

Radio Department

GARDNER ADVERTISING COMPANY

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Radio Program

for

RALSTON WHEAT CEREAL

(TOM MIX)

CAST

TOM MIX - *Artell Dixon*
 THE OLD WRANGLER - *Percy Henning*
 JED...A KIND OLD MAN *Bennet Kilpa*

[Handwritten signature]

CHANNELS	<i>7</i>
SYNCHRONIZE	<i>6:45</i>

Continuity No. 20

Day: Wednesday

Stations: WEAF--red network

Subject: STRAIGHT SHOOTERS

(GUN OFFER--TWO BOXTOPS)

Date of Broadcast: November 8

Time: 5:30 PM

6:30
5:40 *6:45:14*

ANNOUNCER: THE TOM MIX RALSTON STRAIGHT SHOOTERS ARE ON THE AIR.....
AND HERE THEY COME.....

OPENING SIGNATURE

ANNOUNCER: Here we are, boys and girls, with another thrilling Tom Mix adventure....brought to you every Monday, Wednesday and Friday by the makers of RALSTON WHEAT CEREAL. The straight shooter's own brand cereal. ~~and say---to night~~
~~we're going to give away real wooden models of Tom Mix'~~
Western gun. Yes sir....now you can have this gun absolutely free----Later in the program I'll tell you how easy it's going to be for ~~any~~ ~~boy and girl~~ to get one of these Tom Mix guns.....And now....here he comes....your pard....THE OLD WRANGLER.....

WRANGLER: Howdee....howdee.....Well straight shooters---we've been showing you a lot about the Western country where Tom lives. And you've seen how many a time, Tom's had to depend on his strong muscles and iron nerve to get out of a tight situation. But strong muscles and good health aren't needed only in the West. You need health wherever you live. And it's simple to keep healthy once you follow the rules. Jest stay outdoors a lot and play in the fresh air---breathe deeply and fill yore lungs with clean air. Eat wholesome food that mother prepares for you---because mother knows best what you need. That's why she gives you a bowl of RALSTON WHEAT CEREAL every day. She knows how good it is for you---and she knows that you like it's delicious flavor.

WRANGLER: And now I'm gonna tell you about the time me and Tom were on the range trying to quiet the herd---and trying to find out what the trouble was-----And never really suspecting how near we were to so much danger. We'd just arrived at the range---and the cattle were milling around pretty nervous like.....

(FADE IN SOUND OF HORSES COMING UP)

TOM: Wrangler....them cattle actin' pretty ornery today.

WRANGLER: Danged if they're not Tom.....

TOM: Why--they're working themselves up into a regular stampede.....

WRANGLER: Can't understand it at all --- ain't nothin' along the horizon to scare them.....

TOM: But they're scared all right....and as jumpy as I ever did see a herd....

WRANGLER: Yeah....the way they keep milling round and round..... like they're plumb scared something terrible's in the wind.....

TOM: I'm gonna ride into em....mebbe that ull quiet them down a bit.

WRANGLER: All right Tom....I'll ride from this end...and you take that bunch down below.....

TOM: (FADING) Okay.....

BUSINESS: (HOOVES AS TOM RIDES AWAY AND HOOVES OVER THIS PART OF DIALOGUE)

TOM: (KEEP YELLING BACK) Yip! Yeaaa....Over there! Yipeee... back.....

WRANGLER: (CLOSER TO MIKE THAN TOM) Come on yuh ornery critters. quit milling around.....yip.....yeaaa....ippeeee..... git over now.....git!

(BRING UP MILLING SOUND OF HERD AND THROUGH THIS TOM AND OLD WRANGLER AD LIB AS THEY RIDE HERD ON CATTLE...HOLD THIS FOR FEW SECONDS TO SET THE PICTURE THE FADEOUT MILLING SOUND....)

WRANGLER: (PUFFING A BIT) By...gosh....Tom....that was a workout all right....

TOM: Kinda had us stepping for a few minutes....

WRANGLER: Yeah....but doggone it Tom....there must be a reason for all this.

TOM: I'll be plum frank and admit I can't see any reason at all.....

WRANGLER: Well.....everything looks all right now.....so let's git acrost the trail-----we got plenty of other work to do.....

TOM: Let's go....

BUSINESS: (HORSES HOOVES....UP AND DOWN....AND OUT AS:
WHOA TONY WHOOAS.....

WRANGLER: Tom....lookit that! A covered wagon ahead....

TOM: I see it...coming right this way.....

WRANGLER: Why....it's been a long time since I've seen a covered wagon on the trail headin' westward.....

TOM: There's a lot of land left in the West that needs settling...

WRANGLER: There is Tom....and it takes men with courage to come out here and begin life....

TOM: My hats off to any man who has that courage.....

WRANGLER: And so is mine...

TOM: Here she comes...

BUSINESS: (BEGIN SOUND OF WAGON COMING UP)

WRANGLER AND TOM: Hi...Hi.... Howdee...there stranger.....

JED: Howdee pardners.....

WRANGLER: Pard....we're sure glad to see some one with enough honest courage left to make this trip in a covered wagon.....

JED: Thank you pard....reckon I got everything I own in this world in my covered wagon....

TOM: Got your family with you too.....

JED: Yee.....three children.....and my wife....Annabelle ain't been feeling so good.....so we decided to hit fer the West....the government gave me a hundred-and-sixty-acres....and I'm gonna start a new life.....

WRANGLER: That sure is a fine way to look at things....

JED: We've had a hard time of it....what with losing a lot of money in my business....and then a lot of sickness...

TOM: Powerful sorry to hear that, stranger....

JED: But I'm a-goin to keep my head up---and work hard...

WRANGLER: You're the kind of folks the West needs.....

JED: Well....say....thanks fer saying them nice things---but I reckon me and my family er jest ordinary people..... and all we want is an even chance of living....

TOM: I shore can't help admiring a man like you---and if there's anything I can do....to help....you jest ask me.....my name's Tom Mix....

JED: I'm mighty glad to know you Tom Mix...

TOM: And this is my pard....The Old Wrangler....

JED: Glad to know you too....my names Jed Francis and I
hails from beyond the Mississippi....

WRANGLER: You got enough water in yore canteens, Jed?

JED: Yeah....reckon we got enough to keep us fer a spell....
there's only one thing you can help me on....if it ain't
too much trouble....

TOM: Why not at all....what is it?

JED: There ain't much too worry about on this trail acrost
the mountains going into Silver City?

TOM: No....reckon you won't have much to worry about at all.

JED: And I jest stays on this trail to get there?

TOM: That's right...

JED: Course....I don't want anything to happen....on account
of my wife not feeling so good....she's lying down
inside the wagon.

TOM: Well....you don't have to worry at all....jest keep on
this trail....and you'll be all right....

WRANGLER: That's right pard....it won't be hard going at all....
and no danger to speak of....

JED: That sure puts me in a better frame of mind....You know
this is all new country to me -- and the kids are kinda
worried a bit...expectin' something to happen.

TOM: Well you can rest assured you'll be all right...

JED: Thank you....thank you a thousand times fer yore
encouragement...reckon I better be on my way now...

WRANGLER: Good luck, pard....

TOM: Good luck.....

JED: (FADING OUT) Thank you.....thank you....

(THE COVERED WAGON MOVES OFF...AND WE HEAR THE RUMBLE OF THE WHEELS FOR A FEW SECONDS AS IT GRADUALLY FADES IN THE DISTANCE.....THEN WHEN ALL IS QUIET

WRANGLER: A brave man, Tom....facing a new life with real honest courage.

TOM: It's men like that that have made the West what it is.. a real place....

WRANGLER: He's had his share of troubles...but he's a-goin to start all over again.....

TOM: That's the kind of a man I like to help.....a man who deserves help.....

(AT THIS POINT THERE IS HEARD IN THE DISTANCE THE BELLOWING OF THE HERD. LET THIS REGISTER FOR A FEW SECONDS THEN:

WRANGLER: (SHARPLY) Tom! It's the herd! They're breaking loose again.

TOM: It's the herd all right....come on....hurry... something's powerful wrong to-day with that bunch.... ride Wrangler....

BUSINESS: (HOOVES UP AND HOLD)

TOM: Gosh Wrangler....I don't know what's got into that bunch-----lookit the way they're going around.....all bunched up and plumb scared.....

WRANGLER: No....it won't do any good at all Wrangler...we've got to find out where the trouble is....There's something in the wind we don't see.....something that's causing a lot of worryin to them cattle....

WRANGLER: I'll be blamed if I see anything wrong.

TOM: (SHARPLY) Wrangler!

WRANGLER: What is it Tom?

TOM: Up there....see ..on the crag! That white hoss!

WRANGLER: I see it Tom! A wild hoss....and back of it.....a cloud of dust....

TOM: That's the other wild hosses kicking up the dust.... plenty of them....come on....ride closer....see what's doing...

WRANGLER: Ride ahead.

BUSINESS: (HOOVES UP AND OUT)

TOM: See him plain from here....

WRANGLER: Why Tom....that's SKY HOSS....the wildest hoss on the range...

TOM: That's him....all white but just that black spot on his forehead....

WRANGLER: King of the Wild Hosses....that's what we've been calling him.....no one has ever been able to catch him....

TOM: I know Wrangler...and he's an ornery leader too....the pack ull follow him wherever he goes....

WRANGLER: That explains why the cattle have been so jumpy...

TOM: That's it all right...

WRANGLER: Won't be bad if that ornery Sky Hoss don't start stampedin' down this way....why....he'll trample everything underfoot once he gets started---he's done it before...

TOM: I know it....Whoaa...Tony....whoaa boy....Say...what's got into you....Whoona....

WRANGLER: Makes even Tony feel jumpy....jest look at 'im....

TOM: Easy boy....Easy now....

WRANGLER: (SHARPLY) There he goes...Sky Hoss...coming down the hill...

TOM: I see him...and there comes the pack...following him...

WRANGLER: All going like blue blazes....Tom....I don't like the looks of this...

TOM: He's headin' straight down the hill...mebbe he'll steer clear of the range here.

WRANGLER: No tellin' whut ull happen if he comes through our herd....we won't be able to do a thing....

TOM: It ud be a mighty bad situation for us Wrangler....

WRANGLER: Look at him go.....feet hardly touching the ground...

TOM: He's headed straight...mebbe we'll be okay...

WRANGLER: Yeah...but...

TOM: I know Wrangler. (SHARPLY) But that stranger in the covered wagon---and all his family! They're right in the path of those wild hosses....

WRANGLER: His team of hosses ull be scared to death....Good Lord Tom....something terruble ull happen,

TOM: Not while I've still got life in me...come on...we've got to do something....

WRANGLER: Tom...we ain't got a chance with that herd of wild hosses...they'll trample us to pieces...

TOM: Wrangler....I'd do anything to save that stranger cause he was a real honest man....come on....

WRANGLER: I'll follow you anywhere Tom...

BUSINESS: (SOUND OF RIDING UP AND HOLD AS THEY RIDE ALONG)

TOM: Sky Hoss is on the loose all right....and he's looking for trouble to-day....

WRANGLER: For two years...that wild hoss has been leading his pack...and no man or beast has ever been able to stop him!

TOM: We've got to stop him now...somehow...or it'll mean death to the stranger and his family....

WRANGLER: There gonna cut acrost the trail...if...we could only head them back into the hills.....

TOM: Easy Tony...easy....jumpin' like that...and rearing...

WRANGLER: Ain't ever seen him act that way...just like he's anxious to get into the pack.

TOM: Wrangler...that gives me an idea.

WRANGLER: What?

TOM: I know there ain't a hoss anywheres as good as Tony... and I know he can be a leader even in that pack.....

WRANGLER: Tom...what you driving at?

TOM: I'm gonna send Tony right into the middle of the herd of wild hosses...SKY HOSS will see that for once he's met a greater leader than he is....and he'll follow Tony.....

WRANGLER: Jumpin' coyotes Tom....I see what you mean...then Tony ull head back into the hills...and SKY HOSS will foller him.

TOM: Yes...I'm gonna try it --- that's how much faith I've got in Tony.....then.....if anything should go wrong.... but I won't think about that now...the main thing is to try and stop them hosses from crossing the trail and injuring those folks in the covered wagon.....

WRANGLER: All right Tom....

TOM: Now Tony boy....I'm gonna send you on a dangerous mission....it may be that you'll be killed...I....I hardly know...but I do know this...there ain't a better hoss anywheres...and I know you're a leader.....so.....ride into that herd....show SKY HOSS that from now onyou're the leader of the pack----then lead them wild hosses back into the hills....I'm gettin off of you Tony.....You know what to do....so.....git...and godspeed to you....

(HOOVES UP AS TONY RIDES AWAY....HOLD FEW SECONDS)

WRANGLER: (TENSE) There he goes Tom....straight and sure.....headed right into the pack...

TOM: And SKY HOSS stopped in his tracks looking....

WRANGLER: Why....Tom....Sky Hoss is licked...he don't know what to do.....

TOM: All the other hosses looking at Tony.....lookit that...all of them stopped!

WRANGLER: And Tony....his head high...there he goes...

TOM: Racing into the hills.....

WRANGLER: And...Sky Hoss...not moving...why Tom....it...it ain't gonna work....Sky Hoss won't give in...he won't.....

TOM: Wait...wait...Tony's stopped...he's jumped into the airfront feet high.

WRANGLER: Tom....now...there goes Sky Hoss...he's given in.....he's gonna follow Tony....into the hills...

TOM: And there goes the rest of the pack....all following Tony into the hills....that means the stranger and his family are safe....

(FADE OUT WITH THUNDER OF HOOVES GRADUALLY OUT)

WRANGLER: Tony...the real Wonder Boss! He saved a whole family from a terrible disaster that day---and showed me and Tom...that at last--SKY HUSS---had met his master. And when Tony came back to the ranch that night-----Tom and me were so proud and happy-----why doggone it the tears were in our eyes. Well...say...here's John....and as always..John's got good news for everyone of our straight shooters.

ANNOUNCER: You bet I have, Wrangler. I've got good news about RALSTON WHEAT CEREAL---the one and only straight shooter's cereal. The kind of cereal that every growing boy and girl needs in this cold weather. Because RALSTON gives you the energy and the pep that helps you resist the many ills of winter time. You see, straight shooters, RALSTON is made of whole wheat to which has been added tiny hearts of wheat which contain many extra vitamins. And your doctor and your mother know how important vitamins are in your daily diet. So to be sure that you get a sufficient supply of these strength-giving-----disease-resisting vitamins----the makers of RALSTON see to it that every single package of RALSTON is double-rich in Vitamins. Say....if you want to be strong and full of pep and energy-----just like our chief TOM MIX---begin right away eating RALSTON.

WRANGLER: All right straight shooters. Now...be here at five-thirty on Friday when I'll tell you about the time lapsed on airplane in mid-air! Yes sir....a real thriller....And gosh...here it is round-up time....SO LET'S GET GOIN'.

SIGNATURE

ANNOUNCER: THE TOM MIX RALSTON STRAIGHT SHOOTERS RETURN ON FRIDAY AT FIVE THIRTY. Tom Mix was impersonated, John S Young Announcing. This is the N B C