CHESTERFIELD
and
L & M FILTERS
Present
"GUNSMOKE"
"THE PREACHER"

#73

SATURDAY, OCTOBER 29, 1955  PRE-CUT
SUNDAY, NOVEMBER 13, 1955  AIR
SATURDAY, NOVEMBER 19, 1955  REPLAY

<table>
<thead>
<tr>
<th>Time</th>
<th>SATURDAY - OCTOBER 29, 1955</th>
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<tbody>
<tr>
<td>7:00 PM - 7:30 PM PST</td>
<td>DIRECTOR: NORMAN MACDONNELL</td>
</tr>
<tr>
<td>7:35 PM - 7:58:50 PM PST</td>
<td>ASSOCIATE: FRANK PARIS</td>
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<tr>
<td>9:30 AM - 9:54:50 AM PST</td>
<td>ENGINEER: ROBERT CHAIMI</td>
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<thead>
<tr>
<th>Time</th>
<th>SATURDAY - OCTOBER 29, 1955</th>
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<tbody>
<tr>
<td>2:30 PM - 5:00 PM</td>
<td>SOUND: TOM HANLEY</td>
</tr>
<tr>
<td>6:00 PM - 7:00 PM</td>
<td>MUSIC: BILL JAMES</td>
</tr>
<tr>
<td>5:00 PM - 6:30 PM</td>
<td>ANNOUNCER: REX KOURY</td>
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<tr>
<td>6:00 PM - 7:30 PM</td>
<td>STUDIO: JOHN MESTON</td>
</tr>
</tbody>
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William Conrad

as

Matt Dillon

Parley Baer
Howard McNear
Georgia Ellis
John Dohner
Lawrence Dobkin
Joe Cranston

NOTE: Parentheses indicate cuts reinstated 11/19/55
Page 6 - Lines 17, 18
Page 9 - Lines 8, 9, 10
CHESTERFIELD
Presents
"GUNSMOKE"

SUNDAY, NOVEMBER 13, 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-RAY.
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: 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. MATT: I'm that man...Matt Dillon...United States Marshal...
10. the first man they look for and the last they want to
11. meet. It's a chancey job - and it makes a man watchful
12. ...and a little lonely.
13. MUSIC: MAIN TITLE...TRACK 3
THE PREACHER

SOUND: MATT'S FS ALONG BOARDWALK...

MATT: What...

CHESTER: (OFF) Mr. Dillon...Mr. Dillon...

SOUND: MATT STOPS...CHESTER'S FS FADE ON

MATT: Is something wrong, Chester?

CHESTER: There's gonna be a fight. Up there by the stage office.

You'd better come, Mr. Dillon.

SOUND: THEY HEAD FOR STAGE OFFICE UNDER:

MATT: What's the trouble, Chester?

CHESTER: They're around back of the stage. You can't see them from here.

MATT: Who is it?

CHESTER: A couple of passengers...off the stage. One's a great big man...with red hair...about the biggest man I ever seen.

MATT: Who's the other one?

CHESTER: I don't know him, either, but he's kind of old and real thin and poor-looking -- like he'd been rode half to death.

That red-headed fella'll ruin him, Mr. Dillon.

MATT: The size of a man doesn't matter much to a sixgun, Chester.

CHESTER: But they ain't armed. Neither one of them's carrying a gun.

MATT: Then they won't get into much trouble.

CHESTER: Wait'll you see him -- that big one. He's got hands like shovels, Mr. Dillon.

MATT: I can see him now.

CHESTER: Look how he's slapping that poor fella. If he really hit him, he'd kill him.

SOUND: FADE ON...KEELER SLAPPING TANDY ABOUT
KEELEER: (FADES ON) Don't stand there. Get your hands up. How can I beat a man who won't fight a little? All right
MATT: Move back everybody -- let me through here...
SOUND: CROWD MOVES BACK
SOUND: KEELER CUFFS HIM AGAIN
All right
MATT: Hold it, mister... That's enough...
SOUND: MATT WALKS UP TO HIM AND STOPS
KEELEER: What're you saying that's enough? It ain't by far enough,
MATT: The man isn't even fighting you.
KEELEER: I'm trying to make him fight, ain't I?
MATT: Why should he fight?
KEELEER: Cause we come in on that stagecoach together and he sat there the whole eight hours and stared at the floor.
Never said a word. It like to drove me crazy.
MATT: I think it did drive you crazy. (SOUND: WALKS UP TO TANDY) He isn't going to hurt you any more, mister, but you'd better get out of here.
TANDY: I don't care what he does.
SOUND: KEELER STEPS UP
KEELEER: (FADES ON) You fight him, mister. You break him up a little. I'll watch.
MATT: Nobody's going to touch him.
KEELEER: You scared of this old crow?
MATT: I said leave him alone.
KEELEER: You said -- ! You're talking to Sam Keeler, mister. I'm a bear-cat. People do what I say.
MATT: And you're talking to a United States Marshal. Now get moving...
KEELER: A Marshal? Well, now...

MATT: How come you're not wearing a gun, Keeler?

KEELER: A man's got to wear a gun?

MATT: Most men do.

KEELER: My hands do my fighting.

MATT: And you're big enough to whip most any man alive, aren't you, Keeler?

KEELER: I sure am.

MATT: But you go unarmed so nobody can use his gun against you. He'd be held up for murder if he did, wouldn't he? You've figured yourself a big advantage, Keeler. But you're a coward.

KEELER: What?

MATT: You're a coward. But I'd still be a fool to go against you barehanded.

KEELER: You don't dare use that gun. You said so yourself.

MATT: There're lots of ways to use a gun, Keeler.

KEELER: Marshal -- I'm gonna knock your head into a peak. And then I'm gonna knock the peak off... Right now...

SOUND: KEELER MOVES FOR MATT... MATT DRAWS AND BUFFALOES HIM WITH GUN BARREL... IT TAKES SEVERAL BLOWS TO BRING HIM DOWN... BUT DOWN HE GOES...

CAST: CROWD REACTS... "GOT HIM... MARSHAL BENT HIS GUN ON HIM... UNSEEMLY FRACAS, ETC.

CHESTER: (FADES ON) You got him, Mr. Dillon. He dropped like a polecat steer.

TANDY: (FADES ON) You've killed a man... because of me.
1 MATT: I haven't killed him. But he's going to be kinda
2 touchy when he comes to, and you'd better get out of
3 sight.
4 TANDY: Men are always fighting...hating each other.
5 MATT: Who are you, mister?
6 TANDY: My name's Seth Tandy, Marshal.
7 MATT: Well, Tandy, if you don't like men fighting, Dodge's
8 no town for you. Chester ---
9 CHESTER: Yes sir.
10 MATT: Throw some water on Keeler. And if he wants more fight,
11 tell him I'll be in my office.
12 CHESTER: Okay, Mr. Dillon.
13 MUSIC: 1ST ACT
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29 DH
START SMOKING WITH A SMILE WITH 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 ....B - better tasting....C - cooler smoking. Yes, a Chesterfield is always milder....

Accu-Ray controls your Chesterfield in the making..... gives it a more even distribution of fine tobaccos - that burn more evenly ....smoke much milder.

A Chesterfield is better tasting....

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

And a Chesterfield is cooler smoking....

Fourteen percent more perfectly packed than cigarettes made without Accu-Ray. You enjoy cooler smoking. No hot spots. No hard draw.

So - always buy Chesterfield.

PUT A SMILE IN YOUR SMOKING

JUST GIVE 'EM A TRY

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

SECOND ACT OPENING
CHESTER: Keeler come to, all right, Mr. Dillon. You didn't hurt him very bad.

MATT: I haven't been worrying about it, Chester.

CHESTER: No sir.

MATT: But it's been two hours -- it's after dark -- he couldn't have been unconscious all this time.

CHESTER: No sir -- he wasn't -- see.

MATT: I stopped off at the tonsorial, Mr. Dillon. I got me my winter haircut.

MATT: Oh. when he come to...

CHESTER: You shoulda seen Keeler -- my goodness he was mad. It wasn't getting buffaled so much as everybody laughing at him. He just can't stand that. He looked like he was about to go wild.

MATT: There'll be more trouble from him.

CHESTER: Yes sir. It's like this friend of his that showed up after the fight.

MATT: A fella called Humbert -- he couldn't believe it when he seen Keeler laying there. This Humbert, he said somebdy'd get killed for it sure.

MATT GETS UP

MATT: Chester...I'm going down to the Longbranch and have a drink.

CHESTER: I'll walk part way with you.

MATT: Okay.

MATT: What happened to that Seth Tandy?
CHESTER: I don't know. He left. But there's something wrong with him, Mr. Dillon. Did you notice the funny look on him? Why, he's got eyes like a blind horse. What kind of man is he?

MATT: All I know is he's the kind that lets himself get knocked around and doesn't seem to care one way or the other.

(ES STOP) You want a drink? Cheyenne.

CHESTER: Yeah. I got business. But you tell Miss Kitty hello, huh?

MATT: Sure.

SOUND: MATT ENTERS SALOON...STOPS A MOMENT

HUMBERT: (OFF) -- Hey! Cheyenne! -- Look-who's-here...!

CAST: (OFF) -- A COUPLE OF LAUGHS --

KEELER: (OFF) -- Shut up, ya.

CAST: -- SUDDEN--QUIET

SOUND: AFTER A MOMENT, MATT WALKS TO KITTY'S TABLE...CROWD IN

BG RESUMES NORMALLY

KITTY: (FADES ON) Evening, Matt.

MATT: (SITS) Kitty.

KITTY: Trouble--here.

MATT: There--might--be
KITTY: Look... Keeler and his friend Humbert are leaving.

MATT: Good... That'll delay it some. (PICKS IT UP) This glass is yours?

KITTY: One of the girls brought it over, but she's busy now.

That beer pitcher's hers, too.

MATT: I'll leave some money with you. You can give it to her.

KITTY: All right. I heard about the fight, Matt...

MATT: You did.

KITTY: (PAUSE) They say the Santa Fe's going to start laying track on West of here soon.

MATT: Yeah. More railroad, more people -- more trouble.

KITTY: I'm sorry, Kitty. (SMILES) I'm in a poor mood, Kitty.

MATT: Hang up your gun, Matt.

KITTY: And do what? I'm too lazy to work for a living.

MATT: I suppose keeping the peace around here isn't work.

KITTY: Well, maybe I do get wet once in awhile. But not very often.

MATT: And then there's getting shot.

Kitty: Now, it's been a long time since anybody put a bullet in me, Kitty.

MATT: Just cause you're learning to duck.

MATT: You know up in Canada they've got a bird called a loon, and they claim loons really can duck a bullet.

KITTY: Why don't you go up there and study them a while...

MATT: Might be a good idea, Kitty...

SOUND: FS FADE ON
CHESTER: (FADES ON) Mr. Dillon...hello, Miss Kitty...

KITTY: What's the trouble, Chester?

CHESTER: That fella Tandy...Seth Tandy...

MATT: What about him, Chester?\n
CHESTER: Someone seen him stumble out of an alley just now. They took him up to Doc's...

MATT: What - oh

CHESTER: He was all beat up. Somebody really worked on him.

MATT: (GETS UP) Who?

CHESTER: I don't know. Nobody saw it happen.

MATT: Let's go up to Doc's, Chester. See you later, Kitty.

KITTY: Sure, Matt.

MUSIC: BRIDGE

SOUND: KNOCK ON DOOR...REPEAT...

DOC: (INSIDE) Come in...come in...

SOUND: OPEN DOOR...ENTER...CLOSE

DOC: (FADES ON) Hello, Matt... Chester...

MATT: Hello, Doc.

DOC: How's Tandy, Doc?

MATT: All right.

DOC: Well, there's nothing broken that I can find. But he's sure colored up. He's sitting in the back room there, if you want to see him.

SOUND: FS TO REAR UNDER:

MATT: Did he say who did it?

DOC: He hasn't said a word about anything so far. Maybe you can get him to talk.

MATT: All right.

DOC: Let's stand back, Chester.
CHESTER: Okay, Doc.

SOUND: MATT GOES TO TANDY

MATT: How do you feel, Tandy? (PAUSE) Tandy, I want to know who did this. (PAUSE) I'm sure it was Sam Keeler. But I want to hear it from you.

TANDY: No, Marshal -- there's been enough violence.

MATT: The next time he might kill you, Tandy.

TANDY: It doesn't matter.

MATT: What -

TANDY: What happens to me doesn't matter, Marshal. It's not important... not any more.

MATT: What's your trouble, Tandy? Maybe I can help you.

TANDY: Nobody can help me, Marshal. When a man loses faith in his God, he loses everything.

MATT: What...

TANDY: I've lost my faith... I no longer believe.

MATT: You're a preacher.

TANDY: I was a preacher, Marshal. For thirty years.

MATT: Well, what'd you come to Dodge for?

TANDY: No reason. Except to get away from people who knew me before. I didn't want them to see me and maybe start doubting too. I've nothing left, Marshal. It doesn't matter what happens to me now.

SOUND: Doc...

DOC: (FADES ON) I heard him, Matt.

MATT: Well... tell him something.
I don't know what to tell him. He's a preacher who doesn't believe in God any more.

Matt -- I'm an ignorant frontier doctor. Sure, I can dig bullets out of people, I can sew them up. I can shove their bones back into place -- but nobody ever taught me how to patch up a preacher who's lost his religion.

(All right--all right.)

Well...you think of something.

There's nothing I can do for him.

Don't trouble yourselves about me, gentlemen. I'll be moving on.

Not tonight you won't. You can do what you want tomorrow, but tonight either you or Sam Keeler is going to sleep in jail.

Jail?

I'm not going to let Keeler catch you again tonight, Tandy, and if you won't say it was him, I can't arrest him.

Oh...

Well, did he do it?

I'll sleep in your jail.

Maybe Seth Tandy didn't care what happened to himself, but he sure went out of his way to keep other people from having any trouble. If I'd have put Sam Keeler in jail that night, there'd have been quite a battle and Tandy knew it. (MORE)
GUNSMOKE -10-

1 MATT: So we took him downstairs and after we found him something to eat we gave him a blanket and locked him in a cell.
2 where he'd be safe. Chester slept in the office with
3 a shotgun by his bed, and after looking the town over for
4 a couple of hours. I went to my room. It was just
5 after daylight when I was awakened.
6
7 SOUND: POUNDING ON DOOR...MATT BOUNCES AROUND AND GETS OUT OF
8 BED.
9
10 CHESTER: (O.S.) Mr. Dillon...
11 SOUND: CHESTER POUNDS AGAIN.
12 CHESTER: Wake up, Mr. Dillon...
13 MATT: Chester -- stop that racket and come on in. The door's
14 unlocked.
15 CHESTER: O.K.
16 SOUND: OPEN DOOR...FS ENTER...CLOSE DOOR UNDER:
17 MATT: It's hardly dawn/ Chester. What're you doing here?
18 SOUND: FS FADE ON
19 CHESTER: (FADES ON) It's Seth Tandy. He's gone, Mr. Dillon.
20 MATT: What-
21 CHESTER: Yes sir. I went out to get us some breakfast, and he
didn't feel like going, so I unlocked his cell and left
22 him sitting in the office -- and when I got back he was
gone. I found this note stuck on the door. (HANDS
23 IT TO HIM)
24 MATT: (TAKES IT) What's this?
25 CHESTER: You'd better read it...
26 MATT: (OPENS IT) "Marshal -- if you want to see Seth Tandy
27 alive, come to Turkey Bend at noon -- alone and unarmed."

QA.
CHESTER: It ain't signed.

MATT: It doesn't have to be.

CHESTER: Sam Keeler, huh?

MATT: Yeah.

CHESTER: What're you gonna do?

MATT: Do what it says, I guess.

CHESTER: But you can't go up there alone and not wearing a gun, Mr. Dillon. He'll kill you. That Sam Keeler could kill anybody.

MATT: And if I don't, what'll happen to Tandy? He don't care what happens to him. He said so himself.

CHESTER: You'd be risking your life for a man who doesn't even care about living.

MATT: Go over to the stable and get my horse while I'm dressing, will you, Chester?

CHESTER: Then you're gonna do it?

MATT: And take the rifle-boot off my saddle. I won't be needing it this time.

MUSIC: 2ND ACT
START SMOKING WITH A SMILE WITH 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....B - better tasting .... C - cooler smoking. Yes, a Chesterfield is always milder...

Accu-Ray controls your Chesterfield in the making.... gives it a more even distribution of fine tobaccos - that burn more evenly ....smoke much milder.

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PUT A SMILE IN YOUR SMOKING

JUST GIVE 'EM A TRY

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

THIRD ACT OPENING
GUNSMOKE -12-

MATT: Maybe Chester was right, maybe it didn't make sense --
but, still, I had to do it. It was about twenty miles
up-river to Turkey Bend and I got there about noon. I
waited awhile and then Keeler's friend, Humbert, rode up.
He was unarmed, too. He didn't say anything, but he just
looked me over carefully before he motioned me to
ride upstream ahead of him. A half hour later, we reached
their camp. Keeler was there, and Seth Tandy...sitting
on a small pile of cottonwood logs, staring blankly at the
fire. We got down and went up to them.

SOUND: FS TO FIRE

HUMBERT: He was there at noon, Keeler. Real prompt.

KEELER: The Marshal does things right. Don't you, Marshal?

MATT: Sometimes.

KEELER: Well, you done this right -- you come alone and you aint
armed. You done your part...and I done mine: there's
your friend Tandy. And he's still alive.

MATT: What do you want, Keeler?

KEELER: I'll tell you, Marshal. You had everybody laughing at me
back in Dodge. I don't like that. I can't stand people
laughing at me.

MATT: What's that got to do with Seth Tandy?

KEELER: It started over him -- and it's gonna finish over him.

MATT: What do you mean?

KEELER: I'm gonna beat him to death, Marshal.

MATT: And you're gonna stand there and watch me do it.

MATT: Now wait, Keeler...
KEELEER: And when there's nothing left of him --I'm gonna go to work on you.

TANDY: (SLIGHTLY OFF) No...

KEELEER: You shut up, Tandy.

TANDY: I don't care what happens to me. But the Marshal came risking his life...

KEELEER: (LAUGHING) He did for sure, Tandy.

HUMBERT: Wait a minute, Keeler.

KEELEER: Now what do you want, Humbert?

HUMBERT: You told me you was gonna have a little fun -- you didn't say nothing about killing people.

KEELEER: What!

HUMBERT: I don't like this. I don't want no part of it.

KEELEER: What's the matter with you, Humbert?

HUMBERT: I don't hold with killing people. I don't want to end up on a rope.

KEELEER: (MOVES TOWARD HIM) You don't like it, huh?

HUMBERT: Now don't you start nothing with me-- you leave me alone.

KEELEER: I'll learn you to go against me.

SOUND: KEELEER STARTS KNOCKING HIM ABOUT AS:

HUMBERT: No...don't...we're friends...I didn't mean nothing...

SOUND: MATT MOVES TO WHERE TANDY IS SITTING

MATT: Out of the way, Tandy -- I want one of those logs....

SOUND: TANDY MOVES..MATT GRABS LOG...MOVES TO KEELEER WHO FADES ON SLAPPING HUMBERT ABOUT

KEELEER: (FADES ON) I'll bust your head, Humbert. I'll learn you.

MATT: KEELEER:...Keeleer! SOUNDS: STOPS AS HE SEES MATT

KEELEER: MARSHALL DOES. Yeah, what do you...

SOUND: MATT CLOBBERS HIM...HE FALLS...HUMBERT'S FS FADE ON
HUMBERT: (FADES ON) You brained him, Marshal. You saved my life with that log.

MATT: Yeah. Your life...and Tandy's...and probably mine.

HUMBERT: I got a gun over here in my blanket, Marshal...(FADES)

MATT: Okay.

SOUND: FS FADE...TANDY WALKS UP

TANDY: Marshal....

MATT: What, Tandy...?

TANDY: You came here knowing you might be killed....

MATT: Well - there's always a chance of that.

TANDY: But you came...willing to sacrifice your life to save mine. And knowing mine's worthless.

MATT: No man's life is worthless, Tandy - whether he thinks so or not.

TANDY: (PAUSE) I can see that now.

MATT: Well...you riding on from here?

TANDY: No/Marshal...I'm going back. "My foot standeth in an even place; in the congregations will I praise the Lord".

MUSIC: CURTAIN
1 WALSH:       In a moment, our star, William Conrad.....
2 FENNEMAN:    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 FENNEMAN:    B - better tasting.
7 STEPHENSON:  Draw more easily .... you enjoy more flavor.
8 FENNEMAN:    C - cooler smoking.
9 STEPHENSON:  Fourteen percent more perfectly packed than cigarettes
10            made without Accu-Ray. No hot spots. No hard draw.
11 FENNEMAN:   So always buy Chesterfield - remember -- an Accu-Ray
12            Chesterfield is always milder....better tasting....
13            cooler smoking.
14 CONRAD:     On the frontier a man was hanged if he stole a horse...
15            but our story next week's about a man who stole
16            thousands.... and went free.
17            Until then - goodnight.
18 MUSIC:       THEME

NK
"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: Lawrence Dobkin, Joe Cranston and John Dehner. 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
MAKE TODAY YOUR BIG RED LETTER DAY

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!

L & M'S GOT EVERYTHING

SUPERIOR TASTE

AND SUPERIOR FILTER....

GET L & M TODAY!

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!

L & M'S GOT EVERYTHING

GET L & M TODAY!

THEME

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 GUNSMOKE! (23:50)

(LIVE SYSTEM CUE) This is the CBS RADIO NETWORK. (23:50)
L & M FILTERS
Present
"GUNSMOKE"

SATURDAY, NOVEMBER 19, 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

LIG 0361588
FIRST COMMERCIAL

5:18

MUSIC: VAMP...

1

JINGLE: MAKE TODAY YOUR BIG RED LETTER DAY

2

SOLO: YOUR L & M RED LETTER DAY

3

SUPERIOR TASTE AND FILTER

4

IT'S THE MIRACLE TIP

5

MAKE TODAY YOUR BIG RED LETTER DAY

6

CHANGE TO L & M TODAY!

7

DUET: L & M'S GOT EVERYTHING

8

GAL: SUPERIOR TASTE

9

GUY: AND SUPERIOR FILTER...

10

DUET: GET L & M TODAY!

11

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

12

Superior taste from richer tobaccos - tastier - light

13

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

14

Added to L & M tobaccos - this miracle tip actually

15

improves your enjoyment. Look for the big red letters.

16

Smoke L & M - America's best!

17

JINGLE

18

REPRISE: L & M'S GOT EVERYTHING

19

GET L & M TODAY!

20

MUSIC: SECOND ACT OPENING

21

NK
SECOND COMMERCIAL

15:12

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 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
GET L & M TODAY!

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

CONRAD: Thank you George. You know I'm very proud of something - and I'd like to tell you about it. For the last 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 those big red letters - L & M. Smoke L & M -- America's best filter tip cigarette.
"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 Meaton, with music composed and conducted by Rex Koury. Sound patterns by Tom Hanley and Bill James. Featured in the cast were: Lawrence Dobkin, Joe Cranston and John Dehner. 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
The makers of Chesterfield and L & M Filters urge you to support the Muscular Dystrophy Associations of America. Tens of thousands of children between the ages of 3 and 13 are victims of Muscular Dystrophy. They will not live to grow up -- unless you help them. Help science solve the mystery of Muscular Dystrophy. Give your generous support. Send your contributions to M.D. A.A., care of your Local Post Office. Do it now.

MUSIC: THEME UP AND OUT
CHESTERFIELD HITCHHIKE

1 PENNEMAN: Put a smile in your smoking. It's as easy as ABC.
2 STEPHENSON: Because Chesterfield - made with Accu-Ray are A -
3 always milder.
4 PENNEMAN: Smoke much milder - burn evenly.
5 STEPHENSON: Draw more easily ... you enjoy more flavor.
6 PENNEMAN: B - better tasting.
7 STEPHENSON: Fourteen percent more perfectly packed than cigarettes
8 made without Accu-Ray. No hot spots. No hard draw.
9 PENNEMAN: So always buy Chesterfield - remember - an Accu-Ray
10 Chesterfield is always milder .... better tasting ....
11 cooler smoking.
12 JINGLE
13 TAG: PUT A SMILE IN YOUR SMOKING
14 Theme
15 LIGHT UP A CHESTERFIELD -- THEY SATISFY
16 MUSIC:
17 WALSH: Join us again next week for another specially
18 transcribed story as Matt Dillon, U.S. Marshal,
19 fights to bring law and order out of the wild
20 violence of the West in GUNSMOKE! {24:25}=
21 MUSIC: THEME TO FILL
22 ANNCR: (LIVE SYSTEM CUE) This is the CBS Radio Network. (24:30)