

CHESTERFIELD
and
L & M FILTERS

AS BROADCAST

Present

REPLAY FORMAT 10/15/55
ATTACHED

"GUNSMOKE"

"The Coward"

#68

24
SATURDAY, SEPTEMBER ~~17~~, 1955 PRE-CUT 3:30 PM - 4:00 PM PDST 7:35-
SUNDAY, OCTOBER 9, 1955 AIR ~~3:30 PM - 3:55:50 PM PST 7:55:50~~
SATURDAY, OCTOBER 15, 1955 REPLAY 9:30 AM - 9:54:30 AM PST PDST

DIRECTOR:	NORMAN MACDONELL	SATURDAY - SEPTEMBER 24, 1955
ASSOCIATE:	FRANK PARIS	CAST: 11:00 AM - 1:30 PM
ENGINEER:	ROBERT CHADWICK	ASSOCIATE: and
SOUND:	TOM HANLEY RAY KEMPER	ENGINEER:
MUSIC:	REX KOURY	SOUND: 2:30 PM - 3:30 PM
ANNOUNCER:	GEORGE WALSH	MUSIC: 1:30 PM - 3:00 PM
AUTHOR:	JOHN MESTON	ANNOUNCER: 11:30 AM - 12:30 PM
		AMPEX: 11:30 AM - 11:45 AM and 3:15 PM - 4:30 PM
		STUDIO: #1

WILLIAM CONRAD

as

MATT DILLON

CHESTER.....Parley Baer
DOC.....Howard McNear
KITTY.....Georgia Ellis
EBY.....Vic Perrin
SWAN.....John Dehner
MAN.....Jack Edwards
4-1-55.....Eleanor Fanta (re: 10/30-3/10/55)

SJK

CHESTERFIELD

Presents

"GUNSMOKE"

SUNDAY, OCTOBER 9, 1955

7:30⁵ - 7:50²:50 PM PST

- 1 SOUND: HORSE FADES ON TO FULL MIKE ... ON CUE ... RECORDED SHOT
- 2 MUSIC: HOLD UNDER .., TRACK 1
:10
- 3 FENNEMAN: GUNSMOKE brought to you by Chesterfield - made the
4 modern way with Accu-Ray - smoother - cooler - best for
5 you.
:21
- 6 MUSIC: FIGURE AND UNDER...TRACK 2
- 7 WALSH: Around Dodge City and in the territory on West - there's
8 just one way to handle the killers and the spoilers -
9 and that's with a U.S. Marshal and the smell of -
10 GUNSMOKE!
- 11 MUSIC: THEME HITS: FULL BROAD SWEEP AND UNDER....TRACK 3
- 12 WALSH: GUNSMOKE, starring William Conrad. The transcribed
13 story of the violence that moved West with young America
14 -- and the story of a man who moved with it.
- 15 MUSIC: OUT
- 16 MATT: I'm that man...Matt Dillon...United States Marshal...
17 the first man they look for and the last they want to
18 meet. It's a chancey job - and it makes a man watchful
19 ...and a little lonely.
- 20 MUSIC: MAIN TITLE....TRACK 3

SJK

"The Coward"

GUNSMOKE -1-

MUSIC: IN ^{here}

1 MATT: Most people think of Dodge/City/~~in~~ the 1870's as a wild,
2 lawless town swamped ~~to the dashboards~~ with exciting
3 women and strong, daring men. The men they picture
4 ~~primarily~~ as fighters -- the kind who ~~stood up at the~~^{stand for almost}
5 ~~slightest-provocation-and-gunned~~ each other down with as
6 little regard for their own lives as they ~~had~~^{have} for their
7 opponents'.....Men whose courage ~~was~~^{is} as raw and harsh as
8 the prairies ~~it was~~^{it's} bred ~~upon~~^{well}. / This is the picture ---
9 but it isn't quite complete. We ~~had~~^{got} our share of cowards,
10 too. Like the one whose work I ran into the night I
11 found a note on my door ~~that~~ said to come up to Doc Adams'
12 office as fast as I could.

13 SOUND: FS ON STAIRS TO DOOR....OPEN AND ENTER....CLOSE DOOR

14 CHESTER: (OFF) Doc's in the back room, Mr. Dillon.

15 MATT: What's the trouble, Chester?

16 CHESTER: (FADES ON) He's got Jack Massey in there.

17 MATT: Jack Massey?

18 CHESTER: That cowboy who looks you up when ever he comes to town.
19 You remember him. He always comes into the office and
20 sits around and talks.

21 MATT: Oh, ~~sure~~....the red-headed fella; you mean?

22 CHESTER: It's been six months since we seen him.

23 MATT: Well, what's he doing up here? What's wrong?

24 SOUND: DOOR OPENS OFF....FS ENTER....FADE ON UNDER:

25 CHESTER: Here's Doc. Better ask him.

26 DOC: (FADES ON) Hello, Matt.

27 MATT: Doc.

28 DOC: Well.....he's dead.

29 CHESTER: Aw, that poor fella.....

1 DOC: As soon as I saw him I knew he couldn't make it. Not
2 with a hole like that in him.

3 MATT: Doc -- would you mind telling me what happened?

4 DOC: Somebody shot him, Matt. ~~Right-in-the-back.~~

5 MATT: Who shot him?

6 DOC: We don't know.

7 CHESTER: I was coming down the street, Mr. Dillon, and I heard
8 a shot and I run in and found him laying there on the
9 floor....right where he fell out of the chair.

10 MATT: Out of what chair? ~~Chester?~~

11 CHESTER: Why.....yours.

12 MATT: Mine....

13 CHESTER: Yes sir. Down in the office. He was waiting for you,
14 I guess, and somebody sneaked in the back way and shot
15 him.

16 MATT: But why...?

17 CHESTER: ~~You tell him Doc?~~

18 DOC: He was shot in the back, ~~Matt.~~

19 MATT: So?

20 DOC: Well, he was sitting in your chair and we noticed he
21 was wearing a hat just like the one you wear...and
22 also he's about the same size as you. Somebody's out
23 to kill you, Matt. To kill you the easy way.

24 MUSIC: 1ST ACT CURTAIN

GUNSMOKE
10/9/55

-B-

FIRST COMMERCIAL:

- 1 JINGLE: ^{4:00} START SMOKING WITH A SMILE WITH CHESTERFIELD
2 SMOOTHER - COOLER - MILDER CHESTERFIELD
3 PUT A SMILE IN YOUR SMOKING - JUST GIVE 'EM A TRY
4 CHESTERFIELD'S BEST FOR YOU - THEY SATISFY
5 FENNEMAN: If you want tomorrow's better cigarette today - next
6 time you buy cigarettes - stop - remember ... only
7 Chesterfield is made the modern way with Accu-Ray.
8 You'll notice how fresh and good Chesterfields made with
9 Accu-Ray taste ... how smooth they are ... and how they
10 satisfy! So buy Chesterfield today - smoother - cooler
11 - best for ^{4:49} you!
12 MUSIC: SECOND ACT OPENING

SJK

1 SOUND: FS ALONG BOARDWALK....ENTER SWINGING DOORS...SALOON BG...

2 FS CROSS ROOM - PIANO IN

3 KITTY: (FADES ON) Evening, Matt.

4 MATT: Hello, Kitty.

5 KITTY: Sit down.

6 MATT: (SITS) Thanks.

7 KITTY: What brings you into the Longbranch this time of night?

8 MATT: I'm just looking around, Kitty.

9 KITTY: ~~I didn't think you were after a drink, or a game of~~

10 ~~cards.....~~

11 MATT: ~~I'm not~~

12 KITTY: ^{Well} / There're a lot of men at the bar over there. Think you

13 can pick him out?

14 MATT: What -

15 KITTY: The man who thought he shot you tonight.

16 MATT: News travels fast.

17 KITTY: I heard somebody was after you two days ago.

18 MATT: You did?

19 KITTY: I figured it for talk. Didn't anybody tell you about it?

20 MATT: I haven't been around much the last couple of days,

21 Kitty, but even so I guess it isn't the kind of talk

22 people feel easy about passing on -- to me, anyway.

23 KITTY: I guess not.

24 MATT: Do you know who started it?

25 KITTY: He did.

26 MATT: Who?

27 KITTY: Coming this way....

28 MATT: Why, that's Ed Eby....what's he doing in Dodge?

1 KITTY: You ought to drop around more often, Matt. He's been
2 banking Faro here three or four days now.

3 MATT: Sam hire him?

4 KITTY: Yeah. He's been doing fine, too.

5 MATT: Eby always was a smart gambler.

6 EBY: (FADES ON) Hello, Marshal. Miss Kitty.

7 KITTY: Ed.

8 MATT: Hello, Eby.

9 EBY: Mind if I sit down?

10 MATT: ^{No} Go ahead.

11 EBY: (SITS) I ~~was~~ been meaning to come see you, Marshal.

12 MATT: ^{Oh, is} That so?

13 EBY: I heard about the shooting tonight.

14 MATT: Seems most everybody has.

15 EBY: I know something about it, Marshal. Would you like
16 to hear?

17 MATT: Tell me.

18 EBY: Well, a couple of nights ago I went out back to
19 breathe a little fresh air -- ~~a man gets greggy in~~
20 ~~here after awhile.~~

21 KITTY: ~~It's not only men get greggy in here.~~

22 EBY: ~~I'm sure that's true, Miss Kitty. But as I was saying,~~
23 I was standing out there in the dark, around the
24 corner in the alley. And I heard a couple of men
25 come out -- they couldn't see me and I couldn't see
26 them -- but I heard one of them tell the other he was
27 going to shoot Marshal Dillon. Shoot him any way he
28 could.

1 MATT: ~~That's all you heard?~~

2 EBY: ~~They said something else, but I couldn't understand~~
3 ~~it, and then they went back in.~~

4 MATT: ~~You've no idea who it was?~~

5 EBY: ~~I didn't dare take a look, Marshal. They'd have~~
6 ~~killed me sure.~~

7 MATT: You're a little late telling me ^{aren't you} Eby.

8 EBY: I don't exactly owe you any favors, Marshal.

9 MATT: Then why'd you bother to tell me at all?

10 EBY: I don't like killing, that's why. I hate killing.

11 (GETS UP) I've told you everything I know, Marshal.

12 I'll be going now.

13 SOUND: HE WALKS OFF

14 KITTY: What's that all about, ~~Matt?~~

15 MATT: ~~Somebody's out to kill me.~~
16 ~~What's~~

16 KITTY: ~~I mean~~ between you and Eby.

17 MATT: I knew him out in Santa Fe one time, Kitty. He was
18 bullying a man and I showed him up to be a coward. A
19 lot of people witnessed it and Eby never forgave me.

20 KITTY: Then maybe his story's a lie....maybe he's the one who
21 did the shooting tonight.

22 MATT: I don't think Ed Eby has the guts to shoot a man ---
23 even in the back.

24 KITTY: Who is it, then? Haven't you any idea?

25 MATT: No....but there're a lot of men who'd like to see me
26 dead, ~~Kitty.~~

27 KITTY: I know.

1 MATT: ~~I'm always~~ ^{I'd be} willing to take my chances with anybody
2 who ~~will~~ ^{could} face me -- it's the man who shoots out of the
3 dark I'm afraid of.

4 MUSIC: IN AND UNDER:

5 MATT: Nobody wants to die -- but it's even worse without
6 a chance to fight back.. That's what always made me
7 feel especially bad about a man who broke his neck
8 falling ~~out~~ ^{off} of a saddle, or who maybe disappeared in
9 front of a stampede of buffalo -- or who, like Jack
10 Massey sitting at my desk, had to take a bullet in the
11 back. That's not dying -- that's being slaughtered
12 like a hog in a pen. It robs a man of everything he's
13 lived for. And it made me mad -- it made me so mad I
14 lost my sense of caution. Like the night Chester and
15 I were walking up Front Street after supper.

16 SOUND: FS ALONG BOARDWALK UNDER:

17 CHESTER: ^{ell} / If I was in your boots, Mr. Dillon, I'd hie me out
18 onto the prairie for a spell.

19 MATT: You would.....?

20 CHESTER: You bet I would. Out there you can see a man coming
21 a mile off.

22 MATT: ^{I don't think he'd} ~~He wouldn't~~ like that, Chester. ~~This man doesn't want~~
23 ~~both of us looking at each other, no matter how far~~
24 ~~away we might be.~~

25 CHESTER: ^{no} / I guess you're right, sir. He'd never follow you out
26 into the open....not him.

27 MATT: Or them.

28 CHESTER: You think there might be more than one?

1 MATT: Might be.....

2 CHESTER: Doggone it, Mr. Dillon why don't you hire some men
3 to hang around as a sort of bodyguard? Then nobody'd
4 dare try ambushing you.

5 MATT: The sooner they try, the better, Chester -- get it over
6 with one way or the other.

7 CHESTER: I wish I was as cool about it as you.

8 MATT: I'm not cool, Chester -- I'm mad.

9 CHESTER: You've sure got a funny way of showing it. Now if I
10 was mad, I'd be hopping around like a bronc with a burr
11 under its tail. I'd be a-slaunching and a-slavering,
12 with foam on my mouth and blood in my eye....

13 SOUND: OFF SHOT...BULLET RICOCHET...THEY REACT AND JUMP ASIDE

14 MATT: Down, Chester --

15 CHESTER: (SLIGHTLY OFF) He's up there in the alley.

16 MATT: ^{Yeah} /I'm going after him.

17 CHESTER: I'm going with you.

18 MATT: You stay here.

19 CHESTER: No, by golly....not this time. No sir.

20 SOUND: MATT MOVES INTO ALLEY

21 MATT: ~~De-as-I-say.~~

22 SOUND: MATT WALKS AHEAD SLOWLYSTEADILY.....

23 MATT: Start shooting, mister...start shooting while you've
24 got a chance.

25 SOUND: OFF....~~NAT-SWAN-MAKES-A-MOVE-~~

26 SWAN: (OFF) I sure will -----

27 CHESTER: (BEHIND MATT) He's by that barrel, Mr. Dillon. He's
28 leaning on it.

29 MATT: ^{Yeah} /I see him.

30 SOUND: MATT MOVES FAST TO SWAN

1 SWAN: (FADES ON) (HE'S DRUNK) I'll shoot you ---I'll shoot
2 you good -----
3 MATT: Drop that gun.
4 ~~SOUND: MATT SLAPS GUN OUT OF HIS HAND....~~
5 SWAN: ~~-I almost get ya.....~~
6 MATT: ~~-Almost.....~~
7 ~~SOUND: MATT KNOCKS HIM INTO WALL..HE CRUMPLES AND SLIDES TO~~
8 ~~GROUND...CHESTER WALKS UP....~~
9 CHESTER: You walked right up to him, Mr. Dillon --he had a gun
10 in his hand.
11 MATT: He's drunk, Chester.
12 CHESTER: You knock him out?
13 MATT: I hit him hard enough. Let's get him up to Doc's.
14 We'll sober him up and find out what this is all about.
15 MUSIC: BRIDGE
16 SOUND: CUP ONTO TABLE
17 DOC: Don't put that cup down yet, fella. Not before you
18 drink every drop of coffee in it.
19 SOUND: SWAN PICKS UP CUP
20 SWAN: I'm drowning in coffee, Doc.
21 DOC: ^{I said} /Drink it.
22 SOUND: HE DRINKS...CUP DOWN AGAIN
23 SWAN: There. No more, Doc. I'm sober now.
24 DOC: ^{Yes, well} (UP) /Matt....
24 ~~MATT: Yeah, Doc.~~
25 SOUND: MATT'S FS FADE ON
26 DOC: He can talk straight now.
27 MATT: It's about time. What's your name, mister?
28 SWAN: Nat Swan. But I didn't mean nothing, Marshal--I didn't
29 know what I was doing....honest I didn't.

1 MATT: Then I'll tell you -- you were trying to kill me.

2 SWAN: Naw....(SOUND: MATT PULLS HIM OUT OF CHAIR) Don't
3 hit me..don't hit me..

4 MATT: (THROWS HIM BACK) You're a real coward, aren't you,
5 Swan? Even to shoot me in the back you had to take
6 on a load of whiskey.

7 SWAN: I got nothing against you, Marshal. I come to town and
8 heard all that talk and thought I could make a name for
9 myself if I done the shooting. Aint no more to it than
10 than that.

11 DOC: "No more to it than that"!

12 SWAN: Nothing personal is what I mean.

13 DOC: I should have put strychnine in that coffee.

14 SWAN: What're you saying, Doc?!

15 MATT: Never mind Doc. I believe you, Swan.

16 SWAN: ^{Oh} /You do? Well, It's true. Honest it is.
all right...

17 MATT: Yeah, it's true. / And there're a lot of other drunken,
18 brainless bums going to try it for the same reason.
19 They've heard somebody's out to murder me and they
20 get to thinking why shouldn't they do it and get the
21 credit for themselves.

22 DOC: Now, Matt, it's not that bad...

23 MATT: It's already started, Doc. And there'll be others --
24 lots of them. As long as I last.

25 MUSIC: 2ND ACT CURTAIN

BL

SECOND COMMERCIAL

GUNSMOKE -C-
10-9-55

- 1 SOUND: ^{12:54} VIBRATIONS. BRING UP SLOWLY - FADE UNDER....
- 2 FENNEMAN: Listen - Listen to an electronic miracle....
- 3 SOUND: VIBRATIONS UP FAST & UNDER - SLOWLY BRING IN ACCU-RAY BUZZ
- 4 FENNEMAN: This electronic miracle, Accu-Ray, means that everything
5 from auto tires to apple pie - battleship steel to baby
6 food - butter to cigarettes can be made better and safer
7 for you. Now meet Mr. Burt Chope, brilliant young
8 president of industrial nucleonics. Burt, exactly what
9 is Accu-Ray?
- 10 CHOPE: Well (George) it is a device by which a stream of
11 electrons passes through and analyzes a product while it
12 is actually being made. They transmit what they see to
13 (This) electronic brain, which adjusts the production
14 machinery for errors down to millionths of an inch.
- 15 FENNEMAN: One more question - one that so many people ask me. How
16 does Accu-Ray make Chesterfield a better cigarette than
17 was ever possible before?
- 18 CHOPE: Every cigarette made with Accu-Ray control contains a more
19 precise measure of perfectly packed tobaccos. So,
20 Chesterfield smokes smoother - without hot spots or hard
21 draw.
- 22 FENNEMAN: And that's why Chesterfield tastes so much better and I
23 guess that's why you smoke them yourself, Burt.
- 24 CHOPE: You see, I know what Accu-Ray can do.
- 25 FENNEMAN: There's your answer. If you want tomorrow's better
26 cigarette today - next time - stop - remember ...
- 27 SOUND: VIBRATIONS UP
- 28 FENNEMAN: Only Chesterfield is made the modern way with Accu-Ray.
29 Best for you.
- 30 MUSIC: ~~FADE OFF~~ ^{14:21} THIRD ACT OPENING

- 1 MATT: Chester and I rode Nat Swan down to the Arkansas and told
 2 him to ~~swim~~^{get} his horse across and to keep going. I guess
 3 he thought I was about to shoot him the way he rode off
 4 all hunkered up in the saddle trying to look small, and
 5 I was pretty sure he'd never show up in Dodge again. That
 6 was one less glory-hunter to deal with -- but the thought
 7 of how many were left waiting in the alleys, hiding in the
 8 shadows, ^{well, it} made me jumpy. But I didn't realize how bad off
 9 I was until we got back to town ~~and~~ rode into the stable.
 10 We'd put our horses into their stalls and were walking ~~down~~
 11 ~~the aisle~~ toward the door.
- 12 SOUND: FS UNDER:
- 13 CHESTER: This ~~stable's~~^{barn's} plumb deserted tonight, Mr. Dillon.
- 14 MATT: It's late, Chester. Everybody's either drunk or in bed
 15 by now.
- 16 SOUND: DOOR OPENS OFF...
- 17 CHESTER: There's somebody who aint. (FS STOP)^{hey,} What's he doing with
 18 that rifle?
- 19 MATT: Duck in that stall, Chester.
- 20 SOUND: CHESTER MOVES
- 21 CHESTER: (SLIGHTLY OFF) He's seen us.
- 22 MATT: (^{All right the}UP) Drop ~~that~~ rifle, mister.
- 23 MAN: (OFF) Not likely.
- 24 MATT: Drop it, I say.
- 25 MAN: No.
- 26 SOUND: OFF...MAN LEVERS SHELL INTO CHAMBER
- 27 CHESTER: He's gonna shoot.
- 28 SOUND: MATT FIRES ONCE
- 29 MAN: (REACTS AS HIT)

1 CHESTER: You got him, Mr. Dillon.

2 MATT: ^{You} / Stay back, Chester.

3 SOUND: MATT MOVES FORWARD CAUTIOUSLY

4 MAN: (CLOSE) Don't shoot...don't shoot again.

5 SOUND: MATT WALKS UP TO HIM...STOPS...CHESTER'S FS FADE ON

6 MATT: Pick up ^{his} ~~that~~/rifle, Chester.

7 CHESTER: (MOVES) I got it.

8 MAN: Blast you, mister. You put a bullet in my lung.

9 MATT: (BENDS DOWN) Who are you?

10 CHESTER: I never seen him before.

11 MAN: What do you care who I am. You've gone and killed me,

12 that's what you've done.

13 MATT: ~~Where's your partner?~~

14 MAN: ~~I get no partner.~~

15 MATT: Why were you after me? Somebody hire you? Tell me.

16 MAN: You shoot a man down and then you try to blame it on him.

17 CHESTER: Maybe he wasn't after you, sir.

18 MAN: I aint after nobody. I come for my horse, that's all.

19 CHESTER: I think he's telling the truth, Mr. Dillon.

20 MAN: Dillon.... You the Marshal?

21 MATT: Who'd ^{die} you think I was?

22 MAN: I heard talk somebody was out to shoot you. It wasn't me.

23 I was just trying to get home to Texas. I aint gonna make

24 it now.

25 MATT: I heard you lever that rifle, mister. You were about to

26 shoot.

27 MAN: I thought I was being held up....the way you hollered at me.

BL

1 CHESTER: Oh my goodness, Mr. Dillon. He aint got nothing to do
 2 with this.

3 MAN: Course I aint. If I was you, Marshal....if there was
 4 talk about somebody after me, I'd find out who was
 5 making the talk. I wouldn't go around shooting
 6 innocent people. Somebody's got you outsmarted.

7 MATT: We'll get you up to Doc's, mister. He'll take care of
 8 you.

9 MAN: Don't bury me in a blanket, Marshal. Fix me a box,
 10 will you? Promise you'll fix me a box?

11 MATT: ^{Yeah} Yeah. / I promise.

12 MAN: I can't swallow no more. I'm gonna drown. (DROWNS)

13 MATT: (GETS UP) ^{Well} / I killed an innocent man, Chester.

14 CHESTER: He'd of shot you if you hadn't, Mr. Dillon.

15 MATT: We don't even know his name. But we'll fix him a box.
 16 We'll fix him a good one.

17 CHESTER: Yes sir.

18 MATT: And then I'm going to do something else he said.

19 CHESTER: What's that, ~~the~~ sir?

20 MATT: I've been outsmarted. He was right. But I know what
 21 I'm doing now.

22 MUSIC: BRIDGE

23 SOUND: FS ALONG BOARDWALK...ENTER SWINGING DOORS.. SALOON BG

24 KITTY: (FADES ON) ^{Hello,} ~~Evening,~~ Matt.

25 MATT: Hello, Kitty.

26 KITTY: You're looking for somebody.

27 MATT: You bet I am.

28 KITTY: Trouble?

29 MATT: No....the trouble's over. Or it soon will be.

DH

1 KITTY: If there's going to be a fight, they don't need me in
2 this saloon.

3 MATT: I'll be mighty surprised if there's a fight, Kitty.

4 KITTY: Oh....?

5 MATT: Cowards don't carry guns.

6 KITTY: Ed Eby.

7 MATT: I'll see you later, Kitty.

8 SOUND: HE CROSSES TO FARO TABLE...

9 CAST: TWO OR THREE PLAYERS FADE ON....

10 EBY: (FADES ON) Here comes the split, gentlemen. Care to
11 string along? (SEES MATT) Well, Marshal Dillon. You
12 going to try your luck, Marshal?

13 MATT: My luck ran out about an hour ago, Eby.

14 EBY: What?

15 MATT: I shot and killed an innocent man.

16 CAST: PLAYERS GROW SILENT

17 EBY: What're you talking about, Marshal?

18 MATT: You were too cheap to hire somebody to get me, Eby --
19 and too much of a coward to try it yourself.

20 EBY: I don't like that word. (GROANS)

21 MATT: Your story about overhearing that talk out back ---
22 you spread it around hoping it'd give some brainless
23 fool the idea to try it himself.

24 EBY: ~~Now,~~ That's a lie.

25 MATT: Two men tried it, and it made me so jumpy I just killed
26 a man I thought was ~~anying~~ ^{going to try} it again. I feel pretty bad
27 about that, Eby.

28 EBY: I've got nothing to do with it.

DH

1 MATT: You told me the story thinking it'd make you look innocent.
 2 You outsmarted me, Eby -- for awhile.
 3 EBY: You can't prove any of this.
 4 MATT: I don't have to. Come on...
 5 EBY: (STEPS BACK) You can't arrest me.
 6 MATT: No...but I'm going to lock you up and tomorrow I'm going
 7 to run you out of town.
 8 EBY: No...
 9 MATT: Two innocent men have died because of your cowardice, Eby.
 10 I wish I could hang you for it.
 11 EBY: Don't call me a coward.
 12 MATT: You're the worst coward I ever saw.
 13 EBY: Shut up...^{you} stop saying it. You're doing just what you did
 14 out in Santa Fe.
 15 MATT: Come on, Eby.
 16 EBY: I'll show you I'm not a coward -- you won't call me that
 17 any more.
 18 MATT: Take your hand out of your pocket, Eby.
 19 EBY: I've got a gun in here. I'll kill you myself.
 20 MATT: No, you won't. You're not going to draw that gun.
 21 EBY: Yes I am...
 22 MATT: (MOVES CLOSER) Not you, Eby, ~~No..not you, Eby.~~ ^{HE: I'll do it. MATT:}
 23 EBY: ~~I'll do it.~~ I'll kill you.
 24 MATT: Keep talking, Eby..keep talking.
 25 SOUND: MATT BELTS HIM...HE FALLS
 26 KITTY: (FADES ON) Why didn't you shoot him, Matt? You had a
 27 right to.

BL

1 MATT: I think he wanted me to, Kitty.
2 KITTY: What?
3 MATT: I think he'd rather be dead than face everybody knowing
4 what a coward he is. He's got his punishment coming -- *For*
5 the rest of his life. ~~And he's sure earned it.~~
6 MUSIC: CURTAIN

BL

THIRD COMMERCIAL

GUNSMOKE
10-9-55

-D-

1 JINGLE... ^{21:16} START SMOKING WITH A SMILE WITH CHESTERFIELD
2 SMOOTHER - COOLER - MILDER CHESTERFIELD
3 PUT A SMILE IN YOUR SMOKING - JUST GIVE 'EM A TRY
4 CHESTERFIELD - BEST FOR YOU - THEY SATISFY
5 FENNEMAN: Remember, only Chesterfield is made the modern
6 way with Accu-Ray ... smoother - cooler - best
7 for you! ^{22:18}
8 MUSIC: THEME
9
10

GUNSMOKE -E-
10-9-55

1 WALSH: ^{22:32}"GUNSMOKE" produced and directed by Norman Macdonnell
2 stars William Conrad as Matt Dillon, U.S. Marshal. Our
3 story was specially written for "GUNSMOKE" by John
4 Meston, with music composed and conducted by Rex Koury.
5 Sound patterns by Tom Hanley and Ray Kemper. Featured
6 in the cast were: Vic Perrin, John Dehner and Jack
7 Edwards. Parley Baer is Chester, Howard McNear is Doc,
8 and Georgia Ellis is Kitty. ^{22:57}~~Join us again next week,~~
9 ~~as Matt Dillon, U.S. Marshal, fights to bring law and~~
10 ~~order out of the wild violence of the West in~~
11 ~~"GUNSMOKE"!~~
12 MUSIC: SWELL AND FADE OUT UNDER

SJK

L & M HITCHHIKE

GUNSMOKE
10-9-55

-F-

- VAMP..... 23:04
- 1 JINGLE #4 MAKE TODAY YOUR BIG RED LETTER DAY
SOLO
 - 2 YOUR L & M RED LETTER DAY
 - 3 SUPERIOR TASTE AND FILTER
 - 4 IT'S THE MIRACLE TIP
 - 5 MAKE TODAY YOUR BIG RED LETTER DAY
 - 6 CHANGE TO L & M TODAY
 - 7 DUET: L & M'S GOT EVERYTHING
 - 8 GAL: SUPERIOR TASTE.....
 - 9 GUY: AND SUPERIOR FILTER
 - 10 DUET: GET L & M TODAY!
 - 11 MORROW: This is it! L & M - Superior taste and filter!
 - 12 L & M - America's best filter tip cigarette. ^{23:33}
 - 13 MUSIC: THEME
 - 14 WALSH: ^{23:35} Be sure and listen to Gunsmoke again on Radio next
at this same time ^{23:42}
week/transcribed for Chesterfield. (~~23:45~~)
 - 15
 - 16 MUSIC: THEME
 - 17 ANNCR: (LIVE SYSTEM CUE) This is the CBS RADIO NETWORK.
 - 18 (23:50)

L & M FILTERS

Present

"GUNSMOKE"

SATURDAY - OCTOBER 15, 1955

9:30 AM - 9:54:30 AM PST

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

2 MUSIC: HOLD UNDER...TRACK 1

3 WALSH: ~~GUNSMOKE~~^{ll}...brought to you by L & M FILTERS! Make today
4 your Big Red Letter Day. Change to L & M Superior taste -
5 - Superior filter. America's best filter-tip cigarette.²⁶

6 MUSIC: FIGURE AND UNDER...TRACK 2

7 WALSH: Around Dodge City and in the territory on West - there's
8 just one way to handle the killers and the spoilers -
9 and that's with a U.S. Marshal and the smell of -
10 GUNSMOKE!

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

12 WALSH GUNSMOKE, starring William Conrad. The transcribed story
13 of the violence that moved West with young America
14 and the story of a man who moved with it.

15 MUSIC: OUT

16 CONRAD: I'm that man...Matt Dillon...United States Marshal...the
17 first man they lock for and the last they want to meet.
18 It's a chancey job - and it makes a man watchful..and a
19 little lonely.

20 MUSIC: MAIN TITLE...TRACK 3

PT

FIRST
~~SECOND~~ COMMERCIAL

GUNSMOKE ~~C~~ ~~E~~
10-15-55

~~4:04~~
VAMP....

- 1
- 2 JINGLE MAKE TODAY YOUR BIG RED LETTER DAY
SOLO:
- 3 YOUR L & M RED LETTER DAY
- 4 SUPERIOR TASTE AND FILTER
- 5 IT'S THE MIRACLE TIP
- 6 MAKE TODAY YOUR BIG RED LETTER DAY
- 7 CHANGE TO L & M TODAY!
- 8 DUET: L & M'S GOT EVERYTHING
- 9 GAL: SUPERIOR TASTE...
- 10 GUY: AND SUPERIOR FILTER...
- 11 DUET: GET L & M TODAY!
- 12 MORROW: This is it! L & M - superior taste and filter. Superior
13 taste from tobaccos especially selected for filter
14 smoking. Tobaccos that are richer, tastier...light and
15 mild. And L & M's superior filter is white...pure white-
16 truly the miracle tip because when it's added to L & M
17 tobaccos it actually improves your enjoyment of this
18 great cigarette. Next time you buy cigarettes look for
19 the big red letters L & M -- smoke L & M filters -
20 America's best filter tip cigarette.
- 21 JINGLE
22 REPRISE: L & M'S GOT EVERYTHING
- 23 GET L & M TODAY! ^{5:02}
- 24 MUSIC: ~~SECOND~~ ~~THIRD~~ ACT OPENING

BL

SECOND COMMERCIAL

GUNSMOKE -C-
10-15-55

13:07 VAMP....

1
2 JINGLE MAKE TODAY YOUR BIG RED LETTER DAY
SOLO:
3 YOUR L & M RED LETTER DAY
4 SUPERIOR TASTE AND FILTER
5 IT'S THE MIRACLE TIP
6 MAKE TODAY YOUR BIG RED LETTER DAY
7 CHANGE TO L & M TODAY!
8 DUET: L & M'S GOT EVERYTHING
9 GAL: SUPERIOR TASTE...
10 GUY: AND SUPERIOR FILTER...
11 DUET: GET L & M TODAY!
12 MORROW: This is it! L & M - superior taste and filter. Superior
13 taste from tobaccos especially selected for filter
14 smoking. Tobaccos that are richer, tastier...light and
15 mild. And L & M's superior filter is white...pure white-
16 truely the miracle tip because when it's added to L & M
17 tobaccos it actually improves your enjoyment of this
18 great cigarette. Next time you buy cigarettes look for
19 the big red letters L & M -- smoke L & M filters -
20 America's best filter tip cigarette.
21 JINGLE
REPRISE: L & M'S GOT EVERYTHING
22 GET L & M TODAY!
23 GET L & M TODAY!
24 MUSIC: THIRD ACT OPENING

BL

CONRAD CLOSING

GUNSMOKE -D-
10-15-55

21:28

- 1 WALSH: And now our star, William Conrad. **well**
- 2 CONRAD: I'm telling you - the day you change to L & M / that's the
- 3 day - Your Big Red Letter Day. No filter stacks up with
- 4 L & M's pure, white miracle tip.....and I know you'll go
- 5 for L & M's taste.....superior taste you get from L & M's
- 6 superior tobaccos - richer, tastier tobaccos. / **So** Next time
- 7 look for those Big Red Letters on the L & M pack. **21:59**
- 8 MUSIC: THEME

BL

GUNSMOKE -E-
~~10-9-55~~ 10-15-55

22:01
1 WALSH: "GUNSMOKE" produced and directed by Norman Macdonnell
2 stars William Conrad as Matt Dillon, U.S. Marshal. Our
3 story was specially written for "GUNSMOKE" by John
4 Meston, with music composed and conducted by Rex Koury.
5 Sound patterns by Tom Hanley and Ray Kemper. Featured
6 in the cast were: Vic Perrin, John Dehner and Jack
7 Edwards. Parley Baer is Chester, Howard McNear is Doc,
8 and Georgia Ellis is Kitty. ^{22:26} ~~Join us again next week,~~
9 ~~as Matt Dillon, U.S. Marshal, fights to bring law and~~
10 ~~order out of the wild violence of the West in~~
11 ~~"GUNSMOKE"~~
12 MUSIC: SWELL AND FADE OUT UNDER

SJK

NATIONAL SAFETY COUNCIL PLUG

GUNSMOKE -E 1-
10-15-55

1 ANNCR: ^{22:29} The makers of Chesterfield and L & M filters salute the
2 National Safety Council and the 43rd National Safety
3 Congress which is being held in Chicago October 17 - 21.
4 Remember, the National Safety Council's slogan for its
5 1955-56 crusade. Be your brother's keeper....stop
6 ^{22:48} accidents.
7 THEME: UP AND OUT

BL

CHESTERFIELD HITCHHIKE

GUNSMOKE -F-
10-15-55

- 22:54
- 1 JINGLE: Start smoking with a smile with Chesterfield.
2 Smoother - cooler - milder Chesterfield
3 put a smile in your smoking - just give 'em a try
4 Chesterfield's best for you.....they satisfy.
- 5 FENNEMAN: If you want tomorrow's better cigarette today - next
6 time you buy cigarettes - stop - remember - only
7 Chesterfield is made the modern way with Accu-Ray.
8 You'll notice how fresh and good Chesterfields made with
9 Accu-Ray taste....how smooth they are...and how they
10 satisfy! So buy Chesterfield today - smoother - cooler -
11 Best for you! 23:44
- 12 MUSIC: THEME

BL

1 WAISH: ^{23:45} Recently many of your cards and letters have requested
2 an evening time for Gunsmoke Radio. In response to these
3 requests, the makers of Chesterfield and L & M Filters
4 will now also bring you Gunsmoke every Sunday evening at
5 6:30 PM Eastern time. So now you can take your choice -
6 and hear Gunsmoke transcribed at the time that is most
7 convenient - either on Sunday evenings or Saturday at
8 this time.
9 And remember, the makers of Chesterfield and L & M
10 Filters also present Gunsmoke for your enjoyment on
11 television. Tonight - watch an entirely different
12 Gunsmoke show on the CBS Television network. Check your
13 local TV listings for time and channel. ^{24:28} (~~24:25~~)
14 MUSIC: THEME TO FILL
15 ANNCR: (LIVE SYSTEM CUE) This is the CBS Radio Network (24:30)

BL