

● Radio Department ●

GARDNER ADVERTISING COMPANY

Radio Program

for

MASTER COPY

*Pat
Lester*

RALSTON WHEAT CEREAL

(TOM MIX)

CAST

TOM MIX

THE OLD WRANGLER

JANE

JIMMY

A STRANGER (LIGHTNIN LOU - villain)

} Regular

allan Devitt

Continuity No. 19

Day: Monday

Stations: WEAJ - red network

Subject: STRAIGHT SHOOTERS

Date of Broadcast: November 6, 1933

Time: 5:30 PM

6.30/4

6.45

6.45

(GUN OFFER --- TWO BOXTOPS)

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

BUSINESS: (OPENING SIGNATURE)

ANNOUNCER: (LIVELY) Here we are, boys and girls ---- out on the
Western range with another thrilling TOM MIX adventure.
The kind of adventure every straight shooter likes.
And say---to-night we're going to give away to every
boy and girl listening in and who eats RALSTON WHEAT
CEREAL ----- a corking wooden model of a real WESTERN
gun. Yes sir--that's just what I said. A wooden
model of a real western six shooter---which is an
exact model of TOM MIX' own gun. Tom MIX wants
every boy and girl to have this big gun as part of
your western outfit. And I know how thrilled you'll
be when you get it. So immediately after we finish
to-night's big adventure, I'll tell you what to do so
you can get the big western six shooter. And now...
here he comes...Tom's pal..my pal...and your pal...
THE OLD WRANGLER...

WRANGLER: How...dee...how...doe....Say....you're going to like
that big gun John was talking about. I've got one
right here in my hand---and it feels just like a real
Western gun---so be sure to wait till after we finish
out story---and we'll tell you how easy it is for you to
get this Western gun. By golly....seems to me like this
big corral of straight shooters holds the healthiest
kids I ever did see. And that's made me and Tom
plymb happy---cause we know you're all playing fair and
square---and getting outdoors every day....and yee---

WRANGLER: (cont'd)

we know you're eating RALSTON every day. Your own brand of cereal!

And now I'm going to tell you how Jane and Jimmy helped TOM MIX when LIGHTNIN LOU, the toughest, meanest, fightonest badman that ever held up a stagecoach, busted out of the Twin City jail and was on the loose. Seems like everyone on the plains ran for cover—why...it was just like a plague had hit the West...and no one was a-showin' their noses outside the door. Cause everyone knew that this hombre Lightnin' Lou was tricky—and no telling what stunt he'd think of pulling to cause trouble. But of course, you can't scare Tom Mix—and he was telling all of us at the ranch—

TOM:

Well, gents, seems to me, we're all over-ratin' this hy Lightnin' Lou. We've seen bad men before on the loose—and handled them! I reckon we can do the same to this maverick Lightnin' Lou.

WRANGLER:

Sure enough it's easy to say that Tom—but that onery cuss has a downright plumb mean reputation—and what's further he's quick on the draw. He shoots first and looks afterwards.

TOM:

(LAUGHS) Wrangler—you're getting like the rest o them—--all steamed up like a red tomato...

WRANGLER: (ARGUING) Now...now doggone it Tom...this is mighty dangerous business having..

TOM: (LAUGHING) Why I'll bet me and Jane and Jimmy could tackle that badman by ourselves...and bring him right back to the jail--without any fuss....

WRANGLER: Well...reckon I've seen you handle a lot of risky things Tom..but....

(SUDDENLY HE DOOR OPENS AND JANE AND JIMMY COME IN...QUITE HAPPILY GREETING EVERYONE)

JANE: Hi...Tom...Wrangler ..

JIMMY: Hello...Tom...howdee Wrangler..

TOM: Hi there you kids..

WRANGLER: Howdee..

TOM: Jane and Jimmy...I've got something for you...

JIMMY: Oh boy...

JANE: Goo..

TOM: I've had these guns made just like mine...

JIMMY: Gosh..they're swell..

JANE: It's just like yours ..why Tom..it must be your own gun..

TOM: Kinda thought they would fool you...Yep...these guns look just like my own six gun--and it's mighty hard to tell the difference--even if they're only made of wood..

WRANGLER: They sure had me fooled Tom..

TOM: This one's for you Jane..

JANE: (QUITE JOYOUS) Ohhh...Tom..for me? Oh...thanks...

TOM: And this one's for you Jimmy.....

JIMMY: Gosh Tom....it's just the kind of gun I've always wanted
gee...thanks....

TOM: Reckon you feel pretty safe with those six shooters..

JIMMY: Sure...why...no one could tell they're not the
real things.

TOM: I kinda thought so...hmmmm ...mebbe you feel strong
enough to help me catch this hyar badman called
Lightnin' Lou?

WRANGLER: (PROTESTING) Now...Tom...doggone it...

TOM: Just hold on Wrangler----Well Jane and Jimmy?

JIMMY: Gosh...what a thrill that would be..

JANE: I'd like to help..

TOM: And that's why I like both of you ----you've got
real courage ..like I want all straight shooters to
have---and I know if we work hard--we can get this
maverick Lightnin' Lou.

JIMMY: Oh boy...we're ready to help right now...

TOM: All right...we all knows that Lightnin' Lou strikes
mighty fast ---that's how he got his name of Lightnin'.

WRANGLER: Yes--and don't forget the stage coach is coming in
to-day with a shipment of gold worth over ten
thousand dollars...

TOM: That's right Wrangler.

WRANGLER: Every rancher is gonna have his men posted along the
trail to make sure there's no hold-up.

TOM: We're gonna send all the Double Diamond 'bys
over to Rocky Bend----to make sure there's no holdup.

JIMMY: Gosh Tom....it's just the kind of gun I've always wanted
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TOM: We're gonna send all the Double Diamond 'bys
over to Rocky Bend----to make sure there's no holdup.

WRANGLER: Reckon with all the men posted along the trail,
Lightnin' Lou won't have a ghost of a chance Tom..

TOM: Reckon so, Wrangler...and jest because there are so
many men on guard, I guess you can spare me..

WRANGLER: Say Tom...we'll want you along—it always helps a
lot to know you're on the spot with us..

TOM: Say..you don't need me to-day. There'll be over a
hundred men guarding the trail..

WRANGLER: Yeah...that's true...Lightnin' Lou won't have a
chance at all..

TOM: So I guess you can excuse me...

WRANGLER: (SUSPICIOUSLY) Tom..what you up to anyway?

TOM: (INNOCENTLY) Ohh...nothing at all Wrangler...
I'm jest gonna take Jimmy and Jane fer a lil ride...

WRANGLER: Well..all right——(FADING) But I've got a
hunch you're up to something..See you later....

BUSINESS: (DOOR OPENS AND CLOSES AS WRANGLER EXITS)

JIMMY: Say Tom ...are we really gonna go after Lightnin' Lou?

TOM: Sure we are...

JANE: Gee...

JIMMY: But Tom..why don't we go with the Old Wrangler—and
the rest of the riders?

TOM: I jest got a hunch Lightnin' Lou won't try to hold up
the stage coach on the trail.....He knows how
everyone will be watching out..

JIMMY: Oh..he's a smart badman all right..

TOM: But that ain't sayin' he won't try to get his hands
on that shipment of gold somehow..

JIMMY: But how can he do it Tom?

TOM: I reckon as how he'll try to get it at the place
no one ull think he's got the nerve to be!

JANE: Gosh...you mean right at the bank?

JIMMY: At the bank?

TOM: That's just where I mean---why---no one ull be
looking for him there----and most of the riders
will be on the trail..

JIMMY: Gosh...that means the bank won't be guarded--and
Lightnin' Lou will have a chance to grab the gold..

TOM: That's the way I figger it Jimmy..now..you and Jane
have to help...I want you to go down by the bank
and keep yore eyes open..

JANE: Yeah..

JIMMY: Sure...

TOM: I'll find a hiding place somewheres near the bank--
and we'll arrange a secret signal if any trouble pops..

JIMMY: All right..

JANE: We'll help..

TOM: And take along the guns I jest gave you....

JIMMY: You bet..

TOM: Come on...we'll get our hosses and ride down to the
bank..

JIMMY: Come on sis..

BUSINESS: (DOOR OPENS AND CLOSES)
(SOUND OF HORSES UP...DOWN ... THEN UP AGAIN AND OUT)

TOM: Draw up...there's the bank...Whoa Tony...Whoa..

JIMMY & JANE: Whoaa...Whoaa...

(KEEP LOW FOR PLOT)

JIMMY: Gosh...no one around at all...

TOM: Now I want both of you to go over by the bank and keep yore eyes pooledI'm gonna climb up the back side of the general store and get on the roof behind the chimney..I can watch everything from there—Now if you spot any trouble just wave your hands high..

JIMMY: All right...

TOM: I'm gonna duck back here...cause I don't want anyone to see me...

JIMMY: Okay Tom..

TOM: (FADING) Keep a sharp lookout now..

JIMMY: Yeah...Come on sis.

BUSINESS: (SOUND OF WALKING OVER PLANES) then!

JANE: Jimmy...Tom sure puts us on our own...

JIMMY: Yeah...we can't fail...gotta keep sharp lookout..

JANE: Jimmy! Over in front of the bank...that man....

JIMMY: I see him..just came around the side...

JANE: Yeah...

JIMMY: Wearing two bolts of ammunition...

JANE: He's coming right toward us...

JIMMY: Don't be scared sis...

JANE: I'm not...

BUSINESS: (SOUND OF STRANGER WALKING TOWARD THE KIDS)

STRANGER: Hey...you kids...what you doin' here?

JIMMY: Why...just looking around...we just come down from the ranch..

STRANGER: Yeah? Where did all the cowboys go?

JIMMY: Er....they...they went up the trail to guard the stagecoach with the gold..

STRANGER: Why didn't you go with them?

JIMMY: Oh gosh..that would be dangerous....cause Lightnin' Lou is on the loose...g-o-s-h...

STRANGER: Lightnin' Lou! (LAUGHS) Why...you kids ain't scared of him?..

JIMMY: Gee...I...I...think we are..

JANE: Sure we are——Jimmy...

STRANGER: Aw...let's forget about him... now....how would you like to make some very easy money...eh? And do me a favor?

JIMMY: Well...that sort of depends..

STRANGER: Say..this is easy...all I want you to do is to go down the end of main street here——and when you see the stagecoach coming in...you rush here and tell me about it...That's all you have to do ...

JIMMY: Say...that is easy...we'll do it..

STRANGER: All right—and when you come back I'll give you each a nugget of gold..

JIMMY: Come on sis...we'll do it..

JANE: (low) Jimmy...I...don't like that stranger ..

JIMMY: Shhh...wait till we get farther off..

JANE: What's he want to know about the stagecoach for? ..

JIMMY: Gosh..he must think we look pretty dumb..

JANE: Why you turning off back here Jimmy?...

JIMMY: I can see Tom Mix on the roof...I want to tell him..

TOM: (BACK) Jimmy...what is it?

JIMMY: (CALLING UP TO HIM BUT SUBDUED) That man ..in front of the bank...wants to know when the stagecoach is coming..he offered us gold nuggets to help him.

TOM: I can see down the trail from up here...stagecoach coming in now...get over in front of the store.. hurry up...stand ready to help if anything goes wrong.... and just forget what that stranger asked you to do..

JIMMY: All right...come on sis...hurry...

BUSINESS: SOUND OF KIDS RUNNING.. .OUT...

JIMMY: Stay right here sis...we can see the bank across the street...

JANE: There's the stagecoach coming like the wind..

JIMMY: And there's the stranger by the side of the bank..

JANE: His hands are near his guns...

JIMMY: Yeah...why...why maybe he's...Lightnin' Lou!

JANE: Ohhh...

JIMMY: Keep sharp lookout now Jane...we can't fail....here comes the coach..

BUSINESS: BEGIN FADING IN SOUND OF STAGECOACH COMING UP..AND WHEN UP CLOSE: BABBLE OF VOICES BACK

JIMMY: The stagecoach driver's coming down.

JANE: Some one's come out of the bank..

JIMMY: Bis! Lookit! The stranger...he's pulled his guns!
He's holding them up!

JANE: Oh....Jimmy...

JIMMY: Quick!..wave your hands so Tom Mix can see you... hurry...

JANE: I am...

JIMMY: There's Tom..he's come from behind the chimney...
he's swinging his rope..

JANE: And the stranger..he's got everyone holding their
hands up..

JIMMY: He's getting on the stagecoach...he's gonna drive off
with all the gold..Tom..Tom...Tommm...look!

TOM: (BACK) Jane...Jimmy...I'm gonna lasso Lightnin'
Lou ...but I don't know if that ull stop him...he
got the jump on all of us..

JIMMY: There goes the rope...wow! Right around Lightnin'
Lou...but...he's fighting..he's trying to get
away.. come on sis..

JANE: Tom's yanked him right off the stagecoach..but
He's gonna make a getaway..

JIMMY: No he's not-- run sis...run with me...and have
your gun Tom gave you ready.

JANE: All right...

JIMMY: (PUFFING) We...can..hold him up hfore he gets away..
hurry..hurry..

JANE: Tom's holding on to the rope but Lightnin' Lou is
getting away...

JIMMY: We can make it sis...we can...Hold your gun up..
that's it..and rush right up to Lightnin' Lou..

JANE: Yes...all right...

JIMMY: Gettin' there and...

STRANGER: (GROWLING AND STRUGGLING TO GET OUT OF THE ROPES..
AD...LIBS..)

JIMMY: Here he is..now..Put up your hands...

JANE: Put them up...and reach for the sky..

STRANGER: What the devil..you kids...get out...you...you..

JIMMY: We got you covered so don't make a move..

JANE: Here comes Tom Mix...down from the roof..

TOM: (COMING UP) Jane...Jimmy...what you straight-shootin kids...you've captured Lightnin Lou.....you did it all by yourself.....Good work!

(PAUSE)

(COMMERCIAL)

WRANGLER: Well Jane and Jimmy I reckon you were mighty glad you had those Tom Mix guns along that day...

JIMMY: You bet we were...Gosh...Lightnin' Lou didn't ever know they were only wooden models..

JANE: He didn't suspect it at all---because the Tom Mix guns look just like the real thing---only they don't shoot..

WRANGLER: Why Tom...what you doin.. with all those guns? Jumpin coyotes...where did you get all of them?

TOM: I had 'em made for my RALSTON STRAIGHT SHOOTERS.

WRANGLER: Gosh...that's mighty considerate of you Tom.

TOM: I want every straight shooter to have one of these wooden models of my six gun. I know you're gonna enjoy owning one---and I want to make sure every boy an girl gets one. And it's not hard for you to get one of these guns. It's plum easy. Jest as long as you've been eating RALSTON. Now my pard John is gonna tell you just what to do so you can get one of my dandy Western guns---so you jest pay careful attention to what he says. All right John...

ANNOUNCER: Now---listen carefully and I'll tell you exactly what to do so you can have your Western Tom Mix six-shooter. Yes sir...the gun that's an exact model of Tom's real western gun--same steel-black color---same pearl-handle---same sure grip. Believe me it's mighty hard to tell the difference between this wooden model and Tom's own gun. ^{colored} Now every boy and girl who wants this gun can have it by writing your name and address and the word GUN on the back of two boxtops from two packages of RALSTON WHEAT CEREAL. Then mail the two boxtops to TOM MIX...NUMBER ONE CHECKERBOARD SQUARE...ST. LOUIS. Now listen carefully once more for I'm going to repeat those easy directions...To get the TOM MIX GUN.. write your name and address and the word GUN on the back of two boxtops from two packages of RALSTON WHEAT CEREAL . Then mail the two boxtops to TOM MIX...NUMBER ONE CHECKERBORAD SQUARE..ST. LOUIS. That's all you have to do to get the one and only TOM MIX western six gun.

WRANGLER: Now hurry up straight shooters and get those two boxtops in the mail tonight---so you'll be the first one in your crowd to have the Tom Mix gun. And be here on Wednesday at five-thirty cause I'm gonna tell you a story about a covered wagon that was going along peacefully with a whole family in it--- and them not knowing that Sky Horse...the most dangerous wild hoss in the West was on a rampage with his whole herd. Gosh...here it is round-up time...let's git goin'....

(CLOSING SIGNATURE)

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

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