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# BETTER CALL Saul



**CREATED BY**

Vince Gilligan | Peter Gould

**EPISODE 1.04**

**"Hero"**

A desperate Jimmy gets creative in order to drum up new business and manages to sneak in a little revenge for good measure.

**WRITTEN BY:**

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**DIRECTED BY:**

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**ORIGINAL BROADCAST:**

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BETTER CALL SAUL is an AMC Original Series

**EPISODE CAST**



Bob Odenkirk	...	Jimmy McGill
Jonathan Banks	...	Mike Ehrmantraut
Rhea Seehorn	...	Kim Wexler
Patrick Fabian	...	Howard Hamlin
Michael Mando	...	Nacho Varga
Michael McKean	...	Chuck McGill
Julie Ann Emery	...	Betsy Kettleman
Jeremy Shamos	...	Craig Kettleman
Mel Rodriguez	...	Marco
Eileen Fogarty	...	Mrs. Nguyen
Kevin Weisman	...	Stevie
Dawnn Lewis	...	Judge
Josh Fadem	...	Camera Guy
Dorian Missick	...	Detective #1
Paul Geoffrey	...	Tailor
Eddie J. Fernandez	...	Billboard Worker
Julian Bonfiglio	...	Sound Guy
Rose Liotta	...	Chuck's Neighbor
Staci Robbins	...	Lady Onlooker
Bau Thi Duong	...	Salon Employee #1
Le Hai Dang	...	Salon Employee #2

1

00:00:01 --&gt; 00:00:03

JIMMY:

Works every--  
I'm telling you, every time.

2

00:00:03 --&gt; 00:00:05

Do it, try it.  
No. What, right now?

3

00:00:05 --&gt; 00:00:06

Right here.  
All right, all right.

4

00:00:06 --&gt; 00:00:08

[HOWLS WEAKLY]

5

00:00:08 --&gt; 00:00:10

Kind of. Kind of that.  
Gotta work on it, bro.

6

00:00:10 --&gt; 00:00:12

All right, man.  
Seriously.

7

00:00:12 --&gt; 00:00:13

All right, bro,  
I'll work on it.

8

00:00:13 --&gt; 00:00:16

But just tell me,  
when do you--?

9

00:00:16 --&gt; 00:00:19

Right before the cork pops.  
Timing's important, but--

10

00:00:19 --> 00:00:21  
But you don't do it,  
like, in her ear?

11

00:00:21 --> 00:00:23  
No, you don't do it  
in her ear.

12

00:00:23 --> 00:00:25  
It's a given  
you don't do it in her ear.

13

00:00:25 --> 00:00:28  
This is scientifically proven.  
Really?

14

00:00:28 --> 00:00:31  
Prehistoric stuff. The medulla.  
Ha, ha. Crazy, man.

15

00:00:31 --> 00:00:32  
The wolf brain.  
The what?

16

00:00:32 --> 00:00:34  
It's primitive stuff.  
Okay, let me try it again.

17

00:00:34 --> 00:00:36  
[HOWLING]

18

00:00:36 --> 00:00:38  
STEVIE: Yeah!  
JIMMY: Ha-ha-ha.

19

00:00:38 --> 00:00:41  
STEVIE: That's the wolf brain!

JIMMY: Nice. Ha-ha-ha.

20

00:00:41 --> 00:00:45

STEVIE:

Ha. Man, this town sucks.

21

00:00:45 --> 00:00:47

Sorry, bro, I know  
it's yours and everything,

22

00:00:47 --> 00:00:49

but it's not even 2.

23

00:00:49 --> 00:00:52

JIMMY:

Yeah, it does kind of suck.

24

00:00:52 --> 00:00:55

Hey, I know this  
after-hours place over--

25

00:00:55 --> 00:00:56

A couple blocks off Cermak.

26

00:00:56 --> 00:00:59

You wanna hit it?  
Hells, yeah. Let's do it.

27

00:00:59 --> 00:01:03

Fuckin' hit it.  
[STEVIE LAUGHS]

28

00:01:03 --> 00:01:05

JIMMY:

That's what I'm talking about.

29

00:01:05 --> 00:01:07

STEVIE:  
Whoo!

30  
00:01:09 --> 00:01:10  
[STEVIE HOWLS]

31  
00:01:10 --> 00:01:12  
JIMMY:  
Okay.

32  
00:01:12 --> 00:01:13  
[BOTH HOWLING]

33  
00:01:13 --> 00:01:14  
[BOTH LAUGH]

34  
00:01:14 --> 00:01:17  
Not in her ear, right?  
Right, not in her ear.

35  
00:01:17 --> 00:01:19  
Hey, bro, I never did  
catch your name.

36  
00:01:19 --> 00:01:22  
Saul.  
Saul?

37  
00:01:22 --> 00:01:25  
"S'all good, man."  
Ha!

38  
00:01:25 --> 00:01:29  
Get it?  
I do. All right, Saul.

39  
00:01:29 --> 00:01:31

Hey, hey, brother, whoa.

40

00:01:31 --> 00:01:33  
Check it out. What is that?

41

00:01:35 --> 00:01:37  
Holy shit.

42

00:01:37 --> 00:01:40  
There's gotta be at least  
a thousand bucks in here.

43

00:01:40 --> 00:01:43  
Oh, my God, look at that.

44

00:01:43 --> 00:01:45  
Whose is it?  
Mine.

45

00:01:45 --> 00:01:47  
Hey, possession's  
like four-tenths

46

00:01:47 --> 00:01:49  
of the what-do-you-call-it,  
bro.

47

00:01:49 --> 00:01:52  
Like, is there an ID or...?  
Yeah.

48

00:01:54 --> 00:01:57  
I don't know, some fat guy.  
Huh.

49

00:02:02 --> 00:02:04  
I'm thinking that one.

50  
00:02:06 --> 00:02:09  
[EXHALES SHARPLY]  
Let's see.

51  
00:02:22 --> 00:02:23  
Jesus.

52  
00:02:23 --> 00:02:25  
Is he, uh...?

53  
00:02:25 --> 00:02:27  
What?  
Is he, uh...?

54  
00:02:27 --> 00:02:28  
I don't know.

55  
00:02:43 --> 00:02:46  
Ah!  
Hey.

56  
00:02:46 --> 00:02:48  
Hey, fella. You all right?

57  
00:02:49 --> 00:02:52  
[HUMMING  
"SMOKE ON THE WATER"]

58  
00:02:55 --> 00:02:57  
Hey, buddy.

59  
00:02:57 --> 00:02:58  
Hey, would you answer me?

60  
00:02:58 --> 00:03:01



Hey, answer this, you butthole.

61

00:03:02 --> 00:03:05  
"Butthole"? What the hell?  
Hey, uh--

62

00:03:05 --> 00:03:07  
Hey, bro,  
be nice, all right?

63

00:03:07 --> 00:03:09  
This guy right here,  
he's trying to help you.

64

00:03:09 --> 00:03:13  
Help yourself to some of this,  
you butthole.

65

00:03:13 --> 00:03:15  
STEVIE: Hey.  
JIMMY: Hey, we're not buttholes.

66

00:03:15 --> 00:03:17  
All right? So stop saying that.  
STEVIE: Yeah.

67

00:03:17 --> 00:03:20  
♪ Butt, butt, butthole ♪

68

00:03:20 --> 00:03:23  
JIMMY:  
Hey, man, what's your problem?

69

00:03:23 --> 00:03:26  
My problem is I'm standing here  
talking to a couple buttholes.

70

00:03:26 --> 00:03:28  
Actually, you're not standing,  
you fat bastard.

71  
00:03:28 --> 00:03:30  
You're laying  
on your fat ass.

72  
00:03:30 --> 00:03:33  
Hey, I'll roundhouse-kick you  
right in your heads.

73  
00:03:33 --> 00:03:34  
You think I won't?

74  
00:03:34 --> 00:03:37  
I'll come into the McDonald's  
where you work,

75  
00:03:37 --> 00:03:40  
I'll buy the whole damn place  
and I'll fire you.

76  
00:03:40 --> 00:03:43  
I'll say, "Drop your mops,  
you buttholes,

77  
00:03:43 --> 00:03:45  
because you're fired."

78  
00:03:45 --> 00:03:48  
And then  
I'll roundhouse-kick you

79  
00:03:48 --> 00:03:51  
right in your stupid heads.

80

00:03:51 --> 00:03:52  
And then I'll go

81

00:03:52 --> 00:03:56  
Jean-Claude Van Damme  
on you, you...

82

00:03:56 --> 00:03:58  
[SNORING]

83

00:03:58 --> 00:04:00  
Butthole.

84

00:04:02 --> 00:04:05  
I'm keeping the money.  
Heh, heh.

85

00:04:05 --> 00:04:06  
Here you go, fatty.

86

00:04:06 --> 00:04:10  
I got dibs  
on that watch, man.

87

00:04:11 --> 00:04:13  
I didn't see that.

88

00:04:16 --> 00:04:18  
What kind is it?

89

00:04:20 --> 00:04:22  
I don't know,  
it's just a watch.

90

00:04:22 --> 00:04:24  
We gotta get out of here, man.  
Whoa, whoa, whoa.

91

00:04:24 --> 00:04:26  
What kind of watch is it?

92

00:04:26 --> 00:04:31  
It's-- I don't know, it's--  
Well, then let me look at it.

93

00:04:33 --> 00:04:35  
It's a damn Rolex.  
I-- I don't know.

94

00:04:35 --> 00:04:38  
Not cool to be greedy, bro.  
Not cool.

95

00:04:38 --> 00:04:41  
I didn't know what--

96

00:04:41 --> 00:04:43  
So how do you wanna  
split this up?

97

00:04:43 --> 00:04:45  
Tell you what.  
You keep the cash.

98

00:04:45 --> 00:04:47  
I'll just keep the watch.  
It's worth 3 grand.

99

00:04:47 --> 00:04:49  
What?  
Three thousand, easy.

100

00:04:49 --> 00:04:51  
No.

Yeah.

101

00:04:51 --> 00:04:53  
Hey, hey, hey. Come on, now.

102

00:04:53 --> 00:04:55  
Let's figure this out.  
Gotta get out of here.

103

00:04:55 --> 00:04:57  
All right, you're right.  
You know what?

104

00:04:57 --> 00:05:00  
I will sweeten the pot.

105

00:05:00 --> 00:05:03  
You got 5, 20, 40, 60, 80--  
Five hundred and eighty bucks.

106

00:05:03 --> 00:05:06  
Add that to the thousand,  
it's more than half.

107

00:05:06 --> 00:05:08  
What do you know  
about that thing?

108

00:05:08 --> 00:05:09  
Is it worth more than 3?

109

00:05:09 --> 00:05:12  
No, I don't know,  
but we're good, right?

110

00:05:12 --> 00:05:14  
Yeah, we good? Okay?

111  
00:05:14 --> 00:05:15  
I don't know.

112  
00:05:18 --> 00:05:19  
Later, sucker!

113  
00:05:19 --> 00:05:21  
[LAUGHING]

114  
00:05:32 --> 00:05:35  
[STEVIE HOWLS]

115  
00:05:37 --> 00:05:39  
[UPBEAT ROCK MUSIC  
PLAYING OVER SPEAKERS]

116  
00:05:39 --> 00:05:41  
MAN:  
Six left.

117  
00:05:41 --> 00:05:43  
Can we get more?  
God, I hope so.

118  
00:05:43 --> 00:05:45  
It's like a license  
to print money.

119  
00:05:45 --> 00:05:47  
Heh. Thing of beauty.

120  
00:05:47 --> 00:05:50  
Hey, what was that crazy stuff  
about roundhouse kicks?

121

00:05:50 --> 00:05:53  
Where did you get that?  
I don't know.

122  
00:05:53 --> 00:05:56  
Just something in my brain,  
you know? It just came out.

123  
00:05:56 --> 00:05:58  
Too much?  
No, I loved it.

124  
00:05:58 --> 00:06:03  
It was, like,  
deep or something.

125  
00:06:03 --> 00:06:06  
Wanna talk about  
brilliant, I mean...

126  
00:06:06 --> 00:06:08  
You're the man.  
Me, I'm just...

127  
00:06:08 --> 00:06:11  
I love  
watching you work, man.

128  
00:06:13 --> 00:06:17  
It's good for making beer money.  
That's about all.

129  
00:06:18 --> 00:06:20  
♪ You can smile ♪

130  
00:06:20 --> 00:06:23  
♪ That's all right  
My friend ♪

131  
00:06:25 --> 00:06:28  
[♪♪♪]

132  
00:06:43 --> 00:06:45  
BETSY:  
Please, no one has to know.

133  
00:06:45 --> 00:06:47  
You could just pretend  
you didn't find us.

134  
00:06:47 --> 00:06:50  
We would never tell anyone,  
would we, Craig?

135  
00:06:50 --> 00:06:51  
CRAIG: No, absolutely not.  
BETSY: No.

136  
00:06:51 --> 00:06:54  
I already called  
your lawyer.

137  
00:06:54 --> 00:06:57  
Besides, this little  
family outing of yours

138  
00:06:57 --> 00:06:59  
has put an innocent man  
in jail.

139  
00:06:59 --> 00:07:01  
The cops are investigating this  
as a kidnapping.

140  
00:07:01 --> 00:07:05



They already rounded up  
some poor suspect.

141

00:07:05 --> 00:07:07  
A working-class guy.

142

00:07:07 --> 00:07:09  
A father, I think.

143

00:07:09 --> 00:07:13  
But anyway, you two, you almost  
ruined someone's life.

144

00:07:13 --> 00:07:16  
Potentially several someones.

145

00:07:16 --> 00:07:17  
We had no idea.

146

00:07:17 --> 00:07:21  
Could this have been  
the person in the van?

147

00:07:21 --> 00:07:24  
What if the man they arrested  
is the one we were warned about?

148

00:07:24 --> 00:07:27  
Yeah, maybe he's not  
so innocent. Hm?

149

00:07:27 --> 00:07:29  
Warned? Warned how?

150

00:07:29 --> 00:07:33  
BETSY:  
We had a phone call.

Someone disguising their voice.

151

00:07:33 --> 00:07:34  
They said someone  
was coming for us.

152

00:07:34 --> 00:07:37  
And there was a van  
outside the house,

153

00:07:37 --> 00:07:39  
as if whoever was inside  
was watching us.

154

00:07:39 --> 00:07:42  
Mm-hm.  
And once that drove off,

155

00:07:42 --> 00:07:44  
we did what we did.

156

00:07:44 --> 00:07:46  
For the kids.  
The kids.

157

00:07:46 --> 00:07:49  
I wouldn't know  
about any of that, I just--

158

00:07:49 --> 00:07:52  
Ahem. I can assure you that  
you and your family are safe.

159

00:07:52 --> 00:07:54  
The police are all over  
this thing, so...

160

00:07:54 --> 00:07:56

BETSY:

It doesn't matter.

161

00:07:56 --> 00:07:58

We can't just go back.

162

00:07:58 --> 00:08:02

Our case.

They'll crucify Craig.

163

00:08:02 --> 00:08:04

Can't you just call  
Ms. Wexler again?

164

00:08:04 --> 00:08:07

Tell her you didn't  
see us after all.

165

00:08:07 --> 00:08:08

If they think I ran away,

166

00:08:08 --> 00:08:11

it'll look like  
I did something wrong.

167

00:08:11 --> 00:08:12

Yeah, and we can't risk  
losing everything

168

00:08:12 --> 00:08:15

just because  
of some teensy mistake.

169

00:08:15 --> 00:08:16

Can I ask you something?

170

00:08:16 --> 00:08:19  
What were you hoping  
would happen?

171

00:08:19 --> 00:08:22  
I mean, before I found you,  
what were you planning to do?

172

00:08:22 --> 00:08:25  
Well, we were in the process  
of, you know,

173

00:08:25 --> 00:08:26  
working that out,  
when you, um...

174

00:08:26 --> 00:08:28  
We were working that out,  
yeah.

175

00:08:28 --> 00:08:31  
All right, well,  
you've still got

176

00:08:31 --> 00:08:33  
a little bit of maneuverability,  
all right?

177

00:08:33 --> 00:08:35  
You're outdoorsy, right?

178

00:08:35 --> 00:08:37  
So you went on  
an impromptu camping trip.

179

00:08:37 --> 00:08:40  
I don't know, it's something  
people do, apparently. Uh...

180

00:08:40 --> 00:08:42  
You left the house a mess,

181

00:08:42 --> 00:08:43  
and you kicked in  
your own front door

182

00:08:43 --> 00:08:47  
because it's a free country.

183

00:08:47 --> 00:08:49  
Kim Wexler is very good.  
She'll make it work.

184

00:08:49 --> 00:08:52  
What about the money?

185

00:08:54 --> 00:08:56  
If she knows about it,  
she'll tell. Right?

186

00:08:56 --> 00:08:58  
I mean,  
she'll have to tell.

187

00:08:58 --> 00:09:01  
Well, like they say  
in Silicon Valley,

188

00:09:01 --> 00:09:03  
"It's not a bug,  
it's a feature."

189

00:09:03 --> 00:09:06  
You ever hear of  
a bargaining chip?

190  
00:09:06 --> 00:09:07  
What we have  
right here

191  
00:09:07 --> 00:09:09  
is the mother  
of all bargaining chips.

192  
00:09:09 --> 00:09:12  
As in...

193  
00:09:12 --> 00:09:14  
you expect us  
to give this back?

194  
00:09:16 --> 00:09:19  
We are not  
giving this back.

195  
00:09:19 --> 00:09:23  
We are not guilty.  
This money belongs to us.

196  
00:09:23 --> 00:09:24  
We-- Well, I mean,  
Craig earned it.

197  
00:09:24 --> 00:09:26  
I worked very hard.  
Yeah.

198  
00:09:26 --> 00:09:29  
Weekends, holidays, all unpaid.  
All unpaid.

199  
00:09:29 --> 00:09:32

Always. And really,  
just because you're salary

200  
00:09:32 --> 00:09:34  
doesn't mean  
you don't deserve overtime.

201  
00:09:34 --> 00:09:35  
I think  
that's only fair.

202  
00:09:35 --> 00:09:37  
Really, that's what  
this is about, right?

203  
00:09:37 --> 00:09:39  
Fairness.  
Fairness, right.

204  
00:09:39 --> 00:09:40  
I mean,  
not just what's legal.

205  
00:09:40 --> 00:09:46  
You wanna talk about legal,  
slavery, that used to be legal.

206  
00:09:46 --> 00:09:49  
Human slavery.  
So...

207  
00:09:49 --> 00:09:53  
Yeah, this is right up there  
with that.

208  
00:10:01 --> 00:10:06  
Please, just don't tell  
anyone about the money.

209

00:10:06 --> 00:10:07  
I can't take a bribe.

210

00:10:07 --> 00:10:09  
Who would know?  
We won't tell anyone.

211

00:10:09 --> 00:10:11  
Yeah, take it.  
I can't take it.

212

00:10:11 --> 00:10:14  
Please, didn't you say  
that you wanted to help us?

213

00:10:14 --> 00:10:17  
Just pretend you never saw  
the money. How hard is that?

214

00:10:17 --> 00:10:19  
Take it.

215

00:10:19 --> 00:10:21  
Take it.

216

00:10:21 --> 00:10:23  
I can't--  
I can't take a bribe.

217

00:10:25 --> 00:10:28  
[CLEARS THROAT]

218

00:10:28 --> 00:10:29  
But you know what I ca--?

219



00:10:29 --> 00:10:31  
I can take a retainer.

220  
00:10:32 --> 00:10:33  
A retainer?

221  
00:10:33 --> 00:10:35  
Yeah, for my services...

222  
00:10:35 --> 00:10:37  
as your lawyer.

223  
00:10:37 --> 00:10:40  
You're not our lawyer.  
Well, not yet.

224  
00:10:40 --> 00:10:45  
Look, I know that HHM  
is shiny and it's slick

225  
00:10:45 --> 00:10:47  
and it's chock-full of lawyers,

226  
00:10:47 --> 00:10:50  
and compared to them I'm like

227  
00:10:50 --> 00:10:52  
a kiddie lemonade stand  
trying to compete with Walmart,

228  
00:10:52 --> 00:10:56  
but here's the thing:  
What are you gonna get from me

229  
00:10:56 --> 00:10:58  
that you're not gonna get  
from those other guys?

230  
00:10:58 --> 00:11:01  
Passion. Commitment.

231  
00:11:01 --> 00:11:03  
Ask yourself this:  
Who found you?

232  
00:11:03 --> 00:11:06  
I don't see Howard Hamlin

233  
00:11:06 --> 00:11:09  
ruining his \$300  
Gucci loafers out here.

234  
00:11:09 --> 00:11:11  
If you're with me,  
you're my number one client.

235  
00:11:11 --> 00:11:14  
Morning, noon or night,  
you call me, I'm there.

236  
00:11:14 --> 00:11:17  
I would be singularly  
devoted to you.

237  
00:11:20 --> 00:11:23  
Why not?

238  
00:11:23 --> 00:11:25  
BETSY:  
I'm sorry.

239  
00:11:25 --> 00:11:26  
You're just...

240  
00:11:28 --> 00:11:31  
Just what?

241  
00:11:31 --> 00:11:36  
You're the kind of lawyer  
guilty people hire.

242  
00:11:59 --> 00:12:01  
[MACHINE BUZZES]

243  
00:12:06 --> 00:12:08  
Did it make the paper?

244  
00:12:09 --> 00:12:11  
What?  
Did it make the paper?

245  
00:12:11 --> 00:12:13  
Did what make the paper?

246  
00:12:13 --> 00:12:15  
Okay, well, probably  
missed the deadline,

247  
00:12:15 --> 00:12:17  
but check it out  
tomorrow morning.

248  
00:12:17 --> 00:12:19  
Front page. The Kettlemans,

249  
00:12:19 --> 00:12:21  
all four of them,  
safe and sound.

250  
00:12:21 --> 00:12:24

Looks like you called it.  
Yeah.

251  
00:12:24 --> 00:12:25  
Camping, you know?

252  
00:12:25 --> 00:12:27  
Pretty much right  
in their own backyard.

253  
00:12:27 --> 00:12:30  
Well, ahem,  
five miles above it. Jesus.

254  
00:12:30 --> 00:12:33  
The night I had.  
I got pine nuts in my shoes.

255  
00:12:33 --> 00:12:37  
But, I mean,  
can you believe it?

256  
00:12:37 --> 00:12:41  
I guess you can.  
It's just, you know,

257  
00:12:41 --> 00:12:46  
you assume that criminals are  
gonna be smarter than they are.

258  
00:12:46 --> 00:12:50  
I don't know, it kind of  
breaks my heart a little.

259  
00:12:54 --> 00:12:57  
Not the loquacious sort,  
are you?

260  
00:12:57 --> 00:13:01  
We can't all be  
as blessed as you.

261  
00:13:01 --> 00:13:05  
Well, thanks for your help.  
Don't mention it.

262  
00:13:05 --> 00:13:08  
And, uh, if you ever need  
any assistance...

263  
00:13:23 --> 00:13:25  
[DOOR OPENS]

264  
00:13:25 --> 00:13:27  
Whoa, whoa,  
why is my client in handcuffs?

265  
00:13:27 --> 00:13:30  
This man is innocent.  
He's a victim.

266  
00:13:30 --> 00:13:32  
Why on earth  
would he be cuffed?

267  
00:13:32 --> 00:13:35  
Go ahead, take them off.  
There you go.

268  
00:13:35 --> 00:13:38  
Free at last. Hey, did he  
tell you the good news?

269  
00:13:38 --> 00:13:40  
Never even kidnapped.

How about that?

270

00:13:40 --> 00:13:42  
A family can't go  
on a little vacation

271

00:13:42 --> 00:13:44  
without the whole city  
going on lockdown?

272

00:13:44 --> 00:13:47  
Where is your partner?  
Did you lose the coin toss?

273

00:13:47 --> 00:13:50  
Because we expect an apology  
from him as well as you.

274

00:13:50 --> 00:13:53  
You really don't wanna push  
your luck with me, scumbag.

275

00:13:53 --> 00:13:56  
We got eyes on you, asshole.  
One little slip.

276

00:13:56 --> 00:13:58  
Just one.  
Yeah.

277

00:13:58 --> 00:14:00  
Well, you're both  
very pretty, so...

278

00:14:00 --> 00:14:02  
[DOOR OPENS]

279

00:14:03 --> 00:14:06  
[DOOR CLOSES]

280

00:14:06 --> 00:14:10  
Well, ahem, I believe I did more  
than what you asked of me,

281

00:14:10 --> 00:14:15  
so that would  
make us square, yes?

282

00:14:15 --> 00:14:16  
Great.

283

00:14:18 --> 00:14:21  
You need a ride?  
Camping?

284

00:14:22 --> 00:14:24  
You expect me  
to believe that shit?

285

00:14:24 --> 00:14:29  
Yeah, I know.  
The things people do, huh?

286

00:14:29 --> 00:14:30  
They decide to go camping

287

00:14:30 --> 00:14:32  
right after I run  
my little offer by you?

288

00:14:32 --> 00:14:37  
Could be argued that all of life  
is one great coincidence.

289

00:14:41 --> 00:14:46  
Somebody told those people  
to, um, go camping.

290  
00:14:46 --> 00:14:50  
Somebody warned them.

291  
00:14:50 --> 00:14:54  
Ahem. They're very woodsy.  
And between you and me,

292  
00:14:54 --> 00:14:56  
they're pretty rash when  
it comes to the decision-making.

293  
00:14:56 --> 00:14:59  
They're not really  
the plan-ahead types.

294  
00:14:59 --> 00:15:01  
Yeah, I'd cut  
the cute attitude

295  
00:15:01 --> 00:15:03  
right about now  
if I were you.

296  
00:15:03 --> 00:15:07  
You ratted on me.  
There will be consequences.

297  
00:15:09 --> 00:15:11  
JIMMY:  
Hey, if somebody  
warned the Kettleman,

298  
00:15:11 --> 00:15:15  
it was probably somebody who



was worried about those kids.

299

00:15:19 --> 00:15:21  
You know how much trouble  
you caused me?

300

00:15:21 --> 00:15:23  
You didn't need any help  
getting caught.

301

00:15:23 --> 00:15:26  
Okay? The neighbor ID'd you.  
You were sloppy.

302

00:15:26 --> 00:15:30  
Any trouble you might have,  
that's on you.

303

00:15:30 --> 00:15:33  
[WHISPERING]  
Not to mention the blood  
in your van.

304

00:15:33 --> 00:15:37  
Here's a thought:  
Ajax, Formula 409.

305

00:15:37 --> 00:15:38  
You have no idea

306

00:15:38 --> 00:15:40  
the tap dance I had  
to give those cops

307

00:15:40 --> 00:15:42  
to get you out of here.

308

00:15:42 --> 00:15:45  
[IN NORMAL VOICE]  
You gave them probable cause  
out the wazoo.

309  
00:15:45 --> 00:15:48  
Now, whoever the somebody is

310  
00:15:48 --> 00:15:49  
who may have  
warned the Kettlemans,

311  
00:15:49 --> 00:15:51  
[WHISPERING]  
got them out of there

312  
00:15:51 --> 00:15:55  
before you did anything  
even more stupid.

313  
00:15:55 --> 00:15:59  
[IN NORMAL VOICE]  
You should be thanking  
this Good Samaritan

314  
00:15:59 --> 00:16:04  
because whoever he is,  
he did you a favor.

315  
00:16:15 --> 00:16:18  
[♪♪♪]

316  
00:17:00 --> 00:17:04  
Okay, I'm thinking hourly here.

317  
00:17:04 --> 00:17:06  
There were  
some special circumstances,

318  
00:17:06 --> 00:17:09  
so our elite-tier pricing

319  
00:17:09 --> 00:17:14  
would be \$950 an hour.

320  
00:17:14 --> 00:17:17  
Round off to 20 hours.

321  
00:17:17 --> 00:17:18  
[CALCULATOR WHIRRING]

322  
00:17:18 --> 00:17:20  
Nineteen thousand.

323  
00:17:20 --> 00:17:24  
Plus 1000 for travel expenses.

324  
00:17:24 --> 00:17:27  
Consulting fees, 1500.

325  
00:17:27 --> 00:17:30  
And, uh, research.

326  
00:17:30 --> 00:17:32  
Five for filing fees.

327  
00:17:32 --> 00:17:33  
I ate on the road.

328  
00:17:36 --> 00:17:37  
And storage fees.

329  
00:17:42 --> 00:17:44

Miscellaneous expenses.

330

00:17:46 --> 00:17:47

[SIGHS]

331

00:17:47 --> 00:17:52

Upon this rock,  
I will build my church.

332

00:17:58 --> 00:18:00

TAILOR:

Double-breasted or single, sir?

333

00:18:00 --> 00:18:03

Single. And I want you to cut  
the arm holes high, okay?

334

00:18:03 --> 00:18:06

Of course.  
And trim through the middle.

335

00:18:06 --> 00:18:07

Trim.

336

00:18:07 --> 00:18:09

Cloth?

Uh, oh--

337

00:18:09 --> 00:18:11

Well, uh, wool.

338

00:18:11 --> 00:18:13

JIMMY:

Yeah, uh...

339

00:18:15 --> 00:18:19

Super 170 Tasmanian wool.

340

00:18:19 --> 00:18:21  
Beautiful choice, sir.  
Thanks.

341

00:18:21 --> 00:18:24  
Uh, navy, all right? Uh...  
Yeah.

342

00:18:24 --> 00:18:27  
Uh-huh. Oh, that's it.  
Perfect. Pinstripe.

343

00:18:27 --> 00:18:29  
Shall we discuss shirts?

344

00:18:29 --> 00:18:33  
Okay, I'm gonna need  
your finest sea-island cotton

345

00:18:33 --> 00:18:36  
with a white club collar  
and French cuffs.

346

00:18:36 --> 00:18:37  
I have the very thing.

347

00:18:37 --> 00:18:39  
And I'm assuming  
you want to see some ties.

348

00:18:39 --> 00:18:43  
Yeah, I was picturing something  
in a light-blue knit.

349

00:18:43 --> 00:18:47  
Okay.

Oh, and could you make sure

350

00:18:47 --> 00:18:50  
those are real mother-of-pearl  
buttons on the shirts, okay?

351

00:18:50 --> 00:18:51  
None of this fake plastic crap.

352

00:18:51 --> 00:18:53  
Of course.  
I'll be right back.

353

00:18:53 --> 00:18:55  
Some coffee, David?

354

00:18:55 --> 00:19:00  
[EASY-LISTENING MUSIC  
PLAYING OVER SPEAKERS]

355

00:19:24 --> 00:19:26  
TAILOR:  
Ah, here we are.

356

00:19:29 --> 00:19:31  
Shall we?

357

00:19:31 --> 00:19:34  
Yeah, let's go.

358

00:19:34 --> 00:19:38  
Mm. Mm-hm. Yeah.

359

00:19:38 --> 00:19:40  
So, um, what do you think?

360

00:19:42 --> 00:19:45  
Strawberry Fields Forever?  
Mm.

361  
00:19:45 --> 00:19:48  
No, are you crazy?  
Not even close.

362  
00:19:48 --> 00:19:49  
Yes, it is, look.

363  
00:19:49 --> 00:19:54  
No, no, it's way more  
Sassafras Glow. Way more.

364  
00:19:54 --> 00:19:57  
Use your eyes.  
Strawberry Fields Forever.

365  
00:19:57 --> 00:19:59  
Ladies, back me up. Hey.

366  
00:19:59 --> 00:20:01  
Sassafras Glow, am I right?  
MRS. NGUYEN: No.

367  
00:20:01 --> 00:20:04  
Maybe Rhapsody in Blond,  
but...

368  
00:20:04 --> 00:20:06  
See, they agree with me.

369  
00:20:06 --> 00:20:09  
Whatever happened to  
"the customer is always right"?

370

00:20:09 --> 00:20:11  
Sassafras Glow.  
Mix it up, all right?

371  
00:20:11 --> 00:20:12  
You're wrong.  
You see.

372  
00:20:12 --> 00:20:16  
Big deal. I'll wash it out  
in the morning. No biggie, jeez.

373  
00:20:16 --> 00:20:18  
It's bleach.  
It doesn't wash out.

374  
00:20:18 --> 00:20:20  
What? It's permanent?

375  
00:20:20 --> 00:20:23  
We'll Photoshop  
the color, okay?

376  
00:20:23 --> 00:20:25  
Change of plan, ladies.

377  
00:20:25 --> 00:20:29  
I wanna go with a simple  
curling iron job, okay?

378  
00:20:29 --> 00:20:33  
Uh, give me, like, ringlets,  
you know, on top.

379  
00:20:33 --> 00:20:35  
Like Tony Curtis in Spartacus.

380



00:20:35 --> 00:20:38  
Yeah, like the bath scene  
in Spartacus.

381  
00:20:38 --> 00:20:41  
[NGUYEN SPEAKING  
IN VIETNAMESE]

382  
00:20:41 --> 00:20:45  
JIMMY:  
Stop talking about it.  
Make me beautiful already.

383  
00:21:02 --> 00:21:05  
[KEYPAD BEEPING]

384  
00:21:05 --> 00:21:07  
[LINE RINGING]

385  
00:21:07 --> 00:21:10  
JIMMY [ON RECORDING]:  
Hello.  
You've reached the law offices

386  
00:21:10 --> 00:21:13  
of James M. McGill, Esquire,  
a lawyer you can trust.

387  
00:21:13 --> 00:21:16  
Kindly leave your information  
at the tone,

388  
00:21:16 --> 00:21:18  
and Mr. McGill  
will phone you promptly.

389  
00:21:18 --> 00:21:21  
[MACHINE BEEPS]

Hey, uh...

390

00:21:21 --> 00:21:23

It's me. Hi.

391

00:21:23 --> 00:21:27

Anyway, The Thing is playing  
downtown on Saturday.

392

00:21:27 --> 00:21:31

Thought you might be up  
for some Kurt Russell action.

393

00:21:31 --> 00:21:34

I owe you one, so why don't we  
just grab some dinner first,

394

00:21:34 --> 00:21:36

my treat?

395

00:21:36 --> 00:21:37

And...

396

00:21:37 --> 00:21:41

Uh, you know, if not,  
can you give me a call anyway?

397

00:21:41 --> 00:21:42

I really wanna talk to you.

398

00:21:42 --> 00:21:44

Okay, bye.

[KNOCKING ON DOOR]

399

00:21:44 --> 00:21:47

Come in.

HOWARD: Hey.

400  
00:21:47 --> 00:21:49  
Hey. Hey.

401  
00:21:49 --> 00:21:52  
How goes it?  
Uh...

402  
00:21:52 --> 00:21:54  
Tricky, for sure.

403  
00:21:54 --> 00:21:57  
Craig and Betsy really put us  
in a corner with the police,

404  
00:21:57 --> 00:21:59  
not to mention the press.

405  
00:21:59 --> 00:22:02  
But this  
camping story of theirs,

406  
00:22:02 --> 00:22:05  
they've been keeping it  
consistent at least.

407  
00:22:05 --> 00:22:07  
If it's okay with you,  
I think I should try

408  
00:22:07 --> 00:22:09  
to talk them  
into hiring a PR firm.

409  
00:22:09 --> 00:22:12  
Certainly for  
the next couple of weeks.

410  
00:22:12 --> 00:22:14  
Mm-hm.

411  
00:22:15 --> 00:22:17  
So okay on the PR firm?

412  
00:22:17 --> 00:22:21  
Do you have a minute?  
Yeah, of course. What's up?

413  
00:22:21 --> 00:22:23  
Take a ride with me.

414  
00:22:23 --> 00:22:26  
KIM:  
Uh, okay. Uh...

415  
00:22:26 --> 00:22:27  
Where are we going?

416  
00:22:51 --> 00:22:53  
Whoa.  
Yeah.

417  
00:22:55 --> 00:22:57  
Shit.

418  
00:22:57 --> 00:22:59  
Yep.

419  
00:23:00 --> 00:23:05  
That's-- I mean,  
that's my suit, right?

420  
00:23:05 --> 00:23:08

Am I crazy here?  
No, you're not crazy.

421  
00:23:08 --> 00:23:09  
Look at the logo.

422  
00:23:09 --> 00:23:13  
That's our logo. He's just  
straight-up copying us.

423  
00:23:13 --> 00:23:17  
I mean, what the hell  
is he thinking with this?

424  
00:23:18 --> 00:23:21  
Really, he's, you know,  
a free spirit.

425  
00:23:21 --> 00:23:23  
Oh. Yeah.

426  
00:23:23 --> 00:23:25  
That's one way to put it.

427  
00:23:28 --> 00:23:30  
You two are still friends,  
right?

428  
00:23:30 --> 00:23:32  
I wouldn't exactly--  
You talk, though.

429  
00:23:32 --> 00:23:35  
Not really.  
Still, you're the one he called

430  
00:23:35 --> 00:23:39

when he found the Kettlemans'  
camped halfway up the Sandias.

431

00:23:39 --> 00:23:41  
He was just looking out  
for his own client, that's all.

432

00:23:41 --> 00:23:43  
This isn't the third degree,  
Kim.

433

00:23:43 --> 00:23:46  
I really don't care  
one way or the other. I just...

434

00:23:46 --> 00:23:47  
[SIGHS]

435

00:23:49 --> 00:23:52  
He's really forcing  
my hand here.

436

00:23:58 --> 00:24:00  
[MESSAGE CHAIR HUMMING]

437

00:24:00 --> 00:24:03  
[DOWNTempo JAZZ MUSIC  
PLAYING OVER SPEAKERS]

438

00:24:03 --> 00:24:05  
[KNOCKING ON DOOR]

439

00:24:16 --> 00:24:19  
JIMMY: Hey.  
KIM: Hey.

440

00:24:19 --> 00:24:21

Am I interrupting?

441

00:24:21 --> 00:24:24

JIMMY:

Not at all.

Perfect timing. Come on.

442

00:24:26 --> 00:24:30

Sit. Have a massage,  
free of charge.

443

00:24:30 --> 00:24:32

Okay.

You gotta try the footbath too.

444

00:24:32 --> 00:24:37

Oh, yeah. Ah.

Give the old dogs a rest.

445

00:24:44 --> 00:24:47

Go for the deep-tissue setting--  
Is that the small fist?

446

00:24:47 --> 00:24:50

Use the-- It's three arrows.  
I did. I pressed it.

447

00:24:50 --> 00:24:52

Yeah. Now, you feel it?  
Good.

448

00:24:52 --> 00:24:53

[MESSAGE CHAIR HUMMING]

449

00:24:53 --> 00:24:56

Ah. Now, relax, okay?  
Okay.

450

00:24:56 --> 00:24:59  
You deserve a break today.

451

00:25:04 --> 00:25:07  
It's very nice.  
Told you.

452

00:25:07 --> 00:25:09  
I get this free  
every night.

453

00:25:09 --> 00:25:11  
Just one of the perks  
of salon living.

454

00:25:11 --> 00:25:15  
The others being?  
Free cucumber water, obviously.

455

00:25:15 --> 00:25:18  
Obviously.  
Free mani-pedis?

456

00:25:18 --> 00:25:20  
Uh, deep-discount mani-pedis.

457

00:25:20 --> 00:25:22  
Ah.  
The ladies still gotta eat.

458

00:25:22 --> 00:25:26  
Well, it's still a deal.  
Yeah.

459

00:25:26 --> 00:25:29  
You're living like a king, then.  
Mm-hm.



460  
00:25:34 --> 00:25:37  
[SIGHS]

461  
00:25:45 --> 00:25:46  
What's this?

462  
00:25:46 --> 00:25:50  
Is this a cease and desist?  
Yep.

463  
00:25:50 --> 00:25:53  
How pissed was he?

464  
00:25:53 --> 00:25:56  
His head didn't actually  
explode, but pretty damn pissed.

465  
00:25:56 --> 00:25:58  
Like "this won't end well  
for you" pissed.

466  
00:25:58 --> 00:26:00  
Yeah.

467  
00:26:00 --> 00:26:01  
How about that?  
Jimmy.

468  
00:26:02 --> 00:26:04  
This is serious.

469  
00:26:04 --> 00:26:05  
I know.  
Do you?

470

00:26:05 --> 00:26:09  
I mean, what the hell  
is with that billboard?

471

00:26:10 --> 00:26:12  
I know you have  
a problem with Hamlin,

472

00:26:12 --> 00:26:15  
but I just don't get  
your angle here.

473

00:26:15 --> 00:26:17  
Aren't you trying to build  
your own law practice?

474

00:26:17 --> 00:26:21  
Instead, you're spending  
God knows how much money

475

00:26:21 --> 00:26:23  
turning yourself  
into a little Hamlin clone.

476

00:26:23 --> 00:26:27  
I mean, why are you  
making this personal?

477

00:26:27 --> 00:26:30  
It's not personal.  
It is so personal.

478

00:26:30 --> 00:26:32  
It is completely  
and totally personal.

479

00:26:32 --> 00:26:36  
No, no, no. It's not. Nope.

Yes. Yes, it is. Ugh.

480

00:26:36 --> 00:26:38  
Stop trying to pretend.

481

00:26:38 --> 00:26:40  
I can advertise,  
can't I?

482

00:26:40 --> 00:26:41  
What, do I have  
to clear everything

483

00:26:41 --> 00:26:44  
past the great Howard?  
You can advertise all you want.

484

00:26:44 --> 00:26:46  
That billboard  
is not advertising.

485

00:26:46 --> 00:26:48  
That is  
a declaration of war.

486

00:26:48 --> 00:26:50  
"Declaration of war."  
It's right at Hamlin's exit.

487

00:26:50 --> 00:26:52  
You know he drives  
by it every day.

488

00:26:52 --> 00:26:54  
It's business.  
I'm building a brand.

489

00:26:54 --> 00:26:57  
You're ripping off  
a brand.

490  
00:26:57 --> 00:26:59  
There is nothing original  
in that ad.

491  
00:26:59 --> 00:27:02  
It certainly doesn't  
represent Jimmy McGill.

492  
00:27:02 --> 00:27:04  
Hey. All right, now,  
he fired the first shot, okay?

493  
00:27:04 --> 00:27:09  
Trying to keep me from using  
my name? My own name, Kim?

494  
00:27:09 --> 00:27:11  
I get that.

495  
00:27:11 --> 00:27:14  
But this?

496  
00:27:14 --> 00:27:16  
You're better than this.  
I'm better than this?

497  
00:27:16 --> 00:27:18  
Yes, you are.  
I'm better than this? I'm bet--

498  
00:27:18 --> 00:27:20  
Well, you're better  
than that schmuck Hamlin.

499

00:27:20 --&gt; 00:27:23

Oh, come on, Jimmy.  
You could work anywhere.

500

00:27:23 --&gt; 00:27:26

You could be somewhere  
where they appreciate you.

501

00:27:26 --&gt; 00:27:28

Where they see  
how valuable you are.

502

00:27:28 --&gt; 00:27:30

Where, I don't know,  
maybe they care about you.

503

00:27:40 --&gt; 00:27:43

Forget it, okay?

504

00:27:43 --&gt; 00:27:46

If Hamlin wants to come  
after me, he knows where I am.

505

00:27:46 --&gt; 00:27:50

I'll be ready. Guns blazing.

506

00:27:55 --&gt; 00:27:57

[SIGHS]

507

00:28:03 --&gt; 00:28:04

[MESSAGE CHAIR STOPS]

508

00:28:08 --&gt; 00:28:11

The cease and desist  
is just the beginning.

509

00:28:11 --> 00:28:15  
The next step is an injunction.  
You can't win this fight.

510  
00:28:15 --> 00:28:17  
[MESSAGE CHAIR HUMMING]

511  
00:28:18 --> 00:28:20  
[SIGHS]

512  
00:28:34 --> 00:28:36  
[DOOR OPENS]

513  
00:28:38 --> 00:28:40  
[DOOR CLOSES]

514  
00:28:43 --> 00:28:46  
Your Honor,  
I'm a humble solo practitioner

515  
00:28:46 --> 00:28:48  
merely trying  
to ply my trade

516  
00:28:48 --> 00:28:50  
in an aggressive  
and evolving marketplace.

517  
00:28:50 --> 00:28:53  
As I've argued repeatedly,  
this is trademark infringement.

518  
00:28:53 --> 00:28:56  
Mr. McGill's new logo  
is an absolute copy of ours.

519  
00:28:56 --> 00:29:00

I think it falls firmly  
under fair use.

520

00:29:00 --> 00:29:01

Fair use?

You're clearly profiting,

521

00:29:01 --> 00:29:03

so fair use doesn't apply.

522

00:29:03 --> 00:29:06

There are only  
so many fonts out there.

523

00:29:06 --> 00:29:08

Does Mr. Hamlin  
outright own them all?

524

00:29:08 --> 00:29:10

No. But we've been using  
this particular font

525

00:29:10 --> 00:29:13

for 12 years now.  
And it, in concert with

526

00:29:13 --> 00:29:15

our tri-rectangle graphic  
and Hamlindigo blue,

527

00:29:15 --> 00:29:18

constitutes  
a trademark-brand identifier.

528

00:29:18 --> 00:29:22

Whoa, back up.  
"Hamlindigo blue"?

529

00:29:22 --&gt; 00:29:24

Yes. That is  
our trademark name.

530

00:29:24 --&gt; 00:29:29

Holy crap, you seriously  
named a color Hamlindigo?

531

00:29:29 --&gt; 00:29:30

That is...

532

00:29:30 --&gt; 00:29:32

Yikes.  
"Yikes."

533

00:29:32 --&gt; 00:29:34

From the man dressed  
exactly like me. Your Honor,

534

00:29:34 --&gt; 00:29:37

I feel like I'm in the mirror  
routine with Groucho Marx.

535

00:29:37 --&gt; 00:29:40

Like we should be standing  
waving our arms.

536

00:29:40 --&gt; 00:29:42

Really?  
I don't see it.

537

00:29:42 --&gt; 00:29:45

In addition, the name McGill  
appears in both logos,

538

00:29:45 --&gt; 00:29:46

which Mr. McGill is hoping



539

00:29:46 --> 00:29:48  
to further confuse  
potential clients.

540

00:29:48 --> 00:29:50  
So I can't advertise  
under my own name now?

541

00:29:50 --> 00:29:52  
I'm to be penalized

542

00:29:52 --> 00:29:54  
because I happen to share a name  
with one of HHM's partners?

543

00:29:54 --> 00:29:57  
You can't take  
my name from me.

544

00:29:57 --> 00:29:59  
The name is not  
the problem here, Mr. McGill.

545

00:29:59 --> 00:30:02  
Uh, Mr. Hamlin certainly  
seems to think so.

546

00:30:02 --> 00:30:04  
I mean, he wants me  
to change my name,

547

00:30:04 --> 00:30:05  
because he claims  
that, what,

548

00:30:05 --> 00:30:07

it's some kind of threat  
to his business?

549

00:30:07 --> 00:30:09

Your Honor--

This is restraint of trade.

550

00:30:09 --> 00:30:11

Okay, whatever happened  
to the free market, huh?

551

00:30:11 --> 00:30:15

No, Hamlin wants you to tell--  
Okay, enough, Mr. McGill.

552

00:30:15 --> 00:30:18

I've heard enough.

553

00:30:18 --> 00:30:20

All right, yes, you are  
within your rights

554

00:30:20 --> 00:30:22

to advertise  
using your own name.

555

00:30:22 --> 00:30:24

However,  
in my estimation,

556

00:30:24 --> 00:30:27

the billboard clearly  
and intentionally

557

00:30:27 --> 00:30:30

duplicates elements of  
the Hamlin Hamlin McGill logo.

558

00:30:30 --> 00:30:33  
You're actively copying  
their established brand

559

00:30:33 --> 00:30:34  
for your own gain.

560

00:30:34 --> 00:30:36  
I don't see  
any other explanation.

561

00:30:36 --> 00:30:37  
Your Honor--  
Jimmy. Jimmy.

562

00:30:37 --> 00:30:39  
Wise up.

563

00:30:39 --> 00:30:42  
The billboard must come down  
within 48 hours.

564

00:30:44 --> 00:30:47  
This is a classic  
David-versus-Goliath story.

565

00:30:47 --> 00:30:49  
I mean, you got  
your gigantic law firm

566

00:30:49 --> 00:30:51  
stomping all over  
the little guy.

567

00:30:51 --> 00:30:54  
Yeah, but it's investigative  
journalism at its best.

568

00:30:54 --> 00:30:57  
It's right up your alley.

569

00:30:57 --> 00:30:58  
Uh-huh.

570

00:31:00 --> 00:31:04  
Yeah, okay. Well, let me  
give you my cell just in case.

571

00:31:04 --> 00:31:06  
Yeah. Thank you.

572

00:31:07 --> 00:31:09  
[SIGHING]

573

00:31:11 --> 00:31:14  
[ ]

574

00:31:16 --> 00:31:19  
Can I get the news desk,  
please? I got a hot tip.

575

00:31:19 --> 00:31:21  
Wanna be the station  
that brought down big law?

576

00:31:21 --> 00:31:24  
You could be like the reporters  
that brought down big tobacco.

577

00:31:24 --> 00:31:27  
Look, I'm talking  
Woodward and Bernstein here.

578

00:31:27 --> 00:31:31  
Hey, your exposé on predatory  
ATM fees, that was-- Wow.

579  
00:31:31 --> 00:31:33  
Well,  
it's a miscarriage of justice.

580  
00:31:33 --> 00:31:36  
And I think your viewers  
would be very, very interested

581  
00:31:36 --> 00:31:40  
and grateful to you  
for exposing this injustice.

582  
00:31:40 --> 00:31:43  
I wouldn't characterize this  
as a community health risk,

583  
00:31:43 --> 00:31:45  
but it's definitely  
community interest.

584  
00:31:45 --> 00:31:49  
No, yes, HHM is a pillar  
of the community. Yes.

585  
00:31:49 --> 00:31:53  
No, the war is  
an important story as well.

586  
00:31:53 --> 00:31:55  
That's why this action  
is so egregious.

587  
00:31:55 --> 00:31:57  
Sure. Okay.

588

00:31:57 --> 00:32:00  
Well, at least consider  
the human-interest angle here.

589

00:32:00 --> 00:32:03  
Are you kidding? "Lawyer pulls  
himself up by his bootstraps

590

00:32:03 --> 00:32:07  
only to be ground under the heel  
of the old-money mega-firm"?

591

00:32:07 --> 00:32:10  
That's hearts and minds.  
You--

592

00:32:10 --> 00:32:12  
Hell--

593

00:32:12 --> 00:32:15  
Yeah,  
I have your number too, so...

594

00:32:15 --> 00:32:17  
Yeah, I see. Okay.

595

00:32:20 --> 00:32:22  
[♪♪♪]

596

00:32:33 --> 00:32:35  
[KEYPAD BEEPING]

597

00:33:06 --> 00:33:08  
Oh, no, no, no, man.  
Can't touch the goods.

598

00:33:08 --&gt; 00:33:10

I signed the form.  
Only I can touch the camera.

599

00:33:10 --&gt; 00:33:13

Fine. May I suggest  
you widen the frame to include--

600

00:33:13 --&gt; 00:33:15

The billboard  
is the story, okay?

601

00:33:15 --&gt; 00:33:18

I'm also the story, so...

602

00:33:18 --&gt; 00:33:21

Gotta get me in there.  
Okay, so get on your mark.

603

00:33:21 --&gt; 00:33:24

No offense to your minutes  
of experience,

604

00:33:24 --&gt; 00:33:27

but I'd like to see what we got  
before we do this, okay?

605

00:33:27 --&gt; 00:33:29

Other guy.

606

00:33:29 --&gt; 00:33:31

Other guy.  
Only other guy that's here.

607

00:33:31 --&gt; 00:33:34

Go stand where I was standing.

608

00:33:34 --> 00:33:36  
Shrink down. Shrink down.

609

00:33:36 --> 00:33:38  
Yeah, scrunch. Yeah.

610

00:33:38 --> 00:33:42  
Okay, widen the frame,  
get the billboard.

611

00:33:42 --> 00:33:44  
Okay, now get me.  
Me, me, me.

612

00:33:44 --> 00:33:46  
No, not me.

613

00:33:46 --> 00:33:48  
Get him. He's me.

614

00:33:48 --> 00:33:49  
Yeah, like that.

615

00:33:49 --> 00:33:51  
Got it?  
Yeah.

616

00:33:51 --> 00:33:53  
Good.

617

00:33:53 --> 00:33:54  
[EXHALES SHARPLY]

618

00:33:54 --> 00:33:55  
Okay.



619  
00:33:55 --> 00:33:58  
Is he in the shot?  
No. Dude, just go.

620  
00:33:58 --> 00:34:01  
How do I look?  
Great.

621  
00:34:01 --> 00:34:02  
Well, uh...

622  
00:34:02 --> 00:34:05  
No, this is my good side.  
Heh.

623  
00:34:05 --> 00:34:06  
[SIGHS]

624  
00:34:06 --> 00:34:08  
Is the billboard in?  
Yes. Jesus, just--

625  
00:34:08 --> 00:34:11  
You said 100 for one hour,  
not fricking three.

626  
00:34:11 --> 00:34:12  
You clearly have  
a journalistic impulse.

627  
00:34:12 --> 00:34:14  
You're a go-getter.  
You know that?

628  
00:34:14 --> 00:34:16  
Go get this.

629

00:34:16 --> 00:34:18  
All right, count me down.

630

00:34:18 --> 00:34:22  
In five, four, three...

631

00:34:22 --> 00:34:24  
Gravitas.

632

00:34:27 --> 00:34:29  
I'm James McGill.

633

00:34:29 --> 00:34:32  
Like most Americans,  
I'm a self-made man.

634

00:34:32 --> 00:34:35  
I put myself through law school.

635

00:34:35 --> 00:34:37  
Working in the courts  
as a public defender,

636

00:34:37 --> 00:34:40  
I represented those  
with nowhere else to turn.

637

00:34:40 --> 00:34:43  
I believe in service.  
It's what I built my career on.

638

00:34:43 --> 00:34:48  
But I've also had a dream,  
a dream that many of us have.

639

00:34:48 --> 00:34:52

A dream to own my own business.

640

00:34:52 --> 00:34:54

Well, I scrimped  
and I saved,

641

00:34:54 --> 00:34:57

and finally I was able  
to buy one billboard.

642

00:34:58 --> 00:34:59

A tiny foray

643

00:34:59 --> 00:35:03

into advertising  
for my fledgling law firm.

644

00:35:03 --> 00:35:05

[SIGHS]

I've always been told

645

00:35:05 --> 00:35:07

that America is  
the land of opportunity,

646

00:35:07 --> 00:35:11

and I believed it,  
until today. Heh.

647

00:35:13 --> 00:35:15

Not 24 hours  
after my billboard went up,

648

00:35:15 --> 00:35:17

a large law firm came after me.

649

00:35:17 --> 00:35:20

They said that I was  
hurting their business.

650

00:35:20 --> 00:35:24  
They're rich, they're powerful.  
I'm just one man.

651

00:35:24 --> 00:35:27  
So who do you think  
the court sided with?

652

00:35:29 --> 00:35:33  
So now my little billboard  
comes down.

653

00:35:33 --> 00:35:36  
Let me tell you something.  
If they want a fight,

654

00:35:36 --> 00:35:39  
they're gonna get a fight,  
because I'm not giving up--

655

00:35:39 --> 00:35:42  
WORKER: Aah!  
Holy shit. Dude, the dude!

656

00:35:42 --> 00:35:44  
Dude, the dude!  
WORKER: Help!

657

00:35:44 --> 00:35:46  
The worker guy.

658

00:35:46 --> 00:35:47  
WORKER: Get me out of here!  
Oh, shit.

659  
00:35:47 --> 00:35:49  
Please. Get me down!

660  
00:35:49 --> 00:35:51  
Dude.  
Okay. Call 911.

661  
00:35:51 --> 00:35:53  
WORKER:  
Help me. Aah!

662  
00:35:53 --> 00:35:55  
You got a cell?  
Yeah, yeah.

663  
00:35:55 --> 00:35:57  
WORKER: Please.  
MAN: A guy fell off a billboard

664  
00:35:57 --> 00:36:00  
from Frontage Road South  
and Mountain.

665  
00:36:00 --> 00:36:03  
[♪♪♪]

666  
00:36:06 --> 00:36:07  
[PANTING]

667  
00:36:10 --> 00:36:12  
Unh! Unh! Help me!

668  
00:36:12 --> 00:36:15  
[WORKER GRUNTING]

669  
00:36:19 --> 00:36:21

I don't think  
that's very safe!

670  
00:36:21 --> 00:36:23  
You need to be  
licensed for that!

671  
00:36:23 --> 00:36:24  
WORKER: Help me.  
Man.

672  
00:36:31 --> 00:36:34  
JIMMY:  
Not looking down.  
One rung at a time.

673  
00:36:35 --> 00:36:37  
Not looking down.

674  
00:36:42 --> 00:36:45  
[WORKER CONTINUES GRUNTING]

675  
00:36:56 --> 00:36:58  
Hurry up!

676  
00:36:58 --> 00:37:00  
Come get me.

677  
00:37:00 --> 00:37:02  
Help!

678  
00:37:03 --> 00:37:06  
[GRUNTING]

679  
00:37:07 --> 00:37:09  
Help me.

680  
00:37:12 --> 00:37:15  
Sir, I'm right here.  
Please.

681  
00:37:15 --> 00:37:17  
Please.

682  
00:37:23 --> 00:37:24  
Pull me up.  
Here.

683  
00:37:24 --> 00:37:26  
Grab my hand.  
Pull me up.

684  
00:37:26 --> 00:37:29  
[BOTH GRUNTING]

685  
00:37:33 --> 00:37:35  
Pull me up.

686  
00:37:37 --> 00:37:38  
[BOTH GRUNTING]

687  
00:37:38 --> 00:37:41  
[CROWD CHATTERING]

688  
00:38:01 --> 00:38:03  
[BOTH PANTING]

689  
00:38:05 --> 00:38:06  
You okay?

690  
00:38:06 --> 00:38:09  
Took you long enough.

691

00:38:20 --> 00:38:22  
I was scared, yes. I mean,

692

00:38:22 --> 00:38:24  
I'm not really a big fan  
of heights, let me tell you,

693

00:38:24 --> 00:38:27  
but, you know,  
something inside me said:

694

00:38:27 --> 00:38:28  
"You have to do this."

695

00:38:28 --> 00:38:30  
I'm sure our city's  
first responders

696

00:38:30 --> 00:38:32  
would have  
been here momentarily...

697

00:38:32 --> 00:38:35  
Jesus, can you believe this guy?

698

00:38:35 --> 00:38:37  
This whole thing was a publicity  
stunt. It's gotta be.

699

00:38:37 --> 00:38:40  
That's all anybody wants  
when they're in trouble.

700

00:38:40 --> 00:38:42  
I didn't think life  
was gonna call on me...



701

00:38:42 --> 00:38:44  
You don't think  
anyone's gonna buy this?

702

00:38:44 --> 00:38:46  
...in an immediate,  
life-threatening way.

703

00:38:46 --> 00:38:48  
It's hard to say.  
People love a hero.

704

00:38:48 --> 00:38:50  
You take it  
as it comes, right?

705

00:38:50 --> 00:38:53  
The universe put me  
in that spot at that moment.

706

00:38:53 --> 00:38:55  
Who am I to say no?

707

00:38:55 --> 00:38:58  
You know, as a lawyer,  
well, I help people every day.

708

00:38:58 --> 00:39:00  
Whole thing's a damn stunt.

709

00:39:00 --> 00:39:02  
I think my clients know

710

00:39:02 --> 00:39:04  
that when they're in trouble,  
I'm there.

711  
00:39:04 --> 00:39:06  
I'm just a guy  
who was in the right--

712  
00:39:10 --> 00:39:12  
[SIGHS]

713  
00:39:22 --> 00:39:24  
[SIGHING]

714  
00:39:33 --> 00:39:35  
[DIAL TONE DRONING]

715  
00:39:35 --> 00:39:36  
[PHONE DIALING]

716  
00:39:36 --> 00:39:39  
[LINE RINGING]

717  
00:39:39 --> 00:39:42  
COMPUTERIZED VOICE:  
You have seven new messages.

718  
00:39:44 --> 00:39:49  
To listen to your messages,  
press one.

719  
00:39:49 --> 00:39:53  
First message.  
Received at 5:40...

720  
00:40:29 --> 00:40:32  
It's just showmanship,  
Chuck. Ahem.

721  
00:40:34 --> 00:40:35

Yeah, right.

722

00:41:08 --> 00:41:10  
You're early.

723

00:41:10 --> 00:41:12  
Did you--?  
Yeah, I grounded myself.

724

00:41:12 --> 00:41:13  
Hey, big day.

725

00:41:13 --> 00:41:15  
My phone's ringing  
off the hook.

726

00:41:15 --> 00:41:18  
I have three consults  
before lunchtime.

727

00:41:18 --> 00:41:20  
Three.  
That's great, Jimmy.

728

00:41:20 --> 00:41:22  
Yep.

729

00:41:22 --> 00:41:25  
The worm has turned.  
Oh, ha, ha.

730

00:41:25 --> 00:41:27  
That's really great.

731

00:41:27 --> 00:41:30  
So to what do you credit  
this sudden change?

732

00:41:30 --> 00:41:32  
Well, I gotta admit,  
you were right.

733

00:41:32 --> 00:41:34  
How so?

734

00:41:34 --> 00:41:37  
Well, you told me to keep  
plugging and do good work

735

00:41:37 --> 00:41:39  
and the clients will come.

736

00:41:39 --> 00:41:43  
You know, I'll admit, I almost  
lost faith a couple times.

737

00:41:43 --> 00:41:46  
But the worm has turned.

738

00:41:49 --> 00:41:54  
So, what, you've been getting  
referrals from your PD clients?

739

00:41:54 --> 00:41:56  
Yeah. You know,  
you work hard,

740

00:41:56 --> 00:41:58  
show you got half a brain

741

00:41:58 --> 00:42:00  
and people come knocking,  
like you said.

742  
00:42:00 --> 00:42:02  
I just needed  
to get my face out there.

743  
00:42:02 --> 00:42:06  
Oh. So the prosecutors then,  
referring clients.

744  
00:42:06 --> 00:42:10  
Yeah. Yep, exactly.

745  
00:42:10 --> 00:42:12  
Was it Bergeron?  
When I was starting out,

746  
00:42:12 --> 00:42:14  
she sent me a couple  
of good ones.

747  
00:42:14 --> 00:42:19  
Yeah, uh, it was someone  
on her team, you know.

748  
00:42:19 --> 00:42:23  
I mean, hey, it just took some  
elbow grease and clean living.

749  
00:42:23 --> 00:42:25  
People noticed.

750  
00:42:26 --> 00:42:29  
I knew you had it in you.

751  
00:42:30 --> 00:42:32  
I don't see  
the Journal here.

752

00:42:34 --&gt; 00:42:35

Oh. Here you go.

No.

753

00:42:35 --&gt; 00:42:38

Albuquerque Journal.

It's not here.

754

00:42:39 --&gt; 00:42:41

Oh, yeah.

755

00:42:41 --&gt; 00:42:43

I didn't see it outside.

756

00:42:43 --&gt; 00:42:45

It wasn't out there?  
It's always out there.

757

00:42:45 --&gt; 00:42:46

I didn't see it. Heh.

758

00:42:46 --&gt; 00:42:50

Maybe they forgot to deliver it.  
Maybe some kids grabbed it.

759

00:42:50 --&gt; 00:42:53

If there's one thing kids love,  
it's local print journalism.

760

00:42:53 --&gt; 00:42:54

I don't know  
what to tell you.

761

00:42:54 --&gt; 00:42:56

You got a ton  
of reading material there.

762  
00:42:56 --> 00:42:58  
Look, hey.

763  
00:42:58 --> 00:43:00  
[WHISTLES]  
Financial Times.

764  
00:43:00 --> 00:43:03  
You know, I know Albuquerque  
is a hub of global intrigue,

765  
00:43:03 --> 00:43:05  
but you think  
that'll tide you over?

766  
00:43:05 --> 00:43:07  
Fine, but if it's not  
here tomorrow,

767  
00:43:07 --> 00:43:09  
I'll need you to call  
the subscription office.

768  
00:43:09 --> 00:43:12  
Yeah, will do. Look, I gotta go.  
I don't wanna be late.

769  
00:43:12 --> 00:43:15  
Hey, good luck today.  
Thanks.

770  
00:43:15 --> 00:43:17  
CHUCK:  
Keep it up.

771  
00:43:17 --> 00:43:20  
Hard work looks good on you.

772  
00:43:32 --> 00:43:35  
[ENGINE STARTS]

773  
00:43:35 --> 00:43:36  
[CAR PULLS AWAY]

774  
00:43:36 --> 00:43:39  
[♪♪♪]

775  
00:43:55 --> 00:43:57  
[BLANKET RUSTLING]

776  
00:44:20 --> 00:44:22  
[SIGHS]

777  
00:44:32 --> 00:44:34  
[SIGHS]

778  
00:44:37 --> 00:44:39  
[PANTS]

779  
00:44:40 --> 00:44:43  
[GRUNTING]

780  
00:44:43 --> 00:44:45  
[PANTING]

781  
00:44:45 --> 00:44:48  
[HORN HONKING]

782  
00:44:51 --> 00:44:53  
[ELECTRICITY CRACKLING]

783  
00:44:56 --> 00:44:58



[GRUNTING]

784

00:45:16 --> 00:45:19

[GRUNTING]

785

00:45:25 --> 00:45:27

[GROANING]

786

00:46:17 --> 00:46:19

[♪♪♪]



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