



*Life on*  
**RED HORSE RANCH**

A  
K M B C  
PRESENTATION



"LIFE ON  
RED HORSE RANCH"

A colorful American  
"western" produced by  
one of America's out-  
standing radio enter-  
tainment groups,  
"The Texas Rangers,"  
with a record of over  
a hundred successful  
weeks on the Columbia  
network.

Offered for sponsorship  
by KMBC of Kansas City

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KANSAS  
CITY

Red Horse Ranch Has Been Run on the  
Following Stations

WGN - Chicago - 26  
WWJ - Detroit - 39?  
WTAD - Quincy, Ill.  
WOC - Davenport, Ia.  
WFEM - Indianapolis, Ind.  
WKVB - Richmond, Ind.  
WJBL - Decatur, Ill.  
WDZ - Tuscola, Ill.  
WHBU - Anderson, Ind.  
WBOW - Terre Haute, Ind.  
WLBC - Muncie, Ind.  
WEBQ - Harrisburg, Ill.  
KMOX - St. Louis, Mo.  
KGIW - Alamosa, Colo.  
KLZ - Denver, Colo.  
KFXJ - Grand Junction, Colo.  
KIDW - Lamar, Colo.  
KABN - Aberdeen, S. D.  
KDFN - Casper, Wyo.

KMBC of Kansas City - 65  
WEK - Cleveland - 40?  
WHO - Des Moines, Ia.  
KGNO - Dodge City, Kans.  
KFH - Wichita, Kansas  
WIBW - Topeka, Kansas  
WCCO - Minneapolis, Minn.  
KFRU - Columbia, Mo.  
KGIR - Butte, Mont.  
KFBB - Great Falls, Mont.  
KGCC - Wolf Point, Mont.  
KMMJ - Clay Center, Nebr.  
KFOR - Lincoln, Nebr.  
WOW - Omaha, Nebr.  
KGKY - Scottsbluff, Nebr.  
WDAY - Fargo, N. D.  
KLPM - Minot, N. D.  
KGFX - Pierre, S. D.  
KWYO - Sheridan, Wyo.

What is "LIFE ON  
RED HORSE RANCH?"

What is the record of  
"The Texas Rangers" as  
a Columbia network feature?

What has "LIFE ON RED HORSE  
RANCH" done as a feature of  
KMBC?

What can it do for me?

Why?

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What is "LIFE ON RED HORSE RANCH?"

"LIFE ON RED HORSE RANCH" successfully combines a genuinely thrilling serial story with the colorful, romantic music of the Old West

. . . A vivid, moving story filled with suspense that stirs the imagination of every listener

. . . deftly woven into the script is the picturesque music of the open range, by the Texas Rangers--music heard in its natural setting.

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"LIFE ON RED HORSE RANCH"

has all the elements of  
a successful radio show

. . . Drama

. . . Romance

. . . Comedy

. . . Music

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DRAMA

. . . The struggle of old Sam Carter to save Red Horse Ranch from land grabbers

. . . The tense excitement of a deadly fight with cattle rustlers, the perils of the round-up, the sweeping rush of the stampede

ROMANCE

. . . The deep affection of Alabam for Rose, lovely daughter of Sam Carter

. . . Colorful excitement of the rodeo, with its bull-dogging, bronco-busting, and wild steer riding

COMEDY

. . . The antics of Arizona and the lazy but lovable Cookie

and MUSIC

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MUSIC

. . . that excites the spirit  
of adventure in all of us

Rattling horns and pounding hoofs in  
the "big drive" . . . soothing lulla-  
bies of the night herder as he "beds  
down" his "dogies" . . . stirring  
rhythm of thundering hoofs at full  
gallop . . . plaintive songs of the  
lonely cowboy on the range . . .  
rugged sentiment of songs around the  
campfire . . . and the jolly compan-  
ionship of the bunkhouse "symphony."

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This is the music of  
"The Texas Rangers" around which  
is built the story of "LIFE ON  
RED HORSE RANCH."

. . . The song and story that  
listeners loved so well during  
one hundred successful weeks on  
the Columbia network.

. . . The music recorded by Decca  
and the World Broadcasting System.

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RECEIVED AT  
JAN 11 2 15  
STANDARD TIME  
INDICATED ON THIS MESSAGE

# Postal Telegraph

THE INTERNATIONAL SYSTEM

Commercial Cables Mackay Radio All America Cables

This is a full rate Telegram, Cablegram or Radiogram unless otherwise indicated by signal in the check or in the address.

DL	DAY LETTER
NL	NIGHT LETTER
NM	NIGHT MESSAGE
LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER
	RADIOGRAM

ITS SERVICE 1201-S  
Standard Time at point of destination.  
1935 JAN 11 PM 2 47

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

Form 16  
F75 38 DL=WICHITAFALLS TEX 11 154P  
TED MALONE=  
RADIO STATION KMBC=

CLASS OF SERVICE  
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

# WESTERN UNION

(56)

SIGNS 7  
DL = Day Letter  
NM = Night Message  
NL = Night Letter  
LC = Deferred Cable  
NLT = Cable Night Letter  
Ship Radiogram

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE 1201-S  
The filing time shown in the date line on telegrams and day letters is Standard Time at point of origin. Time of receipt is Standard Time at point of destination.  
Received at Western Union Bldg., 7th & Walnut Sts., Kansas City, Mo. TELEPHONE MAIN 5421  
DA328 7=DALLAS TEX 11 251P  
TED MALONE=  
RADIO STATION KMBC KSC=

ITS SERVICE 1201-S  
Standard Time at point of destination.  
1935 JAN 11 PM 1 23  
1P

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

TEXAS RANGER PROGRAM VERY POPULAR HERE=

CLASS OF SERVICE  
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

# WESTERN UNION

(54)

SIGNS 7  
DL = Day Letter  
NM = Night Message  
NL = Night Letter  
LC = Deferred Cable  
NLT = Cable Night Letter  
Ship Radiogram

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE 1201-S  
The filing time shown in the date line on telegrams and day letters is Standard Time at point of origin. Time of receipt is Standard Time at point of destination.  
Received at Western Union Bldg., 7th & Walnut Sts., Kansas City, Mo. TELEPHONE MAIN 5421  
WZA349 17=WICHITA KANS 11 243P  
TED MALONE RADIO STATION KMBC=  
KSC=

ITS SERVICE 1201-S  
Standard Time at point of destination.  
1935 JAN 11 PM 1 30

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

RECEIVED AT  
JAN 11 PM 1 32  
STANDARD TIME  
INDICATED ON THIS MESSAGE

# Postal Telegraph

THE INTERNATIONAL SYSTEM

Commercial Cables Mackay Radio All America Cables

This is a full rate Telegram, Cablegram or Radiogram unless otherwise indicated by signal in the check or in the address.

DL	DAY LETTER
NL	NIGHT LETTER
NM	NIGHT MESSAGE
LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER
	RADIOGRAM

ITS SERVICE 1201-S  
Standard Time at point of destination.  
1935 JAN 11 PM 1 33  
LO 11 1210P

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

Form 16  
C97 10=SANANTONIO TEX 11 112P  
TED MALONE=  
RADIO STATION KMBC PICKWICK HOTEL=

TEXAS RANGERS HAVE HEAVY FOLLOWING IN SOUTHWEST TEXAS BEST REGARDS=  
BROOKS CONNALLY K TSA.

HERE=  
KVOR.

# WIBW

RADIO STATION  
The Copper Publications  
TOPEKA KANSAS  
DON BEARLE  
GENERAL MANAGER

May 29, 1935



Mr. Arthur Church,  
Radio Station KMBC,  
Kansas City, Missouri.

Dear Mr. Church:

Pursuant to our telephone conversation of yesterday, I called at the White Eagle office this morning and had a long session with Don Douglas, assistant to Mr. Wideau, the local manager. Mr. Douglas is quite enthused over the Red Horse Ranch transcriptions and has no idea but what it will be continued indefinitely.

They are getting considerable results from the programs and have felt these results in an increasing ratio the past two or three weeks. Unfortunately, Mr. Wideau will not be in the office until Monday, but I will talk to him at that time.

Shortly after leaving the White Eagle offices, I stopped in at one of their stations to get some gasoline for my car. Their city salesman, Jones by name, whom I have contacted before, happened to be in the station. We had quite a conversation over the results of the broadcasts and he is particularly enthused and told me that every one of their dealers are likewise.

These two contacts, while not "the powers that be", do have considerable influence and I believe that the program will go forward indefinitely.

However, I will follow up with Mr. Wideau the first of the week.

Sincerely yours,

Ben Ludy.

BL:MH

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KANSAS CITY



Shirley Savoy Hotel  
DENVER  
June 3, 1935



Mr. Roland R. Blair  
Midland Broadcasting Co.  
Pickwick Hotel  
Kansas City, Mo.

Dear Mr. Blair:

Pursuant to your suggestion, we have contacted the dealers of the White Eagle Oil Company. They all seem to be very well satisfied with the results obtained from the "Red Horse Ranch" program and are writing letters to the White Eagle Oil Company expressing satisfaction with the program, and asking that it be continued through the summer because they feel that the results would be even better from now on.

Regarding listener response, the local dealers state they have given away about nineteen hundred red horses as a result of the offer made on this program, and they all seem to be extremely well pleased with this response.

D. L. HATHAWAY,  
OWNER-MANAGER

We have the "Red Horse Ranch" program scheduled at our latest day-time period, 5:45 to 6:00 PM.

Please let us know if there is anything else we can do at this end.

Yours very truly,

KLZ BROADCASTING STATION

*Frank Quinn*

FQ:DS

finest  
ure

It may interest you to know that the White Eagle distributor and dealers of this region are greatly enthused about the program, and they have stated that Red Horse Ranch is the finest piece of publicity that White Eagle has produced in many a year. The distributor here, Mr. A. E. Chandler is a mighty ardent booster for the program, and he certainly is in a position to know whether an advertising program is clicking or not. He would like very much to see the Red Horse Ranch program continued.

Flood conditions delayed receipt of your letter and consequently our slow reply.

Cordially,  
Radio KDFN

By *D. L. Hathaway*

DH:GC



What can it do for me?

"LIFE ON RED HORSE RANCH" can catapult the sale of your product because

. . . The program builds and holds the confidence of its listeners

. . . There is a strong bond of friendship between Alabam, Rose, and Arizona and the radio listener

. . . Listeners buy because the program that advertises the product is friendly, believable, and sincere.

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Why?

Listeners respond to the program they like.

Exhaustive tests show they like "LIFE ON RED HORSE RANCH."

Current successes of radio and movie "westerns" show they are timely and popular.

"LIFE ON RED HORSE RANCH" is the show for the advertiser who demands an immediate and responsive audience.

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One Column Three Inch  
Newspaper Ad

Thrills of the Old West  
**LIFE ON RED HORSE RANCH**



**KMBC**  
8 P.M. EVERY NIGHT

COPYRIGHT KMBC 1931

Package Insert or Counter Hand-Out

Program builders for  
"LIFE ON RED HORSE RANCH"  
are attractive and get the audience.

. . . they reflect the color and  
unique character of the program  
itself.

. . . they arouse the adventurous  
spirit in every red-blooded American  
and make him say: "I want to hear  
that program tonight."

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Thrills of the Old West

# LIFE ON RED HORSE RANCH

COLORFUL MUSIC • FUN • ROMANCE

NAME OF PRODUCT HERE

Window Streamer


Counter Card, Half Size

Point of sale tie-ins  
 are distinctive and unusual for  
 "LIFE ON RED HORSE RANCH"

... they attract the attention of  
 every visitor to your distributing  
 outlets

... every visitor becomes a potential  
 buyer of your product

... and an enthusiastic booster for  
 your radio show, "LIFE ON RED HORSE  
 RANCH."



# LIFE ON RED HORSE RANCH

THRILLS OF THE OLD WEST

*This space for Product*

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EVERY NIGHT 8 P.M. **KMBC**

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The merchandisability of  
"LIFE ON RED HORSE RANCH"  
is unlimited.

For instance, organizing the Red  
Horse Riders makes every listening  
boy and girl a strong booster for  
your product.

Memberships dependent on purchase  
of the product will result in  
more sales.

Experience has shown that children  
are the strongest buying influence  
in the family.

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# The Lone Star Ranch



Suggested merchandising activities are . . .

Distribution of Red Horse Rider pins to boy and girl members in exchange for evidence of purchase,

Or membership badges modeled after those of the original Texas Rangers.

Publication of "The Lariat", with colorful western strips, pictures of Riders, and product strips developed in western style.

Free admission to local rodeos, western movies, and other special events.

Design for Red Horse Rider Pin



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Thrills of the Old West

**LIFE ON RED HORSE RANCH**

COLORFUL MUSIC  
FUN . . . ROMANCE

**KMBC**  
8:00 PM  
EVERY NIGHT

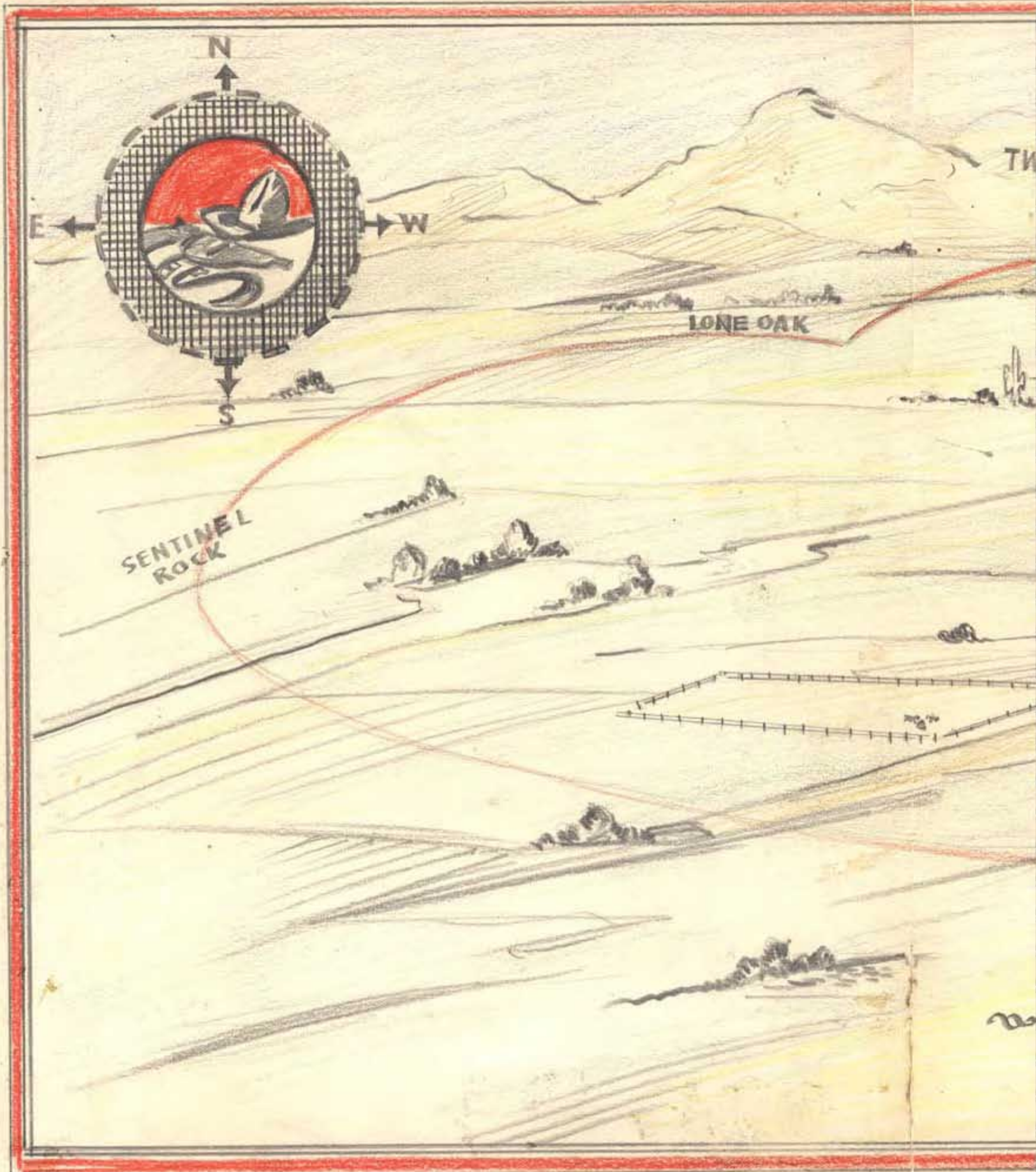
JOIN THE  
RED HORSE RIDERS

**NAME OF PRODUCT HERE . . .**

COPYRIGHT KMBC 1936

Twenty-four Sheet or Poster

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Merchandising of "LIFE ON RED HORSE RANCH" is limited only by the policies of the advertiser.

A "natural" is the distribution of The Treasure Map, which is built right into the script of the story itself.

Or "earning" of various pieces of riding equipment by Red Horse Riders . . . cowboy hats . . . cowboy chaps . . . cowboy belts . . . kerchiefs lariats . . . spurs.

To add others - western story books lariat throwing instructions - prize contests - or a hundred and one others.

Any workable plan will produce prompt and tangible results, because "LIFE ON RED HORSE RANCH" gets response that means more sales and more profits.

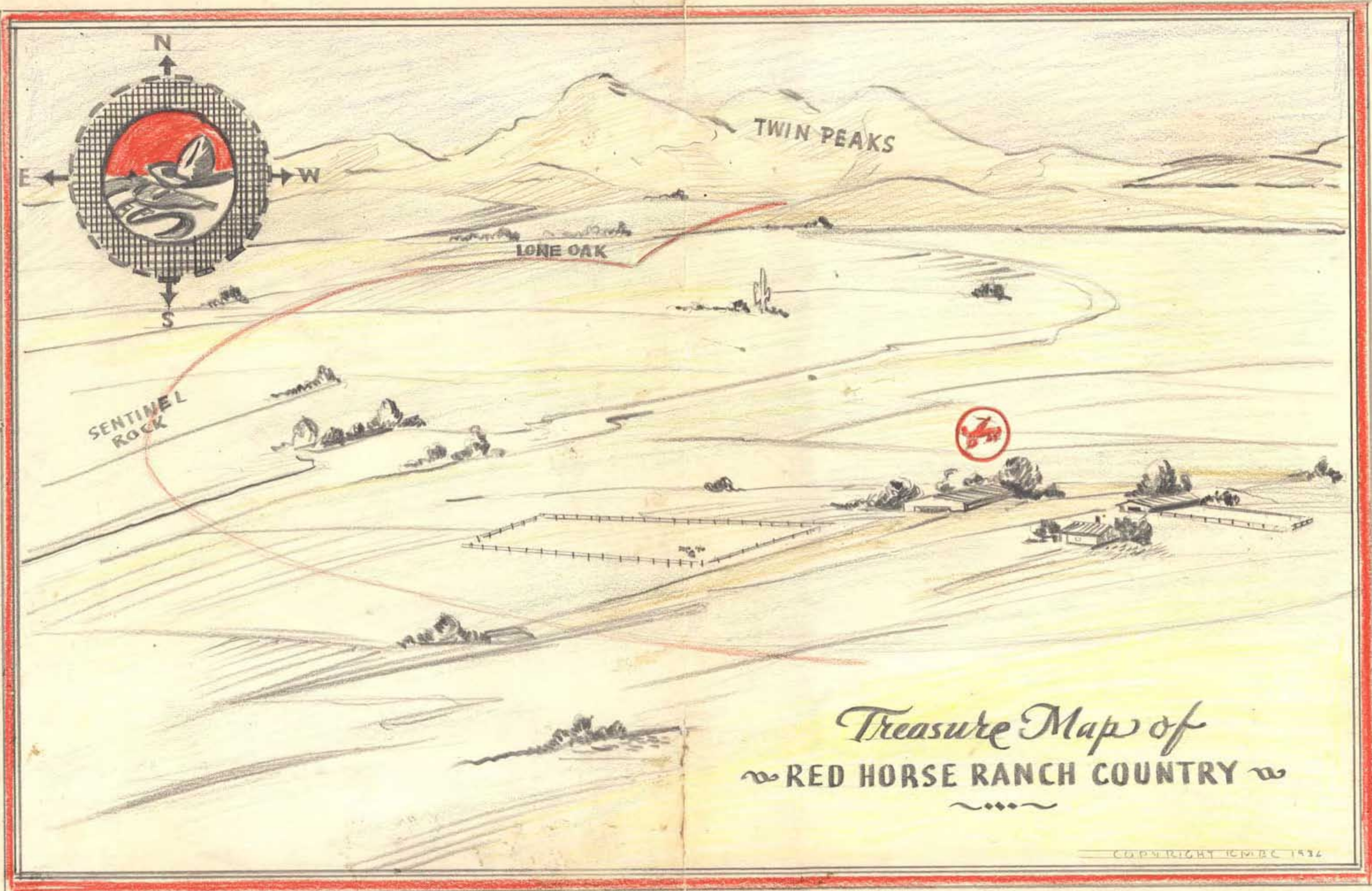
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*Treasure Map of*  
**RED HORSE RANCH COUNTRY**

COPYRIGHT 1914

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This is  
**K M B C**  
*in the*  
Pickwick Hotel  
KANSAS CITY

