L & M FILTERS

Present
"GUNSMOKE"
"TRUST"
# 50

SATURDAY - JUNE 4, 1955
PRE-CUT 3:30 PM - 4:00 PM PDST

SATURDAY - JUNE 11, 1955
AIR 5:00 PM - 5:28:50 PM PDST

SATURDAY - JUNE 18, 1955
REPLAY 9:30 PM - 9:59:30 PM PDST

DIRECTOR: NORMAN MACDONNELL

ASSOCIATE: FRANK PARIS

ENGINEER: ROBERT CHADWICK

SOUND: BILL JAMES

MUSIC: REX KOURY

ANNOUNCER: GEORGE WALSH

AUTHOR: JOHN MESTON

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AUTHOR: JOHN MESTON

WILLIAM CONRAD

as

MATT DILLON

CHESTER.................................Parley Baer
MRS.................................Georgia Ellis
S.T.................................Howard McNear
NATION...............................Vic Perrin
DRIVER.............................Clayton Post
WELLS..............................James Nusser
FLY.................................Joseph Kearns
CARP...............................John Dehner

BL
L & M FILTERS

Present

GUNSMOKE

SATURDAY, JUNE 11, 1955 5:00-5:20:50 PM PDST

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 it!

4 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 just

7 one way to handle the killers and the spoilers - and that's

8 with a U.S. Marshal and the smell of - GUNSMOKE!

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

10 WALSH: GUNSMOKE, starring William Conrad. The transcribed story of

11 the violence that moved west with young America -- and the

12 story of a man who moved with it.

13 MUSIC: CUT

14 MATT: I'm that man...Matt Dillon...United States Marshal...the first

15 man they look for and the last they want to meet. It's a

16 chancey job - and it makes a man watchful...and a little

17 lonely.

18 MUSIC: MAIN TITLE...TRACK 3

SJK
MATT: It was a ninety mile ride from Dodge to where Chester and I were taking cover behind a small knoll just beyond the Smoky Hill River. In front of us, hidden behind a horse he'd ridden to death covering those miles, was a stranger called James Nation. Nation had killed his man back in Dodge and then jumped on his horse and run North. It was a rough ride and we'd caught up with him the hard way - my horse was dead from a rifle bullet and Chester's was standing on three legs, crippled with a slug in the shoulder.

CHESTER: One thing, Mr. Dillon, he's in as bad a spot as we are.

MATT: Watch him, Chester -- he's moving. Wait/- Don't shoot --

CHESTER: He's got his hands up.

MATT: Yeah. Here he comes.

CHESTER: He's giving up mighty easy.

MATT: (GETS UP) Maybe. Let's go meet him.

CHESTER: (GETS UP) He better not try nothing.

MATT: He'll die if he does.

NATION: Can I put my hands down?

MATT: Put them down. (HEAT) How come you didn't shoot it out?-- Nation?

NATION: I didn't want to kill nobody.

MATT: You killed a man in Dodge.
NATION: Defense, Marshal.

MATT: Not according to the witnesses.

NATION: They were all friends of his. They said they'd tell you that. I heard them say it.

MATT: A man looks guilty when he runs, Nation.

NATION: You don't believe me.

MATT: It's not up to me. You'll get a trial.

NATION: Well, at least I'm still alive.

MATT: But a long way from Dodge.

CHESTER: By golly, that's right, Mr. Dillon. How are we gonna get back, anyway?

MATT: We haven't crossed the Overland Express route yet. We'll walk on till we find it and wait for a stage.

CHESTER: But that won't do no good. Dodge is straight south of here.

MATT: If we can get to Ft. Downer we can borrow some horses from the Army.

CHESTER: Maybe the stage won't pick us up.

MATT: Well it sure won't pick us up here.

NATION: Marshal...

MATT: What-

NATION: You don't owe me no favors, Marshal, but I'd like to ask something of you...

MATT: Yeah...?

NATION: I've never been arrested before. Never in my life.

I'm kinda ashamed of it. That's not my worry.

MATT: Well, I can't help that, Nation.
NATION: I know. -- But, Marshal, it's only a little thing. I'm asking.

MATT: /It won't make no difference to you. Would you -- when

we get on that stage and all -- would you not say nothing

about your taking me in? Don't let them know I'm a

prisoner...?

NATION: You've got a lot of guts to ask any kind of a favor.

MATT: /Okay, sure. NATION: /If you think that's what I'd--

WELL: be powerful grateful to you, Marshal.

MATT: /All right. It doesn't matter anyway --

NATION: /Dodge in a sack.

MATT: You'll get a fair trial.

NATION: Well, if it is a fair trial I'm going back to California.

I don't know why I ever left.

CHESTER: You-born-in-California, Nation?

NATION: My-pa-went-out-to-Sutter's-Mill-in-149. -- But he was


MATT: Well, everybody-can't-be-lucky.

NATION: I-sure-ain't-been. -- Look-what-I'm-in-now.


NATION: Yeah.

CHESTER: Finish off

MATT: / Go get your horse, Chester. He's stood there long

enough. I'll go with Nation and get his guns.

CHESTER: Okay, sir. -- But doggone you anyway, Nation -- that was

a mighty good horse you shot.

NATION: I'm sorry, Chester.

CHESTER: I-guess-a-man-gets-to-running, he'll-do-most-anything.
1 NATION: \textit{I ain't running no more.}
2 MATT: Alright \textit{Come on -- let's get going. We've got a long walk ahead.}
3 MUSC: \textit{FIRST ACT CURTAIN}
(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 got everything!

GIRL: Everything?

WALSH: (NO BEAT) Everything!

GIRL: Best Flavor?

WALSH: L & M stands out for flavor. The miracle tip draws easy,
let's you enjoy all the taste!

GIRL: 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...
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

AC
There's the road, Mr. Dillon. Right there -- see it?

Yeah.

That stage is headed right for us. We have to keep walking?

I never heard of a stage driver who'd leave the road ten feet for anybody.

I guess you're right, Marshal.

He sure must be mighty proud of that coach. Look how he's gone and painted it bright red.

What if he won't stop for us?

Road agents don't carry their saddles. The driver'll notice that.

If he's awake.

Driving six horses oughta keep him awake.

Yeah...but not sober.

They drop their saddles here they come.

Whoa...they're there. That's a shotgun the messenger's holding on you men.

We're passengers, not bandits.

Where's your horses?
MATT: We lost them.

MATT: Lost them? You don't look like greenhorns to me.

MATT: It can happen to anybody.

WELLS: (To DRIVER) They're all right, Hank. The one in the middle ain't even armed. Pick them up.

DRIVER: Okay, Wells. It's your treasure box. (To MATT) How far you going?

MATT: Ft. Downer.

DRIVER: We'll call it sixty miles to Downer, and you're crowding ton us some, so that'll be fifteen cents a mile.

MATT: Nine dollars, huh...

MATT: Nine dollars a piece. And payable in advance.

MATT: Taking advantage of a man doesn't bother you much, does it?

DRIVER: Pay up or walk, mister.

MATT: (GETS IT OUT) Here it is. Twenty-seven dollars.

SOUND: MATT WALKS OVER...HANDS MONEY UP TO DRIVER

DRIVER: (TAKES IT AND COUNTS) Fifteen...twenty...twenty-five, sixteen, seventeen, /sixty-seven /Okay! Get in. I don't know how them people in there are gonna like this, though.

SOUND: FS TO COACH..OPEN DOOR

MATT: Room for a couple more in here?

FLY: A man that can't hold onto his horse oughta be made to walk.

CARP: There's room for two if we jam up, but we sure can't handle three.
1 MATT: Oh?

2 FLY: You can see that for yourself, mister.

3 MATT: Yeah. You're right. Chester...

4 CHESTER: Am now doggone it all

5 MATT: I don't want Nation on top. Get up there, Chester.

6 CHESTER: Yes, sir. But, doggone it, they oughta charge less if I've doggone gotta ride on top like a carpet-bag.

7 DRIVER: (OFF) The Company guarantees a ride, mister. Comfort's your problem. Now get on or get off -- you've held us up long enough.

8 MATT: All right. Get in, Nation.

9 SOUND: NATION CLIMBS IN...

10 CHESTER: (FADES) Sun...dust...wind -- I'll probably fall off and bust open like a sack of oats.

11 SOUND: MATT CLIMBS IN AND SLAMS DOOR...STAGE TAKES OFF AS...

12 DRIVER YELLS AT HORSES AND CRACKS WHIP...

13 CARP: You must be a big-spud, mister.

14 MATT: Oh...?

15 CARP: That fella on top there calls you "sir"...and you order them both around like you was a general or something.

16 NATION: (LOW) Dillon...Remember what you said...

17 CARP: Yes, You must be a mighty important man.

18 MATT: Every outfit's got a boss, mister.

19 CARP: What'd you say your name is?

20 MATT: I didn't say. But it's Dillon.

21 CARP: Well, I'm Zimmer. And this old goat here calls himself Fly.
FLY: My name is Fly. And I don't give a hoot what any of you call yourselves.

CARP: Crusty old devil, ain't he? But at least he's sober.

Look at them other two -- they only wake up long enough for a pull on that jug of poison they've got and get drunk enough to go back to sleep.

FLY: It's a good way to travel if your stomach can stand it. I'd do it myself if I were younger.

CARP: You'd do it anyway -- if you had a jug -- you old liar.

What business you in, Dillon?

FLY: Questions, questions, questions... Zimmer, you got the manners of a bull-whacker.

CARP: Nobody's talking to you, old man.

FLY: Good. Then I don't have to listen to your gobbling.

CARP: I'll shove my boot in your face in a minute.

FLY: Oh shut up. You can't scare anybody who's lived as long as I have. (TO MATT) 85, Dillon. Would you believe it?

MATT: No sir, I sure wouldn't.

FLY: I know Meriwether Lewis, Dillon. Met him in St. Louis when he and that Clark fella come back from the West Ocean.

CARP: "West Ocean"! Listen to him...

MATT: May don't you /Leave him be, Zimmer.

CARP: Now wait a minute, Dillon -- you may boss these other men, but don't start pushing me.

MATT: Nobody's pushing you.
FLY: Don't pay him no mind, Dillon. He's been nervous about something the whole trip.

CARP: What're you talking about?

FLY: You've got ants all over you, Zimmer. I can see them from here.

CARP: If you weren't so doggoned old, I'd squeeze you out of your skin, Fly.

FLY: Bah! I ain't gonna talk to you no more. Dillon --

MATT: Yeah.

FLY: We'll be at Cherokee Station in about an hour. Spend the night there. The grub's terrible, though. Last time I was there all they had was fat pork. One pilgrim claimed a sore belly, said he couldn't eat fat pork. And you know what that old woman who does the cooking told him -- real polite-like, he said, "Well, then, just you help yourself to the mustard, my friend."

(HE CACKLES MERRILY AND WE FADE FOR:)

MUSIC: IN AND UNDER:

MATT: Cherokee Station was a long, low, mud hut with a flat roof, thatched and then sodded. The one room served as an eating place in the daytime and a bunkhouse at night. It was hot and stuffy inside and after a dinner of fat pork and mustard -- old Fly hadn't been lying -- Chester, and Nation, and I went out to the corral for a breath of air.

SOUND: A COUPLE OF HORSES IN CORRAL BG
My - I hate to think of spending the night in that place. Why, a fella could drown in that air. I'll bet that stock-tender ain't washed since the day he was baptized.

Ain't it awful?

Don't worry about it. We'll sleep outside.

Good.

But half the night you're going to stand guard over Nation, Chester.

Oh, I ain't gonna run away, Marshal.

Oh, you ran once.

All right, I'll tell you something. Then maybe you'll trust me a little.

What -

You want to know who Zimmer is? I mean who he really is?

Go on.

His name's Art Carp, Marshal.

How do you know?

I seen it under his picture. It was tacked on a pole out in California, Marshal. I think the reward was $500, but I ain't certain about that.

But you're sure it was his picture.

Course I'm sure. Everybody was talking about him for a time out there. He's real clever, that Carp.

How's he clever?
NATION: Well I heard that one time he rode in a stage as a passenger and then some fellas on horses they stopped the stage in a canyon somewhere, and this Carp pulled a gun on the people inside the stage and held them there. And then when the boys outside got the treasure box unloaded, he got out and climbed aboard a horse they had for him and they all rode off. Now that's pretty clever, ain't it?

MATT: Yeah. That's real clever.

CHESTER: Seems to me he went to a lot of trouble. They could've half-assed it up without him.

MATT: Passengers sometimes give bandits more fight than the driver and messenger, Chester. They feel safe because they're inside the stage.

NATION: You gonna arrest him, Marshal?

MATT: I think you're telling the truth, Nation. But I'm not going to arrest him...not yet.

CHESTER: There's that poor/old woman.

MATT: Oh...yeah. But she can do something for me. Keep an eye on Nation, Chester. I'll be back.

CHESTER: Yes sir.

MATT: Evening, ma'am.

MRS.: Evening.

MATT: Getting-a-little-air.

MRS.: A body can't stand it inside there forever.

MATT: No. I wanted to ask you to do a favor for me, ma'am.

MRS.: Sure...
MATT: The messenger...Wells. He's inside there drinking some of your husband's whiskey. I'd like to talk to him alone... and without the others knowing it.

MRS.: You want me to fetch him out...

MATT: I'd be grateful to you. Yes ma'am.

MRS.: I'll do it.

MATT: Thanks, you.

SOUND: SHE WALKS TO DOOR...OPENS IT...ENTERS...

MRS.: (OFF) We'll... (PAUSE) Him...over there.

WELLS: (OFF) Okay.

SOUND: WELLS COMES OUT...PS FADE ON

WELLS: (FADES ON) What's the trouble, mister?

MATT: Come outside, will you?

WELLS: (HEAT) Okay. (UP) Save some of that whiskey for me, Hank.

SOUND: HE STEPS OUT...CLOSE DOOR...A FEW PS THEN STOP

MATT: Here. This'll do.

WELLS: You're being mighty mysterious, mister. Tell me something, Wells.

MATT: How long have you been riding shotgun, Wells?

WELLS: Two years. Not that it's any business of yours.

MATT: What'd you do before that?

WELLS: Army. And that's the last question I answer.

MATT: I'm just trying to find out if you can handle yourself.

WELLS: You keep nosing around, you'll find out.

MATT: Look, Wells, I think you're a good man, and I sure hope I'm right.

WELLS: Who in thunder are you, anyway?

MATT: You know my name -- it's Dillon. It's Matt Dillon. I'm a U.S. Marshal, Wells.

MATT: I'm traveling light, Wells. I've got nothing on me to prove it.

WELLS: You talk right out, don't you? (PAUSE) All right. A man on a horse could keep hid in there 'til we were right on top of him.

MATT: How much are you carrying in your treasure-box?

WELLS: Say, you really do move in, don't you?

MATT: You either trust me or you don't, Wells.

WELLS: (PAUSE) Fifty thousand dollars... Marshal.

MATT: Good. Now what's the best place for a holdup between here and Ft. Downer?

WELLS: Mmm... it'd be Willow creek, I guess. A man on a horse could keep hid in there 'til we were right on top of him.

MATT: But what is this? You think we're gonna be held up?

WELLS: I don't know. But tomorrow you make the driver go through Willow Creek like he was on fire. Chester'll be on the roof to help you, and I'll sort of organize the passengers inside.

MATT: How do you know all this, Marshal?

WELLS: D'ye want to know all this, Marshal?

MATT: I'll tell you when we get to Ft. Downer. And by the way, don't say anything about this -- or me -- to anybody.

MATT: Right?

WELLS: I guess you're the boss this trip, Marshal.

MATT: Thanks, Wells. Goodnight.

WELLS: Goodnight, Marshal. I sure hope I ain't made a mistake about you.

SOUND: WELLS WALKS OFF AND STOPS AS:

DH
1 MATT: Oh, Wells...
2 WELLS: (OFF) Yeah.
3 MATT: Take it easy with that wagon-yard whiskey you're drinking in there. I've heard of that stuff freezing solid on a cold night.
4 WELLS: (LAUGHS AND FADES)
5 MUSIC: SECOND ACT CURTAIN
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! Notice the color of the miracle tip.
It's white -- pure white to give you the purest and
best filter.

GIRL: Best flavor! You get a rich, good tasting, fully
satisfying smoke....and that's what every smoker wants.

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!

JINGLE: THIS IS IT, L & M FILTERS
L & M'S GOT EVERYTHING!
IT'S THE BEST! 18:53

MUSIC: THIRD ACT OPENING

AC
Next morning Wells told me it was ten miles to Willow Creek and another twelve miles to the next change of horses at a small, swing station run by a lone stock-tender. We went through Willow Creek flying and had no trouble at all. But Trouble was waiting for us at the swing station beyond. It was a small, one-room adobe hut with the usual corral at the rear, but as we pulled up I noticed there wasn't a horse in sight, and out of the two windows facing us was pouring thin streams of white smoke. Everybody jumped down and ran up to the half open door, where two arrows were embedded in the frame.

SOUND: MEN MOVING AROUND

FLY: Comanches...it's Comanches. Look at them arrows!

CARP: (FADES ON) Stand back there -- let me take a look inside.

MATT: Let's all take a look, Zimmer.

SOUND: THEY ENTER HUT...STOP

FLY: /Look at that -- three men killed.

MATT: (MOVES) This man's still alive.

WELLS: (FADES ON) That's the stock-tender, Dillon.

MATT: Wait a minute -- I thought he was alone here, Wells.

WELLS: He's always alone here. I'm wondering who these other two men are.

CARP: (FADES ON) Never mind them. They're dead, ain't they?

MATT: Yeah...they're dead.

S.T: (GROANS)

WELLS: Maybe he can tell us what happened, Dillon.

SOUND: THEY MOVE TO HIM AND BEND DOWN.
GUNSMOKE

1 S.T.: (GROANS)

2 MATT: It's all right, fella. The stage is here.

3 S.T.: Indians...I never even heard them.

4 MATT: Who were the other men? The white men?

5 CARP: Leave him be, Dillon. The man's dying. Ain't you got no
decency?

6 MATT: Shut up, Zimmer. Who were they, fella? What were they
doing here?

7 S.T.: Road agents...held me up. They were gonna hide here and
hold up the stage. Had a partner on the stage....

8 MATT: What else? Did they say anything else?

9 S.T.: Put my head down, mister...(DIES)

10 WELLS: Dead, huh?

11 MATT: Yeah.

12 SOUND: THEY GET UP AS:

13 FLY: (OFF) Here now, Zimmer, what're you doing? Get that gun
out of my back...

14 CARP: (OFF) Shut up, Fly. First man draws a gun, I'll kill the
old man here.

15 MATT: (STEPS FORWARD) Turn him loose, Carp. There're too many
of us here.

16 FLY: (CLOSER) Take it easy, Dillon. This fool's nervous.

17 CARP: You come closer, I'll kill him.

18 FLY: He means it, Dillon.

19 MATT: All right. What're you going to do now, Carp?

20 CARP: How'd you know my name?

21 MATT: I know more than your name.

22 CARP: Well, it don't matter. Now I want you men to walk out that
der door one by one. And as you pass by me I'm gonna take your
guns. Get started now....
WELLS: What do you think, Dillon?

MATT: We'd better do it, Wells. All right, men, let's do
what he says.


MATT: Sure.

SOUND: He walks to Carp... Carp takes his gun, drops it... Matt

GOES OUTSIDE

CARP: (Off) And stand right there where I can see you.

TO FLY: You hold still, Fly.

FLY: (Off) I ain't moving.

NATION: (Off) I ain't armed.

CARP: Then get outside, Nation.

SOUND: FS FADE ON

NATION: (Off) All right, you're next. Go along... come on now... move on out-you there...

MATT: You're the only man who can stop this, Nation.

NATION: What?

MATT: Pretend to join him.

NATION: You trust me that much?

MATT: I have to.

NATION: All right.

CARP: (Off) Now you men line up there. (CLOSER) Stand in
front of me, Fly.

SOUND: FS FADE ON AS MEN LINE UP

NATION: (Up) Carp. (TAKES A STEP)

CARP: Hold it right there, Nation.

NATION: I want to tell you something --

CARP: Say it fast.

NATION: You know why I wasn't armed?
CARP: No...

NATION: Because of him. (POINTS) Dillon. I'm under arrest.

CARP: What?

NATION: Dillon's a Marshal. He's bringing me in for killing a man in Dodge.

CARP: He is?

NATION: He was. Look -- you and I've got a better chance together than you have alone. I'm throwing in with you -- how about it?

MATT: I'm warning you, Nation -- you do that and I'll run you down if it takes a year.

NATION: You won't even know where to look, Marshal. You'll be standing around here till tomorrow while we're riding off on them stage horses. How about it, Carp? -- If that's your name. I heard the Marshal say it.

CARP: That's my name. Okay, Nation, grab a gun there and get over here.

NATION: I sure will.

SOUND: NATION MOVES...GETS GUN...STEPS UP TO CARP

CARP: Here, you hold the old man, Nation. I'll unharness them horses.

NATION: Sure. Now don't you try nothing, Fly. I'll shoot you as quick as Carp would.

MATT: (STEPS FORWARD) Carp...

CARP: Stay where you are, Marshal.

MATT: I want your gun, Carp.

CARP: Are you crazy?
NATION: No -- he ain't crazy. Don't turn around, Carp. I'll shoot you if you do.

CARP: What is this?

NATION: Drop that gun. Go on -- drop it.

MATT: He means it, Carp.

SOUND: MATT STEPS CLOSER

CARP: I'll kill you, Marshal.

NATION: You shoot him and I'll put a slug in your spine, Carp.

CARP: It might be worth it.

MATT: Make up your mind.

CARP: You're awful willing to die, Marshal.

MATT: What about you? What do you think of dying, Carp?

Well....?

CARP: No. I ain't gonna die. (DROPS GUN) There --

NATION: (FADES ON) I thought he was never gonna drop that gun, Marshal.

CARP: You dirty, lying dog...

NATION: I'm not a murderer, Carp. I hate your kind.

MATT: You did fine, Nation. I'll remember it. /Give me that gun, now.

NATION: (BEAT) You're still gonna take me in?

MATT: Sure.

Well that

NATION: It don't seem fair.

MATT: You know I have to.

NATION: I coulda rode off with Carp.

MATT: I'll be at your trial, Nation, I promise you. And

I'll tell them what happened here.
NATION: I'm standing here with a gun. You ain't even armed.

MATT: No...it's like you told Carp, Nation -- you're not that kind.

NATION: (BEAT) Here's the gun, Marshal.

MATT: (TAKES IT) Thanks.

NATION: I feel kinda like a fool.

MATT: Do you? Then I've got an idea how you might get over it --

NATION: What?

MATT: Go over there and pick up another gun.

NATION: What? What for?

MATT: You're going to be the first prisoner I ever trusted to wear a gun, Nation. And besides, you'll need it to guard Carp till we get to Ft. Downer.

MUSIC: CURTAIN
And now our star, William Conrad.

You know, Father's Day is June 19th. And if the old man's anything like me, he'd sure welcome a carton or two of L & M's. They're mild and plenty quick on the draw. And L & M's pure, white miracle tip -- well, no filter stacks up with it for quality or effectiveness. Believe me, L & M's got everything. Flavor - taste - mildness --- The best possible filter! Give 'em to Dad--

Father's Day!
"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 Bill James. Featured in the cast were: Vic Perrin, Joseph Kearns, John Dehner, Clayton Post and James Nusser. Parley Baer is Chester. 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."
ANNCR: 27:21
Put a smile in your smoking. Next time you buy cigarettes - stop - remember...only Chesterfield is made the modern way - with accu-ray. This amazing "quality detective" electronically checks and controls the making of your Chesterfield - giving a uniformity and smoking quality never possible before. For the first time you get a perfect smoke column from end to end. From the first puff to the last puff Chesterfield smokes smoother - Chesterfield smokes cooler - Chesterfield is best for you. Next time you buy cigarettes - stop - remember - Chesterfield is made the modern way - with accu-ray.

JINGLE: GROUP (TAG)
PUT A SMILE IN YOUR SMOKING
JUST GIVE 'EM A TRY
LIGHT UP A CHESTERFIELD
THEM THEY SATISFY.

MUSIC: THEME
You'll also enjoy Chesterfield's great radio shows. Perry Como sings all the top tunes on CBS Radio every Monday, Wednesday and Friday. Jack Webb stars in Dragnet on Tuesday nights. Check your local listings.

Listen to "GUNSMOKE" again next week transcribed for L & M FILTERS. (29:45)

AC
CLOSING

OPEN COLD

GUNSMOKE - Morning show only

June 18 and June 25 - 5:30

1 CONRAD: This is William Conrad. Because so many of you took

2 the time and trouble to write to Liggett & Myers,

3 GUNSMOKE will continue to be heard right through the

4 summer months. I hope you'll join us for GUNSMOKE

5 every Saturday at this same time.
(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

6 WALSH:  L & M is best - stands out from all the rest!
7        L & M's 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        let's 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
16        quality 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
(SECOND COMMERCIAL) GUNSMOKE -G-
6-12-55
AM

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! Notice the color of the miracle tip.
6 It's white -- pure white to give you the purest and
7 best filter.
3 GIRL: Best flavor! You get a rich, good tasting, fully
9 satisfying smoke...and that's what every smoker wants.
10 MAN 2: Best tobaccos! Highest quality tobaccos - low nicotine
11 tobaccos - L & M tobaccos...
12 GIRL: Light and mild!
13 MAN 1: Today - buy L & M! It's sweeping the country because
14 it's America's best filter-tip cigarette.
15 MAN 2: Yes - today -- why don't you get L & M - because L & M's
16 got everything!
17 JINGLE: THIS IS IT, L & M FILTERS
18 L & M'S GOT EVERYTHING!
19 MUSIC: THIRD ACT OPENING
And now our star, William Conrad.

You know tomorrow's Father's Day. And if the old man's anything like me, he'd sure welcome a carton or two of L & M's. They're mild and plenty quick on the draw. And L & M's pure, white miracle tip, well, no filter stacks up with it for quality or effectiveness. Believe me, L & M's got everything. Flavor -- taste -- mildness -- the best possible filter! Give 'em to Dad -- Father's Day! 26:52

MUSIC: THEME
GLASH: "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 Bill James. Featured in the cast were: Vic Perrin, Joseph Kearns, John Dehner, Clayton Post and James Nusser. Parley Baer is Chester. 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:
ANNCR: Put a smile in your smoking. Next time you buy cigarettes - stop - remember....only Chesterfield is made the modern way - with accu-ray. This amazing "quality detective" electronically checks and controls the making of your Chesterfield - giving a uniformity and smoking quality never possible before. For the first time you get a perfect smoke column from end to end. From the first puff to the last puff Chesterfield smokes smoother - Chesterfield smokes cooler - Chesterfield is best for you. Next time you buy cigarettes - stop - remember - Chesterfield is made the modern way - with accu-ray.

JINGLE: GROUP (TAG)

PUT A SMILE IN YOUR SMOKING
JUST GIVE 'EM A TRY
LIGHT UP A CHESTERFIELD
THEY SATISFY. 2:35

MUSIC: THEME
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Listen to "GUNSMOKE" again next week transcribed for L & M FILTERS. (23:45)
CLOSE

WALSH: Remember, L & M FILTERS present another transcribed "GUNSMOKE" program tonight at 8:00 - Eastern Daylight Saving Time. That's right, "GUNSMOKE" is on the air twice every Saturday. Once at 12:30PM Eastern Daylight Saving Time and again at 8:00 PM. One more item...
The Perry Como Radio Show is on the air every Monday, Wednesday and Friday...also on CBS Radio. For all the top tunes on TV and Radio...hear Perry Como. (29:25)

MUSIC: THEME TO FILL

ANNCR: (LIVE) This is THE CBS...RADIO NETWORK. (29:30)

MUSIC: THEME TO FILL