

*Gentlemen*  
**IN THE WHITE HATS**

KMBC-CBS





THE TEXAS RANGERS  
of KMBC and CBS

- . . . A musical ensemble featuring  
20 instruments
- . . . One of the sweetest quartets  
on the air
- . . . A romantic tenor soloist
- . . . An eight-man choir

Offering a wide variety of vocal and  
instrumental novelties - all their  
own arrangements!



Meet "ARIZONA"



Virtuoso of the bull-frog voice

The hottest guitar player this side of  
Half Day, Illinois

The fastest banjo player ever heard in  
this, or any league

Singer of comedy and specialty songs . . .

featured comedy player in dramatic  
scripts . . . a finished musician

capable of "sock" performance on

swing, hoe down, western or what

have you!



BERT'S STUDIO  
KANSAS CITY, MO

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And "MONTY"

One of the smoothest accordionists  
ever heard on the Columbia network  
Equally talented on organ, piano, and  
vibraharp

One of the most versatile musicians  
ever developed by a local radio  
station . . . an expert musical  
arranger, responsible for many  
of the unusual arrangements of  
popular favorites offered by the  
Texas Rangers!



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Now meet "IDAHO"

A musical contradiction - "IDAHO" is an instrumental jack of all trades, and master of them all!

"IDAHO" plays these instruments:

Bass Violin	Saxaphone (bass)
Tuba	Bassoon and Contra Bassoon
Drums	Tympani
Xylophone	Vibraharp

Of the novelty instruments, he also plays the musical sweet potato (or ocarina) and the jug.

"IDAHO" plays the bass with a felt hammer; he probably originated this method of playing the instrument!







"IRISH" Mahaney adds romance to the repertoire of the Texas Rangers. As Irish as his name suggests, "IRISH" Mahaney not only sings the songs of the "ould sod" but the touch he gives to current popular songs seldom fails to stop the show!



Comedy songs of the Texas Rangers long have been the hit of The Brush Creek Follies, KMBC's big Saturday night Barn Dance show in Kansas City.

Here "ARIZONA" and "MONTY" take ukulele and concertina to re-enact a song that "killed" the audiences of bustle and handlebar mustache days!





As THE LAMP POST FOUR the Texas Rangers Quartet offers songs in the Gay Nineties manner with all the stilted gestures, out-of-the-world nonchalance, and dramatic tragedy that made women weep and strong men tremble in Grandpa's day!



Unusual novelties are a feature attraction with the Texas Rangers. Here they become a sweet potato choir, with a swing arrangement of an old popular song. Western . . . sweet . . . hoe-down . . . swing . . . the Texas Rangers have them all!



# ..KMBC is the **ONLY** *STATION IN KANSAS CITY*

*... whose staff artists have been  
commissioned by a State Governor*

In a special broadcast to the coast-to-coast network of the Columbia Broadcasting System on January 14, 1939, former Governor James V. Allred of Texas awarded commissions as "Honorary Texas Rangers" to the musical Texas Rangers of KMBC.

This is believed to be the first time in the history of Texas such salutary recognition has been given a musical group by the world-famous law enforcement organization of that state -- the artists of no other Kansas City station have been thus honored.



Former Governor James V. Allred speaking from the Sam Houston Room of the Executive Mansion in Austin, Texas, to the coast-to-coast network of Columbia, to commission the Texas Rangers of KMBC as "Honorary Texas Rangers."

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## ON PROGRAM TEXAS RANGERS

EARLY TIME SATURDAY 3 30 to 4 PM

REPEAT TIME

## QST REPLIES

DATE OF QST No.

PROGRAM STARTS Jan. 14th 1939

CITY	STATION	EARLY YES NO	REPEAT YES NO	REMARKS	CITY	STATION	EARLY YES NO	REPEAT YES NO	REMARKS
New York City	WABC	✓			Atlanta	WGST	✓		
Akron	WADC	✓			Birmingham	WAPI	✓		
Albany	WOKO	✓			Chattanooga	WDOD	✓		
Baltimore	WCAO	✓			Knoxville	WNOX	✓		
Boston	WEEI	✓			Little Rock	KLRA	✓	10	
Buffalo	WKBW	✓			Memphis	WREC	✓		
Buffalo	WGR	✓			Meridian	WCOC	✓		
Chicago	WBBM	✓			Montgomery	WSFA	✓		
Cincinnati	WKRC	✓			Nashville	WLAC	✓		
Cleveland	WGAR	✓			New Orleans	WWL	✓		
Des Moines	KRNT	✓			Pensacola	WCOA	✓		
Detroit	WJR	✓			Jacksonville	WMBR	✓		
Hartford	WDRC	✓			Miami	WQAM	✓		
Indianapolis	WFBM	✓			Orlando	WDBO	✓	4	
Kansas City	KMBC	✓			Tampa	WDAE	✓		
Louisville	WHAS	✓			West Palm Beach	WJNO	✓		
Omaha (Lincoln)	KFAB	✓			Montreal	CKAC	✓	2	
Philadelphia	WCAU	✓			Toronto	CFRB	✓		
Pittsburgh	WJAS	✓			Dallas	KRLD	✓		
Providence	WPRO	✓			Houston	KTRH	✓	6	3:45-4 p.m. EST
St. Louis	KMOX	✓			Oklahoma City	KOMA	✓		
Syracuse	WFBL	✓			San Antonio	KTSA	✓		
Washington	WJSV	✓			Shreveport	KWKH	✓		
					Tulsa	KTUL	✓		
Columbus	WBNS	✓			Davenport	WOC	✓		
Dayton	WHIO	✓			Dubuque	WKBB	✓		
Rochester	WHEC	✓			Duluth	KDAL	✓		
Worcester	WORC	✓			Green Bay	WTAQ	✓		
					Hibbing	WMFG	✓		
Atlantic City	WPG	✓			La Crosse	WKBH	✓		
Banger	WABI	✓			Mason City	KGLO	✓		
Binghamton	WNBF	✓			Minneapolis	WCCO	✓		
Charleston	WCHS	✓			Sioux City	KSCJ	✓		
Elmira	WESG	✓			Virginia	WHLB	✓		
Evansville	WEOA	✓			Yankton	WNAX	✓		3:30-3:45 PM EST
Fairmont	WMMN	✓							
Harrisburg	WHP	✓			Colorado Springs	KVOR	✓		
Milwaukee	WISN	✓			Denver	KLZ	✓	3	
Packeburg	WPAR	✓			Salt Lake City	KSL	✓		
Peoria	WMBD	✓			Albuquerque	KGGM	✓		
Pittsfield	WBRK	✓			Great Falls	KFBB	✓		
Portland	WGAN	✓			Missoula	KGVO	✓		
Scranton	WGBI	✓			Phoenix	KOY	✓	6	
South Bend	WFAM	✓			Reno	KOH	✓		
South Bend	WSBT	✓			Sacramento	KROY	✓		
Springfield, Mass.	WMAS	✓			Tucson	KGAR	✓		
Springfield, Vt.	WNBX	✓							
Topeka	WIBW	✓			Fresno	KARM	✓		
Utica	WIBX	✓			Los Angeles	KNX	✓		
Wheeling	WWVA	✓			Portland	KOIN	✓		
Wichita	KFH	✓			San Francisco	KSFO	✓		
Youngstown	WKBN	✓			Seattle	KIRO	✓		
Waterbury	WERY	✓			Spokane	KFPY	✓		
Anderson	WAIM	✓			Tacoma	KVI	✓		
Augusta	WRDW	✓			Hilo	KHBC	✓		
Charlotte	WBT	✓			Honolulu	KGMB	✓		
Durham	WDNC	✓							
Greensboro	WBIG	✓							
Macon	WMAZ	✓							
Richmond	WRVA	✓							
Roanoke	WDBJ	✓							
Savannah	WTOG	✓							
Winston-Salem	WSJS	✓							

3:30-3:45 PM

100 Stations  
Carried

The Texas Rangers currently are heard on 100  
of the 116 CBS stations coast-to-coast -  
Saturday afternoons at 2:30 EDST !

WABC Key station for the Columbia Broadcasting  
System in New York.  
WBBM Key station for the Columbia Broadcasting  
System in Chicago.  
KNX Key station for the Columbia Broadcasting  
System on the West Coast.

WOKO Albany	WDRC Hartford	WDBJ Roanoke
WAIM Anderson	WMPG Hingham	WHEC Rochester
WGST Atlanta	KTRH Houston	KMOX St. Louis
WPG Atlantic City	WFEM Indianapolis	KSL Salt Lake City
WCAO Baltimore	WMBR Jacksonville	KTSA San Antonio
WEEI Boston	KFAB Lincoln	KSFO San Francisco
WGR Buffalo	WKBH La Crosse	WGBI Scranton
WKBW Buffalo	WHAS Louisville	KIRO Seattle
WCHS Charleston	WMAZ Macon	KSCJ Sioux City
WBT Charlotte	WGLO Mason City	WSBT South Bend
WDOD Charlotte	WREC Memphis	KFPY Spokane
WKRC Chattanooga	WQAM Miami	WMAS Springfield, Mass.
WGAR Cincinnati	WCCO Minneapolis-St. Paul	WFBL Springfield, Vt.
KRLD Cleveland	WSFA Montgomery	KVI Syracuse
Dallas	CKAC Montreal	WDAE Tacoma
Davenport	KGVO Missoula	KGAR Tampa
Dayton	WNL New Orleans	KTUL Tucson
Detroit	KOMA Oklahoma City	WHLB Tulsa
Des Moines	WCOA Pensacola	WCAU Virginia
Dubuque	WMBD Peoria	WJSV Waco
Duluth	WCAU Philadelphia	WJNO West Palm Beach
Durham	KOY Phoenix	KFH Wichita
Elmira	WJAS Pittsburgh	WSJS Winston-Salem
Fairmont	KOIN Portland	WORC Worcester
Fresno	WPRO Providence	WNAX Yankton
Great Falls	KOH Reno	WKBN Youngstown
Green Bay	WRVA Richmond	KMBC Kansas City
Greensboro		



**'TEXAS RANGERS'**  
**With Woody Smith, Texas Rangers**  
**Quartet and Band**

**Musical**

**30 Mins.—CBS**

**Sustaining**

**Sundays, 10 a. m. CDST**

**WBBM, Chicago**

When Arthur B. Church tosses a show together, it's a pretty safe bet that it'll be a whopdoodle as far as audience appeal is concerned. This one is no exception; it takes a flock of western and folks songs, wipes 'em clean of nasal tonsiling, and whams 'em through Columbia's Sunday morning air as a class production.

Instead of bringing forth a picture of barefooted, overall'd country jakes as a songs-of-the-soil stanza usually does, this one builds it of smartly dressed range riders, silver trimmings and all. Mixing a hymn in with the westerns occasionally, and letting a homespun voice introduce everything without too much talk, is swell showmanship, as is keeping the numbers down to a couple verses apiece instead of letting 'em run on indefinitely.

Quartet and band (four pieces) are same outfit that did 'Red Horse Ranch' and 'Diamond City News' besides furnishing numbers for World and Decca library. They're plenty good, whether singing, playing straight stuff, or whipping out on novelty instruments. Loop.

VARIETY

Sept. 8, 1937

Here's How The Texas Rangers  
 Have Command of the Radio Audience  
 in Kansas City

(Figures by Conlan Surveys)

Originating to the network:  
 Sunday, November 20, 1938 - 1:30 to 2:00 PM

KMBC - CBS - Texas Rangers 46%

WDAF - NBC-Red - Kidoodlers -  
 Olympics Preview 9.5%

WHB - Mutual - Adult Education  
 Round Table 5%

WREN - NBC-Blue - Magic Key  
 of RCA 14%

Local: Monday, Wednesday, Friday -  
 February 20-22-24, 1939 - 7:30 to 8:00 AM

KMBC - Texas Rangers 46%

WDAF - Musical Clock 24.5%

WHB - Musical Clock 17.5%





**SOCONY-VACUUM OIL COMPANY**

INCORPORATED

**LUBRITE DIVISION**

4140 LINDELL BLVD.

**SAINT LOUIS**

August 2, 1937



Mr. Arthur Church  
KSCB  
Kansas City, Mo.

Dear Mr. Church:

Recently I received a promotional folder entitled "A KSCB Tested Program" from your Advertising Department. This folder contained a page "Life on Red Horse Ranch". Having "fathered" this program so to speak, I was of course interested in what you had to say about it. I believe this to be one of the best programs ever put on the air from its human interest standpoint. As for its merchandising and point of sales tie-in, I don't think there is a program which can equal it. I am only sorry our marketing policy did not permit of our capitalizing on these opportunities. I sincerely hope you are successful in selling this program to some good advertiser who can capitalize on it to its fullest extent.

Very truly yours,

*Roy D. Dill*  
ROY D. DILL

RDD:LL

In "LIFE ON RED HORSE RANCH" the Texas Rangers not only were the musical ensemble for the program, but they also portrayed the principal dramatic characters of the script written by one of their own members, Gomer Cool - another indication of the amazing versatility of the group!

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J. STIRLING GETCHELL  
INCORPORATED

January 16, 1939

*Bryant Building*  
KANSAS CITY, MO.

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

Dear Mr. Church:

Saturday, when the Governor of Texas awarded commissions as Honorary Texas Rangers to your own "Texas Rangers", I could not help feeling proud of the boys who did such a swell job for us in the series of programs known as "Life on the Red Horse Ranch".

I hope you will pass on to these singing cowboys my congratulations for their new honor.

There must be a lot of radio listeners who were glad to see their friends get this recognition because every episode of their exploits on the Red Horse Ranch was followed with the keenest interest by old and young alike.

Personally, I know of no other group of singers who can take those good old western songs and make them so enjoyable to people of all kinds of musical tastes.

The KMBC Texas Rangers should have a great radio future!

Sincerely,

*Karel Rickerson*  
Karel Rickerson  
Manager, Kansas City Office

KR:VY

As the musical unit of "Life on Red Horse Ranch", transcriptions by the TEXAS RANGERS have been heard over the stations listed on this page. Listeners in this vast territory know and like the TEXAS RANGERS -- they have seen them many times in person at public affairs.

WGN Chicago, Ill.  
WXYZ Detroit, Mich.  
WTAD Quincy, Ill.  
WOC Davenport, Iowa  
WFBN Indianapolis, Ind.  
WKVB Richmond, Ind.  
WJBL Decatur, Ill.  
WDZ Tuscola, Ill.  
WHBU Anderson, Ind.  
WBOW Terre Haute, Ind.  
WLEC 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. Dak.  
KDFN Casper, Wyoming

KMBC Kansas City, Mo.  
WHK Cleveland, Ohio  
WHO Des Moines, Iowa  
KGNO Dodge City, Ks.  
KFH Wichita, Ks.  
WIBW Topeka, Ks.  
WCCO Minneapolis, Minn.  
KPRU Columbia, Mo.  
KGIR Butte, Mont.  
KFBB Great Falls, Mont.  
KGKX Wolf Point, Mont.  
KMMJ Clay Center, Nebr.  
KFOR Lincoln, Nebr.  
WOW Omaha, Nebr.  
KGKY Scottsbluff, Nebr.  
WDAY Fargo, N. Dak.  
KLPN Minot, N. Dak.  
KGFX Pierre, S. Dak.  
KWYO Sheridan, Wyo.

KANSAS  
CITY



... With the brilliance and sparkle  
of their colorful Texas Ranger regalia  
... With their amazing versatility  
and the wide variety of musical enter-  
tainment they offer

You can imagine the tremendous draw  
of the Texas Rangers in personal  
appearances!

Perhaps you're asking the question:

"How can we use the Texas Rangers?"

1. As a half hour feature show.

For many months, appearances of the Texas Rangers on the coast-to-coast Columbia network have been in half hour periods. This is the tested program with the Columbia audience-- a half hour gives full play to the varied talents of the Texas Rangers, and permits the use of the wide variety of entertainment they offer.

At the last survey, 100 stations were carrying programs of the Texas Rangers in whole or in part -- a bigger network than is used on the programs of many of the country's most popular radio personalities!

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2. As a western novelty group, on a full hour variety show.

Because of their unusual versatility, the talents of the Texas Rangers may be woven into any musical pattern.

The bulging musical library at the split-second command of the Texas Rangers is sufficient to satisfy the most exacting production director.

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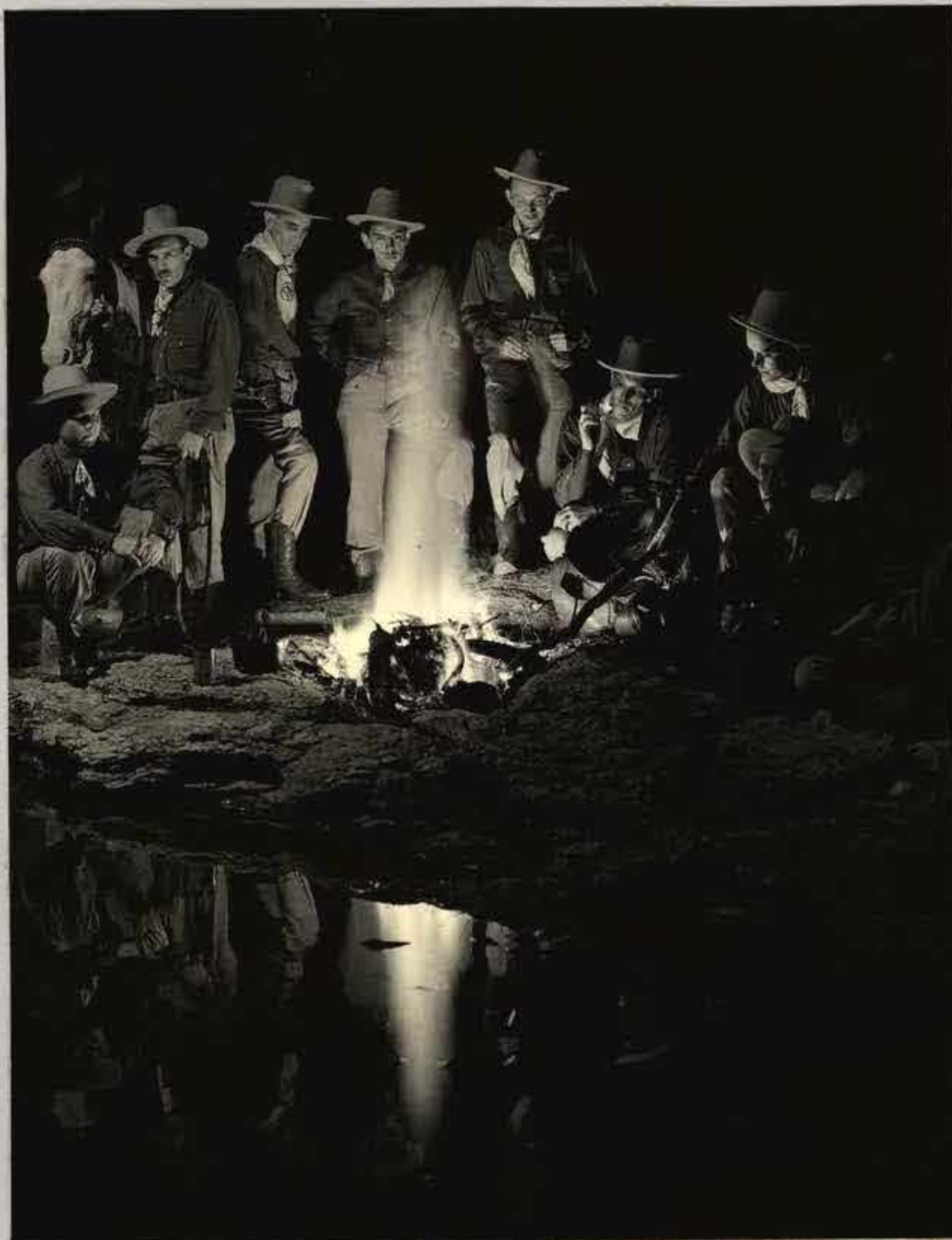
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3. As a quarter hour dramatic-musical feature such as "Night Time On The Trail".

As a further indication of the versatility of the Texas Rangers . . . Gomer Cool, violinist of the group is an accomplished writer of dramatic radio scripts. "Night Time On The Trail" which has been a frequent presentation on the CBS coast-to-coast network, is a dramatic-musical feature written by Gomer Cool - carrying the thread of an interesting story, supported by music appropriate to the atmosphere suggested by the title.

As a quarter hour feature, presented several times weekly, "Night Time On The Trail" would combine the audience draw of a dramatic and a musical show, with the best advantages of both!

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4. As the principal characters in a show aimed directly at the children's audience, such as "LIFE ON RED HORSE RANCH".

"Life on Red Horse Ranch" was written by Gomer Cool, violinist of the Texas Rangers. "Life on Red Horse Ranch" is a robust adventure story of the Old West, with music by the Texas Rangers. It is exciting radio without the objectional "blood and thunder" of most children's programs. It is sure-fire with the children's audience, and it lends itself to sure-fire merchandising. A few samples of the colorful and attractive merchandising plans that are a part of "Life on Red Horse Ranch" are shown on the double-spread following.

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Thrills of the Old West  
LIFE ON RED HORSE RANCH



KMBC

8 P.M. EVERY NIGHT



LIFE ON  
RED HORSE  
RANCH

THRILLS OF THE OLD WEST

*This space for Product*

EVERY  
NIGHT  
8 P.M.

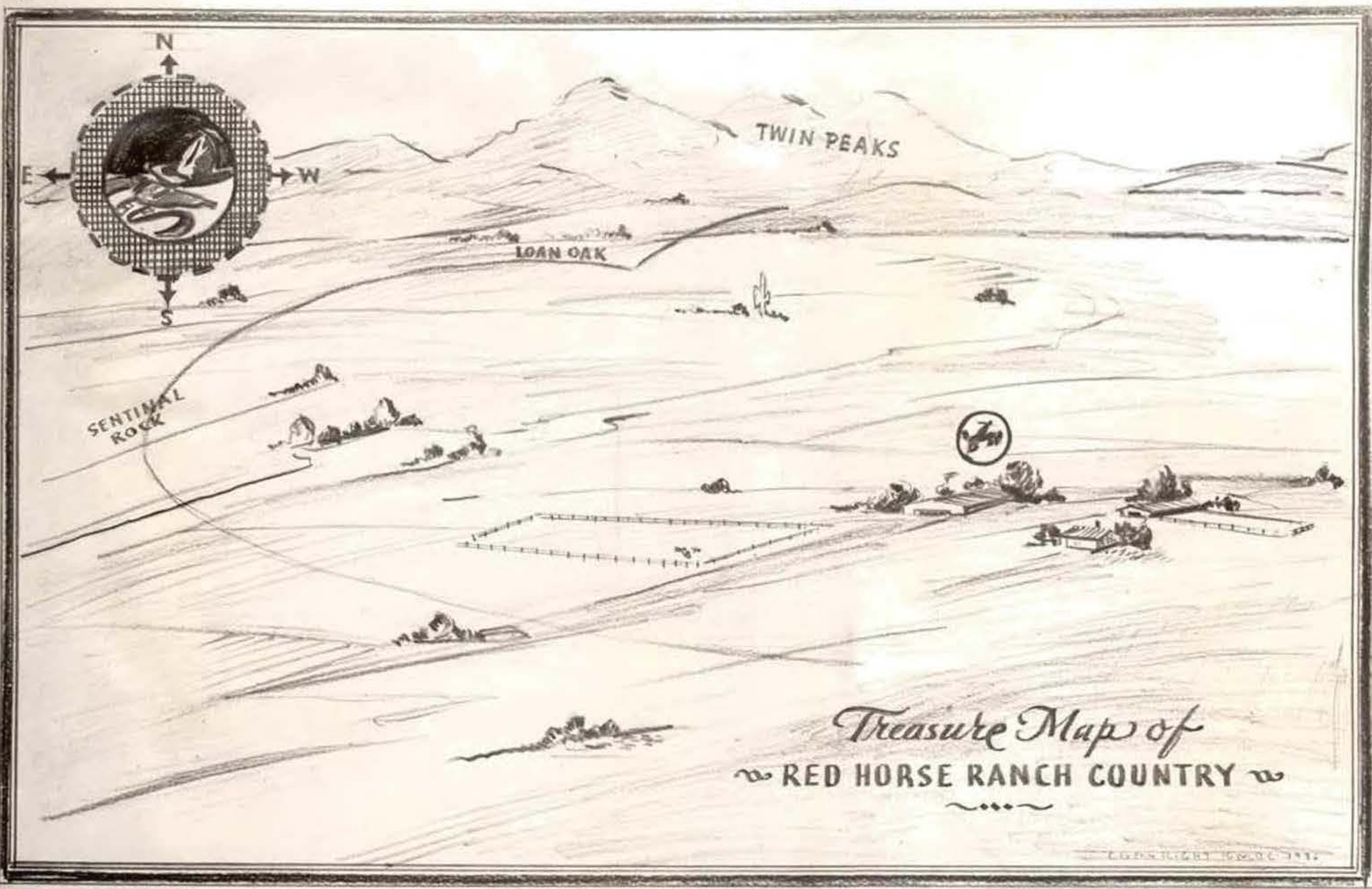
KMBC



RED HORSE  
RIDERS



"Life on Red Horse Ranch" merchandising plans appeal to the love of children to belong to an organization, and to dress up. They are invited to join the Red Horse Riders, and all merchandising at point-of-sale can be built around attractive Western give-aways: chaps, cowboy hats, neckerchiefs, lassos, spangle belts, and an almost endless list of merchandising materials that will "ring the bell" for sales!





ADD 'EM UP . . .

Favorite musical group of KMBC

One of the most popular novelty musical  
groups on CBS, 100 stations, coast-  
to-coast

Past performance on 40 Middle Western  
stations . . .

And you have the largest established  
audience for any musical group of its  
type in America today!

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This is  
**KMBC**  
*in the*  
Pickwick Hotel  
KANSAS CITY

