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BULL DURHAM

Louise Massey and The Westerners
"RIDIN' THE RANGE"

15-minute recordings

March 28, 1938 to July 9, 1938 - over the following
stations:

KFI	- Los Angeles	WKY	- Oklahoma City
KTAR	- Phoenix	KTUL	- Tulsa
KOB	- Albuquerque	KARK	- Little Rock
KTSM	- El Paso	WWL	- New Orleans
KGNC	- Amarillo	KWKH	- Shreveport
WFAA	- Dallas	WSM	- Nashville
WOAI	- San Antonio	WRCC	- Memphis
KPRC	- Houston	WJDK	- Jackson
		KRGV	- Weslaco - 4/18

ATX01 0261355

THE AMERICAN TOBACCO CO. - BULL DURHAM

"RIDIN' THE RANGE"

SCRIPT #1

(THEME "RIDING ALONG"

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks. This is Uncle Jeff again, speakin' to you from out on the range. Drop your reins for a spell 'n' pull up around the camp-fire. Me and the boys have been riding the range all day - and now with the stars out, we're camped out here on the floor of Echo Canyon. The cattle are all bedded down - there's a pot of coffee bubbling over the campfire...and we're all set to rope, wrestle and hog-tie our first number. (INTRODUCE MUSIC) What's it going to be, Louise?

LOUISE: Well, how about startin' with that song called "Nice Work If You Can Get It."

JEFF: Swell idea - get along with it.

("NICE WORK IF YOU CAN GET IT" DOTT, LOUISE & GROUP)

(AD LIB GENERAL CHATTER AFTER SONG)

ALAN: Say - you all hear about the stampede in town yesterday?

LOUISE: What happened? Somebody's steers run wild?

ALAN: Wal - not exactly. The new school-marm arrived, is all. There was a bit o' shovin' 'n' stompin' to see her.

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THE AMERICAN TOBACCO CO. - BULL DURHAM

"RIDIN' THE RANGE"

SCRIPT #2

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy folks. Uncle Jeff again. I'm sure mighty glad to welcome you back to the range. Louise 'n' the boys there are all gathered around the old campfire - all set to serve you up a brand new dish of songs out of the old West - with a modern song or two thrown in for good measure. Ain't that right, Louise?

LOUISE: Right as rain, Uncle Jeff. And if our songs please you, folks, well - why just join in with us, that's all. (INTRODUCE MUSIC) We're starting out tonight with a song you all like - "You Can't Stop Me From Dreaming."

("YOU CAN'T STOP ME FROM DREAMING") DOTT, LOUISE & GROUP)

(AD LIB GENERAL CHATTER AFTER SONG)

ALAN: (WITH SIGH) There's a powerful lot o' truth in that song.

LOUISE: Oh-oh - Alan's getting sentimental again.

LARRY: You still dreamin' about that school marm, Alan?

ALAN: Nothing much else I can do, I guess.

LOUISE: How come?

ALAN: Why, she weren't exactly properly impressed with me.

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JEFF: Hmm. I thought you looked kinda battered when you came home.

LOUISE: Looks like Alan's fallen again, boys. Guess we better practice up another song. Let's loosen up on "Everybody Kiss Your Partner."

JEFF: Good idea, Louise.

("EVERYBODY KISS YOUR PARTNER" (NOVELTY WESTERN TUNE. UP TEMPO.)
WESTERNERS)

ALAN: Got the makin's, Uncle Jeff?

JEFF: There's a man for yuh! Goes into town - sees the new school marm - 'n' forgets his tobacco...here - catch.

ALAN: Thanks

JEFF: Son, when you've lived as long as I have, you'll learn two things - that there's lots o' women with purty faces...but there's just one genuwine Bull Durham tobacco.

LOUISE (CHIDINGLY) Careful, Uncle Jeff (LAUGH)

JEFF: (CHUCKLES) No offense meant, Louise. Women are all right in their places but they're flighty critters. But genuwine Bull Durham now...wal...there's a man's real friend - a tobacco that'll stick by you when the goin' gets tough. Sure it's mild! Sure it's mallow! But it's got a tang 'n' flavor you'll never forget. Yes sir, folks - genuwine Bull Durham is a neat little sack with makin's for from thirty to forty cigarettes - depends how you roll 'em. It's dead easy to roll your own, once you get the hang of it. And you sure get a lot for your money 'cause the price of a sack is only five cents!

can bed down in a tangle o' mesquite 'n' cactus, but so long as we have a sack o' genuwine Bull Durham, nothin' can bother us much.

CURT: Yes sir - there's a powerful lot o' contentment in a sack o' Bull.

JEFF: Yeh - 'n' it's mighty nice gettin' it all for only five cents ... a sack with enough o' that swell tobacco for at least 30 cigarettes, and if you're good at rollin' them like Curt you'll get 40. It sure is a whole lot for your money - a whole lot o' goodness. An' that's why genuwine Bull Durham tobacco has been a man's smoke for over three generations.

LOUISE: You bet, Uncle Jeff. (CHUCKLES) And speakin' of a man's smoke - look - look at Curt!

JEFF: What's he up to now?

LOUISE: He's tuning his fiddle with one hand and rollin' a cigarette with the other.

CURT: Sure, Louise. Nice trick, eh?

ALAN: Huh! Say, Louise - with a little practice I'll play a solo on that fiddle with one hand 'n' roll a cigarette at the same time with the other hand. What do you think o' that?

LOUISE: (LAUGHS) After this song I'll take you up on that. Come on, boys - let's go to town on this one - a good fast one.

CURT: How about "Saddle Your Blues to a Wild Mustang?"

LOUISE: Sounds good to me (ALL - Yeah)

JEFF: Me too. Let 'er roll, boys - let 'er roll.

(**"SADDLE YOUR BLUES TO A WILD MUSTANG"** TRIO WITH LOUISE)

(AD LIB GENERAL CHATTER AFTER SONG)

THE AMERICAN TOBACCO CO. - BULL DURHAM

"RIDIN' THE RANGE"

SCRIPT #2

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy folks. Uncle Jeff again. I'm sure mighty glad to welcome you back to the range. Louise 'n' the boys there are all gathered around the old campfire - all set to serve you up a brand new dish of songs out of the old West - with a modern song or two thrown in for good measure. Ain't that right, Louise?

LOUISE: Right as rain, Uncle Jeff. And if our songs please you, folks, well - why just join in with us, that's all. (INTRODUCE MUSIC) We're starting out tonight with a song you all like - "You Can't Stop Me From Dreaming."

("YOU CAN'T STOP ME FROM DREAMING") DOTT, LOUISE & GROUP)

(AD LIB GENERAL CHATTER AFTER SONG)

ALAN: (WITH SIGH) There's a powerful lot o' truth in that song.

LOUISE: Oh-oh - Alan's getting sentimental again.

LARRY: You still dreamin' about that school marn, Alan?

ALAN: Nothing much else I can do, I guess.

LOUISE: How come?

ALAN: Why, she weren't exactly properly impressed with me.

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JEFF: Hmmm. I thought you looked kinda battered when you came home.

LOUISE: Looks like Alan's fallen again, boys. Guess we better practice up another song. Let's loosen up on "Everybody Kiss Your Partner."

JEFF: Good idea, Louise.

("EVERYBODY KISS YOUR PARTNER" (NOVELTY WESTERN TUNE. UP TEMPO.)
WESTERNERS)

ALAN: Got the makin's, Uncle Jeff?

JEFF: There's a man for yuh! Goes into town - sees the new school marm - 'n' forgets his tobacco...here - catch.

ALAN: Thanks

JEFF: Son, when you've lived as long as I have, you'll learn two things - that there's lots o' women with purty faces...but there's just one genuwine Bull Durham tobacco.

LOUISE (CHIDINGLY) Careful, Uncle Jeff (LAUGH)

JEFF: (CHUCKLES) No offense meant, Louise. Women are all right in their places but they're flighty critters. But genuwine Bull Durham now...wal...there's a man's real friend - a tobacco that'll stick by you when the gosh gets tough. Sure it's mild! Sure it's mellow! But it's got a tang 'n' flavor you'll never forget. Yes sir, folks - genuwine Bull Durham is a neat little sack with makin's for from thirty to forty cigarettes - depends how you roll 'em. It's dead easy to roll your own, once you get the hang of it. And you sure get a lot for your money 'cause the price of a sack is only five cents!

MILT: That's right, Jeff. It's a mighty big nickle's worth.

ALAN: And a mighty good smoke!

CURT: Say, Louise - you're holding out on us tonight.

LOUISE: How come, Curt?

CURT: Why, that solo number you promised us - you know, the one you were humming today.

LOUISE: You mean "Cabin of Dreams?"

CURT: That's it.

LOUISE: Well, if you boys will all join in with me, it's a go.
(AD LIB HEARTY CONSENT)

LOUISE: Okay - here goes.

("MY CABIN OF DREAMS"

LOUISE & WESTERNERS)

(AL LIB GENERAL CHATTER AFTER SONG)

JEFF: That was mighty nice, Louise.

CURT: I'll say it was.

JEFF: What do you say - seein' as how we're camped out here in Echo Canyon - how about one o' the good ol' rousin' songs - one that'll make the canyon sing back to us?

LOUISE: Why sure, Uncle Jeff. I know just the one. "Louisiana Hay Ride."

JEFF: That's it, Louise. Come on, boys. Whoop it up!

("LOUISIANA HAY RIDE"

LOUISE & WESTERNERS)

(AD LIB GENERAL CHATTER AFTER SONG)

JEFF: That was the ginger, boys. Thanks, Louise.

LARRY: That's my kind of song.

JEFF: Right you are, son. An' there's nothin' to keep us men critters quiet 'n' content like a sack o' genuwine Bull Durham tobacco. The grub can be runnin' short - we can lose the trail - we

can bed down in a tangle o' mesquite 'n' cactus, but so long as we have a sack o' genuwine Bull Durham, nothin' can bother us much.

CURT: Yes sir - there's a powerful lot o' contentment in a sack o' Bull.

JEFF: Yeh - 'n' it's mighty nice gettin' it all for only five cents ... a sack with enough o' that swell tobacco for at least 30 cigarettes, and if you're good at rollin' them like Curt you'll get 40. It sure is a whole lot for your money - a whole lot o' goodness. An' that's why genuwine Bull Durham tobacco has been a man's smoke for over three generations.

LOUISE: You bet, Uncle Jeff. (CHUCKLES) And speakin' of a man's smoke - look - look at Curt!

JEFF: What's he up to now?

LOUISE: He's tuning his fiddle with one hand and rollin' a cigarette with the other.

CURT: Sure, Louise. Nice trick, eh?

ALAN: Huh! Say, Louise - with a little practice I'll play a solo on that fiddle with one hand 'n' roll a cigarette at the same time with the other hand. What do you think o' that?

LOUISE: (LAUGHS) After this song I'll take you up on that. Come on, boys - let's go to town on this one - a good fast one.

CURT: How about "Saddle Your Blues to a Wild Mustang?"

LOUISE: Sounds good to me (ALL - Yeah)

JEFF: Me too. Let 'er roll, boys - let 'er roll.

("SADDLE YOUR BLUES TO A WILD MUSTANG" TRIO WITH LOUISE)

(AD LIB GENERAL CHATTER AFTER SONG)

JEFF: Well now - that's too bad.

LOUISE: You should have sung for her, Alan. Something like "Riding Down the Old Texas Trail." Come on boys, let's show him.

("RIDING DOWN THAT OLD TEXAS TRAIL" ALAN, LOUISE & TRIO)

JEFF: (CHUCKLES) That would have brought that school marm around, Alan.

ALAN: I'll try it next time, Jeff.

JEFF: Sure. An' in the meantime, roll yourself a cigarette 'n' you'll be sittin' on top of the world. Women are a trial we men have to bear with, Alan. But so long as you got plenty o' genuwine Bull Durham tobacco, nothin' can hurt yuh much.

ALAN: There's a lot in what you say, Jeff.

JEFF: Yes sir. Lookin' back over the years, I don't know how I would have gotten along without a sack o' genuwine Bull Durham. Ridin' herd in a blizzard - I tell you it keeps a man's heart warm...or lookin' for strays out in the desert with the thermometer boilin' at 140...there's nothin' as cool as a long, deep drag on a genuwine Bull Durham cigarette. Yes sir - it's a man's smoke, when he's workin' hard from sun up to sun down. Whether he's ridin' herd on a bunch o' locoed steers - or bustin' broncs - or throwin' a rope and brandin' all day. Yes, 'n' it's a man's smoke when the work's done 'n' you're lyin' snug in the bunkhouse with a blizzard howlin' outside. A big sack o' genuwine Bull Durham 'n' papers costs only five cents 'n' there's enough tobacco in it to roll at least 30 cigarettes. It's so easy - you'll

get the knack of it in a jiffy. And when you do - you're shore in fer a heap o' real smokin' pleasure.

CURT: Nothin' like it, Jeff...nothin' like it.

(FADE IN TUNING OF INSTRUMENTS IN BACKGROUND)

JEFF: Come on Louise - it's time for another song.

LOUISE: What do you want, Uncle Jeff?

JEFF: Want? Why some of your singin', of course!

CURT: Sure - come on, Louise.

LARRY: Don't be bashful, Louise. We'll all come in on the chorus

LOUISE: Well, if you put it that way I can't refuse. How would you like "Gold Mine In the Sky?"

JEFF: Sounds mighty nice. Let's hear it, girl.

("THERE'S A GOLD MINE IN THE SKY" LOUISE & GROUP)

(AD LIB CHATTER AFTER SONG)

JEFF: That was right pretty, Louise. Deserves an encore.

CURT: It sure does. What do you say, Louise, to somethin' with a - a -

LOUISE: With a little ginger, eh Curt?

CURT: That's it, Louise.

LARRY: How about "New River Train?"

CURT: Now you're talkin', son. Get along with it.

("NEW RIVER TRAIN" NOVELTY)

(AD LIB GENERAL CHATTER AFTER SONG)

JEFF: You young folks did a right smart job on that song. Makes me think o' the good old days.

LOUISE: Now don't get started on one of your yarns, Uncle Jeff.

JEFF: No - don't worry Louise. I was just thinkin' how much those old songs 'n' a sack o' genuwine Bull Durham are part o' the west. Yes sir - a sack o' genuwine Bull

forget to drop your reins at the campfire again - for
another evenin' o' song. Fill then - roll your own
with genuwine Bull Durham - and now...good night,
folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the
makers of genuwine Bull Durham tobacco - standard
the world over for three generations...and now only
five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO CO. - BULL DURHAM

"RIDIN' THE RANGE"

SCRIPT #3

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, folks. This is Uncle Jeff again, talkin' from out on the range. It's mighty nice to have you with us tonight, 'n' Louise 'n' the boys are all set to give you a real evenin's treat. But let's do this right. Now, you shut your eyes - forget that living room 'n' that easy chair you're settin' on. You're down on the range now - sittin' around the campfire with us. Smell that wood smoke? Hear that coyote howlin' out there in the brush? See those Western stars? You've got it. An' now, to make the picture perfect - (CALLS) Louise - boys - Give us a real Western song - "The Old Chisholm Trail."

("THE OLD CHISHOLM TRAIL"

LOUISE & GROUP)

(AD LIB GENERAL CHATTER)

JEFF: That was just what we needed, Louise. You know, I reckon I like the old songs best.

LOUISE: Of course they're grand songs, Uncle Jeff. But I'm afraid you're just a bit old fashioned.

JEFF: What - me old fashioned?

LOUISE: Let's try him on "La Cucuracha" boys.

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(AD LIB..."YOU BET!"..."LESS GO"..."ETC.)

("LA CUCURACHA"

WESTERNERS)

(AD LIB GENERAL CHATTER AFTER SONG)

CURT: Well, Uncle Jeff - how did you like the way we went to town on that one?

JEFF: I guess you got me there. Maybe it isn't the songs so much as the way you young folks sing 'em.

ALAN: Save the compliments, Jeff. How about the makin's instead?...Uh...thanks. You can say all you want about our singin', but there's one thing you enjoy more, Jeff.

JEFF: What's that?

ALAN: This here sack o' genuwine Bull Durham tobacco.

JEFF: Well, you can't blame an old man for that. Look at you, now. You seem to get a heap o' satisfaction siftin' out those golden flakes o' genuwine Bull Durham - rollin' that paper into a neat cigarette - lightin' up - gettin' that full, mellow taste that no other tobacco's got. 'N' the rest o' the boys will back me up on that.

CURT: Yep. It's a man's work, ridin' the range. It calls for a man's smoke - 'n' that means good ol' Bull Durham.

LARRY: Yeah. An' I've noticed that a meal from the chuck wagon sets a sight better when you finish off with a genuwine Bull Durham cigarette.

MILT: Breakin' in broncs shakes a man up plenty. But a couple o' drags from a Bull Durham cigarette 'n' you can stick in the saddle all day.

JEFF: An' to top it all the price of a sack of genuwine Bull Durham is now only five cents! It's been the standard

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the world over for three generations.

ALAN: (CHUCKLES) Well, that sure makes it unanimous. Here, Jeff - thanks. Next time I won't be caught without my own makin's. Come on, Louise - the boys are ridin' me. How about another song?

LOUISE: Sure thing, cowboy. Any one especially?

ALAN: Well, you might give the rest of the boys the benefit of the one I heard you singin' for Curt this afternoon. Somethin' like "Once In a While."

LOUISE: Oh, so you were eavesdropping again?

ALAN: Well, not exactly. But sing it, anyway.

LOUISE: (LAUGHS) Okay - don't mind if I do. I'll sing it for you this time, Alan. Are you with me, boys?

(AD LIB GENERAL AGREEMENT)

("ONCE IN A WHILE"

LOUISE & WESTERNERS)

JEFF: So that's the song you were singin' for Curt, eh Louise?

LOUISE: Yes - like it?

JEFF: Good enough to wish it had been sung just for me. Now, if I was a-pickin' another one, why

CURT: I know, Jeff. You're hankerin' for somethin' like "Draggin' the Bow."

JEFF: Now you said somethin', son. There's a song we can all go to work on.

LOUISE: Okay, Uncle Jeff. Here we go.

("DRAGGING THE BOW"

NOVELTY)

JEFF: Yes sir! That's what I call music!

ALAN: Somethin' you can stomp your feet to, eh Jeff?

JEFF: That's it, son. Songs like that 'n' my sack o' genu-wine Bull Durham just about make things complete. Yes

sir - forty odd years I been rollin' my own - 'n' I like the last cigarette just a little bit better than the one I smoked before. Take a tip from an old timer, men. If the going is tough, invest a nickle in a sack o' genuwine Bull Durham tobacco, 'n' start rollin' your own. It's plumb easy - anybody can get the knack after a few trys. And you'll be surprised how this mild yet tangy smoke will help you over the rough spots along the trail. Don't forget, men. There's at least 30 cigarettes in a sack 'n' a whole Red Book o' papers to make 'em with. An' for the real punch - the price is only five cents.

CURT: You said it, Jeff. Good ol' Bull Durham is a man's smoke at the right price.

JEFF: Yes sir, son, 'n' always will be...and now you young 'uns.. how about a song...Hold on, Louise! Where you goin' with Curt?

LOUISE: (OFF) Why, no place, Uncle Jeff.

JEFF: Good! Then you got time for this hear next song.

LOUISE: Of course, Uncle Jeff. What would you like now?

JEFF: Well, just for old time's sake, how about - "Put on Your Old Grey Bonnet?"

LOUISE: It's a grand idea. Come on boys - make it sweet.

("PUT ON YOUR OLD GRAY BONNET" LOUISE & WESTERNERS)

(AD LIB GENERAL CHATTER AFTER SONG)

(INTRODUCE THEME)

JEFF: Well, I reckon we got to say goodnight to you all. It was mighty fine havin' you with us and we'll be lookin' for you again the next time we all get together 'round

the campfire on the range. Till then - roll your own
with genuwine Bull Durham - 'n' happy smokin! Good
night, folks.

(THEME UP AND UNDER)

ANNOUNCER: Louise Massey and the Westerners are presented by the
makers of genuwine Bull Durham tobacco - standard the
world over for three generations and now only five
cents everywhere.

(THEME UP TILL END)

THE AMERICAN TOBACCO CO. - BULL DURHAM

"RIDIN' THE RANGE")

SCRIPT #4

(THEME "RIDING ALONG" WESTERNERS

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks. This is old Uncle Jeff, once more, invitin' you to another round-up o' song out here in the West. Hobble your horses and come on over and join us...around the campfire. Louise wants to say hello!

LOUISE: Welcome, friends - make yourselves at home, for we're getting off to a fast start tonight with one of my favorite songs - "The Love Bug Will Bite You."

(INTRODUCE MUSIC) All set, boys?

(AD LIB AGREEMENT)

LOUISE: Then swing it.

("THE LOVE BUG WILL BITE YOU" WESTERNERS)

(GENERAL CHATTER AFTER SONG)

LOUISE: How was that for a starter, Uncle Jeff?

JEFF: Mighty fine, Louise. It seems like that love bug's been gettin' in some good bites around here.

LOUISE: Why - has Alan been sighing at the moon again?

ALAN: Why pick on me? Speakin' o' the moon - I wonder who that was I saw behind the corral tonight, just before I came in. Two of 'em.

THE AMERICAN TOBACCO COMPANY

"RIDIN' THE RANGE" - SCRIPT #5

(THEME . . . RIDING ALONG

WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evening, folks...this is Uncle Jeff again, invitin' you to another round-up of song out here on the range. Come on - ease out of your saddles men - 'n stretch your legs around the camp fire. Break out your sacks of genuwine Bull Durham and start rolling 'em - for Louise and the boys are going to start rolling tonight with "All Goin' Down to Sante Fe Town."

("ALL GOIN' DOWN TO SANTA FE TOWN"

LOUISE & GROUP)

LOUISE: How was that, Uncle Jeff?

JEFF: Sure was the ^{ginger} /, Louise. Nothin' like a rousin' song like that to take the chill out o' the wind.

LOUISE: Throw another stick of wood on the fire, Curt.

CURT: Sure thing, Louise. The wind's backin' round to the north.

ALAN: Yeah - and with sun-up it'll be blowin' in hot 'n scorching from Mexico.

LOUISE: Speakin' of Mexico - let's try Uncle Jeff on that new number we been practicing - "Gay Ranchero."

ALAN: Sure thing, Louise. Come on, Curt - get goin'. Let's

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put some pep into this one, too.

("GAY RANCHERO"

DOTT, LOUISE & GROUP)

LOUISE: (CHUCKLES) Sounds more like we put tabasco into that one instead of ginger.

JEFF: Sure does, Louise. Funny thing...

LOUISE: What, Uncle Jeff?

JEFF: I was just thinkin' - you can put ginger - tabasco - or anything you want in your singing - 'n it all sounds mighty grand to me. But there's just one tobacco I want to sift into a paper when I start rolling a cigarette for myself.

LOUISE: And that's genuwine Bull Durham.

JEFF: Right girl. Yes sir, men - genuwine Bull Durham tobacco the same that's been standard the world over for three generations. Sure, you might run across an imitation tobacco here 'n there - but after your first deep drag on a genuwine Bull Durham cigarette you've rolled yourself - an imitation won't fool you long. No sir! And about this matter of rollin' 'em, men - it's plumb easy once you get the knack of it. A few trys - and you'll find your fingers rollin' as neat 'n satisfyin' a cigarette as you ever smoked. It's a real man's smoke, pardners - with the crisp tang o' the wide open spaces in every puff...give yourselves a treat like we do out here on the range. Invest in a sack o' genuwine Bull Durham tobacco, men, and know that your money has bought the most in smoking enjoyment. For there's enough tobacco 'n papers in a sack o' the one and only

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Bull Durham to make 30 to 40 cigarettes.

LOUISE: And don't forget, Jeff, the price is now only five cents everywhere.

JEFF: I'm not forgettin' that, girl. Out here on the range a man might be no more than a pore cow-hand - but he's sure a king when it comes to smokin'

ALAN: He sure is, Jeff. An' seein' as how I'm a king - I'm interested in a queen, right now.

LOUISE: Who's the lucky girl, Alan?

ALAN: Why, who do you think but you, Louise. Queen o' the range.

JEFF: He's right, girl. Queen o' song, too. 'N' nothin' would go better with this cigarette I'm rollin' than a song from you. What do you say?

LOUISE: (LAUGHS) After all those compliments - why not! How about "Red Sails in the Sunset?"

JEFF: Couldn't ask for anything better, Louise. Get along with it.

("RED SAILS IN THE SUNSET LOUISE & GROUP)

(CHATTER AFTER SONG)

JEFF: Thanks, Louise. That sure was purty.

CURT: Sure was.

ALAN: Well, seein' as how I've made you a queen, how about another song, Louise?

LOUISE: Sure thing, cow-boy. What are you hankerin' for?

ALAN: Oh, somethin' like "Who Broke the Lock on the Hen House Door."

LARRY: Yeah - we can all get together on that one.

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ALAN: Well, most anyone can have the same pleasure - everyone can buy a sack o' genuwine Bull Durham, Jeff. It only costs five cents.

JEFF: That's right, men. Alan hit the nail on the head. A sack o' genuwine Bull Durham is the buy today - the same as it's been the world over for three generations. Whether you work in the city or down on the farm - or whether you wrestle with ornery long-horn steers out here on the range, genuwine Bull Durham tobacco will take the growl out o' life 'n' put a grin on your lips. Yes sir!

ALAN: Speakin' o' grins, Jeff - got a letter from Sleepy Dawson this mornin!

JEFF: Yeah? How does the ol' hoss thief like New York?

ALAN: Pretty fine. Says the buildings are a mile high.

JEFF: (INTERRUPTING) Never mind, Alan - what I'm interested in now is another song. Come on, boys. Whoop it up.

CURT: How about coaxin' Louise to sing "I Double Dare You?"

JEFF: Okay by me, son.

(AD LIB THE BOYS URGING LOUISE)

LOUISE: Sure. I always was a fool for takin' a dare.

("I DOUBLE DARE YOU"

LOUISE)

(INTRODUCE THEME)

JEFF: Well, we got to say good night now, men. Mighty glad to have had you with us again 'round the campfire. 'N' don't forget - come again - we're always glad to see you out here on the range. 'N' we'll have a new assortment of songs for you next time we all get

together. Till then - roll your own 'n' save your
roll. And now...good night, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the
makers of genuwine Bull Durham tobacco - standard the
world over for three generations - and now only five
cents everywhere.

(THEME FULL TILL END)

LOUISE: Okay. Hold on, folks...here we go.

("WHO BROKE THE LOCK ON THE HEN HOUSE DOOR" LOUISE & GROUP - NOV-
ELTY)

JEFF: (CHUCKLES) Riflin' the hen-roost is a pretty serious offense, alright, but I know somethin' that's worse.

LOUISE: What's that, Uncle Jeff?

JEFF: Riflin' my supply o' top-notch Bull Durham, girl. Yes, sir, men - a sack o' genuwine Bull Durham only costs a nickel but many's the time I wouldn't 've sold my sack for its weight in gold. Somehow, out here on the range, when a man gets lost from the chuck wagon, he can go a long time 'n a long ways without eating. But he can't go very long without a smoke. That's why you see the Bull Durham tag hangin' from the shirt pocket of all the old waddies out here on the range. No matter how long or hard the trail - just so long as your Bull Durham holds out, you'll come ridin' back to the chuck wagon at last - hungry, maybe - but with a grin on your lips.

ALAN: You're right, Jeff. Many's the time I've done just that.

CURT: Me, now - I always have an extra sack o' Bull with me. I don't take any chance on runnin' out o' tobacco.

LOUISE: Well, then, how about takin' a chance on another song?

CURT: Nothin' I'd like better, Louise.

MILT: How about "You Took the Words Right Out of my Heart"?

LOUISE: You named it, Milt. Come on, boys. Plenty of rhythm.

("YOU TOOK THE WORDS RIGHT OUT OF MY HEART"....LOUISE & GROUP
(INTRODUCE THEME)

JEFF: Well, that's the end of the round up o' song for tonight, folks. Mighty glad to have had you with us. 'N don't

forget - come again. There's always room around the
camp-fire 'n plenty o' makins' handy. Till next time,
Louise 'n me 'n the boys want to say...adios.

(THEME...UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the
makers of genuine Bull Durham tobacco --standard the
world over for three generations - and now only five
cents everywhere.

(THEME FULL TILL END)

AMERICAN TOBACCO COMPANY

"RIDIN' THE RANGE" ---- SCRIPT #6

(THEMERIDING ALONG THE WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present 'Ridin' The Range' with Louise Massey and the Westerners.

(THEME.....UP AND OUT)

JEFF: Howdy, folks. Uncle Jeff again, speakin' to you from out here in the range-land. It's a fine night out here. The stars are all out - there's a big moon clearin' the rim of the canyon - 'n there's a pot o' coffee bubbling over the camp fire. Everything's set for another evenin' of song. Come on, Louise - say hello to everyone - 'n then let's hit the trail with a fast one.

LOUISE: Sure thing, Uncle Jeff. Hello folks - and welcome. We're breaking trail tonight with "You Can't Have Everything." Let's go boys.

("YOU CAN'T HAVE EVERYTHING".....LOUISE & GROUP)

(AD LIB CHATTER AFTER SONG)

JEFF: Lot o' truth in that song.

LARRY: Sure is, Jeff.

CURT: Only a fool would want everything, anyway.

ALAN: The trouble with you fellows is, you haven't got enough ambition.

LOUISE: Oh-oh! Since when did you get that way, Alan?

CURT: Huh! He sent away for one of those horoscopes the

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tobacco when you're weary 'n saddle sore - 'n riding herd alone at night. Or for that matter wherever you be or whatever you're doin' ... It's a friendly smoke where men are working together shoulder to shoulder. It's a sociable smoke - giving or takin' the makin's when the day's work is done and you're swappin' yarns around the camp-fires. And it's an economical smoke for there's enough tobacco for 30 to 40 cigarettes in a sack o' genuwine Bull Durham - and the price is only five cents. Take a tip from an old timer, men. Buy a sack o' genuwine Bull Durham 'n start rollin' your own. It's not only easy but you'll get a real kick out of it - that independent - devil-may-care - chip-on-the-shoulder feelin' no other cigarette will give you.

CURT: Sure does make you feel independent - rollin' your own.

LOUISE: Well, don't you boys get too independent. It's time for another song.

JEFF: Bless your heart, Louise, so it is. What's it going to be?

LOUISE: What would you like, Uncle Jeff?

JEFF: Well, I'll tell you, Louise. Now that me 'n the boys have got finished discussin' a man's smoke, how about somethin' strictly feminine? How about a song from you?

(AD LIB URGINGS FROM BOYS)

LOUISE: All right, Uncle Jeff - here's one I like. How about "White Azalias?"

LARRY: Right, Jeff - the biggest nickel's worth you can get.

CURT: Yes sir, men - just concentrate on Bull Durham.

LOUISE: Still thinking of that horoscope, eh, Alan?

ALAN: (CHUCKLES) Why no, Louise. I was thinkin' it's about time for another song.

JEFF: Sure is, Louise. What'll it be?

LOUISE: How would you like Curt to sing "Thanks For The Memory?"

JEFF: Fine, girl. Memories are a mighty nice thing.

("THANKS FOR THE MEMORY".....)

(INTRODUCE THEME)

JEFF: Well, folks - the moon is sailin' clear, now - 'n the camp-fire is dyin' down. Time we rolled up in our blankets 'n turned in. Mighty good having had you with us tonight. 'N we'll be lookin' for you all the next time we get together around the camp-fire out here on the range. Till then - Louise - 'n me - 'n the boys want to say ... goodnight, folks.

(THEME.....UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME.....FULL TILL END)

CLIENT: THE AMERICAN TOBACCO COMPANY

CONTINUITY FOR: "Ridin' The Range" Bull Durham

#7

THEME: ("RIDING ALONG".....THE WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

THEME: (UP AND OUT)

JEFF: Good evening, folks. This is old Jeff again - happy to welcome you back to the range. Me 'n the boys 'n Louise have been rounding up strays all day. Hard work - that. But now with the work all done we're going to keep the camp fire going for a spell 'n round up a batch o' songs for you. Hold on a minute... here comes Louise to say howdy.

LOUISE: Hello everyone ... It's sure good to see you all again ... just relax while me and the boys sing you a song out of the west. It's called "I'm An Old Cow-Hand."

SONG: ("I'M AN OLD COW-HAND".....LOUISE & GROUP)

(Chatter after song)

ALAN: By the way, Louise - Slim Davis rode by today ... Said there was a new hand down to the Circle Bar X.

LOUISE: Yeah? Baldy Thomas come back?

ALAN: No - not Baldy Thomas. (Chuckles) But he's a baldy, all right.

LOUISE: Who?

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ALAN: Baldy Davis, Junior - 'n he weighs eight pounds - 'n his daddy is doing tolerable well under the circumstances.

LOUISE: (Eagerly) Really! Why didn't you tell me before?

ALAN: Plumb forgot, Louise.

LOUISE: You men! Gee! Mrs Davis must be thrilled.

JEFF: Come on, boys. Let's celebrate the arrival of Baldy Junior with a group of Texas songs.

(Ad Lib general agreement)

SONG: (TEXAS MEDLEY)

(Ad Lib chatter after song)

LARRY: Man! There's sure goin' to be a rampage down to the Circle Bar X.

LOUISE: Yes. And if I don't get over there in the morning, Slim Davis will be teething that youngster on a Six-gun.

JEFF: Guess maybe I'll ride over with you, Louise.

ALAN: If there's going to be any celebratin' we'll all ride over.

JEFF: Speakin' o' celebratin', men - I just want to say that if there are any of you who are discoverin' the goodness of genuwine Bull Durham tobacco for the first time - you got some celebratin' to do on your own. For you'll find that genuwine Bull Durham is a tobacco you won't tire of - no matter how much you smoke under the pressure of a hard day's work. Us old waddies out here on the range ought to know. So get on the band wagon men. The cost of a sack o' genuwine Bull Durham is only five cents - 'n you get enough tobacco for at least 30 cigarettes. Yes sir - and if you're a good

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one at rollin' you'll get 40 - 'n every one of 'em will be a celebration in itself. Shucks! ... It's so easy ... it's such a neat trick rollin' your own - that by the time you buy your second pack o' genuwine Bull Durham tobacco, you'll be an expert.

CURT: Like Louise, there.

LOUISE: I'll roll 'em against you any time.

LARRY: Better watch your step, Curt. She's been practisin'. She's good.

CURT: I know she is.

JEFF: And that ain't all you been practisin' up on, Louise. What about that song I heard you singin' along the trail this afternoon - "When My Dream Boat Comes Home?"

LOUISE: Why sure, Uncle Jeff.

JEFF: (Chuckles) Good girl. Get goin' with it.

SONG: ("WHEN MY DREAMBOAT COMES HOME")

LOUISE: Like it, Uncle Jeff?

JEFF: You bet, Louise. Every time you sing, my dreamboat comes in for sure.

CURT: Yeah - 'n I guess my fiddlin' sends it right out again.

JEFF: Well, not exactly, Curt. But it's a strain on the anchor. What have you got now?

CURT: Somethin' special, Jeff. A western swing tune - "Buckaroo Stomp."

JEFF: Listens good, son. Let's hear it.

SONG: ("BUCKAROO STOMP" ... Instrumental novelty)

JEFF: Boys! You sure went to town on that one ... So that's this new-fangled swing everyone's talkin' about?

LOUISE: Yes - do you like it?

JEFF: Sure do, Louise. It's like a deep drag on a genuwine Bull Durham cigarette when you're all fagged out. Peps you up. Makes you forget your troubles - makes you think the old world is a pretty good place after all. 'N so it is, pardners. Funny - but the real things - the good things in life come cheap - like singin' 'n genuwine Bull Durham tobacco. Been standard now for more than three generations the world over and the price is only five cents a sack, men. 30 to 40 cigarettes - two packs in a sack! You can't beat that for value. 'N with a sack o' Bull Durham in your shirt - you can roll up your sleeves - pitch into the toughest job - 'n look the world in the eye.

ALAN: It's a man's smoke, sure enough, Jeff.

CURT: Now if I had a nickel for every Bull Durham cigarette I've rolled ...

LOUISE: Now don't go into that again, Curt.

CURT: Why, Louise, I was just goin' to say I'd buy you the purtiest ...

LOUISE: Never mind that now, Curt. (Laughs) Come on. Let's sing ... What do you say?
(Ad Lib hearty agreement)

SONG: ("YOU'RE A SWEETHEART")
(Introduce Theme)

JEFF: Well folks - guess that's all for tonight. It was mighty good havin' you with us again 'n we'll be lookin' for you right soon to join in with us for

another evenin' of song. Till then - happy smokin'
with genuwine Bull Durham - and now - good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by
the makers of genuwine Bull Durham tobacco - standard
the world over for three generations - and now only
five cents everywhere.

(THEME FULL TILL END)

CLIENT: THE AMERICAN TOBACCO COMPANY
CONTINUITY FOR: "Ridin' The Range" Bull Durham
#8

THEME: "RIDING ALONG".....THE WESTERNERS
(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard
the world over for three generations - present "Ridin'
The Range" with Louise Massey and the Westerners.
(THEME UP AND OUT)

JEFF: Evenin', friends - that old cow hand Uncle Jeff again
with his rope 'n sack o' genuwine Bull Durham. I'm
sure mighty glad to welcome you back to the range,
for Louise 'n the boys have corralled a brand new
batch of songs for you, tonight. Some o' the old-time
tunes - 'n some of the new ones. But you'll like 'em
all. Ain't that right, Louise?

LOUISE: Sure is, Uncle Jeff. Hello everyone. It's sure good
to see so many friendly faces around the campfire.
We're gettin' under way tonight with a song you all
like - "Rosalie."

SONG: ("ROSALIE"LOUISE AND GROUP)
(Chatter after song)

ALAN: Pst, Louise - Look at Milt over there.

LOUISE: (Hushed) What's he doing?

ALAN: Spelling out a letter came for him today.

LOUISE: A letter?

ALAN: Sure. Didn't you know. He's been writin' to one o'
them lonely hearts clubs. (Chuckles) What does she
say, Milt?

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MILT: (Serious) Danged if I know. She's a widder-woman.
Says she's got nine chicks 'n I can't figure out
whether she means hens or kids.

JEFF: Looks like Milt will be ridin' for the river, boys.
Better give him a farewell song.

CURT: Sure thing, Jeff. Make it "Wahoo."

SONG: ("WAHOO".....DOTT, LOUISE & GROUP)
(Chatter after song)

ALAN: Want to watch them widder women, Milt.

JEFF: Yes sir. It's sure a gamble when you start flirtin'
around with this matrimonial business.

CURT: Oh, he's still young. He can afford to lose once.

JEFF: Maybe - but I just want to say that there's no
gamble when you flip a nickel on the counter of your
tobacco shop 'n ask for a sack o' genuine Bull Durham
tobacco. When you do that you're backing a sure thing,
men - a sure thing in cigarette enjoyment.

CURT: Nothin' was ever truer, Jeff.

JEFF: Sure, I've taken chances in my life - big chances -
trying to turn a stampedin' herd - bustin' man-killin'
bronze - bull-doggin' ornery steers at rodeos. But
I've never gambled on my tobacco. For I've known that
after the work 'n the danger 'n the thrill are over -
nothin' tastes so good as a genuwine Bull Durham
cigarette you've rolled for yourself. There's some-
thin' about siftin' those golden flakes of tobacco
into a fine Riz La Croix paper - rollin' it up and
down in your fingers a moment - twistin' the end

'n lightin' up - that makes you glad you're a man 'n that you got a man's work to do ... Yes sir, men - genuwine Bull Durham tobacco has been the standard the world over for three generations. It's every man's smoke for the price is only five cents.

LOUISE: Lordy, Uncle Jeff, I hate to think what would happen if you didn't have your sack o' genuwine Bull Durham.

JEFF: So do I, Louise.

CURT: If Jeff ever ran out of Bull Durham, he'd be makin' you sing for him all day, Louise.

JEFF: Well, that would help some. How about a song now, Louise.

LOUISE: Sure, Uncle Jeff. What would you like?

JEFF: Somethin' sweet - like only you can sing it.

LOUISE: How about - "When I Grow Too Old To Dream?"

JEFF: That would just about hit the spot, Louise, go ahead.

SONG: "WHEN I GET TOO OLD TO DREAM".....LOUISE

JEFF: Thanks, Louise. That was mighty pretty.

MILT: I'll say it was.

CURT: Look at that coyote up against the moon.

MILT: Man, that coyote would sure make a good target for this rifle.

JEFF: Let 'im be, Milt. I'd be kinda lonesome if there wasn't a coyote or two about.

ALAN: Come on. Let's give that coyote some real competition. How about a good fast number?

LOUISE: Sure, Alan. Let's make it "Down to Uncle Bill's."
(Ad Lib hearty agreement)

SONG: "DOWN TO UNCLE BILL'S".....LOUISE & GROUP)

(Chatter after song)

- JEFF: That's the ginger, boys.
- LOUISE: You bet, Uncle Jeff. Sounds like that were made to be sung out here on the range.
- JEFF: Pretty nice, ain't it, Louise? The stars over head - the cattle all bedded down - the camp fire. (Sighs). Strange how some folk get off the trail chasin' after things that really don't count. It's the simple things in life that count most, pardners - like sun-up 'n sun-down; 'n singin' round a camp fire at night. 'N there's nothin' to make the evenin' more friendly 'n sociable than to pass around a sack o' genuwine Bull Durham 'n the packet of papers. It's the smoke wherever men of the wide open spaces get together - 'n it's the smoke for a man when he hits the trail alone. Yes sir, men - genuwine Bull Durham is easy to roll - 'n easy on your pocket-book. For you get a big sack with enough tobacco 'n papers to make at least 30 cigarettes - 40 if you're good at rollin' - and a sack costs only five cents.
- ALAN: Yes sir. And you, Milt - don't forget that when you start courtin' that widder-woman.
- CURT: You bet. Costs money to raise a family.
- MILT: Don't worry about me. I'm stayin' right here on the range till I find out about them nine chicks.
- JEFF: That's showin' hoss-sense, Milt.
- LOUISE: Well, in the meantime, how about another song?
- JEFF: That's more hoss-sense, Louise. What are you going to sing?

LOUISE: I thought maybe you'd like "Sweet as a Song."

JEFF: I sure would honey. Get along with it.

SONG: "SWEET AS A SONG."

(INTRODUCE THEME)

JEFF: Well, folks - guess that's all for tonight. Sure glad you joined in with us again. Always proud to have you out here on the range. 'N we'll be expectin' you then next time we get together around the fire for an evenin' o' song. Till then - Louise 'n me and the boys want to say ... good night, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - a standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO CO. - BULL DURHAM

THE WESTERNERS - "RIDIN' THE RANGE"

SCRIPT #9

THEME: "RIDING ALONG" WESTERNERS)
(FADE ON CUE)

ANNOUNCER: The makers of genuine Bull Durham tobacco - standard
the world over for three generations - present "Ridin'
the Range" with Louise Massey and the Westerners.

(THEME UP ... AND OUT)

JEFF: Greetin's, folks. Sure, it's Uncle Jeff again.
Time for another fiesta o' song out here on the range.
Slip out o' your saddles, men, 'n stretch those bow
legs o' yours before the fire. Here - here, you
waddies. Don't crowd now. There's plenty o' room
for everybody out here under the stars. Come on,
Louise - step up 'n say your piece.

LOUISE: Hello, folks. We're sure glad to have you all with
us again. Pitch into the food there - and the makings
while me 'n the boys go to work on that new Mexican
song - "Ti Pi Tin."

("TI PI TIN".....)

(CHATTER AFTER SONG)

(LOUD LAUGH)

LOUISE: What's so funny, Alan?

ALAN: Larry was just tellin' me about Mrs. Simpson - you
know - the lady boarder from the east stoppin' at the
Circle X.

LOUISE: What about her?

ALAN: She was plumb crazy about collectin' cactus for a
cactus garden she has back home in a box or somethin'.

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LOUISE: Yes - go on.

ALAN: Well, she ain't collectin' any more. She was out ridin' yesterday 'n a jack-rabbit hopped across the trail. Her horse shied - Mrs. Simpson sailed out through the air 'n ...

LARRY: 'N now instead of in a box, Mrs. Simpson is going to carry that cactus around with her.

LOUISE: You boys would laugh at that. Come on. Be serious. Time for a song.

CURT: Sure thing, Louise. How about introducin' us to "The Martins and the Coys."

JEFF: (CHUCKLES) Yeah, but I bet Mrs. Simpson isn't lookin' for an introduction. Whoop it up.

(**"THE MARTINS AND THE COYS".....**)

(**CHATTER AFTER SONG**)

JEFF: A song like that sure gets the kinks out o' your legs.

LARRY: Sure does.

JEFF: But getting back to Mrs. Simpson, now ...

LOUISE: Now now, Uncle Jeff - don't you start.

JEFF: Why, no, Louise - I was just goin' to make an - er - object lesson as it were out of - er - Mrs. Simpson's unfortunate accident. It's just this men. The trail o' life isn't always easy. There's cactus along the way - 'n gopher holes - 'n bad lands. Life wouldn't be much fun if things came too easy. But no matter how tough the goin' you can take things in your stride if you're fortified with a sack o' genuwine Bull Durham tobacco. Yes sir - that's why I say it's a man's smoke - 'n been a standard man's smoke all over

the world for three generations. There's somethin' four-square 'n honest about genuwine Bull Durham, men. You come to depend on it like a friend - 'n like an old friend it never fails you. After a deep drag on a crackerjack Bull Durham cigarette the bad lands don't look like a trap of old Nick himself - but just like somethin' to be overcome 'n conquered. 'N good ol' Bull Durham gives you the spirit to win through. It's every man's smoke for it costs only five cents.

ALAN: 'N don't forget, Jeff - it's plumb easy to roll.

JEFF: Right you are, Alan. 'N fun.

CURT: What are you doin', Louise?

LOUISE: Cleanin' out the coffee pot.

JEFF: Good girl.

LOUISE: Yes. But what I want to know is - who made coffee last time?

MILT: Why I guess I did, Louise.

LOUISE: I thought so.

JEFF: Don't be too hard on him, Louise. He's only a bachelor cow-hand after all.

LOUISE: What you men would do without some woman to wash the dishes ...

JEFF: Come on, girl. Time for a song while the pot is boilin' ...

CURT: Sure, Louise. That new song you were learnin'.

LOUISE: "True Confession?"

LARRY: That's it.

LOUISE: Okay. Here goes.

("TRUE CONFESSION".....)

JEFF: Sure is good to be young.

LOUISE: Why, you're not so old, Uncle Jeff.

JEFF: Not when I hear you sing, girl. Takes me back to other days. I once knew a girl...But never mind that now.

ALAN: Come on, Jeff - tell us about it.

JEFF: Some other time. But just for old time's sake, how about "Putting on" "That Swallow Tail Coat" for me?
(AD LIB HEARTY AGREEMENT)

JEFF: Then whoop it up, you young 'uns - whoop it up.
("THAT SWALLOW TAIL COAT".....)

JEFF: Thank you, Louise. That was mighty fine, boys.

LARRY: Nothin' like a song to bring back the old memories, eh, Jeff?

JEFF: Right you are, Larry. 'N there's nothin' that mellows an old memory so much as a Bull Durham cigarette. As a matter of fact, one o' the happiest memories I got is of the time I rolled my first Bull Durham cigarette.

CURT: Goes back some ways, eh, Jeff?

JEFF: Forty years 'n more. No sir, I'll never forget the thrill I got out o' that first genuwine Bull Durham cigarette. Y'know, boys - that little round tag hangin' out my shirt pocket gave me that free 'n easy feelin' you get when you know you're a man can take care o' yourself. Yes sir, boys - genuwine Bull

Durham is a man's smoke - make no mistake about that. Take a tip from an old buckaroo - sashay into the nearest tobacco shop and buy a sack that comes with that fine Riz La Croix paper attached. There's no mystery about rollin' your own. It's simple - easy - you'll get the hang of it in a jiffy. 'N don't forget, the price is only five cents.

ALAN: Yes sir - genuwine Bull Durham is every man's smoke at every man's price.

JEFF: Well, how's that coffee comin', Louise?

LOUISE: Just another minute, Uncle, Jeff.

JEFF: Time enough for another song, then.

CURT: How about a song for me, Louise?

LOUISE: Why not?

CURT: Okay. Now don't back down on me. Let's make it "A Sailboat in the Moonlight."

("A SAILBOAT IN THE MOONLIGHT".....)

(INTRODUCE THEME)

JEFF: Well, guess that's all for tonight men. Mighty nice for you to have visited with us for a spell. 'N don't forget to drop your reins at the campfire again for another evenin' o' song. Till then - this is old Jeff biddin' you - good night.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

THEME FULL ... TILL END)

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THE AMERICAN TOBACCO CO. -- BULL DURHAM

THE WESTERNERS -- "RIDIN' THE RANGE"

SCRIPT #10

(THEME: "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks -- 'n welcome. This is Uncle Jeff again, talkin' to you from out on the range. Me and the boys and Louise have been sashayin' along the trail today, drivin' a herd of beeves into town. Away off there to the south are the lights of Santa Fe. We'll make it in the mornin'. But in the meantime... come along, and trail with us for an evenin' of song. What are you goin' to start with, Louise?

LOUISE: Seein' as how it's such a fine evenin' - how about "Mama, That Moon Is Here Again."

JEFF: *Sound*, Ride it, girl.

("MAMA, THAT MOON IS HERE AGAIN".....)

JEFF: Fair enough, fair enough, Louise.

LOUISE: What are you looking in that catalogue for, Curt?

CURT: Lookin' up somethin' I'm goin' to buy.

LOUISE: Who for?

CURT: Baldy Davis, Junior. He's a week old today.

LOUISE: That's a nice idea. What are you figuring on getting?

ALAN: He can't make up his mind between a pair of silver spurs and a .22 rifle.

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LOUISE: If you'll take my advice, you'll get some flowers
for Mrs. Davis.

CURT: That's a good idea, Louise. And you know there's
something I'd like to buy you ...

LOUISE: We'll talk about that tomorrow, Curt. Come on - time
for a song.

JEFF: Well, how about "El Relicario?"
("EL RELICARIO".....)
(CHATTER AFTER SONG)

CURT: No foolin', Louise. I saw the purtiest ring in that
catalogue.

LOUISE: A teething ring?

CURT: Aw shucks, Louise ...

JEFF: Better roll yourself a cigarette, Curt. There's
nothin' like a Bull Durham smoke after a disappointment.
'N anyway - chances are Louise 'll want to pick it out
for herself. Ain't that right, Louise?

LOUISE: Maybe, Uncle Jeff.

JEFF: Sure it is. But when it comes to pickin' tobacco, men -
well, you don't need no catalogue to choose from. If
you like a smoke that's mild 'n mellow, yet with a tang
that's always appealin', there's only one tobacco to
choose. 'N that's genuwine Bull Durham. Yes sir, men,
it's all tobacco 'n it goes a long ways. Lookin' back
along the trail, the goin' would have been pretty
rough in spots if it hadn't been for a sack o' genuwine
Bull Durham. It's a man's work out here on the range -

'n it takes a man's smoke to stick by you. Dust storms - blizzards - 'n landslides - in the old days. Yes sir. 'N when the shoutin' 'n shootin' is all over, man, oh man - the goodness 'n relaxation of a faithful Bull Durham cigarette. It's your smoke, men - a big sack costs only five cents. 'N there's enough makin's 'n fine Riz La Croix papers for thirty to forty cigarettes.

LARRY: Yes sir, Jeff. Two packs in a sack.

JEFF: That's it, son. Well, Louise - and what are you goin' to buy in town tomorrow?

LOUISE: Something that you'll like - some new songs.

JEFF: Good girl. But you know - till you get those new songs I'd be just as satisfied with an old one. How about it?

LOUISE: Sure, Uncle Jeff. How about "Colorado Sunset?"

JEFF: That'll be mighty nice of you, Louise.

("COLORADO SUNSET".....)

JEFF: That was fine, Louise. Thanks. You sure know the old man's favorites.

LARRY: Come on, Jeff - they're all your favorites.

CURT: What are you doin', Jeff - talking yourself into another song?

ALAN: Come on, boys - let's give him a fast one.

LOUISE: Let's make it "The Robert E. Lee."

JEFF: You can't make me mad, you young-uns. Whoop it up.

("WAITING FOR THE ROBERT E. LEE".....)

(CHATTER AFTER SONG)

JEFF: There's sure a wallop in that song.

CURT: Bet they heard us down in Santa Fe.

JEFF: We'll be there in the mornin' 'n then the work o' hazin' them steers in the pens.

LARRY: Won't take long, Jeff.

LOUISE: No. And then the stores - yippeeee!

JEFF: That's the woman of it. (CHUCKLES) 'n you boys, too. Louise'll be buyin' a new hat - Curt some gaudy silk shirts - Alan a scarf he'll never wear. 'N the rest of you some such foolishness.

LARRY: You can only be young once, Jeff.

JEFF: I'm not blamin' you boys, but while you're buyin' things don't forget to invest in a supply o' genuwine Bull Durham tobacco. In a month Louise's hat'll be out o' style - Curt will have found his silk shirt didn't hold up in the washin', 'n Alan 'll be usin' his scarf to shine his boots. 'N you'll all be comin' to me, beggin' a sack o' Bull. Yes sir, boys - genuwine Bull Durham tobacco is one thing that wears well - lasts long - 'n don't go out o' style. Been the fashion now as a real man's smoke for over three generations the world over. Try rollin' your own today, men - it's simple as twirlin' a rope. 'N then, with the good ol' Bull Durham tag hangin' out o' your shirt pocket, step out here 'n join the brotherhood o' the range. Anyone can qualify, for a sack o' genuwine Bull Durham costs only five cents.

CURT: After that, Jeff, do you think I dare hit you up for the makin's.?

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JEFF: Well, I'll tell you. I'll make a bargain with you.
LOUISE: Oh - oh - be careful, Curt.
CURT: Go ahead, you old horse-thief. What is it?
JEFF: Sing another song, first.
CURT: Why sure, that's easy. What'll it be?
JEFF: You name it, Louise.
LOUISE: Here's one I like. "Let's Sail to Dreamland."

(AD LIB HEARTY AGREEMENT)

("LET'S SAIL TO DREAMLAND".....)

(INTRODUCE THEME)

JEFF: Well, folks - we got to hit the trail early in the mornin', so that's all for tonight. We'll be lookin' for you again for another jamboree o' song along the trail. Till then - this is Uncle Jeff wishin' you - happy smokin' 'n a good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuine Bull Durham tobacco - standard the world over for three generations and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY -- BULL DURHAM

THE WESTERNERS -- "RIDIN' THE RANGE"

SCRIPT #11

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks. This is Uncle Jeff again, callin' you to another fiesta o' song out here on the range. We're on the trail again after our spell in Santa Fe town 'n we're mighty proud to have you string along with us. We're camped out tonight at a little two-by-four line-shack right on the edge o' the bad lands. Purple shadows - a stunted cottonwood or two - 'n the stars so low you can reach up 'n grab a fist-full. The day's work is done -- the camp fire's burnin' brightn-'n that moon comin' up over the rim of the mesa sure calls for a song. Louise, what have you got to say to the folks tonight before you 'n the boys get goin'?

LOUISE We're going to say it all in our first number, Uncle Jeff. It's called "Just Come On In."

("JUST COME ON IN")

JEFF: Well, that should make the folks feel at home, eh, Louise?--

LOUISE: It sure should, Uncle Jeff.

CURT: Say, Louise - the other day in Sante Fe I sure thought I heard a swell new song.

LOUISE: Yes - what was it, Curt?

CURT: Well, I went into the Silver Spur Grill for ham 'n eggs - 'n comin' out of the kitchen I heard the purtiest melody.

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LOUISE: What was it?

CURT: That's what I wanted to know. So I stuck my head in the kitchen 'n what do you think?

LOUISE: I give up. What?

CURT: That melody came from the Chinese cook. But he wasn't singin'. He was cussin' his fool head off cause his fire wouldn't burn.

LOUISE: Well, we'll sing a song for him. Come on, cowboys - get to work on "The Merry Go Round Broke Down."

("THE MERRY GO ROUND BROKE DOWN")

(CHATTER AFTER SONG)

JEFF: That China-boy cussin' over his fire reminds me of ...

LOUISE: Whoa, now, Uncle Jeff. None of your tall tales, now.

JEFF: No, Louise. I was just goin' to say that the best thing I know of to take the cussin' out of life is the right tobacco - 'n that means genuwine Bull Durham. Funny thing, men, how a deep dragon a smooth Bull Durham cigarette will take the growl out o' life 'n put a grin on your lips.

ALAN: Don't I know it, Jeff.

JEFF: Yeah, 'n that aint all. A sack o' genuwine Bull Durham has sure kept me out of a peck o' trouble, too. Many's the time I been hot under the collar 'n wantin' to bust things wide open when I shouldn't of. But by the time I rolled a cigarette and thought things out - I'd cooled off considerable - 'n things didn't look the way they had a minute before. Yes sir, men - genuwine Bull Durham is a man's real friend. When it's time to stand up for your rights 'n fight -- it gives you a world o' confidence. But I'll never rush you into anything you'd be better out of.

JEFF: Buy a sack o' genuwine Bull Durham today with Riz La Croix papers attached. Roll your own 'n save your roll -- for the price is only five cents everywhere.

LOUISE: There's a lot of good advice in what you said, Uncle Jeff.

JEFF: Sure there is. But I see you didn't take my advice about that new hat.

LOUISE: Well, It's spring -- and ...

CURT: Sure is. 'N some poet feller once said "In the spring a young man's fancy ...

LOUISE: Runs to fancy silk shirts. Yeah. So I see.

CURT: There you go again, Louise.

JEFF: Come on, Louise. Don't be so hard on the boy. Sing him a song, why don't you?

CURT: (EAGERLY) Yeah -- will you, Louise?

LOUISE: Sure, Curt. Join in with me on "When it's Springtime in the Rockies."

("WHEN IT'S SPRINGTIME IN THE ROCKIES")

(CHATTER AFTER SONG)

CURT: A song like that, Jeff, is somethin' else to take the growl out of life.

JEFF: You bet, son.

ALAN: Not that I got the blues myself, but how about -- "St.Louis Blues?"

LARRY: You named it, Alan. What say, Louise?

LOUISE: Go right along -- tear it apart.

("ST. LOUIS BLUES")

JEFF: That sure was the mustard, boys. That ought to put you in shape for brandin' when we get back to the ranch.

LARRY: Brandin' time again - sure enough.

JEFF: Yes, son. 'N while we're speakin' o' brandin' - I just want to say a few words about another brand - a brand o' tobacco. Genuwine Bull Durham. Out here on the range, men - a brand on the side of a steer means an awful lot. It stands for a man's name - his honesty 'n reputation. There's been some brands out here for sixty years 'n more. They've lasted that long because the man behind 'em stood four square ^{for square} dealin, 'N the same thing holds true for genuwine Bull Durham tobacco. That's branded, too -- with the little round tag you're all so familiar with. 'N it stands for full, honest value for your money, 'n it costs only five cents. Yes sir, along with the Bar-X 'n the Lazy Q the brand o' genuwine Bull Durham has been ridin' the range for over three generations. It's the standard of the world.

MILT: Yeah. 'N you not only get at least 30 smokes in a sack but the fun of rollin' em. And if you're good you'll get 40.

JEFF: You're right, Milt --

ALAN: Say, Where's Louise?

LARRY: Oh, she thought one o' the horses got loose.

JEFF: Ha! So she took Curt along with her to find out.

LOUISE: (OFF MIKE) Well, he did get loose, too, Uncle Jeff.

ALAN: Sure he did. Curt never hobbled him a-purpose.

JEFF: Come on girl. From the way you're smilin' I know you got another song on tap.

LOUISE: Sure have, Uncle Jeff. It's "A Star fell out of heaven."

JEFF: Sounds elegant. Let's hear it.

("A STAR FELL OUT OF HEAVEN.")

(INTRODUCE THEME)

JEFF: Well, that's all for tonight, folks. The fire's dyin' down 'n it's time to turn in. We'll be lookin' for you soon again out here on the range. Till then Louise 'n me 'n the boys want to say ... adios.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations -- and now only five cents everywhere.

(THEME FULL TILL END)

ATX01 0261407

THE AMERICAN TOBACCO CO. -- BULL DURHAM

THE WESTERNERS -- "RIDIN' THE RANGE"

SCRIPT #12

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks. (CHUCKLES) Sure, I knew you'd be lookin' for Uncle Jeff. Mighty glad to have you with us again, out here on the range. So turn your hosses in with th' rest o' the boys, 'n get comfortable around the fire. Pronto, now, for we've roped a batch o' songs for you tonight that're just itchin' to be sung. How about it, Louise?

LOUISE: You bet, Uncle Jeff. Welcome, friends. And now roll your cigarettes and light up, for we're ready to go to town with our first number. What's it going to be, Uncle Jeff?

JEFF: Nothin' like startin' with "Whistle While You Work."

LOUISE: That's easy out here on the range. Here goes ...

(WHISTLE WHILE YOU WORK")

JEFF: That was a great beginnin', boys.

CURT: Jumping horn toads! Why - that lop-eared critter!

LOUISE: What's the matter, Curt?

CURT: Matter? Why, I'll - I'll ... I bought myself a new scarf in Sante Fe - paid for it - an' this is what that son of a coyote give me. Look!

LOUISE: Why, it's a pair of stockings - (STERNLY) - Curt, give me that! You've got the packages mixed!

ATX01 0261408

CURT: Oh - eh - sorry, Louise. Come on, boys, I'm in hot water.

ALAN: Make it "Riding Down the Sunset Trail." Let's go.

("RIDING DOWN THE SUNSET TRAIL")

(CHATTER AFTER SONG)

CURT: Honest, Louise, I'm plumb sorry.

LOUISE: I think you opened that package on purpose.

CURT: Honest, Louise, it was just a mistake.

JEFF: (CHUCKLES) Don't get riled up, Louise. Shucks, it's easy enough for a man to make a mistake on these fancy feminine gee-gaws. But he don't make any mistake when he buys a sack o' genuwine Bull Durham. No sir, men, there's a tobacco that's all mellow goodness, from the first puff to the last. 'N, there's plenty o' puffs in a sack, too, for a sack holds enough tobacco for at least 30 cigarettes, 'n if you're good at rollin' 'em 40. It's a real smoke, men - a smoke that'll keep step with you through the hardest day's work - 'n still be gentle 'n satisfyin' when you're ready to turn in at night. The answer is simple. Genuwine Bull Durham is cool 'n mild, yet it's got a crisp, outdoors tang no other tobacco kin give you. An' the marvel of it all is, a sack costs only five cents. Yes men, genuwine Bull Durham is as much a part of the West as cattle 'n cowboys.

LOUISE: And what about us cowgirls?

JEFF: Why, bless your heart, Louise - o' course.

LOUISE: See - I can roll 'em, too. Here, Uncle Jeff.

JEFF: Thanks, girl. Let's have a match, Curt. (STRIKE OF MATCH)

LARRY: Well, speaking of womenfolk in general ...

CURT: And you in particular, Louise

JEFF: How about singin' a song?

LOUISE: Sure, I'd love to.

JEFF: One o' those you bought in Santa Fe.

LOUISE: All right, Uncle Jeff. Here's one called "Little Old Lady."

("LITTLE OLD LADY")

JEFF: Right touchin', that song.

ALAN: Don't let it get you down, Jeff.

JEFF: Don't worry about me, son. Still plenty o' ginger in the old man.

CURT: Yeah? How would you like a good old-fashioned hoe-down, then?

JEFF: Like nothin' better, Curt. Tickle that fiddle o' yourn, 'n start callin'.

("LEATHER BREECHES")

(CHATTER AFTER SONG)

CURT: Makes you want to get out and shake a leg, eh, Jeff?

JEFF: Sure does, Curt.

LARRY: Nothing like a good old-fashioned hoe-down to break the ice at a shindig. Can't be stand-offish swapping partners.

JEFF: You said somethin' there, Larry. 'N there's nothin' to make friends when strangers meet like offerin' a sack o' genuwine Bull Durham. No sir, nothin' high-hat or stand-offish about Bull Durham. It's a friendly smoke, all right, anyway you look at it. Yes sir, men, life out here on the range is plain 'n simple. We put a mighty big value on our friends 'n we aim to keep 'em once we've made 'em. 'N one of the best things I c'n say about genuwine Bull Durham tobacco is that it's been every man's friend out here in the West for over three generations. 'N

JEFF: it's makin' more friends every day. Buy yourselves a sack men -- it only costs a nickel - roll yourselves a couple o' cigarettes with Riz La Croix papers 'n see if an old timer isn't right. See if they aren't really -- standard of the world.

LARRY: They sure are, Jeff.

ALAN: We'll back you up on that.

LOUISE: Well, seeing as how that's unanimous, let's see if we can all agree on a song.

(BOYS AD LIB HALF-DOZEN TITLES AT ONCE)

LOUISE: Seems the only thing you boys agree on is tobacco.

JEFF: I'll settle this argument. Make it "I've Got A Feeling You're Fooling."

LOUISE: You win, Uncle Jeff. Whoop it up, boys.

("I'VE GOT A FEELING YOU'RE FOOLING)

(INTRODUCE THEME)

JEFF: Well, time t' say good night, folks. Mighty glad to have had you with us. Be sure 'n come again. We're always glad to have you out here on the range. So -- till next time -- it's wishin' you happy smokin' 'N now, good night folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco -- standard the world over for three generations -- and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY
"RIDING THE RANGE"
Script #13

(THEME: "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, folks. Uncle Jeff again. Yes sir - the rangeland is callin' for another evenin' o' song, n' we're mighty glad to have you with us again. There's always a hearty welcome for you all out here in the west, under the stars. So draw up close around the fire - get comfortable - 'n join in with us. Come on, Louise - say hello to the folks.

LOUISE: Hello, friends. It's sure good to see you all again, and there's no better way of telling you than with a song. Let's try "Vieni, Vieni", boys?

(AD LIB HEARTY AGREEMENT)

("VIENI VIENI" WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: Say, Larry, what are Uncle Jeff and Alan talking so serious about?

LARRY: Oh, nothin' much, Louise.

LOUISE: Huh! You can't fool me. Something's up. (CALLS) What's the matter, Uncle Jeff?

JEFF: Why, nothin', Louise.

LOUISE: Stop stallin, Uncle Jeff; What is it?

JEFF: Why, Alan ran across Toby Gates puttin' a brandin' iron on some sleepers, today.

LOUISE: Why, that's terrible What did you do about it, Alan?

ALAN: Wal, I guess I kinda broke the law myself. Anyways,

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Toby Gates won't be wranglin' no more sleepers for a spell.

LOUISE: (ANXIOUS) Sure there won't be any trouble?

ALAN: Course not, Louise. Come on - Forget it. Let's sing.

CURT: Sure. How about "Swing Low, Sweet Chariot?"

JEFF: Fine. Get going, boys.

("SWING LOW SWEET CHARIOT" WESTERNERS)

(CHATTER AFTER SONG)

CURT: There's sure a lot of music in those old spirituals.

JEFF: There sure is. 'N the world's better for 'em. It's those kind o' songs - that got somethin' - that last song. 'N the same thing goes for tobacco. Take genuwine Bull Durham for instance. There's a tobacco that's been boss of the range - standard of the world - for three generations - because it's got somethin' the other tobaccos can't deliver. Yes sir, men, when it comes to smokin' you can't do better than roll your own. A genuwine Bull Durham cigarette is satisfyin' - refreshin'. It's got the tang of all out-doors in it - 'n with a sack in your pocket you can stick out your chest - cock your chin 'n look the world in the eye.

CURT: Sure can, Jeff. A man's never licked so long as he's got a sack o' Bull.

JEFF: 'N the trick o' rollin' 'em...why shucks - it's deady easy. Watch Alan, there ... see ... presto 'n it's done. Just as easy as the price is easy on your bankroll, for a sack only costs five cents everywhere.

LARRY: That's right, Jeff. And it would be my smoke at any price.

CURT: That goes for all of us.

LOUISE: Ooooooh! Look! A shooting star.
ALAN: Man, that was pretty.
CURT: You know what that poet feller said about a shootin' star,
don't you, Louise.
LARRY: (GROANS) There goes Curt 'n that poet feller again.
CURT: You fellows never give a man a break.
LOUISE: I will, Curt. How would you like a song?
CURT: Nothin' better, Louise.
LOUISE: Here goes, then, Curt. "Nobody to Love."

(AD LIB GENERAL LAUGH)

("NOBODY TO LOVE"WESTERNERS)

MILT: Come on, Louise. No fair.
LOUISE: Why, what's the matter?
MILT: You're playin' favorites, again.
LOUISE: You mean singing favorites.
CURT: There you go - spoilin' it all.
LARRY: Come on. Let's go to work on "Twenty-One Years Ago".
(AD LIB HEARTY ASSENT)

("TWENTY ONE YEARS AGO"WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes, sir, men things have changed some since 21 years ago.
But, I'll tell you one thing that ain't changed.
LOUISE: And that's genuwine Bull Durham tobacco, eh, Uncle Jeff?
JEFF: You said it, girl. It's the same good smoke today as it
was 20 years ago - 40 years ago - 'n yes - 60 years ago.
Lookin' back over the trail I've seen a lot o' brands come
'n go. I've worn out many a saddle and pair o' chaps
but I haven't worn out my taste for genuwine Bull Durham
tobacco. By jumpin' horn-toads, there's a tobacco that

JEFF: sure grows on you, men. A sack with Riz la Croix papers attached is the biggest nickel's worth o' smokin' enjoyment your money can buy. Sure, the world is goin' to change - we're gonna lose a friend or two along the trail - maybe make an enemy or two. But genuwine Bull Durham is one friend that will stick to you through thick 'n thin.

CURT: That's sure the truth, Jeff.

LOUISE: You know, Uncle Jeff ...

JEFF: What, Louise?

LOUISE: If I thought a wandering cowboy could be as faithful to a girl as you are to Bull Durham tobacco ... why ...

CURT: What's that, Louise?

LOUISE: See, Uncle Jeff; He wasn't even listening

CURT: Shucks, Louise. I was just mendin' this saddle.

LOUISE: (CHUCKLES) Come on boys. Time for a song. What'll it be, Uncle Jeff:

JEFF: One I like a lot is "When Day Is Done."

LOUISE: Sure thing. We're taking off right now.

^{"WHEN DAY IS DONE"}
(~~"THE VALLEY OF THE MOON"~~ WESTERNERS)

(INTRODUCE THEME)

JEFF: From the way the moon's gone down, I'd say that's all for tonight, folks. We were mighty glad havin' you with us again 'n be sure to gather round the camp fire with us soon for another evenin' o' song. Till then, this is Uncle Jeff wishin' you happy smokin' -- and a good night.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

ATX01 0261415

THE AMERICAN TOBACCO COMPANY

"RIDIN' THE RANGE"
SCRIPT #14

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard
the world over for three generations - present "Ridin' the
Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Come along, folks - come along. This is Uncle Jeff again,
invitin' you to another round-up of songs out here in the
west. Smell that wood smoke? See those purple shadows?
Hear the water in the creek gurglin' through the cottonwoods?
That's the rangeland, men. 'N now that the fire's burnin'
bright, Louise 'n the boys are all set to give you a real
evenin's treat. What say, Louise?

LOUISE: Sure as shootin', Uncle Jeff. So slip up around the fire,
pardners, and get comfortable - while we rope our first
number. It's called "Boo Hoo".

(*BOO HOO" WESTERNERS)

JEFF: That's the giner^{er}, Louise. Nothin' like gettin' off to a
fast start.

LOUISE: You bet, Uncle Jeff. Like Larry this morning.

JEFF: What did he do?

LOUISE: Don't know. But when that pony of his sun-fished, he sure
took a flying start out of the saddle.

JEFF: What were you tryin' to do with that calico, Larry?

LARRY: Do? I wasn't doin' nothin' but tryin' to hang on. That
danged hoss drifted from the remuda last night and must o'
stumbled on a still up in the hills - 'n et' up all the mash.
Man, he was sure breathin' fire this mornin'.

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JEFF: Well, see if you can breathe some o' that fire into the next song. What's it goin' to be, Louise?

LOUISE: A rhumba, Uncle Jeff. "Siboney".

(AD LIB AGREEMENT)

("SIBONEY" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Right pretty song, Louise. Them rhumbas come from some of our neighbors in Cuba 'n South America, don't they?

LOUISE: Yes, Uncle Jeff.

JEFF: Thought so. They tell me that on the plains down there they raise some pretty good horses.

CURT: Funny - did you ever notice how a man who knows horses -- knows tobacco?

JEFF: That's about right, Curt. Show me the man with the genuwine Bull Durham tag hangin' out o' his pocket 'n that man will own a good horse.

ALAN: Just a matter o' hoss sense, eh, Jeff?

JEFF: Yes sir, men - hoss sense both ways, for when it comes to tobacco hoss sense means genuwine Bull Durham. It's one o' the finest tobaccos you ever met up with. Crisp, golden flakes o' goodness that roll up in a jiffy into as neat 'n satisfying a cigarette as you ever put a match to. Genuwine Bull Durham is the three ace tobacco, men. For taste - nothin' can beat its tangy zest. For price - a big sack costs only five cents. For economy - there's the makin's for from thirty to forty cigarettes in a sack. After your first cigarette rolled with genuwine Bull Durham tobacco you'll know why it's been boss out here on the range for three generations. Buy yourself

JEFF: continued' -- a sack today 'n see if old Jeff isn't speakin' hoss sense about Bull Durham tobacco. Am I right boys?

(AD LIB HEARTY AGREEMENT)

JEFF: Yes sir. Give me a sack o' the one and only Bull Durham - a horse and a

LOUISE: And a song.

JEFF: You took the words right out o' my mouth, Louise. Come on - make the picture complete.

LOUISE: Sure, Uncle Jeff. How about "Wanderers of the Wasteland"?

JEFF: Fine, Louise. Couldn't be better.

("WANDERERS OF THE WASTELAND" WESTERNERS)

JEFF: Yes sir. That's me, all right.

LARRY: So are we all, Jeff. Wanderers of the range.

LOUISE: And glad of it, too.

JEFF: You bet, girl. Wouldn't ask for any other life.

CURT: Come on, fellas - another song. Somethin' fast 'n snappy.

ALAN: If that's what you're hankerin' for - make it "Mama don't Allow No Music."

(AD LIB HEARTY AGREEMENT)

("MAMA DON'T ALLOW NO MUSIC" WESTERNERS)

JEFF: That was a bang up job, boys. Time out for a smoke.

CURT: Betcha I roll one afore you do, Larry.

LARRY: You're on, cowboy. It's a bet - 'n I'll do it one-handed.

JEFF: Those boys are pretty smart, all right. No matter which one loses they're both goin' to be winners, for they're both rollin' 'em with gneuwine Bull Durham tobacco with papers from the little red book. 'N that's a guarantee they're both goin' to get a smoke that's satisfyin' from the first puff to the last. We can't win out in every game o' life -

JEFF: cont'd -- there's bound to be a disappointment here 'n there along the trail - but there's never any disappointment in a genuwine Bull Durham cigarette. It's the biggest five cents worth of smokin' enjoyment you can buy, men. It's every man's smoke at every man's price - 'n every man's a winner when he strings along with a sack o' genuwine Bull Durham tobacco - standard the world over.

MILT: And don't forget, Uncle Jeff - they're dead easy to roll with that extra fine Riz La Croix paper.

JEFF: Right you are, Milt.

LARRY: Goin' to head the herd for new grazin' tomorrow, Jeff?

JEFF: Yes - thought as how we'd work down toward Bubbling Spring Canyon. Now where did Louise go to?

LARRY: Over there in the lee of the chuck wagon with Curt.

JEFF: Sure hate to disturb 'em ... but ... (CALLS) Louise!

LOUISE: (OFF MIKE) Yes, Uncle Jeff.

JEFF: Come on, girl. You know what I'm after.

LOUISE: Sure. Another song. What do you say to "I'll See You Again?"

JEFF: I'd say get right along with it.

("I'LL SEE YOU AGAIN" WESTERNERS)

INTRODUCE THEME)

JEFF: Well, that ends the singin' for tonight, folks. Time to bed down in the blanket rolls. But there'll be lots o' other evenin's out here on the range with the moon 'n the stars 'n a song or two. We'll be lookin' for you. 'N till then - Louise 'n me 'n the boys want to say adios.

(THEME UPAND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the
makers of genuwine Bull Durham tobacco - standard the
world over for three generations - and now only five
cents everywhere.

(THEME FULL TILL END)

AMERICAN TOBACCO COMPANY
"RIDING THE RANGE"
Script #15

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present 'Ridin' The Range' with Louise Massey and the Westerners.

(THEME UP and OUT)

JEFF: Evenin', friends - this is Uncle Jeff again, with the same, old hearty welcome for you all. We're sure mighty proud to have you with us for another get-together o' song out here on the range. So drop your reins for a spell and stretch your legs around the camp fire. Make yourselves to home. There's the chuck wagon there - dig in - and there's plenty of makin's around. We don't ask for much more out here on the range, folks - except a song or two. So get along with one, Louise.

LOUISE: You bet, Uncle Jeff. Here goes with "~~Youxxtexdtpxtexkx~~ ~~Staxk~~". "RANGERS".

("RANGERS". WESTERNERS)

(CHATTER AFTER SONG)

LARRY: Say, I heard a hot one.

LOUISE: WHAT's that, Larry?

LARRY: You know that professor-feller from back east who's collectin' specimens of flowers.

LOUISE: Yes - we know him.

LARRY: Well, the other night he was givin' some o' the hands a lesson in astronomy, he called it. He said that one star was Venus - 'n another one was Mars. 'N then he pointed to a big one on the harizon ' n said: "'N that

ATX01 0261421

LARRY: (continuing) one, boys, is Orion." "Maybe you professor," said Slim Davis, "but I always the light came from Hash-Knife's still up in the h (GENERAL LAUGH.....)

JEFF: Well, seein' as how you're all laughin' - kee How about singing' "Turnip Greens"? (AD LIB HEARTY ASSENT.....)

(TURNIP GREENS"WESTERNERS) (CHATTER AFTER SONG)

JEFF: That only goes to show you

LOUISE: What goes to show what, Uncle Jeff?

JEFF: That professor-fellow. He should of stuck t he knows. Flowers 'n sech-like. That's why genuwine Bull Durham tobacco. I know it. good - I know it's economical - 'n I know n tobacco will give me the smokin' enjoyment a sack o' Bull Durham and a little red book Croix papers. 'N more than just plain enjo When the going gets rough it's a tobacco t you the courage to talk back - roll up you lick the toughest job to a standstill. Ye genuwine Bull Durham is the smoke for men play hard - 'n die hard. It's not only be here on the range for three generations - you'll find a friendly sack o' genuwine B every danger trail the world over. 'N nc you find it, the price will be only five

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ALAN: That's right, Jeff, just a nickel, and speakin' o'
Bull Durham - how about borrowing your sack?

JEFF: Sure thing, son. Here- catch.

CURT: Say, Louise, if I asked you nice, would you sing a song
for me?

LOUISE: Nothing like takin' a chance, Curt.

CURT: You're a honey, girl. Somethin' sweet.

LOUISE: Alright, Curt. A song just for you. "Moon of Manakoora".
("MOON OF MANAKOORA" WESTERNERS)

CURT: Thanks, Louise for singing that song for me. See there
fellas?

ALAN: That's right - go ahead 'n brag, cowboy.

LARRY: Yeah, he's just like a kid with a toy trumpet.

MILT: Come on, fellas - let's play it for him. "Toy Trumpet".
(HEARTY ASSENT FROM BOYS)
("TOY TRUMPET" WESTERNERS)
(CHATTER AFTER SONG)

JEFF: Well, boys, when Louise sings a song special for a fella,
he's got something to blow his horn about. No doubt about
that. But I got somethin' to blow my horn about, too.
It's this here little sack o' genuwine Bull Durham tobacco.
Yes sir, men - it's the finest tobacco you ever met up
with - cool 'n mild when you're takin' it easy in the bunk
house - but with plenty o' pep 'n punch to keep your nerves
from jumpin' when you walk smack into a grizzly. Try it
sometime. (CHUCKLES) No - not walkin' into that grizzly
- but rollin' your own with genuwine Bull Durham tobacco.
It's a neat little trick that will take you just a couple
o' minutes to learn - 'n from then on, men, you're all set

JEFF: (continued) -- for real smokin' enjoyment.

LARRY: You bet, Jeff. 'N the price is only five cents.

JEFF: No more, son, Kick up the fire, Milt.

MILT: Yeah wind's gettin' 'round to the north.

JEFF: Come on, Louise - haven't you got a song to take the chill out of an old man's bones?

LOUISE: You bet, Uncle Jeff. I know one that'll warm you up.

JEFF: What's that?

LOUISE: "You are my lucky Star".

JEFF: That's right, girl. Make it lively now.

("YOU ARE MY LUCKY STAR" WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks - guess that's all for tonight. Hope you liked our songs as much as we liked singin' 'em to you. 'N don't forget - there's always a welcome for you here around the camp fire - so come again. Till then, Louise 'n me 'n the boys want to say ... goodnight, folks.

(THEME UPAND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULLTILL END)

AMERICAN TOBACCO COMPANY
"RIDING THE RANGE"
Script #16

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP ... AND OUT)

JEFF: Evenin', folks. Sure, this is old Jeff, again with his chaps 'n spurs bringing you all a message from the range-land - a message of welcome. We're all proud 'n happy to have you with us out here in the west. They're everybody's stars - 'n everybody's sky - 'n there's always room around the camp fire for old friends.

LOUISE: Yes sir, Uncle Jeff. And always a smile and a song or two. We're off to a fast start tonight with one of your old favorites - "Cheyenne."

("CHEYENNE".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, Louise - give me songs like that: 'n a hoss ...

CURT: You're wise, Jeff - stickin' to singin' and horses.

JEFF: Yeah - how come?

CURT: Curly Horn was braggin' in town the other day as how he could ride anything. But Spike Hanson crossed him up.

LOUISE: How was that?

CURT: Spike went down to the livery stable 'n borrowed a motorcycle. Well, that was somethin' Curly hadn't figured on but he was game. He got it started all right, but he couldn't stop the danged thing. He ended up in the Elite Cafe - with a busted head, six missin' teeth 'n a law suit on his hands.

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JEFF: Serves him right for not stickin' to a hoss.

CURT: Says the sun got in his eyes.

JEFF: More 'n likely it was the moon-shine. Well, say, Louise with all this Western talk, how about singin' The Girl of the Golden West for us.

(AD LIB URGINGS OF BOYS)

LOUISE: Sure boys - join in with me.

("GIRL OF THE GOLDEN WEST".....WESTERNERS)

JEFF: No foolin', Curt, was Curly messed up bad?

CURT: Oh, he'll be out o'the bunk house in a week.

JEFF: Got to drop in on him'n leave him a couple o'sacks of Bull Durham. Nothin' I know of he'd appreciate more. There's a heap of smokin' 'n a lot o' consolation in a sack o' genuwine Bull Durham tobacco. (CHUCKLES) Nothin' new-fangled about it - like that motor-cycle Curly tried to ride. Just an honest smoke, same as it's always been for sixty years 'n more. Yes sir - it's all tobacco men - a tobacco you can always count on. Nothin' like it to keep you company when you're ridin' herd alone at night. Nothin' like it to take the icy sting out o' the wind when you're buckin' the drifts in a blizzard lookin' for strays. Take a tip from an old buckaroo, men, buy a sack today and after your first puff on a cigarette you've rolled for yourself, you'll be a booster for genuwine Bull Durham tobacco, just like I am ... Don't forget - the price is only five cents everywhere.

LOUISE: When you go in to see Curley, Uncle Jeff, I'll bake a cake.

JEFF: He'd sure like that, Louise.

LARRY: Bet I know somethin' he'd like better.

LOUISE: What's that?

LARRY: One o' Curt's songs.

JEFF: Well, let's sing one for him now.

(AD LIB HEARTY AGREEMENT)

LOUISE: What'll it be?

JEFF: Shucks! Can't be nothin' much but "MOON GOT IN MY EYES"

(AD LIB HEARTY AGREEMENT)

JEFF: For Curly, Louise - go ahead.

("MOON GOT IN MY EYES".....LOUISE)

JEFF: If Curley could o' heard that he'd be bustin' broncs tomorrow.

CURT: 'N tryin' to ride that motor-cycle again.

LARRY: Well, what do you say we give him another shot o' medicine,

ALAN: Sure, how about "Tiger Rag?"

(AD LIB HEARTY ASSENT)

("TIGER RAG".....WESTERNERS)

(CHATTER AFTER SONG)

MILT: Yes sir, nothin' will help get a man out o' bed quicker than a good lively tune.

JEFF: Unless it's to get a sack o' Bull Durham tobacco and that little red book of Riz La Croix papers. 'N anyway, a good tune 'n a good smoke always go together. Ever notice how a sack o' genuwine Bull Durham passin' around livens things up. Can't be a grouch when you're rollin' your own. Bull Durham makes everybody friends - 'n friends with everybody. There's lots o' reasons for that men. It's a full-bodied, satisfyin' smoke with the tang of all outdoors about it. It's your smoke at your price men - for a big sack costs only five cents. That's why it's been standard out here on the range - 'n all over the world for

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JEFF: (CONTINUING) three generations.

CURT: Any one o' those reasons would make it my smoke, Jeff.

ALAN: Say - I got an idea, fellas.

LOUISE: Another one of your wild ones, Alan.

ALAN: No, Louise - this is good.

LOUISE: Alright - I'll bite. What

ALAN: How about dedicatin' a song to genuwine Bull Durham tobacco.

(AD LIB - SWEET IDEA ... YOU BET ... ETC)

LOUISE: Swell idea.

JEFF: Sure - can't be anything but "Cowboy's Dream." Let's hear it, boys.

("COWBOY'S DREAM".....)

(INTRODUCE THEME.....)

JEFF: And to the tune o' "Roll On" our singing comes to an end tonight. Sure mighty glad you were with us - 'n don't forget - you'll always find us out here on the rangeland, singin' the songs you like best. We'll be seein' you. Goodnight, folks.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL ... TILL END)

CLIENT: THE AMERICAN TOBACCO COMPANY

CONTINUITY FOR: "RIDING THE RANGE"

SCRIPT # 17

THEME: "RIDING ALONG" THE WESTERNERS

(FADE ON CUE)

ANNOUNCER: The makers of Genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', friends. This is Uncle Jeff again, invitin' you to another rodeo o' song out here in the west. So turn your horses in with the remuda - 'n' come along - Ease down there by the fire and get comfortable. Roll your cigarettes and light up for we're starting off tonight with a grand old song: "The Eyes of Texas Are Upon You." Pull out the stops on this one boys, Let's go.

("THE EYES OF TEXAS ARE UPON YOU" WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: That ought to please everyone for a starter, Uncle Jeff

JEFF: Sure ought, Louise.

ALAN: (URGENTLY) Hey, Louise, don't touch that coffee pot.

LOUISE: Why not ... oh!!

ALAN: Shucks, now - you done let him go.

LOUISE: Of all things! Putting a lizard in the coffee pot.

Come on - clean it now, cowboy.

ALAN: Why, it was only a baby one, Louise. I was gonna bring him to Baldy Davis Junior.

LOUISE: Junior will get along all right for a spell without a lizard.

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JEFF: While Alan's cleaning that coffee pot, how about a song, Louise?

LOUISE: Don't see why not, Uncle Jeff. Let's make it "Lady of Spain."

(AD LIB GENERAL ASSENT)

("LADY OF SPAIN"..... WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: Coffee pot clean, Alan?

ALAN: Sure is, Louise.

JEFF: Good girl. Nothin' I know of goes better with a smoke than a cup o' coffee. Yes sir, men, 'n if you're smokin' genuwine Bull Durham it don't make much difference if the coffee is brewed strong or weak - whether you got cream 'n sugar or not. Bull Durham's got tang 'n taste enough to suit any man. Funny the things you can get along without in this world, without missin' 'em too much. Feather beds - a meal here'n there - a million dollars. But out here on the range it sure would be mighty hard to get along without a sack o' Bull Durham. Yes sir, men, the cook can spoil the grub - you can get bogged down in the bad lands - some other feller might come along 'n steal your best girl, but so long as you've got a sack o' genuwine Bull Durham - well, you can just smoke your troubles away. It's your smoke, men, at your price - just five cents for a big sack and Riz La Croix papers. Buy a sack today. It's plumb easy to roll 'em 'n you'll be proud of the trick once you learn it. Specially when you get the knack o' rollin' with one hand.

LOUISE: You bet, Uncle Jeff.

JEFF: Proud as I am of that voice of yours.

LOUISE: I get it. Whenever you start passing out compliments you're looking for another song.

JEFF: That's it, Louise. What's next.

LOUISE: How would you like "Melody from the Sky?"

JEFF: That ought to be safe enough. Let's hear it.

("MELODY FROM THE SKY.....WESTERNERS)

(CHATTER AFTER SONG)

ALAN: There! Got you - you little devil!

LOUISE: (GROANS) Oh - Alan's caught his lizard again. Where'd you put him now, Alan?

ALAN: In my pocket. Takin' no chances.

JEFF: Then how about takin' a chance on a song?

ALAN: Sure. Make it an old-fashioned hoe-down. I'll call it

LOUISE: You're on, cowboy. "The Arkansas Traveler."

CURT: Let's go.

("ARKANSAS TRAVELER".....WESTERNERS)

(CHATTER AFTER SONG)

LARRY: Sure does.

LOUISE: Say Curt - what did Sandy say in his letter?

CURT: Says he's comin' on back home. Says he's so homesick for one of your songs, he can't stand it no more.

LOUISE: Sandy sure did like to sing.

JEFF: He sure did. Come on - let's finish up with a song for him now.

LOUISE: All right, Uncle Jeff. What do you say to "Sweet Leilani?"

JEFF: Fine, girl. Come on, boys - all together now.

("SWEET LEILANI.....WESTERNERS)

(INTRODUCE THEME....)

JEFF: Well, that brings the fiesta to an end, folks, for tonight. But we'll be back with you again soon, with a new dish o' songs out of the west. Till then - roll along with Bull Durham - and now - good night, folks.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME UP ... TILL END)

AMERICAN TOBACCO COMPANY
"RIDING THE RANGE"
Script #18

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP ... AND OUT)

JEFF: Howdy, folks - this is Uncle Jeff again, sneakin' in a few words before Louise and the boys start their singin'. Just wanted to tell you that we're always mighty proud to have you with us out here on the range. So come along, all you folks who have a hankering for the wind 'n the stars 'n a camp fire out here beneath the sky. We're camped out tonight in the mouth of a box canyon. The cattle are all bedded down - the fire's burnin' bright - 'n the tumbleweeds are driftin' by like lost clouds. It's sure a night to be at peace with the world. What do you say, Louise?

LOUISE: Me and the boys are going to say it with a song, Uncle Jeff.

It's called "Look for the Silver Lining."

JEFF: Go to it, girl.

("LOOK FOR THE SILVER LINING.....WESTERNERS)

JEFF: Yes sir, a man's lucky if he c'n sing that song 'n mean it.

LOUISE: We sure mean it out here on the range.

CURT: What's the commotion down there with the horses?

ALAN: One of the tumbleweeds must of scared 'em.

JEFF: Take a look, Alan.

LOUISE: Let me roll that cigarette for you, Curt.

CURT: You bet, Louise.

MILT: Watch her boys; man oh man is she good.

LOUISE: There ... how's that?

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CURT: You're sure getting good rollin' 'em with one hand, that way.

JEFF: Horses all right, Alan?

ALAN: Everything okay, Jeff.

JEFF: Then let's have another song. How about "Mama Inez?"

(AD LIB HEARTY ASSENT)

("MAMA INEZ".....WESTERNERS)

(AD LIB CHATTER AFTER SONG)

Louise: How do you like my new pony, Uncle Jeff?

JEFF: That piebald? A little wild f'r a girl .. but you got the voice 'n hands to steady him.

CURT: No sense in having a horse that's got no spirit.

JEFF: You're right, Curt. Same thing as smokin' a tobacco that's got no taste. That's why I smoke nothin' but genuwine Bull Durham. It's got everything a man wants in a tobacco - an outdoors tang, 'n plenty o' zip. Like a good cowpony, you don't have t' coax it to deliver. From the first puff it's trigger-fast in givin' you the most in smokin' enjoyment. Wise up to the goodness o' genuwine Bull Durham tobacco, men. Buy a sack today 'n see for yourselves what an independent, chip-on-the-shoulder feelin' it gives you. Yes sir - 30 to 40 of the best cigarettes you ever held a match to, in a sack. 'N the price is only five cents.

LARRY: No matter what you pay, you can't do better than Bull Durham.

JEFF: No sir.

CURT: I'll make a bargain with you, Louise.

LOUISE: What's that, Curt?

CURT: I'll trade you a new bridle for a song.

LOUISE: That's a go. What would you like?

CURT: How about "Buckaroo?"

LOUISE: Don't see why not. You heard him, boys - it's a bargain.
(AD LIB "WE HEARD HIM, LOUISE" ... ETC)

LOUISE. Okay - here goes.

("BUCKAROO".....WESTERNERS)

LOUISE: Well, any other of you boys want to make a trade?

JEFF: Sure I do, Louise.

LOUISE: And what have you got to offer, Uncle Jeff?

JEFF: A pair o' spurs - for "The Twelfth Street Rag." How about it

LOUISE: Sure thing. Hang on.

("TWELFTH STREET RAG".....WESTERNERS)

JEFF: That was the ginger, boys. Say - hold on, here. What
become o' my sack o' Bull Durham?

MILT: I got it, Jeff. Just rolling a cigarette.

JEFF: Oh - go right ahead, son. Help yourself. Yes sir, men -
'n that goes for all of you. Help yourselves to real smokin'
enjoyment by investin' in a sack o' genuwine Bull Durham
tobacco. The price is only five cents 'n with a big sack
'n fine Riz La Croix papers in your pocket, nothin' can
bother you much. You'll be able to grin at the bad breaks
'n take the good breaks in your stride. Yes sir - there's
a powerful lot o' contentment in a sack o' genuwine Bull
Durham - enough tobacco for 30 to 40 cigarettes. That's
real value for your money.

LOUISE: No wonder that's about the only tobacco you see out here
on the range.

JEFF: Yep. Been boss for sixty year 'n more. It's lasted just
like some o' the old-time songs.

LOUISE: Like "Wanderers" and "Red River Valley?"

JEFF: Now, there's a real song - "Red River Valley." Sing it
for me, will you Louise?

LOUISE: Why, sure, Uncle Jeff. Glad to. Come on, boys.

("RED RIVER VALLEY".....WESTERNERS)

(INTRODUCE THEME....)

JEFF: Well, folks, the wind's blowin' up chill from the mesa.
'Bout time we rolled in our blankets 'n turned in. It was
sure fine havin' your company tonight an' we'll be sayin'
"Howdy" again, right soon. Till then - this is Uncle Jeff
sayin' "Goodnight" for Louise 'n the boys.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers
of genuwine Bull Durham tobacco - standard the world over
for three generations - and now only five cents everywhere.

(THEME FULL ... TILL END)

AMERICAN TOBACCO COMPANY
"RIDING THE RANGE"
SCRIPT #19

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Riding The Range" with Louise Massey and the Westerners.

(THEME UP ... AND OUT)

JEFF: Evenin', folks - 'n welcome again to the rangeland. We're always proud to have you share the camp-fire with us, so come along, get comfortable there against the side o' that buckboard, out o' the wind. Keep an eye on the fire - keep your spurs out o' the grub - 'n if our singin' pleases you, why just join in with us - that's all. Ain't that right, Louise?

LOUISE: Right as rain, Uncle Jeff. Hello, everyone. We're going to give you a real welcome tonight with a rousing tune that's part of the old west - "Oh Susannah"!

(AD LIB CHORUS OF ASSENT)

("OH SUSANNAH"WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: What are you so quiet about, Alan?

CURT: Oh, Alan got a shock today.

LOUISE: Yeah? How come?

CURT: He was riding by that dude ranch this morning and there was a lady setting out there in the sun, in awhat was it, Alan? Don't know what you call it. Something that was just a little in front, 'n less than that behind.

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LOUISE: Why, that must have been a sun suit.

CURT: Don't know about that. But from the flush on Alan's face when he rode out o' there - it looked like he had a sun-stroke.

JEFF: You boys better keep away from them dude ranches.

LOUISE: You bet. Come on, Alan. Maybe a song will get you over that shock.

ALAN: I doubt it - but I'll try.

LOUISE: Let's get together on "Dipsy Doodle".

("DIPSY DOODLE" WESTERNERS)

JEFF: (CHUCKLES) Now, if I'd been in that spot this mornin', Alan - know what I would have done?

ALAN: What, Jeff?

JEFF: Rolled me a cigarette, of course. Son, when you get in a ticklish situation like that, there's nothin' that'll steady your nerves like rollin' a cigarette. Yes sir, 'n in any other kind of a spot - whether it's danger or a hard decision to make - or take. Rollin' a genuwine Bull Durham cigarette gives you a chance to think things out. Whatever you do for a living, men - whether you hold down a job in the city - pitch hay on the farm - or wrangle long-horn steers out here on the range - a sack o' genuwine Bull Durham tobacco will give you an edge on the other hands. Anybody c'n roll Bull Durham into as neat a cigarette as you'd want to put a match to. It's dead easy - 'n a lot o' fun, too.

LOUISE: And don't forget, Uncle Jeff - you get 30 to 40 cigarettes in a sack - all for five cents.

CURT: Don't blame you for crowing, Jeff. It's all you say it is.

LARRY: Right. Now - come on, Louise - I'm in a sentimental mood - let's have a sweet song.

LOUISE: You bet, cowboy. What'll it be?

JEFF: Make it another old-timer, Louise.

LOUISE: How about "There's A Home In Wyoming"?

JEFF: Fine! All right boys.

("THERE'S A HOME IN WYOMING".WESTERNERS)

JEFF: Thanks, Louise. Thanks boys. Nothin' like the old time tunes

LARRY: Aw, come on, Jeff. You say that about all of 'em.

JEFF: Guess I do, at that. Must be the way you young folks sing 'em

LOUISE: Foxy, ain't he? That's Uncle Jeff's way of asking for more.

CURT: Let's give him "Davies Tambourie"

(AD LIB ASSENT ...)

("DAVIES TAMBOURIE".WESTERNERS)

JEFF: No sir, men. You don't have to be a millionaire to enjoy the real things in life - like music 'n songs out here under the stars.

LOUISE: And smoking, Uncle Jeff.

JEFF: You're right, there, girl. Five cents will buy me a big sack o' genuwine Bull Durham, overflowing with smoking satisfaction. Yes, sir, and a little book of Riz La Croix papers. You know for forty years I been rollin' my own, out here on the range. 'N I get just as much pleasure out o' this cigarette I'm puffin' on now, as I got out of the first one I ever rolled. That's a real recommendation, pardners - man t' man. Don't feel bad when some plutocrat gives you the dust from his limousine ... there's always the range out here 'n a hoss. 'N when it comes to smokin' - you're king with any man, if you got a sack o' genuwine Bull Durham tobacco in your pocket. They're dead easy to roll. You'll

JEFF:contd.) get the hang of it in a jiffy. Take a tip from an old-timer, men - roll your own - and save your roll - with genuwine BULL DURHAM. It's been standard the world over for three generations.

CURT: And still going strong.

JEFF: You're right, Curt.

LOUISE: Kick up the fire, Alan, 'n get that guitar into action again.

ALAN: What are you aimin' to sing?

LOUISE: Well, the moon's going down and I hear a coyote up there in the hills.

JEFF: That calls for "The Night-Herding song", boys.

LOUISE: I think so, too. Start it up, Alan.

("THE NIGHT HERDING SONG". WESTERNERS)

(INTRODUCE THEME.)

JEFF: Well, folks - the sky is our clock, out here on the range. 'n the stars say it's time to turn in. It was sure fine having you with us tonight 'n we'll be lookin' for you soon again, for another fiesta o' song. Till then - this is Uncle Jeff sayin' - adios.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO CO. -- BULL DURHAM
"RIDIN' THE RANGE"
Script #20

THE WESTERNERS)

(THEME "RIDING ALONG"

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Good evenin', folks - and welcome back to the range. Sure, this is old Uncle Jeff again with his hoss 'n sack o' genuwine Bull Durham, just wantin' to say that Louise 'n the boys have corraled a bunch of songs for you tonight that are just itchin' to be sung. The stars are all out - a big moon's comin' up over the rim of the mesa - 'n the campfire's burnin' bright. (CALLS) Everything's set, Louise, so you'n the boys welcome the folks with that new number - "Heigh Ho."
LOUISE You bet, Uncle Jeff. And a mighty big welcome it's going to be, too. Let's go, boys.

("HEIGH HO".....WESTERNERS)

(CHATTER AFTER SONG)

LARRY: Oh, I forgot to tell you, Jeff - I ran into Sleepy Carson today.

JEFF: You did, huh? 'N what did Sleepy have to say?

LARRY: Nothin' much, Jeff. Said he was too tired to talk.

LOUISE: Sleepy is sure the laziest man I ever saw. Too tired to talk!

CURT: Shucks! That aint nothin'. A while back I ran into Sleepy along the crick trail - 'n would you believe it - he was so tired - he was travelin' along so slow - why dang it all, if a flock o' buzzards weren't followin' him.

LOUISE: Aw - go on, Curt. You're fooling.

CURT: Honest, Louise.

LOUISE: Well, don't you boys get that way. Time for another song.
Let's make it "More Than Ever."
(AD LIB AGREEMENT)

("MORE THAN EVER".....WESTERNERS")

(CHATTER AFTER SONG)

JEFF: (WITH CHUCKLE) You know, boys - I remember once when Sleepy
did snap out of it.

ALAN: Don't believe it, Jeff.

JEFF: Well, it's true enough. Passed me on the trail in a cloud 'o
dust - his sorrel a lather of sweat. You see, he had run
out o' his supply o' Bull Durham 'n was tryin' to make it
into town before the tobacco shop closed. But in all serious-
ness, men, a sack o' genuwine Bull Durham tobacco is really
somethin' to get all het up and excited about. Yes sir,
somethin' to ride a long ways for. Once you've sifted those
golden flakes o' tobacco into a paper 'n rolled yourself a
genuwine Bull Durham cigarette, you'll know what I mean.
Bull Durham is a man's smoke - your smoke - whether you make
your livin' wrestlin' steers out here on the range - or
wrestlin' with any other man-sized job the world over. Sure
it's mild - sure it's mellow - with enough tobacco in a sack
for from 30 to 40 cigarettes - but it's got a tang 'n a punch
that no other tobacco can deliver. It's sure tough to get
caught like Sleepy Carson, Men - without the makin's. So
invest in a sack o' genuwine Bull Durham today. Each sack
will have the little red book o' papers attached, 'n no
matter where you buy it, the price will be only five cents.

CURT: Bull Durham is sure boss out here on the range, Jeff.

ALAN: Here, Louise ... let me help you.

JEFF: Yeah, Louise. Let Alan kick up the fire. You got more im-
portant work to do.

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LOUISE: Yes? What, Uncle Jeff?

JEFF: See boys - woman-like she wants to be coaxed.

LARRY: Shucks, Louise - you know Uncle Jeff - he wants a song.

JEFF: That's right, girl. How about it?

LOUISE: Sure. Here's a song you like, I know. It's called "Ramona."

JEFF: Sure do. Get along with it.

("RAMONA".....WESTERNERS)

(CHATTER AFTER SONG)

ALAN: (IN ANGER) Gosh dang it all, Milt!

JEFF: Hold on, Alan. What's all the cussin' about?

ALAN: Caught my spurs in Milt's bull fiddle 'n like to broke my neck.

MILT: Yeah - but what 'bout my bull fiddle?

LOUISE: (CHUCKLES) Settle the argument later, boys. Let's get together on another tune - "China Boy."

CURT: Sure - come on. Let's go to town on this one.

("CHINA BOY".....WESTERNERS)

(CHATTER AFTER SONG)

ALAN: You keep that bull fiddle o' yours out o' the way, Milt.

MILT: Yeah - 'n you keep them spurs o' yours clear.

JEFF: Now, now, boys. Roll yourselves a cigarette 'n cool off.

ALAN: Now you said somethin', Jeff. Come on, Milt - break out the makin's.

MILT: Sure thing, son.

JEFF: That's the spirit, boys. And pardners, that's always the spirit when there's a sack o' friendly Bull Durham tobacco to pass around. Yes, sir, men - good ol' Bull Durham sure takes the little kinks 'n knots out o' life. Pretty hard to growl when you're puffin' contentment out of a cigarette that's cool 'n mild - yet satisfyin' down to the last puff.

Genuwine Bull Durham is every man's friend - 'n borrowin' or givin' the makin's makes you a friend o' every man. There's something open-handed - generous - sociable about passin' around a sack o' friendly Bull Durham. That's why it's been a man's smoke - standard the world over for three generations - at only five cents a pack.

ALAN: You said it, Jeff. Here, Milt - here's your sack ... Thanks.
MILT: Okay, Alan.
JEFF: Well, boys, let's sneak in one more song.
LOUISE: Sure - I know just the one "Carry Me Back to the Lone Prairie."
(AD LIB AGREEMENT)

("CARRY ME BACK TO THE LONE PRAIRIE".....WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks - the moon's down - 'n it's about time we turned in for the night. It was mighty good havin' you with us - 'n we'll be expectin' you again the next time we get together out here on the range. Till then - Louise 'n me - 'n the boys want to say ... Adios.

(THEME UP ... DOWN ON CUE)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of Genuwine Bull Durham Tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME ... UP TILL END)

THE AMERICAN TOBACCO CO. --- BULL DURHAM
"Ridin' The Range"
Script #21

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME ... UP AND OUT)

JEFF: Howdy, folks - Uncle Jeff, again ... with the same ol' welcome for you all out here on the range. So slip out of your saddles, men - draw up close around the campfire 'n make yourselves to home. Help yourselves to that sack o' genuwine Bull Durham there on that big rock - dig into the doughnuts and cider ... Here, now, you waddies - don't crowd - there's plenty o' room for everybody out here under the stars. (CALLS) Well, Louise- what song are you startin' out with tonight? The boys are rarin' to go.

LOUISE: Something right appropriate, Uncle Jeff - "Pony Boy."

JEFF: Fine, girl. Put your spurs into that one.

("PONY BOY" WESTERNERS)

(CHATTER AFTER SONG)

MILT: Say Jeff, lend me those specks o' yours, will you?

JEFF: Specks? What do you want my specks for?

MILT: Got a post card from that widder woman this mornin'.

LOUISE: An you mean you can't read it without specks?

MILT: Well - yes. You see, Ed Jennings was deliverin' the mail in that old car o' his - 'n on the way the car broke down. He had to take the motor all apart 'n it looks like when he was finished puttin' it to-gether again, he wiped his hands on this post card o' mine.

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JEFF: Well that's too bad, now.

MILT: Sure is. I wrote 'n asked that widder woman about them nine chicks. This is the answer. 'N I still don't know whether she meant hens or kids.

LOUISE: Well, don't worry, Milt. Come on, here's a song that will cheer you up. "My Corasone."

(AD LIB AGREEMENT)

("MY CORASONE"WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: Feel better, Milt?

MILT: Some. I'll feel a lot better soon as I get this cigarette rolled.

JEFF: You're right, Milt. Don't let a little thing like that upset you so long as you got the makin's. Maybe the deliveries ain't too dependable out here on the range but you can always depend on your sack o' genuwine Bull Durham to deliver the most in smokin' enjoyment. Yes sir - no matter what happens, your sack o' Bull Durham will deliver the same satisfyin' steadyin' smoke it delivers when everythin's goin' right. It's a man's smoke, pardners, in good going 'n bad going - the same tangy tobacco that's been standard out here on the range 'n yes, all over the world, too - for 60 years, 'n more. 'N about this matter o' rollin' 'em ... why shucks, it's dead easy. You'll get the trick o' it in a jiffy, 'n by the end o' your first sack you'll probably be rollin' 'em one-handed. And to top all that, there's enough tobacco in a sack to roll from 30 to 40 cigarettes.

CURT: And don't forget, Jeff. - a sack costs only 5 cents.

JEFF: That's all, son.

LOUISE: Look, Uncle Jeff - did you ever see such a beautiful moon?

JEFF: Eh...what? Sure it's a beautiful moon. But what are you sighin' at it for?

CURT: That's what I want to know, Louise.

LOUISE: (EMBARRASSED) Why - why - I wasn't sighing, Uncle Jeff.

JEFF: No matter if you were, girl. I used to sigh at the moon myself, once. You know, that moon calls for a song.

LOUISE: It sure does. And I know just the one. "Chapel in the Moonlight."

(AD LIB AGREEMENT)

("CHAPEL IN THE MOONLIGHT" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: That was mighty pretty, Louise.

CURT: I'll say it was.

LARRY: Deserves an encore.

JEFF: It sure does, Louise. How about somethin' snappy now. Somethin' like "Swinging in the Corn?"

(AD LIB GENERAL AGREEMENT)

("SWINGING IN THE CORN" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir - that song deserves a smoke all around. So roll 'em boys, 'n light up.

LOUISE: Let me roll that one for you, Uncle Jeff.

JEFF: Sure, Louise. You know, you roll a right tolerable cigarette Easy, isn't it, girl?

LOUISE: Dead easy, Uncle Jerr -- and fun.

Insert

JEFF: That was mighty pretty, Louise.

CURT: I'll say it was. Deserves an encore.

LARRY: Well, boys, we got the brandin' all done 'n I feel like celebratin' with somethin' snappy.

LOUISE: You do, eh? Well, I know just what the doctor ordered.
"Swinging In the Corn."

(AD LIB AGREEMENT)

("SWINGING IN THE CORN" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, that song deserves a smoke all around. So roll 'em boys, 'n light up.

LOUISE: Let me roll that one for you, Uncle Jeff.

JEFF: Sure. But gettin' back to brandin', Larry - our brandin' might be done for the season but I know one brandin' job that's gonna keep right on goin'.

LARRY: What one's that, Jeff?

JEFF: Puttin' the brand - the little round tag - on all the sacks o' genuwine Bull Durham tobacco that are goin' to be sold all over the world. That's a mighty important job, too. You all know what the brand on the hide of a steer means - it stands for the reputation a man has built up through the years.- his reputation for square dealin' 'n square shootin'. 'N the same thing applies to the brand on a sack of genuine Bull Durham. It isn't put there just to fancy up the sack, pardners. It's put there to tell you that the makers o' genuine Bull Durham stand four-square behind it for full, honest value. It's their seal - their way o' tellin' you that they're as proud o' makin' and sellin' Bull Durham as you'll be proud o' smokin' it. 'N the price is only five cents everywhere, includin' a batch o' Riz La Croix papers that come attached to the sack.

JEFF: Louise is right, men. Anybody can roll himself a crackerjack cigarette if he uses genuwine Bull Durham tobacco 'n one o' the batch o' Riz La Croix papers that come attached to the sack. Yes sir - a cigarette that you'll be proud of - a cigarette that's got the tang o' the wide open spaces about it. You know, pardners, there's something psy-cho-log-ical about rollin' your own. It gives you that independent, divil-may-care, chip on the shoulder feelin' that makes you sail into the toughest job knowin' that you can lick it. Take a tip from an old timer, men, invest in a sack o' genuine Bull Durham today. The price is only five cents everywhere.

LOUISE: Here it is, Uncle Jeff. How's that for a cigarette?

JEFF: Fine, girl. Couldn't have rolled a better one myself.
(SOUND OF MATCH) 'N now there's only one thing else I'm askin' you for.

LOUISE: Sure - I knowa song. Curt is got one all ready for you. It's called "Ten Pretty Girls."

JEFF: Well, that sounds interestin'. Let's hear it.

("TEN PRETTY GIRLS" WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks - the moon's disappeared behind a bank of clouds, the fire's dyin' down an' the shadows are creepin' closer. Time we rolled in - 'n time we said good night. We'll be lookin' for you soon again. Until then - me 'n Louise 'n the boys want to wish you - happy smokin'.

(THEME UP AND DOWN ON CUE)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham Tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME UPTILL END)

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AMERICAN TOBACCO
BULL DURHAM - "THE WESTERNERS"
SCRIPT #22

(THEME "RIDING ALONG" WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks - this is Uncle Jeff again - happy to welcome you back to the rangeland. I'm sure mighty glad to see so many sacks of genuwine Bull Durham goin' the rounds. You've got the idea, pardners - a sack of genuwine Bull Durham is your passport to the range out here. So come on - crowd up close around the fire. Louise 'n the boys are hitting the trail tonight with with what's it goin' to be Louise?

LOUISE: A grand old song, Uncle Jeff - "Hallelujah".

JEFF: Fine, girl. Whoop it up.

("HALLELUJAH" WESTERNERS)

(AD LIB CHATTER AFTER SONG)

LARRY: Man, Oh, Man! They're sure riding Sam down at the Lazy Q

LOUISE: Who do you mean - the cook?

LARRY: Yeah - Sam sure is a superstitious cuss.

CURT: Why - what did he do?

LARRY: There was a ladder leaning against the side of the cook shack. He walks around it - and falls right in a bucket of red paint. When he sits down to eat, he makes thirteen at the table - so he chokes on a bone.

MILT: Then he goes hunting for a four-leaf clover and a hornet stings him.

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CURT: Sure run of tough luck.

LARRY: That ain't the half of it. He sees a horse shoe leaning up against a boulder. When he goes to pick it up - by jumping horn toads - the great grand-daddy of all the rattlers that ever was, rears up behind that rock ... and Sam's running yet

LOUISE: It's a shame the way you boys laugh at Sam. Come on - better sing.

JEFF: That's right, boys. How about "Strawberry Roan"?

(AD LIB AGREEMENT)

("STRAWBERRY ROAN" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Gettin' back to Sam, boys - he may have a lot of foolish notions about a lot of things. But there's one thing he's dead right about - 'n that's tobacco. He smokes nothin' but genuwine Bull Durham. Says that siftin' Bull Durham in a cigarette paper is just like puttin' sugar in your coffee or salt on your spuds. Sam's a might good cook but he admits that no meal is complete unless it's topped off with a cigarette rolled out o' those golden flakes o' genuwine Bull Durham tobacco. Yes sir, men - Sam knows what he's talkin' about. There's nothin' like a Bull Durham cigarette to start the day off right. It'll keep step with you through the hardest day's work, no matter how much you smoke. 'N the last thing at night . . man, that last drag before you roll up in your blankets, sure makes for peaceful sleepin'.

CURT: Sure does, Jeff.

JEFF: No matter how you look at it, pardners - genuwine Bull Durham is your smoke at your price. For you get a big sack, with enough tobacco to roll from 30 to 40 cigarettes, all for five cents. Am I right, boys?

(AD LIB"RIGHT AS RAIN", "SURE AS SHOOTIN'", ETC)

JEFF: Good. Seein' as how we're all agreed on that, let's give Louise a break.

LOUISE: How come, Uncle Jeff?

JEFF: Oh, I heard you practisin' on a song along the trail today.

LOUISE: You mean, "Old Spinning Wheel".

JEFF: Yep. That's it. Sohnded mighty nice, Louise. Why don't you sing it for the folks 'n give 'em a treat?

LOUISE: Sure thing, Uncle Jeff. Here goes.

("OLD SPINNING WHEEL" WESTERNERS)

JEFF: I bet they liked that one, Louise.

LOUISE: I hope so.

MILT: Say, Alan wat'ja cleanin' that rifle with?

ALAN: I don't know an old rag I found.

MILT: An old rag - why lop-eared coyote that's a new scarf I just bought. Better get into that "Mustang Stampede" fast.

(AD LIB NOISY APPROVAL)

Jeff: Look out boys - Milt is on the warpath.

("MUSTANG STAMPEDE" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: That tune sure packs a lot of pep, boys.

ALAN: Like the Bull Durham cigarette I'm rolling, eh, Jeff?

JEFF: Well, I'll tell you, Alan - genuwine Bull Durham tobacco is a lot like music and singing out here on the range. You see, it all depends on the mood you're in. If you're blue 'n down in the dumps - a deep drag on a genuwine Bull Durham cigarett

JEFF: (continued) will sure cheer you up. Just like a good fast number. On the other hand, if you're all excited an' hot under the collar about something that's gone wrong - well, a nifty Bull Durham cigarette will calm you down. Just like one o' them waltzes you sing. Yes sir, men - genuwine BULL DURHAM is every man's smoke, from sun-up to sun-down. It's been boss out here on the range f'r sixty years 'n more, 'n you'll find it wherever strong-handed, hard-workin' men gather together to do the real work of the world. Invest in a sack today a packet of Riz La Croix papers is attached 'n the price is only five cents.

CURT: You said it, Jeff. Bull Durham is the right smoke at the right price.

JEFF: Yes son - 'n always will be.

LOUISE: Well, Uncle Jeff - I think this is the right time for a tune.

JEFF: Why, :bless your heart, Louise, so do I. What's it goin' to be
(BOYS AD LIB SEVERAL TITLES)

LOUISE: No. I'll pick one. Curt, will you sing "I Can Dream, Can't I?"

(AD LIB AGREEMENT)

("I CAN DREAM, CAN'T I?" WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks - guess that's all for tonight. Mighty nice of you to have visited with us for a spell. 'N don't forget to drop your reins at the campfire again for another evenin' o' song. Till then - this is th old Jeff biddin' you -
Goodnight.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

AMERICAN TOBACCO CO
BULL DURHAM - "THE WESTERNERS"
SCRIPT 23

(THEME "RIDING ALONG". . . . WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEMEUP AND OUT)

JEFF: Evenin', folks. Sure, it's old Jeff again callin' you to another fiesta o' song out here on the range. We're always mighty proud to have you with us out here in the west, so pull up close around the fire 'n get comfortable. We've made camp tonight at the little line shack up Echo Canyon - 'n the stars are hangin' so low you can reach up 'n grab a fist full of 'em. By Joe, those stars make you glad you're alive - make you want to sing. Come on, Louise - say your piece 'n then let's get under way with a song.

LOUISE: Sure thing, Uncle Jeff. Hello everyone. We're hitting the trail tonight with "You're an Education."

("YOU'RE AN EDUCATION"WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: What are you looking for, Curt?

CURT: Oh - I'm just checkin' up.

LOUISE: On what?

CURT: On what the pack-rats got away with since we been here last. Man, oh, man!

LOUISE: Well, what did they take?

CURT: Well, as far as I can figure, them critters made off with a pair o' socks - two bars of soap - one can-opener 'n Larry's

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CURT: (continued) old safety razor.

LARRY: Well, if that razor pulls Mr. Rat's whiskers the way it pulled mine - he'll sure get what's comin' to him.

JEFF: He sure will, son. Well, Let's get along with another song.

LOUISE: Sure. Let's make it "Carry Me Over the Warm Desert Sand".

(AD LIB AGREEMENT)

("CARRY ME OVER THE WARM DESERT SAND".WESTERNERS)

(CHATTER AFTER SONG)

CURT: Yes sir- them pack rats are sure smart-critters.

ALAN: Know what they want -'n get it, somehow.

JEFF: Yep. 'N speakin' o' bein' smart, men - it's smart to know the tobacco that gives you the most in smokin' enjoyment. 'N it's smart to pay no more than a nickel for a big sack that'll make at least 30 cigarettes - 40 if you're good at rollin' 'em. Sure - you've guessed it - I'm speakin' o' genuwine Bull Durham. Take a tip from an old timer, pardners Bull Durham is a real smoke. There's somethin' about siftin' those golden flakes o' tobacco into a Riz La Croix paper - rollin' it up 'n down for a moment - twistin' the end 'n lightin' up (SOUND OF MATCH) (SIGHS) Shucks men - it's just the smart thing to do, that's all.

CURT: And you don't need no college education to tell you so, either, Jeff.

JEFF: No sir, son. Just plain hoss sense. 'N you know, Louise, there's somethin' smart you can do right now.

LOUISE: Yes? What's that, Uncle Jeff?

JEFF: (CHUCKLES) Why, sing a song, o' course.

(AD LIB BOYS URGING HER)

LOUISE: Well, how would you like "Just a Memory"?

JEFF: That would just about hit the spot, Louise. Get along with it

("JUST A MEMORY" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: That was mighty nice, Louise.

ALAN: Say, Louise, did you hear the latest about Baldy Davis Junior

LOUISE: No. What did he do now?

ALAN: Well, he ain't Baldy no more. He's growed a hair plumb on th
top o' his head.

JEFF: Man, I'll bet his daddy's proud o' that.

ALAN: He sure is.

LOUISE: Well, let's make Uncle Jeff proud of the next tune.

CURT: You said it, Louise. What'll it be?

LOUISE: "Steamboat Bill."

("STEAMBOAT BILL" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, Louise. I sure am proud o' that music. Seems like
it was made for the rangeland out here. Like genuwine Bull
Durham tobacco. That's something else I'm proud of. I been
carryin' genuwine Bull Durham around with me for 40 years
'n more. For Bull Durham is one tobacco you won't tire of,
men, no matter how much you smoke under the pressure of a
hard day's work. Each cigarette has the tang 'n zest of the
one before. We know out here on the range. When you been
breathin' in the sand 'n the dust o' the trail all day,
a tobacco's got^{to} taste good to a parched throat. 'N Bull
Durham does. So get in step with the rest of us waddies
out here men. Invest in a sack o' genuwine Bull Durham
tobacco today. It's been standard the world over for three
generations - 'n the price is only five cents.

MILT: Yes sir, Jeff - every man's smoke at every man's price.

LOUISE: And here's every man's song to go along with that smoke.

JEFF: Which one's that, Louise?

LOUISE: "Ridin' For The River".

JEFF: By jumpin' horn toads, I think you're right, girl. Let's hear it.

("RIDIN' FOR THE RIVER".WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks - it's about time we bedded down in our blanket rolls. It was mighty good havin' you with us tonight 'n we'll be lookin' for you next time we get together out here on the range. Till then - roll your own 'n save your roll. And now -- goodnight, folks.

(THEMEUP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations ... and now only five cents everywhere.

(THEMEFULL TILL END)

THE AMERICAN TOBACCO COMPANY - BULL DURHAM

"RIDIN' THE RANGE"

Script #24

(THEME "RIDING ALONG" THE WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin' folks - Uncle Jeff again, with the same hearty welcome for you all. We're always mighty proud to have you with us out here on the range. Nothin' like an evenin' o' song around the campfire - with the stars lookin' down at you - 'n the sands whisperin' - 'n maybe a coyote or two doin' some singin' on their own out in the brush. So ease out o' your saddles men, 'n get comfortable. Kep an eye on the fire now, while Louise 'n the boys go to work on their first song. What's it goin' to be, Louise?

LOUISE: Something gay, Uncle Jeff. "With Plenty of Money and You."

JEFF: That's sure a mighty nice combination, Louise. Get along wit it.

("WITH PLENTY OF MONEY AND YOU". THE WESTERNERS)

(CHATTER AFTER SONG)

ALAN: Boy! I got some big news for you tonight.

LOUISE: What's that, Alan?

ALAN: (CONFIDENTIALLY) Milt got a picture o' that widder woman, today.

CURT: Yeah? How is she, Milt?

MILT: Why she's beautiful -- she's gorgeousex .. exquisite... she's a dream

CURT: Yeah -- but what I want to know - is what does she look like?
(LAUGH)

JEFF: Come on, boys. You been ridin' Milt enough. Let's see if you
can ride this next number - "Loco Range."

LARRY: We can sure ride that one, Jeff. Let's whoop it up, boys.

("LOCO RANGE".THE WESTERNERS)

(CHATTER AFTER SONG)

MILT: How was that, Jeff:

JEFF: You sure put the finishin' touches on that one, all right.
"LOCO RANGE," eh? (CHUCKLES) That's just about what
the range would be if everybody run out o' their Bull Durham
tobacco. That would be a real tragedy. For there's nothin'
to make a hard job seem easy - nothin' to take the growl out
o' life 'n put a grin on your lips - like the right cigarette.
'N out here on the range that means a cigarette rolled out o'
genuwine Bull Durham tobacco. Yes sir, men -- Bull Durham
'n me have been pardners for 40 years -- through thick 'n
thin -- good times 'n bad. 'n when you stick by a thing
that long it's got to have somethin' to recommend it. 'N
genuwine Bull Durham has. For taste, you can't beat its
tangy zest. For economy - 30 to 40 o' the neatest cigarettes
you ever put a match to, 'N for price -- well -- a big sack
costs only five cents

CURT: And for satisfaction that independent feelin' o' rollin'
your own.

JEFF: Right you are, Curt.

LOUISE: Well, I'm giving notice of my independence now.

ALAN: How come, Louise?

LOUISE: I'm going to sing a song.

JEFF: Good girl. We'll all take a back seat for that. What's it going to be?

LOUISE: "The One Rose."

JEFF: Fine. Go right ahead, Louise.

("THE ONE ROSE"LOUISE)

(CHATTER AFTER SONG)

JEFF: Mighty pretty, Louise.

CURT: The One Rose -- and the one girl to sing it.

ALAN: Curst must o' been readin' up on that poet feller again.

CURT: Aww - go on. You're jealous, that's all, Alan. Ain't he, Louise?

LOUISE: Sure he is, Curt.

JEFF: Well, to settle the matter, let's play a tune we can all go to work on. How about a hoe-down?

LARRY: Now you said something, Jeff. Let's make it "Sally John"

("SALLY JOHN")THE WESTERNERS)

(CHATTER AFTER SONG)

JEFF: There's sure nothin' like a hoe-down, to get the kinks out o' your legs.

LARRY: You can't go wrong with a tune like that, Jeff.

JEFF: Nope - 'n you can't go wrong on a genuwine Bull Durham cigarette when you're all through whirling your partner around. Yes sir -- a cracker-jack Bull Durham cigarette sure tops off an evenin' o' fun. 'N there's nothin' more friendly or sociable you can do at a gatherin', than to pass around the makin's 'n those Riz La Croix papers. Take a tip from Uncle Jeff, men -- no matter whether you're hitting the high spots or the low spots along the trail, invest in a sack

JEFF: (continued) o' genuwine Bull Durham tobacco 'n start rollin' your own. It's every man's tobacco for every kind o' goin' -- at every man's price ... five cents. 'N that's why it's been standard the world over for three generations 'n more.

CURT: You said it, Jeff. Good old Bull Durham never let a man down yet.

JEFF: And never will, son. And you, Louise

LOUISE: Yes, Uncle Jeff?

JEFF: You wouldn't let an old cowhand down either, would you?

LOUISE: Of course not.

JEFF: Then how about a song, girl?

LOUISE: I was just going to say that myself. What would you like?

JEFF: How does "On the Alamo" strike you?

(AD LIB AGREEMENT FROM ALL)

"ON THE ALAMO".THE WESTERNERS)

(CHATTER AFTER SONG)

(INTRODUCE THEME)

JEFF: Well, folks -- guess that's all for tonight. Sure glad you joined in with us again. 'N we'll be lookin' for you all the next time we get together around the campfire out here on the range. Till then -- Louise - 'N me - 'n the boys want to say -- good night, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations -- and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY - BULL DURHAM

"RIDIN' THE RANGE"

SCRIPT #25

(THEME "RIDING ALONG" THE WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, friends - that old cowhand Uncle Jeff again, with his boots 'n Stetson - glad to welcome you back to the range for another get-together o' song. The work's all done for the day -- the campfire's burnin' bright - 'n Louise 'n the boys have roped a brand new bunch o' songs for you. So come along Louise -- say hello to everyone 'n then give 'em a real welcome with a fast number.

LOUISE: Glad to, Uncle Jeff. Hello folks - and welcome to the range Uncle Jeff gives the orders around here - so here goes with "Have You Got Any Castles Baby?"

("HAVE YOU GOT ANY CASTLES BABY?" THE WESTERNERS)

(CHATTER AFTER SONG)

ALAN: Say, Jeff, hear about Shorty Andrews passin' up a million dollars?

JEFF: A Million dollars?

ALAN: Well -- more or less.

JEFF: How come?

ALAN: Well, you see, one o' them geologist fellows told Shorty as how there was oil on his land if only he'd drill for it...but Shorty said nothin' doin'.

LOUISE: Why not?

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ALAN: Well, he said that when he was a kid, his maw gave him minera oil -- then when he was a little bit older he had a dozen oil lamps to clean every morning before breakfast -- 'n then when he run for sheriff he passed out so much oil his-self he wants no more to do with it now.

JEFF: Well, I can't say that I blame Shorty much. I don't want no million dollars, either. All I want right now is a song.

LOUISE: That's easy, Uncle Jeff. Listen to this next one.

"Flapperette"

("FLAPPERETTE". THE WESTERNERS)

(CHATTER AFTER SONG)

JEFF: You know, boys, that story o' Shorty turnin' down that millio dollars has got me to thinkin'!

LOUISE: About what, Uncle Jeff?

JEFF: Well, I'll tell you, Louise. There's been an awful lot o' prospectin' 'n wild-cattin' out here in the west. For gold 'n silver, 'n oil. But by jumpin' horn-toads, the biggest strike that was ever made was when the first prospector discovered the golden flakes in a sack o' genuwine Bull Durham tobacco. Yes sir, that hombre sure hit a vein o' pure ore that'll never peter out. It's been yieldin' more 'n more o' pure smokin' enjoyment each year. As far as us waddies out here on the range are concerned, genuwine Bull Durham has brought more joy, 'n peace, 'n contentment than all the gold that was ever dug out o' the ground. Yes sir, pardners, good old Bull Durham is the ideal smoke wherever men work together. Shoulder to shoulder. 'N you don't have to have a gold mine or an oil well to be tops with any other man when it comes to smokin', for a big sack o' genuwine Bull Durham costs only five cents.

LARRY: 'N don't forget, Jeff, cigarettes are dead easy to roll with Bull.

JEFF: Right, son. Just as easy as listenin' to Louise sing.

LOUISE: Is that a hint, Uncle Jeff?

JEFF: It sure is, girl. What are you goin' to do for us?

LOUISE: An old song I haven't sung in a long time - "Peg O' My Heart."

JEFF: Elegant, Louise.

("PEG O' MY HEART". LOUISE)

(CHATTER AFTER SONG)

JEFF: Thanks, Louise - that sure hit the spot.

LOUISE: Oh you haven't heard anything yet, Uncle Jeff.

JEFF: What's come up now.

LOUISE: Alan's got somethin' very special - "I'll Be Hanged If They're Goin' to Hang Me"

("I'LL BE HANGED IF THEY'RE GOIN' TO HANG ME"). WESTERNERS

(CHATTER AFTER SONG)

LOUISE: How was that Uncle Jeff?

JEFF: Great gal - But I hope that hangin' talk won't frighten some o' the girls I been seein' at the dude ranches.

CURT: Oh, them dude ranches ain't so bad, Jeff. They're rollin' a lot o' cigarettes out o' Bull Durham.

JEFF: Well, if they stay out here on the range long enough, we'll make real westerners out of 'em. If they're rollin' 'em with genuwine Bull Durham, they've made a good start. That old Bull Durham tag hangin' out of a shirt pocket is sure a sign you belong -- not only to the brotherhood o' the range but to that bigger brotherhood of earnest, hard-workin' men you'll find all over the world, wherever there's a man's job to be done. It's easy, men, to join up. All you got to

JEFF: do is invest in a sack of genuwine Bull Durham with the little red book of papers attached. It's standard the world over and the world over the price is only five cents.

CURT: You said it, Jeff. Bull Durham is as much a part o' the west as sand and sage brush.

LOUISE: And singing around a fire at night.

CURT: That's right, Louise. And that reminds me

ALAN: What? That poet feller, again?

CURT: Nope. A song I been practicin' for Louise.

LOUISE: Which one is that, Curt?

CURT: "Rose of the Rio Grande" and I mean it.

LOUISE: Come on, Curt, you'd better sing it, not say it.

("ROSE OF THE RIO GRANDE". CURT)

(INTRODUCE THEME)

JEFF: Well, I reckon we got to say good night to you all, Folks. It was mighty fine havin' you with us 'N we'll be expectin' you the next time we get together 'round the campfire out here on the range. Till then, roll your own with genuwine Bull Durham -- and now good night, folks.

(THEME UP AND UNDER)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco -- standard the world over for three generations -- and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY -- BULL DURHAM

"RIDIN' THE RANGE"

SCRIPT #26

(THEME "RIDING ALONG" THE WESTERNERS)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations -- present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, folks - Uncle Jeff again, speakin' to you from out on the range. Man, it's sure a grand night out here under the stars - with a big moon clearin' the rim o' the canyon. Couldn't ask for a better settin' for an evenin' o' song. So come on, Louise - say your piece - 'n then give the folks a real welcome with a song.

LOUISE: You bet, Uncle Jeff. Hello everybody. Mighty glad to have you with us again. So join right in with us on our first number. It's called "Down Yonder." We're off, boys.

("DOWN YONDER" THE WESTERNERS)

(CHATTERAFTER SONG)

JEFF: Well, that's what I call gettin' off to a good start.

ALAN: Say, fellows, hear about the ruckus in town yesterday?

LOUISE: No. What happened?

ALAN: Oh, some of the boys started a little poker session in Hank's livery stable 'n the first hand everybody started bettin' their fool heads off. When all the money was on the table there was a show-down 'n both Shorty Andrews 'n Steve Darrel turned up four aces.

CURT: Hot dog!

ALAN: Yeah, 'n when the shootin' was all over, somebody found out they was playin' poker with a pinochle deck.

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LOUISE: Well, we're not going to make any mistakes about this next number. It's a Mexican tune and it's called "Mi Sombrero."

LARRY: Well, my hat's in the ring. Let's go, boys.

(MI SOMBRERO" THE WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Gettin' back to that poker-pinochle session, Alan - there's only one game I know of where everybody gets four aces - 'n that's the game o' rollin' your own with genuwine Bull Durham tobacco. Yes sir, men, deal yourselves in on the most popular pastime out here on the range. You can't lose for you're sittin' on the world with the biggest four aces a smoker ever had. Look at this for a hand. Taste - the tangiest cigarette you ever held match to. Economy - 30 to 40 cigarettes in a sack. Convenience - a packet of Riz La Croix papers with every sack. Price - the ante is only a nickel, no matter where you buy. Yes sir, pardners, 'n when you're sittin' behind a pat hand as powerful as that - no man can bluff you. No - nor no job, no matter how tough it is. Genuwine Bull Durham is your smoke, men, at your price. 'N it's dead easy to roll. That's why it's been standard the world over for three generations 'n more.

CURT: That sure is right, Jeff. But you forgot somethin'.

JEFF: Eh --? Forgot somethin'?

CURT: Yeah, the fun that goes along with them four aces.

JEFF: And what's that, son?

CURT: The fun of rollin' 'em, Jeff.

JEFF: By Joe! You're right, Curt. It is fun. And more fun when you get the hang of rollin' 'em one-handed.

LARRY: Well, let's keep that fun goin'. Let's get Louise to sing a song.

(AD LIB BOYS URGE LOUISE)

LOUISE: Sure -- now don't crowd me, cowboys. What do you want?

JEFF: Here's a song I got a hankerin' for -- "Jeanine"

(AD LIB AGREEMENT BY ALL)

LOUISE: Okay, Uncle Jeff. Here goes.

("JEANINE" THE WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Thanks, Louise. I like that song better each time you sing it

MILT: My turn to name one, now.

LOUISE: And what are you hankering for, Milt?

MILT: That buzz-saw tune called "Great Grandad."

(AD LIB AGREEMENT)

("GREAT GRANDAD" THE WESTERNERS)

(CHATTER AFTER SONG)

MILT: How was that, Jeff?

JEFF: Couldn't have been better, Milt. 'N while I'm at it I just want to say that genuwine Bull Durham is the great grandad of all cigarette tobaccos. 'N with good reason, too. There's somethin' four square 'n honest about genuwine Bull Durham, pardners, that appeals to a man. 'N once he's sampled the goodness 'n satisfaction in a cigarette he's rolled for himself, he'll stick to genuwine Bull Durham just like Bull Durham will stick to him through the good goin' and the bad goin' ... from sun-up to sun-down. There's no show or fuss about Bull Durham, men. Nothin' fancy in name, package or price. (CONFIDENTIALLY) Everything's in the tobacco. 'N good tobacco is what we smoke out here on the range .. at only five cents a sack.

CURT: You said it, Jeff. A cowboy without his sack o' Bull is like a ... a ...

JEFF: An evenin' around the campfire without a song.

LOUISE: I get you, Uncle Jeff.

JEFF: Good girl.

CURT: How about singin' this song for me, Louise?

LOUISE: Don't mind if I do, Curt. What would you like?

CURT: Somethin' pretty -- like "I See Your Face Before Me."

ALAN: There goes Curt and that poet feller again. Well, let's go, Louise.

("I SEE YOUR FACE BEFORE ME"THE WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks, the moon is sailin' clear, now -- 'n the campfire is dyin' down. Time we rolled up in our blankets 'n turned in. Mighty glad to have had you with us tonight. 'N don't forget -- come again. We'll have a new assortment o' songs for you next time. Till then, Louise 'n me 'n the boys want to say - good night, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO CO. - BULL DURHAM

"RIDIN' THE RANGE"
Script #27

(THEME RIDING ALONG THE WESTERNERS)
(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham Tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks - Uncle Jeff again, welcomin' you to another fiesta o' song out here on the range. So slip out of your saddles, men, 'n get comfortable around the campfire. That's right - better get them cigarettes rolled, for Louise 'n the boys are all set to roll along with their first number. What's it goin' to be, Louise?

LOUISE: A song with lots o' rhythm Uncle Jeff. It's called "Just a Simple Melody."

JEFF: Well, that's the way to start things goin'. Get along with it ("JUST A SIMPLE MELODY" THE WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: How was that for a starter, Uncle Jeff?

JEFF: Grand, Louise.

ALAN: Say - what happened to Chuck Saunders? Ran into him today 'n he had a tooth missin' 'n two black eyes.

CURT: Ain't you heard?

LOUISE: No - what happened?

CURT (CHUCKLES) Well, Ma Davis asked him to ride into town to get some things she needed for Baldy Davis Junior. Gave him a list. But Chuck didn't look at it till he got in the store. 'N then he was really stuck. Two papers o' safety pins - a can o' talcum powder - a nursing bottle, 'n sech stuff. Well, the

CURT: (continued) boys started kidding Chuck and he had to lick six guys 'n the sheriff before he could get out o' town.

ALAN: Chuck is sure some scrapper when he gets started.

LOUISE: I think you men are silly - afraid to buy some safety-pins. You better get started on the next number.

LARRY: Well, that is an idea, Louise. What's it going to be?

LOUISE: "Uncle Elmer's Almanac" has some good advise for us. Let's go to town on it.

("UNCLE ELMER'S ALMANAC" THE WESTERNERS)

(CHATTER AFTER SONG)

JEFF: That was fine, boys. Thanks, Louise. That number deserves a smoke all around. Roll 'em 'n light up, cowboys. (CHUCKLES)

LOUISE: What are you laughing at, Uncle Jeff?

JEFF: I was just thinkin' o' Chuck 'n those safety pins. Funny how sensitive a man can be about some things.

LOUISE: Silly, you mean.

JEFF: Well, maybe you're right, Louise. But a sack o' genuwine BULL DURHAM now. There's one item you can call for, slap your nickel on the counter, 'n know that you're goin' to get some real enjoyment. For genuwine Bull Durham is a man's smok - and has been a man's smoke the world over for 60 years 'n more. Sure it's mild - sure it's mellow. But every puff's got the tang and sparkle o' all outdoors in it, 'n when it comes to this matter o' rollin' 'em -- why it's dead easy, mer 'N nothin' can give you that confident, sure feelin' that you can lick any job, ho matter how tough, like havin' the Bull Durham tag hangin' out o' your shirt pocket. It's a badge we all respect out here on the range, pardners. So get in step with the rest of us. Buy a sack o' genuwine Bull Durham today, men, with Riz La Croix papers attached. The price is only five cents.

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LARRY: Yes sir, Jeff - 'n they'll be proud o' gettin' 30 cigarettes out of a sack, 'n 40 if you're good at rollin'.

JEFF: Of course they will, Larry. Now where's Louise?

LOUISE: Here I am, Uncle Jeff. Fixing the coffee.

JEFF: Let it boil for a minute, girl ...it'll taste better after the next song. You know what I'd like to hear?

LOUISE: What, Uncle Jeff?

JEFF: Somethin' you haven't sung in a long time - "Wild Western Moonlight."

LOUISE: Well, that's easy to remedy. Come on, boys. Join in with me.

("WILD WESTERN MOONLIGHT" THE WESTERNERS)

(AD LIB CHATTER)

JEFF: Thanks, Louise. That just about makes things complete.

CURT: Shucks, Louise - we run out o' sugar.

ALAN: There you go - spoilin' it all.

LARRY: Well, here's a song that will sweeten your coffee for you, Curt. "Darktown Strutter's Ball"

JEFF: It sure will. Sing it, you young uns.

(AD LIB AGREEMENT)

("DARKTOWN STRUTTER'S BALL" THE WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Thank you, boys. (SIGHS) Come over here, Louise, 'n sit down by your Uncle Jeff.

LOUISE: Sure thing.

JEFF: There -- comfortable, girl? You know, Louise - life's pretty good to us out here on the range. The stars overhead - the campfire - a song or two.

LOUISE: And that genuwine Bull Durham cigarette you're rolling.

JEFF: That's it, girl. 'N the best part about it all is that everybody can enjoy these things. The stare are free - the campfire's free - and a sack o' genuwine Bull Durham costs only five cents. Yes sir, men - 'n if you have the sack the singin' will come as natural as sun-up and sun-down. Take a tip from an old-timer, pardners -- if the goin' is tough - don't quit -- just invest a nickel in a sack o' genuwine Bull Durham tobacco. You'll be surprised how this man's smoke will help you over the rough spots along the trail

ALAN: It sure will, Jeff.

CURT: Speakin' about tough goin', Jeff, I seem to be havin' a little difficulty with Louise.

JEFF: Why -- what's the matter, son?

CURT: Oh -- you know how it is, Jeff.

JEFF: Well, in that case, son, I'd recommend a song.

CURT: That's what I thought. How do you think "I Simply Adore You" would be?

LOUISE: Curt - please!

JEFF: I think that ought to just about do the trick.

CURT: Okay, Louise -- here goes.

("I SIMPLY ADORE YOU" CURT)

(INTRODUCE THEME)

JEFF: From the way the moon's gone down, I'd say that's all for tonight, folks. We were mighty glad havin' you with us again. 'n be sure to gather round the campfire with us soon again for another evenin' o' song. Till then -- this is Uncle Jeff wish in' you happy smokin' -- and a happy good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over

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ANNOUNCER: (continued) for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY

"RIDIN' THE RANGE" - BULL DURHAM

Script #28

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range", with Louise Massey and The Westerners.

(THEME UP AND OUT)

JEFF: Good evenin', friends. Sure - I knew you'd be looking for Uncle Jeff again. Well, folks - we're all set out here on the range for another evenin' o' song - and we're mighty glad to have you with us. So unsaddle your horses 'n stretch those legs o' yours before the fire while Louise says hello.

LOUISE: Hello, everyone. It's sure grand to welcome you all again and the best way I know of telling you is with a song. Come on, boys - let's give 'em "Polly Wolly Doodle."

SONG: ("POLLY WOLLY DOODLE")

(CHATTER AFTER SONG)

JEFF: That was the ticket, Louise.

CURT: Well, Jeff, it looks like Shad McGowan has gone to the dogs at last.

JEFF: Well, I been expectin' that for a long time - but how come?

CURT: That twister we had yesterday.

JEFF: Say - that's too bad. Did it wreck him much?

CURT: Well, not too bad. You know, Shad spent a pile o' money on that new dog house he built for his pack o' hounds - 'n kept on living in that old shack o' his. Shad is sure crazy about dogs. Well, that twister, yesterday, took the shack he was livin' in 'n set it down some place in the next county but it didn't touch the dog house, none.

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LOUISE: Gee! That's too bad.

CURT: Oh, it didn't bother Shad at all. He moved right in with the dogs 'n is fixed more comfortable than he's been in years.

ALAN: Shad sure is a fool for dogs.

LOUISE: Well, he's happy. Come on, you cowboys - it's time for another tune. Do you think we can get together on "The Old Apple Tree?"

(AD LIB HEARTY ASSENT)

SONG: ("THE OLD APPLE TREE")

(CHATTER AFTER SONG)

LOUISE: Does that one bring you back to the old days, Uncle Jeff?

JEFF: I'll say it does, Louise.

CURT: Come on, Louise, roll me a cigarette like a good girl while I get some wood for the fire.

LOUISE: Sure, Curt.

JEFF: You're getting better 'n better with that sack o' Bull 'n the papers, Louise. But speakin' about the good old days, now - shucks - today 'n yesterday 'n tomorrow are just as good as the old days ever were. We got horses to ride - we got songs to sing 'n we still got genuwine Bull Durham tobacco to smoke. Did you ever notice, men, how the things in life that really count - like old songs 'n the right tobacco - roll on through the years makin' new friends every day. 'N genuwine Bull Durham has been doing that for 60 years 'n more. The reason is simple - it's a tobacco that's pure goodness from the first puff to the last. 'N you get plenty o' puffs for a nickle for there's enough tobacco in a sack to give you at least 30 cigarettes - 40 if you're good at rollin' 'em like Louise, there. (NO LAUGH) Yes, sir, pardners whether you work in the city or down on the farm, or ride a

ATX01 0261476

JEFF: (continued) cow pony out here on the range - genuwine Bull Durham will take the growl out o' life 'n put a grin on your lips.

CURT: Yes sir, Jeff - rain or shine - sand storm or blizzard - you can take 'em all in your stride if you got a sack o' Bull Durham.

LOUISE: Here, Curt light up.

JEFF: Louise. How about doin' another favor for the old man?

LOUISE: Sure, Uncle Jeff. I know. A song.

JEFF: That's it, girl. Somethin' pretty.

LOUISE: I'd like to do the "Desert Song" for you, Uncle Jeff.

SONG: "THE DESERT SONG"
(CHATTER AFTER SONG)

JEFF: Powerful sentimental song, that.

ALAN: What's the matter, Jeff? It ain't got you down, has it?

JEFF: What? A song get me down! Why you ... you ...

ALAN: Don't get all riled up, Jeff. I was just gonna say if that song's got you down - here's one that'll put you on your feet again.

JEFF: What one's that?

ALAN: "Bunkhouse Jamboree."
(Ad lib agreement)

JEFF: Whoop it up, then, boys.

SONG: ("BUNKHOUSE JAMBOREE")
(CHATTER AFTER SONG)

ALAN: How was that, Jeff?

JEFF: You were right, Alan - that tune will pull a man to his feet as quick as the sight of a sack of genuwine Bull Durham will - when he's been out of tobacco for a week. (Chuckles) Not that I'm advisin' you to try it, pardners - it's tough to go

JEFF: (continued) that long without a smoke. But there's little chance of your getting caught without a cigarette if you roll your own with genuwine Bull Durham tobacco. In the first place a big sack 'n a packet of Riz la Croix papers cost only five cents. 'N in the second place there's enough tobacco in a sack to make from 30 to 40 cigarettes. That's why genuwine Bull Durham has been standard the world over for three generations. So men, if you want to make sure o' smokin' under all circumstances - invest in a supply of the one and only Bull Durham today.

LARRY: Sure thing, Jeff. Me, now - when pay day rolls around I buy me a whole month's supply at once.

ALAN: Yes sir. Got to do that on the range.

JEFF: That's nothin' but hoss sense, boys. Now where did Louise 'n Curt make off to?

MILT: Looks like them in the shadow o' the chuck wagon.

ALAN: Curt's romancin' again.

JEFF: 'N leavin' us out of it, eh? (Calls) Hey, CurtLouise!

LOUISE: Coming, Uncle Jeff.

JEFF: Sure, I know it's a fine night - the stars 'n moon 'n all that. But how about givin' us all a break with a song.

MILT: Sure. Somethin' like "A Fine Romance."

LOUISE: (Laughs) Don't mind if I do. Are you with me, Curt?

CURT: You bet, Louise.

SONG: ("A FINE REMANCE")
(INTRODUCE THEME)

JEFF: Well folks- we got to hit the trail early in the mornin', so that's all for tonight. WE'll be lookin' for you soon again for another jamboree o' song along the trail. Till then this is Uncle Jeff wishin' you happy smokin' 'n a good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - a now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY
"RIDIN' THE RANGE" - BULL DURHAM
Script #29

THEME: ("RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin' friends, this is old Uncle Jeff again, happy to welcome you back to the rangeland. Well, me 'n the boys, 'n Louise have been mendin' fences today - 'n now with the work all done we're camped out under the stars right on top o' the mesa. The fire's burning bright - the chores are all done 'n now with our sacks of Bull Durham we're all set for an evenin' o' song. Hold on a minute - here comes Louise to say howdy.

LOUISE: Hello, everyone. We're sure mighty proud to have you with us again. Come on - crowd up close around the fire and relax while me and the boys do "Buffalo Gal".

SONG: ("BUFFALO GAL")

(CHATTER AFTER SONG)

LARRY: Say, did you hear - Rusty's cousin sure pulled a fast one on him.

ALAN: How come, Larry?

LARRY: Well, this cousin - he comes from Chicago - was doin' an awful lot o' braggin' about his home town. Everything Rusty showed him - he said they had bigger 'n better back in the east. Finally Rusty got fed up 'n thought as how he'd fix this cousin of his once 'n for all - so he took him fishin'.

LOUISE: Oh-oh.

ATX01 0261480

LARRY: Well, when they got to the creek, Dusty starts baitin' the hook with a two foot rattle snake. "Hello" said his cousin. "What's that?" ...Rusty didn't blink an eye 'n said: "Why that's a fishin' worm o' course."..."Hamm" said his cousin. "A baby one, huh?"

(Laugh and chatter)

JEFF: I'M fishin' for a song now. What do you say to ~~me~~ "Texas Star?"

(Ad lib approval)

JEFF: Well, hit the trail, then - hit the trail.

SONG: ("TEXAS STAR")

(CHATTER AFTER SONG)

CURT: Rusty's cousin should o' heard that one.

LOUISE: Why, Curt?

CURT: Because no matter where he comes from or where he's goin' to, he'll never hear a better tune than that.

JEFF: Right you are, son. 'N no matter where he comes from or is goin' to, he'll never meet up with a more pleasin' smoke than genuwine Bull Durham. 'N I'm not braggin' or exaggeratin' either, men, when I say that. Sure, I know it's easy enough to brag about the cracker-jack cigarettes you can roll with Bull Durham - 'n that you can get 30 to 40 cigarettes out of a sack. That braggin' is justified; and it's no exaggeratin' when I say that genuwine Bull Durham gives you that crisp, tangy, out-doorsy taste and gives you that independent - chip-on-the-shoulder feelin'. Yes sir men, it's a man's smoke when he's workin' hard from sun-up to sun-down - 'n it's a man's smoke when the work's all done 'n you're takin' it easy in the bunk house. A big sack with Riz la Croix papers costs only five cents, men. It's been standard the

JEFF: world over for three generations - 'N it'll be your standard once you try it.

LOUISE: I wish we girls could settle our problems as easy.

CURT: Shucks, Louise, if you'd only let me I'd settle all your problems for you.

MILT: Careful, Louise - don't let him get you in a weak moment.

LOUISE: Don't worry, Milt.

CURT: See, Louise ... look at that moon.

ALAN: Yeah, Curt. But that moon is sure hangin' high.

LARRY: Go ahead, Louise. He asked for it. Sing it for him. "The Moon Hangs High."
(Ad lib urging)

SONG: ("THE MOON HANGS HIGH")
(CHATTER AFTER SONG)

CURT: You fellahs never give a guy a break.

LOUISE: Wait till the moon goes down, Curt.

CURT: Hot dog! Did you hear that fellahs?

JEFF: Hold on, Curt. The moon won't be down for some time, yet.

ALAN: Sure. Plenty o' time for a couple o' songs.

CURT: Well, let's get on with one. What'll it be?

LOUISE: Something snappy like "Way down Yonder in New Orleans."
(Ad lib agreement)

SONG: (WAY DOWN YONDER IN NEW ORLEANS)
(CHATTER AFTER SONG)

MILT: By Jumpin' horn-toads - I think that moon is still risin', Curt.

CURT: Don't kid a guy about things like that Milt.

JEFF: Don't worry, Curt. The moon is somethin' you can always depend on. If it's risin' now, it'll be settin' in a little while. 'N genuwine Bull Durham tobacco - that's somethin'

JEFF: else you can depend on. Like the moon 'n the stars 'n the sun, it's dependable ...it'll never fail you. For the past 60 years, now, it's been deliverin' the most in cigarette enjoyment for the least money- five cents a sack. Cigarettes are dead easy to roll with genuwine Bull Durham, men - you'll get the trick o' it in a jiffy - 'n after your first cigarette you've rolled for yourself, you'll be as lost without a sack as Curt 'n Louise would be without that moon.

MILT: You said it, Jeff. Genuwine Bull Durham is every man's smoke at every man's price.

JEFF: (Chuckles) Say, Curt - the moon's goin' behind a cloud. Maybe that'll help.

CURT: You bet it will, Jeff.

JEFF: Well, it's got another couple o' minutes to go. Just time for a last song. Which one will it be, Louise?

LOUISE: Well, Uncle Jeff, Curt has a song I think everybody would like called "Did I Remember."

JEFF: So do I, Louise. Make it sweet, now.

SONG: ("DID I REMEMBER")

(INTRODUCE THEME)

JEFF: Well, guess that's all for tonight, folks. Mighty nice of you to have visited with us for a spell. 'N don't forget, drop your reins at the campfire again for another evenin' o' song. Till then, this is Uncle Jeff biddin' you...good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY

"RIDIN' THE RANGE" - BULL DURHAM

Script #30

THEME: ("RIDING ALONG".)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Good evenin', folks. Sure, it's Uncle Jeff, bringin' you a batch o' songs from the rangeland. Proud to have you with us again. There's always a hearty welcome for you around the old campfire. So come on, now - forget your troubles 'n cares for a spell 'n get comfortable there in the lee o' the chuck wagon, while Louise 'n the boys give you their welcome in song. What have you on tap for the folks, tonight, Louise?

LOUISE: A dandy song, Uncle Jeff. It's a cure-all for everything, called "Al God's Chillun Got Rythm."

JEFF: Start it rolling, Louise - start it rolling.

SONG: ("ALL GOD'S CHILLUN GOT RHYTHM")

(CHATTER AFTER SONG)

LOUISE: There you are, Uncle Jeff.

JEFF: That sure was a good beginning, Louise.

CURT: Say, Larry - what are you doing there. You're rootin' through that saddle bag like a dog after a squirrel.

LARRY: A dog, eh? Huh! I'd hate to tell you what you reminded me of the way you sailed into the grub tonight at supper.

LOUISE: Oh, that's nothing. You boys are mild. Watch Uncle Jeff, now He's going to act like a grizzly.

ATX01 0261484

ALAN: Yeah? What's the matter?

LOUISE: One of the boys swiped his last sack o' Bull Durham

JEFF: Yes sir!

CURT: Hot dog! I'm guilty, Jeff. Come on, boys, we better get to work on a song before Jeff goes to work on us.

LOUISE: Make it "~~Take Me Back to Colorado~~"
 "TAKE ME BACK TO COLORADO"
 (Ad lib agreement)

SONG: "TAKE ME BACK TO COLORADO")
 (CHATTER AFTER SONG)

CURT: You see - it was this way, Jeff.....

JEFF: Sure, I know. You spent your last dollar on that scarf for Louise, 'n.....

LOUISE: Don't blame it on me, Uncle Jeff.

JEFF: Well, no matter. It wasn't my last sack, see. I know you ~~was~~ ^{days} too well to get caught like that. Yes sir, men, the best thing I know of to insure happy, care-free days is to lay in a generous supply o' genuwine Bull Durham tobacco. Nothin' sours you quicker on life than to run out o' smoke. 'N on the other hand nothin' makes the world look so tip-top as a crisp, tangy Bull Durham cigarette you've rolled for yourself. It's a man's smoke, pardners, made for the two-fisted men who do the real work o' the world - whether it's ropin' steers out here on the range - slaggin' steel in a mill - or ploughin' a straight furrow on some mountain hillside. Wherever you go - Wherever there's a man's job to be done - you'll find a crew of up-standing men, with the Bull Durham tag hanging out o' their shirt pockets. Come on, men, join up with the brotherhood of the wide-open spaces. It's dead easy and a lot o' fun to roll your own

ATX01 0261485

JEFF: with genuwine Bull Durham.

LOUISE: And don't forget, Uncle Jeff, the price of a big sack is only five cents.

ALAN: Say, Louise - how was Baldy Davis Junior when you dropped in at the Circle X today?

LOUISE: Oh, he's doin' fine.

ALAN: Can he read yet?

LOUISE: No, but he can sing at the top of his lungs.

JEFF: Nothin' like startin' early.

LARRY: Yes sir. And what about that song I heard you practisin' along the trail today, Louise.

LOUISE: You mean, "Trust In Me?"

LARRY: That's the one. Sing it for Jeff. He'll like it.

LOUISE: Sure. It's a right pretty tune, Uncle Jeff. Listen.

SONG: ("TRUST IN ME")
(CHATTER AFTER SONG)

CURT: That was swell, Louise.

MILT: Sure was.

LARRY: Say, Jeff, Curt's been practisin' up a tune, too ...

JEFF: Yeah? An' what's his called?

ALAN: "Goofus". And that's just what it is.

JEFF: Well, it sounds funny. Get to work on it.

CURT: Okay, Jeff. Don't let this bronc throw you now. Here we go.

SONG: ("GOOFUS")
(CHATTER AFTER SONG)

JEFF: Well, that is a hum-dinger ...

ALAN: Takes the prize, don't it, Jeff.

JEFF: For a bright tune, it sure does, Alan. 'N for the right smoke, men, Genuwine Bull Durham takes the prize.

JEFF: It's got a crisp tang all it's own - a tang that grows on you no matter how much you smoke. Look what you get for a nickle, men - 30 to 40 of the neatest cigarettes you ever held a match to 'n a packet o' Rix la Croix papers to make 'em with. You can't do better than that, pardners, for genuwine Bull Durham was made right down to your specifications for taste - economy - convenience and price. That's why it's been standard the world over for three generations 'n more.

CURT: Bull Durham is sure boss out here on the range.

ALAN: Nothin' can touch it.

LOUISE: That's true enough, I'll admit, but I'm boss here in camp.

JEFF: What are you on your high-horse about, girl?

LOUISE: Oh, nothing much, Uncle Jeff. I'm just laying down the law on this next number.

JEFF: Fair enough, Louise. What's it going to be?

LOUISE: A song that you like Uncle Jeff. "The End of the Trail."

JEFF: Good girl, Louise. That is one of my favorites. Do a bang-up job, now.

SONG: ("THE END OF THE TRAIL")

(INTRODUCE THEME)

JEFF: Well, I guess that's all for tonight, folks. It was mighty fine havin' you with us 'n we'll be lookin' for you again the next time we get together round the campfire for an evenin' o' song. Till then - roll your own 'n save your roll ... 'n now...good night, folks.

(THEME UP AND UNDER)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY
"RIDING THE RANGE" - BULL DURHAM
SCRIPT #31

THEME: ("RIDING ALONG"..... ..)
(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.
(THEME UP AND OUT)

JEFF: Evenin', friends - Uncle Jeff again. Well, the campfire's burning bright once more out here on the range 'n the stars are callin' us together for another evenin' o' song. So hobble your horses for a spell, men, 'n join in with us. Pronto now, for we've roped a special batch o' songs for you tonight that you can all join in on. Ain't that right, Louise?

LOUISE: Sure is, Uncle Jeff. So roll your cigarettes and light up, men, while me and the boys roll into our first number. It's a happy little tune called "Yippee Ki Yi Yi."

CURT: We're off, Louise.

SONG: "Yippie Ki Yi Yi."

(Chatter after song)

LARRY: Look out, Louise! Look out!

LOUISE: Why - what's the matter?

LARRY: Don't put that box on the fire.

LOUISE: Why not? What's the matter with it?

LARRY: Don't you see what's printed on it?

LOUISE: Dyna-dynamite!

LARRY: Sure. We had dynamite in that box the time we blasted in that new well.

LOUISE: But it's empty.

ATX01 0261488

LARRY: Yeah - but full of dynamite dust. 'N unless you want to sing in heaven ...

LOUISE: No, I'll do my singing here on the range.

ALAN: Well, after that narrow escape how about somethin' hot - somethin' like that Spanish number "Para Vigo Me Voy."
(Ad lib agreement)

SONG: ("PARA VIGO ME VOY")

(Chatter after song)

JEFF: That's the spirit, boys.

ALAN: Sure is catchy, all right, Jeff.

JEFF: But getting back to that dynamite, now ...

LOUISE: Now don't you start, Uncle Jeff.

JEFF: No, Louise - I was just goin' to say that next to throwin' dynamite in a fire, the best way o' startin' an explosion is to take away a man's sack o' genuwine Bull Durham tobacco. Ye sire, men, that sure is bound to lead to trouble - and turnin' it around, give a man plenty o' the makin's 'n he'll work 'n sing his fool head off. You see, pardners, Bull Durham is a smoke you can be alone with - a smoke you feel lonely without. When you're weary 'n saddle sore 'n ridin' herd along at night, there's nothin' like a deep drag on a tangy cigarette you've rolled for yourself, to keep you smilin'. I tell you, men, I been rollin' 'n smokin' Bull Durham, myself, for 40 years - 'n it'll be your smoke, too, once you've tried it. For genuwine Bull Durham will give you the punch to carry on when the goin' is toughest. 'n it's the smoke to relax with when the work 'n the fightin' are all over. Don't forget, there's enough tobacco in a sack for from 30 to 40 cigarettes - and the price is only five cents everywhere.

LOUISE: And you get the fun of rolling them, too. See, Uncle Jeff-
How's this?

JEFF: Fine, Louise - thanks. You're sure an expert with the sack
'n papers, girl.

ALAN: Don't flatter her too much, Jeff.

JEFF: Why not?

ALAN: She'll be wantin' to roll 'em for us all instead o' singin'.

CURT: Yeah - and she promised to sing that "Pardner" song for us
tonight.

LOUISE: Sure - I never break a promise.

JEFF: Okay, then, Louise - get along with it.

SONG: ("Pardner It's the (?)")
(Chatter after song)

ALAN: That was swell, Louise. If I could play the banjo the way
you sing ...

LOUISE: Listen to him, boys. He wants to be coaxed.

ALAN: Sure I do.

LARRY: Come on, Alan. Get hot on that banjo. Let's see what you
can do.

CURT: Sure - we'll all horn in if you bog down.

ALAN: Yipee ... here I go.

SONG: "DOWN SOUTH"
(Chatter after song)

LOUISE: That was grand, Alan.

ALAN: I'm good, eh, Louise?

LOUISE: I'll say you are, cowboy.

JEFF: You win the sack o' Bull Durham, Alan.

ALAN: Well, that's not to be sneezed at.

JEFF: I'll say it isn't. More goodness 'n contentment in a sack
o' genuwine Bull Durhamthan in anything I know. The range
wouldn't be the same without it. Night herdin' in the chill

o' the dawn - I tell you it keeps a man's heart warm. 'n drivin' a herd o' beefes through the dust 'n the heat o' the desert, there's nothin' as satisfyin' as a long, deep drag on a cigarette you've rolled for yourself. Yes sir, men, genuwine Bull Durham is a man's smoke. That's why it's been standard the world over for three generations. And as far as the trick o' rollin' 'em is concerned - shucks, you'll get the hang of it in a jiffy. Buy a sack o' genuwine Bull Durha today, pardners - you'll never get more smokin' enjoyment for five cents.

CURT: That's the truth, Jeff.

ALAN: Sure is. But where's my sack o' Bull Durham Jeff?

JEFF: Well, I'll tell you, son - you got to do one more thing to win that prize.

ALAN: Oh - I thought there was a catch in it someplace. What?

JEFF: Let's have another song.

ALAN: Sure - that's easy. What have you got a hankerin' for?

JEFF: You name it, Louise.

LOUISE: Well, let's try that tune called "Remember Me."

(Ad lib agreement)

SONG: ("REMEMBER ME")

(Introduce theme)

JEFF: Well, time to say good night, folks. Mighty glad to have had you with us. Be sure 'n come again. We're always proud to have you out here on the range. So, till next time - happy smokin' with genuwine Bull Durham ... 'n now, good night, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.
(THEME FULL TILL END)

ATX01 0261491

AMERICAN TOBACCO COMPANY
BULL DURHAM - "RIDIN' THE RANGE"
SCRIPT 32

(THEME....."RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP ... AND OUT)

JEFF: Evenin' folks - Uncle Jeff again - callin' you all to another fiesta o' song out here on the range. We're always mighty glad to have you with us - so make yourselves right to home. Well, the purple shadows are creepin' up close to the camp-fire and the sands are whisperin' to the tumble weeds as they go driftin' by. It's a great night out here on the range - a night made just for song. So come on, Louise - say hello to the folks and then let's get under way.

LOUISE: Sure thing, Uncle Jeff. Hello, everyone - and welcome to the rangeland. We're hitting the song trail tonight with "You Turned the Tables on Me." Let's go boys.

("YOU TURNED THE TABLES ON ME".....WESTERNERS)

(CHATTER AFTER SONG)

MILT: Say Louise - that song ain't the half of it.

LOUISE: Why not, Milt?

MILT: Ain't you heard how Baldy Davis' wife turned the tables on him?

LOUISE: No. What happened?

MILT: Well, Ma Davis went into town the other day 'n bought herself a new hat. 'N mighty proud she was of it, too. But Baldy got one look at it 'n started laughing his fool head off.

ATX01 0261492

LOUISE: That's just like a man. Why?

MILT: Said it looked like Geronimo's war bonnet. 'Oh, it does, eh' said Ma. 'Well, I'm sure glad you can laugh at it, Baldy Davis - 'cause this bonnet set you back jest forty dollars.'

CURT: Hot dog! Forty dollars! Baldy must o' fainted at that.

LOUISE: Serves him right if he did - laughing at his wife's hat.

JEFF: Sure, that's right, Louise. I'm not promising you any forty dollar bonnet but I'd give a lot for a song. How about it? Something like 'Gol Darn Wheel'.

(AD LIB GENERAL APPROVAL)

("GOL DARN WHEEL".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Thank you, Louise - thanks boys. That's the kind of a tune I like ...

ALAN: We all do, Jeff.

JEFF: (CHUCKLES) But getting back to Ma Davis' forty dollar hat ...

LOUISE: Now, Uncle Jeff.

JEFF: No - no, Louise, I'm not going to say anything. I guess it's alright for a lady to spend forty dollars for a hat if she gets full value for her money. Personally, now - being a man - I doubt it. But that's not the point. Man-o-man - the sacks o' genuwine Bull Durham Baldy could have bought with that forty dollars. It's just this, men - you're always sure of getting full value for your money when you buy a sack o' genuwine Bull Durham tobacco. A packet of Rix La Croix papers comes attached to every sack - 'n every sack holds enough makin's for from 30 to 40 cigarettes ... depends on how you roll 'em. Yes sir, men, Bull Durham is the smoke out here on the range and has been for 60 years 'n more. There's nothin' like having a good horse under you - all the open range to ride in - and a sack of Bull Durham in your shirt

ATX01 0261493

pocket. Yes sir - a good ranch hand - a good horse and good old Bull Durham always ride together from one brandin' time to another. That tag on a sack o' genuwine Bull Durham is not only the brand of a tobacco - it's the brand of all the great out-doors. And it costs only 5 cents a sack.

ALAN: Sure - and it's easy 'n a lot of fun rollin' 'em, too.

JEFF: Well, I think Louise can get a lot o' fun out o' this next song. What do you say, Louise?

LOUISE: I sure can, Uncle Jeff - even if it is called "April Showers.

JEFF: Get along with it then, gal.

("APRIL SHOWERS".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: What's the matter, Milt? What do you look so worried about?

ALAN: Oh, he heard from that widder woman, today.

JEFF: Yeah? And what did she say?

ALAN: He found out about them nine chicks.

MILT: Yeah ... they're kids, alright.

CURT: That's tough Milt - but cheer up. Here's a tune that will make you forget your troubles. "Mexican Jumping Beans."

(AD LIB AGREEMENT FROM BOYS)

("MEXICAN JUMPING BEANS".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, Milt - 'n if after that tune you're still down in the dumps, why roll yourself a genuwine Bull Durham cigarette - that's all - 'n you'll be sittin' on top o' the world again. Best thing I know of after a shock like that. And I just want to add, men, that if any of you with us here tonight haven't got acquainted with a sack o' genuwine Bull Durham - well - you're cheatin' yourself out of a heap o' smokin' pleasure. Genuwine Bull Durham is a man's smoke, friends - yet when it comes to a he-man tang - it's a

tobacco that'll take no sass from any other brand. Try rollin' a few Bull Durham cigarettes today. You'll get the knack of it in a jiffy 'n when you light up you'll know why Bull Durham has been standard the world over for three generations. And the price is only five cents everywhere.

CURT: And when the end of the month rolls round, that means plenty.

LARRY: It sure does, Curt.

LOUISE: Well, before the end of this evening rolls around - how about another song?

CURT: Sure, Louise - I know just the one. "I'll See You In My Dreams."

ALAN: I knew he'd get the jump on us. Go ahead, poet-feller - sing it.

("I'LL SEE YOU IN MY DREAMS".....WESTERNERS)

(INTRODUCE THEME.....)

JEFF: Well, folks - that brings the fiesta to an end for tonight. Mighty glad to have had you with us. And don't forget - we'll be back soon again with a new dish o' song for you all. Till then - Louise 'n me 'n the boys want to say ... Hasta Luego.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL ... TILL END)

THE AMERICAN TOBACCO COMPANY
BULL DURHAM - "Riding the Range"
Script 33

(THEME....."RIDIN' ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME.....UP AND OUT)

JEFF: Good evenin', friends - this is old Uncle Jeff again - with his chaps 'n spurs 'n sack o' Bull Durham - happy to welcome you back to the rangeland. So ease out o' your saddles, men, 'n get comfortable around the campfire. Help yourselves to the makin's there - and if there's anything else you want that you don't see - why just ask for it, that's all. Me, now - I'm goin' to ask Louise to start off tonight's music with "Alabamy Bound." What do you say, Louise?

LOUISE: You named it, Uncle Jeff. All aboard, boys. Let's go.

("ALABAMY BOUND".....WESTERNERS)

(CHATTER AFTER SONG)

LOUISE: There you are, Uncle Jeff. You're down in Dixie, now.

JEFF: That was sure a mighty fast hop from the rangeland to Alabamy.

ALAN: Oh, you ain't seen nothin' yet, Jeff.

CURT: No sir. Watch this one, Jeff. Alabamy to Cuba - non-stop. Come on boys, let's show him how they play it in Havana.... "Carioca."

MILT: All right. Here we go.

("CARIOCA".....WESTERNERS)

(SPANISH CHATTER AFTER SONG)

JEFF: That Cuban talk is swell, boys, but would you mind taking me back to the States. Any place west o' the Mississippi will do.

ATX01 0261496

MILT: Why, what's the matter, Jeff?

JEFF: There's a few words I got to say to the folks - in English
(MUSICAL EFFECT OF TRAVELING)

ALAN: There you be - Jeff - right plumb in the middle o' New Mexico

JEFF: Thanks, son ... I just wanted to say that no matter where you go - from the rangeland here in the west - to Alabama in the south - to Cuba or Timbuctoo - you'll always find genuwine Bull Durham tobacco - for it's standard the world over. There something friendly 'n sociable about a sack o' genuwine Bull Durham - 'n about rollin' your own - that makes it the natural smoke - the right smoke for all the out-trails from the Rio Grande to the River Platte. And men who ride those trails would be as lost without a sack o' genuwine Bull Durham as they would be without a horse or a rifle or a compass. So why don't you join up with the brother-hood o' the wide open spaces? It's dead easy. All you need is the Bull Durham tag hangin' out o' your shirt pocket. Buy a sack today, men. The price is only 5 cents.

CURT: You're dead right about Bull Durham, Jeff. It's sure a man's smoke for all kinds of goin'.

LOUISE: But that doesn't say a girl can't roll a dandy cigarette. Here - let me show you Curt.

LARRY: She's been practisin', fellers.

JEFF: Yep - 'n she's been practisin' up on a song I like a powerful lot. "Please Be Kind." Go ahead, Louise - sing it for the folks.

LOUISE: Sure, Uncle Jeff. I kinda like that song, myself.

("PLEASE BE KIND".....WESTERNERS)

(CHATTER AFTER SONG)

CURT: You know, Louise - I should be singing that song to you.

LOUISE: Why, Curt?

CURT: Well, you see, Louise - if you were kind to me ... Well ...

ALAN: Curt's gettin' inspiration from that poet feller again, boys.

MILT: Well, let's give him some real inspiration from this next song - "Put on the Style."

(AD LIB AGREEMENT)

("PUT ON THE STYLE".....WESTERNERS)

(CHATTER AFTER SONG)

ALAN: Curt, you got off this time, but we'll get you next time.

CURT: You fellows never give me a break with Louise.

LOUISE: Never mind, Curt, I'll roll you another cigarette.

JEFF: It's easy, isn't it, girl?

LOUISE: Dead easy, Uncle Jeff ... and fun.

JEFF: Louise is right, men. Anybody can roll himself a crackerjack cigarette if he uses genuwine Bull Durham tobacco 'n one o' the batch o' Rix La Croix papers that come attached to the sack. Yes sir - a cigarette that you'll be proud of - a cigarette that's got the tang o' the wide open spaces about it. You know, pardners, there's something psy-cho-log-ical about rollin' your own. It gives you that independent - devil-may-care - chip-on-the-shoulder feelin' that makes you sail into the toughest job knowin' that you can lick it. Take a tip from an old-timer, men - invest in a sack o' genuwine Bull Durham today. The price is only five cents everywhere.

LOUISE: Look, Uncle Jeff ... look at Curt.

JEFF: Why-what's the matter with him?

LOUISE: He's grinning from ear to ear. You see! I roll him a cigarette and he promptly forgets all about me.

CURT: Why, shucks, Louise ... I was ... Shucks, honey, I can tell you better how I feel in this next song.

LOUISE: Go ahead. What's it going to be?

ALAN: When Curt 'n that poet feller get together it's bound to be something sentimental.

CURT: Right you are, son. It's called "On the Sentimental Side."
("ON THE SENTIMENTAL SIDE".....WESTERNERS)

(INTRODUCE THEME.....)

JEFF: Well friends - the stars say it's time for us to turn in. Guess that's all for tonight. It was mighty good havin' you with us again and we'll be lookin' for you right soon to join in with us for another evenin' o' song. Tell then - happy smokin' with genuwine Bull Durham - and now - good night, folks.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL ... TILL END)

THE AMERICAN TOBACCO COMPANY
BULL DURHAM - "RIDING THE RANGE"
SCRIPT #34

(THEME....."RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Riding the Range" with Louise Massey and the Westerners.

(THEME.....UP AND OUT)

JEFF: Good evenin', folks - this is old Jeff, again - happy to welcome you back to the west. Me 'n the boys have been bustin' broncs today. A man's work, that. But now with all the work done we're goin' to keep the campfire going for a spell 'n round up a batch o' songs for you. Hold on a minute - here comes Louise to say hello.

LOUISE: Hello everyone. We're sure glad to see you all again. So come on - crowd up close around the fire while me 'n the boys start off with "She Shall Have Music."

("SHE SHALL HAVE MUSIC".....WESTERNERS)

(CHATTER AFTER SONG)

MILT: Say, Louise - what do you think o' this new watch I bought. Ain't it a beauty?

LOUISE: Gee! It sure is, Milt.

MILT: Bought it from Steve MacGowan for ten bucks. Fifteen jewels!

ALAN: Fifteen jewels! Man!

MILT: Yep. 'N see, it's got initials carved on the back 'n every-thing. Course, they ain't my initials but it's sure mighty pretty.

LOUISE: I'll say it is, Milt.

JEFF: Well, what time you got by that new turnip, Milt?

ATX01 0261500

MILT: (AGRIEVED) Time?

JEFF: Sure - what time is it?

MILT: Sorry, Jeff - - can't tell you that. The danged thing's got no hands.

JEFF: Well, no matter, Milt. One thing I know - it's time for a song. Come on you young uns - hit the trail with "Shorty's Nightmare."

(AD LIB AGREEMENT)

("SHORTY'S NIGHTMARE".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: You boys sure knocked that one around.

MILT: Yeah, Jeff, but do you think I got stuck on the watch?

JEFF: Of course not, Milt. If it's got initials on it it's worth ten dollars any day. 'N anyway, out here on the range, we got the sun 'n the stars to tell time by. 'N even if that watch o' yours hasn't got any hands, we know that it's always time for a genuwine Bull Durham cigarette. It's the first thing to look for in the mornin' - 'n the last thing before you turn in at night. 'N in between it'll back you up in the hardest day of ropin' - brandin' or bustin' broncs. 'N man-o-man, there's nothin' makes you feel kindlier towards the world than passin' around a sack o' good old Bull Durham 'n the papers when the job is done. Yes sir, pardners, genuwine Bull Durham is the smoke o' open-handed, generous men who appreciate a friendly, sociable tobacco 'n are always glad to pass on the good things in life to some one else. Buy a sack today, men - the price is only five cents - 'n see how good it makes you feel to offer the makin's to a pardner or stranger you meet along the trail.

CURT: That sure is right, Jeff. Now, Louise - how about you doin' a good turn?

ATX01 0261501

LOUISE: Sure, Curt. I'd be glad to.

CURT: I knew you would, honey. It's dead easy, too. I got a hankerin' to hear "Mexicali Rose" the way you sing it. Will you try it?

LOUISE: Try 'n stop me, cowboy.

("MEXICALI ROSE".....WESTERNERS)

(CHATTER AFTER SONG)

MILT: Say, Jeff, I think I got stuck on this watch.

JEFF: Why, Milt - what's the matter?

MILT: Look! I took the back off 'n there's no machinery inside.

ALAN: Aww - stop worryin' about that watch, Milt. It's got initials on it, ain't it. What do you want for ten bucks? Come on - wang that bull fiddle of yours into "Dinah."

(AD LIB URGING)

("DINAH".....WESTERNERS)

(CHATTER AFTER SONG)

ALAN: Say, Milt - what are the initials on that watch?

MILT: Close as I can make out.....it's "A.M."

ALAN: Hot dog! Them's my initials. I tell you what, Milt - I'll trade you a sack o' Bull Durham for that turnip.

MILT: Sold!

JEFF: That was a good trade, Milt. That watch only had fifteen jewels, anyway - 'n you can get 30 to 40 crackerjack cigarettes out o' that sack o' Bull Durham. Yes sir, men, that's something you can always count on - full value in every sack o' genuwine Bull Durham with Riz La Croix papers at five cents a sack. That's why it's been standard the world over for three generations 'n more. 'N I just want to add that even if you got the best watch in the world, time sure hangs heavy 'n slow if you run out o' tobacco. So why take

chances, men? Invest in a month's supply o' genuwine Bull Durham tobacco like we do out here on the range. There's nothin' I know of that will insure a month of easy sailin' like that. For it's a man's smoke for men who work hard 'n play hard.

LOUISE: Speakin' about playin' hard, Uncle Jeff - I think it's time for another tune.

JEFF: Why bless your heart, Louise - so do I.

CURT: And I know just the one.

ALAN: (HURRIEDLY) "Good Night Angel." Beat you to it that time, poet-feller.

CURT: You sure did, Alan. Well - let's go.

("GOODNIGHT ANGEL"... ..WESTERNERS)

(INTRODUCE THEME.....)

JEFF: Well, folks, I guess that's all for tonight. It was mighty good havin' you with us again. 'N we'll be lookin' for you right soon to join in with us for another evenin' o' song. Till then - happy smokin' with genuwine Bull Durham - and now - good night, folks.

(THEME.....UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME.....FULL TILL END)

(THEME....."RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME.....UP AND OUT)

JEFF: Evenin', folks - this is Uncle Jeff, again, invitin' you to another round-up o' song out here on the range. So relax 'n get comfortable around the fire men 'n break out your sacks o' genuwine Bull Durham, for Louise 'n the boys are gettin' off to a fast start tonight with "Song of Lariats."

("SONG OF LARIATS".....WESTERNERS)

(CHATTER AFTER SONG)

ALAN: Say - what became o' that magazine I was readin'?

LOUISE: Why, I started the fire with it, Alan.

ALAN: Aw, shucks, Louise.

LOUISE: Why it was six months old.

ALAN: Yeah, I know. But I was readin' an ar-ticle in it by that movie star Rex Ralleigh who plays in those western pictures.

JEFF: What was it about, Alan?

ALAN: Oh - something about the proper angle to wear your Stetson when Bull-doggin' a steer ... in six easy lessons.

JEFF: Well, don't worry, Alan. Show 'em how to play a Mexican song in one easy lesson. "Mario La-O."

(AD LIB AGREEMENT)

("MARIO LA-O".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Say, Alan, did that ar-ticle you was readin' say anything about rollin' your own with genuwine Bull Durham?

ALAN: Hadn't come to that part yet, Jeff

JEFF: Well, I'll fill in then, for you. It's just this, men. I don't know about learnin' to be a cowboy in six easy lessons but I do know, the best way o' startin' in is to learn to roll your own with genuwine Bull Durham tobacco. 'N it won't take you no six lessons, either. One or two tries 'n you'll get the knack o' it. You might not be no great shake: at ropin' or brandin' steers but with the good old Bull Durham tag hangin' out of your shirt pocket us old waddies out here on the range will know that your intentions are good. 'N that's what counts, men. The Bull Durham tag represents the friendly, open-handed spirit o' the range. It's a hard life out here ... we got to give 'n take ... 'n lend a helpin' hand when it's called for. 'N there's no better way o' showin' your good intentions than to offer the makin's to a friend or stranger you meet along the trail. Buy a sack o' genuwine Bull Durham today, men, with Riz la Croix papers attached. The price is only five cents. See if Old Jeff isn't right.

CURT: You said it, Jeff. That's sure the spirit all right.

LOUISE: Well let's see if we can put some of that spirit into this next song.

JEFF: What's it going to be, Louise?

LOUISE: "Sunday in the Park."

JEFF: Good girl - well, get along with it.

("SUNDAY IN THE PARK".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Tell me, Alan, did that ar-ticle say anything about cowboy songs?

ALAN: Sorry, Jeff, hadn't come to that part yet, ^{either.} Tell you the truth, I didn't get very far with it.

JEFF: Humph! Something tells me that ar-ticle wasn't exactly authentic. Well, I guess we got to show that Rex Ralleigh feller a thing or two, boys. Something with a lot o' ginger, now - like "Billy in the Low Ground."

(AD LIB HEARTY AGREEMENT)

("BILLY IN THE LOW GROUND".....WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, men, it's tunes like that that make the west .. 'n rollin' your own with genuwine Bull Durham tobacco. A big sack costs only five cents but many's the time I wouldn't have sold my sack for its weight in gold. Out here on the range we don't set much store on frills or feathers. What counts with us is real value - a real friend, whether it be a man - a horse or a sack o' tobacco. That's why you see the Bull Durham tag hangin' out o' the pockets of all the buckaroos out here. That's why the boys come driftin' back to camp with a song 'n a grin on their lips after a hard days work. Good old Bull Durham has kept step with them through out the day 'n has made the toughest trail seem easy. 'n the same thing applies from pole to pole and to all the rangeland in between. That's why genuwine Bull Durham has been standard the world over for three generations 'n more.

CURT: Sure as shootin', Jeff.

JEFF: Say, Allen, how was the water hole down to Devil's Acre when you rode by, today?

ALAN: Full up, Jeff.

JEFF: Good, we'll start movin' the herd in the mornin'.

CURT: Don't rush us, Jeff. I got another song to sing tonight...

JEFF: Sure - lot's o' time son. What's it goin' be?

CURT: "Love Walked In."

ALAN: You mean that poet-feller walked in. Okay Curt - go ahead.

ATX01 0261506

("LOVE WALKED IN".....WESTERNERS)

(INTRODUCE THEME.....)

JEFF: Well, that's the end o' the round-up for tonight, folks. Mighty glad to have had you with us again. 'N don't forget come again. There's always room around the campfire and a hearty welcome. So, till next time, Louise 'n me 'n the boys want to say - hasta la vista.

(THEME UP ... AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME.....FULL TILL END)

(THEME: "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The maker of genuwine Bull Durham tobacco - standard the world over for three generations - present "Riding the Range" with Louise Massey and the Westerners.

(THEME ...UP AND OUT)

JEFF: Evenin', friends - this is Uncle Jeff, again, invitin' you to another rodeo o' song out here on the trail. So turn your horses in with the remuda 'n come along. Ease down there by the fire 'n get comfortable. Roll your cigarettes 'n light up for we're starting off tonight with ... with...what are you startin' off with, Louise?

LOUISE: "I LOVE TO WHISTLE" Uncle Jeff.

JEFF: So do I, Louise --let's try.

("I LOVE TO WHISTLE"WESTERNERS)

(CHATTER AFTER SONG)

JEFF: That was pretty good, boys.

ALAN: It sure was. I'm passin' around the hat for a collection. Now, come fellers, keep up the whistlin' while you chip in.

LOUISE: What's the collection for, Alan?

ALAN: Never you mind, Louise. Thanks, Milt...thanks, Larry ... Come on - you too, Jeff.

JEFF: Sure, son but what are you aimin' to buy?

ALAN: An air-rifle for Baldy Davis Junior.

LOUISE: How old is Baldy Junior?

ALAN: Well - let's see ...he'll be two months come this Thursday.

JEFF: Two months! Hold on, there. He's goin' to get no air-rifle.

JEFF: (continued) He's goin' get a .22, for a present.

CURT: You said it, Jeff. And here's a present for you right now.
"Hand Me Down My Walking Cane."

(AD LIB AGREEMENT)

("HAND ME DOWN MY WALKING CANE". WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, folks - we're all mighty proud o' Baldy Davis Junior out here on the range. The boys 'n Louise get a kick out o' bringin' him things - like lizzards - 'n horn toads - 'n air rifles. There's a powerful lot o' pleasure in givin'. 'N speakin' o' that, there's nothin' I know of that will give more pleasure to the giver 'n him who gets than a present of a generous supply o' genuwine Bull Durham tobacco. Yes sir, men - that operates both ways. In the first place you know that your gift is goin' to be appreciated: 'n in the second place the man who receives it is goin' to be pleased for he's in for a spell o' tangy smokin' enjoyment. Yes sir, pardners, genuwine Bull Durham is boss out here on the range the same as it's been standard all over the world for sixty years 'n more. For it's a man's smoke - your smoke - made accordin' to your specifications o' taste - price 'n economy. There's 30 to 40 cigarettes in a sack 'n the little red book o' papers to make 'em with ... 'n a sack costs only five cents everywhere.

CURT: You know something, Louise?

LOUISE: No - what, Curt?

CURT: With all the money I save on Bull Durham I'm goin' to buy you a present.

MILT: Show him up, Louise. Give him his present right now. "Two Bouquets."

LOUISE: That's a grand idea, Milt. Here goes. For you, Curt.

("TWO BOUQUETS". WESTERNERS)

(CHATTER AFTER SONG)

JEFF: There you be Curt. Mighty generous of you, Louise.

CURT: I'll say it was.

MILT: Well, if you're passin' out things around here, I got a request to make.

JEFF: What's that, Milt?

MILT: I'd like to beat out the rhythm of "The Peanut Vendor" on this bull fiddle o' mine.

(AD LIB AGREEMENT)

("THE PEANUT VENDOR" WESTERNERS)

(CHATTER AFTER SONG)

JEFF: You did a right smart job o' that one, Milt.

ALAN: Yeah - but why did you take up the bull fiddle anyway, Milt?

MILT: Well, I'll tell you, Alan - it was the biggest thing in music I could find.

JEFF: There's somethin' in what you say, Milt. Genuwine Bull Durham was the biggest thing in smokin' enjoyment that I could find 'n that's why I took up with it. Forty years ago that was 'n I haven't changed brands yet - for it's the same good smoke today it was 40 years ago - 'n yes - 60 years ago. Yes, pardners, the range has changed some in that time. Brands have come 'n gone - new outfits have taken over the old ranch houses. But genuwine Bull Durham hasn't changed any in taste or price. It's still every man's smoke at every man's price - five cents a sack including the Riz La Croix papers. And that's why you see more Bull Durham tags along the trail than you ever saw before.

CURT: That's sure the truth, Jeff.

MILT: Here, Alan - here's two-bits. Add that to the collection you're takin' up.

ALAN: Thanks, Milt but what's it for?

MILT: A box o' cartridges. A.22 is no good unless you got somethin' to shoot in it.

LOUISE: When Ma Davis gets through with you cowboys, you'll be ridin' for the river.

JEFF: What do you say we make it "Ridin' Down the Canyon" instead.

(AD LIB AGREEMENT)

("RIDIN' DOWN THE CANYON". WESTERNERS)

(INTRODUCE THEME.)

JEFF: Well, folks - that brings the fiesta to an end for tonight. Mighty glad you were with us for a spell. 'N don't forget, we'll be back again soon with a new dish o' song out o' the west. Till then, roll along with genuwine Bull Durham - and now - good night, folks.

(THEMEUP & DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

The American Tobacco Company
Bull Durham - "Ridin' The Range"
Script #37

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard
the world over for three generations - present "Ridin'
The Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, folks - Uncle Jeff, again. Yes sir, the rangeland
is calling for another evenin' o' song - 'N we're mighty
glad to have you with us again. There's always a hearty
welcome for you all out here under the stars. So draw
up close around the fire 'n join in with us. Come on,
Louise - say hello to the folks.

LOUISE: Sure, Uncle Jeff. Hello everyone. It's good to see you
all again and there's no better way of telling you than
with a song. Come on, boys, let's all say "Great Day."

("GREAT DAY". WESTERNERS)

(CHATTER AFTER SONG)

MILT: That song reminds me, Louise. This is sure a great day
for Buck Bolton.

LOUISE: How come, Milt?

MILT: He eloped with Nancy Gray.

(AD LIB SURPRISED CHATTER)

MILT: Yeah - 'n then he heard that Old Man Gray was powerful
anxious to see him.

LOUISE: Oh - oh.

MILT: But Buck didn't wait to find out what about. He 'n
Nancy headed for the border but the Old Man headed 'em
off.

ATX01 0261512

LOUISE: What did he do - shoot him?

MILT: Naw. All Old Man Gray wanted to know was if Buck could lend him ten dollars before he went on his honey-moon.

JEFF: Well, boys, Let's give Buck 'n Nancy a rousin' send-off with a song.

ALAN: Sure thing, Jeff. Something like "His Trade Mark".
Let's go boys.

("HIS TRADE MARK". WESTERNERS)

JEFF: Speaking of trademarks and brands an' i-den-ti-fi-ca-tion Alan - there's something you forgot in that song.

ALAN: What's that, Jeff?

JEFF: Well, along with his sombrero 'n high-heel boots the real trade-mark of a cowboy is a sack o' genuwine Bull Durham tobacco. Yes sir - Bull Durham is one of the oldest brands out here on the range. And it's branded, too, pardners, with the little round tag you see hangin' out o' the shirt pockets of all the waddies out here. Yes sir, men, a brand is a mighty important thing - whether it's on the hide of a steer or on a sack o' tobacco. It stands for a man's name - his honesty 'n reputation. It's telling the world in the easiest, simplest way - so there can be no mistake about it - that he's proud of what he's offering ... that he stands four-square behind it. Yes sir, that's why every sack o' genuwine Bull Durham carries the brand o' the little round tag. It means that for your five cents you're getting the same brand o' goodness that's made the tobacco standard the world over for 60 years 'n more.

ATX01 0261513

LOUISE: Gee, Uncle Jeff I bet Nancy is thrilled being married.

JEFF: I don't doubt it, gal.

LOUISE: Her own home ... her own ranch ...Why, it'll be ...

JEFF: Just like a dream ranch, eh, girl?

LOUISE: That's it, Uncle Jeff.

JEFF: Well, instead o' sighing about it, why don't you sing about it, Louise. It's a pretty song - "Dream Ranch."

(AD LIB URGINGS FROM BOYS)

("DREAM RANCH". WESTERNERS)

(CHAPTER)

CURT: If you'd listen to me, Louise, you wouldn't have to sigh about a dream ranch - or sing about one, either.

ALAN: There you go, Curt - always spoilin' a pleasant evenin'.

LOUISE: Don't worry, Alan.

ALAN: I don't know what's come over you fellas. Milt 'n his widder-woman...Curt 'n that poet-feller ...What's a poor, lonesome cowboy goin' do, Jeff?

JEFF: Well, if it was up to me, Alan, I'd get to work on a song Something like - say - "Sweet Georgia Brown."

ALAN: I think you got something there, Jeff. Come on, fellas, let's go to town on this one.

("SWEET GEORGIA BROWN". WESTERNERS)

(CHAPTER AFTER SONG)

JEFF: Feel better now, Alan?

ALAN: Some. I'll be okay soon as I get this cigarette rolled.

JEFF: Yes sir, men, Alan's got the right idea. Nothin' can bother you much so long as you got a sack o' genuwine Bull Durham tobacco. I ought to know. Forty odd years I been rollin' my own - 'n I like the last cigarette just a little bit better than the one I smoked before.

JEFF: (cont'd) Take a tip from an old timer, men - if the breaks just don't come your way for a spell - don't think the world's all against you. Just invest a nickel in a sack o' genuwine Bull Durham and make your own breaks ... You'll be surprised how this mild, yet tangy smoke will make a phil-os-opher out of you. And don't forget - there's 30 to 40 cigarettes in a sack and a packet o' Rix la Croix papers to make 'em with. And for the real punch - the price is only five cents.

ALAN: You said it, Jeff. I feel better now.

JEFF: And you'll be feelin' even spryer after another song.

ALAN: Well, looks like we better get into it quick then, eh Jeff?

JEFF: I think so, too. What do you say, boys to something like "Cielito Lindo."

(AD LIB AGREEMENT)

("CIELITO LINDO" WESTERNERS)

(INTRODUCE THEME)

JEFF: Well, folks, I reckon we got to say goodnight, now. It was mighty fine havin' you with us 'n we'll be lookin' for you again next time we get together round the camp-fire. Till then - roll you own'n save your roll. And now - goodnight, folks.

(THEME UP AND UNDER)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations and now only five cents everywhere.

(THEME FULL TILL END)

THE AMERICAN TOBACCO COMPANY
BULL DURHAM - SCRIPT #38
"RIDING THE RANGE"

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard
the world over for three generations - present "Ridin'
The Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', friends. Uncle Jeff again, with his chaps 'n
spurs 'n sack o' Bull Durham - glad to welcome you back
to the range. We're always mighty proud to have you
with us out here in the West, so pull up close around the
campfire. The stars 're hanging low 'n away off there's
a nighthawk callin'. Time f'r us to get to work on a
song. So come on, Louise - what's it goin' to be?

LOUISE: Something lively, Uncle Jeff. "Howja like to love me."
("HOWJA LIKE TO LOVE ME". WESTERNERS)

(CHATTER AFTER SONG)

ALAN: Dang it all! Now where did that go to?

JEFF: What're you lookin' for, Alan?

ALAN: The coffee pot.

LOUISE: Here it is. I just cleaned it out.

ALAN: Shucks, Louise, what did you do that for?

LOUISE: Well, some practical joker filled it with mud and water.

ALAN: Mud and water? Why, dang it all Louise - that was a
pot of fresh coffee I just made.

LAUGHTER

JEFF: Never mind, Alan. Louise'll make you a good cup after the
next song. Come on, boys - let me hear you go to work on
"Fiesta".

(AD LIB AGREEMENT)

("FIESTA". WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Yes sir, that sure is right.

LOUISE: What's right Uncle Jeff?

JEFF: Eh - what's that? Oh, well I was just thinkin', Louise - a fiesta is some kind of special Mexican holiday. But out here on the range, why every day is a fiesta, so long as the good old Bull Durham tobacco holds out. Yes, sir, pardners - a crisp, tangy Bull Durham cigarette makes a holiday out of every day, rain or shine - 'n there's no after-effects, either. No matter how much you smoke in the course of a hard day's work. For genuwine Bull Durham is all tobacco - crisp golden flakes that roll up in a jiffy into as neat a cigarette as you ever held a match to. It sure is a tobacco to celebrate with - 'n to celebrate about - men. The four ace tobacco. Now, look at this for a hand. For taste - nothin' can beat its tangy zest. For convenience a packet of Riz la Croix papers comes attached to every sack. For economy - thirty to forty cigarettes dependin' on how you roll 'em. And for price - now get this, pardners - only five cents everywhere. After your first sack o' genuwine Bull Durham you'll know why it's been standard the world over for sixty year 'n more. So start your fiesta now, men - buy a sack o' genuwine Bull Durham tobacco tonight.

CURT: Well, I'm going to keep that fiesta spirit going by rolling me a cigarette right now.

LOUISE: And I'll add that cup of good coffee to the party.

ATX01 0261517

JEFF: That ain't enough, Louise.

LOUISE: No? Why not?

JEFF: Well, there's one more thing needed. You know what goes along with a cigarette 'n a cup of coffee - why a song, of course, and I think it's time for "Swanee River."

LOUISE: all right, Uncle Jeff.

(AD LIB APPROVAL)

("SWANEE RIVER". WESTERNERS)

(CHATTER AFTER SONG)

CURT: Now that was just dandy, Louise.

MILT: How do you like my new scarf, fellas?

LARRY: Ow! Them colors hit me right in theeye.

JEFF: No wonder the herd was actin' up today.

ALAN: You know, Milt - if that new gal down at the Bar Z 'd get a look at you, "She'd be comin' round the mountin' mighty quick." Listen - I'll show you.

("SHE'LL BE COMIN' 'ROUND THE MOUNTAIN". WESTERNERS)

(CHATTER AFTER SONG)

JEFF: Now, she may be comin' 'round the mountain, boys, or she may not - if somebody don't pony up my sack o' Bull Durham.

MILT: Here you be, Jeff. Just borrowing the makings.

JEFF: That's all right, son - go right ahead. You know after a hard day's work - a fiesta - or a going 'round the mountain, for that matter, nothin' sets so good as a crack-a-jack Bull Durham cigarette that you've rolled f'r yourself. There's somethin' four-square 'n honest about genuwine Bull Durham, pardners, that appeals to a man. Seems like it was made t' be smoked out here in the great outdoors. Once you've sampled its crisp

JEFF: (continued) tang you'll know what I mean. There's no show or fuss about a sack o' genuwine Bull Durham, men - nothin' fancy in name, package or price. Everything's in the tobacco - and the packet o' Riz-la-Croix papers that goes along with it. 'N to make sure that every man c'n enjoy this man's smoke - the price is only five cents everywhere.

CURT: You said something, there, Jeff.

LOUISE: Say, boys, I know why Milt bought that gaudy scarf.

JEFF: Why, Louise?

MILT: Now don't you get me in wrong, Louise.

LOUISE:(Laughs) There's a new school marm down to Roswell.

CURT: Oh. Poet feller stuff, eh? Okay, Milt - you better practise up on this next song. "Yellow Rose of Texas"
(AD LIB CHATTER FROM BOYS)

("YELLOW ROSE OF TEXAS". WESTERNERS)

JEFF: That was mighty fine.

(INTRODUCE THEME)

JEFF: Well, guess that's all for tonight, men. Mighty nice of you to have visited with us for a spell. Don't forget to drop your reins at the campfire again - for another evenin' o' song. Till then - roll your own with genuwine Bull Durham - and now - goodnight, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of Bull Durham tobacco - standard the world over for three generations - and now only five cents everywher

(THEME. . . FULL TILL END)

THE AMERICAN TOBACCO COMPANY

"RIDIN' THE RANGE"

SCRIPT #39

THEME: "RIDING ALONG"

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin', folks. Uncle Jeff again, with the same old hearty welcome for you-all. We're always mighty proud to have you with us out here on the range. Nothin' like an evenin' o' song around the campfire. So ease out o' your saddles, now, 'n' get comfortable 'n' keep an eye on the fire while Louise 'n' the boys go to work on their first song.

What's it goin' to be, Louise?

LOUISE: One that speaks for all of us, Uncle Jeff. "I Like To Make Music."

SONG: "I LIKE TO MAKE MUSIC"

(CHATTER AFTER SONG)

JEFF: Yes, sir - that's what I call getting off to a good start

CURT: Yeah. Like the boys down to the Bar-X last night.

LOUISE: Why- what happened?

CURT: Oh, a gang of 'em decided to go into town to the dance. Borrowed Baldy's old car.

ALAN: That was just asking for trouble.

CURT: And they got it, too. Halfway between the ranch and nowhere, the old car stopped. Well, Red Hoyt ups and says as how he had taken a mail order course in mechanics:

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CURT: (continued) 'n had a big diploma to prove it. And so the boys told him to go ahead and see what he could do. Well, before he's finished, it's three o'clock in the morning and he's got half the engine out of the car. And then Shorty MacGowan makes the discovery that all that was the matter with the dang thing - was that it was out of gas.

JEFF: What did they do then?

CURT: Took Red's diploma away from him and then begun to sing.

JEFF: Well, I think it's our turn to do some singin'. 'N' under the circumstances, I think "The Gal I left behind Me" would be right appropriate.

(Ad lib agreement)

SONG: "THE GAL I LEFT BEHIND ME"

(CHATTER AFTER SONG)

JEFF: Gettin' back to the boys' experience with the old car last night, I just want to say, men, that it's bad enough to run out of gasoline between here 'N' nowhere - but it's a sight worse to run out o' cigarettes. Out here on the range, we make sure that don't happen by always carryin' a sack o' genuwine Bull Durham tobacco 'N' that little red book o' papers that comes attached. Then if somethin' happens - if the car breaks down - if you get lost from the chuck wagon - why, you can always grin 'N' sing 'n' carry on. Yes, sir, pardners - the cook c'n spoil the grub, you c'n get bogged down in the badlands, some other feller c'n come along 'n' steal your best girl - but so long as you got a sack o' genuwine Bull Durham tobacco, well, you c'n just roll your

JEFF: (continued) troubles away. 'N' about this matter o' rollin' 'em - why shucks, it's as easy as twirlin' a rope. 'N' you'll be proud o' the art once you learn it. Don't forget - genuwine Bull Durham is your tobacco, men at your price. Just five cents a sack.

MILT: That's right, Jeff. And a mighty big nickel's worth.

JEFF: Yes, sir. 'N' now that I've said my piece I think it's Louise's turn.

LOUISE: What do you mean, Uncle Jeff.

JEFF: Come on, girl, you know what I mean. That special tune you promised me. "It's Wonderful."

CURT: Sure, Louise. Don't be bashful.

LOUISE: Well, if you boys play it for me - it's a go.
(ad lib assent)

SONG: "IT'S WONDERFUL"

(CHATTER AFTER SONG)

ALAN: Yep, that's what they're singin' down to the Bar-X.

JEFF: What's up now?

ALAN: Baldy Davis Junior has plumb growed a tooth - right in the middle of his mouth.

CURT: That means another celebration for the boys.

MILT: Well, let's do some celebrating on our own. How about "The Sidewalks of Cuba"?

(AD LIB AGREEMENT)

(CHATTER AFTER SONG)

JEFF: Speakin' o' celebratin', men - a sack o' genuwine Bull Durham with Riz La Croix papers attached is somethin' else to celebrate about. Not a one-day celebration, like is goin' on down to the Bar-X over Baldy Davis

JEFF: (continued) Junior's new tooth. No, sir. A celebration that'll last as long as you smoke cigarettes. Once you've spilled those golden flakes o' tobacco into a paper 'n' rolled yourself a cigarette, you'll know that genuwine Bull Durham is your smoke- whether you make your livin' bustin' broncs out here on the range, or in the hustle and the bustle of a big city. Sure. That's why Bull Durham has been standard out here on the range - and yes - all over the world - for sixty years 'n' more. It's a tangy smoke, men, with the makin's for thirty to forty cigarettes in a sack. 'N' just as important as that, no matter where you buy your sack it'll cost you no more than five cents.

ALAN: Yep, it's every man's smoke at every man's price.

LOUISE: Who you writing to, Milt?

MILT: Oh, I'm dropping a line to that widder woman.

ALAN: What about?

MILT: Well, with them nine kids, I thought I'd better tell her the truth.

JEFF: 'N' What's that, Milt?

MILT: That I don't own no two thousand acres out here. That all I own is a broken down bull fiddle. And that's about all I can support.

ALAN: Fair enough. Now, with that ~~off~~ your mind, how about giving us some support on this last tune - "Darling Nellie Gray?"

(Ad lib urgings from boys)

SONG: "DARLING NELLIE GRAY"

(INTRODUCE THEME)

JEFF: Well, folks - it's about time we bedded down in our

JEFF: (continued) blanket rolls. It was mighty nice havin' you with us tonight 'n' we'll be lookin' for you next time we get together out here on the range. Till then - roll your own 'n' save your roll. And now - goodnight, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three tenerations - and now only five cents everywhere.

(THEME FULL TILL END)

BULL DURHAM - SCRIPT #40

(THEME RIDING ALONG)

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard
the world over for three generations - present
"Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Good evening friends ... 'n welcome back to the range.
Sure, this is old Uncle Jeff again invitin' you all
to another round-up o' song out here in the west.
Throw another stick o' wood on the fire, Curt...
'N now, pardners start rollin' those genuwine Bull Durham
cigarettes for Louise 'n the boys are all set to roll
into their first song. Come on. Louise step up 'n
tell the folks what it's goin' to be.

LOUISE: A song called "CRY BABY CRY". How do you like that?

JEFF: Wal, us old cow-hands enjoy a good weep as well as
the next person. Get along with it gal.

SONG: "CRY BABY CRY"

(CHATTER AFTER SONG)

JEFF: Well, it wasn't as weepy as I thought it was goin'
to be Louise.

ALAN: I'm a tellin' you boys, they sure had a lot o' tears down
to the Davis spread, today.

LOUISE: They did? What happened?

ALAN: Well, somebody let the pantry door open and Baldy Davis
Junior crawled in.

LOUISE: Oh - oh!

ALAN: Yeah. 'N first thing he did was sample a half jar o' jam. 'N then he tried a few pickles. That didn't set so good so he drank a pintful o' machine oil 'n he was half way through a can o' stove polish when his maw caught him.

LOUISE: Gracious! No wonder the poor child cried. What happened

ALAN: Well, everything was in an uproar, then Baldy Davis Junio climbs up on his feet ... goes 'n ...dang it all if he don't take his first step all by himself.

JEFF: Must o' been that stove polish done it. Seems to me, folks, Baldy Junior's got a song comin' to him. Somethin' like "Hold on Dogies".

(Ad lib assent)

SONG: "HOLD ON DOGIES"

CURT: Baldy Junior is sure a chip off the old block. Just like his daddy --- always ready to try anything, once.

JEFF: Hold on there, now. You mean anything but his smokin' tobacco. Twenty-years ago Baldy tried his first sack o' genuwine Bull Durham and he hasn't smoked anything else since. Yes sir, Baldy's no fool. He knows tobacco as well as he knows the range 'n he knows that it's always the smart thing to string along with a good brand whether it be on the hide of a steer or on a sack o' tobacco. Yes sir, pardners, genuwine Bull Durham is branded, too. You know, with the little round tag you're all so familiar with. That brand means a lot to us out here on the range. It's a guarantee of full value for your money - 30 to 40 cigarettes in a sack 'n the papers to roll 'em with. It's the guarantee that the sack you buy today will contain the same good tobacco that's been

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JEFF: (continued) sold under the genuwine Bull Durham brand for sixty years 'n more. Yes sir, 'n the best part of it all, men - a big sack costs only five cents everywhere.

LOUISE: You bet, Uncle Jeff. Now tell me what you think of the next song. "Little Lady Make Believe".

JEFF: Well! That is something. All set, Louise. Let's hear it.

SONG: "LITTLE LADY MAKE BELIEVE"
(CHATTER AFTER SONG)

JEFF: That was grand, Louise.

CURT: Say - what became o' my jack-knife?

JEFF: It's sure as shootin' Curt, if you can't hang on to a jack-knife you can't hang on to your money.

CURT: You ain't tellin' me nothin', Jeff.

MILT: What do you want your knife for, anyway?

ALAN: Aww - Curt's been eyin' that big cottonwood down by the creek he's just achin' to carve a heart an initials in.

JEFF: So that's it, eh? Well, before you go to work son, how about goin' to work on another song? Somethin' like well - say..."Camptown Races".
(Ad lib Agreement)

SONG: "CAMPTOWN RACES"
(CHATTER)

JEFF: Thank you, Louise -- thanks, boys. That deserves a smoke all the way around.

ALAN: Lay you a Stetson to a pair o' boots I roll mine before you do, Milt.

MILT: You're on, cowboy. 'N I'll roll mine one-handed.

JEFF: Well, all I can say - no matter which one loses, they're both gonna be winners, 'cause they're both rollin' 'em with genuwine Bull Durham tobacco. Yes sir, pardners, that means a winner every time - a crisp satisfyin' smoke from the first puff to the last. You know, come to think of it, rollin' your own is the only game I know of where nobody loses 'n everybody comes up smilin' with a winnin' hand. Take a tip from an old timer, men...genuwine Bull Durham is the biggest five cents worth o' smokin' enjoyment that you can buy -- 30 to 40 cigarettes in a sack -- with a packet of Riz la Croix papers to make 'em with. Why, It's every man's smoke at every man's price. 'n that's why genuwine Bull Durham tobacco has been standard the world over for 60 years 'n more. (Pause) Say, what are Curt and Louise up to now?

ALAN: (DISGUSTED) Curt found his knife.

JEFF: Well, they ought to have them initials carved by now. (CALLS) Come on, Louise...come on, Curt. Time for another song.

LOUISE: (OFF MIKE) Coming, Uncle Jeff.

JEFF: (WITH CHUCKLE) Now that you got them initials carved - how about finishin' up with "Three Little Words?"

CURT: You're a pal, Jeff. Here we go.

SONG: "THREE LITTLE WORDS"

JEFF: That was right purty, Curt.

(INTRODUCE THEME)

JEFF: Well, folks, I guess that's all for tonight. The fire's

JEFF: (continued) dyin' down 'n it's time to turn in. Mighty glad to have had you with us. 'N we'll be lookin' for you soon again out here on the range. Till then Louise 'n me 'n the boys want to say ...adios,
(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco -- standard the world over for three generations - and now only five cents everywhere.

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BULL DURHAM - Script #41

THEME: "RIDING ALONG"

(Fade on Cue)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Evenin' folks - that old cow-hand Uncle Jeff again callin' you all to another fiesta o' song out here on the range. We're always mighty proud to have you with us out here in the west, so unsaddle your horses 'n pull up close around the fire. We're camped out tonight a little ways up Echo Canyon 'n the stars are hangin' so low seems you could light your cigarettes with 'em. Well, come on, Louise - say your piece 'n then let's hit the trail with a song.

LOUISE: Sure thing, Uncle Jeff. Hello, everyone. We're bidding you welcome tonight with "Says My Heart."

SONG: "SAYS MY HEART"

(Chatter after song)

JEFF: I like that fine.

MILT: Say - I forgot to tell you. Dropped in on Shad McGowan today.

LOUISE: Yes? 'Is he still living in the dog house with his hounds?

MILT: Sure. Couldn't get him out o' there, now. But I noticed a funny thing - he had eight openings cut in the side of the door.

LOUISE: What in the world for?

MILT: That's what I wanted to know so I asked Shad. 'N he said they was so his dogs could get out.

JEFF: But why eight?

MILT: That's what I asked him. 'N he explained that he had eight dogs 'n when he said scat! - he meant scat!

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(Laughter)

JEFF: Well, there's only five of you but if I said "play," do you think you could deliver a good fast number?

(Ad lib: You bet ... watch us, etc.)

JEFF: Okay. Make it "El Choclo." Go to it.

SONG: "EL CHOCLO"

(Chatter after song)

ALAN: Well, did we deliver, Jeff?

JEFF: You sure did, son. You know, you young uns are gettin' almost as good at deliverin' music as this sack o' genuwine Bull Durham is good at deliverin' smokin' satisfaction. 'n that's sayin' a powerful lot. You know, you boys 'n Louise with your playin' 'n singin' are a lot like Bull Durham tobacco at that. You're always pleasin' - 'n you always come up with a smile 'n make a feller ask for more. 'N that's the same with genuwine Bull Durham, pardners. There's a tobacco that's all goodness - that'll take no sass from any other brand. It's the all-around smoke from the time you rise 'n shine in the mornin' till you bed down in the bunk house at night. Bull Durham can take it when the going gets tough and deliver all you want in a cigarette. 'N when the work 'n fightin' is all over - passin' around a sociable sack o' genuwine Bull Durham makes you friends with all the world. Don't forget men, genuwine Bull Durham plays no favorites. It's every man's smoke at every man's price - five cents a sack. 'N you get from 30 to 40 cigarettes for your money.

CURT: That's it, Jeff. That's why Bull Durham is boss o' the range.

LOUISE: Bull Durham might be the boss of the range but I know who's boss of this next song.

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JEFF: Who?

ALAN: Louise, of course, Jeff. She's got a special number she's been practisin' for you. "Cathedral in the Pines."

JEFF: Well say, that sounds mighty nice. Let's hear it.

SONG: "CATHEDRAL IN THE PINES"
(Chatter after song)

JEFF: That was sure pretty, Louise. (Sentimentally with a sigh). You know, it reminds me o' the time

SOUND: LOUD CLATTER AND BANG

JEFF: Brimstone 'n leather! What's goin' on here?

ALAN: Sorry, Jeff, I was just showin' Larry a new jew-jitzer trick I learned. Spilled over the coffee pot's all.

JEFF: Humph! Never mind the ji-ujitzer tricks. Better try a few tricks on that banjo of yours.

ALAN: Sure, how about "Banjo On My Knee?"

JEFF: That'll just about make up for that spilt coffee. 'N you better be good, young un.

ALAN: Yes-suh, massa Jeff.....yes-suh.

SONG: BANJO ON MY KNEE
(CHATTER AFTER SONG)

JEFF: That was might fine, Alan.

ALAN: And you ain't goin' to hold that spilled coffee agin me?

JEFF: No, son - not tonight, anyway. You know, I was just thinkin' - of the moon comin' up - the milky way up there - songs like that around the campfire. You know, it's funny how some folks stray off the trail chasin' after will-o'-the-wisps. Shucks, it's the simple things in life that mean the most, men - a song - a friendly word o' greetin' along the trail - a hand-clasp. 'N there's nothin' goes better with that hand-clasp then to pass along a friendly sack o' genuwine Bull Durham tobacco with the little red book o' Riz

La Croix papers. Yes sir, folks, that's one o' the best things that I can say about genuwine Bull Durham - it's been every man's friend out here in the West - and, yes - all over the world, too - for three generations 'n more. 'N from all the little round tags that I see hangin' out o' the shirt pockets it's makin' more friends every day. So take a tip from an old-timer, men. Buy yourselves a sack o' genuwine Bull Durham tobacco today. The price is only five cents everywhere.

LOUISE: You get your cup of coffee, anyway, Uncle Jeff. I rescued half a potful.

JEFF: Good girl. But seein' as how we've run out o' sugar, how about a song to sweeten the coffee.

CURT: Sure thing, Jeff. I know just the one.

ALAN: You would, Romeo. All right. What is it?

ALAN: Oh, I thought it was goin' to be somethin' like that. Okay, boys - let's help him out on it.

SONG: "THE WAY YOU LOOK TONIGHT"

That was fine, Curt, just dandy.

(INTRODUCE THEME)

JEFF: Folks, from the way the moon's gone down, I'd say that's all for tonight. We were mighty glad havin' you with us 'n be sure to drop your reins at the campfire again for another evenin' o' song. Till then this is Uncle Jeff wishin' you happy smokin' ... and a good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

BULL DURHAM - Script #42

THEME: "RIDING ALONG"

(Fade on Cue)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, folks - Uncle Jeff again. Yes sir, the rangeland is callin' for another evenin' o' song 'n we're mighty glad to have you with us. There's always a hearty welcome for you out here under the stars. So draw up close around the fire - get comfortable - 'n join in with us. Come on, Louise, say hello to the folks.

LOUISE: Hello friends. It's sure good to see you all again and the best way of telling you is with a song. Come on, boys, let's start off with "Oh Mama."

SONG: OH MAMA

(Chatter after song)

JEFF: That's the mustard, boys. Nothin' like gettin' under way wit a laugh.

LOUISE: You bet. Say, Milt - what are you lookin' so worried about?

MILT: Funny thing happened today, Louise.

JEFF: What was that, Milt?

MILT: Well, I was goin' down the creek trail today and I run into one o' them artist fellers. You know, with a square o' canvas, 'n paints 'n brushes 'n long hair.

LOUISE: Sure, we know, Milt.

MILT: Well, he was squintin' out over the sage brush and painting the darndest picture I ever did see. A pair o' busted spurs - the skeleton of a steer with a rose growing in the middle of it.

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"What do you call that, pardner", I said. "Why," he says, "that's modern art." "I don't doubt that, mister," I said, "but what do you call the picture?" "Oh," he said, "I call it Desert Flowers." (LAUGH) And I'm just a-worryin' whether my eyes has gone bad or his.

JEFF: Don't you let a little thing like that bother you, Milt. All you need is your ears to beat out the rhythm of "Ojos Verdi" on that bull fiddle of yours.

MILT: Okay, Jeff. Here goes.

SONG: "OJOS VERDI"

(Chatter after song)

JEFF: Yes sir that was fine, boys, that was fine. Funny thing this modern art - painting things the way they ain't. That artist feller might call a pair o' busted spurs 'n a skeleton desert flowers but he ain't foolin' me, any. No more than anybody's goin' to fool me on tobacco. Forty years now I been smokin' genuwine Bull Durham 'n I like the last smoke just a little bit better than the one before. Yes sir, men - there's a powerful lot o' contentment in a sack o' genuwine Bull Durham when you're weary 'n saddle sore - 'n ridin' herd alone at night. Or for that matter, wherever you be or whatever you'r doin'. And it's an economical smoke, too, for there's enough tobacco for from 30 to 40 cigarettes in a sack - and the price is only five cents. Take a tip from an old timer, men - invest in a sack o' genuwine Bull Durham tobacco today. It's not only easy to roll your own but you'll get a real kick out of it - that independent - devil-may-care - feelin' no other cigarette will give you.

LOUISE: I'm gonna put some of that independent, devil-may-care feelin into this next song.

JEFF: What is it Louise?

LOUISE: "ONLY MAKE BELIEVE"

JEFF: That's fine, Louise - let's hear it.
(ad lib approval of boys)

SONG: ONLY MAKE BELIEVE
(Chatter after song)

JEFF: That was dandy, Louise, your singin's got plenty of feelin'
all right, girl.

ALAN: Too much if you ask me. Look at Curt.

CURT: Go on! Lay off, you fellas.

LARRY: Well, how about takin' Curt out of his swoon with a good
fast one.

MILT: Sure. Make it "Liza Jane."
(Ad lib agreement)

SONG: LIZA JANE
(Chatter after song.)

JEFF: Say, that's a grand old tune, all right. But listen Curt.
Don't let the boys ride you.

CURT: Shucks, they can't ride me, Jeff. I'm sitting on top of the
world.

JEFF: That's fine, son, and the best way o' keeping there is to kee
on rolling your cigarettes with genuwine Bull Durham tobacco.
I mean it, men. Nothin' will keep you grinnin' like a
cracker-jack Bull Durham cigarette you've rolled for yourself
with the Riz La Croix papers that come attached to the sack.
'N on the other hand, if the breaks have been goin' against
you, why there's nothin' like a sack o' Bull Durham to put
new fight 'n confidence in you. Buy a sack today, men. See
if Old Jeff isn't right. Cigarettes are dead easy to roll
with genuwine Bull Durham. You'll get the knack of it in a
jiffy. 'N when you do you'll be grinning 'n sittin' on top
of the world like Curt, there. 'N don't forget - 30 to 40

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JEFF: (CONT.) cigarettes for your money - and the price is only five cents everywhere.

ALAN: Yes sir, Jeff, Bull Durham is sure every man's smoke.

JEFF: You bet. Oh say, kick up the fire, Larry. Wind's gettin' round to the north.

LOUISE: Yes. Looks like we might have a storm.

JEFF: Well, lots o' time for another song.

LOUISE: Sure. What would you like now, Uncle Jeff?

JEFF: You name it, girl.

LOUISE: Well, since Curt's sitting on top of the world, how about "Bewildered"?

CURT: I'd like that fine, Louise. Here goes.

SONG: BEWILDERED.

JEFF: I liked that fine, Curt.

(INTRODUCE THEME)

JEFF: Well folks, the stars are our clock out here and they say it's time to turn in. Mighty glad you were with us tonight. 'N we'll be lookin' for you all the next time we get together around the campfire. Till then, this is Uncle Jeff biddin' you all a - good night.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

BULL DURHAM - Script #43

THEME: RIDING ALONG

(Fade on Cue)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Good evenin', friends - this is old Uncle Jeff again with his chaps 'n spurs 'n sack o' Bull Durham - happy to welcome you back to the rangeland. So ease out o' your saddles men, 'n get comfortable around the fire. Help yourselves to the makin's there 'n I'll ask Louise to start off tonight's festivities with "Tavern in the Town." What do you say, Louise?

LOUISE: Sounds good to me, Uncle Jeff. Here we go.

SONG: TAVERN IN THE TOWN

(Chatter after song)

ALAN: Say, Milt - hear from that widder-woman lately?

MILT: Naw, we're all washed up.

CURT: Haven't you heard? Milt's taken up with one o' them pen-pals instead.

LOUISE: You don't say.

MILT: Yeah. 'N maybe you can help me out, Louise. I want to send her a bottle of perfume an' I been studyin' this catalog But I can't make head or tails out of it.

LOUISE: Why not?

MILT: Well there's this one called "Incense of India" and this one "Hawaiian Nights" - and this one "Springtime in Egypt." I can't make up my mind between 'em.

LOUISE: Why not?

MILT: Well, what would you send a girl that lives in East St. Louis?

JEFF: That is a problem, Milt. But figure it out later, will ya?

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JEFF: (CONT.) Right now it's time for a song. How about that Mexican tune - "La Borachita?"
(ad lib agreement)

SONG: LA BORICHITA
(Chatter after song)

JEFF: You know, speakin' o' perfumes, Milt, if you could only send that pen-pal o' yours a whiff of a genuwine Bull Durham cigarette I think it would just about do the trick. 'N men, a genuwine Bull Durham cigarette tastes just as good as its aroma - with the tang o' all out-doors in it that can't be beat. Forty years 'n more I been rollin' my own. I've worn out many a saddle 'n pair o' chaps but I haven't worn out my taste for genuwine Bull Durham tobacco. By jumpin' horn-toad there's a tobacco to hit the trail with - to relax with - and to woo the ladies with. Yes sir, pardners, Bull Durham has been boss out here on the range for three generations 'n more. 'N more than that, you'll find men passin' around the friendly sack along every trail the world over. And don't forget - 30 to 40 cigarettes in a sack - all for five cents.

CURT: Speakin' o' Bull Durham, Jeff, how's for borrowin' the makin's.

JEFF: Sure thing son. Here - catch.

CURT: See Louise? Jeff's come through for me. Now how about you?

LOUISE: What do you want now, Curt?

CURT: Just a little song. How about it, honey. Something like ..

ALAN: Lovelight in the starlight.

CURT: Thanks, Alan. That'll do swell. Go ahead, Louise.

SONG: LOVELIGHT IN THE STARLIGHT.
(Chatter after song)

JEFF: Mighty pretty, Louise.

ALAN: Decide on that perfume yet, Milt?

MILT: Naw! Changed my mind. Gonna send her my picture instead.

ALAN: Better play safe and send the perfume.

MILT: Why you lop-eared ...

JEFF: Hold on, hold on, boys. Better put them harsh words in this next song. "Pop Goes the Weasel."

LOUISE: Yes - that would sound better. Let's go.

SONG: POP GOES THE WEASEL
(Chatter after song)

MILT: So you don't think this pen-pal o' mine would go for my picture, eh, Alan?

ALAN: Not unless she's blind.

JEFF: Never mind the argument, boys. Better roll a cigarette instead.

ALAN: All right, you got somethin' there Jeff.

JEFF: That's the spirit, boys. And men, that's always the spirit when there's a friendly sack o' genuwine Bull Durham to pass around. Bull Durham sure smooths out the little difficulties in life. What's the use o' growlin' 'n fightin' over little things that don't count -- you can always talk it over while you're rollin' yourself a cracker-jack cigarette. 'N the surest way of showin' a man that you're ready to meet him half way is to offer him a sack o' genuwine Bull Durham and the little red book o' Riz La Croix papers. There's somethin' open-handed - generous - sociable about doin' that - that's hard to resist. That's why genuwine Bull Durham tobacco has been a man's smoke - standard the world over for three generations - at only five cents a sack.

CURT: Speakin' o' bein' hard to resist. I got a song I'd like to try out on Louise.

LOUISE: Which one's that, Curt?

CURT: "I Let a Song Go Out of my Heart."

LOUISE: Well, try me.

CURT: Okay, girl.

SONG: I LET A SONG GO OUT OF MY HEART

(INTRODUCE THEME)

JEFF: Well folks, that brings the fiesta to an end for tonight. Mighty glad you were with us for a spell. 'N don't forget, we'll be back again soon with a new dish o' songs for you. Till then, roll along with genuwine Bull Durham - and now - good night, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

BULL DURHAM - Script #44

THEME: RIDING ALONG

(Fade on cue)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' the Range" with Louise Massey and the Westerners.

(THEME UP AND OUT)

JEFF: Howdy, folks - this is Uncle Jeff again, sneakin' in a few words before Louise 'n the boys start their singin'. I just want to tell you that we're always mighty proud to have you with us out here on the range. So come along, all you folks who have a yearnin' for the wind 'n' the stars 'n' a camp-fire. The cattle are all bedded down, the fire's burnin' bright and a way off there a coyote's callin' to the moon. It sure is a night f'r singin' - so what are you going to start with, Louise?

LOUISE: Uncle Jeff, "You Couldn't Be Cuter."

JEFF: Anything personal in that, Louise?

SONG: YOU COULDN'T BE CUTER

(Chatter after song)

CURT: Did you-all hear - Buck Bolton and Nancy got back from their honeymoon yesterday.

JEFF: So Buck's all settled down to married life, eh?

CURT: I'll say he is. I dropped in on him, and Nancy was usin' his lariat for a clothes-line - his branding-iron for a stove poker - and one of his spurs to trim a pie-crust.

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ALAN: Now you see that, poet-feller, better take that to heart.

LOUISE: Hush Alan. Or I'll be using that branding-iron of yours for something else besides a poker.

ALAN: Say! Looks like I better be hittin' the trail.

MILT: Better make it "The Trail to Mexico." Let's go!

SONG: TRAIL TO MEXICO

(Chatter after song)

JEFF: Well, Buck don't have to worry none. Nancy might use his spurs to trim the pie-crust, but she can't use his Bull Durham for anything but to roll him cracker-jack cigarettes. 'N' 30 to 40 she's going to get out of a sack, too. All for five cents. That means a lot, pardner - that's real economy for you. 'N' besides the economy, genuwine Bull Durham rolls up into the tangies cigarette you ever held a match to. Take a tip from an old cow-hand, men - if you want a tobacco that delivers the most in smokin' enjoyment, invest in a sack of genuwine Bull Durham today. It's as easy to roll as it's easy on your pocket-book. And genuwine Bull Durham is in style wherever you go - from the range out here in the West to the farm, factory or big city office. It's every man's tobacco at every man's price. Sure, it's been standard the world over for sixty years 'n' more, and it's still goin' strong.

LOUISE: How long have you been rolling your own, Uncle Jeff?

JEFF: Well, it's forty years 'n' more.

LOUISE: That is a long time.

JEFF: Sure is. And if you want to catch up with me, you better get started on the next song of yours right now.

What've you got f'r the old man tonight?

LOUISE: How would you like "This Time It's Real?"

JEFF: I'd like that fine. Get along with it.

SONG: THIS TIME IT'S REAL

(Chatter after song)

MILT: What else did Buck and Nancy have to say? Bring back any souvenirs?

CURT: Well, I don't know whether you'd exactly call 'em souvenirs. But Buck got a stiff neck from lookin' at all the tall buildings in Austin - an awfully sore foot from them city pavements - and a ticket for passing a red light, going the wrong way on a one-way street.

JEFF: Well, I'd say that's doing pretty well. Let's see if you can do as good on this next song. Say - by the way, what's it goin' to be?

LOUISE: "Lady in Red," Uncle Jeff.

JEFF: Sounds intriguing'. Let's have it.

SONG: LADY IN RED

(Chatter after song)

JEFF: That was fine. How's the coffee comin', Louise?

LOUISE: Just beginning to boil.

JEFF: Good. Time for a cigarette, then. And while I'm rollin' this one, men. I just want to say that you c'n go a long ways but you can't do better than stickin' to genuwine Bull Durham tobacco. There's a smoke that's been boss of the range - standard the world over for three generations 'n' more - because it's the four ace brand. Look at this for a hand - taste,

tangy as all outdoors - economy, thirty to forty cigarettes in a sack - convenience, a packet of Riz-la-Croix papers to roll 'em with - and the biggest ace of all - price only five cents everywhere. Come on, men, deal yourselves into the game with four aces. Buy a sack o' genuwine Bull Durham tobacco today.

LOUISE: The coffee's ready, Uncle Jeff.

JEFF: Let it wait, girl.

LOUISE: But I thought you wanted a cup.

JEFF: Yeah, But there's something I want more, right now.

CURT: Sure. So do I, Jeff. Another song. And with that big moon up there, I know just the one.

JEFF: What one's that?

CURT: "There's Silver on the Sage Tonight."

JEFF: Yep. I'd call that right appropriate. Go to it, son.

SONG: THERE'S SILVER ON THE SAGE TONIGHT.

(INTRODUCE THEME)

JEFF: Well, folks I reckon we got to say goodnight now. It was mighty fine havin' you with us 'n' we'll be lookin' for you again the next time we get together round the campfire. Till then, roll your own 'n' save your roll. And now - goodnight, folks.

(THEME...UP AND UNDER)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations and now only five cents everywhere.

(THEME...FULL TILL END)

BULL DURHAM

Script #45

(THEME "RIDING ALONG")

(FADE ON CUE)

ANNOUNCER: The makers of genuwine Bull Durham tobacco - standard the world over for three generations - present "Ridin' The Range" with Louise Massey and the Westerners.

(THEME UP ... AND OUT)

JEFF: Evenin', friends - glad to welcome you back to the range. Sure, this is old Uncle Jeff again - just wantin' to say that Louise 'n' the boys have rounded up a brand new bunch of songs f'r you tonight, that're just itchin' to be sung. The stars are all out, a big moon's comin' up over the rim of the mesa and the campfire's burnin' bright. Come on, Louise - every-thing's all set. Welcome the folks with that old favorite - "Jericho."

LOUISE: Glad to, Uncle Jeff. And a big welcome it's going to be. We're off, boys.

(SONG. . . . "JERICHO")

(CHATTER AFTER SONG)

ALAN: Got another letter from Sleepy Dawson this morning, Uncle Jeff.

JEFF: Hunh! 'N' what did the old horse-thief say this time?

ALAN: He's in New York now and he went down to see a friend off on one of those big ocean liners.

JEFF: Go on - go on.

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ALAN: Well, he says there were six floors in it - elevators - three swimming pools - a smoking saloon - a writing saloon - a lounging saloon.....

JEFF: That's enough - that's enough. I don't want to hear any more.

ALAN: Why, what's the matter, Jeff?

JEFF: I always said that Sleepy was a powerful liar. What's he trying to put over on us? I know what the inside of a saloon looks like. Smoking saloon! Writing saloon! Bah! Come on - after that, I need a song. Something lively, now - like "Choco My Pony."

ALAN: Me too, Jeff. Here we go.

(SONG "CHOCO MY PONY")

(CHATTER AFTER SONG)

JEFF: That's a lot better.

LOUISE: Don't you believe Sleepy, Uncle Jeff?

JEFF: Believe him? Huh! The only time I believe Sleepy, girl, is when he's talkin' about genuwine Bull Durham tobacco. Yes, sir - that's the only thing Sleepy can't exaggerate about. F'r the simple reason genuwine Bull Durham is tops when it comes to cigarette tobacco. Each new cigarette you roll has the tang 'n' zest of the one before. We old-timers out here on the range ought to know. When you're driving herd in a cloud o' dust 'n' sand, a tobacco's got to have something to taste right to a parched throat. 'N' Bull Durham sure comes through, just like it always does, whether you're workin' up a sweat under the broilin' sun, fightin' your way through the drifts of a blizzard, or swappin' yarns around the campfire at night. Come

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on, men, join the brotherhood of the range. All you need to qualify is the Bull Durham tag hangin' out of your shirt pocket. Anybody c'n roll their own. It's dead easy 'n' a lot of fun. 'N' you'll get a big satisfaction out of it when you find you get from 30 to 40 cigarettes out of a sack, all for five cents.

LOUISE: Just one more thing about Sleepy, Uncle Jeff. He said they had singers on the boat and everything.

JEFF: Well now, you better do your singin' out here on the range.

CURT: Yeah - that's what I been telling her.

ALAN: Well, there's nothing like starting now, Louise. Ain't you got something special for us tonight?

MILT: She sure has. I heard her practising it. Something like "You Leave Me Breathless."

JEFF: Like Sleepy's tall tales, eh? But go ahead, gal - sing it.

(SONG "YOU LEAVE ME BREATHLESS")

(CHATTER AFTER SONG)

JEFF: That was all right, Louise.

MILT: Let me borrow your pencil, Jeff.

JEFF: What for?

ALAN: Poison-pen ... I mean, pen-pal stuff.

JEFF: Oh. Well, before you get wound up in that letter, knock off f'r a spell while we have the next song. If anybody'd ask me, I'd vote for a hoe-down.

ALAN: You named it, Jeff. "Mammy Jinny's Jubilee."

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(SONG "MAMMY JINNY'S JUBILEE")

(CHATTER AFTER SONG)

JEFF: Yes sir - yes sir. That's what I call music. But we men are lucky, I guess. It's always jubilee time for us out here on the range, so long as our Bull Durham holds out. Yes, sir, men, f'r sixty years 'n' more genuwine Bull Durham has been the tobacco to celebrate with and t' celebrate over. F'r sixty years 'n' more it's been deliverin' the most in cigarette enjoyment f'r the least money - 30 to 40 cigarettes in a sack - and a packet of Riz la Croix papers - all f'r five cents. You can't beat that f'r value. And about this matter o' rollin' 'em - it's dead easy. A neat little trick you'll get onto in a minute. Line up, men - flip your nickel on the counter - ask for a sack o' genuwine Bull Durham tobacco - 'n' make every day a jubilee day.

ALAN: That's what I say, Jeff. What these fellers want to be writing to pen-pals for, is beyond me.

MILT: Yeah? How about you and that schoolmarm?

ALAN: Oh, now Milt - you see, that was different.

MILT: Sure, I know - she gave you the air.

JEFF: Come on, boys - I know. She gave you both the air. You ought to sing a little song to her f'r memory's sake. The one called "Don't Be That Way."

ALAN: A good idea, Jeff.

(SONG "DON'T BE THAT WAY")

(INTRODUCE THEME)

JEFF: Well, folks - guess that's all for tonight. Hope you liked our songs as much as we liked singin' 'em to you.

'N' don't forget - there's always a welcome for you here around the campfire - so come again. Till then, Louise 'n' me 'n' the boys want to saygoodnight, folks.

(THEME UP AND DOWN)

ANNOUNCER: Louise Massey and the Westerners are presented by the makers of genuwine Bull Durham tobacco - standard the world over for three generations - and now only five cents everywhere.

(THEME FULL TILL END)

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