



Life on
RED HORSE RANCH

A
K M B C
PRESENTATION

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KANSAS
CITY



"LIFE ON
RED HORSE RANCH"

A colorful American "western" produced by one of America's outstanding radio entertainment 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

Red Horse Ranch Has Been Run on the
Following Stations

WGN - Chicago - 26
WWJ - Detroit - 39
WTAD - Quincy, Ill.
WOC - Davenport, Ia.
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.
KGJW - Alemosa, Colo.
KLZ - Denver, Colo.
KFXJ - Grand Junction, Colo.
KIDW - Lamar, Colo.
KABN - Aberdeen, S. D.
KDFN - Casper, Wyo.

KMBC of Kansas City - 65
WHK - Cleveland - 65
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.
KGCX - 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."



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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Postal Telegraph

THE INTERNATIONAL SYSTEM

Commercial
Cables



All America
Cables

Mackay Radio

ITS SERVICE	
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

SIGNALS	
DL	Day Letter
NL	Night Letter
NM	Night Message
LCO	Deferred Cable
NLT	Cable Night Letter
WLT	Ship Radiogram

Standard Time at point of destination.
1935 JAN 11 PM 2 47

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

Form 16 - F75 38 DL=WICHITA FALLS TEX 11 154P

TED MALONE=

RADIO STATION KMBC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

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.

R. B. WHITE
PRESIDENT
NEWCOMB CARLTON
CHAIRMAN OF THE BOARD
J. C. WILLEVER
FIRST VICE-PRESIDENT

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=

TEXAS RANGER PROGRAM VERY POPULAR HERE=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

CLASS OF SERVICE

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WZA349 17=WICHITA KANS 11 243P

TED MALONE RADIO STATION KMBC=

KSC=

Postal Telegraph

THE INTERNATIONAL SYSTEM

Commercial
Cables



All America
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Mackay Radio

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Standard Time at point of destination.
1935 JAN 11 PM 1 33

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

C07 10=SANANTONIO TEX 11 112P

TED MALONE=

RADIO STATION KMBC PICKWICK HOTEL=

TEXAS RANGERS HAVE HEAVY FOLLOWING IN SOUTHWEST TEXAS BEST
REGARDS=

BROOKS CONNALLY KTSA.

ITS SERVICE	
This is a full rate Telegram, Cablegram or Radiogram unless otherwise indicated by signal in the check or in the address.	
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1935 JAN 11 PM 1 33

MINUTES IN TRANSIT	
FULL-RATE	DAY LETTER

TO GIVE

What did "LIFE ON RED HORSE RANCH"
do as a KMBC feature?

These pages give the answer.



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.

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Shirley Savoy Hotel
DENVER
June 5, 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.

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

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

Yours very truly,

KLZ BROADCASTING STATION

F. G. DS

D. L. HATHAWAY,
OWNER-MANAGER

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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

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 Alabama, 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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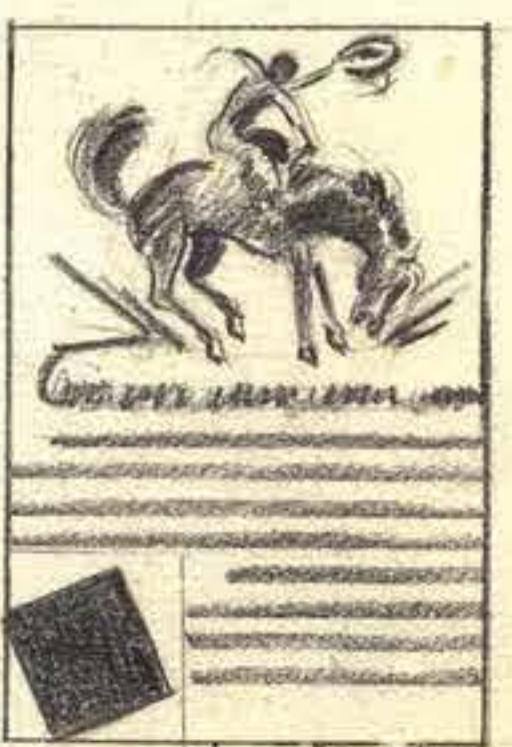
Why?

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.



One Column Three Inch
Newspaper Ad

Thrills of the Old West
LIFE ON RED HORSE RANCH



KMBC

8 P.M. EVERY NIGHT

COPYRIGHT KMBC 1936

A vintage advertisement for KMBC television. It features a stylized illustration of a red horse rearing up on its hind legs. The text "Thrills of the Old West" is written in a cursive font above "LIFE ON RED HORSE RANCH" in a bold, sans-serif font. Below the illustration, the station's call letters "KMBC" are prominently displayed in a large, bold, black font. Underneath "KMBC", the broadcast time "8 P.M. EVERY NIGHT" is written in a smaller, bold, black font. At the very bottom of the ad, the copyright notice "COPYRIGHT KMBC 1936" is printed in a small, all-caps font.

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.

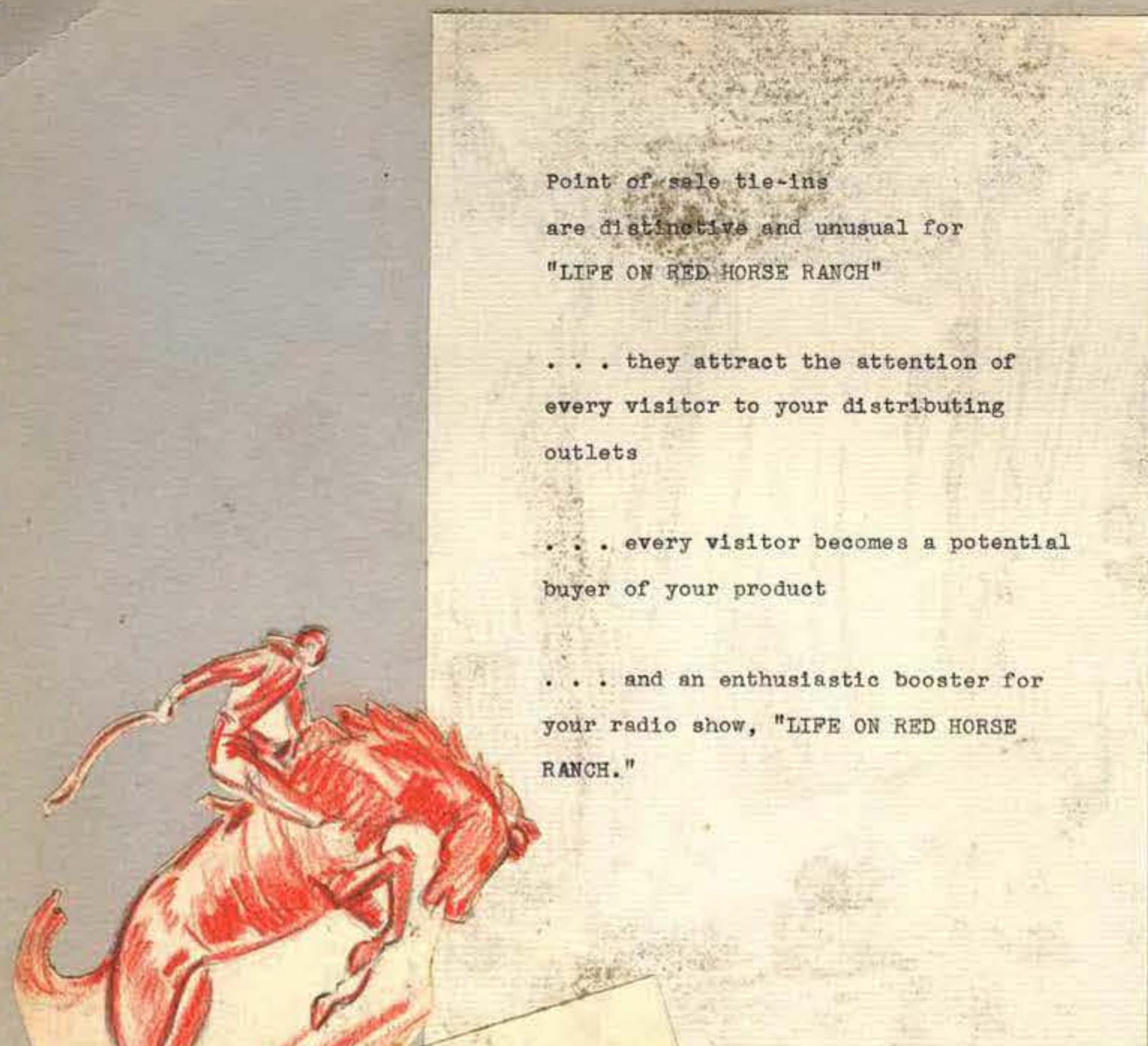
. . . they arouse the adventurous
spirit in every red-blooded American
and make him say: "I want to hear
that program tonight."

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Window Streamer

Counter Card, Half Size



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Thrills of the Old West

LIFE ON RED HORSE RANCH

COLORFUL MUSIC · FUN · ROMANCE

NAME OF PRODUCT HERE

KMBC

8:00 P.M.

EVERY NIGHT

Window Streamer

Counter Card, Half Size

RANCH
THRILLS OF THE OLD WEST

This space for Product

EVERY
NIGHT
8:00 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.

Lariat Red Horse Riders



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.



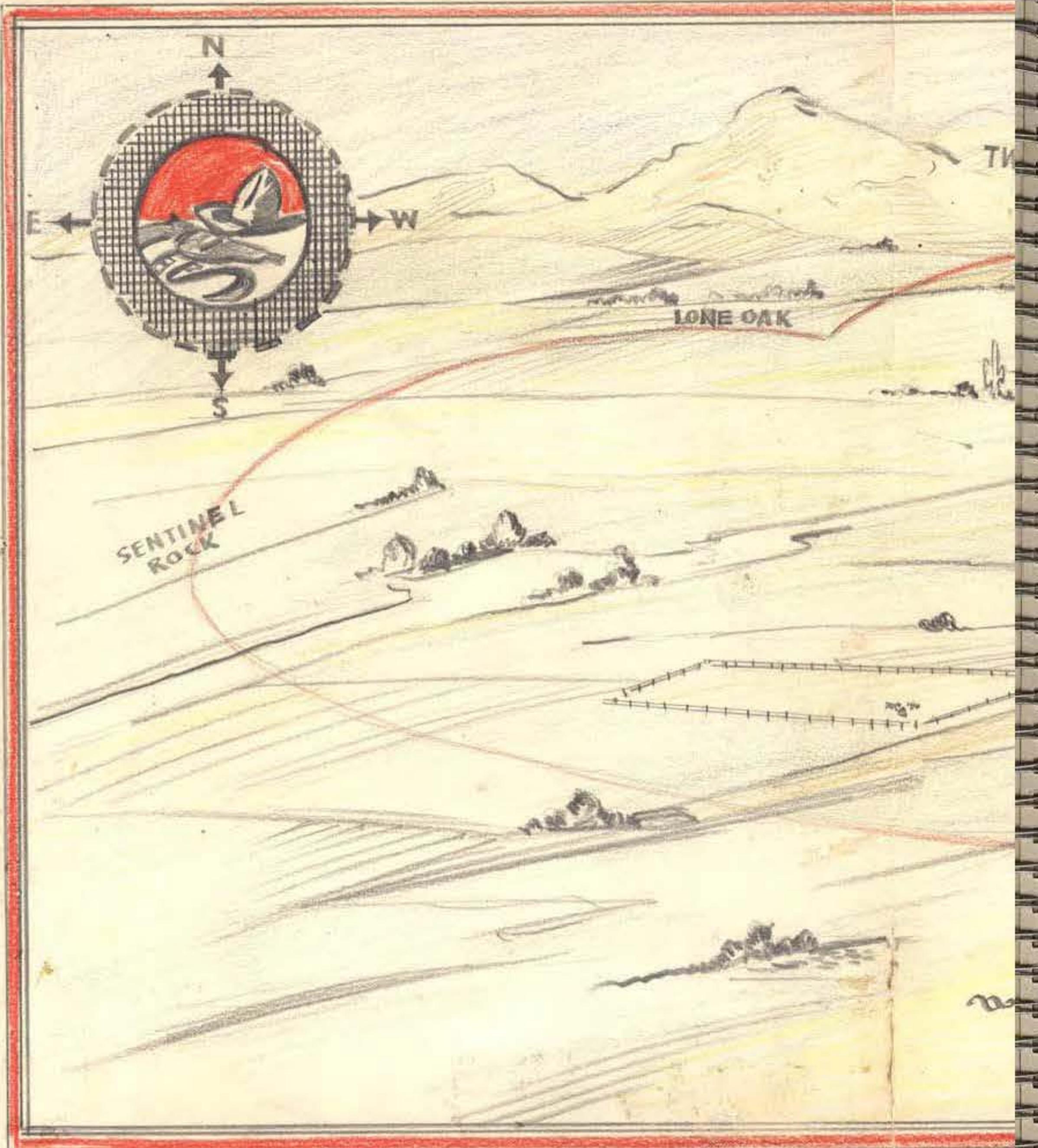
Design for Red Horse Rider Pin

KANSAS CITY

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Twenty-four Sheet or Poster



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.

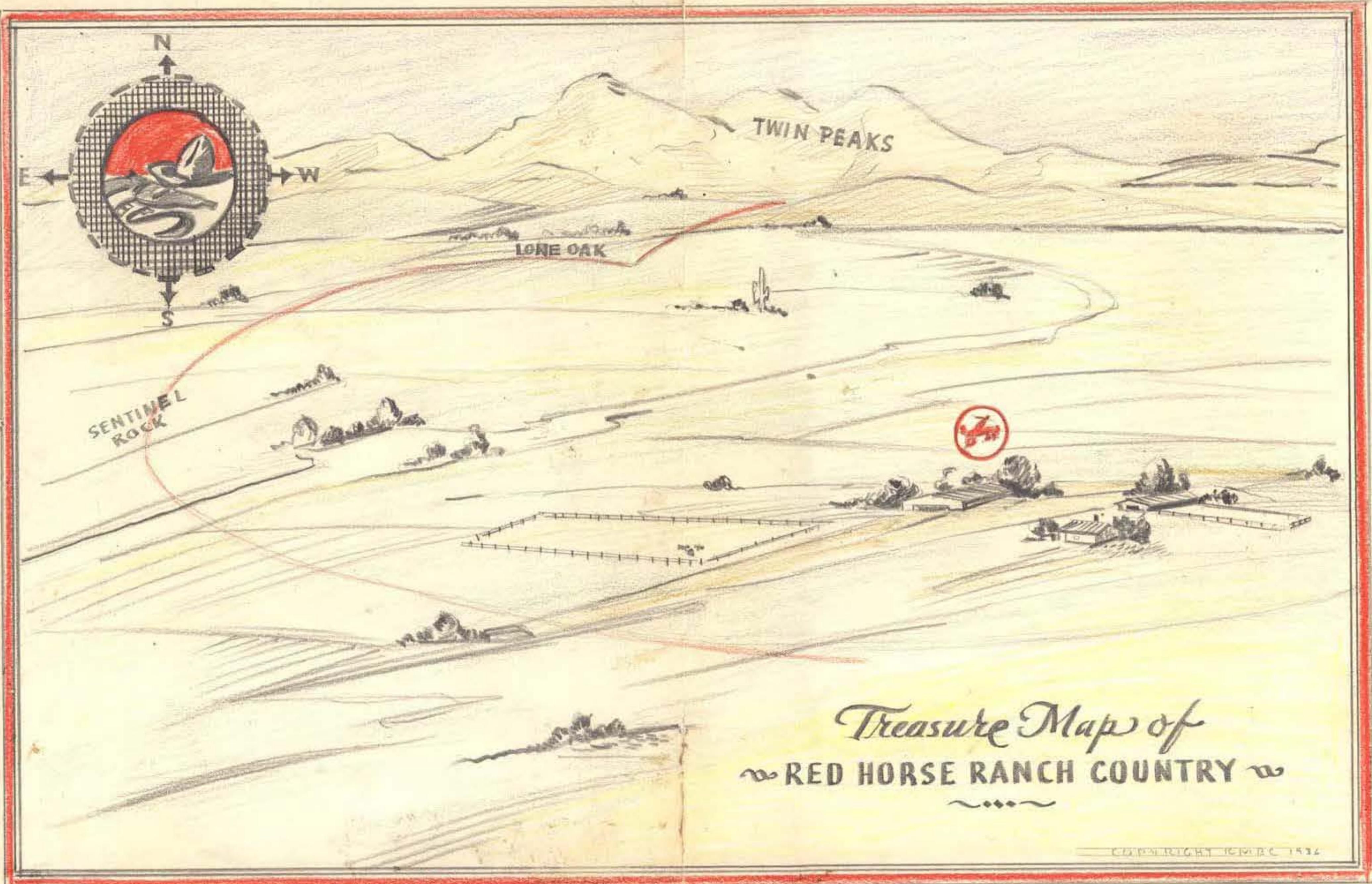
Or "earning" of various pieces of riding equipment by Red Horse Riders . . . cowboy hats . . . cowboy chaps . . . cowboy belts . . . kerchiefs lariats . . . spurs.

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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This is
KMBC
in the
Pickwick Hotel
KANSAS CITY

