L & M FILTERS

Present

"GUNSMOKE"
"Horse Deal"

# 39

AS BROADCAST

SATURDAY - MARCH 12, 1955
PRE-CUT 3:30 PM - 4:00 PM PST
SATURDAY - MARCH 26, 1955
AIR 5:00 PM - 5:28:50 PM PST
SATURDAY - APRIL 2, 1955
REPLAY 9:30 AM - 9:59:30 AM PST

DIRECTOR: NORMAN MACDONNELL
ASSOCIATE: FRANK PARIS
ENGINEER: ROBERT CHADWICK
SOUND: RAY KEMPER, TOM HANLEY
MUSIC: REX KOURY
ANNOUNCER: GEORGE WALSH
AUTHOR: JOHN MESTON

WILLIAM CONRAD
AS
MATT DILLON

CHESTER..............Parley Baer
KITTY................Georgia Ellis
BOWERS................Harry Bartell
DEESHA...............Vic Perrin
MOSS................James Nusser
JAKE..................Joe Cranston
ED.....................Sam Edwards
L & M FILTERS
Present
GUNSMOKE
SATURDAY, MARCH 26, 1955
5:00-5:28:50 PM PST

1. SOUND: HORSE FADES ON TO FULL MIKE...ON CUE:...RECORDED SHOT.

2. MUSIC: HOLD UNDER...TRACK 1

3. WALSH: GUNSMOKE ... brought to you by L & M Filters. This is

4. it! L & M is best - stands out from all the rest!

5. MUSIC: FIGURE AND UNDER...TRACK 2

6. WALSH: Around Dodge City and in the territory on West - there's

7. just one way to handle the killers and the spoilers -

8. and that's with a U.S. Marshal and the smell of -

9. GUNSMOKE!

10. MUSIC: THEME HITS: FULL BROAD SWEEP AND UNDER...TRACK 3

11. WALSH: GUNSMOKE, starring William Conrad. The transcribed story

12. of the violence that moved west with young America --

13. and the story of a man who moved with it.

14. MUSIC: OUT

15. MATT: I'm that man ... Matt Dillon....United States Marshal..

16. the first man they look for and the last they want to

17. meet. It's a chancey job - and it makes a man watchful..

18. and a little lonely.

19. MUSIC: MAIN TITLE...TRACK 4

BB
STREET NOISES
{OFF} /DOOR OPENS FS ENTER

CHESTER: (OFF) Mr. Dillon!

MATT: What, Chester?

CHESTER: You better come. Emmett Bowers is out there in the street and he’s about to shoot a man down unless somebody stops him.

MATT: (GETS UP) What’s the trouble?

CHESTER: Why, this fella’s accusing Bowers of stealing his horse, Mr. Dillon.

MATT: What -

CHESTER: That’s what he’s doing.

MATT: It doesn’t make sense. Who is the man?
CHESTER: I never saw him before. But Bowers is getting awful mad at him.

MATT: Where are they?

CHESTER: Right outside at the hitchrail.

SOUND: MATT CROSSES ROOM...WALKS OUT-DOOR-ORDER.

MATT: He must be drunk to call Emmett Bowers a horsethief. (DOOR OPEN."

CHESTER: He don't look drunk. "HERE THEY ARE..."

SOUND: THEY WALK UP TO BOWERS.

BOWERS: (FADES ON) No...I don't want to see nothing. I'm through arguing with you, mister. You're wearing a gun -- if this is your horse you can claim it with that.

MATT: Bowers --

BOWERS: What - Oh...Marshal, I'm about to kill this man.

MATT: I think we can settle this without a killing. Now what's the trouble?

BOWERS: This idiot's been calling me a horsethief. I won't take that from no man. I'll blast him wide open.

MATT: Take it easy, Bowers. You say this is your horse, mister?

DEESHA: Of course it's mine.

MATT: And you think Bowers stole it?

DEESHA: What else would he be doing with it?

BOWERS: I own over two hundred head of horses, you fool. It's more likely I'd give one away than steal one.

MATT: Emmett Bowers is one of the biggest ranchers in Kansas, mister.

DEESHA: I don't care what he is -- that's my horse he's been riding. See the brand -- Bar S. That's my brand and I can prove it.
MATT: That's a Bar S, all right.

BOWERS: What difference does it make? I buy horses with all kinds of brands on them.

MATT: Where'd you buy this one, Bowers?

BOWERS: A fella come by the ranch yesterday with half a dozen horses for sale and I bought all of them.

DEESHA: Maybe them others is mine, too.

BOWERS: He told me he bought them horses from a man named Pringle up in Wyoming. What's your name, mister?

DEESHA: Deesha...Charlie Deesha.

MATT: Where're you from, Deesha?

DEESHA: I had a place down on the Canadian River, Marshal. But—well, I went broke. All I had left was my horses.

MATT: How many horses?

DEESHA: Seventeen. The only one they didn't steal was the one I was riding.

MATT: You're a long way from the Canadian River.

DEESHA: I come up here looking for a job. I'm broke, Marshal...

MATT: Can you prove that Bar S brand is yours?

DEESHA: I got the certificate of registration...It's in my sack over at the stable.

MATT: /Go get it. And then we'll ride out with Bowers and look at those other horses.

DEESHA: I'll get it. Right now.

SOUND: HE WALKS OFF

BOWERS: I think that man's a liar.
MATT: He might be, Bowers. But if he isn't, you sure got stuck.

BOWERS: Then I'd hate to be the man that stuck me, Marshal.

MATT: He might be, Bowers. But if he isn't, you sure got stuck.

BOWERS: Then I'd hate to be the man that stuck me, Marshal.

BOWERS: They're in the little corral there, Marshal. I told the men not to turn them out till I'd had a chance to ride them. I like to get on every horse I buy at least once.

DEESHA: Them are my horses...I can tell from here.

MATT: Are they all branded, Deesha?

DEESHA: Ask Bowers -- he's seen them.

BOWERS: It's true - there's a Bar S on all of them.

DEESHA: By golly, look at them. I thought I'd never see them again.

MATT: You're mighty lucky, Deesha.

BOWERS: Sure, he's lucky. But what about me?

MATT: There's not much you can do, Bowers, what with that being registered to Deesha.

DEESHA: How much did you pay for them, Bowers?

BOWERS: Thirty dollars apiece.

DEESHA: Thirty dollars, huh...he sold them cheap. They're worth more'n that.

BOWERS: I bought them because they were cheap.

MATT: Tell me something, Bowers.

BOWERS: How come you didn't buy the rest of them? According to Deesha, there must've been ten more.

BOWERS: I picked out the best six. I didn't want the others.
MATT: You say the man was alone, Bowers. Did he give a name?

BOWERS: Vic Lowry.

MATT: Ever hear that name, Deesha?

DEESHA: Vic Lowry - no.

MATT: What'd he look like, Bowers?

BOWERS: Tall, thin fella... black hair... kinda sharp-faced...

MATT: That mean anything to you, Deesha?

DEESHA: Can't think of anybody in particular --

MATT: Well, he's gone now. He's probably cleared out of the country. He'll sell the rest a long way from here.

BOWERS: You ain't going after him, Marshal?


BOWERS: He's got to be caught.

DEESHA: I'm real sorry about it, Bowers. But you can't blame me for wanting my horses back.

BOWERS: I ain't blaming you, Deesha. It's the idea of a horse-thief going un-hung that don't set with me.

MATT: He's probably a hundred miles from here by now, Bowers.

BOWERS: You'd never find him, Marshal -- I know that. But I got twenty riders working for me and they cover a lot of territory. I'll get the word to every one of them...

MATT: I won't stand for a lynching, Bowers.

BOWERS: No, no, of course not -- But the fella might run -- he might have to get shot.

MATT: That's the same thing.

BOWERS: All right, Marshal. I'll tell the boys to take it real easy with him.

BR
1 MATT: Now wait a minute, Bowers.
2 BOWERS: You can't stop me, Marshal. You know there ain't a man
3 in the country won't backup hanging a horse thief.
4 MATT: That's not hanging, Bowers -- that's lynching.
5 BOWERS: I don't care what you call it.
6 MATT: I care and I'll hold you responsible for whatever happens
7 out here.
8 BOWERS: I'll be responsible for it, Marshal.
9 MATT: Then you'll go to jail for it, Bowers.
10 BOWERS: Them riders of mine carry guns too.
11 MATT: Maybe I ought to lock you up right now.
12 BOWERS: You'd look fine locking up an honest rancher and letting
13 a horse thief wander loose.
14 MATT: /Go get your horses,--Deseehe-- We'll help you drive them to
15 Dodge.
16 MUSIC: FIRST ACT CURTAIN
FIRST COMMERCIAL

1 JINGLE: THIS IS IT
2 L & M FILTERS
3 IT STANDS OUT
4 FROM ALL THE REST
5 MIRACLE TIP
6 MUCH MORE FLAVOR
7 L & M'S GOT EVERYTHING
8 IT'S THE BEST

6 WALSH: L & M is best - stands out from all the rest! L & M's
7 got everything!
8 GIRL: Everything?
9 WALSH: (NO BEAT) Everything!
10 GIRL: Best flavor?
11 WALSH: L & M stands out for flavor. The miracle tip draws easy..
12 lets you enjoy all the taste!
13 GIRL: Best filter?
14 WALSH: L & M stands out for effective filtration. No filter
15 compares with L & M's pure, white miracle tip for quality
16 or effectiveness.
17 GIRL: Best tobaccos?
18 WALSH: Highest quality tobaccos...low nicotine tobaccos...
19 L & M Tobaccos, light and mild. Every way, L & M is
20 best - stands out from all the rest!
21 GIRL: How easy they draw...how mild they are!
22 WALSH: L & M is sweeping the country - It's America's best
23 filter-tip cigarette.
24 MUSIC: SECOND ACT OPENING

RT
SOUND: / FS FADE ON

CHESTER: (FADES ON) I can't find Moss Grimmick nowhere, Mr. Dillon. He's left this stable plumb deserted.

MATT: Where's Deesha?

CHESTER: He's coming. He wanted to put some hay down for his horses.

SOUND: OUTSIDE...MOSS RIDES UP...THREE HORSES

MOSS: (OUTSIDE) Whoa, there. Now you stand still and quit fighting that rope.

CHESTER: That's Moss.

MATT: Yeah.

SOUND: MATT AND CHESTER WALK TO DOOR

MATT: Moss....

MOSS: Hello there, Marshal...Chester.

CHESTER: How are you, Moss?

SOUND: MOSS DISMOUNTS...FS FADE ON...HORSES IN BG

MOSS: (FADES ON) What're you men doing here?

MATT: We brought some horses in with Charlie Deesha.

MOSS: Oh...him. He's been keeping one here...where'd he get the others?
MATT: They were stolen from him down on the Canadian and sold to Emmett Bowers yesterday.

MOSS: That so?

MATT: Bowers rode into town on one of them this morning and Deesha spotted it.

MOSS: (LAUGH) Say, I'll bet Bowers ain't fit to live with. vary

MATT: He's not happy about it.

MOSS: I was out his way. If I'd known, I'd of stopped by just to bur him a little. Where's that boy I left here?

MATT: What boy?

MOSS: I been gone since yesterday morning, Marshal. Went out past Bower's place to see a friend of mine. That's where I got these two horses -- a fella come by selling a bunch and I picked these two out.

SOUND: MATT TAKES A COUPLE OF STEPS TO LOOK AT HORSES

MOSS: Pretty good horses for thirty dollars, ain't they, Marshal?

MATT: I'm looking at the brands, Moss.

MOSS: What about the brands?

SOUND: MATT WALKS BACK TO MOSS

MATT: You're not going to be any more fit to live with than Bowers is, Moss. They're both Bar S. That's Deesha's brand.

MUSIC: BRIDGE

SOUND: DOOR OPENS...FS ENTER

MATT: (GETS-UP) Why, Kitty...come in. (GET UP) Come in.

SOUND: CLOSE DOOR...FS FAIT ON

BR
KITTY: (FADES ON) I don't know it's proper -- a lady coming into the Marshal's office this way.

MATT: The only thing not proper about it is that it doesn't happen often enough. Sit down, Kitty if you can see a chair that isn't busted.

KITTY: (MOVES AND SITS) Thanks, Matt. Yeah. (SITS)

MATT: /You're the first woman that's been in here since the night I pulled Frog Mouth Kate off that buffalo hunter she was about to cut up.

KITTY: I remember. I've always wondered how you got the nerve to do battle with her.

MATT: If I'd had any sense, I'd have let him take care of himself. But what's on your mind, Kitty?

KITTY: Well, it's no business of mine, but I've been hearing a lot of talk about this man who's riding around the country selling the horses he stole from Charlie Deesha. The word gets out fast - that only started two days ago.

MATT: People are wondering why you haven't gone after him, Matt. I've even heard them say it's because you're plain lazy.

MATT: You know something, Kitty -- they're about right. I'm going to let somebody else do the work for me.

KITTY: What do you mean, Matt?

MATT: Well - All I need is a little luck and everybody's going real to be surprised.

KITTY: How?

SOUND: DOOR OPENS...FS ENTER
CHESTER: (FADES ON) Mr. Dillon...oh, hello, Miss Kitty.

KITTY: Hello, Chester.

CHESTER: Guess what Mr. Dillon, I run into Moss Grimmick out in the street and he's headed for the Dodge House -- for a meeting.

MATT: A meeting?

CHESTER: Him and Bowers and Deesha and Jake Wirth. He said they're gonna do something about that horse-thief.

MATT: What's Jake Wirth got to do with it?

CHESTER: He got robbed too. He bought six of them horses yesterday -- and when he come to town today he heard about Charlie Deesha and everything. Moss says they're gonna get organized.

MATT: They are, huh? Maybe we'd better join that meeting, Chester.

MUSIC: BRIDGE

CHESTER: Moss says he never saw Jake Wirth so mad, Mr. Dillon.

MATT: Can't blame him much, Chester.

SOUND: THEY WALK TO DOOR...OPEN...ENTER...CLOSE

CAST: VOICES IN B.G.

CHESTER: There they are.

MATT: Yeah.

SOUND: THEY WALK ACROSS ROOM TO TABLE AS:
1 BOWERS: (OFF) Hold it, men --
2 CAST: QUIET
3 SOUND: MATT WALKS UP TO TABLE..STOPS
4 MATT: /Am I interrupting/ gentlemen?
5 BOWERS: What do you want, Marshal?
6 MATT: I heard Jake Wirth got stuck with six of those Bar S horses.
7 JAKE: I'll get my money back, Marshal.
8 MATT: How're you planning to do it, Jake?
9 JAKE: We'll handle this, Marshal.
10 MATT: Sure. Between you and Bowers you've got some thirty cowboys working for you. And Moss Grimmick here and Deesha make two more riders. So you're going to fan out over the whole country and try to find this man.
11 JAKE: /Okay, Marshal, that's what we're gonna do. I don't see nothing wrong with it.
12 MATT: I do.
13 JAKE: Why...
14 MATT: Because if you do catch him, you'll put a rope on him and hang him.
15 BOWERS: He deserves it.
16 MATT: I don't care what he's done, Bowers. That's lynch-law and I'm here to stop it.
17 BOWERS: How're you gonna stop it?
18 MATT: Well, I could throw all four of you in jail and hold you there...
19 CAST: WHAT! YOU WOULDN'T DARE, ETC....

BH
GUNSMOKE

1 MATT: But I don't want to do that. And it wouldn't help
2 anyway. So I'm going to ask something of you men...
3
4 JAKE: Ask what?
5 MATT: Give me a few days -- a week at the most.
6
7 JAKE: What're you gonna do, Marshal?
8 MATT: Nothing.
9 JAKE: Nothing!
10 MATT: That's right.
11 BOWERS: You don't make good sense.
12 MATT: Look, Bowers, you've known me a long time -- you and Jake
13 and Moss have --
14 BOWERS: Sure...
15 MOSS: Course we have...
16 MATT: Well -- do you trust me or don't you?
17 JAKE: Up till now we have.
18 MATT: This isn't over. I'm asking you to give me a chance...to
19 let me handle this my own way. All I want is one week.
20 JAKE: I don't know -- what do you think?
21 MOSS: It's okay with me, long as I get my money back.
22 JAKE: Bowers?
23 BOWERS: I oughta know better -- but go ahead, Marshal. We'll
24 give you a week -- no more.
25 MATT: Good. You agree, too, Deesha?
26 DEESHA: These fellas know better'n I do, Marshal. All I want is
27 the rest of my horses.
28 MATT: I'm not making any promises, Deesha. It's too long a
29 chance for that.
30
31 BH
DEESHA: Oh, sure...I understand.

MATT: All right. Good day, gentlemen. (TURNS) Chester...

SOUND: THEY CROSS ROOM...OPEN DOOR...EXIT...CLOSE DOOR...UNDER:

CHESTER: You think they mean it, Mr. Dillon?

MATT: They'll hold off for a week, Chester. I know them.

CHESTER: But what if you don't have any luck?

MATT: Then there might be a lynching.

CHESTER: But what're you gonna do?

SOUND: FS STOP

MATT: (TAKES IT OUT - HE AIN'T SHY) Here, Chester -- here's twenty dollars. Take it.

CHESTER: (DOES) Twenty dollars -- what for?

MATT: You and Charlie Deesha are going to get real friendly. I want you to keep him out of the way -- get him drunk, do anything you want with him.

CHESTER: But what for?

MATT: There's only two of Deesha's horses left to sell. And when it happens I've got to hear about it before Deesha does. So you stay with him. And if you run out of money, let me know.

MUSIC: IN AND UNDER:

MATT: Chester worked hard at spending my money the next couple of days -- he even came back twice for more. But it was worth it -- on the third day Moss Grimmick came in and told me that a cowboy named Ed Harper had just come into his stable with the last two of Deesha's stolen horses. I sent word to Chester to get Deesha sobered up if necessary and to bring him along...and then I walked over with Moss to talk to Harper.

SOUND: FS UNDER:
I give this fella the bad news as soon as I seen that Bar S brand, Marshal. It kinda broke his heart.

It's not often a plain cowpuncher can afford a couple of extra horses, Moss.

That's him...by the door.

They walk up to him and stop.

This here's Marshal Dillon, Harper.

Marshal.

Hello, Harper.

That true about them Bar S horses, Marshal?

I'm afraid so. Who sold them to you?

Said his name was Lowry. Hawk-faced fella...

That's him. Where was this, Harper?

I run into him on the prairie some thirty miles west of here.

What'd you pay for the horses?

Only twenty dollars apiece. It's all I had, and he seemed in a hurry to get rid of them. I mighta known...

Tell me something, Harper.

How would you like to get your money back?

I worked over two months for that money, Marshal.

All right...the man they were stolen from will be here direct. I want you to tell him you paid ninety dollars apiece for them.

Ninety dollars.

Tell him you had a year's wages...you were drunk. Tell him anything...

I don't follow you.
1 MATT: Just do what I say.
2 ED: Well, I guess somebody must've thought you had brains or
3 they wouldn't of made you a Marshal. I'll do it.
4 MOSS: Here come Deesha and Chester already, Marshal.
5 MATT: Good.
6 SOUND: FS FADE ON
7 CHESTER: (FADES ON) What'd you want us for, Mr. Dillon?
8 DEESHA: We was having a fine sleep out back of the Longhorn.
9 Needed it, too.
10 MATT: Deesha, this is Ed Harper.
12 ED: Hello. Brought
13 MATT: Harper bught the last two of your stolen horses.in.
14 DEESHA: He did? Say, I got every one of them back now.
15 MATT: Yeah.
16 DEESHA: But I'm sure sorry for you, Harper. What'd you pay for
17 them?
18 ED: Ninety dollars.
19 DEESHA: Oh...well, that's not bad. I mean, they're worth that.
20 ED: I paid ninety dollars apiece.
21 DEESHA: Apiece? You must be crazy --
22 ED: I got paid off my job and I'd been drinking...
23 DEESHA: Oh... Well, that's too bad. I'm awful sorry about it.
24 CHESTER: But you're rich now, Deesha -- what with all them horses.
25 You can sell them legal.
26 DEESHA: I got to sell them, Chester. But not here --
27 CHESTER: No? Why not?
SECOND COMMERCIAL

MAN 1: I've got L & M.

GIRL: I've got L & M.

MAN 2: I've got L & M.

GIRL: And L & M's got everything!

MAN 1: Best filter; No filter compares with L & M's pure, white miracle tip for quality or effectiveness.

GIRL: Best flavor! The miracle tip draws easy - lets you enjoy all the taste.

MAN 2: Best tobaccos! Highest quality tobaccos - low nicotine tobaccos - L & M tobaccos...

GIRL: Light and mild.

MAN 1: Today - buy L & M! It's sweeping the country because it's America's best filter-tip cigarette!

MAN 2: Yes - today - why don't you get L & M - because L & M's got everything!

(Reprise, last two lines jingle...)

JINGLE: L & M'S GOT EVERYTHING...

IT'S THE BEST.

MUSIC: THIRD ACT OPENING
We helped Deesha gather his horses and herd them to the edge of town, and then we said goodbye and watched him head north. As soon as he was out of sight, we took up his trail and followed him. He didn't ride north for long, but soon changed his direction and circled west. It was near dark and some twenty miles further on when we came to the top of a small bluff and stopped. At the foot of it was a tiny cabin, with a corral at one side -- full of horses. We dismounted, staked our horses, and went down on foot to within shooting distance of the place.

CHESTER: He's got a lamp going in there now, Mr. Dillon.

MATT: *whisper* This is close enough, Chester. *(SOUND: FS OUT)*

We'll squat down here and wait.

CHESTER: What're we waiting for? Why don't we go on in?

MATT: There's no reason to bust in there and have to kill somebody when I don't have to, Chester.

CHESTER: That's true, Mr. Dillon --

MATT: Of course, you could say I'm lazy...letting Deesha do my work for me this way.
CHESTER: Now you're thinking of all that talk back in Dodge. What do they know? Bunch of mulleygrubs...they ain't got a lick of sense.

SOUND: INSIDE CABIN ... TWO SHOTS...THEN ANOTHER
CHESTER: Mr. Dillon!
MATT: Sit tight, Chester.
CHESTER: He's coming out the door. Why -- that ain't Deesha --

SOUND: ANOTHER SHOT
CHESTER: That got him. He's through....
MATT: Yeah /Come on...

SOUND: THEY GET UP AND WALK FORWARD
CHESTER: That fella's dead, Mr. Dillon. He ain't moving at all.
MATT: Yeah.
CHESTER: Who is he? I never seen him before.
MATT: Stand away from the door, Chester.
CHESTER: Yes sir.

SOUND: FS STOP
MATT: (UP) It's Marshal Dillon, Deesha...come on out of there.
DEESHA: (INSIDE) I can't move...
CHESTER: Sounds like he's been hit.
MATT: (UP) Slide your gun across the floor. /Let me hear it...

SOUND: GUN ACROSS FLOOR
MATT: Okay, Chester.

SOUND: THEY ENTER CABIN...SEE DEESHA...WALK OVER TO HIM
MATT: You hit bad, Deesha?
DEESHA: I don't care...if I killed him.
MATT: You killed him.
DEESHA: Good. He tried to cheat me.
MATT: You don't believe in cheating?
It's different with your partner. He told me that cowboy only give him twenty dollars apiece for them last two horses. You heard him yourself -- it was ninety.

Your partner didn't lie to you, Deesha. I told that cowboy to say it was ninety.

You did--

It was as easy a way as any to catch a couple of thieves. What were you going to do -- divide the money your partner got and go someplace else to sell and recover those horses all over again?

We've sold them twice already. But we ain't gonna sell them again -- we ain't gonna do nothing. You can't even put us in jail, Marshal... smart as you are. (BEAT)

I'm gonna die now...I feel it coming. (DOES)

I guess he was right about jail, Mr. Dillon -- now they're both dead.

At least I didn't have to kill them.

CURTAIN
CLOSING COMMERCIAL

GUNSMOKE -D-
3-26-55

1 WALSH: And now our star, William Conrad.

2 CONRAD: Thank you, George. Mild and plenty quick on the draw,

3: that's L & M for you. And the pure, white miracle tip,

4 on the business end of every L & M, filters out everything

5 but the taste of the world's finest tobaccos. All you

6 have to do is pick up a carton of L & M's and you'll see

7 what I mean. L & M stands out from all the rest!

8 MUSIC: THEME
"GUNSMOKE" produced and directed by Norman Macdonnell
stars William Conrad as Matt Dillon, U.S. Marshal. Our
story was specially written for "GUNSMOKE" by John Meston,
with music composed and conducted by Rex Koury. Sound
patterns by Tom Hanley and Ray Kemper. Featured in the
cast were: Harry Bartell, James Nusser, Vic Perrin,
Sam Edwards and Joe Cranston. Parley Baer is Chester and
Georgia Ellis is Kitty. Join us again next week, as
Matt Dillon, U.S. Marshal fights to bring law and order
out of the wild violence of the West in "GUNSMOKE".

MUSIC: SWELL AND FADE OUT UNDER:
CHESTERFIELD HITCH-HIKE

GUNSMOKE -F-
3-26-55

1 MUSIC: JINGLE
2 STOP!
3 START SMOKING WITH A SMILE WITH CHESTERFIELD
4 SMILING ALL THE WHILE WITH CHESTERFIELD
5 PUT A SMILE IN YOUR SMOKING - JUST GIVE 'EM A TRY
6 LIGHT UP' A CHESTERFIELD...THEY SATISFY!
7 ANNCR: Put a smile in your smoking. Buy Chesterfield...so
8 smooth - so satisfying...Chesterfield!
9 MUSIC: THEME
WALSH: "Gunsmoke" salutes National Baseball Week. Baseball - America's greatest game - is an important part of our way of life. Why don't you make it a point to get out to your local ballpark this year and root for the home team. You'll have the time of your life -- and baseball needs your support.

Listen to "Gunsmoke" again next week transcribed for L & M FILTERS. (28:45)

MUSIC: THEME TO FILL

ANNCR: This is THE CBS...RADIO NETWORK. (28:50PM)
FIRST COMMERCIAL

JINGLE: THIS IS IT
L & M FILTERS
IT STANDS OUT
FROM ALL THE REST
MIRACLE TIP
MUCH MORE FLAVOR
L & M'S GOT EVERYTHING
IT'S THE BEST

WALSH: L & M is best - stands out from all the rest! L & M's
GIRL: Everything!
WALSH: (NO BEAT) Everything!
GIRL: Best flavor?
WALSH: L & M stands out for flavor. The miracle tip draws easy...
GIRL: Lets you enjoy all the taste!
WALSH: Best filter?
WALSH: L & M stands out for effective filtration. No filter compares with L & M's pure, white miracle tip for quality or effectiveness.
GIRL: Best tobaccos?
WALSH: Highest quality tobaccos... low nicotine tobaccos...
WALSH: L & M Tobaccos, light and mild. Every way, L & M is best - stands out from all the rest!
GIRL: How easy they draw... how mild they are!
WALSH: L & M is sweeping the country - It's America's best filter-tip cigarette.

MUSIC: SECOND ACT OPENING
SECOND COMMERCIAL

1 MAN 1: I've got L & M.
2 GIRL: I've got L & M.
3 MAN 2: I've got L & M.
4 GIRL: And L & M's got everything!
5 MAN 1: Best filter; No filter compares with L & M's pure, white miracle tip for quality or effectiveness.
6 GIRL: Best flavor! The miracle tip draws easy - lets you enjoy all the taste.
7 MAN 2: Best tobaccos! Highest quality tobaccos - low nicotine tobaccos - L & M tobaccos...
8 GIRL: Light and mild!
9 MAN 1: Today - buy L & M. It's sweeping the country because it's America's best filter-tip cigarette!
10 MAN 2: Yes - today - why don't you get L & M - because L & M's got everything!
11 (Reprise, last two lines jingle...) [music]
12 JINGLE: L & M'S GOT EVERYTHING...
13 IT'S THE BEST.
14 MUSIC: THIRD ACT OPENING