

Radio Department

GARDNER ADVERTISING COMPANY

Radio Program
for
RALSTON WHEAT CEREAL
(TOM MIX)

MASTER COPY
FOR PRODUCTION
For

CAST

TOM MIX — *Orville Dixon*
THE OLD WRANGLER *Percy Harries*
JANE — *Winifred Tomney*
JIMMY — *Andy Harneley*
SPIKE.....Villain — *Alfred Pennington*

3
at 6:45 over
3-7-8-9

Continuity No. 21

Date of Broadcast: November 10, 1933

Day: Friday

Time: 5:30 P. M.

Stations: WJAF Red network

Subject: STRAIGHT SHOOTERS
(4 Offer—One boxtop)

RALSTON WHEAT CEREAL

(TOM MIX)

WEAF

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5:30 - 5:45 P. M.

NOVEMBER 10, 1933

FRIDAY

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. Clean...outdoor...action adventures that you like. Every Monday, Wednesday and Friday at this time, the makers of RALSTON WHEAT CEREAL----your own brand of cereal--- bring you the TOM MIX adventures and the Old Wrangler.
And say...how would you like to get a real cowboy hat--- or a pair of genuine Western chaps made of brown sheepskin and trimmed with blue and red leather. Or a pair of spurs just like all real cowboys and cowgirls wear. Oh...I know you'll want to know how to get all these marvellous gifts free-----so just stay with us--- and later in the program I'll tell you more about these free gifts everyone of you can get. And now....here he is...your pal....THE OLD WRANGLER....

WRANGLER: How dee...how dee...straight shooters. Say..I wonder how many of you straight shooters have ever heard this short poem:

WRANGLER:
(CONT)

Courage, brother! do not stumble
Though your path be dark as night
There's a star to guide the humble
Trust in God and do the Right.

And in that little poem, there are the things me and Tom have been telling you straight shooters. Do the right thing! Do the right thing. Be fair and square and honest—and the world will be proud of you. And keep your body as well as your mind in a healthy state. Eat the food mother prepares for you—because mother knows best. That's why she gives you a bowl of delicious RALSTON WHEAT CEREAL every morning for your breakfast. Mother knows how RALSTON will help keep her boy and her girl in the very best condition. And now.....let's get on with our TOM MIX adventure. Jane and Jimmy had been visiting their Aunt May in the big city—and then as a real treat to them, Aunt May sent em back home in one of them big passenger airplanes. Besides Jane and Jimmy and the two pilots, there were a couple of men in the plane too—as passengers....The kids were mighty tickled with their first sky ride... and just listen to them—way up 5000 feet in the air—headin' for home.....

(FADE IN SOUND OF AIRPLANE MOTOR.....UP AT FIRST
.....THEN KEEP IT WAY BACK NOT TO INTERFERE WITH
DIALOGUE)

JANE: JIMMY....LOOK THROUGH HERE....the mountains.

JIMMY: What a sight....gosh..sis....this is a real thrill riding in one of those big airplanes.

JANE: Like floating on air...

JIMMY: Yeah.....why..it's like floating on a cloud.

JANE: Gee....I thought I was gonna be scared at first....

JIMMY: Me too sis.... only I wouldn't let on to Aunt May...

JANE: I wouldn't miss this ride for anything...

JIMMY: And we'll get back to the ranch much quicker.....

JANE: Won't Tom Mix and the Old Wrangler be surprised...

JIMMY: Oh boy.....we sure will have something on the Old Wrangler....

JANE: Yeah?

JIMMY: Sure we will sis....Why..he's never been up in an airplane.

JANE: Oh gee.....we'll have a lot of fun with him now...

JIMMY: We'll have to pass over the Double Diamond ranch before we come to the landing field.....

JANE: We'll be able to see the ranch from the air?

JIMMY: Sure we will....we'll see the ranchose and the corral...

JANE: Gee....if we could only drop a message as we're flying over the ranch...

JIMMY: Gosh...that's a good idea sis.....we can do it...

JANE: Aw...we can't...

JIMMY: I'll bet you we can..... all I need is my handkerchief... to make a small parachute.....see....I'll take the four ends like this...

JANE: Yeah.....

JIMMY: Bring them all together—and tie them around my horseshoe nail ring.

JANE: Oh...I see Jimmy....that's a swell idea....

JIMMY: And we can write the message out....and stuff it right in the center of the ring,....where the hole is...

JANE: Oh...that's fine, Jimmy....

JIMMY: And I've got another idea too...

JANE: Tell me Jimmy....

JIMMY: We'll write the note in our secret straight shooter's code.

JANE: Oh Jimmy....you're just too smart...

JIMMY: I'm a swell brother, huh?

JANE: YOU bet....

JIMMY: (LOW) Sis...did you hear what the manager at the airport said about the gold?

JANE: No.....what was it?

JIMMY: (LOW) There's a shipment of gold aboard this plane...

JANE: (LOW) Yeah?

JIMMY: Course...it's kinda dangerous....but maybe it's the safest way to ship gold...

JANE: Sure it is Jimmy....because there can't be any holdups when you're in a plane...

JIMMY: Yeah...that's right.....it isn't like the stagecoaches..

JANE: Well....come on Jimmy....let's write the note to Tom in our straight shooter's code...

JIMMY: All right....where are we now?

JANE: Ooooooooh.....look down below....wnyyyyy....down.....

JIMMY: I see it Jane...Devil's Gorge....that means we're about twenty miles from the ranch...

JANE: Let's hurry and get the big surprise note written to Tom.

JIMMY: All right.....what'll we say.....

JANE: Unnnnnnnnn.....;et.....me.....think.....

JIMMY: (LOW AND TENSE) Jane....those two men....what they going up front for?

JANE: I don't know.....gee.....

JIMMY: They look kinda tough and mean....

JANE: The pilot....is waving his hand...

JIMMY: Wants them to get back...

JANE: (SCREAMING) Ohhh.....they've pulled out guns!

SPIKE: (ROUGHLY) Shut up you kids....

JIMMY: Keep quiet sis... ..

SPIKE: Come on..you pilots....do as I say...Keep em covered Moocher....I'll see where that gold is...

JIMMY: (LOW) They're gonna steal the gold...

JANE: They can't get it...

SPIKE: It's here, Moocher...

VOICE: Okay.....

SPIKE: Hey....you kids....sit down..and don't get excited.... if you know what's good for you...

JIMMY: We..we're...not...doing...anything....

JANE: Gee.....

SPIKE: (LAUGHING) This is pretty...pretty. A whole shipment of gold.... just like that. (LAUGHS) Well...Moocher...

VOICE: (BACK) Yeah...

SPIKE: Get them pilots to land just south of Silver Range.... it's flat there...and we can make a good landing...so's we can dump off these kids and the pilots....then we'll take the airplane up again...and go off with the gold...

JANE: (LOW) Oh...Jimmy....they're gonna steal the gold...and leave us stranded....

JIMMY: Shhh...listen sis...I've got an idea...

JANE: Yeah..

JIMMY: But we've got to work fast...cause we're nearly to the ranch..

JANE: We'll be passing over the Double Diamond in a few minutes...what you gonna do?

JIMMY: I'm gonna write a note to Tom Mix in our secret code... and tell him what's happened....

JANE: Good....oh...hurry Jimmy...maybe Tom can help...

JIMMY: All right...I got my pencil and paper...

JANE: I'll fix your hanky like a parachute...

JIMMY: Here..take my horseshoe nail ring for a weight...

JANE: Hurry Jimmy.....hurry...

SPIKE: (BACK) Glad to see you kids not making any fuss... you just be good and nothing ull happen to you....

JANE: (LOW) Lookit Jimmy....those crooks got their guns right in the backs of the pilots to make sure nothing goes wrong with their plans....

JIMMY: Yeah....I see them.... Gosh...few more secret words and I'll have this note to Tom Mix all finished...

JANE: I got the parachute ready...and the horseshoe nail all fixed....

JIMMY: Good....now...the note's all ready and...

JANE: Slip it right in the ring...and we'll throw it overboard...

JIMMY: We must be getting near to the Double Diamond...

JANE: Yeah.

SPIKE: (COMING UP) Hey....what you kids doing?

JIMMY: Er...nothing.....

SPIKE: What you got there?

JIMMY: It's...just...a piece of paper...that's all...

SPIKE: Lemme see it.....come on...hand it over.... and
be quick about it...

JIMMY: Well....gee....it isn't anything that....

SPIKE: Shut up..and let me have it....

JIMMY: All right.....here....
(RATTLE OF PAPER)

SPIKE: Ummmm.....well;.....I thought it was something you
were writing.... what's all these funny figures and
squares....oh?

JIMMY: Oh.....nothing....

SPIKE: All right...here you are.....(FADING) And jest keep
in yore seats....won't be long before we land,...

JANE: (LOW) Gee....I thought he was going to take the paper...

JIMMY: Good he didn't because we're almost to the ranch now...

JANE: Yeah.....better get the parachute ready....

JIMMY: Got it all set.....let me near the window sis....

JANE: All right...

JIMMY: There...say....look....just passing over the Double
Diamondcan see the corral...

JANE: Drop the parachute Jimmy....hurry....

JIMMY: Here it goes...

JANE: I see it...

SPIKE: (BACK) Get away from that window....hey....what you
doing!...

JIMMY: Aw...nothing at all...

SPIKE:

Sit quiet! We ain't got much more to go.....and if you kids make a squawk when we land or talk to anyone about this afterwards...don't forget that Spike Finney ull make you regret it....

(UP WITH MOTOR AND FADEOUT)

(DEAD MIKE)

(FADE TO

WRANGLER:

Tom..there goes the passenger plane...see it?

TOM:

Yeah....I been looking at it ever since it began crossing over the Double Diamond ...I see....something... up....there....something...floating down.....looks... like a small.....parachute....

WRANGLER:

Yeah...I see it Tom....coming down...

TOM:

Gonna land right near the corral....

WRANGLER:

Wonder what it can be?

TOM:

Don't know....we'll soon find out.....see it?

WRANGLER:

Coming down pretty too.....

TOM:

Come on...get over here by the corral...we'll catch it afore it touches the ground...

WRANGLER:

All right...

TOM:

(AWAY) here it is....I got it...

WRANGLER:

What is it?

TOM:

(UP) Why doggone...look what's fastened onto it.....a horseshoe nail ring like Jimmy and Jane wear....and...

WRANGLER:

And that note ...

TOM:

Holy smokes! It's written in the straight shooter's secret code....

WRANGLER:

Read it Tom...hurry.....

TOM: Why it's signed...Jimmy...and it says...Dear Tom...
Jane and me are up in this plane...Two crooks have hold
up the pilots. We are going to land at Silver Range.
Crooks are going to let pilots and Jane and me off....
then they're going to take airplane and gold. Looks
bad, Signed, Jimmy.

WRANGLER: Tom..we've got to help right away... ..

TOM: We will....come on....got on your horse...we're riding
to Silver Range...and riding hard...we've got to save
that shipment of gold...

WRANGLER: I'm ready, Tom....

TOM: Let's go....Git Tony....git....come on boy.
(UP WITH SOUND OF HOOVES ...HOLD...THEN DOWN)

(DEAD MIX)

(FADE INTO PLANE LANDING AND CUT MOTOR)

SPIKE: Now...get out...all of you.....come on..you kids...top...
hurry up....Hey Moocher...got ready at the controls...
we wanna get away as quick as we get the pilots and the
kids off....

JIMMY: (LOW - TENSE) Jane! Look...coming down the trail...
two riders...

JANE: I see them...why....maybe it's...

SPIKE: Hey...what's that? Moocher...hurry up start up the
motor.... two riders coming down...

JIMMY: Oh...it's Tom Mix...and the Wrangler....coming like the
wind....

SPIKE: Don't make a move...any of ya...Moocher...hurry up.

(AIRPLANE STARTS

(THEN FADE IN TOM)

TOM: They're getting the plane started Wrangler...draw your guns...but don't shoot less you have to...

WRANGLER: Tom...the plane's started...they're getting away...

JANE: (BACK) Tom ..Tom...

JIMMY: Tom Mix...Wrangler..

TOM: Wrangler...them crooks are getting away,,the plane's moving forward...wheels off the ground...I'm gonna lasso those wheels...and climb up into the cabin of the ship right in midair.....them crooks won't know I'm up there till they look into the muzzle of my six gun..

WRANGLER: Go to it, Tom...and fast...

TOM: There she goes...

WRANGLER: The rope caught...

TOM: Now...I'm gonna let the plane pull me..and I'll hang on the rope (FADING) Don't worry none about me...

(HOLD MOTOR SOUND THEN FADE AWAY VERY FAINT)

JANE: Oh...Wrangler...lookit Tom...way up in the air hanging from the rope....

JIMMY: He's climbing up...he's getting closer to the cabin ...

WRANGLER: He's getting there....he is...

JANE: Ohhhhh...he's only holding on with one hand...he's gonna fall...he'll get killed...

WRANGLER: Don't worry Jane...he's only reaching for his gun... there he's up to the side of the ship.....he's climbing up....up.....and.....

JIMMY: He's on the wing of the ship..... he made it...oh boy..

JANE: He's near the window.....his gun ready....

WRANGLER: He's got em...he's got em....look,, The plane's on the way down...coming right back here....he did it....

JANE & JIMMY: (OVERJOYED) Ohh...Tom...Tom...you did it...

Tom...Tom Mix...boyoboy...

WRANGLER:

Yes sir...Tom did sure pull about the nerviest stunt I ever did see any man do that day. And believe me...as he was hanging between earth and sky...I was plenty worried. But Tom came out all right...like he always does.... And now...here's John....smiling like he always is...because he always brings to our Straight Shooters good news. All right, John.

ANNOUNCER:

Yes..I've got good news for our straight shooters. Because I'm going to tell you where to find out all about those dandy western gifts....In the Tom Mix book where you'll find all sorts of interesting stories about Tom—you'll also find a list of real western presents everyone of you can have free. So be sure you get the big Tom Mix book——because it's just full of things about Tom Mix——and it tells you how to get real western presents free—— and say...in the same book you'll find secret codes, secret writing symbols and handgrips every straight shooter should know. The same secret writing code that Jane and Jimmy used to get the message to Tom Mix from the airplane. And say, besides the book, we're going to send you a beautiful picture of our chief, TOM MIX and his wonder horse Tony.

ANNOUNCER:

We're also going to send you the famous TM bar brand emblem—Tom's own brand—which you can sew on your sweater so all the world will know you're a straight shooter and that Tom Mix is your pal. And your fourth gift will be a horseshoe nail to make a ring just like Tom wears. Four presents—the book that tells all about Tom's life and has the secret codes and the list of free gifts....The picture of Tom and Tony...the TM bar brand..and the horseshoe nail. Now here's what you do to get these free gifts. Tear off the boxtop from a package of RALSTON WHEAT CEREAL. Write your name and address on the back of it and mail to Tom Mix...Number One Checkerboard Square..St. Louis. Listen carefully again and see if you have the directions correct. Take one boxtop from a package of RALSTON WHEAT CEREAL.... write your name and address on the back..then mail to TOM MIX..number one Checkerboard Square, St. Louis.

WRANGLER:

All right John. Now hurry up, boys and girls, get those boxtops in right away. And if you haven't a package of RALSTON in the house, ask your maw to get you the red white and blue checkerboard package right away. Tell her that RALSTON is the cereal every growing boy and girl needs to keep them fit. And say...you be here on Monday...I'm going to tell you about the mysterious voice in the Devil Head Mountains. It's a thriller. And now.....here it is...roundup time....

(CLOSING SIGNATURE)

ANNOUNCER:

THE TOM MIX RALSTON STRAIGHT SHOOTERS WILL RETURN ON MONDAY.. Tom Mix was impersonated. Your announcer ... John S. Young. This is the National Broadcasting Company