<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>SATURDAY, OCTOBER 15, 1955</td>
<td>3:30 PM - 4:00 PM</td>
<td>PRE-CUT</td>
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<tr>
<td>SUNDAY, OCTOBER 30, 1955</td>
<td>9:30 AM - 9:54:30 AM</td>
<td>ATR</td>
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<tr>
<td>SATURDAY, NOVEMBER 5, 1955</td>
<td>7:35 PM - 7:58:50 PM</td>
<td>REPLAY</td>
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**DIRECTOR:** NORMAN MACDONNELL  
**ASSOCIATE:** FRANK PARIS  
**ENGINEER:** ROBERT CHADWICK  
**SOUND:** TOM HANLEY, BILL JAMES  
**MUSIC:** REX KOURY  
**ANNOUNCER:** GEORGE WALSH  
**AUTHOR:** JOHN MESTON  

---

**WILLIAM CONRAD**  

**as**  
**MATT DILLON**

- CHESTER.................Parley Baer  
- DOC.....................Howard McNear  
- KITTY...................Georgia Ellis  
- ANDY......................Sam Edwards  
- ROUGH...................Barney Phillips  
- JIM......................Harry Bartell  
- KERRICK..............Lawrence Dobkin  

JC
CHESTERFIELD
Presents
"GUNSMOKE"

SUNDAY, OCTOBER 30, 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  FINNEMAN: 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 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  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 Choice"

1 SOUND: SALOON BG - ANDY LAUGHS

2 KITTY: (/UP) Chester....Chester...

3 SOUND: FS FADE ON

4 CHESTER: (FADES ON) Evening, Miss Kitty.

5 KITTY: You were going straight to the bar without even saying

6 hello.

7 CHESTER: Well, I figured you was busy (SMOKES)

8 KITTY: I'm busy telling Andy here about Dodge. Andy, this is

9 Chester Proudfoot. He's one of the people you oughta

10 know. This is Andy Hill, Chester.

11 AD LIB HELLOS

12 KITTY: Sit down, Chester.

13 CHESTER: Sure. (SITS)

14 KITTY: Chester works for Marshal Dillon, Andy.

15 ANDY: That oughta be a good job.

16 CHESTER: It's a fine job -- if you like long hours and poor pay.

17 KITTY: He spends quite a few of those long hours sitting around

18 the depot waiting for the Santa Fe to come in, Andy.

19 CHESTER: That's just so Mr. Dillon'll know where I am if he wants

20 me, Miss Kitty.

21 KITTY: Sure.

22 CHESTER: You staying long in Dodge, Andy?

23 ANDY: Maybe. -I don't know yet, Chester.

24 KITTY: I've been advising him to move on.

25 CHESTER: Why?

26 KITTY: Mostly because I'd like to myself. (LOOKS UP) Now what's

27 this roughneck want...

28 SOUND: FS FADE ON

DH
ROUGH: (FADE-OUT) Your name Kitty?

KITTY: I'm busy, mister.

ROUGH: They told me your name. Now I'm gonna buy you a drink.

Come on over to the bar....

KITTY: Back to your hogs, mister, you're spoiling the air.

ROUGH: I'll have no talk from a woman of your kind....

CHESTER: (GETS UP) Get out of here, mister....get out...

ROUGH: You putting me out? You ain't even armed.

CHESTER: I'll find me a gun quick enough.

ANDY: (GETS UP....MOVES AROUND TABLE) Hey, mister -- how about me? (BACKS OFF A LITTLE) I'm armed.

ROUGH: You're too young to be wearing a gun. Take it off. You heard me.---

ANDY: You do it. You take it off.

ROUGH: I sure will. (STARTS TO MOVE)

ANDY: From there.

ROUGH: You want to die, don't you?

ANDY: No. I don't want anybody to die. Now you get out of here.

ROUGH: I'm gonna put a bullet in you....

ANDY: You can't do it, mister. Don't try it.

ROUGH: I'll show you....

ROUGH DRAWS...ANDY DRAWS AND FIRES TWICE...ROUGH IS HIT AND FALLS...ANDY STEPS UP

ANDY: I told him he couldn't do it.

CHESTER: You killed him, Andy. You hit him in the head both times.

ANDY: He was looking for a fight.

CHESTER: I don't even know who he is. I never seen him before.

KITTY: There's Matt....
GUNSMOKE

1 ANDY: Who?
2 CHESTER: It's Marshal Dillon, Andy.
3 ANDY: Oh.
4 SOUND: FS FADE ON AND STOP
5 MATT: Did you kill this man, stranger?
6 ANDY: I did it.
7 KITTY: It was self-defense, Matt. He started it, and he drew first. Andy had to shoot him.
8 CHESTER: That's the truth, Mr. Dillon. He was treating Miss Kitty bad and I didn't have a gun and Andy stood up to him.
9 MATT: Get some help and carry him out of here, Chester.
10 CHESTER: Yes sir. (FADES) A couple of you men give me a hand, will you?
11 ANDY: Kitty, let's step over here -- you and Andy is it?
12 MATT: Kitty, Andy Hill, Marshal.
13 SOUND: THEY WALK OFF A BIT UNDER:
14 KITTY: You should've seen it, Matt -- that man had his gun almost out before Andy even started to draw.
15 SOUND: FS STOP
16 MATT: So you're pretty fast, Andy...
17 ANDY: I'm alive.
18 MATT: Where're you from?
19 ANDY: I told you my name. It don't matter where I'm from.
20 MATT: What're you doing in Dodge?
21 ANDY: Marshal -- I'll tell you the truth -- I've lived a little wild... like anybody else -- I'm not looking for trouble.
23 KITTY: He told me the same thing, Matt. I believe him.
24 ANDY: Why would I be lying?
Well, the way Kitty described it, you’re mighty handy with a gun for a man who’s looking for an honest job.

(Beat) All right. I’ll move on. I wouldn’t have a chance here with you against me—anyway—you talking about me like that to everybody.

Matt...

Don’t worry about it, Miss Kitty. I’ll make out someplace else.

Wait a minute, Andy....

Yeah....

Go over to the stage office. Ask for Jim Buck.

What for?

He’s the driver. He’s looking for a man to ride shotgun.

Tell him I sent you.

/Marshal, I...I thank you...You, too, Miss Kitty...

Good luck, Andy.

—I’m going right now. (Fade) So long....

You see, Matt -- he did mean it.

He wants a job, but he’s hiding something, Kitty.... and when a man hides something it’s usually bad.

But I’ve got a feeling about him, Matt. I think he’s all right.

I hope so, Kitty. It won’t be so good if I’ve recommended an outlaw to protect the stage.

1ST ACT.

DH
FIRST COMMERCIAL

1 FENNEMAN: Put a smile in your smoking! It's as easy as A-B-C!

2 Because Chesterfields, made with Accu-Ray are ... A

3 VOICE: Always milder.

4 FENNEMAN: B!

5 VOICE: Better tasting!

6 FENNEMAN: C!

7 VOICE: Cooler smoking!

8 FENNEMAN: Yes, a Chesterfield is always milder....

9 VOICE: That's because Accu-Ray controls your Chesterfield in the

10 making....gives it a more even distribution of fine

11 tobaccos.... that burn more evenly...smoke much milder.

12 FENNEMAN: A Chesterfield is better tasting....

13 VOICE: That's because an Accu-Ray Chesterfield draws more easily.

14 lets you enjoy all the wonderful flavor!

15 FENNEMAN: And a Chesterfield is cooler smoking....

16 VOICE: 14 percent more perfectly packed than cigarettes made

17 without Accu-Ray. You enjoy cooler smoking pleasure...

18 No hot spots! No hard draw!

19 FENNEMAN: So, the next time you buy cigarettes...Stop! Remember!

20 VOICE: An Accu-Ray Chesterfield is A - always milder, B - better

21 tasting, C - cooler smoking!

22 TWO VOICE

23 JINGLE TAG: PUT A SMILE IN YOUR SMOKING --

24 JUST GIVE 'EM A TRY

25 CHESTERFIELD'S BEST FOR YOU ...

26 MUSIC: SECOND ACT OPENING

27
MATT: I didn't see Andy again that night, but I ran into Jim Buck and he told me he'd hired him and they were leaving for Hays City the next morning. It was two days before they were due back...before I'd find out if I'd made a mistake or not. But I waited...and the evening they were due I was over at the stage office. And of course the stage was late, over an hour late, but finally it came and there was Andy up on the box next to Jim. They pulled up and Jim jumped down and ran over to me.

JIM: (FADES ON) Marshal...Marshall, you arrest him!

MATT: Arrest who?

JIM: Andy Hill, that's who! If I hadn't heard how good he is with a gun, I'd have taken him myself! I'd have shot him dead.

MATT: Now wait a minute, Jim -- what's the trouble?

SOUND: FS FADE ON

ANDY: (FADES ON) He's mad at me, Marshal.

JIM: Mad at you! You oughta be tarred-and-feathered!

MATT: Why don't one of you tell me what this is all about?

JIM: We was held up, Marshal - held up, by heaven, and this so-called shotgun-man sat there like an owl on a rafter! He sat there and did nothing!

MATT: Is that true, Andy?

ANDY: Why kill a man for nothing, Marshal?

JIM: For nothing!

ANDY: The treasure box was empty and we carried no passengers this trip. He didn't get a thing.

JIM: You didn't know the box was empty 'til I told you afterwards.
ANDY: I knew it before we left Hays City, Jim. I figured I oughta know what I was guarding...so I found out.

JIM: Sure. And for all I know you was in cahoots with that bandit. Maybe you and him are partners.

MATT: There's no proof of that, Jim.

JIM: Well, I ain't hiring a man who won't fight. You're fired Andy. (FADES) I never want to see you again.

SOUND: FS FADE

ANDY: I'm sorry, Marshal. I guess I've disappointed you.

MATT: Because you didn't want to kill a man for nothing?

ANDY: That's right.

MATT: There wasn't any other reason, was there, Andy?

ANDY: (BEAT) You think I was in on it, too.

MATT: I didn't say that.

ANDY: Goodnight, Marshal.

SOUND: HE WALKS OFF

MATT: Andy...Andy...(FS FADE)...(SIGHS)...(TO SELF)...maybe I did make a mistake.

MUSIC: IN AND UNDER
MATT: I wasn't sure about Andy that night, but the next few days changed my mind again. He went all over town looking for a job; he tried everybody and everything. But nothing came of it, and finally I heard he'd got discouraged and quit trying. I had a long talk with Jim Buck and at the end he was sorry he'd lost his temper and said what he'd said, but still wouldn't re-hire him. And that was that until one night about a week later. Doc and I were over having a beer at the Texas Trail.

SOUND: SALOON BG...GLASSES

DOC: What I've seen of him, Andy's got a lot of pride.

MATT: Maybe too much pride, Doc.

DOC: He's young...he's feeling his blood. We were all like that once.

MATT: There's more than that to it, Doc.

DOC: What...

MATT: I don't know. Andy doesn't talk much. Especially to me.

DOC: Maybe he doesn't trust the law.

MATT: Well, most people around here don't.

SOUND: OFF...SALOON DOORS CRASH OPEN

DOC: Now what?

MATT: It's Andy. He's drunk.

DOC: Who's that following him?

KERRICK: (OFF) Give us a drink, bartender.

DOC: Who is that, Matt?

MATT: I'm trying to think, Doc. I've seen his face -- or maybe it was his picture.

SOUND: OFF...CRASH OF GLASS AS ANDY FLINGS IT

ANDY: (OFF) I said I don't want to drink with you.
1 KERRICK: (OFF) You'll drink.
2 DOC: There's going to be a fight, Matt.
3 MATT: (GETS UP) Stick around, Doc. We may need you.
4 SOUND: MATT CROSSES TO BAR UNDER:
5 ANDY: (FADES ON) Leave me alone, Kerrick.
6 KERRICK: (FADES ON) I take it bad when a man won't drink with me.
7 ANDY: Take it any way you like.
8 KERRICK: I could kill you. Andy. You're drunk.
9 ANDY: Try it.
10 MATT: Hold it, Andy.
11 ANDY: Stay out of this, Marshal.
12 MATT: He's right. You're too drunk to fight.
13 ANDY: Am I? Watch me...
14 MATT: No...
15 SOUND: MATT CLOBBERS HIM... HE FALLS... MATT TURNS TO KERRICK
16 KERRICK: What'd you do that for, Marshal?
17 MATT: To keep you from killing him, Kerrick.
18 KERRICK: You know my name...
19 MATT: I heard Andy say it. But I don't want to hear it again and I don't want to see you again. Find your horse and ride him out of town, Kerrick -- and keep on riding him. Now, get moving while you've got a chance.
20 KERRICK: Sure, Marshal.
21 SOUND: HE TURNS AND WALKS OFF
22 MATT: (UP), Chester...
23 SOUND: PS FADE ON
24 CHESTER: (FADES ON) You shoulda arrested him, Mr. Dillon. He started the whole trouble.

SJK
Y: Yeah. But right now, get Andy's gun and take him to jail -- he can sleep it off there.

CHESTER: Yes, sir. I will.

SOUND: MATT CROSSES TO TABLE AND SITS

DOC: /You didn't need me after all, Matt.

MATT: Doc, that's the first time I ever turned an outlaw loose.

DOC: What's that?

MATT: Kerrick. I saw his picture the other day on some new circulars. The law in Oklahoma Territory'd like to have him back.

DOC: /Then why didn't you arrest him?

MATT: Andy's wanted with him. There's no picture, but I remember the description now. Kerrick for murder -- Andy for robbery. They were partners.

DOC: You let a murderer go?

MATT: Not exactly, Doc. Kerrick needs Andy for a partner -- that's why he came here, and that's why he'll come back.

DOC: He comes back, you're going to have two outlaws to deal with.

MATT: /Maybe. But it's Andy who's going to have to decide that.

DOC: He's still got a choice to make, Doc -- all I'm doing is giving him the chance to make it.

DOC: Why should you risk facing a pack of trouble to help a man you hardly know, Matt?

MATT: A man who hardly knew me went out of his way once, Doc.

DOC: Maybe I'm kinda paying him back.

MATT: Oh. Well, I still say you must have a lot of faith in Andy.

DOC: Not a lot, Doc -- just enough to take a gamble.
The next morning it looked like a bad gamble -- Andy came out of his cell sullen and angry, and when I gave him his gun back he took it and left without a word. Later, Chester reported he'd ridden out of town... and it was several days before I heard of him again. And when I did it was quite a surprise... as well as a disappointment.

Later, Chester reported he'd ridden out of town... and it was several days before I heard of him again. And when I did it was quite a surprise... as well as a disappointment.

CHESTER: (OFF) Mr. Dillon...

MATT: Yes, what is it, Chester?

CHESTER: (FADES ON) Andy Hill's back in town.

MATT: Oh..?

CHESTER: Jim Buck told me.

MATT: How does Jim Buck know?

CHESTER: He's standing out there on the boardwalk talking to him.

I went up and said hello to them, and you know what Jim told me -- he's gone and hired Andy to ride shotgun for him again.

MATT: He has...

CHESTER: Yes, sir. He was kinda laughing about it -- he said Andy's spent most of the morning arguing him into it. Said anybody who could talk that good and that long deserved a job. I guess he ain't mad at Andy no more, huh?

MATT: Jim's bringing a shipment of gold back from Hays City next trip.

CHESTER: Oh. Your thinking maybe Andy knows about it -- him and Kerrick, both.

MATT: Maybe.
CHESTER: What's that, Mr. Dillon?

MATT: (GETS UP) It's the circular from Oklahoma -- with Kerrick's picture on it. And Andy's description.

CHESTER: Well -- what're you gonna do with it?

MATT: Andy's outside, you said...

CHESTER: Yes--sir.

SOUND: MATT WALKS TO DOOR UNDER:

MATT: I'll be back directly.

SOUND: MATT GOES OUT, STOPS, SEES ANDY, WALKS OVER TO HIM

MATT: Hello, Andy.

ANDY: What do you want, Marshal?

MATT: Where's Jim Buck?

ANDY: He went over to the stage office.

MATT: I hear you're riding shotgun for him again.

ANDY: Any objections, Marshal?

MATT: Andy, if I had everything on my mind you have, I don't think I'd want to be friendly with the law, either.

ANDY: What do you mean by that?

MATT: (HANDS PAPER TO HIM) Take a look at this.

ANDY: (TAKES IT, LOOKS AT IT)

MATT: Andy -- I didn't come to arrest you, so don't make me kill you.

ANDY: (SLIGHTLY OFF) What?

MATT: I wanted you to see that circular. I didn't think you and Kerrick knew it was out.

ANDY: I don't understand you, Marshal.

MATT: It was Kerrick who held up the stage last time, wasn't it?
GUNSMOKE -12-

ANDY: It had nothing to do with me. I didn't know he was in the country.

MATT: But you didn't shoot because you didn't want to kill a man for nothing -- especially a former partner. Am I right?

ANDY: Okay, Marshal -

MATT: I think you're partners again, Andy. I think you've got this one planned.

ANDY: You won't take me alive, Marshal. **Go ahead...draw.**

MATT: **No...** I told you I didn't come here to arrest you.

ANDY: Why not?

MATT: Because I think a man who wants it deserves a chance, Andy. You haven't had yours - not yet. Maybe I'm wrong giving it to you, but I'm going to do it.

ANDY: What do you mean?

MATT: The stage goes to Hays tomorrow. It'll be back Thursday.

I'm going to be waiting for it, Andy -- waiting real hard.

SOUND: **-MATT TURNS AND WALKS SLOWLY AWAY-**

MUSIC: **SECOND ACT**

SJK
SECOND COMMERCIAL

16:20

STOP!

START SMOKING WITH A SMILE WITH CHESTERFIELD

SMOOTHER - COOLER - MILDER CHESTERFIELD

PUT A SMILE IN YOUR SMOKING

JUST GIVE 'EM A TRY

CHESTERFIELD'S BEST FOR YOU - THEY SATISFY!

FENNEMAN: Yes, put a smile in your smoking! It's as easy as

A-B-C! Because Chesterfields, made with Accu-Ray are

........A

VOICE: Always milder!

FENNEMAN: B!

VOICE: Better tasting!

FENNEMAN: C!

VOICE: Cooler smoking!

FENNEMAN: Yes, a Chesterfield is always milder......

VOICE: That's because Accu-Ray controls your Chesterfield in

the making......gives it a more even distribution of

fine tobaccos......that burn more evenly....smoke much

milder.

FENNEMAN: A Chesterfield is better tasting......

VOICE: That's because an Accu-Ray Chesterfield draws more

easily, let's you enjoy all the wonderful flavor!

FENNEMAN: And a Chesterfield is cooler smoking.....

VOICE: Fourteen percent more perfectly packed than cigarettes

made without Accu-Ray. You enjoy cooler smoking

pleasure. No hot spots! No hard draw!

FENNEMAN: So, the next time you buy cigarettes....Stop! Remember..

(MORE)
SECOND COMMERCIAL (CONT)

1 VOICE: An Accu-Ray Chesterfield is A - always milder, B - better tasting, C - cooler smoking!

3 TWO VOICE JINGLE: PUT A SMILE IN YOUR SMOKING

4 JUST GIVE 'EM A TRY

5 CHESTERFIELD'S BEST FOR YOU...

6 1740 THEY SATISFY!

7 MUSIC: THIRD ACT OPENING
CHESTER: That stage shoulda been here an hour ago, Mr. Dillon.
It's already dark.
MATT: It's often late, Chester.
CHESTER: Why does it have to be late this time?
MATT: /You worried?
CHESTER: Yes sir. And so are you.
MATT: /It's like putting your whole stake on one turn of one card, Chester...
CHESTER: Yes, sir. (BEAT....THEN GETS UP) Mr. Dillon...
MATT: (GETS UP) Yeah.
SOUND: STAGE COMES ROARING DOWN STREET UNDER:
CHESTER: It made it...the stage made it....
MATT: /The stage did, Chester. But there's no shotgun messenger.
CHESTER: By golly, you're right -- where's Andy?
SOUND: STAGE FADES ON AND COMES TO STOP AS MATT AND CHESTER WALK OUT TO MEET IT.
JIM: (FADES ON) (SHOUTING AT HORSES)
SOUND: STAGE STOPS.....JIM JUMPS DOWN...WALKS UP TO MATT
CHESTER: Where's Andy, Jim?
JIM: (FADES ON) I don't know where he is. I ain't seen him since we got to Hays.
MATT: You mean he quit? Serves me right for hiring him again.
JIM: I'd call it that.
MATT: /Did he tell you he was quitting?
JIM: He told me nothing. He just disappeared. Serves me right for hiring him again. (FADES) I got work to do.
CHESTER: Well, I guess he figured he'd get as far as Hays without you after him... and then him and Kerrick could run from there.

MATT: It looks like it, Chester.

CHESTER: What're you looking at?

MATT: That rider coming up the street, Chester.

CHESTER: Leading that pack-horse?

MATT: That's not a pack-horse, Chester. There's a body tied across the saddle. And that's Andy leading it.

CHESTER: By golly, you're right. Now what's he done gone and done?

MATT: We'll ask him.

SOUND: HORSES' FS FADE ON... STOP.

ANDY: (ON HORSE) Hello, Marshal.

MATT: Hello, Andy.

SOUND: ANDY DISMOUNTS... FS FADE ON AND STOP

MATT: That's Kerrick I got there, Marshal.

ANDY: You kill him?

MATT: I killed him. No witnesses. No way to prove who drew first.

MATT: Jim Buck told me you ran off up in Hays City.

ANDY: Jim might've got shot, if I hadn't.

MATT: Oh?

ANDY: When Kerrick heard up the stage I decided not to let him do it, Marshal. And I figured if I tried to fight him while I was sitting up there next to Jim, it'd go bad.

MATT: So you rode back to meet Kerrick alone.

DH
ANDY: Yes, I left the night we got to Hays. I found him and told him I was through for good. He got scared and went for his gun. But, like I say, I can’t prove it was self-defense. Maybe I shouldn’t’ve come back -- nobody’s gonna believe an outlaw.

MATT: Chester --

CHESTER: Yes sir.

MATT: Give Andy a hand with Kerrick’s body. I’ve got some work to do.

CHESTER: Where’re you going?

MATT: I’m going to write to the law in Oklahoma Territory. I’m going to let them know they can withdraw that wanted circular on Kerrick.

CHESTER: But what about Andy, MATT? You sure ere George?

MATT: When they hear what happened to Kerrick, I don’t think they’ll be after Andy anymore.

MUSIC: CURTAIN
In a moment, our star, William Conrad.

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!

On the frontier there were all kinds... buffalo hunters, trail drivers, spoilers, saddlebums. And there were lawmen - good and bad. Our story next week concerns a lawman's death. Until then - goodnight.

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 Bill James.

Featured in the cast were: Sam Edwards, Harry Bartell,
Barney Phillips and Lawrence Dobkin.

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
L & M HITCHIKE

MUSIC: VAMP

2 JINGLE MAKE TODAY YOUR BIG RED LETTER DAY

3 #1 SOLO: 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 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!

13 JINGLE REPRISE: L & M'S GOT EVERYTHING

14 GET L & M TODAY!

20 MUSIC: THEME

Be sure and listen to Gunsmoke again next week at

old west on Gunsmoke next week at this same time. (23:45)

21 WALK: this time transcribed for Chesterfield. (23:49)

23 MUSIC: THEME

24 ANNOR: (LIVE SYSTEM CUE) This is the CBS RADIO NETWORK.

25 (23:50)
L & M FILTERS
Present
"GUNSMOKE"

SATURDAY, NOVEMBER 5, 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

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

5 - Superior filter. America's best filter-tip cigarette.

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 - GUNSMOKE!

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

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

12 of the violence that moved West with young America and

13 the story of a man who moved with it.

14 MUSIC: OUT

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

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

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

18 little lonely.

19 MUSIC: MAIN TITLE...TRACK 3

20

21

22

23

24

25 NK

26
FIRST COMMERCIAL

5:49

1 MUSIC: VAMP...

2 JINGLE: MAKE TODAY YOUR BIG RED LETTER DAY

3 SOLO: 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.

13 Superior taste from richer tobaccos - tastier - light

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

15 Added to L & M tobaccos - this miracle tip actually

16 improves your enjoyment. Look for the big red letters.

17 Smoke L & M - America's best!

18 JINGLE

19 REPRIZE: L & M'S GOT EVERYTHING

20 GET L & M TODAY!

21 MUSIC: SECOND ACT OPENING

NK
SECOND COMMERCIAL

1 MUSIC: VAMP.....

2 JINGLE
MAKE TODAY YOUR BIG RED LETTER DAY

3 SOLO:
YOUR L & M RED LETTER DAY

4 MUSIC:
SUPERIOR TASTE AND FILTER

5 MUSIC:
IT'S THE MIRACLE TIP

6 MUSIC:
MAKE TODAY YOUR BIG RED LETTER DAY

7 MUSIC:
CHANGE TO L & M TODAY!

8 Duet:
L & M'S GOT EVERYTHING

9 CAL:
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
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--
truly 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.

21 JINGLE

22 REPRISE:
L & M'S GOT EVERYTHING

23

GET L & M TODAY!

24 MUSIC:
THIRD ACT OPENING
GUNSMOKE
11-5-55

CONRAD CLOSING:

WALSH: And now our star, William Conrad. Thank you, George. You know

CONRAD: I'm very proud of something - and I'd like to tell you

about it. For this past month - October - L & M sales

have jumped 150 percent over October - fifty-four. That

just goes to show you filter tip smokers know a good thing.

And believe me - good is just the word for L & M. Good

flavor /wonderful flavor - and the best filter going --

really quick on the draw. / Look for the big red letters -

L & M. Smoke L & M -- America's best filter tip cigarette.

MUSIC: THEME

SJK
"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: Sam Edwards, Harry Bartell, Barney Phillips and Lawrence Dobkin. 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.
STOP ARTHRITIS WEEK PROMO

WALSH: This coming week is Stop Arthritis Week. The makers of Chesterfield and L & M Filters urge you to support the Arthritis and Rheumatism Foundation in its efforts to solve the mysteries of these painful and crippling diseases. The foundation has established an extensive program to expand its clinics, rehabilitation facilities, research and education projects. You can help stop arthritis by sending your contribution to Arthritis - in care of your local postmaster.

MUSIC: THEME UP AND OUT
FENNEPLAN: Put a smile in your smoking. It's as easy as ABC.

Because Chesterfields - made with Accu-Ray are always milder.

STEPHENSON: Smoke much milder - burn evenly.

FENNEPLAN: B - better tasting.

STEPHENSON: Draw more easily .... you enjoy more flavor.

FENNEPLAN: C - cooler smoking.

STEPHENSON: Fourteen percent more perfectly packed than cigarettes made without Accu-Ray. No hot spots. No hard draw.

FENNEPLAN: So next time - remember - an Accu-Ray Chesterfield is always milder .... better tasting .... cooler smoking.

JINGLE: PUT A SMILE IN YOUR SMOKING

TAG: JUST GIVE 'EM A TRY

LIGHT UP A CHESTERFIELD -- THEY SATISFY
Gunsmoke - G -
11-5-55

Walsh: Remember - the makers of Chesterfield and L & M Filters also bring you Gunsmoke on television. Be sure and watch Gunsmoke TV tonight. Check your listings for time and channel. Be sure and listen to another transcribed story of the old west on Gunsmoke next week at this same time. (24:23)

Music: Theme to fill.

Announcer: (Live System Cue) This is the CBS Radio Network. (24:30)