

Come to Marlboro Country

from: The Marlbor Man, by Frank Bergon¹

5 You already know his weathered face. You have seen him on
billboards, in magazines, and in television commercials as one of
the Marlboro Men. He stands an inch over six feet, and from the
square jaw and straight, dry lips to the cold blue eyes, surrounded
by razor-thin wrinkles, his features are those of the archetypal
10 cowboy, etched² in... leather. Even when he rode across television
screens, accompanied by music intended to excite everyone's Western
blood, his unhurried movements and gestures suggested a man
perpetually and wondrously relaxed. Come too where the flavor is.
Come to Marlboro Country. The viewer's cynical smile is to be
15 expected. Surely this man is anything but what he appears to be. In
a time of pervasive³ phoniness⁴, encouraged by advertising that
caters⁵ to our most tenacious⁶ fantasies, we do not even expect a
television cowboy to be a cowboy. But the name of this Marlboro Man
is Darrell Winfield, and he lives and works on a ranch in Wyoming-as
a cowboy....

20 Frank Bergon goes on to describe how they met Darryl Winfield and how
come that he became a cowboy.

A week after returning to my home in Boston, I was watching a
television program with some friends when Darrell appeared on the
screen, driving horses across some timeless Western river. "*There he*
25 *is,*" said one of my friends, "*Virile Winfield.*" We laughed. "*I have*
to get out West one of these days" another said, and the others
quietly agreed. Whatever thoughts each of us had, I believe we were
all willing, at least for a moment, to see Marlboro Country as a
possible retreat from our urban lives, privately aware that the West
30 is still the West in only one way: it's still a place where few
people can live. It helps to know, though, that in the Winfield
living room there is a framed photograph used in a magazine
advertisement. It is similar to the commercial we watched in Boston,
a distant shot of Darrell splashing across a creek behind a herd of
35 horses. One night at the dinner table his daughter, Debbie, asked,
"*Daddy, do you ever watch yourself on TV?*"

"Sure", Darrel replied, "*when they come on the screen.*" "*What do you*
40 *think when you see 'em?'*" *Why, I think how handsome that guy is*",
Darrel answered, "*and how much I'd like to be him*".

¹Taken from: Looking West, The search for The American West, the History, Myth and Literature, ed. by Frank Bergon/Zeese Papanikos, New York 1978, 456-460.

²To etch - to make a strong clear mark or pattern on sth. (dt.: eingraviert)

³Pervasive - present seen or felt everywhere

⁴Phoniness - adj. phoney: sth false (dt.: unecht)

⁵To cater to st. - to try to satisfy a particular need-

⁶Tenacious - persisting (dt.: hartnäckig)