CHESTERFIELD and L & M FILTERS
Present
"GUNSMOKE"
"The Coward"
#68

SATURDAY, SEPTEMBER 24, 1955 PRE-CUT 3:30 PM - 4:00 PM PDT 7:30-8:00 PM
SUNDAY, OCTOBER 9, 1955 AIR 8:00-9:00 PM PST 7:30-8:00 PM
SATURDAY, OCTOBER 15, 1955 REPLAY 9:30 AM - 10:00 AM PT 9:30-10:00 AM

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

CAST: 11:00 AM - 1:30 PM
ASSOCIATE: and ENGINEER: 2:30 PM - 3:30 PM
SOUND: 1:30 PM - 3:00 PM
MUSIC: 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
Beb: Vic Perrin
Swan: John Dehner
Man: Jack Edwards

SJK

LIG 0381411
CHESTERFIELD
Presents
"GUNSMOKE"
SUNDAY, OCTOBER 9, 1955 7:30 - 7:53:50 PM PST

1 SOUND: HORSE FADERS ON TO FULL MIKE ... ON CUE ... RECORDED SHOT
2 MUSIC: HOLD UNDER ..., TRACK 1
3 FENNEMAN: GUNSMOKE brought to you by Chesterfield - made the
4 modern way with Accu-Ray - smoother - cooler - best for
5 you.
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
"The Coward"

MATT: Most people think of Dodge City in the 1870's as a wild, lawless town swamped to the dashboards with exciting women and strong, daring men. The men they picture primarily as fighters -- the kind who stood up at the no reason at all and gun eightgest-provocation-and-gunned each other down with as little regard for their own lives as they had for their opponents. Men whose courage was as raw and harsh as the prairies it was bred upon. This is the picture -- but it isn't quite complete. We had our share of cowards, too. Like the one whose work I ran into the night I found a note on my door that said to come up to Doc Adams' office as fast as I could.

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

MATT: What's the trouble, Chester?

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

MATT: Jack Massey?

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

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

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

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

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


DOC: (FADES ON) Hello, Matt.

MATT: Doc.

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

CHESTER: Aw, that poor fella........
As soon as I saw him I knew he couldn't make it. Not with a hole like that in him.

Doc -- would you mind telling me what happened?


Who shot him?

We don't know.

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

Out of what chair? Chester?

Why.....yours.

Mine....

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

But why...?

You tell him Doc.

He was shot in the back, Matt.

So?

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

MUSIC: 1st ACT CURTAIN
FIRST COMMERCIAL:

1 JINGLE: START SMOKING WITH A SMILE WITH CHESTERFIELD
2 SMOOTHER - COOLER - MILD CHESTERFIELD
3 PUT A SMILE IN YOUR SMOKING - JUST GIVE 'EM A TRY
4 CHESTERFIELD'S BEST FOR YOU - THEY SATISFY
5 PENNEMAN: If you want tomorrow's better cigarette today - next
time you buy cigarettes - stop - remember ... only
Chesterfield is made the modern way with Accu-Ray.
8 You'll notice how fresh and good Chesterfields made with
Accu-Ray taste ... how smooth they are ... and how they
satisfy! So buy Chesterfield today - smoother - cooler
- best for $\frac{1}{2}^{\text{th}}$

12 MUSIC: SECOND ACT OPENING
SOUND: FS ALONG BOARDWALK...ENTER SWINGING DOORS...SALOON BG...

2

FS CROSS ROOM - FADE 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 cards......

11 MATT: Well

12 KITTY: There're a lot of men at the bar over there. Think you can pick him out?

13 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, Kitty, but even so I guess it isn't the kind of talk 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?
KITTIE: You ought to drop around more often, Matt. He's been banking Faro here three or four days now.

MATT: Sam hire him?

KITTIE: Yeah. He's been doing fine, too.

MATT: Eby always was a smart gambler.

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

KITTIE: Ed.

MATT: Hello, Eby.

EBY: Mind if I sit down?

MATT: Go ahead.

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

MATT: Oh, is That so?

EBY: I heard about the shooting tonight.

MATT: Seems most everybody has.

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

MATT: Tell me.

EBY: Well, a couple of nights ago I went out back to breathe a little fresh air -- men get goggy in here after awhile.

KITTIE: It's not only men get goggy in here.

EBY: I'm sure that's true, Miss Kitty. But as I was saying, I was standing out there in the dark, around the corner in the alley. And I heard a couple of men come out -- they couldn't see me and I couldn't see them -- but I heard one of them tell the other he was going to shoot Marshal Dillon. Shoot him any way he could.
GUNSMOKE -5-

I MATT:

I didn't hear nothing else, but I couldn't understand it...and then they sent back in.

4 MATT:

You've no idea who it was?

5 EBY:

I didn't dare take a look, Marshal. They'd have killed me sure.

6 MATT:

They're a little late telling me, 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.

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

I'll be going now.

SOUND: HE WALKS OFF

14 KITTY:

What's that all about, Matt?

15 MATT:

Somebody's out to kill me -- that's between you and Eby.

17 MATT:

I knew him out in Santa Fe one time, Kitty. He was bullying a man and I showed him up to be a coward. A 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 did the shooting tonight.

22 MATT:

I don't think Ed Eby has the guts to shoot a man --- 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 dead...Kitty...

27 KITTY:

I know.
I'd be willing to take my chances with anybody who'll face me -- it's the man who shoots out of the dark I'm afraid of.

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

If I was in your boots, Mr. Dillon, I'd hie me out onto the prairie for a spell.

You would...?

You bet I would. Out there you can see a man coming a mile off.

He wouldn't like that, Chester. This man doesn't want both of us looking at each other, no matter how far away we might be.

I guess you're right, sir. He'd never follow you out into the open...not him.

Or them.

You think there might be more than one?
MATT: Might be......
CHESTER: Doggone it, Mr. Dillon why don't you hire some men to hang around as a sort of bodyguard? Then nobody'd dare try ambushing you.
MATT: The sooner they try, the better, Chester -- get it over with one way or the other.
CHESTER: I wish I was as cool about it as you.
MATT: I'm not cool, Chester -- I'm mad.
CHESTER: You've sure got a funny way of showing it. Now if I was mad, I'd be hopping around like a bronc with a burr under its tail. I'd be a-slaunching and a-slavering, with foam on my mouth and blood in my eye....

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

MATT: Down, Chester --
CHESTER: (SLIGHTLY OFF) He's up there in the alley.
MATT: Yeah, I'm going after him.
CHESTER: I'm going with you.
MATT: You stay here.
CHESTER: No, by golly....not this time. No sir.

SOUND: MATT MOVES INTO ALLEY

MATT: De-ass-I-say.

SOUND: MATT WALKS AHEAD SLOWLY .....STEADILY.....

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

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

SWAN: (OFF) I sure will ------
CHESTER: (BEHIND MATT) He's by that barrel, Mr. Dillon. He's leaning on it.
MATT: Yeah, I see him.

SOUND: MATT MOVES FAST TO SWAN.
SWAN: (FADES ON) (HE'S DRUNK) I'll shoot you ---I'll shoot you good ------

MATT: Drop that gun.

SOUND: \_MATT-SHAPES-GUN-OUT-OF-HIS-HAND......

SWAN: -I-almost-get-ya.-------

MATT: -Almost.....

SOUND: \_MATT-KNOCKS-HIM-INTO-WALL...HE-CRUNPLES-AND-SLIDES-TO-GROUND...CHESTER-WALKS-UP....

CHESTER: You walked right up to him, Mr. Dillon --he had a gun in his hand.

MATT: He's drunk, Chester.

CHESTER: You knock him out?

MATT: I hit him hard enough. Let's get him up to Doc's. We'll sober him up and find out what this is all about.

MUSIC: BRIDGE

SOUND: CUP-ONTO-TABLE

DOC: Don't put that cup down yet, fella. Not before you drink every drop of coffee in it.

SOUND: SWAN-PICKS-UP-CUP

SWAN: I'm drowning in coffee, Doc.

DOC: I said Drink it.

SOUND: HE-DRINKS...CUP-DOWN-AGAIN

SWAN: There. No more, Doc. I'm sober now.

DOC: Yes, will (UP) Matt....

MATT: Yes, Doc.

SOUND: MATT'S-FS-FADE-ON

DOC: He can talk straight now.

MATT: It's about time. What's your name, mister?

SWAN: Nat Swan. But I didn't mean nothing, Marshal--I didn't know what I was doing....honest I didn't.
Then I'll tell you -- you were trying to kill me.

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

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

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

"No more to it than that"!

Nothing personal is what I mean.

I should have put strychnine in that coffee.

What're you saying, Doc?!

Never mind Doc. I believe you, Swan.

/You do? Well, It's true. Honest it is.

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

Now, Matt, it's not that bad...

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

2ND ACT CURTAIN
SECOND COMMERCIAL

GUNSMOKE - C - 10-9-55

1 SOUND: 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: THIRD ACT OPENING
I was pretty sure he'd never show up in Dodge again. That was one less glory-hunter to deal with -- but the thought of how many were left waiting in the alleys, hiding in the shadows, made me jumpy. But I didn't realize how bad off I was until we got back to town and rode into the stable.

We'd put our horses into their stalls and were walking down the aisle toward the door.

CHESTER: This stable's plumb deserted tonight, Mr. Dillon.

MATT: It's late, Chester. Everybody's either drunk or in bed by now.

CHESTER: There's somebody who ain't. (FS STOP) What's he doing with that rifle?

MATT: Duck in that stall, Chester.

CHESTER: (SLIGHTLY OFF) He's seen us.

MATT: (UP) Drop that rifle, mister.

MAN: (OFF) Not likely.

MATT: Drop it, I say.

MAN: No.

CHESTER: He's gonna shoot.

MATT FIRES ONCE

MAN: (REACTS AS HIT)
CHESTER: You got him, Mr. Dillon.

MATT: You

STAY BACK, CHESTER.

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

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

MATT: Pick up that rifle, Chester.

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

MATT: (BENDS DOWN) Who are you?

CHESTER: I never seen him before.

MAN: What do you care who I am. You've gone and killed me, that's what you've done.

MAN: -WHERE'S-YOUR-PARTNER-

MATT: -GET-NE-PARTNER-

MAN: Why were you after me? Somebody hire you? Tell me.

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

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

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

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

MAN: Dillon.... You the Marshal?

MATT: Who'd you think I was?

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

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

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

MAN: I thought I was being held up....the way you hollered at me.
CHESTER: Oh my goodness, Mr. Dillon. He aint got nothing to do with this.

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

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

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

MATT: Yeah. I promise.

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

MATT: (GETS UP) I killed an innocent man, Chester.

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

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

MATT: We'll fix him a good one.

CHESTER: Yes sir.

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

CHESTER: What's that?

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

MUSIC: BRIDGE

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

KITTY: (FADES ON) Hello, Matt.

MATT: Hello, Kitty.

KITTY: You're looking for somebody.

MATT: You bet I am.

KITTY: Trouble?

MATT: No....the trouble's over. Or it soon will be.
Kitty: If there's going to be a fight, they don't need me in this saloon.
Matt: I'll be mighty surprised if there's a fight, Kitty.
Kitty: Oh....?
Matt: Cowards don't carry guns.
Kitty: Ed Eby.
Matt: I'll see you later, Kitty.

(SOUND: HE CROSSES TO FARO TABLE)

Cast: TWO OR THREE PLAYERS FADE ON....

(EBY): (FADES ON) Here comes the split, gentlemen. Care to string along? (SEES MATT) Well, Marshal Dillon. You going to try your luck, Marshal?
Matt: My luck ran out about an hour ago, Eby.
Eby: What?
Matt: I shot and killed an innocent man.

Cast: PLAYERS GROW SILENT

Eby: What're you talking about, Marshal?
Matt: You were too cheap to hire somebody to get me, Eby -- and too much of a coward to try it yourself.
Eby: I don't like that word. (SLAMS UN)
Matt: Your story about overhearing that talk out back --- you spread it around hoping it'd give some brainless fool the idea to try it himself.

Eby: That's a lie.
Matt: Two men tried it, and it made me so jumpy I just killed a man I thought was trying it again. I feel pretty bad about that, Eby.

Eby: I've got nothing to do with it.

DH
You told me the story thinking it'd make you look innocent.
You outsmarted me, Eby -- for awhile.
You can't prove any of this.
I don't have to. Come on...
(STEPS BACK) You can't arrest me.
No...but I'm going to lock you up and tomorrow I'm going
to run you out of town.
No...
Two innocent men have died because of your cowardice, Eby.
I wish I could hang you for it.
Don't call me a coward.
You're the worst coward I ever saw.
Shut up...stop saying it. You're doing just what you did
out in Santa Fe.
Come on, Eby.
I'll show you I'm not a coward -- you won't call me that
any more.
Take your hand out of your pocket, Eby.
I've got a gun in here. I'll kill you myself.
No, you won't. You're not going to draw that gun.
Yes I am...
(MOVES CLOSER) Not you, Eby! No...not you, Eby. I'll kill you.
I'll kill you.
Keep talking, Eby..keep talking.
MATT BELTS HIM...HE FALLS

(FADES ON) Why didn't you shoot him, Matt? You had a
right to.

BL
MATT: I think he wanted me to, Kitty.

KITTY: What?

MATT: I think he'd rather be dead than face everybody knowing what a coward he is. He's got his punishment coming -- for the rest of his life. And he's some earned it.

MUSIC: CURTAIN
THIRD COMMERCIAL

1 JINGLE... START SMOKING WITH A SMILE WITH CHESTERFIELD
2 SMOOTHER - COOLER - MINDER CHESTERFIELD
3 PUT A SMILE IN YOUR SMOKING - JUST GIVE 'EM A TRY
4 CHESTERFIELD - BEST FOR YOU - THEY SATISFY.
5 PENNEMAN: Remember, only Chesterfield is made the modern
6 way with Accu-Ray ... smoother - cooler - best
7 for you!
8 MUSIC: THEME
9
10
WALSH: "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
Neston, with music composed and conducted by Rex Koury.

Sound patterns by Tom Hanley and Ray Kemper. Featured
in the cast were: Vic Perrin, John Dehner and Jack
Edwards. Parley Baer is Chester, Howard McNear is Doc,
and Georgia Ellis is Kitty. Join us again next week.

"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
L & M HITCHIKIE

VAMP ........ 23:04
1 JINGLE #4 SOLO MAKE TODAY YOUR BIG RED LETTER DAY
2 SOLO YOUR L & M RED LETTER DAY
3 SOLO SUPERIOR TASTE AND FILTER
4 SOLO IT'S THE MIRACLE TIP
5 SOLO MAKE TODAY YOUR BIG RED LETTER DAY
6 SOLO 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 MORROW: L & M - America's best filter tip cigarette.
13 MUSIC: THEME 23:35
14 WALSH: Be sure and listen to Gunsmoke again on Radio next
15 WALSH: week/transcribed for Chesterfield. (23:49)
16 MUSIC: THEME
17 ANNCR: (LIVE SYSTEM CUE) This is the CBS RADIO NETWORK.
18 ANNCR: (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...brought to you by L & M FILTERS! Make today
         your Big Red Letter Day. Change to L & M Superior taste -
         Superior filter. America's best filter-tip cigarette.

4 MUSIC: FIGURE AND UNDER...TRACK 2

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

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

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

8 MUSIC: OUT

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

10 MUSIC: MAIN TITLE...TRACK 3
FIRST COMMERCIAL
VAMP....

1  MAKE TODAY YOUR BIG RED LETTER DAY
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  L & M'S GOT EVERYTHING
8  SUPERIOR TASTE...
9  AND SUPERIOR FILTER...
10 GET L & M TODAY!
11 This is it! L & M - superior taste and filter. Superior
taste from tobaccos especially selected for filter
12 smoking. Tobaccos that are richer, tastier...light and
13 mild. And L & M's superior filter is white...pure white-
14 truly the miracle tip because when it's added to L & M
15 tobaccos it actually improves your enjoyment of this
16 great cigarette. Next time you buy cigarettes look for
17 the big red letters L & M -- smoke L & M filters -
18 America's best filter tip cigarette.
19 L & M'S GOT EVERYTHING
20 GET L & M TODAY!
21 MUSIC: THIRD ACT OPENING
SECOND COMMERCIAL
13:07 VAMP....

1

2 JINGLE SOLO: MAKE TODAY YOUR BIG RED LETTER DAY
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 REPRISE: L & M'S GOT EVERYTHING
22 14:05 GET L & M TODAY!
23 MUSIC: THIRD ACT OPENING

EL
CONRAD CLOSING

1 WALSH: And now our star, William Conrad.
2 CONRAD: I'm telling you - the day you change to L & M / that's the
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./ Next time
7 look for those Big Red Letters on the L & M pack.
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: Vic Perrin, John Dehner and Jack Edwards. Parley Baer is Chester, Howard McNear is Doc, and Georgia Ellis is Kitty. Join us again next week.

MUSIC: SWELL AND FADE OUT UNDER
1 ANNCR: The makers of Chesterfield and L & M filters salute the National Safety Council and the 43rd National Safety Congress which is being held in Chicago October 17 - 21.

4 Remember, the National Safety Council's slogan for its 1955-56 crusade. Be your brother's keeper....stop accidents.

7 THEME: UP AND OUT
CHESTERFIELD HITCHHIKE

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 FENNEKAN: 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!
12 MUSIC: THEME
40 SECOND BUMPER (AT END OF SHOW)  GUNSMOKE -G-  
10-15-55

1 WALSH:

Recently many of your cards and letters have requested an evening time for Gunsmoke Radio. In response to these requests, the makers of Chesterfield and L & M Filters will now also bring you Gunsmoke every Sunday evening at 6:30 PM Eastern time. So now you can take your choice - and hear Gunsmoke transcribed at the time that is most convenient - either on Sunday evenings or Saturday at this time.

And remember, the makers of Chesterfield and L & M Filters also present Gunsmoke for your enjoyment on television. Tonight - watch an entirely different Gunsmoke show on the CBS Television network. Check your local TV listings for time and channel. (24:26)

MUSIC:  THEME TO FILM

ANNCR:  (LIVE SYSTEM CUE) This is the CBS Radio Network (24:30)

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