

Rick Lamb Commercial

Since 1921 Ritchie has manufactured automatic waterers for horses, cattle, goats, and other livestock. Ritchie waters ‘em right with a variety of sizes and styles. Every Ritchie fountain is economical, energy efficient, and has a quick refill valve that keeps water fresh in any climate. And every Ritchie fountain is so reliable it comes with a ten-year warranty. So for fresh, clean water on demand twenty-four hours a day, relax, Ritchie waters ‘em right!

Segments of the Clinton Anderson commercial

Clean fresh water is the most important thing you can give your horse (could use animals, cattle, etc.) Ritchie Waterers, makers of the Watermatic 100 and 150 – with enough water for up to 40 horses has been providing peace of mind and dependability to horse owners for over 87 years. Ritchie waters ‘em right!

Boettcher Supply/ Ritchie Radio Ads

“WHEN YOU WANT YOUR WATERING SYSTEM TO BE AS TOUGH AS THE BULL THAT DRINKS FROM IT...RELAX WITH RITCHIE WATERING FOUNTAINS! RITCHIE’S WATERMASTER HOLDS UP IN FEEDLOTS, OMNIFOUNT AND THRIFTY KING WORK FOR ALL SEASONS AND THE WATERMATIC IS TOP TO BOTTOM THE BEST ON THE MARKET! WITH RITCHIE’S TEN-YEAR WARRANTY YOU KNOW YOU’RE GETTING THE MOST DEPENDABLE PRODUCT ON THE MARKET! FOR CLEAN WATER ON DEMAND TWENTY FOUR HOURS A DAY, RELAX RITCHIE WATERS ‘EM RIGHT, SEE THEM AT THE GREAT BEND THREE EYE SHOW MAY SEVENTH THRU NINTH!”

“HEADED FOR THE THREE EYE SHOW? STOP BY THE RITCHIE BOOTH TO SEE THE LINE UP OF LIVESTOCK AUTOMATIC WATERING PRODUCTS THAT MEET THE HIGHEST STANDARDS IN THE INDUSTRY! FOR CLEAN WATER ON DEMAND TWENTY-FOUR HOURS A DAY, RELAX, RITCHIE WATERS ‘EM RIGHT! WITH RITCHIE’S QUICK REFILL VALUE YOU CAN WATER UP TO FIVE HUNDRED HEAD OF CATTLE. RITCHIE’S PREMIER CATTLE WATERERS ARE TOUGH ENOUGH FOR FEEDLOTS! SO WHEN YOU BUY A RITCHIE FOUNTAIN, YOU KNOW YOU’RE