

Radio Department

GARDNER ADVERTISING COMPANY

Radio Program

(REVISED)

for

RALSTON WHEAT CEREAL

(TOM MIX)

[Handwritten signature]

CAST

<i>Art Declos</i>	TOM MIX
<i>Percy Hemm</i>	THE OLD WRANGLER
<i>Franklin J. ...</i>	JANE
<i>Bonnie ...</i>	JIMMY
	LEE LOO (C)
	ELlice HUNTER (C)
<i>Flora ...</i>	STAN DAVIS
<i>himself</i>	SHERIFF DAWSON
<i>Bill ...</i>	VOICES

[Handwritten signature]

Continuity No. 1. Network

Date of Broadcast: September 30, 1935

Day: Monday

Time: 5:30-5:45 P.M.

Stations: WEAFF--RED

Subject: (DO NOT RECORD #1 network - already recorded)

RALSTON WHEAT CEREAL

(TOM MIX)

Openy Signature

W ANNOUNCER: THE TOM MIX RALSTON STRAIGHT SHOOTERS ARE ON THE AIR....

~~AND HERE THEY COME!~~

~~(OPENING SIGNATURE) - (REGULAR TOM MIX SOUND RECORD)~~

W ANNOUNCER: Here we are boys and girls with the famous TOM MIX RALSTON STRAIGHT SHOOTERS ... the great western show you've all heard about, featuring the world's outstanding cowboy TOM MIX! Beginning tonight, and every Monday, Wednesday and Friday night at this same time, the makers of RALSTON WHEAT CEREAL, the straight shooter's official cereal, will bring you this famous western air show. It's the big show with plenty of thrills, action and western adventure. The kind of real outdoor western cowboy stories that have made TOM MIX everyone's favorite hero. This program is made possible because of your loyalty to the straight shooter's cereal... RALSTON. The fair and square cereal that TOM MIX says every growing boy and girl needs.....because RALSTON is chuckful of real energy....the kind of real energy only golden western wheat can give! If you haven't already discovered how delicious RALSTON is...then saddle up and come over on our side of the range where you'll find healthful and zestful eating. RALSTON is on sale everywhere and you'll easily recognize it for it always comes in the famous red, white and blue checkerboard package. And don't forget....RALSTON is double rich in vitamins...And now...on with our show... Beside me stands THE OLD WRANGLER... When you hear his kind, friendly voice, you know it's the signal for WESTERN ADVENTURE TIME.....all right, Wrangler:

WRANGLER: Howdy, straight shooters, howdy. Welcome, all of you, to our TOM MIX RALSTON straight shooters outfit. Tonight we start on the long trail to western adventure with TOM MIX. ~~We're going into the badlands after rustlers... We're going across the hot desert to strange western places where adventure and action and mystery are.... And you're all coming with us. Every loyal straight shooter is a member of this TOM MIX outfit.~~ So get set for a season of thrills and action. Now afore we go on I want to introduce you to the outfit. I reckon as how we've got a lot o new listeners this year so let's get acquainted.

The first is that grand cowboy we all love....TOM MIX...

(YIPEES...SHOUTING FROM EVERYONE)

TOM: Howdy, straight shooters...You know, I ain't one fer makin' long speeches and such. Action is what I like...and hardridin'...and that's the kind you're gonna get too. ~~Afore we're finished with this series o new shows we're goin' places 'n doin' things that you fellers 'n girls all like. Real western adventure. You know, these broadcasts o mine are made possible because o your loyalty to the straight shooter's cereal RALSTON. Every growing boy and girl needs to eat RALSTON....cause it'll make you strong and full o pep. And what's more it tastes mighty keen...that's why I always call it THE TOP HAND O CEREALS.~~

WRANGLER: That's fine Tom...and now lookit who's here...those two rascals...JANE AND JIMMY!

(MORE YIPS AND SHOUTS)

WRANGLER: All right Jane...

JANE: Howdy straight shooters, I'm sure glad to be back on the range again.

JIMMY: And so am I. Me 'n Jane are all set to go on plenty of adventures, and we want all our straight shooter friends to join us.

WRANGLER: They will Jimmy....don't worry none about that. And now.. here's Ellice Hunter...another of our friends on the range

(SHOUTS AND YIPS)

ELLICE: Howdy....howdy. It sure is nice to be back with all our friends again.

WRANGLER: You bet it is Ellice....~~and say now how's your gold mine doing Ellice?~~

ELLICE: ~~Not bad...only...oh well...never mind...I'll tell you more about that later.~~

WRANGLER: ~~Don't tell me that ornery snake Pete's been causing trouble again. Why if he has we'll...~~

ELLICE: ~~Forget it Wrangler...we'll come to that in time.~~

WRANGLER: ~~All right...just as you say girlie...and now...~~

LEE: Me next?

WRANGLER: Jumpin sassafras and ring-nosed monkeys, I suppose I couldn't keep you away.

LEE: You bet....no.

WRANGLER: Well....here he is friends...the one and only LEE LOO... our own Chinese cook!

(PLENTY OF SHOUTING AND YELLING)

LEE: Oh boy...me glad back...and me have plenty adventure to tell too, you bet.

(THEY ALL LAUGH)

LEE: Sure we have...Me almost brave as Tom Mix now.

WRANGLER: We'll find out about that later Lee...for now it's Adventure Time, and I'm gonna spin a Tom Mix western yarn.. Let me take you right to the beginning to the Town Hall at Silver City where all the ranchers wuz gatherin fer a big meeting. Me and Jane and Jimmy were riding along. Tom wasn't with us cause he hadn't come back from the range yet...Listen!

(SOUND OF HORSES HOOVES...HOLD THROUGH DIALOGUE)

JANE: Wrangler - what's this meeting for at the Town Hall?

JIMMY: ~~Yeah...I'd like to know too Wrangler...Meeting was called of a sudden.~~

WRANGLER: ~~It's a mighty serious business kids, Mighty serious.~~

JIMMY: ~~But what's happened Wrangler?~~

WRANGLER: ~~The West has been invaded.~~

JANE: ~~Aw Wrangler...you're making up a big story.~~

JIMMY: ~~(LAUGHING) Invaded...Gosh Wrangler...sounds like a war~~

WRANGLER: (SERIOUSLY) It is a war Jane and Jimmy...The like o which these eyes o mine ain't a-seen along these western trails afore.

JIMMY: What???? Why Wrangler...Youre really serious... I can tell by the look on your face.

JANE: Gosh Wrangler...can't we know more about it?

JIMMY: Yeah..who is it....and what they doin.....and whose fightin' who....

WRANGLER: We don't know who they are...but we know what they've been doing....This ornery gang has been moving our live stock from the ranges like its never been moved before.

JIMMY: Rustlers....Holy Smokes...

WRANGLER: ~~Modern rustlers Jimmy, the likes o which we ain't had to contend with afore this... These ain't the rustlers of the West... they're organized crooks from the big cities... They been coming down here in big trucks... stealing the cattle... and getting it outta the way without a trace.~~

JANE: ~~Jumpin coyotes....~~

JIMMY: ~~Jimmy crickets....~~

WRANGLER: Well - we'll find out plenty pretty quick... here's the Town Hall.'

(WHOAS FROM EVERYONE - HOOVES OUT)

JIMMY: Plenty of hosses hitched here.

JANE: All the ranchers have come in.

WRANGLER: Let's go inside so we'll have a seat... come on now...

(BABBLE OF VOICES HEARD - RECORD)

VOICE 1: Howdy Wrangler.

WRANGLER: Howdy Clem

VOICE 2: High there, Wrangler..

WRANGLER: Howdy Sam.

(MORE AD LIBS)

WRANGLER: Come on kids.... stick with me...

JANE & J: Right with you pard.

WRANGLER: Better sit here so Tom Mix ull see us when he comes in.

JIMMY: Man alive, this looks serious enough to need Tom Mix too.

JANE: You bet.... Especially if it's some new kind o' gang.

JIMMY: There goes the sheriff.

JANE: Going up on the platform.

WRANGLER: Sheriff Dawson looks pretty grim?

(POUNDING OF GAVEL)

DAWSON: (OFF MIKE) This meeting will come to order.. Order please!

(AD LIBS SUBSIDE GRADUALLY AND WE HAVE A MOMENT OF SILENCE)

DAWSON: Friends, this is a very unpleaaant duty for me. T'aint plumb offen that the sheriff's office o this country fails to git any pizen snake it sets out to get....

(AD LIBS FROM EVERYONE... THAT'S RIGHT....BEST
SHERIFF IN THE WEST ETC ETC ETC)

DAWSON: (OVER-RIDING THEM) ~~However, however, I allows as how this is a mite different...I thought as how I'd a-met all the polceats - but I reckon I ain't...~~ Most o you ranchers have suffered losses o cattle from this thievin band o rustlersAnd we know now that these hombres ain't western outlawsThey're a new kind o thievin pack - that use new methods to steal our cattle...and it's up to us now to jine together like a army - and go on the war path till we gits em..... This ain't a one man job anymore...I need volunteers.

(BABBLE OF VOICES - CROWD RECORD)

DAWSON: (OVER-RIDING THEM) That's fine...that's the spirit we've got to have...It's the only way we'll ever git that gang o onery polceats.

(MORE AD LIBS)

DAWSON: Now if any of you ranchers have any suggestions to make - the meetings yours - git up and say your say - We're gonna need plenty o new ideas to put an end to this rustlin'..

WRANGLER: Sheriff Dawson?

DAWSON: Speak up Wrangler....the floors yours...

(SOME AD LIB AND CHEERING AND APPLAUDING)

WRANGLER: Friends...I reckon you can count on me and the Double Diamond boys to help out on this business ..and yes...there'a nother man you can count on - and that's my PARD TOM MIX

(CHEERS LONG AND SUSTAINED)

WRANGLER: I kinda reckon that Tom Mix has been working on this case right along...He ain't one fer sayin much - but I have my suspicions he's been doing a lot of investigation.

(MORE AD LIBS AND CHEERS)

WRANGLER: You can count on him and me and Jane and Jimmy to help

JIMMY: (SUDDENLY AND EXCITED) Wrangler...Look...By the Window..
A man.

(CRASH OF WINDOW - SHOUTING AD LIBS)

"SOME ONE BUSTED THE WINDOW"

"HE THREW A ROCK"

"HE THREW A ROCK"

DAWSON: (QUICKLY) Some of you - in the back - after him....
here's the rock he threw.

WRANGLER: Sheriff...there's a note around it.

(MUMBLE OF VOICES)

(AD LIBS OF "WHAT'S IT SAY" - "WHAT'S IT SAY")

DAWSON: Sufferin coyotes - listen to what this note says:

(AD LIBS OF READ IT SHERIFF ...LET'S HEAR IT.

DAWSON: Listen to this - "WE KNOW ALL ABOUT THIS MEETING OF YOURS...
IF YOU TRY TO INTERFERE WE'LL TAKE EVERY HEAD O CATTLE FROM
HERE TO THE ROCKIES...AND MAKE YOU GUYS WISH YOU WERE NEVER
BORN...THIS IS THE FIRST AND LAST WARNING...SIGNED X-43.

(RUMBLE OF VOICES)

WRANGLER: (MAD) Why the lowdown - thievers...the dirty ornery polecats.
who do they think they can scare...why - why - we'll ..

DAWSON: Men - this is final...We'll show them.

WRANGLER: (FIGHTING MAD) If them hombres think they can do as they
please around these hyar parts they got another guess coming.

(SOUND APPLAUSE AND SOUNDS OF APPROVAL FROM MOB)

DAWSON: Them's my feelings Wrangler...and the sooner we all
organize, the better.

VOICE: (FADE IN) Sheriff Dawson.

DAWSON: Yes Sam...did you get him.

VOICE: We chased him but he got away...we cut through the bend
below into the woods...and we lost him.

DAWSON: Confound it...we get one bad break after another in this
case...it's an ill omen.

TOM: (FROM WAY BACK WE HEAR HIM SINGING AS HE COMES FORWARD -
AS HE SINGS WE HEAR

VOICE: IT'S TOM MIX

VOICE 2: IT'S TOM MIX

VOICE 3: IT'S TOM MIX

DAWSON: TOM MIX.

JANE & J: TOMMMMMM!

WRANGLER: TOM - my boy.

TOM: Howdy - howdy well sheriff you sure got a turnout to
this hyar meeting.

DAWSON: Tom - we're plenty worried....Gosh - I wish I could be as
serene 'n calm as you...

WRANGLER: That ornery gang that's been rustlin' everything in sight
has sent us a warning Tom.

TOM: A billet doux.....as they say in France.

WRANGLER: Tom - this is serious....that gang means trouble.

TOM: I declare they must have everyone of you scared plumb outta
your skins...from the looks on your face...seems to me the
only ones who ain't skeered er the kids - Jane and Jimmy.

JIMMY: Gosh Tom....we're just raring to go...

JANE: You bet...we'll help run that gang out of the West...

TOM: (LAUGHING) Seems to me Sheriff - you ought to make Jane and Jimmy deppities.

DAWSON: Tom....this is doubly serious...My duty to the people o this country has got to be performed...I've got to get that gang and bring em to justice.

TOM: That sure is the idea sheriff - but far be it from a cowpoke like me to tell you how to run your office. Reckon you knows that better 'n I do...but

DAWSON: Yes Tom? But what? I need suggestions and help - I need them badly.

TOM: I dunno sheriff - If you needs help on a posse or something like that - you kin get me outta my bed roll any old time.. but as fer me telling you how to run down these crooks...well - you see it ud be sort of overstepping myself...You're top hand man o the law...and I'll do anything you say.

DAWSON: (CONFUSED) Er - but - that's it Tom...I've tried everything and it hasn't worked....I wanna do something now that I know 'ull be approved by everyone in this county....I bin thinkin' o it fer a spell...and I knows it's the only thing to doo.

WRANGLER: What's that Sheriff?

DAWSON: I'm gonna appoint TOM MIX head of the posse that ull pledge itself to git these pizen rustlers...

(CHEERS FROM EVERYONE)

TOM: Say now...gosh...I - well - er...you can't do that sheriff I don't want to butt into this.

DAWSON: Tom - this ain't a case o' buttin in - this is jest like being called to arms when yore country goes to war..

TOM: That being the case...and knowing how you feel about it... I accept,

DAWSON: (RELIEVED) Tom...you don't know how happy this makes me..

WRANGLER: We're countin' on you Tom to bust up this gang.

TOM: (ACTION IN HIS VOICE) All right...we get started right off.. we've done plenty o' talking about this hyar mob...now lets git into action.

DAWSON: Where we goin Tom? (FLUSTERED) Jimminy - we just can't start like this...we gotta plan..and cogitate about this 'n.

TOM: I ain't so good on cogitatin' sheriff...the only way I knows how to git a thing done is to git into action. And I mean action where onery coyotes like this dirty mob o' hustlers is apt to hang out.

DAWSON: Where's that?

TOM: It's been my experience that good folks live in good houses and bandits live in shacks and hideaways in the badland hills...so git on your hosses every last man o' you...and foller me.

(CROWD SOUNDS UP AS THEY WALK OUT THEN SOUNDING OF HOSES)

JANE: We're coming...aren't we Tom?

JIMMY: Gosh Tom...we don't wanna miss this.

TOM: Don't worry kids....me 'n you and Wrangler...together like we always are.

WRANGLER: And that allus spells danger for lawbreaking polecats.

TOM: All set everyone?

(AD LIB AND VOICES)

TOM: Then...let's go - to the badlands...with guns ready...Come on.

(HOOVES UP AND DOWN FOR TRANSITION - THEN UP WHOAS FROM EVERYONE)

WRANGLER: We're in the badlands all right - Tom.

TOM: Now you'll notice we're at the spot where the three trails meet....

DAWSON: Yeah - Triple Roads...

TOM: Now here's my plan....I want Steve to take some of the men up this left trail here...and do some tall scouting... Sheriff...you take some of the rest over the right trail... and see what you can discover...Me and Wrangler and the kids all take this center trail.

DAWSON: Tom...don't you think you'll need some men with you? No tellin' what you'll smack into.

TOM: Naw...we'll be all right...Let's see...it's about two o'clock now...let's all meet back here at a hour past sundown.

DAWSON: Okay Tom...you're boss now.

TOM: All right - then - let's git along.

(HOOVES UP AND AWAY THEN UP)

WRANGLER: Tom - what the Sam Hill you stopping for?

(WHOAS FROM KIDS TOM AND WRANGLER)

JIMMY: What's the Idea - Tom?

JANE: And what you laughing about anyway?

TOM: (LAUGHS)

WRANGLER: Seems to me this isn't jest the proper time to be funny - Mister Mix.

JIMMY: Fer Pete's sake.

JANE: Yeah - what's the big idea anyway.

TOM: (STILL LAUGHING) Believe you me - if this works - I'm gonna apply to the government for a job as a G-Man...

JIMMY: Wow...A G-Man.

WRANGLER: ~~Now listen to me Tom...come clean...what's all this talk~~ about a G-Man. You gotta be pretty right smart to be one of them.

TOM: Don't I know it.

WRANGLER: Well?

TOM: Well?

WRANGLER: Confound it Tom...we're supposed to be chasing a band of crooks...about as mean a bunch o thievin' cutthroats as I ever heard of...and here you set laughing 'n talking about being a G-Man...Ain't you got no feeling for the responsibility the sheriff's given you?

TOM: ~~Sure I have...that's why I'm having this good laugh...~~ Come on...we're turning back.

WRANGLER: Back...

JANE: Oh no Tom...we can't do that...

JIMMY: Gosh - they'd think we wuz quitters....

TOM: Jimmy - that's something - no one will ever call uss... A straight shooter never quits.

WRANGLER: But that's what we're doing if we turn back now Tom...We've got work to do and you know it.

TOM: (STEELY) No one knows it better than me, Wrangler...You bet your last pair o high-heeled boots on that...

WRANGLER: Why Tom - what do you mean.

TOM: I mean just this...that I ain't been sleeping since this gang hit our part of the range...I've been doing my share trying to get to the bottom o this thing.

WRANGLER: Yes Tom - and - and - go on.

TOM: And I've found out plenty..

JANE & J: What - Geeee.

TOM: I've found out that a sheriff's badge covers a heap o sins

WRANGLER: Tom...you don't mean..

TOM: Come on...I'll show you jest what I mean...Follow me...
back to town.

(HOOVES UP AND FADE AWAY)

ANNOUNCER: Well - what did Tom Mix mean when he said "A SHERIFF'S BADGE
COVERS A HEAP OF SINS." ~~What has Tom found out? Why is he
headed back to town while the rest of the posse is searching
the hills for the rustlers?~~ Make sure to listen in on
Wednesday at this same time when we'll all find out more
about this mystery... ~~But wait now...here's your friend the
old Wrangler again... maybe he'll give us a clue...How about
it Wrangler?~~

WRANGLER: John...you can take my word for it - if I had a clue...
I'll let you all in on it...But Tom ain't a-saying much...
and me and the kids are just as much up in the air as
everyone else...But we'll find out more on Wednesday...But
say now...here's something we don't have to wait till
Wednesday to discover...and that's the delicious straight
shooter's cereal...RALSTON....When over a million boys and
girls select a breakfast food and pledge loyalty to it -
then you know doggone well that cereal is THE TOP HAND O
CEREALS...And that's what you get when you buy RALSTON in
the famous red, white and blue checkerboardd package....the
cereal that boys and girls everywhere eat - because they
like it.

WRANGLER: (CONT) ~~And because they know it ull help them grow strong
and full o energy...~~ Well now don't forget Wednesday night
at this same time for more TOM MIX ADVENTURE..Why golly me
look it that....^{it's right here, time} ~~roundup time...so it's git gain.~~

(CLOSING SIGNATURE) *(music)*

ANNOUNCER: THE TOM MIX RALSTON STRAIGHT SHOOTERS RETURN ON WEDNESDAY
AT THIS SAME TIME....^{Clyde Kettle} ~~JOHN S YOUNG~~ ANNOUNCING.

TOM MIX WAS IMPERSONATED.

THIS IS THE NATIONAL BROADCASTING COMPANY.

lh
9/20/35

TOM MIX

WEAF

MONDAY

SEPTEMBER 30, 1935

5:30 to 5:45 P.M.

SIGNATURE: RIDE AROUND LITTLE DOGGIE
NIGHT HERDERS SONG

(PIONEER)
(BIRCHARD)

Contact - Dolly
Sales - Benson
9/30/35