

# MEMORIES

SINCE 1975

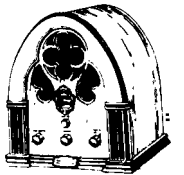
## FALL ISSUE

1983

**THIS  
ISSUE!**

**TOM MIX**

**OTRC**



PEGOS SAYS, "IF YOU WANT PAZZAZZ, EAT RALSTON EVERY MORNING"

Ralston is sure tops with us cow hands. And it's tops with everybody who wants real cowboy energy and plumb DE-LICIOUS eating.

Ralston is made from whole wheat, you know. But more important, its chock-full of that rip snorting Pazzazz vitamin—the one they call vitamin B<sub>1</sub>. You just have to have vitamin B<sub>1</sub> or you can't feel A-1 no matter what else you eat or do. So tell your mother to get a package of good old Ralston tomorrow! Just watch how this swell tasting hot cereal drives away cold-weather blues.

*Your Straight Shooter Pal*

*Pecos Williams*

**RALSTON** puts the B<sub>1</sub> in Breakfast

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The Old Time Radio Club meets on the second Monday of the month (September through June) at 393 George Urban Boulevard, Cheektowaga, New York. Anyone interested in "The Golden Age of Radio" is welcome to attend and observe or participate or even heckle. Inquiries concerning the club should be mailed to OTRC, 100 Harvey Drive, Lancaster, New York 14086. Comments about this issue of MEMORIES should be mailed to the above address c/o Gene Bradford.

This issue was edited by Gene Bradford and assembled by Dick Olday.

\*MEMORIES is becoming an annual magazine with the next issue coming out in Fall 1984. We are NOT eliminating any material but combining our spring and fall issues for ease of production and due to advertiser requests. The fall issue will be mailed out in mid-October providing ample time to shop our advertisers for Christmas.

THIS OFFICIAL TOM MIX STRAIGHT  
SHOOTERS ALBUM BELONGS TO

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

SCHOOL \_\_\_\_\_



*HEY STRAIGHT SHOOTER!  
GET YOUR VERY OWN*

## **TOM MIX WATCH!**

A SELECTED FEW ARE GETTING THE "FIRST SHOT" AT OWNING THIS VERY SPECIAL LIMITED EDITION TIMEPIECE, OFFERED EXCLUSIVELY TO RALSTON'S STRAIGHT SHOOTERS. IT'S SWISS-MADE AND IS ENGRAVED ON THE BACK-PLATE TO PROVE IT IS "THE ORIGINAL REGISTERED MODEL." THE ARMS ROTATE TO ACCURATELY SHOW THE TIME! SEND \$19.33 FOR EACH WATCH (CHECK OR MONEY ORDER) TO GET THIS COLLECTOR'S ITEM.

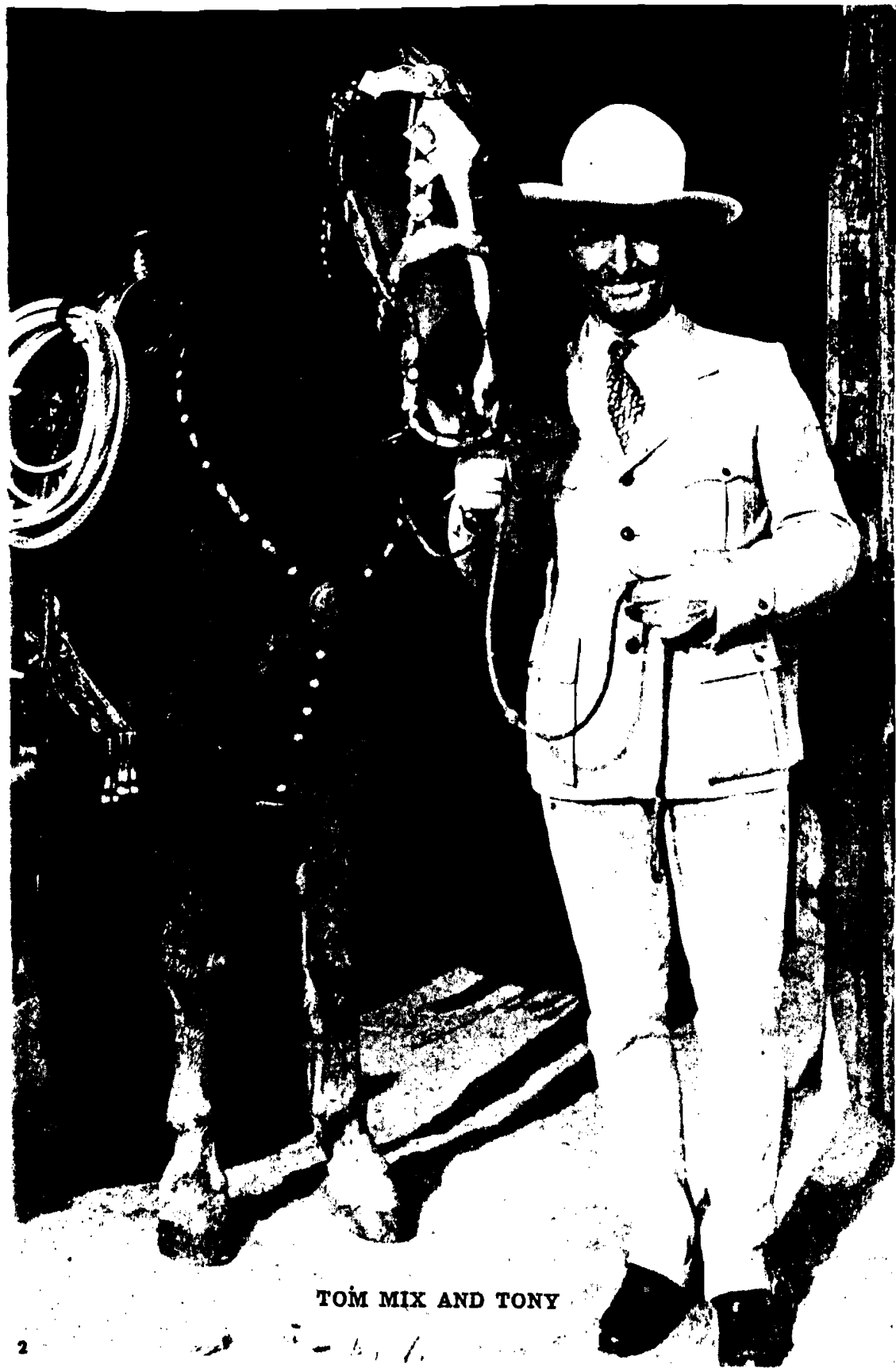
### **TOM MIX WATCH OFFER**

P.O. BOX 15526  
BELLEVILLE, ILL. 62224

PLEASE ALLOW 4-6 WEEKS TO ASSURE DELIVERY. OFFER GOOD IN THE U.S.A. AND A.P.O.'S AND F.P.O.'S. VOID WHERE PROHIBITED, TAXED OR RESTRICTED.

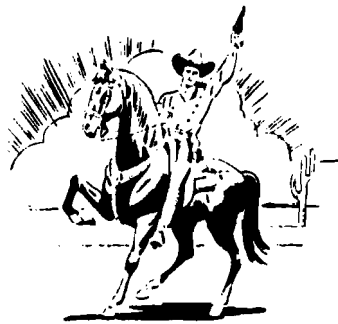
RALSTON PURINA COMPANY,  
CHECKERBOARD SQUARE, ST. LOUIS, MO. 63164





TOM MIX AND TONY

# The Life of TOM MIX



**I**N a tiny log cabin, not so many years ago, was born a man destined to have more exciting real-life adventures than most people have in a dozen lifetimes. His name was TOM MIX, and one of his grandfathers was a chief of the Cherokee Indian tribe of which gave Tom his first-hand knowledge of Indian language and lore . . . of following tracks through forest paths and enduring hardships. As a boy, Tom grew up on a ranch in Texas, learning to ride, rope and shoot with the Western cowboys. When he was scarcely more than a boy, war broke out between the United States and Spain; and Tom joined Teddy Roosevelt's famous Rough Riders to battle in Cuba. In a daring charge he was wounded only one of many injuries hard-fighting Tom Mix was to suffer in the cause of his country.

Still soldiering a few years later, Tom went to China during the

Boxer Rebellion, where he was seriously wounded again. But robust Tom recovered . . . and was off to Africa, to assist the British with their cavalry horses during the Boer War.

When the Boer War ended, news from America brought Tom hurrying home. Lawless "bad men" and killers were staging a reign of terror in the West throughout the frontier towns and fearless Tom Mix was soon elected as Sheriff to take up the fight for law and order.

Tom used a gun only when he had to, and many times he defended himself and captured ruthless outlaws with only his fists and his quick-thinking as his weapons. His cool courage and daring made him feared by lawbreakers, and his successful fight against crime brought him an appointment as a United States Marshal.

When trouble broke out along the Rio Grande, Tom joined the

famous Texas Rangers, where he carried on his fight against border smugglers and cattle rustlers. Wounded time and again in gun battles, Tom's rugged health always pulled him through

Having helped to win the battle against banditry in the old West, Tom turned to the more peaceful job of ranching. Here again, his ability to ride, to rope a steer, to break a bronco brought him fame in Western rodeos, and in Pendleton, Oregon, he won the title "World's Champion Cowboy."

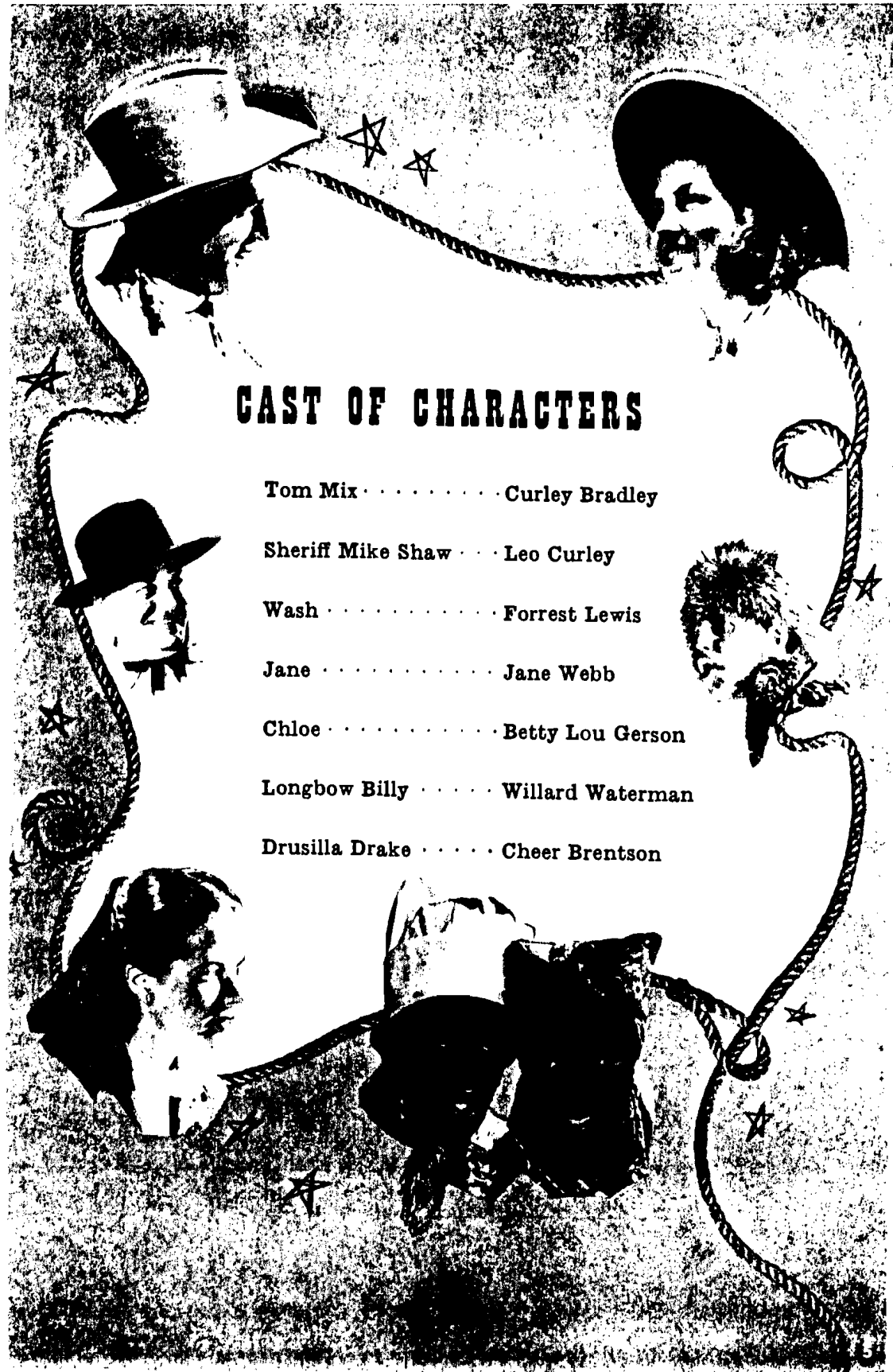
As a result of his rodeo achievements, Tom Mix was given his first movie contract—the job of "double" for important movie stars—that is, Tom was to do all the dangerous riding and stunts in place of the star. But soon Tom's ability made him a star in his own right, and for years he was Hollywood's highest paid actor, making more pictures than anyone on the screen.

It was in Hollywood that Tom discovered Tony, and bought him for only eight dollars. Tom trained the awkward little colt into the world's "Wonder Horse" and they traveled together, thrilling millions in movies and in personal appearances with Tom's great motorized circus. By now Tom was a hero everywhere. In England, the crowds

that jammed to see him blocked traffic for miles. Kings and queens welcomed him and his constant companion, Tony. Although he had begun life as a poor boy, he never lost his ideals as a straight shooter; and his great fame and popularity never spoiled him.

Back in America, Tom Mix was the idol of millions. By staging shows, he helped raise money for widows and orphans of firemen and policemen killed in the line of duty. But Tom's best friends were the boys and girls of America. More than anything else, he wished to help them grow up into fearless, clean-living men and women—the same kind of Straight Shooters as the men and women who pioneered in the winning of the West.

To carry out this ideal, Tom founded the TOM MIX RALSTON STRAIGHT SHOOTERS OF AMERICA—dedicated to building courageous, healthy, sturdy citizens. The TM Bar, which Straight Shooters use as their symbol, was the original brand mark used by Tom Mix himself. Through the Tom Mix radio program, the principles and ideals for which he stood are being brought to the boys and girls who must build the world of tomorrow.



## CAST OF CHARACTERS

- Tom Mix . . . . . Curley Bradley
- Sheriff Mike Shaw . . . . . Leo Curley
- Wash . . . . . Forrest Lewis
- Jane . . . . . Jane Webb
- Chloe . . . . . Betty Lou Gerson
- Longbow Billy . . . . . Willard Waterman
- Drusilla Drake . . . . . Cheer Brentson



## **CURLEY BRADLEY**

Starting his career as an Oklahoma rodeo star and singer, Curley Bradley was a friend of the original TOM MIX. As one of the famous Western singing trio, THE RANCH BOYS, Curley joined the Tom Mix program first as a singer, later became its star. Curley is 6 feet 2 inches tall, weighs 190 pounds, and has hazel eyes and dark curly hair. On his ranch in Nevada, he keeps his favorite riding horse Tony II, who looks very much like Tom Mix's original Tony.



# MIKE SHAW

As Sheriff of Doble County, Mike Shaw has been Tom's constant companion during his adventures of the past year. For his outstanding services as Sheriff, the vigilantes of Doble presented Sheriff Mike with a special gold badge, with a whistle similar to Tom Mix's famous Whistling Ring. Mike is big, hearty and good-natured, being six feet tall and weighing—249 pounds!





## WASH

Wash is that number one 'hand' on any ranch—the cook! But Wash's adventures at the TM Bar Ranch seldom stop in the kitchen. Dazzled by the abilities of Tom and Sheriff Mike to catch criminals, Wash has taken up the job of "detecting" in his own right, and as "Shamrock Holmes" he has unearthed many a clue—with plenty of surprises, too.



## JANE

Tom's lovely adopted daughter first appeared on the TOM MIX radio program when she was so small she had to stand on a box to reach the microphone. Today, Janie is a growing up young lady in her teens who has shared many an adventure with Tom, Mike and Billy Clarke. Janie is 5 feet, 4½ inches tall, with dark curly brown hair, and very dark eyes.

## CHLOE

Chloe is Wagon Wheel's ball-and-socket housekeeper for the Double Ranch, and the inspiration to Wagon Wheel to accomplish sensational feats in "detective" stories. Scornful and quick-witted, Chloe keeps Wagon Wheel more hot water than is provided by the ranch house kitchen.



## LONGBOW BILLY

The old woodsman who leads Tom and Mike along the trail to many an adventure is also a spinner of tall tales. Longbow can no more resist being "minded of a story" than he can leave his beavered trails through the forests and mountains of Double territory.





# DON GORDON

Announcer Don Gordon is as familiar to Tom Mix fans as the story folks themselves. Each day, Don "sets the scene" for the afternoon's adventure, taking up a tale that may be carried on in a life raft in the Atlantic or in a plane over Tokyo. Don is blonde and blue-eyed, 5 feet 11½ inches tall, and weighs 180 pounds.



Singing around the campfire is a regular evening's entertainment at the TM Bar Ranch. Here are Wash and Chloe; Jane, Sheriff Mike and Tom; Longbow Billy and Don Gordon—all joining together in the strains of one of our grand old Western songs.

# "SERENADE UNDER WESTERN STARS"

"THE MYSTERY OF THE

# Unseen Killer"



...Dobie and I  
...Can you and  
...in town right  
...It was Drusilla  
...an hour later, Tom and  
...the lovely federal agent, Mike, was in the Sheriff's office  
...helped Tom and Mike in Dobie listening to Drusilla tell  
...spies during the war, an strange story. Several promi-



ment men in the state capital had been receiving notes threatening them with instant death unless they paid thousands of dollars to the Unseen Killer. Those who failed to pay *did* die—died surrounded by many people, at parties, at their offices, and in railroad stations. One even died in the State's Attorney's office while the attorney was questioning him about the note he had received. *But no weapon was found.* All died of some mysterious poison . . . without having eaten or drunk it. The only clues were a half-smoked cigarette found near the body of one victim (who did not smoke . . . and a mosquito!

"This feller shore is an Unseen Killer!" said Sheriff Mike. "How can he kill one man in a roomful of people, without any weapon 'cept a cigarette and a mosquito?"

"I think I've got a pretty good idea *how* he did it," Tom replied quietly. "The question is *who*? Anybody come down to Dobie on the train with you, Drusilla?"

"Why, yes," said the girl. "When I said I was coming here to consult you—well, naturally, being the most interested person in the case, the . . ."

"Hold it, Drusilla," whispered Tom. "I kind of think we got a visitor."



"Well, well!" It was a hearty voice. "I rather thought I'd find you here, Miss Drake. And this must be the famous Tom Mix -- and Sheriff Mike Shaw, I believe. Well . . . isn't anyone going to ask me to come in?"

"Sure thing," said Tom slowly. "Come right in. Drusilla, Mike and I were just talkin' about your Unseen Killer. Pull up a chair."

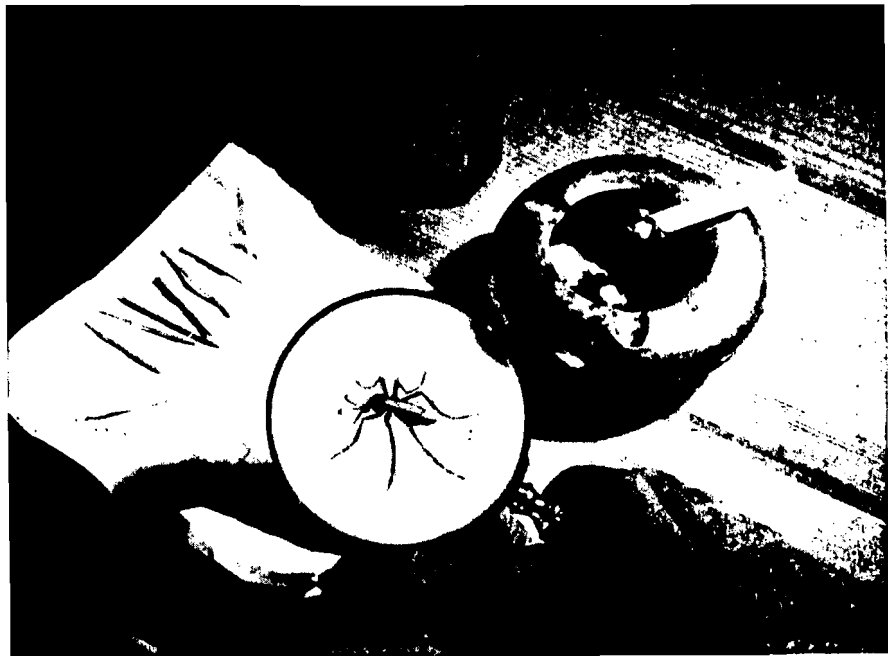
"Thanks a lot. Mind if I smoke? The mosquitoes seem to be unusually bad around this part of the country this year -- especially around those old-fashioned lamps. And I find that a cigarette helps to drive them . . ."



"DON'T LIGHT THAT CIGARETTE!"

"Now, Mix -- my dear fellow, surely you don't think this cigarette is going to kill me."

"No," replied Tom, looking at the man steadily. "But I think it just *might* kill one of us!"



And Tom was right! The Unseen Killer was no longer invisible -- Tom knew *how* the murders were committed . . . and who did them! Here are all the necessary clues. Can you deduce from them -- just as Tom did -- how the killings were done and who was the killer? After you think you have figured out the answer, turn to bottom of page 24 and see if you are right.





Not so many years ago, America was a wilderness. Straight Shooters with vision, determination, honesty and courage turned it into the greatest nation on earth.

Today, America needs Straight Shooters more than ever—alert, fearless, upright boys and girls

who will carry on the ideals that have made this country strong. By joining the Tom Mix Ralston Straight Shooters of America you are pledging yourself to help build a glorious future for America. Live up to your pledge! Be proud you are a Straight Shooter and America will be proud of you.

### ALL STRAIGHT SHOOTERS TAKE THIS PLEDGE OF ALLEGIANCE

Read the Pledge carefully so that you fully understand it. Then take the Pledge by reading it aloud in the presence of your father or mother. Finally, sign it in the space provided.

## The Ralston Straight Shooters' Pledge of Allegiance

As a loyal American and faithful follower of Tom Mix, I pledge allegiance to his Ralston Straight Shooters of America and promise to obey, to the best of my ability, the following rules:

1. I promise to shoot straight with my parents by obeying my father and mother, and by eating the food they want me to eat.

2. I promise to shoot straight with my friends by telling the truth always, by being fair and square in work or play, by trying always to win, and by being a good loser if I lose.

3. I promise to shoot straight with myself, by striving always to beat my best,

by keeping my mind alert, and my body strong and healthy.

4. I promise to shoot straight with Tom Mix by regularly eating Ralston, Official Straight Shooters' Cereal, because I know Ralston is just the kind of cereal that will help build a stronger America.

I have taken the Straight Shooters' Pledge of Allegiance.

Sign your Name Here .....

# CONFIDENTIAL

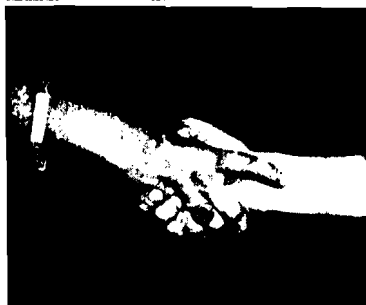
**IMPORTANT:**

The information contained on these pages is very confidential. You must never reveal the Secrets of the Straight Shooters to anyone, either by telling anybody about them or by showing these pages of your Manual. Remember to keep your Manual in a secret place.



## THE SECRET SALUTE

Straight Shooters always greet one another with the secret salute. Here's how to make it. Extend the trigger finger of your right hand. Close all other fingers. Raise your hand to head so that trigger finger touches your right temple. Then drop hand smartly to your side. When a Straight Shooter gives you the secret salute, you must always return it. If you are in doubt as to whether a stranger is a Straight Shooter, give the salute. If he does not return it, you know he is not a member.



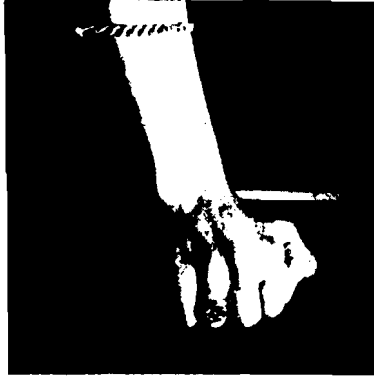
## THE SECRET GRIP

This secret grip is used only among Straight Shooters. Never use it unless you are absolutely sure you are shaking hands with a Straight Shooter. **IT MUST NEVER BE USED WITH STRANGERS.** Here's how to give the secret grip: Keep your trigger finger straight when shaking hands, so that it will touch the other Straight Shooter's wrist. Then press twice with your trigger finger. A Straight Shooter will answer by pressing your wrist twice with his trigger finger. Whisper the password when you give the grip.



## THE SECRET PASSWORD

The secret password of the Straight Shooters is always given with the secret grip. It should never be spoken above a whisper. The password is given whenever a Straight Shooter wants to find out if another person is a member. The first Straight Shooter whispers the word "RAL." The second Straight Shooter should then whisper the word "STON." Afterwards, both Straight Shooters whisper "RALSTON." The password must be given at all secret meetings of the Straight Shooters.



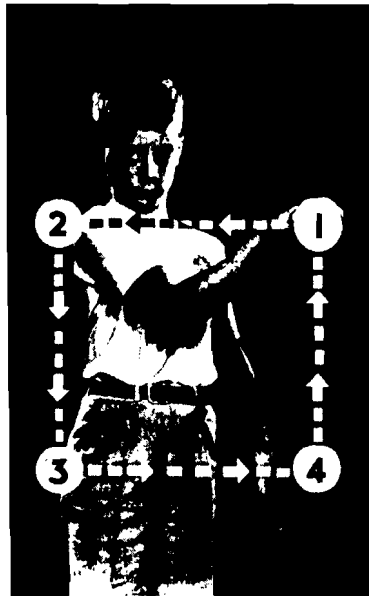
### THE SECRET KNOCK

Always seek admission to secret Straight Shooters' meetings by using the secret knock. It consists of two parts. First, knock three times rapidly—once each for letters EAL. Then, more slowly, knock four times more—once each for letters STON. If you are outside, and wish to know if passing stranger is a Straight Shooter, give secret knock on fence or post. If stranger is a Straight Shooter, he will reply with salute.



### THE SECRET WHISTLE

The secret whistle is used by one Straight Shooter to attract attention of another. You will, of course, use the whistle that is built into your official Straight Shooter Ring or Badge. Whistle consists of two parts. First part—three short rapid whistles, one each for letters EAL. Second part—four slower whistles—one each for STON. Practice until you can whistle it perfectly. Never whistle it without cause. Particularly if strangers are around. And, whenever you hear the Straight Shooter whistle, answer it.



### THE SECRET FLASHLIGHT SIGNAL

This signal can be used at night to attract attention of other Straight Shooters. Here's how to make it: Hold flashlight in right hand, right arm extended and thrown across body—so right hand is in front of left shoulder. Then draw a Raiston checkerboard square in the air (1) by swinging flashlight across body to right (2) by swinging flashlight down (3) by swinging back across body to left (4) by swinging upwards to starting point. See the diagram at left. To reply to this signal, use secret whistle.



# THE STRAIGHT SHOOTERS THEME SONG

TO THE TUNE OF "WHEN THE BLOOM IS ON THE SAGE," WRITTEN BY FRED HOWARD  
Published by Courtesy of M. M. Cole Publishing Company

CHORUS

1. Eat Hot Ral-ston ev-ry morn-ing Boy, that fla-vor can't be beat! It's a  
2. Shred-ded Ral-ston for your break-fast Starts the day off shin-ing bright. Gives you

warm-up, build-up break-fast Made of gold-en west-ern wheat. It's de-  
lots of cow-hoy en-er-gy With a fla-vor that's just right. It's de-

li-cious And nu-tri-tious Gives you cow-boy en-er-gy Take a tip from Tom Go and  
li-cious And nu-tri-tious Bite size and ready to eat; Take a tip from Tom Go and

tell your Mom Ral-ston is the tops with me!  
tell your Mom Shred-ded Ral- ston can't be beat.

*rit.*

When the Bloom is on the Sage 9-2



Tom Mix: late star has groupies.

## Actor's Fans To Mix It Up

DuBOIS, Pa. (UPI) — Tom Mix, the straight-shooting "King of the Cowboys," may be gone but he is not forgotten by thousands of fans gathering in the western Pennsylvania town where the film star grew up.

The fans, many decked out in boots and spurs, are meeting this week for the fourth annual Tom Mix Festival, a four-day shoot-em-up to honor the film star of the 1920s and '30s.

"Tom Mix set the stage, both in attire and acting ability, for all the cowboys of that era," said Dr. Richard F. Seiv-erling, the event's founder.

A lifelong Mix fan, Dr. Seiv-erling is a charter member (1933) of the Tom Mix Ralston Straight Shooters Club, and he organized the first festival in 1980 to mark the film cowboy's 100th birthday.



**ANSWER TO "THE MYSTERY OF THE UNSEEN KILLER"**

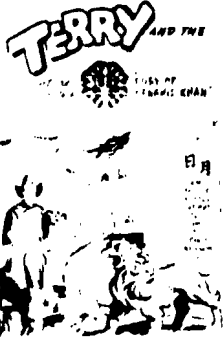
The victims were killed by tiny poisoned darts, *blown* through a cigarette by the Unseen Killer. The victims were always killed in the evening . . . and they *thought* they were stung by mosquitoes! And the Killer himself? The one man who was closest to the victim who died while being questioned about the extortion note he had received — the State's Attorney!



### TENNESSEE JED

Tennessee Jed Sloan was a Civil War era mountain man type sharpshooter. A Davy Crockett-like do-gooder who could always hit his target "dead center." Tennessee Jed was heard on ABC from 1945 to 1947. *Top Bred* was the sponsor.

	Good	Fine	Mint
T310 Magic Tricks Booklet	15	20	25
T315 Look Around Ring	30	40	50
T320 Paper Gun	15	19	23



T375



1520-535

### TERRY AND THE PIRATES

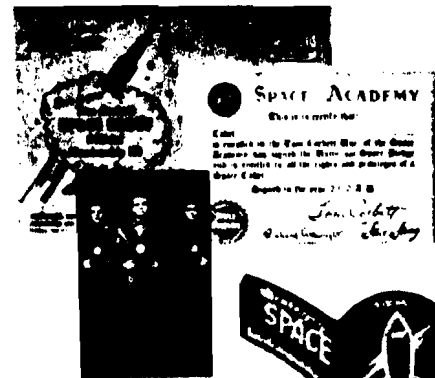
The radio version of *Terry and the Pirates* was faithful to the comic strip concept created by Milton Caniff. The program featured all the leading characters - Terry, Burma, Hotshot Charlie, Pat Ryan, Connie and the Dragon Lady. It began as a three times-a-week serial in 1937, with *Dari Rich* as sponsor, and probably aired continuously until 1948. Premiums prove that *Libby, McNeil, Libby* sponsored the show in the years 1941 and 1942 with *Quaker Oats* taking over in 1943. When World War II ended, the show's popularity seemed to drop sharply. During the Korean Conflict, Terry and the Gang were revived on TV with *Canada Dry Ginger Ale* as sponsor.

	Good	Fine	Mint
1941 T350 Terryscope	25	35	45

	Good	Fine	Mint
1942 T375 Victory Airplane Spotter	20	30	40
T378 "Ruby of Ginghis Khan" Game Book	25	35	45

	Good	Fine	Mint
1943-48 T380 Comic Strip Cast Drawings (set)	28	35	45
T385 Gold Detector Ring	25	30	35

	Good	Fine	Mint
1953 Pocket Size Comics - 36 pages:			
T390 Hotshot Charlie Flies Again	3	6	8
T391 Forced Landing	3	6	8
T392 Dragon Lady in Distress	3	6	8



T500



T502



T503



T642

### TOM CORBETT, SPACE CADET

*Tom Corbett, Space Cadet* began on ABC radio in January of 1952 and ended the same year. However, the show went on to have a successful TV run. The program was sponsored by *Kellogg's*. The action centered around young boys (Space Cadets) learning under the dedicated leadership of Captain Strong at the Space Academy located on the planet Luna. Tom's friends in battling space pirates and other futuristic rogues were Roger Manning (the wise guy of the crowd) and Astro (the strong guy). There was some overlap of radio and TV premiums.

	Good	Fine	Mint
Membership Kit			
T500 Space Academy Certificate	10	15	20
T501 Membership Pin	8	12	16
T502 Patch	15	20	25
T503 Cardboard Decoder	20	25	30
T504 Cadet Cast Photo	8	12	16
T505 Space Cadet News Vol. 1, No. 1	15	20	25
T520 535 Plastic Rings (16) each	6	10	15
T550 Belt Buckle Decoder	25	35	45
T560 Rocketship Flashlight Pin (plastic store item) with card	10	15	20

### TOM MIX

*Tom Mix* aired as a 15 minute NBC Blue and later Mutual network serial (and eventually complete half hour episodes) from 1933-1950. It was one of the longest running kids' programs and offered the most premiums. *Ralston*



T610

of *Checkerboard Square* was the sponsor from beginning to end.

Except for lending his name and posing for advertising stills, Tom Mix had nothing to do with the program. Much was made of his experience as a movie stunt man, his wounds in the Spanish-American War, the Boxer Rebellion and the Boer War.

As the story went, Mix also served as a Western sheriff, a U.S. Marshal and a Texas Ranger. It's no wonder he didn't have time to do the daily radio show because he was also the "World's Champion Cowboy" of the rodeo circuit, trained Tony the "Wonder Horse," "made more Hollywood movies than anyone on the screen, formed his own circus and played command performances before the crown heads of Europe. Throughout all of these exploits he found time to recover from 12 gunshot wounds, 47 movie stunt injuries, 22 knife wounds and a four square inch hole in his back suffered in a dynamite explosion.

Actually, most of what has become known as the "Tom Mix legend" has been discounted as pure press agentry. The most likely hazards in his life were fast cars, fast motorcycles, and fast women. Mix died in an auto accident in 1940, but the show continued just as it always had.

The characters were described as Radio's Tom Mix, the Old Wrangler, Sheriff Mike Shaw, Wash, the cook, Pecos Williams, Jimmy and Jane, and the man who repossessed the T-M Bar ranch, miserly Amos Q. Snood. But the Tom Mix phenomenon that served so well in the depression and survived near character destruction during the Second World War could not compete in the age of television. It was Hoppy's turn.

	Good	Fine	Mint
1933			
T600 Life of Tom Mix Manual	30	38	48
T601 Life of Tom Mix Manual and Premiums Catalog (enlarged edition)	28	35	45
T602 Horseshoe Nail Ring (no markings) (No way to tell if original)			
T603 Premium photo 4" x 6"	7	10	15
T604 Straight Shooters Cloth Emblem	20	28	35
T605 Bandana	22	30	38
T606 Wooden Gun (opens and cylinder spins-rubber stamp markings on handle)	35	50	70
T607 Western Lariat	20	32	40
T608 Gook Luck Spinner	12	17	22
T609 Genuine Leather Cuffs with Tom Lario	25	30	35
T610 Lario	25	30	35
T611 Spinning Rope	25	30	35
T612 Cowboy Hat	30	40	50
T613 Spurs with Leather TM Strap	35	45	55
1934			
T620 Lariat Tricks and Stunts Booklet	18	25	30
T621 Paperboard Face Mask of Tom	30	40	50
T622 Premium Catalog	10	15	20
T625 Zyp Gun in TM Envelope	20	25	30
T627 Photo Set "A"	15	20	25
T628 Photo Set "B"	15	20	24
Individual Photos each	3	4	5
1935			
T630 Straight Shooters Ring	20	28	35
T631 Lucky Charm	25	30	35
T632 Branding Iron	25	30	35
T633 Leather Cuffs with TM Bar Brand	25	32	40
T634 Wooden Gun in Holster and Cartridge Belt	50	75	100
T635 Unmarked Compass Magnifier (silver)	8	12	15
T637 Automatic Pencil	7	9	12
T639 Straight Shooter Stationery	10	15	20
T640 Western Movie (Cardboard box with 30-frame paper movie)	35	55	75
T642 Straight Shooters Bracelet	20	30	40
T643 Cowboy Chaps	20	25	40
T644 The Trail of the Terrible Six Book			



T600



T601



T756



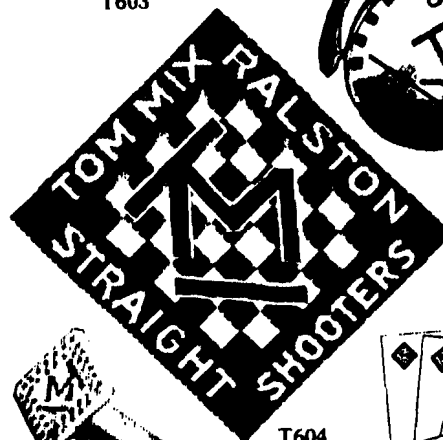
T780



T603



T608



T604



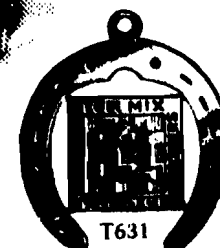
T632



T628



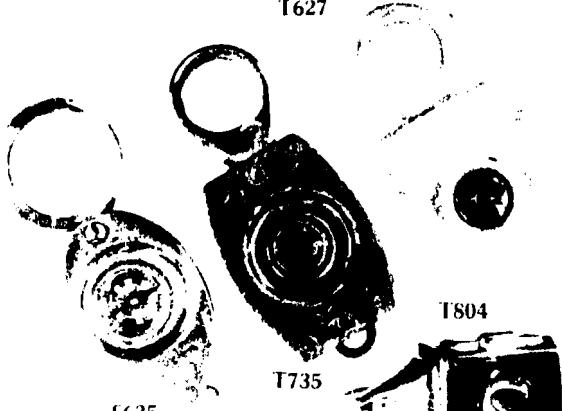
T621



T630



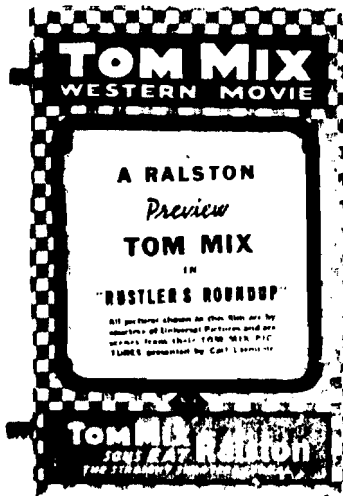
T627



T635

T735

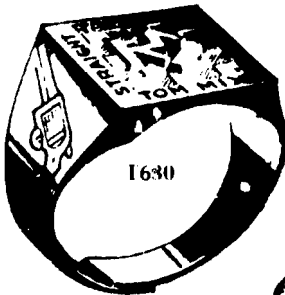
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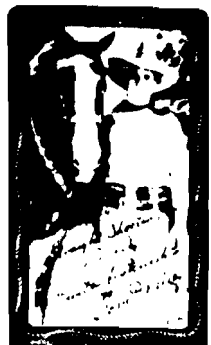
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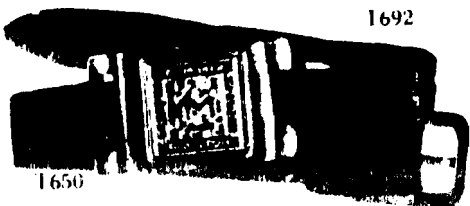
T644



T630



T641



T650

	(3" x 3 1/2" x 1/2" --- 80 pages)	8	12	15
T645	Sweat Shirt	20	30	40
T646	Straight Shooter Cap	15	25	35
T647	Cowboy Shirt	20	25	30
T648	Cowboy Vest	20	25	30
T649	Cowgirl Skirt	25	30	35
T650	Leather Strap Lucky Wrist Band	20	28	35
T651	Sun Watch	25	30	35
<b>1936</b>				
T660	Flying Model Airplane Kit	25	28	34
T662	Wooden Gun (Revolving Cylinder - does not open - cardboard handles)	35	45	60
T663	Rocket Parachute	30	45	55
T664	Skull Cap	15	20	25
T665	Premium Catalog	10	15	20
T667	Fountain Pen	12	17	22
T668	Girl's Dangle Bracelet with four charms (TM Brand, Tom on Tony, Steer Head and Six Gun)	35	45	55
T669	Championship Belt (Red & Black Checkerboard) and Buckle	25	35	45
T669A	Buckle only	14	18	23
<b>1937</b>				
T670	Premium Catalog	10	15	20
T672	Signet (Initial) Ring	30	37	45
T674	Postal Telegraph Set (Blue)	22	28	36
T675	Gold Straight Shooter's Badge	15	22	30
T676	Silver Straight Shooter's Badge	15	22	35
T678	Care Instructions for Live Baby Turtle (Branded Live Turtles now extinct)	10	15	20
T678A	Live Turtle Newspaper Ad	2	4	6
T679	Movie Make-up Kit (first version)	24	35	50
T679A	Make up Kit Tins Only (unprinted TM Brand & w. Charcter Type Imbossed in Lid)	4	5	6
T680	Straight Shooters News Vol 1, No. 1	20	25	35
T681	Straight Shooters News Vol 1, No. 2	18	22	30
<b>1938</b>				
T690	Premium Catalog	8	12	16
T691	Telescope	18	28	40
T692	Photo in Silver Frame	27	35	45
T692A	Frame only	10	12	15
T693	Secret Ink Writing Set (Manual, Ink Developer and Cardboard Decoder)	25	30	35
T694	Telephone Set	30	38	48
T695	Wrangler's Badge	20	22	25
T696	Ranch Boss Badge	30	40	50
T700	Mystery Ring (Look-In Picture Ring)	30	35	40
T702	Bullet Flashlight-Nickel Plated Brass with Paper Decal	22	28	35
<b>1939</b>				
T710	Premium Catalog	7	12	15
T711	Periscope	18	25	32
T712	Pen and Pencil Set	10	15	22
T714	Wooden Gun, no moving parts	25	40	55
T715	Three-color Flashlight	20	35	45
T716	Streamline Parachute Plane	30	40	50
T718	Pocket Knife	22	27	32
<b>1940</b>				
T730	Premium Catalog	7	12	15
T731	Gold Ore Charm	20	28	35
T732	Gold Ore Watch Fob	15	20	25
T733	Gold Ore Assayer's Certificate	5	10	15



- T734 Indian Blow Gun and Target
- T735 Brass Compass and Magnifier
- T736 Electric Telegraph Set (Red) w/instructions
- T737 Elephant Hair Ring w/instructions
- T738 Tom Mix Comics #1
- T739 Movie Make-up Kit (second version)
- T739A Black & Red Tins each
- T740 Tom Mix Comics #2

25	40	60
22	30	38
25	35	50
40	50	60
35	60	85
23	29	35
3	4	5
28	40	50

**1941**

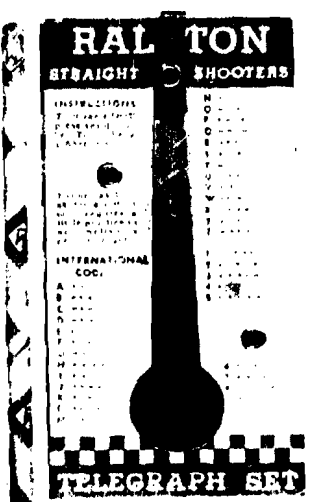
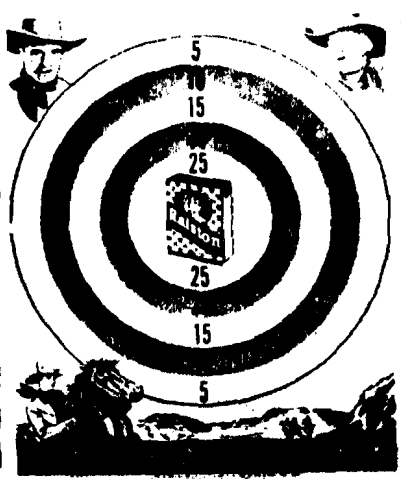
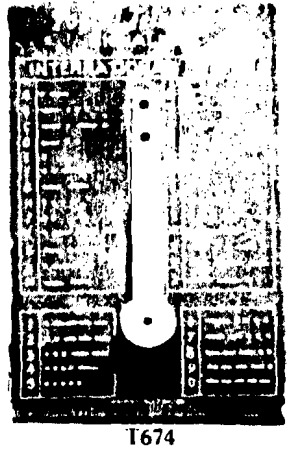
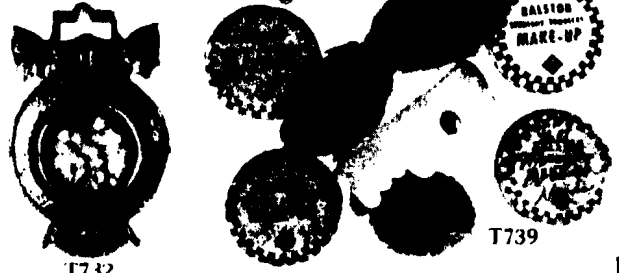
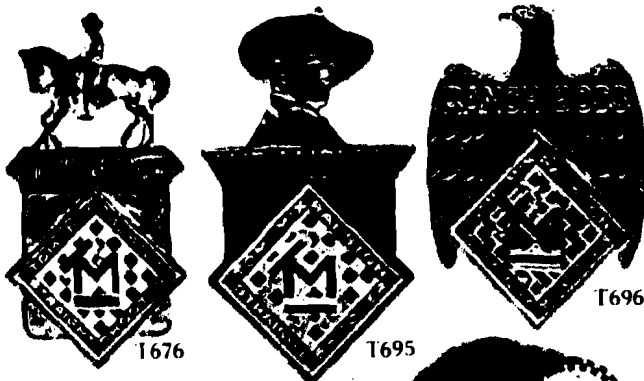
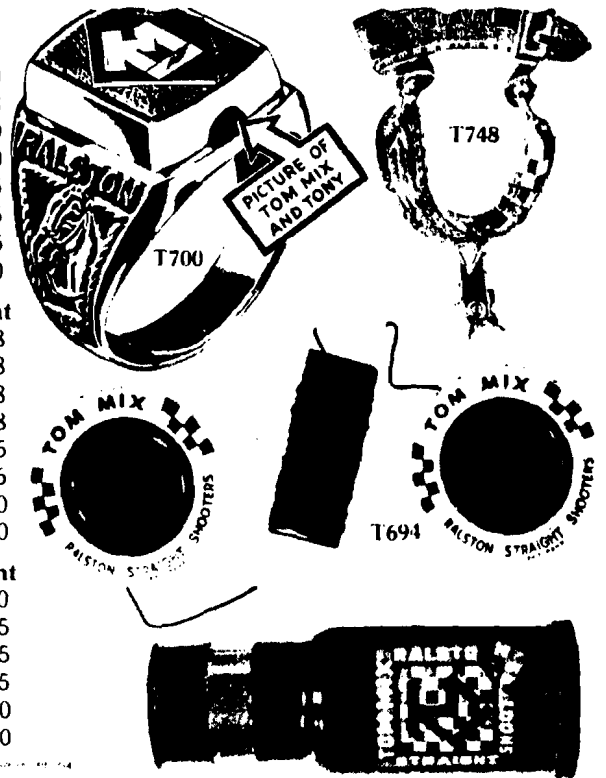
- T750 Tom Mix Comics #3
- T751 Tom Mix Comics #4
- T752 Tom Mix Comics #5
- T753 Tom Mix Comics #6
- T754 Tom Mix Comics #7
- T755 Six Gun Decoder
- T756 Manual (16 pages)
- T748 Captain Spur Medal

Good Fine Mint		
20	26	38
20	26	38
20	26	38
22	26	38
25	35	45
22	30	36
40	50	60
30	50	70

**1942**

- T770 Signature Ring
- T771 Tom Mix Comics #8
- T772 Tom Mix Comics #9
- T773 Tom Mix Commandos Comics #10
- T774 Tom Mix Commandos Comics #11
- T775 Tom Mix Commandos Comics #12

Good Fine Mint		
22	30	40
25	35	45
20	25	35
25	35	45
25	35	50
25	35	50



T738

T774

T734

T736



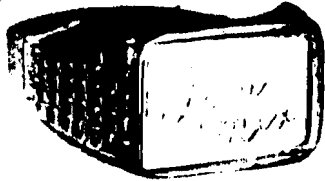
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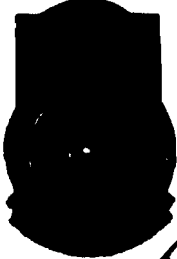
T791



T782



T770



T755



T792



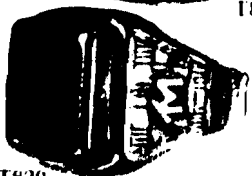
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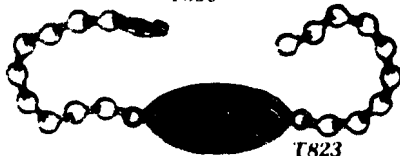
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T802



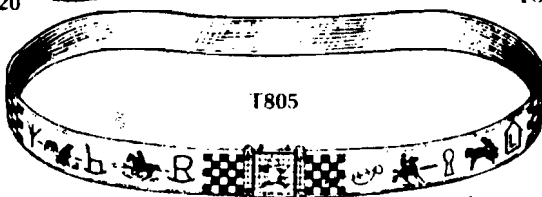
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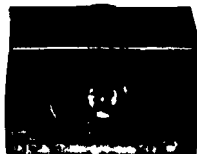
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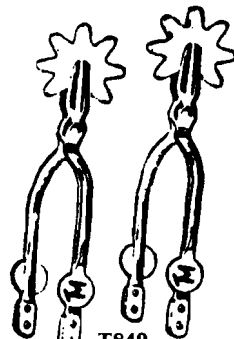
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T805



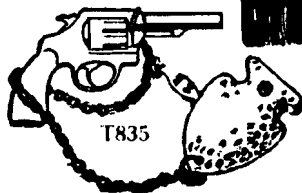
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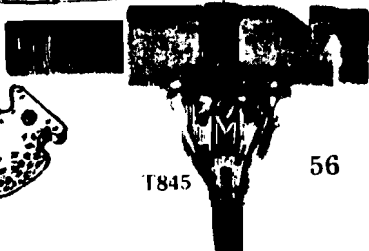
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T861



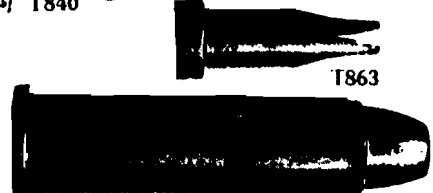
T835



T845



T842



T863

1944

- T780 Secret Manual
- T782 Spinning Siren Ring

Good	Fine	Mint
30	38	50
30	35	40

1945

- T790 Glow-In-Dark Ribbon and Medal
- T791 Story Manual (Chuck Wagon on front) Original
- T791A Reproduction
- T792 Felt Patch

Good	Fine	Mint
30	40	55
25	35	45
3	4	5
30	34	40

1946

- T800 Dobbie Country Siren Sheriff Badge
- T802 Look Around Ring
- T804 Glow In-Dark Compass and Magnifier
- T805 Secret Compartment Buckle and Plastic Belt
- T805A Secret Compartment Buckle only
- T806 Decoder Pinback Buttons (5 pinbacks Depicting Curley Bradley, Mike Shaw, Jane, Wash and Tony. Each has a secret word on the reverse.) Set with Instruction card
- Individual Pinback Buttons
- T811 Curley Bradley Fan Post Card

Good	Fine	Mint
20	28	35
22	30	40
12	18	25
20	30	45
20	35	45
3	4	6
8	12	18

1947

- T820 Magnet Ring
- T823 Identification Bracelet

Good	Fine	Mint
20	28	35
15	20	25

1948

- T663B Rocket Parachute (Reissue)
- T830 Mystery of Flaming Warrior Book (Hardback Book in Dust Jacket)
- T835 Gun and Arrowhead Compass-Whistle

Good	Fine	Mint
30	45	55
25	35	45
35	45	60

1949

- T840 Glow-In-The-Dark Spurs (Aluminum with glo rowels)
- T842 Lucite Signal Arrowhead
- T845 Siding Whistle Ring
- T846 Television Set (Chocolate Brown)
- T847 Premium Sheet (Blue)

Good	Fine	Mint
30	35	40
18	22	26
25	30	35
15	20	25
10	15	20

1950

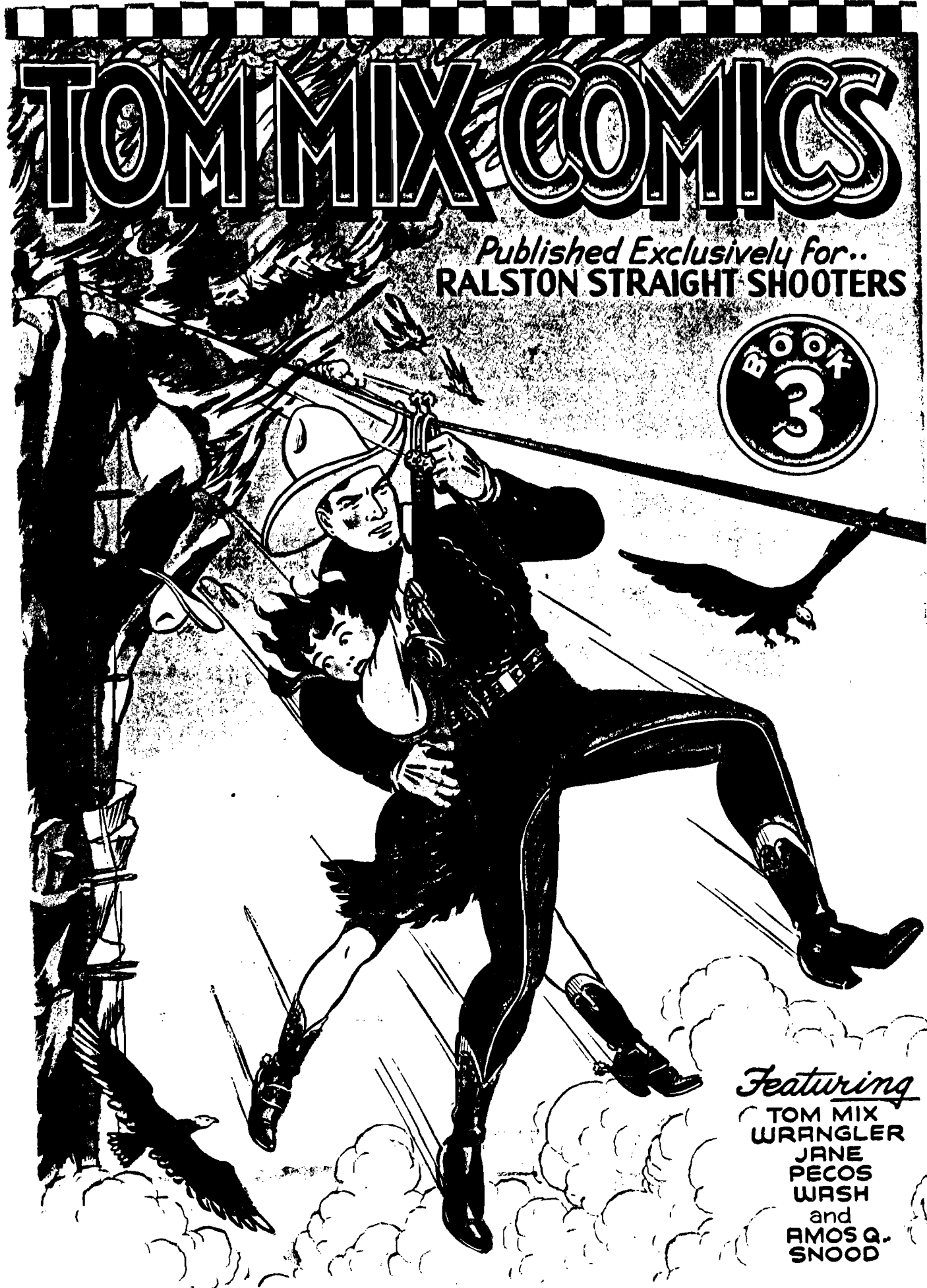
- T860 Television Set (Reddish Brown)
- T860A Gold Plated Ralston Executive TV Sets (only 200 made)
- T861 Magic Light Tiger-Eye Ring (plastic)
- T863 Golden Plastic Bullet Telescope with Magic Tone Birdcall
- T864 Premium Sheet (Yellow)

Good	Fine	Mint
8	10	12
20	25	30
30	50	75
18	25	32
10	15	20

# TOM MIX COMICS

Published Exclusively for..  
**RALSTON STRAIGHT SHOOTERS**

BOOK  
**3**



*Featuring*  
TOM MIX  
WRANGLER  
JANE  
PECOS  
WASH  
and  
AMOS Q.  
SNOOD

# TOM MIX *and* THE PAYLODE MINE MYSTERY

TOM, JANE AND PECOS RETURNING FROM THE CAPTURE OF LA PUMA, ARE FRANTICALLY HAILED BY WASH AND THE LOVELY NEVADA CRAWFORD...



DEBBILS! MISTAH TOM! GHOS'S! DEY DONE TOOK MISTAH CRAWFORD UP IN SMOKE!

IT'S TRUE, TOM! WASH IS RIGHT! DAD HAS VANISHED IN SMOKE!

TAKE IT EASY, NEVADA! TELL US ABOUT IT!

DAD LEASED THE SUPPOSEDLY WORTHLESS PAYLODE MINE FROM COLD-DECK HAWKINS, THE GAMBLER AND STRUCK IT RICH! COLD-DECK TRIED TO CANCEL OUR LEASE-- AND WHEN THAT FAILED HE THREATENED US! THEN---THIS MORNING---

CHILD--WE'VE STRUCK IT RICH! --AND AS LONG AS WE PAY THE RENT TO COLD-DECK, HE CAN'T DRIVE US OFF! SOON YOU'LL HAVE ALL THE PURTY THINGS A GAL SHOULD HAVE!

DAD! LISTEN! I HEAR A WHISTLE!

LOOKS LIKE A COUPLE OF COLD-DECK HAWKINS' THUGS-- GIMME MAH GUN!!

OH, DAD-- BE CAREFUL THEY'LL DO ANYTHING TO GET THE MINE!



GIT OFF-N THIS PROPERTY-- AFORE I--

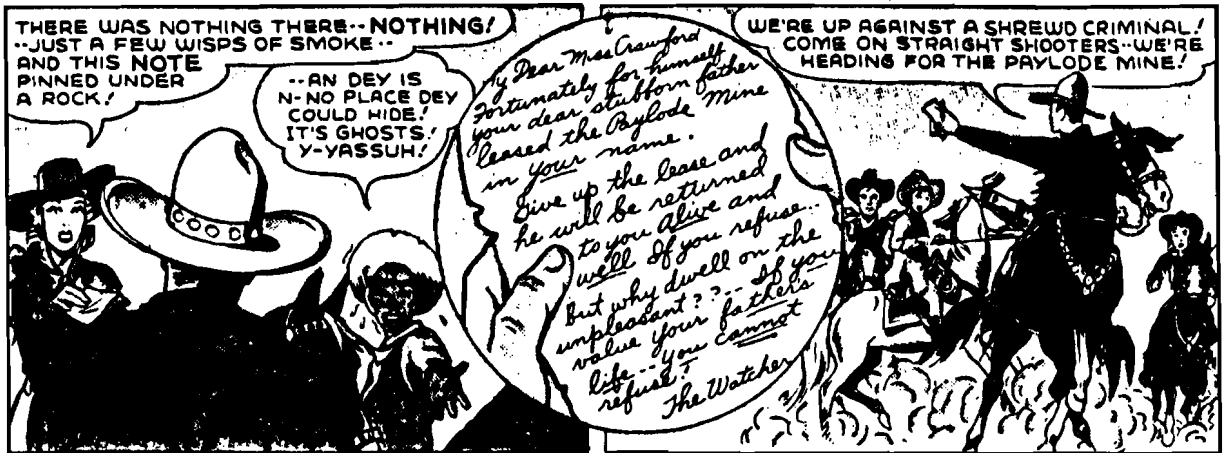
A SUDDEN MOVEMENT FROM ONE OF THE THUGS--A FLASH--A CRASH--AND A BILLOWING CLOUD OF SMOKE SLOTS OUT ALL THREE MEN!



---AND WHEN I GOT THERE ALL THREE MEN HAD VANISHED!!--!



THRILLING TOM MIX ADVENTURES ON THE AIR FROM COAST TO COAST! MON. thru FRI. ~5:45 P.M. ~Blue Network !!



THERE WAS NOTHING THERE--NOTHING!  
--JUST A FEW WISPS OF SMOKE--  
AND THIS NOTE  
PINNED UNDER  
A ROCK!

--AN DEY IS  
N-NO PLACE DEY  
COULD HIDE!  
IT'S GHOSTS!  
Y-YASSUH!

My Dear Mrs Crawford  
Fortunately for himself  
your dear stubborn father  
leased the Paylode Mine  
in your name.  
Give up the lease and  
he will be returned  
to you alive and  
well. If you refuse  
but why dwell on the  
unpleasant? ... If you  
value your father's  
life-- You cannot  
refuse!  
The Watcher

WE'RE UP AGAINST A SHREWD CRIMINAL!  
COME ON STRAIGHT SHOOTERS--WE'RE  
HEADING FOR THE PAYLODE MINE!



GID-DAP, ZOBELIA!  
AH DON'T WANTS  
TO BE ALONE WID  
ALL DEM GHOS'  
ROUN' HERE!



IT WAS RIGHT AT  
THIS SPOT HE  
DISAPPEARED  
IN SMOKE!

H-M-M-M  
ASHES!

OW-W! DEY DONE BURNED UP!  
A-WAAA!



TOM, DOESN'T THAT  
UNDERGROUND  
RIVER THAT EMPTIES  
INTO WHITE FALLS  
POOL, PASS  
UNDER HERE  
SOMEWHERE?

JANE, THAT'S IT!  
YOU'VE GIVEN ME  
THE CLUE TO THE  
MYSTERY!



I'M DIVING INTO THIS POOL! IF I  
DON'T COME UP IN FIVE MINUTES  
RIDE TO WHITE FALLS AND  
KEEP YOUR EYES OPEN!

GEE!

B-B-BUT,  
MISTAH  
TOM--

BUT TOM--NO  
MAN CAN STAY  
UNDER WATER  
THAT LONG--  
AND LIVE!

PECOS SAYS: "PAZAZZ MAKES YOU BETTER AT SPORTS AN' SCHOOL - AN' PAZAZZ IS WHAT RALSTON GIVES YOU!"



OH, TOM... BE CAREFUL. THE WATER LOOKS AWFUL DEEP!

THIS WHOLE MYSTERY IS TOO DEEP!

AWA-A! PO' MISTAH TOM!



PECOS! THE FIVE MINUTES ARE UP! I'M FRIGHTENED! WHAT HAS HAPPENED TO TOM?

MISTAH TOM!! MISTAH TOM! PLEASE COME UP!.. DOAN' LEAVE YO OLE WASH!

STEADY STRAIGHT SHOOTERS! WHEN TOM GITS ON THE TRAIL ANYTHING CAN HAPPEN. COME ON!.. WERE A-HEADIN' FOR WHITE FALLS!



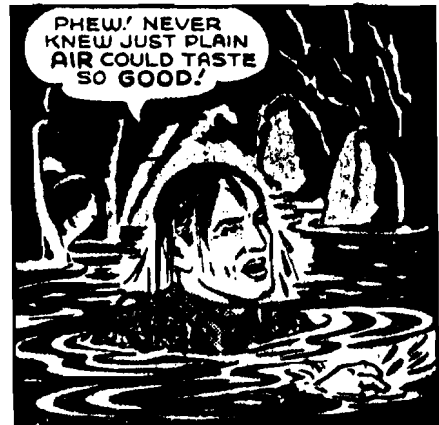
MEANWHILE, TOM.. LUNGS STRAINED TO THE BURSTING POINT, GROPEs FRANTICALLY AMONG THE SLIMY ROCKS NEAR THE POOL'S BOTTOM!

THERE MUST BE A WAY OUT!

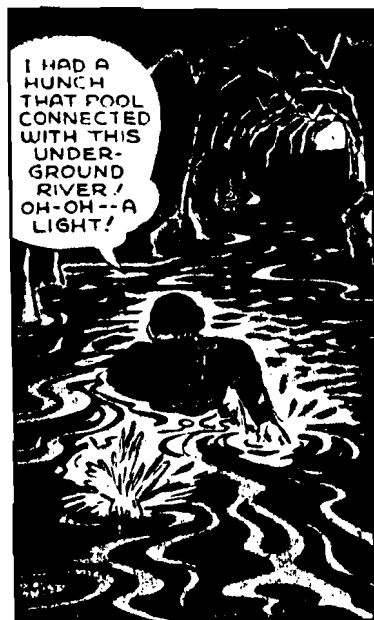
IF I CAN ONLY MAKE IT!



I'VE FOUND IT-- --AND JUST IN TIME



PHEW! NEVER KNEW JUST PLAIN AIR COULD TASTE SO GOOD!



I HAD A HUNCH THAT POOL CONNECTED WITH THIS UNDERGROUND RIVER! OH-OH--A LIGHT!



SO YER WET AN' COLD, EH, CRAWFORD?

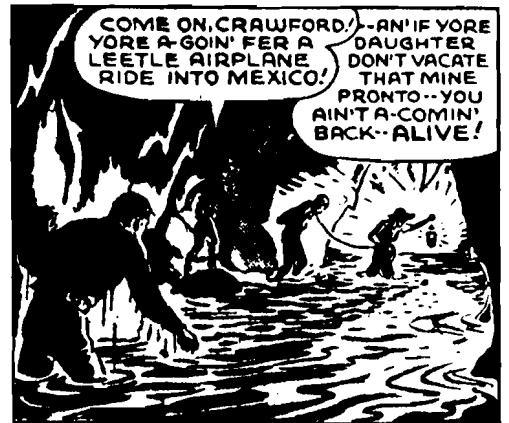
NOT HALF AS COLD AS YE'LL BE-- IF YER DAUGHTER MAKES ANY TROUBLE!

JUST AS I THOUGHT.. COLD-DECK HAWKIN'S MEN HOLDING CRAWFORD A PRISONER!-- I MUST GET TO CRAWFORD SOMEHOW..



HA! HA! CRAWFORD BET THAT PURTY DAUGHTER O' YOUR'N IS A WONDERIN' HOW WE DIS-APPEARED.

AW-CUT THE GAB--AN' GIT GOIN' COLD-DECK OUGHTA BE THERE WITH THE PLANE BY NOW!



COME ON, CRAWFORD!--AN' IF YORE DAUGHTER DON'T VACATE THAT MINE PRONTO--YOU AIN'T A-COMIN' BACK--ALIVE!



UNDER COVER OF THE GLOOM AND THE SLOSH OF WATER, TOM JOINS THE PROCESSION--WITH THE BANDITS NONE THE WISER.



PSS-T!--I'M TOM MIX! JUST KEEP SPLASHING SO THEY WON'T HEAR ME FOLLOWING!

QUIT MUMBLIN', CRAWFORD!--IT WON'T DO YER NO GOOD.



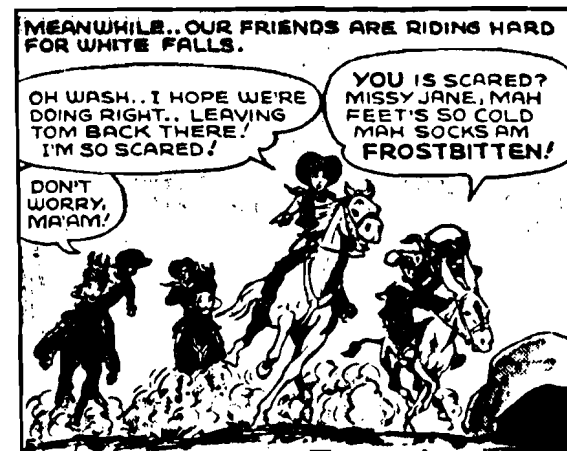
OK, HERE'S THE WAY OUT! DOUSE THE LIGHT, GYP, AND DIVE UNDER!

I'LL DRAG CRAWFORD UNDER WITH ME! SWIM FAST FER THE SHORE--OR YOU'LL GO OVER THE FALLS!



THE PARTY ARRIVES AT THE SHEER CLIFF THAT OVERLOOKS THE POOL ABOVE WHITE FALLS...

LOOK!--!-- AN AIRPLANE!



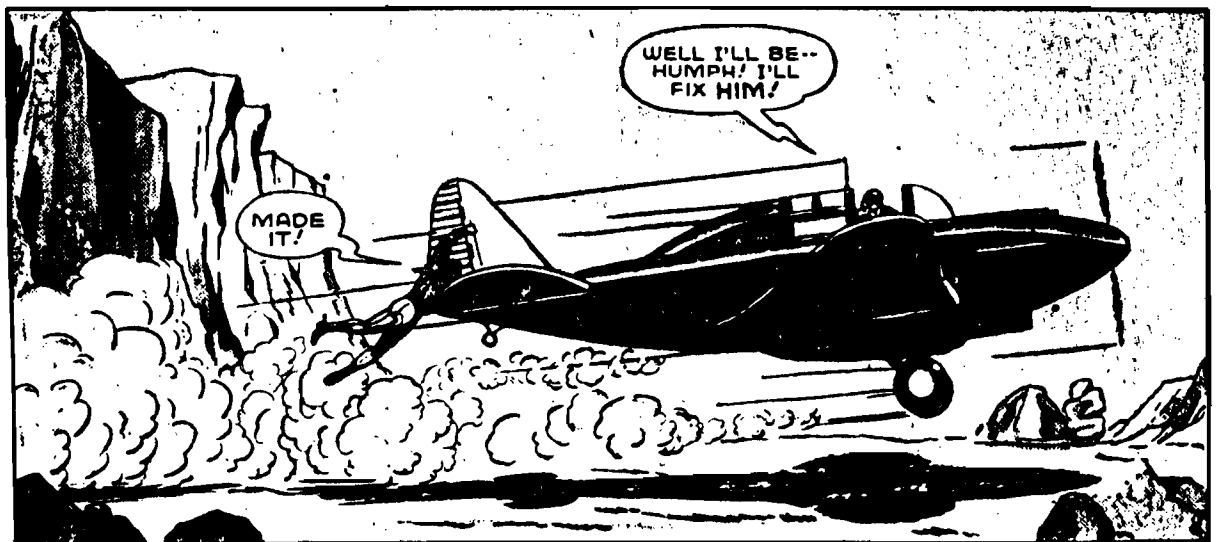
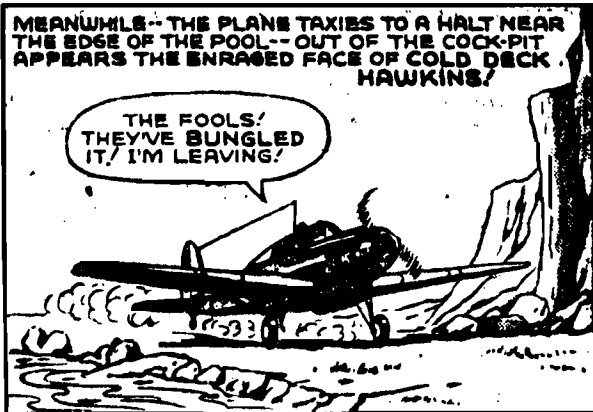
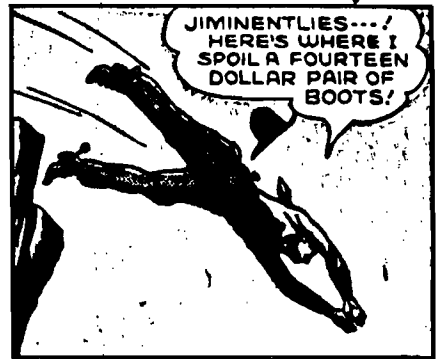
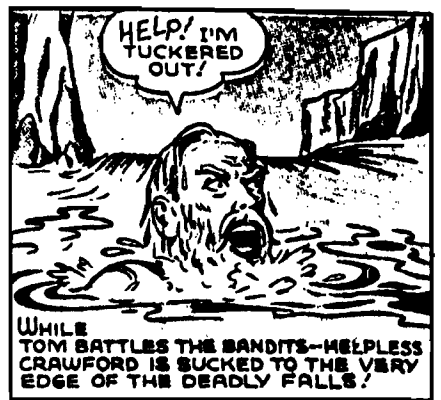
MEANWHILE... OUR FRIENDS ARE RIDING HARD FOR WHITE FALLS.

OH WASH... I HOPE WE'RE DOING RIGHT... LEAVING TOM BACK THERE! I'M SO SCARED!

YOU IS SCARED? MISSY JANE, MAH FEET'S SO COLD MAH SOCKS AM FROSTBITTEN!

DON'T WORRY, MA'AM!

JANE SAYS: "RALSTON HAS THE B' THAT HELPS MAKE KIDS STRONG - BUT-BETTER STILL - IT TASTES SWELL!"



FOR LAUGHS AND THRILLS-- DON'T MISS THE TOM MIX RALSTON STRAIGHT SHOOTERS ON THE AIR FROM COAST TO COAST!





HA! HA! CRAWFORD BET THAT PURTY DAUGHTER O' YOUR'N IS A WONDERIN' HOW WE DIS-APPEARED.

AW-CUT THE GAB--AN' GIT GOIN'! COLD-DECK OUGHTA BE THERE WITH THE PLANE BY NOW!



COME ON, CRAWFORD! YORE A-GOIN' FER A LEEETLE AIRPLANE RIDE INTO MEXICO!

--AN' IF YORE DAUGHTER DON'T VACATE THAT MINE PRONTO--YOU AIN'T A-COMIN' BACK--ALIVE!



UNDER COVER OF THE GLOOM AND THE SLOSH OF WATER, TOM JOINS THE PROCESSION--WITH THE BANDITS NONE THE WISER.



PSS-T! --I'M TOM MIX! JUST KEEP SPLASHING SO THEY WON'T HEAR ME FOLLOWING!

QUIT MUMBLIN' CRAWFORD!--IT WON'T DO YER NO GOOD.



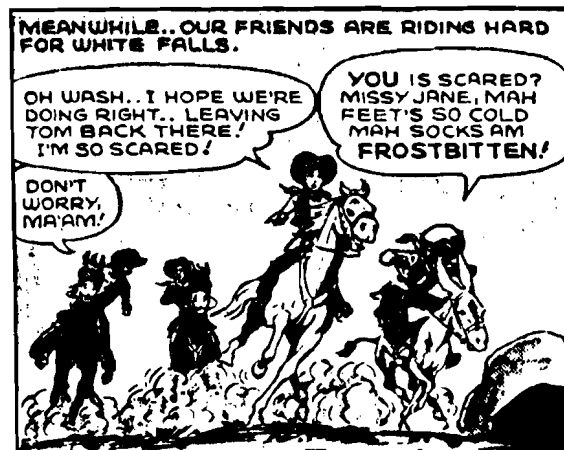
OK, HERE'S THE WAY OUT! DOUSE THE LIGHT, GYV, AND DIVE UNDER!

I'LL DRAG CRAWFORD UNOER WITH ME! SWIM FAST FER THE SHORE--OR YOU'LL GO OVER THE FALLS!



THE PARTY ARRIVES AT THE SHEER CLIFF THAT OVERLOOKS THE POOL ABOVE WHITE FALLS...

LOOK!--!-- AN AIRPLANE!



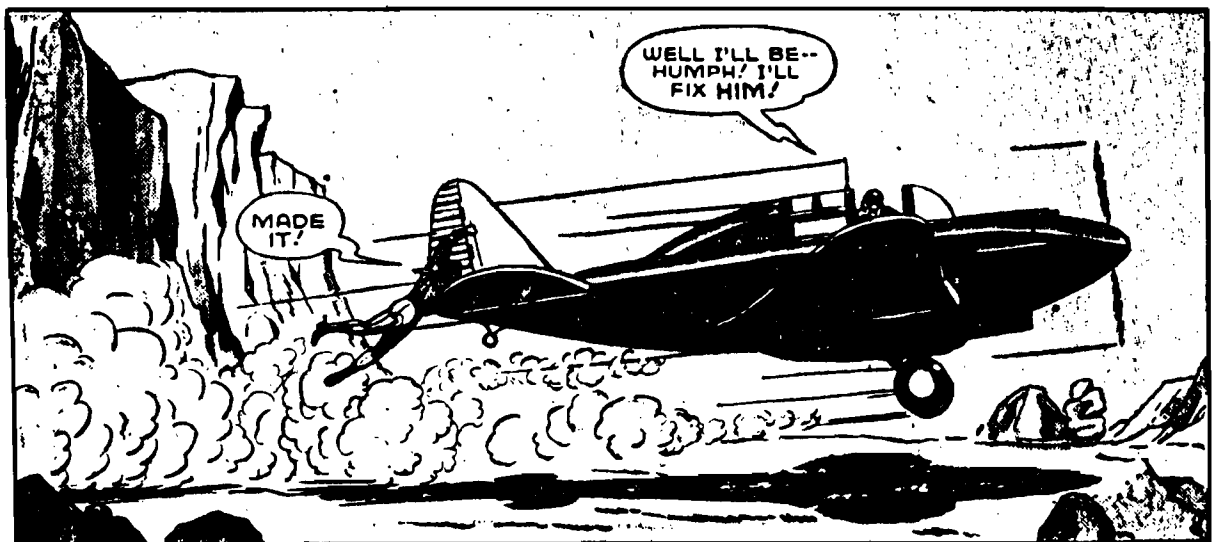
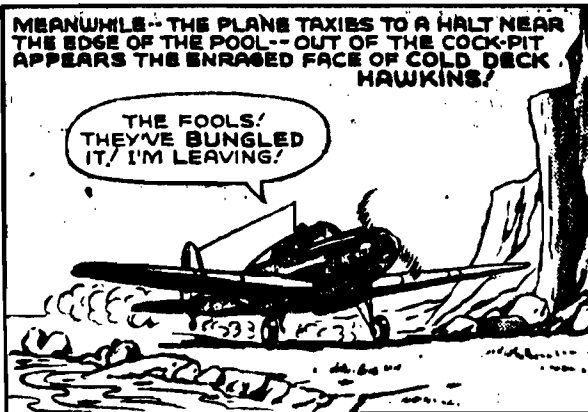
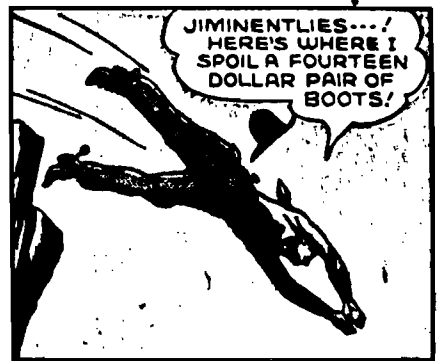
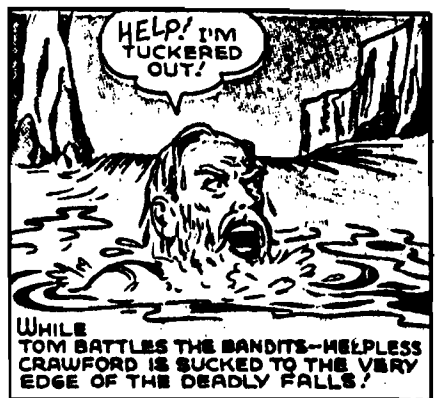
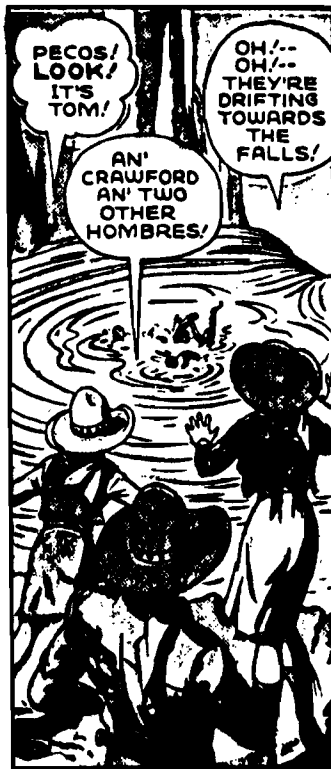
MEANWHILE.. OUR FRIENDS ARE RIDING HARD FOR WHITE FALLS.

OH WASH.. I HOPE WE'RE DOING RIGHT.. LEAVING TOM BACK THERE! I'M SO SCARED!

YOU IS SCARED? MISSY JANE, MAH FEET'S SO COLD MAH SOCKS AM FROSTBITTEN!

DON'T WORRY, MA'AM!

JANE SAYS: "RALSTON HAS THE B<sup>1</sup> THAT HELPS MAKE KIDS STRONG ~ BUT-BETTER STILL -IT TASTES SWELL!"



FOR LAUGHS AND THRILLS-- DON'T MISS THE TOM MIX RALSTON STRAIGHT SHOOTERS ON THE AIR FROM COAST TO COAST!



IT WON'T BE SO EASY, COLD-DECK! I'VE RIDDEN BAD BRONCS BEFORE!

IT MAY BE SO, TOM MIX---

--BUT THIS IS YOUR LAST RIDE!

A SCREAMING LOOP--AND TOM IS UPSIDE DOWN!  
 -- BUT HE PUNCHES HIS SPURS RIGHT THRU THE THIN METAL--AND RIDES LIKE A LOCOED WADDIE!

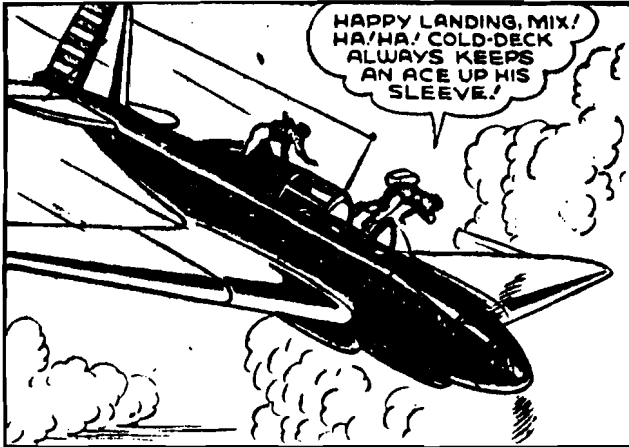
LOOPS--SPINS--- WHIP--STALLS--- -- POWER DIVES-- -- BUT TOM MIRACULOUSLY STILL HANGS ON!

CAN'T SHAKE YOU OFF, EH? MAYBE SOME LEAD WILL WEIGH YOU DOWN!

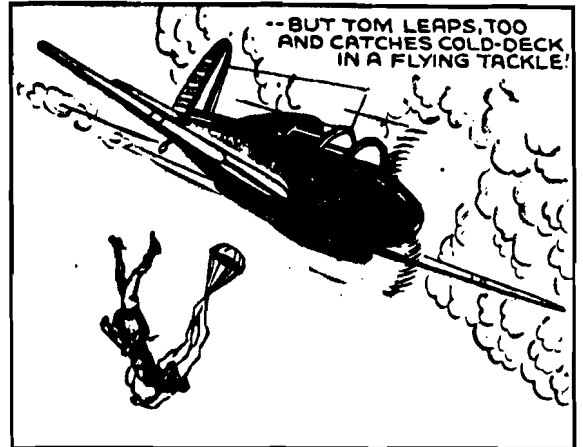
TOM'S 45 BARKS! COLD-DECK'S GUN IS SHOT OUT OF HIS HAND--AND TOM'S BULLET RICOCHETS AND CRASHES INTO THE DELICATE CONTROLS!

BLAST THE LUCK! HE'S WRECKED THE CONTROLS! THE PLANE'S DOOMED!

WASH SAYS: "AH DUNNO WOT DAT B' AM ~ BUT IF IT'S IN DAT SCRUMPTIOUS RALSTON~IT JES' GOTTA BE GOOD!"



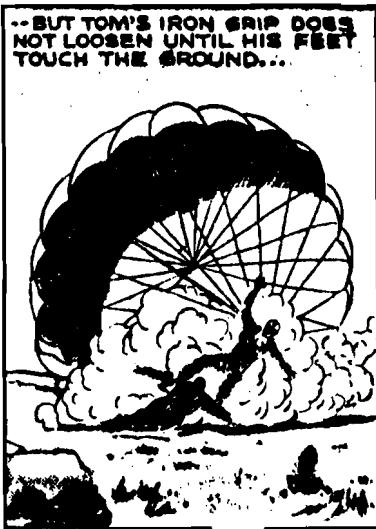
HAPPY LANDING, MIX!  
HA/HA! COLD-DECK  
ALWAYS KEEPS  
AN ACE UP HIS  
SLEEVE!



-- BUT TOM LEAPS, TOO  
AND CATCHES COLD-DECK  
IN A FLYING TACKLE!



LET GO!  
CURSE  
YOU!  
I'LL...  
I'LL...



-- BUT TOM'S IRON GRIP DOES  
NOT LOOSEN UNTIL HIS FEET  
TOUCH THE GROUND...



-- AND A TERRIFIC RIGHT  
FIXES COLD-DECK  
HAWKINS!



OH! TOM!  
ARE YOU  
ALL RIGHT?

SHUCKS, TOM...  
YOU DIDN'T  
LEAVE  
NOTHIN' FER  
ME TO DO!

WOW!  
DAT MISTUH  
COLD-DECK  
AM PLENTY  
COLD  
NOW!



BUT, TOM,  
HOW DID  
THOSE  
MEN AND  
MR.  
CRAWFORD  
GO UP  
IN  
SMOKE?

THEY DIDN'T!  
THEY DRAGGED  
CRAWFORD INTO  
THE WATER  
UNDER COVER  
OF A SMOKE  
BOMB!

OH, MR.  
PECOS--  
I THINK  
YOU  
WERE  
MAR-  
VELOUS.

WHO M-ME?  
I-I THINK  
YOU MA-AM  
--I-I MEAN  
--A-A-U  
SHUCKS!

HEE-HEE  
LOOKS LAK  
MISTUH  
PECOS AM  
AS SCARED  
OB WOMEN  
AS AM AM  
OB GHOSTS!

JANE SAYS: "FRIED RALSTON WITH SYRUP FOR SUNDAY BREAKFAST! OH BOY-Y-Y-Y!"

# TOM MIX THE VENGEANCE OF LA PUMA

OFF FOR A LONG PROMISED PICNIC ATOP BIG PINE MOUNTAIN, JANE, TOM AND WRANGLER LABOR UP THE STEEP ROCKY SLOPE TO THE FOOTBRIDGE KNOWN AS SPIDER'S WALK!

WAL, SOME HOSSES MUST HAVE GOT ACROSS! THE INJUNS CLAIM THAR'S WILD HOSSES UP YONDER!

GEE... NOW I KNOW WHY WE LEFT THE HOSSES BELOW... THEY COULD NEVER CROSS THIS BRIDGE!

BUT LITTLE DO THEY KNOW THAT LA PUMA WHOM TOM HAS JAILED FOR HIS EVIL DEEDS HAS ESCAPED! AND STALKS THEM WITH THE WILINESS OF THE BEAST FOR WHICH HE IS NAMED!

HA! HA! I WAIT TILL THEY ARE ON THE OTHER SIDE.. HIGH ON MOUNTAIN, AND THEN.. LA PUMA WILL HAVE HIS VENGEANCE!

PHEW! SOME CLIMB!-- BUT THE VIEW IS WUTH IT! WHAT SAY WE EAT, PODNERS? I'M POWERFUL HUNGRY!

IT'S BEAUTIFUL! SAY... WHAT'S THAT FUNNY HAZE DOWN THERE?

JUMPING JACKRABBITS! IT'S A FOREST FIRE SWEEPING UP THE MOUNTAIN! TOM! WE'RE TRAPPED!

GOSSH!

BACK ACROSS SPIDER'S WALK! LETS HOPE THE FLAMES HAVE NOT REACHED IT.

GIT GOIN! LUCKY THAT WIND IS BEARIN' THE FLAMES AWAY FROM SPIDER'S WALK!

BUT THE WIND MAY SHIFT ANY MINUTE! HURRY!

IT'S LA PUMA!

THE VARMINT! HE'S ESCAPED! I KNEWED THEY SHOULD HAVE HANGED HIM!

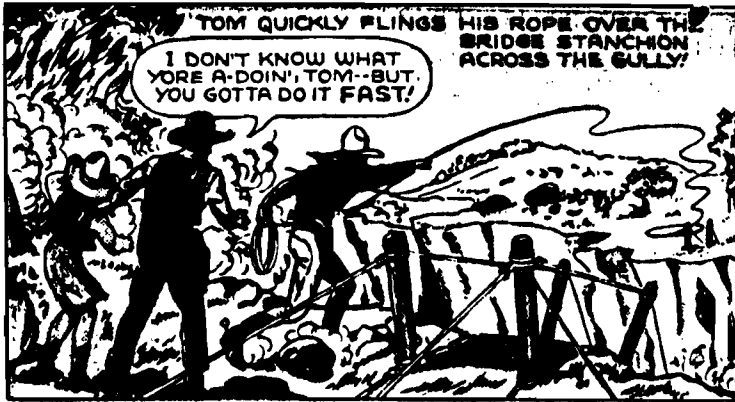
AH-A-A-A HOW YOU LIKE MY LEELE FIRE?... NOW YOU DIE LIKE PEEGS WHILE LA PUMA ESCAPES!

TOM! I-I'M FRIGHTENED! THE HEAT'S GETTING AWFUL!

THE WIND'S SHIFTED TOWARDS US, TOM! WE'RE DONE FOR!

STEADY, STRAIGHT SHOOTERS! I HAVE A PLAN!

REMEMBER: MONDAY thru FRIDAY ~ COAST TO COAST ~ 5:45 to 6:P.M. IS TOM MIX TIME ON THE AIR!!...



I DON'T KNOW WHAT YORE A-DOIN', TOM--BUT YOU GOTTA DO IT FAST!

TOM QUICKLY FLINGS HIS ROPE OVER THE BRIDGE STANCHION ACROSS THE GULLY!



QUICK! OFF WITH YOUR SPURS! WE'LL USE THEM AS SLIDE-RINGS ON THE LIFELINE! UNHITCH YOUR GUN-BELT. WRANGLER-- BUCKLE IT THROUGH YOUR SPURS SO YOU'LL HAVE SOMETHING TO HANG ONTO!

IT'S A RIP SNORTIN' IDEE... IF IT WORKS!



WAHOOO! THIS HERE IS MY FUST RIDE WITH MY SPURS ON TOP!



YOU'RE NEXT, JANE! NO TIME TO LOSE!

I'M READY! OH-H-H LOOK!

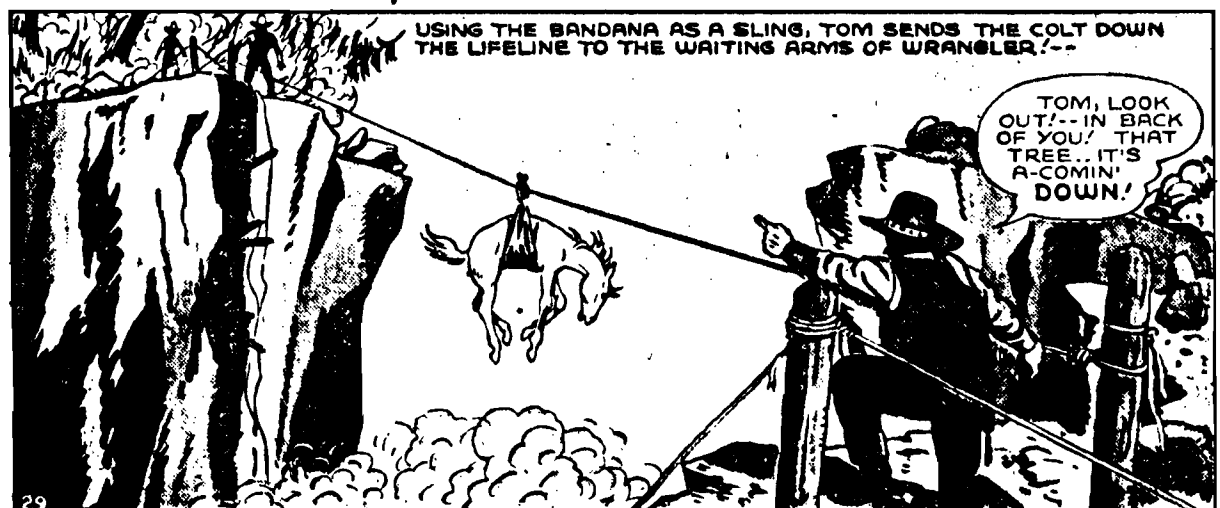


TOM! WAIT! IT'S A MOTHERLESS COLT! WE CAN'T LEAVE IT HERE!



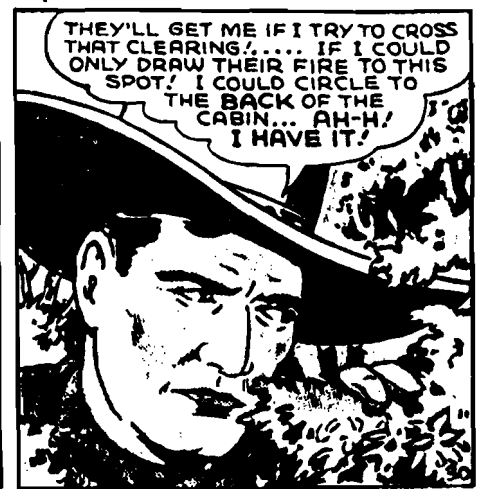
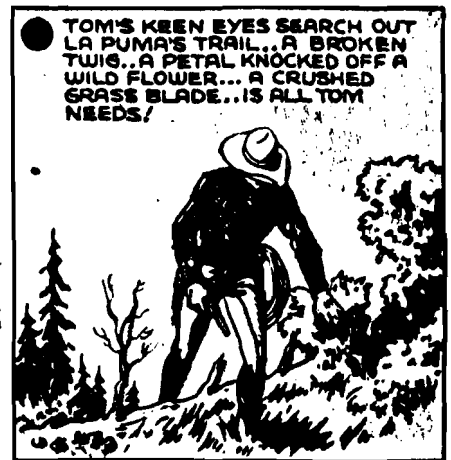
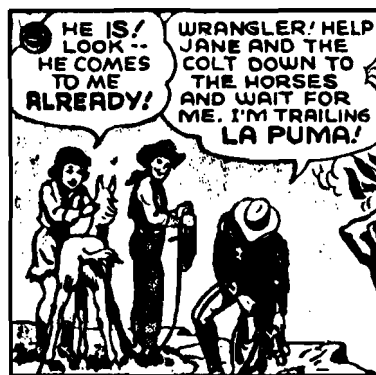
TOM! PLEASE! PLEASE! WE MUST SAVE HIM!

OF COURSE WE MUST! LET'S HAVE YOUR BANDANA!

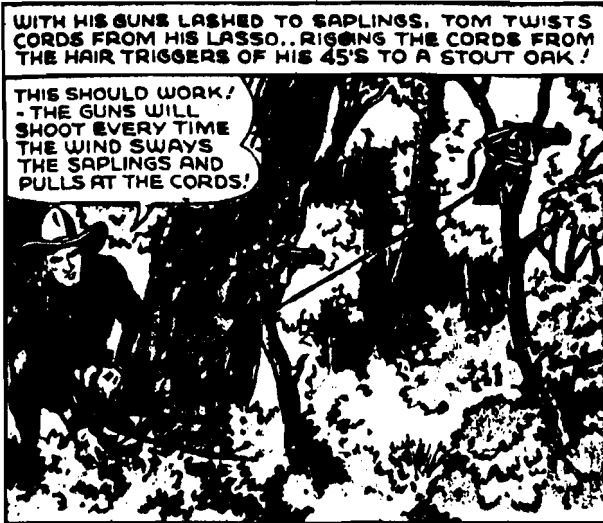


USING THE BANDANA AS A SLING, TOM SENDS THE COLT DOWN THE LIFELINE TO THE WAITING ARMS OF WRANGLER!--

TOM, LOOK OUT!-- IN BACK OF YOU! THAT TREE... IT'S A-COMIN' DOWN!



WRANGLER SAYS: "O' COURSE HOT RALSTON'S A WESTERN BREAKFAST! - BUT IT TASTES JUST AS GOOD ANYWHERE!"



PECOS SAYS: "PLENTY OF GOOD OL' WESTERN PRAZZZ IN A BOWL OF STERMIN' RALSTON!"





MORE EXCITING TOM MIX ADVENTURES ON THE AIR FROM COAST TO COAST! Mon. thru Fri. ~ 5:45 P.M.

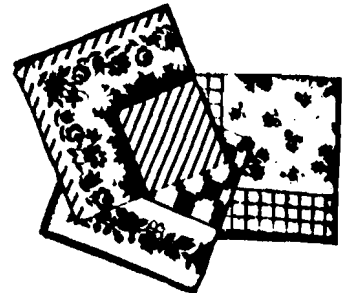
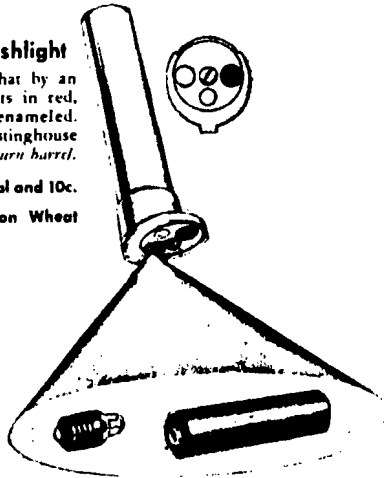
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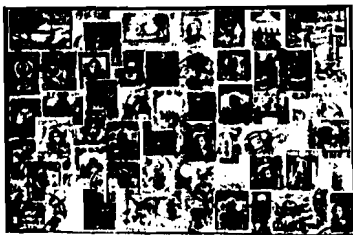


## No. 12

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A set of three handkerchiefs in beautiful colors and new flowered designs.

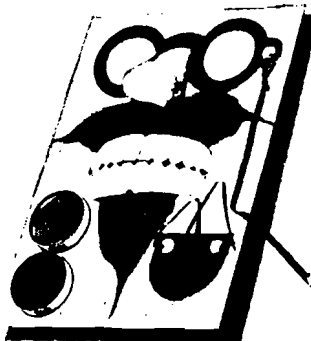
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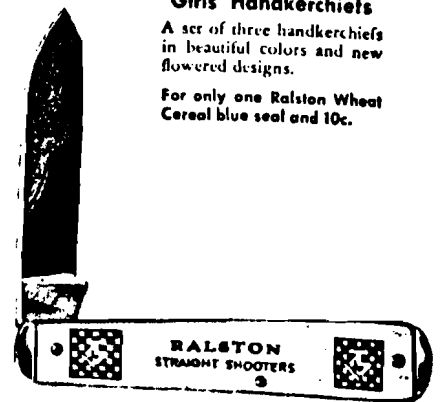
For one Ralston Wheat Cereal blue seal and 10c.



## No. 11. Tom Mix Movie Make-Up Kit

Make yourself up to look like an Englishman, an Indian and dozens of other characters. Kit contains two mustaches, two colored grease paints, false eyeglasses, eye patch and nose and imitation false teeth.

For only one Ralston Wheat Cereal blue seal and 10c.



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City ..... State .....

Please send me the TOM MIX COMICS which I have checked. I enclose one Ralston Wheat Cereal Blue Seal for each.

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Use the Handy Coupon above to order Premiums.

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This is the BLUE SEAL to send in for Premiums.

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# TOM MIX

R.I.P.

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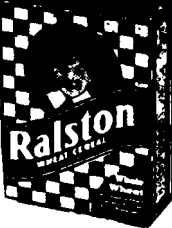
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Ruth Duskin Feldman, author of 'Whatever Happened to the Quiz Kids—Perils and Profits of Growing Up Gifted' and a former 'Quiz Kid', as she appeared with Bob Hope on 'The Quiz Kids' radio program.

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TO  
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of Growing Up Gifted

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