

PRINCE ALBERT SHOW

JULY 18 - 1953

7:30 - 8:00 PM

AS
BROADCAST
Master

7:30.00
GRANT: IT'S GRAND OLE OPRY TIME!--ANOTHER BIG FOLK MUSIC SHOW!--
STARRING-- GEORGE MORGAN!

APPLAUSE AND CHEERS..HOLD TILL GEORGE SINGS:

7:30.10
MUSIC: *Little Red Wagon*
"I CAN'T GO ON THIS WAY" ..MORGAN

APPLAUSE

7:31.35
MORGAN: WELL THANKS, AND A GREAT BIG HOWDY TO ALL OUR GOOD FRIENDS AND
NEIGHBORS!

7:31.30
GRANT: AND WHAT A CROWD WE'VE GOT HERE TONIGHT, FOLKS! WHY, THERE ARE
PEOPLE FROM JUST ABOUT EVERY STATE IN THE FORTY-EIGHT TO SEE AND
HEAR ROD BRASFIELD! MINNIE PEARL! THE JORDANAIRE'S! STRINGBEAN!
AND THE ENTIRE GANG!

7:31.40
MORGAN: YESSIR, AND I'LL BET THERE'S A BIG DELEGATION HERE FROM POLK
COUNTY TEXAS, TO SAY HOWDY TO THEIR FAVORITE SONG, MOON MULLICAN!

APPLAUSE

7:31.52
MORGAN: MOON'LL COME OVER THE MOUNTAIN DIRECTLY, FOLKS--BUT RIGHT NOW
LET'S SEE WHAT'S BEEN HAPPENIN' THIS PAST WEEK DOWN IN GRINDERS
SWITCH! HERE'S THE PRINCESS OF THE PRESS, AND OUR BEST GAL..
COUSIN MINNIE PEARL!

APPLAUSE AND PLAY ON

(MINNIE OVER)

51462 0621

MINNIE:

7:32.14
HOW-DEE! I'M JES' SO PROUD T'BE HERE!

ONE THING YOU GOT TO SAY ABOUT FELLERS, THEY'RE ALWAYS INTERESTED IN A SPORTIN' PROPOSITION. YOU TAKE UNY BUTTLESCUTT, FOR INSTANCE .. UNY ONCE MADE A BET WITH SALINA SKEEHORN THAT IF HE ASKED 'ER TO MARRY 'IM, SHE'D TURN 'IM DOWN. WELL, SALINA CALLED HIS BET AND RAISED 'IM FIVE!

ON THE OTHER HAND, THERES PRUNELLA PINBODY. SHE'S SO SKINNY THAT IF SHE EATS AN OLIVE, SHE'S STUFFED! WHEN SHE WAS A YOUNG GAL SHE SWORE THAT BEFORE SHE WAS 21 SHE WAS GONNA GET A MAN OR BUST. WHEN SHE WAS 21, SHE HAD NEITHER. THEN SHE SWORE SHE WAS GONNA GET A MAN BEFORE SHE WAS 30. AFTER THAT, SHE JUST SWORE!

" 'COURSE, SOMETIMES IT'S THE PARENT'S FAULT THAT GALS DON'T GET MARRIED. WHEN A GAL GETS TO BE A YOUNG CHICKEN, THEY WATCH 'ER LIKE A HAWK. LIKE THE GAL IN THIS HERE PO'M....

"THEY SAY A GAL'S ACTING IMPROPER
IF SHE'S CAUGHT IN THE PARLOR BY POPPA
BUT I STILL INSIST
IF SHE WANTS TO BE KISSED,
IT AIN'T PROPER FOR POPPA TO STOP 'ER!"

MORGAN:

7:33.50
SAY MINNIE PEARL, DO YOU WANT ME TO TELL YOU SOMETHIN' ABOUT KISSIN' ?

MINNIE:

7:33.55
WHY SURE, GEORGE..THAT'S A SUBJECT I ALWAYS LIKE TO EXPLORE..AT CLOSE RANGE.

MORGAN:

7:34.04
WELL I'LL LET YOU IN ON A LITTLE SECRET. FELLAS HAVE FOUND THAT GALS WITH A SMALL MOUTH MAKE THE BEST KISSERS. THE SMALLER THE MOUTH, THE BETTER KISSER SHE IS...

(MINNIE OVER)

51462 0622

7:34.14
MINNIE: (PURSING LIPS AS CLOSE AS POSSIBLE) OOOOO, IS THAT SOOOOOO! I NEVER KNOWED THAT BEFORE!

MORGAN: ~~ANOTHER THING IS THAT SOMETIMES A FELLER IS JUST AS BASHFUL AS A GAL. WHY WHEN I WAS A YOUNG SQUIRT I'D HAVE ENJOYED HOLDIN' HANDS IF IT HADN'T BEEN FOR ONE THING.~~

~~MINNIE: WHAT WAS THAT?~~

MORGAN: ~~I FOUND OUT THERE WAS A GAL AT THE OTHER END OF THE ARM!~~

MINNIE: ~~I KNOW. MY FELLER HEZZY WAS THE SAME WAY. ONE TIME HE COME CALLIN' ON ME AND HE HAD A ROSE IN HIS BUTTONHOLE. SO I SAYS "HEZZY, I'LL GIVE YOU A KISS FOR THAT ROSE." SO HE DID AND I DID.~~

MORGAN: ~~WELL, DID THAT BREAK THE ICE FOR HEZZY?~~

MINNIE: ~~DID IT! THE NEXT TIME HE CALLED HE BROUGHT ALONG A FULL-BLOOMIN' ROSE-BUSH!~~

7:34.22
MORGAN: ANOTHER THING, MINNIE--MAYBE YOU DON'T PUT ENOUGH "OOMPH" IN YOUR KISSIN'. ARE YOU SURE YOU DON'T GIVE 'IM LITTLE PECKS?

7:34.35
MINNIE: I DON'T KNOW ABOUT LITTLE PECKS, BUT WE SURE DO HAVE BUSHELS OF FUN!

WELL SIR, NOW FOR SOME NEWS FROM GRINDERS SWITCH!

THE BIG NEWS THIS WEEK WAS THE ANNUAL STEAMBOAT EXCURSION DOWN THE RIVER.. WE HAD UNCLE NABOB ALONG WITH US ON ACCOUNT OF HE USED TO BE A STEAMBOAT CAPTAIN HISSELF. I'M CERTAIN HE WAS A CAPTAIN BECAUSE I HEARD AN INSTALLMENT COLLECTOR CALL 'IM "THE OLD SKIPPER".

(MINNIE CONT'D OVER)

MINNIE: ~~BUT SOMEHOW I DON'T THINK UNCLE NABOB FELT QUITE AT HOME ON A RIVER STEAMBOAT. HE KEPT TRYIN' TO PUT HIS FOOT ON THE RAIL!~~

~~LUCIFER HUCKLEHEAD FELL OVERBOARD! ONE OF THE SAILORS STARTED TO THROW 'IM A LIFE PRESERVER AND LUCIFER SAYS "YOU JUST KEEP THAT DANGED THING TO YOURSELF! FER 28 YEARS I BEEN PAYIN' LIFE INSURANCE! NOW IT IS THE COMPANY'S TURN!"~~

~~SISTER COME ALONG AND SHE WAS ALMOST IN TEARS ON ACCOUNT OF SHE THOUGHT SHE'D LOST THE BRAND NEW BATHIN' SUIT SHE'D BOUGHT, BUT IT TURNED OUT ALRIGHT. SHE FOUND THE BATHIN' SUIT UNDER HER POWDER PUFF!~~

~~THEY WAS A YOUNG WIDDER ON BOARD AND SHE HAD ON THE LOWEST CUT DRESS I EVER SEEN. IT WAS ONE OF THEM THERE "OPPORTUNITY DRESSES" .. YOU KNOW.. PLENTY OF ROOM AT THE TOP!~~

~~UNCLE NABOB SAID THAT SHE MUST'VE BEEN IN MOURNIN' FOR A ADMIRAL OR SOMETHIN' BECAUSE SHE WAS WEARIN' HER DRESS AT HALF MAST!~~

1:35.35
WELL I GOTTA GO NOW, BUT I'D LIKE YOU-ALL TO REMEMBER ONE THING: MARRIAGE IS LIKE A POKER GAME. IT TAKES A PAIR TO OPEN..HE SHOWS HER DIAMONDS..SHE CALLS HIS BLUFF..AND IT ENDS UP IN A FULL HOUSE!
G'BYE NOW.. SEE YOU NEXT WEEK!

APPLAUSE AND PLAY OFF

7:35.55
GRANT: HERE ARE A FEW WORDS TO PIPE SMOKERS.

7:35.67
MORGAN: I THINK I KNOW JUST WHAT YOU'RE GOIN' TO SAY, GRANT-- BECAUSE, FOR MY MONEY, PRINCE ALBERT SMOKIN' TOBACCO TASTES SO WONDERFUL THAT..
WELL, A FELLA KEEPS LOOKIN' FORWARD TO THE NEXT PIPEFUL!

(GRANT OVER)

GRANT: YES, AND P.A. HAS SUCH A PLEASANT AROMA-- THE KIND THE LADIES ENJOY HAVING AROUND ALL THE TIME! AND WHAT A COOL, LONG-BURNING SMOKE YOU GET WITH PRINCE ALBERT! THAT'S BECAUSE THE CHOICE TOBACCO IS CRIMP CUT!

MORGAN: YES, AND IT'S THAT CRIMP CUT THAT CAUSES PRINCE ALBERT TO PACK SO NEAT IN THE PIPE!

GRANT: AND HERE'S ONE MORE THING: THERE'S MORE P.A. NOW IN THE ROCKET TIN..AND THAT MAKES PRINCE ALBERT AS EASY ON THE POCKETBOOK AS IT IS ON THE TONGUE!

MORGAN: SO MAKE YOUR NEXT PIPEFUL PRINCE ALBERT-- THE NATIONAL JOY SMOKE!

WE'VE GOT A BIG FELLA AS OUR GUEST TONIGHT THAT SURE PLAYS THE FOOL OUT OF A PIANO. YES, AND HE CAN SING UP A STORM, TOO! MATTER OF FACT, HIS TALENT IS AS BIG AS HE IS, AND THAT'S PLENTY LARGE! SO FOLKS, LET'S GIVE A GREAT BIG TENNESSEE WELCOME TO-- MOON MULLICAN!

APPLAUSE

MORGAN: MOON, WE HAVEN'T HAD THE PLEASURE OF YOUR COMPANY ON THE SHOW FOR 3 MONTHS.. AND BELIEVE ME, WE DON'T AIM TO LET YOU STAY AWAY SO LONG NEXT TIME. WHERE'VE YOU BEEN?

MOON: TELLS ABOUT RECENT TRIPS, RECORDINGS ETC.

MORGAN: WELL, NOW THAT YOU'RE HERE, JUST GET RIGHT AT THAT PIANO AND BANG OUT SOME OF THAT FINE COUNTRY-STYLE SWING! HERE'S MOON MULLICAN PLAYIN' AND SINGIN' "~~MISTER COTTON PICKER~~"!

MUSIC: "MR. COTTON PICKER", MOON

(APPLAUSE) INTO SQUARE DANCE, DOWN FOR:

(MORGAN OVER)

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7:36.15

7:36.28

7:36.35

7:36.44

7:37.20

7:37.32

7:37.43

7:37.52

Cherokee Boogie
"MR. COTTON PICKER", MOON

MORGAN: ~~MOON, DON'T GET TOO FAR AWAY BECAUSE WE'RE FIGURIN' ON ANOTHER
FROM YOU A LITTLE LATER ON! RIGHT NOW LET'S EVERYBODY DANCE AS
TOMMY JACKSON FIDDLES "SUGAR FOOT BAG"!~~

MUSIC: ~~"SUGAR FOOT BAG", SQUARE DANCE~~

APPLAUSE

SEGUE TO ACCORDIAN B.G. DOWN FOR:

MORGAN: ^{7:34.35} I'D KINDA LIKE TO SING YOU ALL ONE OF MY FAVORITE SACRED SONGS
NOW--AND FROM YOUR LETTERS, WELL I'D SAY THAT LOTS OF YOU FOLKS
OUT THERE ENJOY HEARIN' IT TOO.. IT'S "WHERE WE'LL NEVER GROW
OLD"....

MUSIC: ^{7:39.56} "WHERE WE'LL NEVER GROW OLD", MORGAN

APPLAUSE

MORGAN: ^{7:42.06} (ATTENTION..READ EXACTLY AS WRITTEN FOR NETWORK 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:

GRANT: ^{7:42.14} YOU SMOKERS WHO LIKE TO ROLL YOUR OWN "MAKIN'S" CIGARETTES, WANT
A TOBACCO THAT'S MILD AND TASTY ALL THE WAY--AND A TOBACCO THAT'S
EASY TO HANDLE; WE CAN GIVE YOU THE ANSWER IN TWO WORDS...

PRINCE ALBERT !

MORGAN: ^{7:42.25} HEAR WHAT THE MAN SAYS FOLKS-- BECAUSE, LIKE ALL OF US, GRANT
KNOWS WHAT A WONDERFUL FLAVOR THERE IS IN EVERY "MAKIN'S" SMOKE
YOU ROLL WITH P.L.A. AND YOUR O.C.B. PAPERS! AND AS FOR BEIN' EASY
TO MAKE UP...!

(TURNER OVER)

GRANT: 7:42.37 PRINCE ALBERT IS A PLEASURE TO ROLL BECAUSE THE CHOICE TOBACCO,
BEING CRIMP CUT, DOESN'T BLOW AROUND OR DRIBBLE OUT THE ENDS!
P.A. IS THERE TO STAY!

MORGAN: 7:42.47 AND FRIENDS, DON'T FORGET.. THERE'S MORE MILD AND TASTY PRINCE
ALBERT NOW IN THE POCKET-TIN! AND THERE'S ALSO THE ECONOMICAL
POUND-SIZE!

GRANT: 7:42.56 ROLL YOUR NEXT "MAKIN'S" CIGARETTE WITH PRINCE ALBERT,

JINGLE: 7:43.01 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!

MORGAN: 7:43.25 THE JORDANAIRE'S TOOK PART IN AN ALL-NIGHT SING A COUPLE OF WEEKS
AGO AND ONE OF THE NUMBERS THE GOOD PEOPLE WANTED TO HEAR 'EM
DO OVER AND OVER AGAIN IS THE SPIRITUAL THEY'VE CHOSEN FOR TONITE!
IT'S CALLED "~~JESUS WILL ANSWER PRAYERS~~". THE JORDANAIRE'S!

MUSIC: 7:43.47 *Dig a Little Deeper*
"~~JESUS WILL ANSWER PRAYERS~~"...JORDANAIRE'S

APPLAUSE

MORGAN: 7:45.59 TIME NOW FOR SOME RIB-TICKLIN'..AND THAT MEANS ONLY ONE THING:
THE HOHENWALD HOT-SHOT, ROD BRASFIELD!

APPLAUSE AND PLAY ON

ROD: 7:46.17 WELL THANK YE MEN! THAT WAS MUSIC???
SAY GEORGE MORGAN, DO YOU KNOW HOW ONE ANTISEPTIC GREET'S ANOTHER
ANTISEPTIC?

MORGAN: 7:46.33 NO ROD, HOW DOES ONE ANTISEPTIC GREET ANOTHER ANTISEPTIC?

(ROD OVER)

ROD: 7:46.27 HI-GIENE! (LAUGHS) I JUST LOVE TO GET ONE ON YOU LIKE THAT!
(STOPS) HI-DY, FRIENDS.. (WEATHER)

MORGAN: 7:47.04 ROD, YOU'RE CERTAINLY LOOKING GOOD TONIGHT.

ROD: 7:47.08 YOU JUST AIN'T KIDDIN', OLE BUDDY! WHY, DO YOU KNOW THAT ONE
WOMAN USED TO WRITE ME EVERY DAY OF THE YEAR TO TELL ME I WAS
THE MOST HANDSOME GUY IN THE WORLD?

MORGAN: ~~7:47.11 SHE WROTE THAT YOU WERE THE MOST HANDSOME FELLA IN THE WORLD?~~

ROD: ~~7:47.14 YUP, BUT THEN ONE DAY SHE STOPPED.~~

MORGAN: 7:47.20 HOW COME?

ROD: 7:47.24 SEEMS THEY SEWED UP THE SLEEVE ON HER STRAIT-JACKET!

MORGAN: 7:47.30 RODLEY, YOU'RE ALWAYS EXAGGERATIN' !

ROD: 7:47.31 WELL, I'M ONLY HUMAN!

MORGAN: 7:47.35 THERE YOU GO - EXAGGERATIN' AGAIN! SOMEHOW ROD, YOU JUST DON'T
LOOK LIKE THE LOVER TYPE TO ME. WHY I'VE SEEN GREAT LOVERS WALK
DOWN THE STREET AND BRUSH THE WOMEN OFF LIKE FLIES...

ROD: 7:47.58 WELL, I HAVE THE SAME TROUBLE!

MORGAN: 7:47.59 WITH WOMEN?

ROD: 7:48.05 NO-- FLIES! BUT I BET YOU I'M ONE OF THE FEW FELLERS THAT
HAD TWO DATES AT THE SAME TIME. REMEMBER WHEN THE CIRCUS COME TO
TOWN LAST SPRING? WELL, I DATED THE SIAMESE TWINS!

MORGAN: 7:48.30 DID YOU HAVE A GOOD TIME?

(ROD OVER)

ROD: ^{7:48.32} WELLLLLLLLL -- YES AND NO.

MORGAN: ~~WELL THERE'S NO DOUBT ABOUT IT, YOU SURE DO LIKE THE LADIES. TELL ME ROD, WHICH DO YOU LIKE BETTER..BLONDES, BRUNETTES OR REDHEADS?~~

ROD: ~~NEVER MIND THE CRUST, LET'S GET DOWN TO THE FILLIN'! YOU KNOW, GEORGE, ACCORDIN' TO STATISTICS THERE ARE FIVE GALS FOR EVERY MAN.~~

MORGAN: ~~FIVE GALS FOR EVERY MAN?~~

ROD: ~~YEP! THAT'S WHAT I LIKE -- A NICE EVEN DISTRIBUTION!~~

MORGAN: ^{7:49.00} YOU AIN'T ONCE MENTIONED YOUR GAL SUSIE, ROD.. HOW'S SHE BEEN?

ROD: ^{7:49.04} KINDA POORLY, GEORGE.. I KINDA FEEL SORRY FOR SUSIE. HER AND HER DOG BOTH GOT AWFUL SICK YESTERDAY AND I BOUGHT 'EM SOME MEDICINE. WELL YOU KNOW HOW ACCIDENTS HAPPEN, AND I DONE GIVE SUSIE'S MEDICINE TO THE DOG AND THE DOG'S MEDICINE TO SUSIE!

MORGAN: ^{7:49.17} WHAT HAPPENED?

ROD: ^{7:49.20} THE DOG'S HOME KNITTIN' A SWEATER AND SUSIE'S OUT CHASIN' AUTOMOBILES! DID YOU HEAR ABOUT UNCLE CYPE, GEORGE?

MORGAN: ^{7:49.35} WHAT ABOUT 'IM?

ROD: ^{7:49.37} WELL LAST WEEK HIM AND HIS TWO BUDDIES GOT TRAPPED UP IN THE MOUNTAINS AND THEY ONLY HAD FOOD ENOUGH LEFT FOR ONE MAN TO MAKE THE TRIP INTO TOWN FOR SUPPLIES. AFTER A COUPLE DAYS, THE MAN RETURNED WITH FIFTEEN BOTTLES OF CORN-SQUEEZIN'S AND ONE LOAF OF BREAD. UNCLE CYPE WAS SO MAD! HE YELLED "HAVEN'T YOU GOT ANY BRAINS AT ALL? WHAT IN THE CAT-HAIR ARE WE GONNA DO WITH ALL THAT BREAD?"

(MORGAN OVER)

MORGAN: ~~DID UNCLE CYPE MANAGE TO GET BACK DOWN FROM THE MOUNTAINS ALRIGHT?~~

~~ROD: YES HE DID, BUT AUNT SAP WAS SO MAD AT 'IM STAYIN' AWAY THAT SHE UR AND LEFT 'IM. THIS DIDN'T MAKE UNCLE CYPE TOO UNHAPPY BECAUSE AT LAST THERE WAS NOBODY AROUND TO TELL 'IM HE COULDN'T GO OUT. SO HE LAID HIS GOOD CLOTHES OUT, TOOK A BATH, AND PREPARED TO SHAVE. JUST AS HE STARTED SHAVIN' HE THOUGHT HE HEARD SOMEBODY AT THE DOOR. HE TURNED QUICKLY, ACCIDENTLY BUMPED THE MIRROR AND BROKE IT AND IT FELL TO THE FLOOR. HE TURNED AROUND TO FINISH HIS SHAVE AND LOOKED INTO THE BLANK WALL WHERE THE MIRROR HAD BEEN AND SAID "HOW DO YOU LIKE THAT! THE FIRST TIME I GET A CHANCE TO GO OUT I CUT MY FOOL HEAD OFF!"~~

~~I TELL YOU GEORGE, WHEN AUNT SAP COME BACK THEY REALLY HAD A ARGUMENT! BUT AFTER A WHILE THINGS QUIETED DOWN AND GOT REAL PEACEFUL-LIKE. AUNT SAP WAS ROCKIN' UNCLE CYPE TO SLEEP..WITH REAL ROCKS!~~

~~WELL I GOTTA BE GOIN' NOW GEORGE.. BUT I'D LIKE TO LEAVE YOU WITH THIS THOUGHT: "YOU'RE ONLY YOUNG ONCE, BUT REMEMBER - IF YOU WORK IT RIGHT, ONCE IS ENOUGH!"~~

~~(ROD MAY WANT TO INCLUDE ONE OR TWO OF HIS OWN)~~

APPLAUSE AND PLAY OFF

MORGAN: ^{7:50.14} HOW'S ABOUT US CALLIN' ON THAT PIANO-PLAYIN' MAN FROM TEXAS, MOON MULLICAN!

AUDIENCE RESPONSE

(MORGAN OVER)

MORGAN: ^{7:50.30} MOON, WE'RE ALL WAITIN' TO HEAR YOU PLAY AND SING "I'LL SAIL MY SHIP ALONE"!

MUSIC: ^{7:50.35} "I'LL SAIL MY SHIP ALONE" .. MOON MULLICAN

APPLAUSE

INTO BANJO NUMBER .. DOWN FOR:

MORGAN: ^{7:52.34} THE BEAU BRUMMEL OF THE 5-STRING BANJO HAS NOW APPEARED FRIENDS, AND IT LOOKS LIKE THERE'S NO STOPPIN' IM UNTIL HE PICKS AND SINGS "PRETTY LITTLE PINK"! IT'S STRINGBEAN!

MUSIC: ^{7:52.49} "PRETTY LITTLE PINK" .. STRINGBEAN

APPLAUSE

GUITAR STRUM IN B.G.

MORGAN: ^{7:54.05} TONIGHT'S BALLAD IS ONE I RECORDED A FEW WEEKS AGO, AND I'M MIGHTY PLEASED AT THE WAY YOU PEOPLE HAVE TAKEN TO IT..IT'S CALLED "I PASSED BY YOUR WINDOW".

MUSIC: ^{7:54.15} "I PASSED BY YOUR WINDOW" .. MORGAN

APPLAUSE

INTO SQUARE DANCE "BILE THEM CABBAGE DOWN" .. DOWN FOR:

(MORGAN OVER)

7:57.33
 MORGAN: WELL THAT'S ABOUT ALL THE TIME WE HAVE FOR THIS EVENIN', FRIENDS.. BUT WE SURE AIM TO COME CALLIN' FOR YOU IN THE BUCKBOARD A WEEK FROM TONIGHT! AT THAT TIME, THIS SHINDIG WILL BE PRESIDED OVER BY MY GOOD FRIEND, HANK SNOW! AND ALONG WITH HANK THERE'LL BE LONZO AND OSCAR! MEANWHILE THIS IS GEORGE MORGAN SAYIN' THANKS FOR EVERYTHING -- AND I'LL BE SEEIN' YOU NEXT SATURDAY NIGHT ON THE GRAND OLE OPRY!

TEN SECONDS MUSIC AND APPLAUSE

ENGINEER SWITCH TO STUDIO FOR CAVALIER HITCH HIKE

7:58.11
 COBB: FEEL THAT MILDNESS.. TASTE THAT FLAVOR--THAT'S A CAVALIER!

7:58.16
 OVERTON: YES, KING-SIZE CAVALIERS GIVE YOU MILDNESS YOU CAN FEEL. THAT'S REAL MILDNESS! THE ONLY WAY YOU CAN JUDGE A CIGARETTE'S MILDNESS IS BY THE FEEL OF THE SMOKE AS YOU INHALE. AND IN CAVALIERS YOU FEEL SMOOTH MILDNESS.. EXTRA MILDNESS!

7:58.32
 COBB: SO LIGHT UP A CAVALIER AND INHALE. FEEL THAT EASY-GOING MILDNESS. YES, MILDNESS WHERE IT COUNTS.. IN THE FEEL OF THE SMOKE AS YOU INHALE.

7:58.38
 OVERTON: NO WONDER, WHEN THOUSANDS OF SMOKERS COMPARED CAVALIERS WITH THE CIGARETTES THEY'D BEEN SMOKING, EIGHT OUT OF TEN SAID CAVALIERS ARE MILDER!

7:58.41
 COBB: BUT SEE FOR YOURSELF! LIGHT UP A CAVALIER AND INHALE-- FEEL THAT REFRESHING, LIGHT CAVALIER MILDNESS..TASTE THAT WONDERFUL CAVALIER FLAVOR! HERE'S THE CIGARETTE THAT GIVES YOU ALL THE SMOKING PLEASURE YOU COULD ASK FOR.. AND THEN SOME!

(OVERTON OVER)

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7:59.00

OVERTON: REMEMBER, CAVALIERS ARE KING-SIZE, YET PRICED NO HIGHER THAN LEADING REGULAR-SIZE BRANDS. THAT MEANS EXTRA QUALITY AND EXTRA VALUE.. AT NO EXTRA COST! GET A PACK TODAY OR A CARTON. KING - SIZE CAVALIERS.. MADE BY THE MAKERS OF CAMELS!

TWO SECOND PAUSE

STUDIO 7:59, 20

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 BREAK)