CHESTERFIELD & L & M FILTERS
Present
"GUNSMOKE"

"Troubleshin' Kenare"

SATURDAY - OCTOBER 1, 1955
SUNDAY - OCTOBER 16, 1955
SATURDAY - OCTOBER 22, 1955

PRE-CUT 1:30 PM - 2:00 PM PST
AIR 3:30 PM - 3:45 PM PST
REPLAY 9:30 AM - 9:45 AM PST

WILLIAM CONRAD
as
MATT DILLON

Parley Baer
Howard McNear
Georgia Ellis
Lawrence Dobkin
Harry Bartell
Barney Phillips

SJK

LIG 0381441
CHESTERFIELD
Presents
"GUNSMOKE"

SUNDAY, OCTOBER 16, 1955 7:35 - 7:58:50 PM PST

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

2 MUSIC: HOLD UNDER ... TRACK 1

3 PENNEMAN: GUNSMOKE brought to you by Chesterfield - made the
modern way with Accu-Ray - smoother - cooler - best for
you.

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 -

6 MUSIC: GUNSMOKE!

7 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 -

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

9 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.

10 MUSIC: OUT

11 MATT: 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.

12 MUSIC: MAIN TITLE....TRACK 3

EL
"Trouble in Kansas"

1. SOUND: STREET BG...FS ON BOARDWALK

2. DOC: /You got time for a drink?—Matt?

3. MATT: I'll go with you, Doc.

4. DOC: Good, good... Well, the Longbranch is closest -- let's go in here.

5. MATT: Okay.

6. SOUND: FS THROUGH SLIDING DOORS AND CROSS TO BAR UNDER:

7. DOC: Some people say it doesn't look good for a doctor to be seen in a saloon.

9. MATT: Especially in the daytime.

10. DOC: Then you believe it, too.

11. MATT: Not me. I look on doctors as almost human.

12. DOC: "Almost human"... - well...that's mighty charitable of you. I'll think of that next time you come crawling around with your throat cut or with a bullet in you...

14. SOUND: DOOR FS

15. MATT: You'll feel better when you get your drink, Doc.

16. DOC: I'll feel better when I talk to Kitty there.

17. SOUND: FS TO STOP


19. MATT: Hello, Kitty.

20. DOC: It's a pleasure to see you, Kitty. / A real pleasure.

21. KITTY: Well...thanks, Doc.

22. DOC: (UP) —Bartender— a bottle and two glasses. / I'm buying the lady a drink.

23. KITTY: You sure you haven't had enough already, Doc?

25. DOC: /Now, Kitty— just because you're not used to men who act like gentlemen.

27. MATT: / He's talking about me, Kitty.

28. KITTY: I figured that. What've you two been arguing about this time?
1 DOC: We've only been working up to an argument, Kitty.
2 KITTY: There's somebody else here who seems to be doing that.
3 MATT: Oh.
4 KITTY: That cowboy at the end of the bar, Matt.
5 MATT: What about him?
6 KITTY: I heard him telling Sam he's got a packhorse outside... loaded with ammunition.
7 DOC: There's no harm in that, is there?
8 KITTY: He said it's to kill Kansans with, Doc.
9 MATT: What'd he mean, Kitty?
10 KITTY: I don't know, Matt. But he's awful mad about something.
11 MATT: I'll be back in a minute.
12 HOYT: Be careful - be careful now, Matt.
13 MATT: Hello. (PAUSE) My name's Dillon. I'm the Marshal here.
15 HOYT: My name's Jim Hoyt. And I wish I'd never heard of Kansas.
16 MATT: Where're you from, Hoyt?
17 HOYT: Medina River.
18 MATT: Texas, huh?
19 HOYT: Texas.
20 MATT: You staying here long?
21 HOYT: Long enough to finish this drink. (PAUSE) And since you're so nosey, I'll tell you. I'm with nine other Texans.
22 MATT: -- we've got some two thousand head of cattle about six day's drive from here. They're branded with the Cross R, and Jack Raven's the trail boss. Anything else you'd like to know?
23 MATT: Have all the men in that outfit got their backs up like you?...
1 HOYT: Don't you worry about us, Marshal. We'll handle things.
2 MATT: With all that ammunition they sent you for? What's going on down there, anyway?
3 HOYT: Nothing a few Texans can't take care of.
4 MATT: Why don't you want to tell me about it, Hoyt?
5 HOYT: Because I don't trust you no more 'n I'd trust any Kansan.
6 MATT: ...because I'm gonna ride back with you.
7 HOYT: Then why don't you finish your drink, Hoyt.
8 MATT: ...because I'm gonna ride back with you.
9 MUSIC: 1ST ACT CURTAIN
JINGLE: START SMOKING WITH A SMILE WITH CHESTERFIELD
SMOTHER - COOLER - MINDER CHESTERFIELD
PUT A SMILE IN YOUR SMOKING - JUST GIVE 'EM A TRY
CHESTERFIELD'S BEST FOR YOU - THEY SATISFY
FENNEMAN: 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.
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 you!
MUSIC: SECOND ACT OPENING
MATT: Jim Hoyt didn't like it much, but I got Chester and we saddled up and rode South with him. Nobody said a word the whole day, and that night Chester and I spelled each other off keeping awake so's Hoyt wouldn't slip out on us. He knew what we were doing, and of course he just stretched out on the ground and enjoyed a good night's rest. It was late the next afternoon, soon after we'd crossed the Cimarron, that we ran into the Cross R herd bedding down for the night. We rode around it and up to the chuck-wagon fire and dismounted.

SOUND: HORSES...MEN IN BG...

HOYT: Jack Raven's the trail boss, Marshal. That's him leaning against the wagon studying you.

MATT: Let's go talk to him, Chester.

HOYT: Tell him how you got here, so he'll know who to get mad at, Marshal.

MATT: I'll do that, Hoyt.

SOUND: THEY WALK TOWARD WAGON UNDER: 

CHESTER: I knew that cella could talk once he made up his mind to it.

MATT: I guess he's been saving his strength, Chester.

CHESTER: What for?

MATT: I don't know. Maybe the boss here'll tell us.

CHESTER: If he don't shoot us first. He looks downright unfriendly to me.

SOUND: FS TO RAVEN AND STOP

MATT: Jack Raven?

RAVEN: That's me.
MATT: My name's Matt Dillon -- and this is Chester Proudfoot.

CHESTER: How do you do?

RAVEN: Howdy.

MATT: I'm a U.S. Marshal, Raven.

RAVEN: Ahhh.

MATT: Yeaaah This your first time up the trail?

RAVEN: First time for any of us.

MATT: Jim Hoyt didn't tell me much. He didn't want me down here at all.

RAVEN: Then why'd you come?

MATT: I got curious about that ammunition you sent him to Dodge for.

RAVEN: Some law against it?

MATT: That depends on what you aim to use it for.

RAVEN: We aim to kill Kansans with it, Marshal.

CHESTER: (PAUSE) By-golly, he-means-it; Mr-Dillon.

RAVEN: You bet-I-mean-it.

MATT: You got any particular Kansans in mind?

RAVEN: I ain't particular, Marshal. told

MATT: Raven, you told me this is your first trip up here...the first trip for any of you....

RAVEN: What's that got to do with it?

MATT: Have you lost many cattle?

RAVEN: I've lost all I'm going to.

MATT: How many?

RAVEN: Some twenty-thirty head.

MATT: Stampede?

RAVEN: Two of them.
MATT: How'd they get started?
RAVEN: Men...men out there waving blankets they set fire to in the night. And they wasn't Indians, neither. We seen them, but we couldn't chase them or go shooting at them or we'd lost the whole herd.
MATT: Then why'd you send Hoyt for ammunition? You going to start shooting next time?
RAVEN: We're short of ammunition, Marshal. And next time it happens we thought maybe we'd, some of us would take a few days off and do a little hunting.
MATT: I see.
RAVEN: There'es ten of us, Marshal--there're eleven. My brother got caught in front of them longhorns, the other night.
MATT: I'm sorry to hear that, Raven.
RAVEN: I want to get this herd to Dodge. I want to get it sold. Then we're riding back this way.
MATT: And shoot anybody you come across, is that it?
RAVEN: Like I said, I ain't particular, Marshal. Not about Kansans, I ain't.
MATT: Tell me something, Raven -- are there any bandits down in Texas?
RAVEN: Looks to me, sure there are.
MATT: Did right--are you and your men bandits?
RAVEN: I don't follow you, Marshal.
MATT: You've got bandits in Texas, but that doesn't make every Texan one, does it?
RAVEN: Course not.
MATT: Did you -- You every hear of Jayhawkers?
RAVEN: No.

MATT: They're outlaws, Raven...they're murderers...criminals.

They're men who got started riding on the Missouri border during the War, and they got the taste of blood in their mouths. It's like they've got no place to go. So they're out after anything in sight. And they cause a lot of trouble.

RAVEN: Then why don't you stop them?

MATT: We try. We don't forget -- the ordinary Kansan hates Jayhawkers as much as you do.

RAVEN: But what do they want? What good's it do them to stampede my herd?

MATT: You'll find out what they want. They'll let you know. And I want to stay here to help you when they do.

RAVEN: I don't know whether I trust you or not.

MATT: I guess you'll have to find that out, too, Raven.

RAVEN: I'll find it out. (MOVES) I got work to do now. (FADES)

MATT: I don't know if the cook'll feed any Kansas men, but you can go ask him.

CHESTER: Mr. Dillon...Mr. Dillon... What is it?

MATT: What, Chester?

CHESTER: It's almost daylight.

MATT: (STIRS) We'd better get up.

CHESTER: I didn't hear a thing all night. I slept right through.

MATT: If there'd been a stampede you'd have heard it, Chester.

CHESTER: Maybe them Jayhawkers have quit.
GUNSMOKE

1 MATT: Maybe.
2 CHESTER: Mr. Dillon...
3 MATT: Yeah. What?
4 CHESTER: Look yonder...riding that horse....
5 MATT: That's Jim Hoyt.
6 CHESTER: Where's his clothes? He's all bloodied up. They're having to help him down off his horse.
7 SOUND: THEY START WALKING TOWARD HOYT AND MEN UNDER
8 CAST: A FEW ALLIES PADE ON AND THEN STOP WHEN MEN SEE MATT AND
9 CHESTER
10 CHESTER: There's Jack Raven.
11 MATT: Yeah.
12 CHESTER: What in the world do you suppose happened?
13 MATT: He didn't get those marks on his back from a fall.
14 CHESTER
15 SOUND: FS STOP
16 RAVEN: Take a look at Jim Hoyt, Marshal. Take a good look.
17 MATT: Where'd they catch you, Hoyt?
18 HOYT: How come you know anybody caught me, Marshal.
19 RAVEN: That's a good question. How do you know, Marshal?
20 MATT: This has happened before. It's one of their methods.
21 RAVEN: Filthy Kansans.
22 MATT: Jayhawkers, Raven -- Jayhawkers...
23 HOYT: That's a mighty fancy name for a bunch of murdering devils.
24 MATT: You were on guard and they sneaked up on you, is that the way happened, Hoyt?
25 HOYT: They stripped me and flogged me.
26 BH
RAVEN: And then they gave him a message. For me.

MATT: They want money, huh?

RAVEN: I got two thousand head of cattle, Marshal. I pay them two dollars a head and there won't be no more trouble.

HOYT: By sundown. They want the money by sundown.

MATT: You going to pay it, Raven?

RAVEN: I'd rather lose the whole herd. We'll ride guard in pairs tonight. There won't be any more beatings -- and I hope there's no shooting. Them cattle are ready to run at most anything by now.

MATT: We'd like to ride with you, Raven.

RAVEN: I might trust you, Marshal -- I don't know. But the men wouldn't. They'd never stand for it.

MATT: All right. But we're going to be around. We're not leaving here.

RAVEN: Then you better keep close to camp. You might get yourself killed too.

MUSIC: 2ND ACT CURTAIN
SOUND: VIBRATIONS. BRING UP SLOWLY - FADE UNDER...
FENNEMAN: Listen - Listen to an electronic miracle...
SOUND: VIBRATIONS UP FAST & UNDER - SLOWLY BRING IN ACCU-RAY BUZZ
FENNEMAN: This electronic miracle, Accu-Ray, means that everything
from auto tires to apple pie - battleship steel to baby
food - butter to cigarettes can be made better and safer
for you. Now meet Mr. Burt Chope, brilliant young
president of industrial nucleonics. Burt, exactly what
is Accu-Ray?
CHOPE: Well (George) it is a device by which a stream of electrons
passes through and analyzes a product while it is actually
being made. They transmit what they see to (This)
electronic brain, which adjusts the production machinery
for errors down to millionths of an inch.
FENNEMAN: One more question - one that so many people ask me. How
does Accu-Ray make Chesterfield a better cigarette than
was ever possible before?
CHOPE: Every cigarette made with Accu-Ray control contains a more
precise measure of perfectly packed tobaccos. So,
Chesterfield smokes smoother - without hot spots or hard
draw.
FENNEMAN: And that's why Chesterfield tastes so much better and I
guess that's why you smoke them yourself, Burt.
CHOPE: You see, I know what Accu-Ray can do.
FENNEMAN: There's your answer. If you want tomorrow's better
cigarette today - next time - stop - remember ...
MATT: I took Raven's advice, and Chester and I stayed with the chuch-wagon all that day. But when the herd was bedded down about dusk, we saddled up and rode out of camp. Raven had his men standing guard by two's all right, and he had the herd lying in a plain that apparently nobody could approach without being seen a mile or so off. We scouted the land till dark and just as the moon was coming up, we found what I'd been hoping for -- a deep gulley about half a mile from the herd. The contour of the land made it difficult to see unless you were almost on top of it; and I picked it as the most likely approach the Jayhawkers would use. We hid our horses at the bottom and then climbed back out.

SOUND: FS AS THEY CLIMB OUT...AND STOP awful

CHESTER: That's one long gulley, Mr. Dillon. Them Jayhawkers could ride out of it most anywhere for a mile or so.

MATT: They could, Chester, but right in here is where it's closest to the herd. We'd better lie down.

CHESTER: Yes sir.

SOUND: THEY LIE DOWN

MATT: It might go hard if we have to shoot it out with maybe a dozen men.

CHESTER: I'm hoping there won't be any shooting at all, Chester.

MATT: We're most half a mile from that herd. It wouldn't bother them very much.

CHESTER: It'd bother them, like Raven said, those cattle are ready to run at anything.

CHESTER: Well, if we can't shoot, how are we gonna stop them Jayhawksers?
MATT: Most of their kind are cowards, Chester. If we surprise them, maybe we can scare them into dropping their guns.

CHESTER: You believe that, Mr. Dillon?

MATT: I'm gambling on it. If we start a stampede by getting into a gun battle over here, those Texans aren't going to treat us any better than they would the Jayhawkers.

CHESTER: They're sure a hard-headed lot, ain't they?

MATT: They've got some cause to be, Chester.

CHESTER: Oh, sure, I understand that. But what I mean is not -- Well, they got no cause to that.

MATT: They think they have. Shh... Listen --

SOUND: OFF...A COUPLE OF VOICES AND HORSES FS MUFFLED IN GULCH

CHESTER: It's somebody in the gulch.

SOUND: HORSES STOP down

CHESTER: They're right there, Mr. Dillon. They'll come climbing out in a minute.

MATT: Not if we're on top of them. Come on.

SOUND: THEY GET UP...SLOW FS UNDER:

MATT: Don't do any shooting unless I do. Chester.

CHESTER: Every-day!

MATT: Quiet now.

CAST: A COUPLE OF VOICES FROM GULCH

SOUND: FS CONTINUE SLOWLY...STOP AS:

JAY: (OFF) No...there's too much moon to ride over there. We'll stampede them from here. All we gotta do is spread out along this gulch and start shooting. And it don't matter whether you hit cows or Texans.

CAST: A COUPLE OF LAUGHS

MATT: Let's spread out a little, Chester. We'll crawl right up on top of them.
MATT: Come on.

SOUND: THEY MOVE...MATT CRAWLS TO EDGE OF GULLEY

JAY: (CLOSER) We're a long ways off, but if we set up enough rifle-fire them cattle'll stampede sure. And they'll have their hands so full chasing them they won't have time to worry us.

CAST: A COUPLE OF ADLIBS OF AGREEMENT

MATT: (UP) You men are covered. Get your hands up. You better

CHESTER: (OFF) Do what he says -- we're all around you.

CAST: REACTS

JAY: Let's fight, men -- they'll kill us anyway.

MATT: No--

CHESTER: One of them's getting away, Mr. Dillon. Shall we chase him?

SOUND: A COUPLE OF SHOTS FROM GULLEY...THEN MATT OPENS UP...to 'em.

MATT: All right, Chester, give it

HORSES JUMPS ABOUT SOME...

CAST: A COUPLE OF THEM REACT AS HIT

JAY: They got me...fun for 'em

SOUND: ONE HORSE TAKES OFF AND FADES UP GULLEY...CHESTER RUNS UP

CHESTER: (FADES ON) One of them's getting away, Mr. Dillon. Shall we chase him?

MATT: Let him go, Chester. We got the other...three...did

CHESTER: They sure put up a fight, didn't they?

MATT: Yeah. I kinda misjudged their being cowards and quitting.

SOUND: OFF...GROWING RUMBLE OF CATTLE AS THEY STAMPED

CHESTER: Listen -- listen, listen

MATT: It's the cattle. We started another stampede after all.

CHESTER: We'd better go help them.

MATT: They're running the other way. We'd never get anywhere near them.

CHESTER: I'll bet them Texans are gonna be pretty mad.
MATT: Yeah. And mostly at us.

MUSIC: IN AND UNDER

MATT: We left the Jayhawkers right where they'd died and rode slowly back to camp. Nobody was there but the cook, so we sat down and waited. We waited three or four hours before any riders showed up, and when they did they weren't exactly friendly. They stood around at a distance and watched us as though they were guarding a couple of prisoners. Finally, Jim Hoyt walked over to us and... We waited three or four hours before any riders showed up, and when they did they weren't exactly friendly. They stood around at a distance and watched us as though they were guarding a couple of prisoners. Finally, Jim Hoyt walked over to us.

MATT: We left the Jayhawkers right where they'd died and rode slowly back to camp. Nobody was there but the cook, so we sat down and waited. We waited three or four hours before any riders showed up, and when they did they weren't exactly friendly. They stood around at a distance and watched us as though they were guarding a couple of prisoners. Finally, Jim Hoyt walked over to us. Nobody was there but the cook, so we sat down and waited. We waited three or four hours before any riders showed up, and when they did they weren't exactly friendly. They stood around at a distance and watched us as though they were guarding a couple of prisoners. Finally, Jim Hoyt walked over to us.

Hoyt: It was you done all that shooting, Marshal.

MATT: Some of it, yeah.

CHESTER: I was shooting, too.

Hoyt: The men want to hang you.

MATT: (GETS UP) That so?

Hoyt: We seen you riding around. Didn't know what you was up to. But we sure found out. Didn't we, men?

CAST: OFF... A FEW ADLIBS... "WE SURE DID" ... "HANG THEM" ... ETC.

CHESTER: Now here... Take it Easy, Chester.

Hoyt: There's four of us here now. You gonna put up a fight?

MATT: I don't blame you for being mad, Hoyt. Or the rest of you. But that's no excuse to be talking of lynching anybody.

Hoyt: We ain't talking, Marshal. We're gonna do it.

CAST: "SURE ARE"... "WE'LL SHOW THEM" ETC.

MATT: Wouldn't you like to know why we were doing that shooting?

Hoyt: We know all we need to know. Unruckle them guns—both of you.
MATT: Use your head, Hoyt.

SOUND: HORSE FADES ON RUNNING

CHESTER: It's Jack Raven.

HOYT: Ain't gonna stop us.

SOUND: HORSE PULLS UP OFF...RAVEN JUMPS OFF...FS FADE ON

RAVEN: (FADES ON) What's going on here?

HOYT: We're about to hang us a couple of Kansans, Raven.

RAVEN: That's what I figured.

HOYT: And we don't want no interference.

RAVEN: All right. I won't give you any.

HOYT: Good.

RAVEN: But I want to tell you something, first.

HOYT: Hurry it up. Say it out.

RAVEN: Well, I was kinda curious about it, so I rode over to where these two had all that shooting. And you know what I found?

HOYT: A bunch of empty cartridges.

RAVEN: I found three dead men, Hoyt. Laying in a gulley.

HOYT: Now, I don't know what these here Jayhawkers are supposed to look like -- but them three men I found...that's how they oughta look.

RAVEN: (PAUSE) Is this true, Raven?

HOYT: It's true.

RAVEN: I guess I've been a little hot-headed.

HOYT: I didn't trust the Marshal, either, Hoyt. Not at first.

RAVEN: He done our work for us. It was Chester found them devils and faced them.
MATT: Forget it, Hoyt. It's over. And I don't think you'll be bothered any more.

HOYT: We— I don't reckon we will— Not now.

RAVEN: Marshal -- me and Hoyt and the men. We've had a bad trip... when we get to Dodge, we'll maybe want to kick up our heels a little.

MATT: Short of gunplay, Raven, this is one outfit that can hurrah Dodge all it wants. And when you get there, the first bottle's on me.

RAVEN: (Turn) There you are. men-- maybe Kansas ain't so bad after all.

MUSIC: CURTAIN.
THIRD COMMERCIAL

GUNSMOKE -D-
10-16-55

1 PENNEMAN: If you want tomorrow's better cigarette today - next
2 time you buy cigarettes - stop - remember...only
3 Chesterfield is made the modern way with Accu-Ray.
4 You'll notice how fresh and good Chesterfields made
5 with Accu-Ray taste...how smooth they are...and how they
6 satisfy. So buy Chesterfield today - smoother - cooler -
7 21:45 best for you!
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: Lawrence Dobkin, Barney Phillips and Harry

Bartell. Parley Baer is Chester, Howard McNear is Doc,

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!"

SWELL AND FADE OUT UNDER
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.

Remember, the National Safety Council’s slogan for its conference is: "Be your brother’s keeper...stop."
GUNSMOKE
10-16-55

22:11

MUSIC: VAMP....

JINGLE SOLO:
HAAR TODAY YOUR BIG RED LETTER DAY
YOUR L & H RED LETTER DAY
SUPERIOR TASTE AND FILTER
IT'S THE MIRACLE TIP
HAAR TODAY YOUR BIG RED LETTER DAY
CHANGE TO L & H TODAY!

DUET: L & H'S GOT EVERYTHING

CALL: GIVE US A CALL

GUY: AN IMPERIAL FILTER

DUET: 322 L & H TODAY!

ANNOUNCER: This is it! L & H = superior taste and filter. Superior taste from tobacco especially selected for filter making. Tobaccos that are richer, tastier...light and mild. And L & H's superior filter is a...pure white...or by the miracle tip because when it's added to L & H tobacco it actually improves your enjoyment of this great cigarette. Next time you buy cigarettes look for the big red letters L & H = make L & H filters = America's best filter tip cigarette.

MUSIC: SQUARE

ANNOUNCER: Be sure and listen to Gunsmoke again on Radio next week at this time. Make sure you transcribed for Charroville.

MUSIC: SQUARE CLOSING

ANNOUNCER: (LIVE IN STUDIO) This is the NBC Radio Network. (23150)
L & M FILTERS

Present

"GUNSMOKE"

SATURDAY - OCTOBER 22, 1955 - 9:30 AM - 9:54:30 AM EST

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

4 your Big Red Letter Day. Change to L & M Superior taste -


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 look 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
FIRST COMMERCIAL

MUSIC: 4:54 VAMP...

JINGLE  MAKE TODAY YOUR BIG RED LETTER DAY

SOLO:  YOUR L & M RED LETTER DAY

5  SUPERIOR TASTE AND FILTER

6  IT'S THE MIRACLE TIP

7  MAKE TODAY YOUR BIG RED LETTER DAY

8  CHANGE TO L & M TODAY!

DUET:  L & M'S GOT EVERYTHING

GAL:  SUPERIOR TASTE

GUY:  AND SUPERIOR FILTER...

DUET:  GET L & M TODAY!

MORROW:  This is it! L & M ...superior taste and filter.

Superior taste from richer tobaccos - tastier - light

and mild. Superior filter - it's white - pure white.

Added to L & M tobaccos - this miracle tip actually

improves your enjoyment. Look for the big red letters.

Smoke L & M - America's best!

JINGLE

20  REPRIS:  L & M'S GOT EVERYTHING

21  GET L & M TODAY!

22  MUSIC:  SECOND ACT OPENING
SECOND COMMERCIAL

MUSIC: 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. Duet: L & M's got everything
8. Girl: Superior taste...
9. Guy: And superior filter...
10. Duet: Get L & M today!
11. Morrow: This is it! L & M - superior taste and filter. Superior taste from tobaccos especially selected for filter smoking. Tobaccos that are richer, tastier...light and mild. And L & M's superior filter is white...pure white-true the miracle tip because when it's added to L & M tobaccos it actually improves your enjoyment of this great cigarette. Next time you buy cigarettes look for the big red letters L & M -- smoke L & M filters - America's best filter tip cigarette.
12. Jingle: L & M's got everything
13. Get L & M today!
14. Music: Third Act Opening
WALSH: And now our star, William Conrad.

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 L & M's pure, white miracle tip.... and I know you'll go for L & M's taste.... superior taste you get from L & M's superior tobaccos - richer, tastier tobaccos. Next time look for those Big Red Letters on the L & M pack.

MUSIC: THEME

BL
"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: Lawrence Dobkin, Barney Phillips and Harry
Bartell. Parley Baer is Chester, Howard McNear is Doc,
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

SJK
ANNCR: Monday, October 21st, marks the anniversary of the adoption of the United Nations Charter. On this U.N. Day, our government is renewing its pledge of continuing support for the objectives of the U.N. and the principles of its charter. The strength of the United Nations as a force for peace depends on your support. So familiarize yourself with the U.N. and its objectives. Remember - the U.N. works for you.

MUSIC: THEME UP AND OUT

ANNCR: Be sure and listen to Gunsmoke again next week at this time; transcribed; 'for B & M Filters' (24:23)

MUSIC: THEME TO FINE

ANNCR: (LIVE SYSTEM OUT) This is the CBS Radio Network. (24:30)
START SMOKING WITH A SMILE WITH CHESTERFIELD
SMOOTHER - COOLER - MOLDER CHESTERFIELD
Yes, put a smile in your smoking. It's as easy as
A B C! Because Chesterfields, made with Accu-Ray are...
A - always milder ....
Burn evenly ... smoke much milder...
B! Better tasting.
Draw more easily .... you enjoy more flavor!
C! Cooler smoking!
Fourteen percent more perfectly packed than cigarettes
made without Accu-Ray. No hot spots. No hard draw.
So next time - stop - remember - an Accu-Ray
Chesterfield is -- always milder - better tasting -
cooler smoking.
PUT A SMILE IN YOUR SMOKING
JUST GIVE 'EM A TRY
CHESTERFIELD'S BEST FOR YOU....
THEM SATISFY
23:50

MALONE

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 & H Filters now also bring you
Gunsmoke every Sunday evening at 6:30PM 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 24:17

Do sure and listen to Gunsmoke next week - transcribed for L & H Filters.

MUSIC: THEME TO PILL

ANNOUNCER: (LIVE SYSTEM CBS) This is the CBS Radio Network. (24:19)