

Radio Department

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GARDNER ADVERTISING COMPANY

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Radio Program for RALSTON WHEAT CEREAL

(TOM MIX)

CAST

TOM MIX
THE OLD WRANGLER
JANE
JIMMY
A WEIRD VOICE

Regular
Walter Soderling

Young

NOVEMBER 13

Continuity No. 22

Date of Broadcast:

Day: Monday

Time: 5:30 P.M.

Stations: WEAF-red network

Subject: (FOUR OFFER—one box top)

6:30
6:45

ANNOUNCER: THE TOM MIX RALSTON STRAIGHT SHOOTERS ARE ON THE AIR...
And here they come

OPENING SIGNATURE

ANNOUNCER: (LIVELY) Here we are, boys and girls with another thrilling TOM MIX adventure. Yes sir...every Monday ..Wednesday and Friday at this hour it's TOM MIX time! And say...don't forget what our chief says about RALSTON WHEAT CEREAL. Tom says every growing boy and girl who wants to be strong, healthy and full of pep must eat a bowl of RALSTON every single day. You know, RALSTON IS made of pure whole wheat with tiny hearts of wheat added so you get an extra supply of vitamins----- and everyone knows that to be healthy and stay healthy you must have vitamins in your daily diet. So begin today eating RALSTON WHEAT CEREAL...the straight shooter's own cereal. And don't forget later in the program I'm going to tell you how to get four dandy gifts from Tom Mix. How would you like to know some of the famous Western Cattle brands? Or how would you like to see a ^{map} ~~diagram~~ showing over fifty places where Tom Mix has been shot or injured in trailing outlaws and in doing those hair-raising stunts in the movies? All these interesting facts are in the new enlarged book called THE LIFE OF TOM MIX...which everyone of you can have free..I'll tell you more about it later....for here he comes..THE OLD WRANGLER HIMSELF.

WRANGLER: How dee...how...deee...well straight shooters I just want to take a few seconds to remind all of our boys and girls and their folks that now is the time to renew your Red Cross membership. The volunteer workers of the RED CROSS do wonderful work in times of need when families need help. Do your part --- won't you? And now...for our Tom Mix adventures. Up in Devil Head Mountain there was a big stream running through one of the caverns. The Boss got the idea that if we could harness up this stream that had just been discovered---we could use it to irrigate some of the dry land on the range---so me and Tom and Jane and Jimmy....went up to the mountains to look around...and see what we could do...

FADE IN TROT OF HORSES:

TOM There's Devil Mountain...

WRANGLER: Yeah...I see it..

JIMMY Sort of a funny looking mountain....

TOM (LAUGHS) What's funny about it, Jimmy?

JIMMY Lookit the shape of it...

JANE: Aw....that's because it's called Devil Head...that's where you get the idea...

JIMMY Well...I got other ideas about this mountain too...And the cavern where the water is..

TOM What's that Jimmy?

JIMMY Well..I...wasn't going to say anything about it..but..

WRANGLER Come on...what you aiming at Jimmy?

JIMMY Aw...maybe it's not true...

TOM What's not true, Jimmy?

JIMMY About the mysterious voice in the cavern?

WRANGLER What the Sam Hill...

JANE Oh..I know...I heard all about it too.

WRANGLER Now if you kids get your story straight mebbe it ull
make some sense. Who told You? When? And what voice?

JIMMY Flying Eagle told me.

JANE ...s right...I heard him..

TOM Tell me exactly what he said Jimmy

JIMMY I told him we were coming up here to Devil Head
Mountain to see about the stream in the cavern...
and he said we better keep away from the cavern on
account of it being haunted!

WRANGLER (LAUGHS) Well.. that's a good one Jimmy..(LAUGHS)

JIMMY I know it's kinda funny having a cavern haunted..

WRANGLER It don't make much sense...aw..forgot it..

JANE But Flying Eagle said he was sure...

TOM How's that Jane?

JANE Chief Thunder Bolt told him...and everything Chief
Thunder Bolt says is true..

JIMMY Sure it is...cause he knows all about these
mountains and woods...and everything..

TOM Well...seems to me that story didn't stop you kids
from coming along---how's that?

JIMMY You mean about---being... scared?

TOM That's what I mean Jimmy.

JIMMY Me and Jane didn't think about that part...

JANE No...we figured if there was a mysterious voice...we want to hear it...

TOM More than likely it's an echo that you'll hear...

WRANGLER Yeah...mysterious voice...such nonsense...well.. here's where we get off...comson..

TOM If we can harness up this stream...it's going to mean a whole lot to the Double Diamond...

WRANGLER It's a wonder Old Donaldson hasn't done it afore us... easier to switch the stream to his range...

JIMMY Old Donaldson...gosh...he was over at the ranch afore we left arguing with dad about something..

JANE Donaldson's always fighting with people...especially with dad...dad says Donaldson's not an honest rancher..

WRANGLER Reckon he's entered into a lot of shady dealings all right...but he's smart...always covers up his dirty work so the law can't get him...

TOM Hops he doesn't butt into this affair ..

WRANGLER Never can tell about Donaldson.

TOM Well..let's get busy...lot of exploring to do before sundown..

JIMMY Is that the big cavern over there?

TOM That's it Jimmy...and the stream runs under the mountain and comes out in the cavern and then washes over the side there...

JIMMY I see where it comes out...

TOM Now if we can change the course where it comes out in the cavern...maybe it ull help the Double Diamond... so let's go in...

JANE (AWED) Gee...kinda cold in here...

JIMMY Yeah..gosh sis..lookit that green stuff all over the rocks..

JANE Sort of slimy...

JIMMY Must be from the dampness...

WRANGLER Up this way kids..right to the headwaters...

JANE Feel kinda funny in here Jimmy

JIMMY Yeah..like it was...haunted!

JANE Gosh...don't say that Jimmy

JIMMY Well I can't forget what Flying Eagle said about the voice...

JANE Yeah I know...but Tom says it's only an echo or something like that...

JIMMY Maybe so...but Tom's always saying things so me 'n you won't get scared...

JANE And I guess he's worried about Old Donaldson too.. because he knows how Donaldson is after this same stream...

JIMMY Yeah..oh...let's me and you forget it...and be of some help to Tom and the Wrangler.

TOM (BACK) Hey, you kids...what's all the secrecy about..

JIMMY We're coming Tom

TOM Now you better stay close to me and the Wrangler..gets kinda dark as we get deeper into the cavern..

JANE So quiet in here but for the stream..

WRANGLER Sure...most peaceful place I know of...and you kids worrying about a mysterious voice (LAUGHS)

TOM Come on...this way..and everyone stay close...

BUSINESS: HOLD SOUND OF WALKING OVER GRAVEL

WRANGLER (SHARPLY) What was that?

TOM Just the echo of our footsteps

WRANGLER (LOW) It was something else Tom..

AT THIS POINT THERE IS HEARD A WEIRD MUFFLED VOICE..ALMOST LIKE A LONG DRAWNOUT BANSHEE WAIL..VERY VERY MYSTERIOUSO...

JANE Ohhhhh!!!!

JIMMY Gosh!

TOM Quiet...no use getting excited...

REPEAT WAILING

WRANGLER Good heavens, Tom....it sends the chills right up my spine...

JANE (LOW) Jimmy...hold my hand..

JIMMY (LOW) All right sis...but don't cry..

JANE (LOW) I won't..

TOM Can't seem to figure where it's coming from.

WRANGLER Up ahead...I think...but let's get out of here Tom.. this aint no place for us...I aint equipped to handle ghosts..

TOM We're staying here...Jane and Jimmy...you better go outside the cavern and wait by the horses..

JIMMY But...

TOM Now obey me...run along now..

JIMMY All right...come on sis.

BUSINESS: WALKING ON GRAVEL AS KIDS FADE OUT)

WRANGLER What do you make of it Tom?

TOM I don't believe in ghosts...and this doesn't sound like an echo..

WRANGLER Doggone it Tom...you don't believe there's some one here...making that awful noise..

BUSINESS: WAILING SOUND AGAIN

WRANGLER Tom...this aint natural at all..

TOM Come ahead with me...slow now...it's up by the waterhead..

WRANGLER I don't know what good it'll do...but I'm drawing my gun..

TOM Keep your eyes sharp and look in every crevice..

WRANGLER All right...but it's getting darker and darker..

TOM It takes an ornery cuss to make a sound like that..

WRANGLER I aint so sure if it is a ornery cuss Tom..

TOM Watch it Wrangler!

WRANGLER Holy smokes...some one's dug a big hole here..

TOM If you fell into that...it would mean sure death.. you'd drown..

WRANGLER Tom ... if you hadn't held me back..I'd a been a goner by now..

TOM That's funny...this hole's been freshly dug...now dont tell me a ghost did that..

WRANGLER Jumpin' coyotes Tom...the pick and shovel marks are mighty plain..

TOM That hole was dug for one reason..and a bad one at that....

WRANGLER What do you mean Tom?

TOM Just so an accident would happen...almost like it did to you..

WRANGLER You mean this is deliberate?

TOM Sure it is... as deliberate as that voice...and I've got a hunch the owner of the voice dug this hole.. he's gonna try everything to scare people into staying away from this cavern..

BUSINESS: AGAIN THE WAILING SOUND. DRAWNOUT AND SINISTER

WRANGLER (TENSE) There it goes again...but it's back where we came from...back there...

TOM He's moved...come on...hurry

WRANGLER Tom...this thing is driving me plumb loco

TOM Hurry before he gets out...

WRANGLER Before who gets out? You're talking loco now..

TOM Before that ornery cuss gets out...he's got some secret passageway in this cavern on the other side of the wall..that's the only explanation for it.. come on.

WRANGLER Oh..such a mess..such a mess.

BUSINESS: WAILING VERY FAINT.

TOM Hurry Wrangler....before he gets out...hurry..

BUSINESS: SOUND OF RUNNING OVER GRAVEL

TOM Hurry ..hurry

THEN FROM OUTSIDE THERE COMES THE SHRILL CRY OF THE KIDS

WRANGLER Tom....Jane and Jimmy...outside...trouble.

TOM Run..come on

FROM OUTSIDE AGAIN COMES THE CRY OF THE KIDS YELLING AND CALLING

WRANGLER Sun's down..can't see a thing...

TOM There they are...hosses jumpin' in the air..scared.

JIMMY (UP) (SORT OF SCARED AND TENSE) Tom..Tom...a man.. came out from behind that rock...he looked awful!!!

JANE His face...all green...and he threw rocks at our hosses..

TOM Whoa..whoa...Tony...whoa...Queenie..

TOM Now...you sure Jimmy...bout that man?

JIMMY Yes..Tom...he came out right from behind that rock there...and I know his face was all green...and his teeth showing...and gosh...it made my skin get kinda cold..

WRANGLER Tom...listen!

TOM I hear it..

SOUND OF HOOVES AWAY...GALLOPING OFF

TOM It must be him

THE WAILING SOUND NOW BECOMES A SORT OF TRIUMPHANT LAUGH..

BUT KEEP FAINT

WRANGLER That's him...somewheres down the trail on horseback

TOM Not a second to lose...come on...all of you..on your hosses and after him...come on

BUSINESS: SOUND OF HORSES UP...AND FADING AWAY AND OUT

(PAUSE)

ANNOUNCER: Well..say...who is this man ~~with the green face~~ that Jimmy and Jane saw? I guess Tom is right - there just isn't any ghost at all but some ornery critter who's up to something mighty dangerous..Well, you can bet Tom Mix will get to the bottom of this -- so be sure to listen in on Wednesday...to find out if the ^{mysterious} man ~~with the green face~~ is caught...

WRANGLER Say John..

ANNOUNCER: Hello you old Wrangler.

WRANGLER Don't forget to tell our straight shooters how to get those four dandy presents from Tom Mix....especially the big new book which tells all about Tom's life-- and which has that interesting diagram showing all the places Tom has been injured, (CONTINUED OVER)

WRANGLER

(CONTINUES) and shot in his dealings with outlaws--
and in doing those hair raising stunts you see him
do in the movies.

ANNOUNCER:

I'll tell them, Wrangler--^{Yes} don't worry. Now..
attention everyone... You can get this big new book which
tells you all about Tom Mix' Life--and which has
the secret codes and grips and pledges for the
straight shooters---You also get with the book---
a dandy picture of Tom Mix and his wonder horse Tony
---a picture which is autographed by Tom Mix
himself---and which you can hang up in your own
room. Your third present is the famous TM BAR
BRAND sweater emblem...Tom's own brand...which you
can sew on your sweater so all the world will know
Tom Mix is your pal... and that you are a straight
shooter. And your fourth gift is a real horseshoe
nail to make a lucky ring just like Tom wears. Now---
to get the big book..the picture of Tom and Tony...
the TM Bar Brand...the lucky horseshoe nail...
simply do this: Write your name and address on the
back of a boxtop from a package of RALSON WHEAT
CEREAL...then mail it to TOM MIX..number one..
Checkerboard Square.. St. Louis. Listen carefully
and I'll repeat the easy directions: to get the four
gifts simply write your own name and address on the
back of a boxtop from a package of RALSTON WHEAT
CEREAL..then mail it to TOM MIX number one
Checkerboard Square..St. Louis.

ANNOUNCER (CONTINUES) Remember, boys and girls, if you haven't RALSTON WHEAT CEREAL in the house now -- ask your mother to buy you the red white and blue checkerboard package. Tell her what Tom Mix, our chief, says: "that every growing boy and girl needs RALSTON".

WRANGLER And now...don't forget to be here on Wednesday, boys and girls..and we'll find out who that ornery cuss was who was making all those crazy noises down in the cavern---and painting his face green. Jumpin coyotes....you'll be as surprised as we were -- when we found out ---- But Tom had to do some tall riding and thinking afore we did find out. Golly....gollyhere it is way past sundown...so come on....it's roundup time!

CLOSING SIGNATURE

ANNOUNCER: THE TOM MIX RALSTON STRAIGHT SHOOTERS RETURN ON WEDNESDAY AT FIVE THIRTY. Tom Mix was impersonated. Your announcer John S. Young. . This is the National Broadcasting Company.

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