CHESTERFIELD
and
L & M FILTERS
Present
"GUNSMOKE"
"THE SECOND CHOICE"

#72

<table>
<thead>
<tr>
<th>SATURDAY, OCTOBER 22, 1955</th>
<th>PRE-CUT</th>
<th>3:30 PM - 4:00 PM PST</th>
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<tr>
<td>SUNDAY, NOVEMBER 6, 1955</td>
<td>AIR</td>
<td>7:35 PM - 7:58:50 PM PST</td>
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<tr>
<td>SATURDAY, NOVEMBER 12, 1955</td>
<td>REPLAY</td>
<td>9:15 AM - 9:54:30 AM PST</td>
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DIRECTOR: NORMAN MACDONNELL
ASSOCIATE: FRANK PARIS
ENGINEER: ROBERT CHADMICK
SOUND: TOM HANLEY
BILL JAMES
MUSIC: REX KOURY
ANNOUNCER: GEORGE WALSH
AUTHOR: JOHN MESTON

WILLIAM CONRAD
as
MATT DILLON

CHESTER..................Parley Baer
KITTY.....................Georgia Ellis
ANDY) JIM )..................Sam Edwards
HAW........................Vic Perrin
CLERK........................Joseph Kearns

NOTE: Parentheses indicate cuts reinstated for 11/12/55
Page 1 - Lines 25, 26, 27
CHESTERFIELD
Presents
"GUNSMOKE"

SUNDAY, NOVEMBER 6, 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 FENNEMAN: GUNSMOKE brought to you by Chesterfield - To put a smile
in your smoking, always buy Chesterfield made the modern
way with ACCU-AY.

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 GUNSMOKE!

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

8 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.

9 MUSIC: OUT

10 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.

11 MUSIC: MAIN TITLE...TRACK 3
"The Second Choice"

1 SOUND: FS ON BOARDWALK UNDER
2 CHESTER: Fine day, Mr. Dillon.
3 MATT: Yeah.
4 CHESTER: Well, ain't it?
6 CHESTER: Well, doggone it, the wind ain't blowing...it ain't raining, or hailing, or snowing, or freezing, or nothing...
7 ...And if that don't make for a fine day up here, then I'm going back to Texas where it does.
8 MATT: I'm sorry, Chester. I was thinking about Andy Hill.
9 CHESTER: Oh, Andy... Well, we'll find out about him in a couple of minutes.

13 SOUND: FS STOP
14 MATT: Any don't you go over and see if the telegram's come, Chester? I'll wait over there for you.
15 CHESTER: Where? Oh... it's Miss Kitty. (FADES) I'll be back directly.

18 SOUND: CHESTER STEPS OFF BOARDWALK INTO STREET...FS FADE...
19 MATT WALKS UP TO KITTY
20 KITTY: (FADES ON) Hello, Matt.
21 MATT: Hello, Kitty.
22 KITTY: Fine day, isn't it?
23 MATT: (SIGHS) Yeah.
24 KITTY: You've got something on your mind...
25 MATT: I wanted to pass the time with you if you're not on an errand or something.
26 KITTY: No... I was only taking a walk...getting a little air.
MATT: Chester's gone over to see if that sheriff down in 
Oklahoma Territory has sent me an answer yet.

KITTY: Oh... about Andy Hill.

MATT: Yeah.

KITTY: Well, he's only wanted for robbery, Matt. I should 
think that after your telling them how he brought in a 
man wanted for murder, they'd be willing to go easy on him.

MATT: Well / I hope so, Kitty.

KITTY: Andy especially since he's settled down here and is 
really making a good name for himself.

MATT: If they'll take my word for it.

KITTY: He'd have to take your word for it.

MATT: He's probably never even heard of me.

KITTY: But you're a lawman...Matt...

SOUND: FS FADE ON

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

KITTY: Hello, Andy.

MATT: Andy.

ANDY: Heard anything from Oklahoma, Marshal?

MATT: Chester's at the telegraph office right now.

ANDY: Oh... Well, I hope it's good news.

KITTY: Why don't you wait and find out, Andy?

ANDY: I'll find out soon enough, Miss Kitty. Right now 
I've got to shoe a couple of horses for Jim Buck. I promised I'd have it done by noon.

KITTY: Jim was telling me yesterday you're the best man he 
ever hired.
ANDY: Aw...anybody can ride shotgun, Miss Kitty. All you do is sit there and keep your eyes open.

KITTY: It's more than that -- he trusts you.

ANDY: It makes me feel good to hear that, Miss Kitty. Goodbye...

KITTY: (FADES) You know where to find me, Marshal.

SOUND: FS FADE

MATT: Sure, Andy.

KITTY: If there were more men like him around Dodge, it might not be such a bad place to live.

MATT: Then I'd be out of a job, Kitty.

KITTY: You could find something else to do.

MATT: Maybe. Here comes Chester...it took him long enough.

KITTY: Mind if I wait and hear the news?

MATT: If there is any...

SOUND: FS FADE ON

CHESTER: (FADES ON) Morning, Miss Kitty.

KITTY: Hello, Chester.

CHESTER: (HANDS IT TO MATT) Here's the telegram, Mr. Dillon.

MATT: (TAKES IT) What's it say, Chester?

CHESTER: You'd better read it.

MATT: (OPENS IT) "Am sending Deputy Jack Haw to return Andy Hill for trial. Signed: Bob Catlin, Sheriff."

KITTY: He puts it real briefly; doesn't he?

MATT: Yeah.

CHESTER: He must have some reason for not giving Andy a chance.

MATT: We'll find out when this Jack Haw gets here, Chester.

KITTY: You going to put Andy in jail, Matt?
GUNSMOKE -4-

1 MATT: No. I'm not even going to tell him about this till I've talked to Haw.

2 CHESTER: Andy's nice and gentle now, but he'll fight like a tiger anybody tries to arrest him. And he's some handy with a gun, too.

3 MATT: Maybe he won't have to fight, Chester. Maybe I'll just send Jack Haw back home empty-handed.

4 KITTY: But if he's got a legal warrant for Andy...

5 MATT: Well, there's going to be trouble, Kitty...one way or the other.

6 MUSIC: 1ST ACT CURTAIN
FIRST COMMERCIAL

JINGLE: STOP

START SMOKING WITH A SMILE WITH CHESTERFIELD

FENNEMAN: 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 ....B - better tasting ....C - cooler smoking. Yes, a Chesterfield is always milder....

STEPHENSON: 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....

STEPHENSON: An Accu-Ray Chesterfield draws more easily, lets you enjoy all the flavor.

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


FENNEMAN: So - always buy Chesterfield.

JINGLE: PUT A SMILE IN YOUR SMOKING

JUST GIVE 'EM A TRY

LIGHT UP A CHESTERFIELD.....THEY SATISFY.

MUSIC: SECOND ACT OPENING

EL
CHESTER: Mr. Dillon, you ever been down on the Red River?

MATT: I've ridden some of it, Chester. Why?

CHESTER: You ever run into that Christian Colony they had? Over near the Arkansas line.

MATT: I never even heard of it.

CHESTER: Well, it's some Christians who settled there and tried to farm.

MATT: How'd they make out?

CHESTER: They was good people, them Christians -- but mighty impractical. They liked to starved -- old men and little children - the whole tribe of them.

MATT: That's too bad.

CHESTER: Yeah, it was real bad.

MATT: (OFF) Chester will you please stop dusting my desk? CHESTER: Well, but look at the...(GO TO LINE 12-SOUND)

HAW: (OFF) Marshal Dillon...

MATT: Yeah, come in, stranger.

HAW: My name's Haw, Marshal. Jack Haw.

MATT: Oh, how are you...

CHESTER: This is Chester Proudfoot, Haw.

HAW: How do you do?

CHESTER: We've been expecting you.

HAW: Sheriff Catlin said he was going to send a telegram.

CHESTER: Yes, he did.

HAW: I'll be taking the stage out in the morning, Marshal.

MATT: You got Andy Hill locked up here?

HAW: No, I haven't.

HAW: No...

MATT: I haven't seen any warrant for his arrest yet, you.
HAW: Oh... sure! I forgot. (TAKES IT OUT) Of course, you want to see a warrant. Here it is, Marshal. Signed by Sheriff Catlin himself.

MATT: (TAKES IT) Well, it looks legal. I'll wait a minute --

HAW: What is it, Marshal?

MATT: This is a warrant for the arrest of Andy Hill for murder.

HAW: Didn't Sheriff Catlin explain?

MATT: No, he didn't.

HAW: Then I guess he figured it'd be better if I did.

MATT: Go ahead...

HAW: Well, the sheriff got your letter about Andy -- about how he brought in that murderer and how he's become a good citizen up here -- and I think he was willing to forget that little robbery charge against him.

MATT: Then why didn't he?

HAW: A man was killed just before Andy left Oklahoma Territory. There were three witnesses to it. But we didn't know that until they decided to talk the other day.

MATT: And they say it was Andy who did the killing?

HAW: That's right. He tried to hold up a saloon and killed the bartender.

MATT: How come these witnesses waited so long?

HAW: They were afraid. They thought Andy'd kill them for talking before we could catch him. But I guess they got to feeling guilty about it.

MATT: I see.
HAW: Marshal, I think I know how you feel. You've come to like Andy, haven't you? Everybody does. Until they really get to know him. The boy's a liar, to begin with -- a real fancy liar...and a real clever one.

That's what most people. He can usually talk his way out of anything. Just like his brother.

MATT: His brother?

HAW: His brother murdered a man, too, Marshal. About a year ago. They never have found him:

Oh /I see.

HAW: He's just like Andy. They're both liars and they're both killers, Marshal. But don't feel bad about being taken in by Andy. They tell me just about everybody has been one time or another.

MATT: "They tell you..."

HAW: Oh I don't know him myself. I've only been Deputy down there for the last couple of months. But I know a lot about Andy. Sheriff Gatin's talked to me about him for

MATT: When do you want to start back, Haw?

HAW: I was thinking of taking the stage tomorrow morning.

MATT: You staying at the Dodge House?

HAW: Yes, I am.

MATT: All right. Come by in the morning. I'll have Andy here.

HAW: Right your town, Marshal. I'll do whatever you say.

MATT: He'll be here in the morning. Unless he tries to shoot me.

MUSIC: BRIDGE

SOUND: FS ON BOARDWALK UNDER

NK
CHESTER: It's kind of hard to believe, ain't it, Mr. Dillon?
MATT: Yeah, ain't
CHESTER: Hawk got no reason to be lying, I guess.
MATT: No.
CHESTER: And after all you've done for Andy... he's nothing but a killer.
SOUND: FS LEAVE BOARDWALK... ONTO DIRT... SOUND OF BLACKSMITH
CHESTER: There he is, over there... working at the anvil.
MATT: /You wait outside, Chester. I may have trouble with him.
CHESTER: Yes, sir.
SOUND: MATT WALKS INTO SHOP... ANDY SEES HIM AND STOPS WORK
ANDY: (SLIGHTLY OFF) What're you doing here, Marshal?
MATT: Sheriff Catlin sent a deputy to take you back to Oklahoma Territory, Andy.
ANDY: What...!
MATT: They want you for the murder of that bartender.
ANDY: Bartender? What're you talking about?
MATT: You might as well admit it, Andy. The three witnesses have already talked.
ANDY: (COMES CLOSER) I don't know what this is all about, Marshal, but I didn't kill nobody. They've got me mixed up with my brother.
MATT: I heard about him.
ANDY: Oh. This deputy tell you?
MATT: Yeah.
ANDY: What's his name?
MATT: Jack Haw.
ANDY: I never heard of him.
MATT: He's got a warrant for your arrest, Andy -- signed and legal.

ANDY: There's something wrong about this. I don't like it.

MATT: No reason why you should.

ANDY: Marshal -- my brother killed a man down there. Name of Bob Butler. I never knew him...I never even seen him. But this Butler had a cousin, and I heard he swore he'd kill one of us Hills for it, and he wasn't particular which one.

MATT: That's got nothing to do with this, Andy.

ANDY: How do I know this "Jack Haw" aint really Bob Butler's cousin? He could shoot me easy before we ever got back there.

MATT: It's no use, Andy. I had a wire from the sheriff and Haw's got a warrant signed by him. Now give me your gun.

ANDY: I thought you was my friend.

MATT: I'm a lawman, Andy. Now don't make me kill you...

ANDY: You would, wouldn't you?

MATT: I don't want to...

ANDY: All right. Take my gun. But you're the same as killing me, Marshal.

MATT: Good morning, Chester...Andy.

CHESTER: Morning, Mr. Dillon. (PAUSE) Andy won't say nothing, Mr. Dillon. Not a word.

MATT: Maybe that shotgun you're holding on him got something to do with it.
CHESTER: "Well, I didn't want him to get away just cause I let him out of his cell.

MATT: He won't get away.

SOUND: DOOR OPENS OFF...FS ENTER...CLOSE

HAW: (OFF) Morning, Marshal...Chester.

MATT: Good morning.

CHESTER: Mr. Haw...

SOUND: FS FADE ON

HAW: (FADES ON) Well...is this the prisoner?

MATT: "That's him.

HAW: Andy Hill. I've heard a lot about you, Andy. I feel like I know you real well.

MATT: He's not talking much, Haw.

HAW: No. Well, he'll talk at his trial.

ANDY: If there is a trial.

HAW: What do you mean? Course there'll be a trial.

ANDY: Will there?

MATT: Andy thinks maybe you're going to shoot him on the way back, Haw.

HAW: "Shoot him! What--son?

MATT: He thinks your name might be Butler.

HAW: Butler? That's the man Andy's brother killed.

MATT: He says Butler had a cousin -- and that this cousin swore he'd get one of the Hill boys for it...either one.

HAW: Yes. - that's true, Marshal. I've heard it myself. But there's something Andy doesn't know -- Butler's cousin was killed in a saloon brawl about a month ago. I was with Sheriff Catlin when he arrested the man who killed him.

BL
CHESTER: There you are, Andy -- you've got nothing to worry about.

HAW: You'll get a trial, and you'll get a fair trial. But right now we'd better get going. The stage leaves in half an hour.

ANDY: You gonna handcuff me?

HAW: No...not here...not in Dodge. I don't want to cause you any embarrassment, Andy. I'm going to take you back, but I'm going to make it as easy on you as I can.

CHESTER: There -- see, Andy? Oh, ain't he a nice fellow!

ANDY: (GETS UP) Let's go.

HAW: Goodby, Marshal. And thanks for your help.

MATT: Goodby.

HAW: Goodby, Chester.

CHESTER: Goodby, Mr. Haw. Goodby, Andy.

ANDY: Goodby-Chester. Marshal --

MATT: Yeah, Andy?

ANDY: I made a mistake.

MATT: Oh?

ANDY: I shoulda fought it out with you when I had a chance.

MUSIC: 2ND ACT CURTAIN
JINGLE: STOP

START SMOKING WITH A SMILE WITH CHESTERFIELD

FENNEMAN: 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....B - better tasting .... C -

cooler smoking. Yes, a Chesterfield is always milder..

STEPHENSON: 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...

STEPHENSON: An Accu-Ray Chesterfield draws more easily, lets you

enjoy all the flavor.

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

STEPHENSON: Fourteen percent more perfectly packed than cigarettes

made without Accu-Ray. You enjoy cooler smoking. No

hot spots. No hard draw.

FENNEMAN: So - always buy Chesterfield.

JINGLE: PUT A SMILE IN YOUR SMOKING

JUST GIVE 'EM A TRY

LIGHT UP A CHESTERFIELD .... THEY SATISFY.

MUSIC: THIRD ACT OPENING
SOUND: FS ALONG BOARDWALK

CHESTER: (OFF) Mr. Dillon...

SOUND: FS STOP...CHESTER'S FS FADE ON

MATT: Oh. Good morning, Chester.

CHESTER: Morning, Mr. Dillon. You had breakfast yet?

MATT: That's where I'm headed now.

CHESTER: If you'll stop in at the Dodge House with me for a minute, I'll go with you.

MATT: Okay. Fine.

SOUND: FS UNDER

MATT: What's going on at the Dodge House, Chester?

CHESTER: A fella who's rooming there borrowed some money off me last night. He said he'd pay it back this morning.

MATT: Oh, I see.

SOUND: FS TO DOOR...OPEN...ENTER...CLOSE...FS TO DESK UNDER:

CHESTER: It won't take a minute, Mr. Dillon. He said he'd have it waiting for me. He was gonna leave it with the clerk here.

MATT: Good.

SOUND: FS STOP

CLERK: Morning, Marshal...Chester.

MATT: Marshal, Avery.

CLERK: Morning, clerk.

CLERK: What can I do for you?

CHESTER: Did Sam Adams leave some money here for me?

CLERK: Money? No...

CHESTER: No? Well... where is he?

CLERK: He paid his bill and left about an hour ago, Chester.
1 CHESTER: He left? Where'd he go to?
2 CLERK: I don't know. He got on his horse and rode out of town.
3 CHESTER: But he couldn't. He owed me some money. I don't even know where he's from...
4 CLERK: I'm sorry I can't help you, Chester.
5 MATT: Now don't get excited. Let's take a look at the register here. It ought to say where he's from.
6 CLERK: They don't always put that down, Marshal. Most of them just sign their names, you know.
7 MATT: (OPENS REGISTER) Well, we'll take a look. (LOCKS) Yeah.
8 CLERK: You're right -- most of them just sign their names.
9 MATT: Yes sir.
10 MATT: Jack Haw... (TAKE)...Jack Haw!
11 CHESTER: What's the matter, Mr. Dillon?
12 MATT: Haw's signature, Chester.
13 CLERK: Certainly. Mr. Haw stayed here. But he's gone now, Marshal.
14 MATT: No, he hasn't. That stage is just pulling out now.
15 SOUND: MATT DASHES TO DOOR
16 CHESTER: (FADES) Where're you going, Mr. Dillon?
17 SOUND: MATT FLINGS DOOR OPEN...RUNS INTO STREET AND STOPS...
18 HORSES AND STAGE FADE ON AND MATT FIRES A COUPLE OF SHOTS IN THE AIR...STAGE PULLS TO STOP
19 JIM: (OFF) What's the trouble, Marshal?
20 MATT: Hold it, we're a minute, Jim. I want to talk to one of your passengers, Jim.
21 JIM: Sure. I'll wait.
22 SOUND: FS TO STAGE...MATT OPENS DOOR

BH
(INSIDE) What is it, Marshal? What'd you stop us for?

I've got something to tell you, Haw. Get down.

Well, okay.

HE CLIMBS OUT

You, too, Andy. Come on down.

Sure.

HE CLIMBS OUT

What do you want him for, Marshal? What's this all about?

You can

They're staying here, Jim. Get moving.

No... wait!

Get moving, I said, Jim.

STAGE takes off...and fades as:

What do you think you're doing, Marshal? Now, why did you do that?

I said I had something to tell you, Haw.

You didn't have to send the stage off.

You're not going anywhere.

What're you talking about?

I just saw your signature on the register at the Dodge House.

My signature?

It's a mighty fancy one, Haw. Just like Sheriff Catlin's on that warrant you showed me.

(STATES BACK) What're you driving at, Marshal?

Sheriff Catlin didn't sign that warrant. You did.

You're smart, Marshal. Let's see if you're as fast with your gun as you are with your head.

Drop, Andy...

HAW FIRES ONCE...MATT FIRES TWICE...HAW REACTS AND FALLS...
MATT: You hit, Andy?

ANDY: (OFF) I'm all right, Marshal. He missed me.

SOUND: MATT WALKS UP TO HAT...ANDY'S FS FADE ON

MATT: He's dead, Andy.

ANDY: He'd have killed me, if you hadn't shot him, Marshal.

MATT: Yeah. He was a real feuding man. Your brother killed his cousin, and he was willing to die right here if he could only take you with him.

ANDY: Yeah.

MATT: He probably was a deputy. That's how he got hold of my letter to Sheriff Catlin.

ANDY: Sure. Catlin never saw your letter. You're gonna have to write him again, Marshal.

MATT: Well, that's all I can do. That's what I'm gonna do. I'm gonna write him again, Andy. A real pleasure.

MUSIC: [Music]

[End of scene]
THIRD COMMERCIAL

1 WALSH: 21:00
   In a moment, our star, William Conrad.....

2 FINNEMAN: 21:04
   Put a smile in your smoking. It's as easy as ABC

3 because Chesterfields - made with Accu-Ray are

4 A - always milder.

5 STEPHENSON: Smoke much milder - burn evenly.

6 FINNEMAN: B - better tasting.

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

8 FINNEMAN: C - cooler smoking.

9 STEPHENSON: Fourteen percent more perfectly packed than cigarettes

10 made without Accu-Ray. No hot spots. No hard draw.

11 FINNEMAN: So next time - remember -- an Accu-Ray

12 Chesterfield is always milder....better tasting....

13 cooler smoking.

14 CONRAD: 21:35 You know
   A man could lose his life on the frontier and not

15 create much stir - but if he made a new one for himself, well

16 he had the respect of everyone. /Be with us next week.

17 Until then - goodnight.

18 MUSIC: THEME

NK
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
Meston, with music composed and conducted by Rex Koury.
Sound patterns by Tom Hanley and Bill James.
Featured in the cast were: Sam Edwards, Vic Perrin and
Joseph Kearns.
Parley Baer is Chester, 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."
WALSH: Join the Arthritis and Rheumatism Foundation in its efforts to solve the mysteries of these painful and crippling diseases. Send your contribution to Arthritis - in care of your local postmaster.

MUSIC: THEME UP AND OUT
L & M HITCHIKE

22:14 7

MUSIC:  VAMP.....

2 JINGLE MAKE TODAY YOUR BIG RED LETTER DAY

#4 SOLO: YOUR L & M RED LETTER DAY

3 4 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.

13 Superior filter - it's white - pure white. Added to

14 L & M tobaccos - this miracle tip actually improves your

15 enjoyment. Look for the big red letters. Smoke L & M

16 America's best!

17 JINGLE REPRISE: L & M'S GOT EVERYTHING

18 MUSIC: THEME

21:36 GET L & M TODAY!

21 MUSIC: THEME

22 WALSH: Be sure and listen to another transcribed story of the

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

24 MUSIC: THEME

25 ANNCR: (LIVE SYSTEM CUE) This is the CBS RADIO NETWORK.

26 (23:50)
L & M FILTERS

Present

"GUNSMOKE"

SATURDAY, NOVEMBER 12, 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

MUSIC: VAMP... 5:28

JINGLE: MAKE TODAY YOUR BIG RED LETTER DAY

SOLO: YOUR L & M RED LETTER DAY

SUPERIOR TASTE AND FILTER

IT'S THE MIRACLE TIP

MAKE TODAY YOUR BIG RED LETTER DAY

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

REPRISE: L & M'S GOT EVERYTHING

GET L & M TODAY!

MUSIC: SECOND ACT OPENING

NK
SECOND COMMERCIAL

1 MUSIC: MAKE TODAY YOUR BIG RED LETTER DAY

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 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 REPRISE: L & M'S GOT EVERYTHING

22 GET L & M TODAY!

24 MUSIC: THIRD ACT OPENING
And now our star, William Conrad.

Thank you George. You know 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. Well that just shows you filter
tip smokers know a good thing. And believe me - good is
just the word for L & M. Good flavor - well, it's
wonderful flavor - and the best filter going -- really
quick on the draw. So you look for the big red letters -

L & M. Smoke L & M -- America's best filter tip
"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, Vic Perrin and
Joseph Kearns.
Parley Baer is Chester, 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
WALSII: The makers of Chesterfield and L & M Filters urge you to
join the Food Crusade. Each dollar you contribute to CARC
will send 22 pounds of U.S. surplus food abroad in your name.
In addition to its relief program for the destitute abroad,
CARC, the non-profit package sending organization makes
available to you its food and clothing packages. You may
send a CARE PACKAGE to any person you designate, or to
persons selected by CARE itself. A CARE PACKAGE covers
everything...the items inside, the packaging, the mailing,
and shipping. Until your dollars today to CARC, New York 16 -
2317, or any local CARC office.
CHESTERFIELD HITCHHIKE

1 FENNEMAN: Put a smile in your smoking. It's as easy as ABC.
2 Because Chesterfields - made with Accu-Ray are A -
3 always milder.
4 STEPHENSON: Smoke much milder - burn evenly.
5 FENNEMAN: B - better tasting.
6 STEPHENSON: Draw more easily .... you enjoy more flavor.
7 FENNEMAN: C - cooler smoking.
8 STEPHENSON: Fourteen percent more perfectly packed than cigarettes
9 made without Accu-Ray. No hot spots. No hard draw.
10 FENNEMAN: So always buy Chesterfield - remember - an Accu-Ray
11 Chesterfield is always milder .... better tasting ....
12 cooler smoking.
13 JINGLE TAG: PUT A SMILE IN YOUR SMOKING
14 JUST GIVE 'EM A TRY
15 LIGHT UP A CHESTERFIELD -- THEY SATISFY
16 MUSIC: THE THEME
WALSH: Remember GUNSMOKE on TV tonight. Watch an entirely
different GUNSMOKE show presented by the makers of
Chesterfield and L & M filters for your television
entertainment. Check your local listing.

Join us again next week for another specially transcribed
story as Matt Dillon, U.S. Marshal fights to bring law
and order out of the wild violence of the West in

MUSIC: THEME TO FILM

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