRING-- TENNESSEE ERNIE!

**AS
BROADCAST**

APPLAUSE & CHEERS..HOLD TILL ERNIE SINGS,

Muster

7:30.14
MUSIC: "MR. COTTON-PICKER" ..ERNIE

APPLAUSE

7:31.55
ERNIE: WELL THANKS, AND A GREAT BIG HOWDY TO ALL MY FRIENDS AND
NEIGHBORS OF PRINCE ALBERT SMOKIN' TOBACCO'S GRAND OLE OPRY!

7:32.02
GRANT: AND A BIG WELCOME TO YOU FROM ALL OF US HERE ON THE P.A. SHOW,
ERNIE! OF COURSE, THAT INCLUDES ROD BRASFIELD! MINNIE PEARL!
THE JORDANAIRE! STRINGBEAN! AND THE ENTIRE OPRY GANG!

7:32.13
ERNIE: THANKS A LOT, GRANT! I'VE ASKED A BUDDY OF MINE TO BE OUR
GUEST TONIGHT, AND I KNOW WITHOUT ASKIN' JUST HOW THE FOLKS HERE
AND ALL OVER THE COUNTRY TAKE TO 'IM! HE'S THE BIG TALENT IN
THE SMALL PACKAGE-- LITTLE JIMMY DICKENS!

APPLAUSE

7:32.33
ERNIE: JIMMIE WILL BE OUT HERE PICKIN' AND SINGIN' JUST AS SOON AS WE
ALL GET THE LOW-DOWN ON THE HIGH-JINKS IN GRINDERS SWITCH THE
PAST WEEK.. SO LET'S HEAR FROM PRINCE ALBERT'S PRINCESS OF THE
PRESS-- COUSIN MINNIE PEARL!

APPLAUSE AND PLAY ON

7:32.54
MINNIE: HOW-DEE! I'M JES' SO PROUD T'BE HERE!
GOODNESS, THERE'S MORE HANDSOME FELLERS AROUND HERE TONITE! NOW,
YOU TAKE THAT TENNESSEE ERNIE. NO-- YOU TAKE SOMEBODY ELSE.. I'LL
TAKE TENNESSEE ERNIE!

SAY ERNIE, NOW ARE THINGS OUT IN HOLLYWOOD? (ERNIE OVER)

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7:33.15
 ERNIE: JUST FINE, MIN..

7:33.17
 MINNIE: UH - ERNIE - IF'N I WAS TO GO OUT THERE TO HOLLYWOOD, DO YOU THINK I COULD GET INTO THE MOVIES?

7:33.22
 ERNIE: WHY CERTAINLY, MINNIE. I KNOW YOU'VE GOT EVERYTHING A GAL NEEDS TO GET INTO THE MOVIES.

7:33.28
 MINNIE: YOU MEAN ON ACCOUNT OF I GOT BEAUTY AND CHARM AND A NICE FIGGER??

7:33.33
 ERNIE: NO, BUT I'M SURE YOU'VE GOT SIXTY CENTS FOR A TICKET!

7:33.40
 MINNIE: OH, YOU FELLERS! BUT LET ME TELL YOU SOMETHIN'! I'VE GOT EVERYTHING THEM MOVIE GALS HAS GOT - AND WHAT'S MORE, I'VE HAD IT TWICE AS LONG!

WELL ERNIE, MAYBE YOU'LL READ ME SOME OF THE QUESTIONS THAT HAS COME IN FOR MY COLUMN IN THE GRINDERS SWITCH GAZETTE..

~~ERNIE: I'D BE GLAD TO MINNIE, AND LET'S START WITH THIS ONE RIGHT HERE. IT SAYS "DEAR MINNIE PEARL: I SENT MY BOY TO COLLEGE FOUR YEARS AGO AT A COST OF \$6000. NOW I FIND OUT THAT HE DOESN'T KNOW AS MUCH AS WHEN HE WENT. WHAT CAN I DO ABOUT IT? SIGNED, GREST FALLEN."~~

~~MINNIE: DEAR GREST: ALL YOU HAVE TO DO TO GET YOUR MONEY BACK IS TO RETURN THE EMPTY HEAD! NEXT QUESTION!~~

7:35.20
 ERNIE: HERE'S ONE HERE, MINNIE, AND IT SAYS "DEAR MISS PEARL: I'M 16 AND I LIKE TO GO OUT WITH BOYS. BUT MY MAMMY SAYS I SHOULDN'T KISS BEFORE 18. WHAT DO YOU THINK? SIGNED, PUCKER."

7:35.30
 MINNIE: DEAR PUCK: YOUR MAMMY IS RIGHT! NO GAL SHOULD KISS BEFORE 18. THAT'S TOO BIG AN AUDIENCE!

(MINNIE CONT'D OVER)

7:35.40
 MINNIE: THANKS, ERNIE. NOW FOR SOME NEWS FROM GRINDERS SWITCH!
 THEY BEEN HAVIN' MANEUVERS OVER AT THE ARMY CAMP NEAR HOME AND
 YESTERDAY THEY SENT UP SOME AIRPLANES FULL OF THEM THERE PARA-
 TROOPERS. WELL, THEY LET 'EM LOOSE OVER ORSON TUGWELL'S HOUSE.
 THE TUGWELLS, YOU KNOW, IS THE FOLKS THAT GOT SOME 20-ODD YOUNG-
 UNS. THEY GOT SO MANY KIDS THAT MRS. TUGWELL PLUMB RUN OUT OF
 NAMES-- TO CALL MR. TUGWELL! WELL, WHEN THEM THERE PARATROOPERS
 COME FLYIN' DOWN THRU THE AIR, ONE O' THE TUGWELL YOUNGUNS
 COME A-RUNNIN' IN THE HOUSE AND YELLED "MAMMY! PAPPY! COME
 QUICK! THE STORK IS SENDIN' 'EM FULL GROWED!"

~~THE BIG NEWS OF THE WEEK OF COURSE, WAS THE ANNUAL PICNIC WE
 ALL HAD OVER TO HOSKIN'S GROVE LAST WEEK. WITH ALL THEM FELLERS
 AND ALL THEM GALS THERE, WE SURE HAD A LOT OF PICK-NECKIN'!~~

MAMMY SAYS THAT ALL THE YOUNG GALS DONE WAS LOOK FOR HUSBANDS.
 AND ALL THE HUSBANDS DONE, WAS TO LOOK FOR YOUNG GALS!

~~WELL WE'D HARDLY GOT STARTED ON THE PICNIC WHEN SOMEBODY HOLLERED
 "HERE COMES THE TWISTER! HERE COMES THE TWISTER!" YOU SHOULDA
 SEEN THE MEN RUN! IT WAS A HULA HULA DANCER!~~

~~AUNT AMBROSIA GRABBED UNCLE NABOB BY THE EAR AND SAYS "NABOB,
 HAVE YOU EVER HEARD THAT MAN IS MADE OF DUST?" AND UNCLE NABOB
 SAYS "WHY SHORE! EVERYBODY KNOWS THAT MAN IS MADE OF DUST!" AND
 AUNT AMBROSIA SAYS "WELL, ALL YOU HAVE TO DO IS FOLLOW THAT
 HULA DANCER, AND YOUR NAME IS MUD!"~~

HEZZY WAS THERE, AND HE LOOKED LIKE HE WAS RIPE FOR GETTIN'
 LAUNCHED ON THE SEA OF MATRIMONY. THE SEA OF MATRIMONY! HAH!
 OTHER GALS PLUNGE INTO THE SEA OF MATRIMONY, BUT I CAN'T EVEN
 GET MY FEET WET!

(MINNIE CONT'D OVER)

MINNIE: ⁷¹

SO I SAYS TO HEZZY, I SAYS "HEZZY, DON'T YOU THINK IT WAS ABOUT TIME YOU AND ME GOT TIED UP?" AND HE SAYS "I SURE DO, MINNIE! LETS US GET IN THE THREE-LEGGED RACE!"

~~BROTHER WAS A AWFUL LOT OF HELP AT THE PICNIC. THE PARSON COME UP TO US AND SAID THAT SOMEBODY'D STARTED ONE O' THEM THERE CRAP GAMES WHERE THEY SHOOT DICE FOR MONEY. AND SO HE ASKED BROTHER TO GO AND BREAK UP THE GAME. WELL, BROTHER WAS GONE FOR ABOUT AN HOUR OR SO BEFORE HE FINALLY COME BACK. THE PARSON SAYS "BROTHER, WHAT TOOK YOU SO LONG TO BREAK UP THAT CRAP GAME?" AND BROTHER SAYS "WELL SHUCKS, PARSON, THE REASON IT TOOK ME SO LONG WAS BECAUSE I ONLY STARTED WITH 50 CENTS!"~~

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

APPLAUSE AND PLAY OFF

GRANT: ^{7:36.38} ERNIE, OUTSIDE OF REHEARSING, DID YOU DO ANYTHING SPECIAL TODAY?

ERNIE: ^{7:36.38} NO SIR, GRANT! I JUST SORTA TOOK IT EASY WITH P.A.-- MILD AND TASTY ALL THE WAY!

GRANT: ^{7:36.43} THAT'S A GOOD IDEA ANY DAY, ERNIE..BECAUSE P.A. IS EASY ON THE TONGUE! THE CHOICE TOBACCO IS SPECIALLY TREATED TO INSURE AGAINST TONGUE BITE!

ERNIE: ^{7:36.51} YOU FELLAS OUT THERE THAT HAVEN'T TRIED PRINCE ALBERT, WELL, YOU'LL FIND THAT IT'S REAL EASY TO DRAW, TOO. THAT'S ON ACCOUNT OF P.A.'S CRIMP CUT..SMOOTH WHEN YOU PACK IT AND SMOOTH WHEN YOU LIGHT IT!

GRANT: ^{7:37.04} PRINCE ALBERT IS ALSO EASY ON THE POCKETBOOK! THERE'S MORE TOBACCO NOW IN THE POCKET-TIN-- AND ECONOMY AS ALWAYS IN THE POUND TIN!

(ERNIE OVER)

ERNIE: 7:37.11

SO, MAKE YOUR NEXT PIPEFUL THE NATIONAL JOY SMOKE! ASK THE MAN FOR PRINCE ALBERT! THE BITE'S OUT-- AND THE PLEASURE'S IN!

WHEN I MADE MY PLANS TO COME TO NASHVILLE FOR TONIGHT'S PRINCE ALBERT OPRY, I ASKED THE BOYS ABOUT A CERTAIN YOUNG FELLA WHO NEVER MISSES WHEN IT COMES TO PLEASIN' THE FOLKS! FINDIN' THAT HE WAS AVAILABLE, I INVITED 'IM TO BE MY GUEST THIS EVENIN'.. AND HERE HE IS..LITTLE JIMMIE DICKENS!

APPLAUSE

ERNIE: 7:37.48

JIM, I HAVEN'T SEEN YOU FOR QUITE A SPELL, AND I'VE BEEN WONDER- IN' WHERE YOU BEEN KEEPIN' YOURSELF..THAT IS, WHEN YOU'RE NOT STASHIN' BIG BILLS AWAY IN YOUR VAULT.

JIMMIE: 7:37.55

ERNIE, THE BIGGEST BILLS I SEE ARE THE ONES THAT COME IN THE FIRST OF EVERY MONTH! SERIOUSLY, I'VE BEEN (TELLS ACTIVITIES IN SHOW BUSINESS RECENTLY)

ERNIE: 7:38.07

WELL I'M SURE GLAD WE GOT TOGETHER THIS TRIP, AND I'M AS ANXIOUS AS THE REST OF YOUR FANS TO HEAR YOU SING "SIDE MEAT AND CABBAGE!" HOW ABOUT IT?

MUSIC: 7:38.20

"SIDE MEAT AND CABBAGE"..DICKENS

APPLAUSE

ERNIE: 7:40.58

THAT'S THE KIND OF SINGIN' THAT MAKES A FELLA GLAD HE'S ALIVE.. LIKE PRINCE ALBERT MAKES A FELLA GLAD HE'S A PIPE-SMOKER!

INTO SQUARE DANCE FIDDLE. DOWN FOR:

(ERNIE OVER)

ERNIE: ~~JIMMIE, IF YOU'LL TAKE THE TALL GAL, I'LL TAKE THE SHORT'N AND~~
~~WE'LL DANCE AS TOMMY JACKSON FIDDLES "DEVILS DREAM"! HERE WE~~
~~GO!~~

~~APPLAUSE~~

INTO ACCORDIAN B.G...DOWN FOR:

ERNIE: 7:41.03 ALL OF US HAVE ONE OR TWO SACRED SONGS WE THINK OF FIRST WHEN-
EVER THERE'S A SINGIN'-- AND MINE, I'D SAY, WAS "He'll
Understand + Say Will Done". MAYBE IT'S YOURS, TOO..

MUSIC: 7:41.10 " _____ " ..ERNIE

APPLAUSE

ERNIE: 7:44.40 (NOTE: PLEASE 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

GRANT: 7:44.44 ERNIE, DO YOU SEE MANY ROLL-YOUR-OWNERS OUT YOUR WAY THESE DAYS?

ERNIE: 7:44.48 MORE EVERY DAY, GRANT..AND MAN, IT'D DO YOUR HEART GOOD TO SEE
SO MANY OF THE FELLAS ROLLIN' PRINCE ALBERT IN THEIR O.C.B.
PAPERS!

GRANT: 7:44.55 WELL ERNIE, PRINCE ALBERT IS AMERICA'S LARGEST-SELLING SMOKING
TOBACCO--AND ONE OF THE REASONS SO MANY "MAKIN'S" FANS ENJOY IT
IS BECAUSE P.A. IS SO EASY TO ROLL!

ERNIE: 7:45.05 I NOTICED THAT! WHY PRINCE ALBERT DON'T BLOW AROUND OR DRIBBLE
OUT THE ENDS OR NOTHIN'! THAT CHOICE TOBACCO, BEIN' CRIMP CUT,
JUST STAYS PUT!

(GRANT OVER)

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GRANT: ^{7:45.15} PRINCE ALBERT IS ALSO EASY ON THE POCKETBOOK, FRIENDS..THERE'S MORE P.A. NOW IN THE POCKET TIN! AND THAT MEANS EXTRA SMOKING ENJOYMENT FOR YOU!

ERNIE: ^{7:45.21} SO FELLAS, TAKE IT EASY..ROLL P.A.-- MILD AND TASTY ALL THE WAY!

JINGLE: ^{7:45.30} 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 !

ERNIE: ^{7:45.52} I HEAR THE OPRY ALMOST EVERY WEEK OUT IN CALIFORNIA, AND ONE OF THE ACTS I ALWAYS LOOK FORWARD TO IS GATHERIN' AROUND THE PIANO NOW. THEY'RE THE JORDANAIRE! BOYS, YOU'RE ON !

MUSIC: ^{7:46.08} "DIG A LITTLE DEEPER"..JORDANAIRE

APPLAUSE

ERNIE: ^{7:46.56} HOLLYWOOD AND HOHENWALD TENNESSEE, ARE A BIT APART ON THE MAP -- BUT WHERE HOLLYWOOD BOASTS OF ITS MONROES AND RUSSELLS, HOHENWALD HAS ITS ROD BRASFIELD!

APPLAUSE AND PLAY ON

ROD: ^{7:47.14} WELL THANK YE MEN! THAT WAS REAL ~~WELL, IT WAS REAL, WASN'T IT?~~
MR. TENNESSEE ERNIE, I'M TELLIN'YOU WE REALLY HAD US A TIME DOWN IN HOEHNWALD LAST WEEK! WHAT A BLOW-OUT WE HAD! A REAL SHIN-DIG! WHY I EVEN WORE A TUX!

ERNIE: ^{7:47.31} BUT ROD, YOU DON'T EVEN OWN A TUX!

(ROD OVER)

ROD: 7:47.35 I KNOW IT, BUT I BORROWED ONE! BORROWED THE TUX FROM MORT GRAVES THE UNDERTAKER. I GOTTA TALK TO MORT ABOUT THAT TUX, TOO.

ERNIE: 7:47.43 WHY ROD??

ROD: 7:47.45 WELL, I DON'T KNOW WHO WORE THAT TUX BEFORE I DID, BUT EVERY TIME I LAID THE COAT DOWN, THE ARMS FOLDED! (LAUGHS) HIDI FRIENDS (WEATHER)

SUSY WAS MY DATE FOR THE BIG DANCE..AND SHE SURE HAD ON SOME DRESS! SHE SAYS "WELL RODNEY, HOW DO YOU LIKE MY DRESS?" AND I SAYS "SUSIE HONEY, IT SURE IS FETCHIN'. NOW RUN UPSTAIRS AND FETCH THE REST OF IT!:"

I TOLD 'ER I SAYS "SUSY, I REALLY DO LIKE THAT DRESS!" AND SHE SMILED LIKE SHE WAS FLATTERED AND SHE SAYD "OH IT'S NOTHIN' REALLY". AND I SAID "I KNOW! THAT'S WHAT I LIKE ABOUT IT!"

ERNIE: 7:47 DID YOU ENJOY DANCIN' WITH SUSIE, ROD?

ROD: 7:48 HONEST MR. ERNIE, SUSIE'S SO DARNED FAT THAT--WELL, DANCIN' WITH HER IS LIKE PUSHIN' A THREE TON TRUCK OUT OF A MUDHOLE!

ERNIE: 7: THEN YOU DIDN'T HAVE FUN?

ROD: 7: OH SURE! YOU CAN'T HELP BUT HAVE FUN WITH SUSY! WHY THAT THERE GAL'S THE SALT OF THE EARTH!-- AND BOY, WHAT A SHAKER!

ERNIE: 7:48.25 ROD, TO BE HONEST WITH YOU, I CAN'T THINK OF ANYBODY WANTIN' TO GO OUT WITH YOU!

ROD: 7:49.49 IS THAT SO! WHY I'LL HAVE YOU KNOW THAT I'M THE RUDOLPH VALENTINO OF THE PIG-SLOPPIN' SET! WHY I COULD TEACH YOU A THING OR THREE!

(ERNIE OVER)

7:48.55
 ERNIE: I DOUBT IT, BUT I'LL TRY YOU OUT. YOU'RE SITTING IN THE PARK..

7:49.13
 ROD: WHAT PARK?

7:49.15
 ERNIE: HOW DO I KNOW??

7:49.17
 ROD: WELL, IT'S YOUR STORY!

7:49.20
 ERNIE: LOOK-- YOU'RE SITTING IN THE PARK WITH A GAL..

7:49.23
 ROD: YEAH--

7:49.27
 ERNIE: WHAT DO YOU DO?

49.30
 ROD: BUY HER A BAG OF PEANUTS.

7:49.35
 ERNIE: NO! YOU PUT YOUR ARMS AROUND HER.. THEN YOU PUT YOUR LIPS TO
 HERS..

49.40
 ROD: YEAH?

49.43
 ERNIE: BUT SHE PUSHES YOU AWAY. NOW WHAT DO YOU DO?

49.50
 ROD: TAKE BACK MY BAG OF PEANUTS!

ERNIE: ROD, HOW'S YOUR UNCLE CYPE BEEN LATELY??

ROD: MR. ERNIE, I THINK UNCLE CYPE'S READY FOR THE HEAP.

ERNIE: WHAT'S THE MATTER, ROD?

~~ROD: WELL CYPE'S GOT HISSELF A FARM IN HOHENWALD, AND ONE OF THEM
 RAILROADS WANTS TO RUN A TRACK RIGHT ACROSS HIS PROPERTY. IN
 FACT, RIGHT THRU WHERE HIS BARN STANDS. OFFERED HIM TEN TIMES
 WHAT THE FARM'S WORTH AND THE BARN FOLG TURNED THEM DOWN!~~

ERNIE: BUT ROD, WHY?

(ROD OVER)

ROD: 7: CYPE SAYS HE JUST POSITIVELY REFUSES TO RUN OUT TO THE BARN TO OPEN AND SHUT THE DOORS EVERY TIME THEY WANNA RUN A DURNED TRAIN THROUGH!

WELL I HAVE TO SCOOT NOW, MR. ERNIE. GOTTA RUN OVER TO THE HOSPITAL AND SEE PERKY ADAMS AND HIS WIFE.

ERNIE: 7:50.22 ANYTHING SERIOUS, ROD?

ROD: 7:50.25 OH NO. YESTERDAY THEY HAD A NEW BABY. AND BY NED, DO YOU KNOW THAT PERKY IS SURE A DEVOTED HUSBAND AND FATHER! ALL DAY YESTERDAY AND ALL DAY TODAY HE'S BEEN BRINGIN' HIS WIFE LILIES. LILIES IN THE MORNIN'..LILIES IN THE AFTERNOON..LILIES AT NIGHT! SO WHAT DO YOU THINK THEY'RE GONNA CALL THE BABY?

ERNIE: 7:50.45 LILY?

ROD: 7:50.46 NO, SAM.. IT'S A BOY!

ROD WILL CLOSE WITH ONE OR TWO OF HIS OWN

APPLAUSE AND PLAY OFF

ERNIE: 7:50.57 I THINK IT'S ABOUT TIME WE HAD ANOTHER 'N FROM TIGER..AND HERE HE IS.. LITTLE JIMMY DICKENS!

APPLAUSE

MUSIC: 7:51.10 "TEARDROPS FELL LIKE RAINDROPS"..DICKENS

APPLAUSE

INTO BANJO..DOWN FOR:

(ERNIE OVER)

ERNIE: 7:53.28 FOR LOVERS OF THE FINER THINGS IN MUSIC, WE HAVE A REAL LONG-HAIR HERE TONIGHT.. A MAN WHO AIN'T HAD A HAIR-CUT SINCE HE GOT TOO CLOSE TO A HAY-CROPPER SOME YEARS BACK..HE'S STRINGBEAN!

MUSIC: 7:53.40 "IT'S MIGHTY DARK FOR ME TO TRAVEL" ..STRING

APPLAUSE

GUITAR STRUM IN B.G.

ERNIE: 7:55.09 SINGIN' YOU FOLKS A BALLAD ALONG ABOUT NOW COMES AS NATURAL TO A FELLA AS LIGHTIN' UP A PIPEFUL OF MILD AND TASTY P.A. --AND THE BALLAD IS "YOUR CHEATING HEART".

MUSIC: 7:55.30 "YOUR CHEATING HEART" ...ERNIE

APPLAUSE

INTO SQUARE DANCE "SOLDIERS JOY" ..DOWN FOR:

ERNIE: 7:57.58 GOLLY, I DON'T KNOW WHERE THE TIME FLIES TO! BUT I'M GONNA MAKE IT A POINT TO COME BACK UP THIS WAY SOON--AND I HOPE YOU'LL ALL BE HERE AND HAPPY! NEXT SATURDAY NIGHT THAT BIG BOY FROM THE MOVIES WILL BE YOUR P.A. HOST-- REX ALLEN! AND HE'S GONNA HAVE KITTY WELLS WITH 'IM! SO TILL THEN, THIS IS TENNESSEE ERNIE SAYIN' THANKS FOR EVERYTHING.. AND WE'LL BE SEEIN' YOU NEXT SATURDAY NIGHT AT PRINCE ALBERT'S GRAND OLE OPRY!

TEN SECONDS MUSIC AND APPLAUSE

ENGINEER SWITCH TO STUDIO FOR HITCH HIKE

(COBB OVER)

COBB: 7:58.15 IF YOU'D LIKE A TRULY MILD CIGARETTE.. A CIGARETTE THAT TASTES REALLY GOOD, TOO, JOIN THE SWING TO NEW KING-SIZE CAVALIERS!

OVERTON: 7:58.22 HERE AT LAST IS A CIGARETTE THAT COMBINES GREAT MILDNESS WITH WONDERFULLY ENJOYABLE FLAVOR! TRY NEW KING-SIZE CAVALIERS FOR YOURSELF AND COMPARE THEM AS THOUSANDS OF SMOKERS DID.

COBB: 7:58.37 YES, ALL OVER THE COUNTRY, THOUSANDS OF SMOKERS COMPARED KING-SIZE CAVALIERS WITH THE BRANDS THEY'D BEEN SMOKING. AND 8 OUT OF 10 INTERVIEWED SAID CAVALIERS ARE MILDER!

OVERTON: 7:58.45 CAVALIERS WERE COMPARED WITH ALL THE OTHER LEADING BRANDS, PERHAPS THE BRAND YOU NOW SMOKE! FOR INSTANCE:

COBB: 7:58.64 89% OF THE ARMY PERSONNEL INTERVIEWED AT TRENTON, NEW JERSEY.. 81% OF THE DEEP SEA FISHERMEN INTERVIEWED IN FLORIDA.. SAID CAVALIERS ARE MILDER.

OVERTON: 7:58.58 KING-SIZE CAVALIERS ARE MADE BY THE MAKERS OF CAMELS-- GOOD REASON FOR THEIR ALL-AROUND SMOKING PLEASURE! FINE, LIGHT TOBACCOS, EXPERTLY BLENDED, GIVE CAVALIERS THEIR SMOOTH, SMOOTH MILDNESS..THEIR SUPERBLY-FINE FLAVOR.

COBB: 7:59.11 AND REMEMBER, CAVALIERS ARE KING-SIZE, YET PRICED NO HIGHER THAN LEADING REGULAR SIZE BRANDS. ASK FOR CAVALIERS..TODAY!

TWO SECOND PAUSE

STUDIO ANNCR: 7:59.21 PRINCE ALBERT'S GRAND OLE OPRY CAME TO YOU FROM WSM IN NASHVILLE, TENNESSEE. -- THIS IS N B C...THE NATIONAL BROADCASTING COMPANY.

(ANNCR. MAKE NATIONAL LIFE CHAINBREAK)