

PRESENTING

THE GREAT RADIO SHOWS

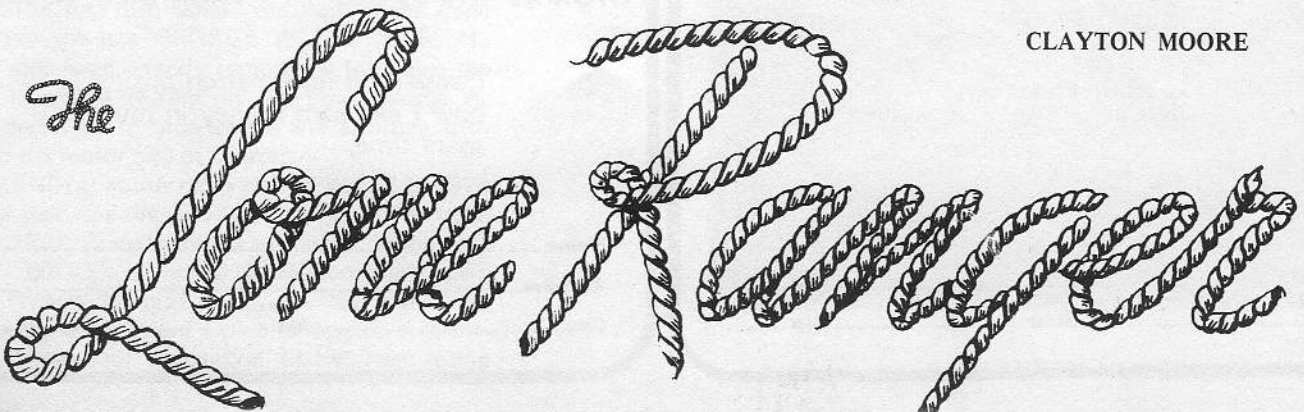
VOL.1 NO.3

COLLECTOR'S ISSUE

FALL - 1976



CLAYTON MOORE



# A HISTORICAL LOOK

Take a historical trip back into America's past with the Daily Planet which spans over four hundred and eighty years to bring you the news of the past. Complete with pictures, it is in effect yesterday's Newspaper.

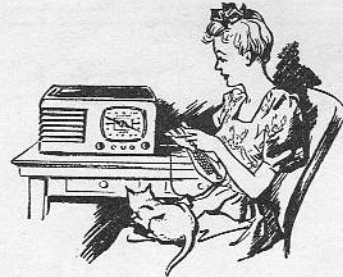
### The First Issue of the Daily Planet contains:

- 1- U.F.O. Flying Saucers are real — the U.S. Government is now involved in a "Cosmic Watergate" — 25 year coverup by U.S. Air Force hiding bodies of men from space.
- 2- Old Time Radio Character Coloring Contest.
- 3- Information on how to get a (Brace Beemer)— Lone Ranger Poster.
- 4- Information on how to get Lone Ranger Stationery.
- 5- Who's in the Picture Contest.
- 6- Old Time Radio Quiz—

Plus other items too numerous to mention in this limited space.

Send for your copy today - use Order Blank below.

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### "THE MEN BEHIND THE MASK"

The Indians were subdued . . . CHIEF CRAZY-HORSE was back on the reservation and the settlers were safe again! Does that story line ring a bell? Think back to your youth for just a moment and recall this classic scene. The young cavalry Lieutenant turns to his head scout and says, "CHEYENNE . . . WHO WAS THAT MASKED MAN?" (YOU MUST HAVE HEARD THAT LINE AT LEAST A THOUSAND TIMES). The buckskin clad scout takes a long draw on his tobacco and with a twinkle in his eye responds . . . "why son, that's THE LONE RANGER!" Now it's all coming back to you, right? How could you ever forget America's most beloved western hero. EVERYONE REMEMBERS the famous masked-rider-of-the-plains, but do you remember the man behind the mask of the LONE RANGER? Who played the part of the dashing hero on radio . . . on television and in the movies? Did more than one man play the part of the famous masked man? That's what this story concerns itself with . . . the men who gave up their true identities to don the mask and live the legend of THE LONE RANGER.

Return with us now to those thrilling days, of not so long ago, THE LONE RANGER rides again!

THE LONE RANGER was born forty-four years ago, in an office, at radio station WXYZ in Detroit. The first man behind the mask of the Lone Ranger was the late GEORGE W. TRENDLE. He was the individual directly responsible for giving the masked man life! During his life time, George W. Trendle had been a broadcaster and attorney with offices in the motor city of Detroit.

TRENDLE bought radio station WXYZ in 1929 with a partner, one-time movie theater owner John H. King. In 1932, Trendle took a mammoth gamble and dropped WXYZ's network affiliation with CBS Radio. Trendle planned to create his own local programming and devised a plan to develop a profitable new image for his station (it had been losing

THEME (WILLIAM TELL OVERTURE UP FULL AND UNDER)  
HOOFBEATS FADE IN  
Hi-yo Silver!!!!  
GUNSHOTS AND HOOFBEATS

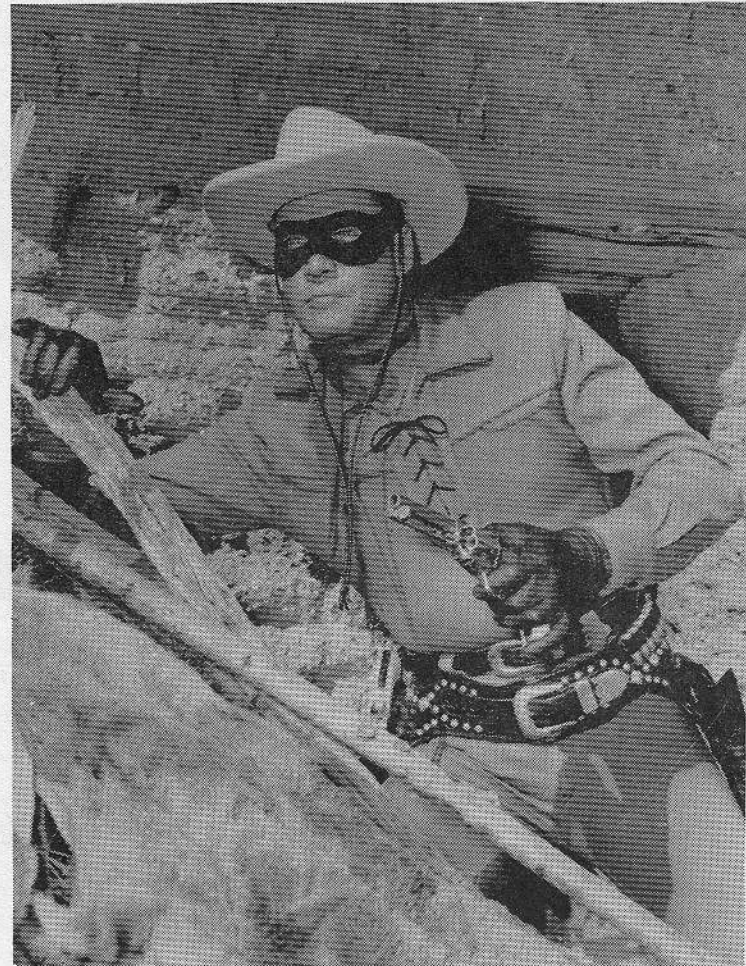
A fiery horse with the speed of light, a cloud of dust and a hearty hi-yo, Silver! The Lone Ranger! THEME UP FULL AND UNDER

With his faithful Indian companion, Tonto, the daring and resourceful masked rider of the plains led the fight for law and order in the early Western United States. Nowhere in the pages of history can one find a greater champion of justice. Return with us now to those thrilling days of yesteryear...

HOOFBEATS FADE IN

From out of the past come the thundering hoofbeats of the great horse Silver. The Lone Ranger rides again!!!

Come on, Silver! Let's go, big fellow! Hi-yo, Silver! Away!  
THEME UP FULL



CLAYTON MOORE



EARL GRASSER

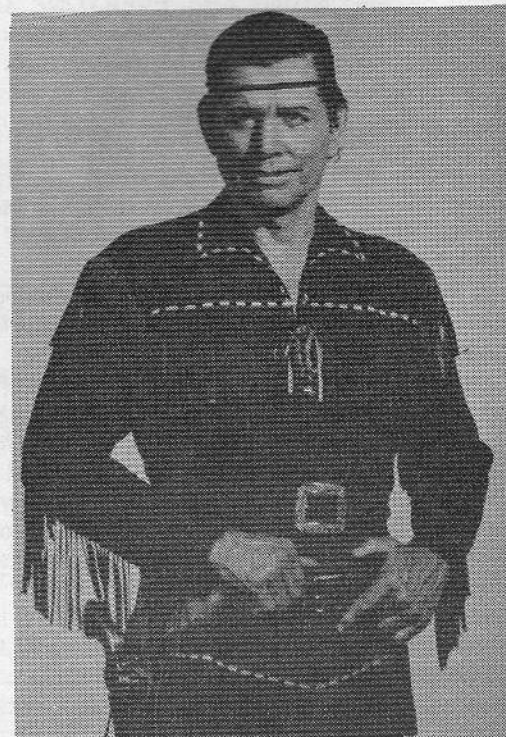
money). He decided that one of his new programming ventures would be dramatic radio. In those Golden Days of radio, long before disc-jockeys and the "spinning of records" drama was the most inexpensive format available. A dramatic program didn't require big name comedians, singers and bands. He also decided that the program would be developed with children in mind. Children were less critical than adults, he reasoned, and were more responsive to the all important commercial message of the sponsor. For a while, he toyed with the idea of a detective or a western hero, and finally decided on the western. Would it be a western with a "boy" hero or an adult hero. Trendle decided that his western would have an adult as the hero. The station owner felt that the children would prefer to believe that they too, could be a hero when they were grown up, than to realize that they were far different from a "boy" hero of their own age! So, it was decided, a western program for WXYZ Radio with an adult hero.



The program staff at WXYZ, headed of course by Trendle, discussed the new programming venture in December of 1932. Trendle told his staff that he envisioned his hero as being dashing and heroic, like movie star Douglas Fairbanks in "THE MASK OF ZORRO." Someone in the room suggested that the XYZ hero should wear a mask to project a romantic mystique. Trendle agreed, he saw the man as a sort of Lone Operator . . . maybe even a former Texas Ranger! From somewhere in the room, an excited staff member yelled . . . "THE LONE RANGER!"

The next man behind the mask was an individual responsible for taking the new creation and developing it even further, FRAN STRIKER. Fran was a young radio writer from Buffalo, New York. He took the basic rough ideas from Trendle and company and polished "the silver" so to speak. Striker typed out the following . . . THE LONE RANGER . . . WOULD HAVE SILVER BULLETS, as a type of calling card to pass out to the people. His horse would have silver horse shoes . . . perhaps, even a silver horse . . . SILVER! No doubt incorporating in his writings, the famous English cry to horse, "HEIGH-HO," Striker came up with a phrase that would soon become a famous farewell cry for the masked-man, "Hi yo, Silver, Away!"

After many drafts, the first thrilling adventure of the LONE RANGER was ready for the airways . . . there was only one thing the program lacked . . . a theme song. After listening to many selections the stirring WILLIAM TELL OVERTURE was selected. Though originally chosen for economic reasons\* the spirited theme, in years to come, would be more immediately identified with that of the LONE RANGER than with the Swiss hero.



JAY SILVERHEELS

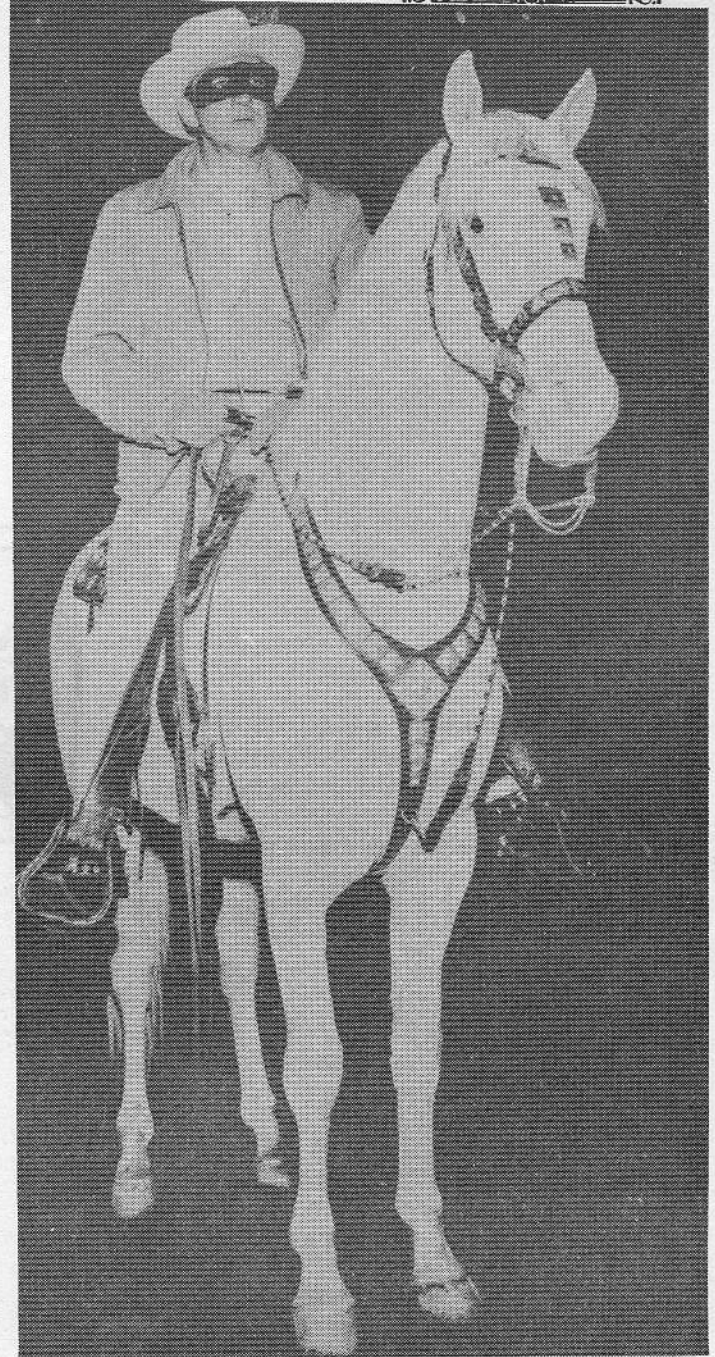
*\*(all of the Lone Ranger's music, used on radio, was purposely chosen from the classics, because it was PUBLIC DOMAIN and all royalty free material!)*

From a room full of programming people came the ideas that Fran Striker typed on paper . . . it was the resonant voice of FRED FOY, "your announcer," that brought these words to life!

"A fiery horse with the speed of light, a cloud of dust and a hearty, Hi-Yo, Silver! The LONE RANGER!" Who could ever forget the virile delivery of Fred Foy. Today, Fred Foy is still an announcer . . . his voice can be heard on ABC Television in New York.

The first regularly scheduled broadcast of the Lone Ranger came on January 30, 1933, after a meager six weeks of preparation. There were three stations initially involved in the broadcasts . . . WXYZ, Trendle's station, in Detroit (the originating station), WGN-Chicago and WOR- Newark, New Jersey, the basis of what in later years would be known as the MUTUAL RADIO NETWORK. The adventures of the masked-man were broadcast "live," three times each Monday, Wednesday and Friday evenings at 7:30 P.M., E.S.T. The reason for airing the three separate half-hour broadcasts was because of the time differential between the coasts, and because quality sounding tape and recordings were not available at that period in broadcast history.

I've briefly introduced you to the first, two men, behind the mask of the LONE RANGER;



**BRACE BEEMER**

Trendle and Striker . . . now for the actual men that played the part of the masked man! RADIO'S FIRST LONE RANGER, in 1933, was a man named Deeds. Unfortunately, his first name is lost to those Golden Days of Radio. After just six programs Deeds was replaced by the second radio ranger, George Seaton. Seaton later became well-known as a Hollywood producer. After three months of riding the radio range Seaton was replaced by a man, who in later years, would become the most famous of all radio-rangers, BRACE BEEMER. Beemer resigned after a few months to open his own advertising agency in Detroit.

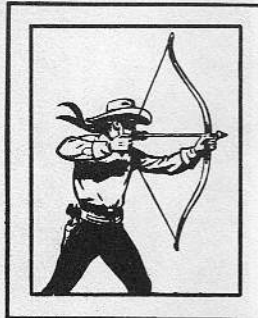
Riding on the radio scene next, as the fourth ranger was EARLE W. GRASER. Earle was the first actor, to assume the role, that would last for awhile!



**CLAYTON MOORE**

Faithfully, for almost eight years he played the radio role of The LONE RANGER. Then, on April 8, 1941, Earle Graser was killed in an automobile accident. The nation's radio audience was shocked and saddened. Needless to say, the producers and writers of the show were in a dilemma on what to do with the future of the radio program.

After many quick meetings, the producers and writers decided that the LONE RANGER would become gravely ill. So, for a few broadcasts the masked man was seriously ill and near death. The Ranger didn't speak and only emitted moaning sounds. It was at this point that Trendle and company negotiated with BRACE BEEMER. Slowly Brace slipped into the role of the now improving masked man. As the ranger got better, his voice had new depth . . . it was stronger, more resonant. Beemer was back and he would remain radio's legendary masked rider until the final "live" broadcast, some thirteen years and 2,956 programs later, on September 3rd 1954.

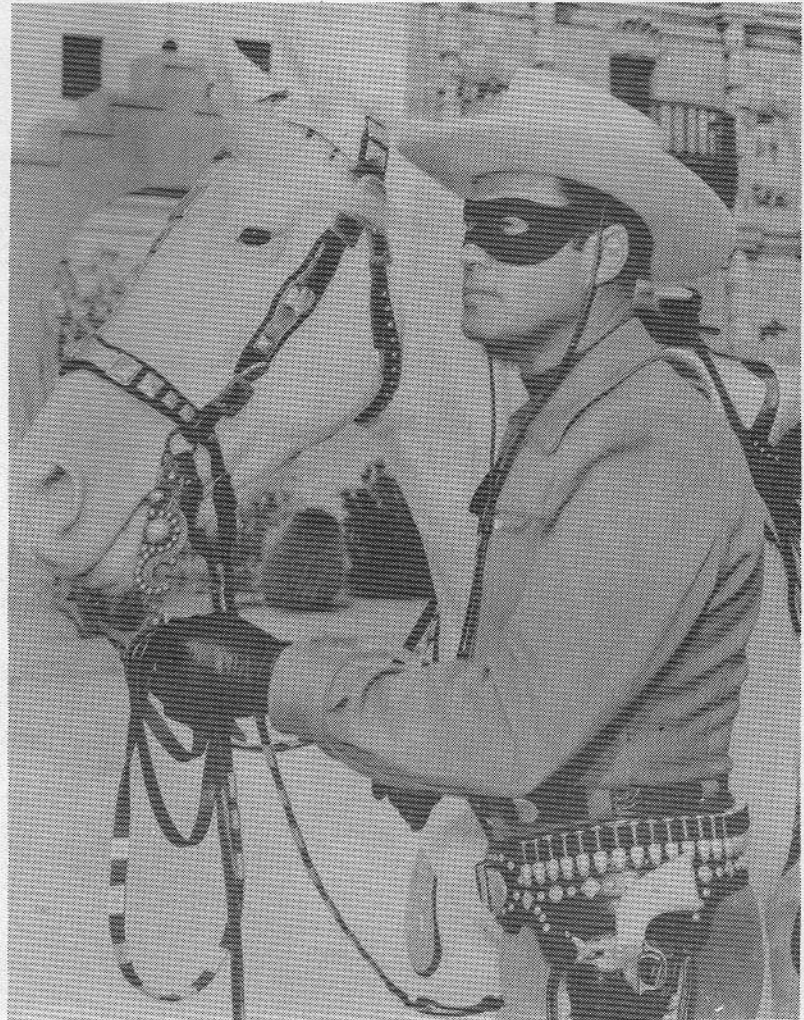


BRACE BEEMER was born in Mount Carmel, Illinois. His family owned a chain of music stores in Southern Indiana and Illinois and they also owned a string of horses. In World War I, by lying about his age, he served with the Rainbow Division in France. He was wounded at the age of fourteen and was discharged a Sergeant. Brace began his radio career, in Indianapolis in 1922, and joined the staff of WXYZ ten years later. Previously to assuming the role of the ranger, he was WXYZ's Program Manager and at one time even served as narrator for the Lone Ranger program. Brace passed away in 1965, the victim of a heart attack at the age of 62, but his charming widow Leta (since remarried) still lives within the coverage of WXYZ's signal.

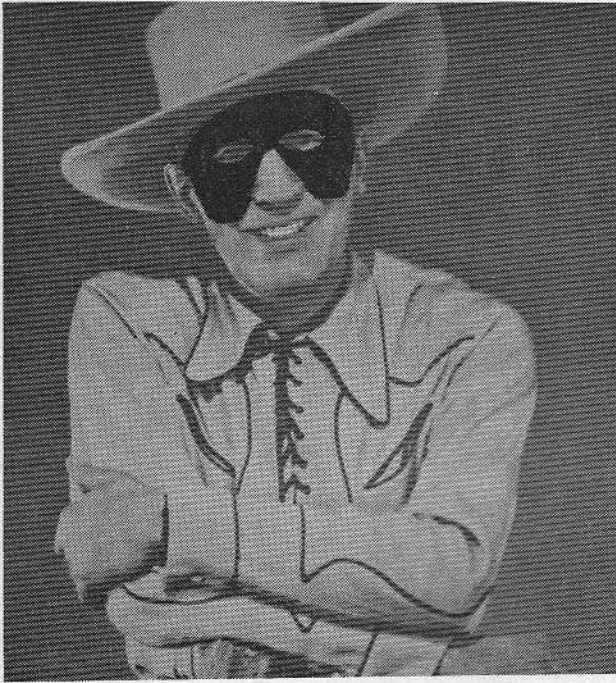
It's been my pleasure to correspond with Leta for the past seven years, and she'll tell you straight out that Brace lived the part of the Lone Ranger both "on and off the air." "The mental image that you, the radio listener, had of Brace would never have disappointed you, she says. He was tall and straight, 200 pounds filling out his six foot two frame . . . his face was strong and tan." He did indeed, look quite like a man who "with his faithful indian companion Tonto — led the fight for law and order in the early Western United States! Leta told me that Brace was always mindful of youngsters' imitative habits and he insisted that the script never allowed the Lone Ranger to smoke or drink or use anything but precise English. During the height of his career as the masked man he made nation-wide promotional tours, visiting state fairs, rodeos, and other outdoor events. He would also visit children in hospitals . . . "he did an awful lot for kids in hospitals, kids would really be down and out . . .



FRAN STRIKER



CLAYTON MOORE



### BRACE BEEMER

Brace would walk into their room dressed as the Lone Ranger and they'd perk right up!" It's interesting also to note that Brace Beemer actually did ride Silver. The Beemers kept the beautiful animal for many years at their 300 acre ranch in Oxford, Michigan. Brace also handled his six-guns and was an expert shot. BRACE BEEMER was not associated with the television or motion picture versions of the LONE RANGER, except in the slightest way, he was summoned to Hollywood to "dub in" the famous cry, "Hi yo, Silver, Away!"

In 1938, at the age of five and still in rompers and still riding hard on radio, the Lone Ranger rode off to Hollywood. At that time, serial adventures were extremely popular and so was the famous masked man. It was only natural, and good business, that a serial be produced starring the LONE RANGER. REPUBLIC STUDIOS turned out the best action serials and over a third of their output was devoted to outdoor adventures.

REPUBLIC invested a large budget to bring the radio ranger to the Saturday matinee set. What emerged was a 'slam-bang' action serial that retained an element of mystery in determining who the real masked-man was! The suspects were five men . . . GEORGE LETZ, who later changed his name to GEORGE MONTGOMERY . . . LANE CHANDLER, HAL TALIAFERRO (who previously had called himself WALLY WALES) . . . HERMAN BRIX, one of the screen's first TARZANS' and who later gained new fame under the name BRUCE BENNETT, and the fifth actor, LEE POWELL, who was killed in action during the 2nd World War. The LONE RANGER serial from Republic met with instant success. Consequently, the studio produced a sequel the following year (1939) appropriately called, "THE LONE RANGER RIDES AGAIN." Western actor BOB LIVINGSTON was selected to play the masked-man in this second serial, and he turned in an excellent performance! Livingston had previously worn a mask in another Republic film, "THE BOLD CABALLERO," in which he played "ZORRO." However, Bob Livingston is probably best remembered for his role as "Stoney" in the THREE MESQUITEERS series, a western serial, also from Republic Studios. Bob was and still is an extremely competent actor, and a pleasure to watch on the screen.

The years moved on and with it THE LONE RANGER was "growing up" and gaining new popularity. There were premiums offered on the radio program . . . everything from silver bullets to trips to Hollywood to meet the masked-man. I've often wondered how many boxes of CHEERIOS were consumed during the LONE RANGER RADIO DAYS, and by the way . . . what did the people at BOX 77 in Minneapolis do with all those box-tops anyway??

There were LONE RANGER comic books, published by DELL, nothing but the best for our masked hero . . . after all DELL COMICS were GOOD COMICS! Little people everywhere played cowboys with Lone Ranger cap guns and it wasn't uncommon to hear little boys call their sisters "KEMO SABAY" . . . which means faithful friend . . . and for their moms to tell those same little boys to untie their sisters before they got paddled. The LONE RANGER was rapidly becoming a household word.

### THE LONE RANGER

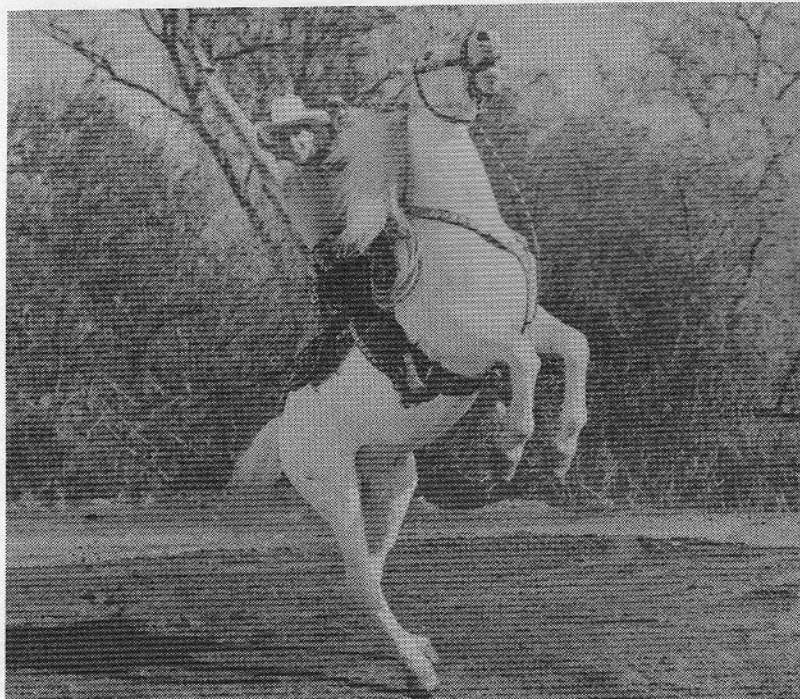


### BY FRAN STRIKER

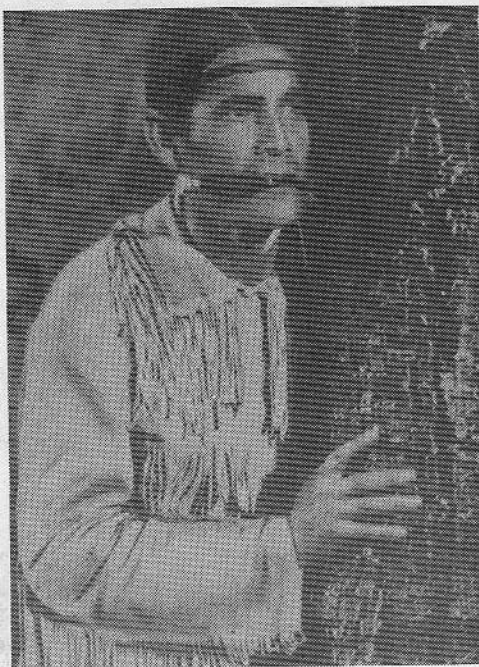


When the Lone Ranger was a teenager, just 16 years old, he made his television debut. The actor selected for the part was CLAYTON MOORE. Clay was a former circus trapeze artist and "KING" of the western serials. He starred in the following serials at REPUBLIC . . . "Jesse James Rides Again" in 1947, "G-MEN Never Forget" in 1948, Adventures of Frank and Jesse James, also in 1948, and "GHOST of ZORRO" in 1949. He also starred in the serial "Jungle Drums of Africa" at Republic in 1953 and "Son of Geronimo" in 1952 at COLUMBIA. Before assuming his role as televisions Lone Ranger, Clayton Moore had one of those strange "up and down" careers that found him playing both leading man roles and "bad guy" with equal success. His first starring role was, in 1942, as KAY ALDRIDGE'S defender through 15 episodes of the "PERILS of NYOKA" also filmed at Republic, where else! Military service, during the second World War, interrupted his career and he returned to the screen in 1946, as a "heavy" in the CRIMSON GHOST. The next year he once again emerged as a leading hero in "JESSE JAMES RIDES AGAIN." His last "bad guy" heavy role was in RADAR MEN FROM THE MOON (REPUBLIC) in 1952. He's been a good guy, as televisions Lone Ranger, ever since 1949. Like Brace Beemer, Moore too was very athletic . . . he did his own riding and fighting. I think it's interesting to note here that THE LONE RANGER was the first western especially made for television.

Clayton Moore informed me, in a telephone interview, that the budget in 1949, for each half-hour show was just \$10,000. They shot three complete shows a week, working from sun-up to sun-down, six days a week. He laughs when he adds, "Tonto and I, in those days, even carried our own make-up kits." In 1976, some 27 years later, and now



ROBERT LIVINGSTON - Without Mask

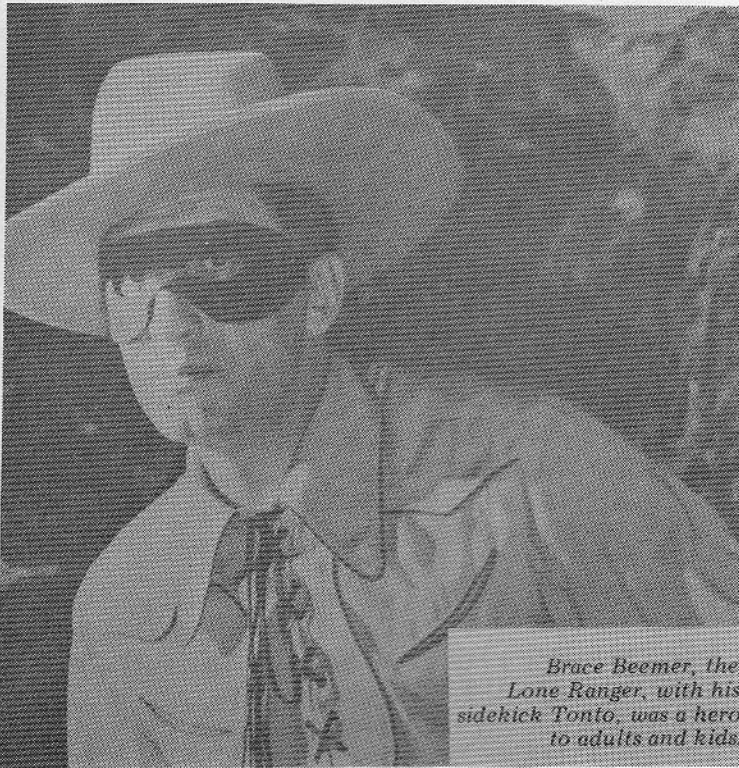


CHIEF THUNDER-CLOUD



CLAYTON MOORE





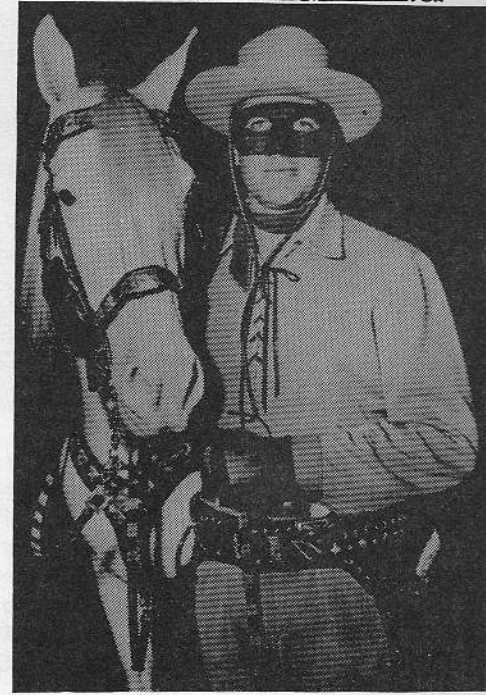
*Brace Beemer, the Lone Ranger, with his sidekick Tonto, was a hero to adults and kids.*

**BRACE BEEMER**

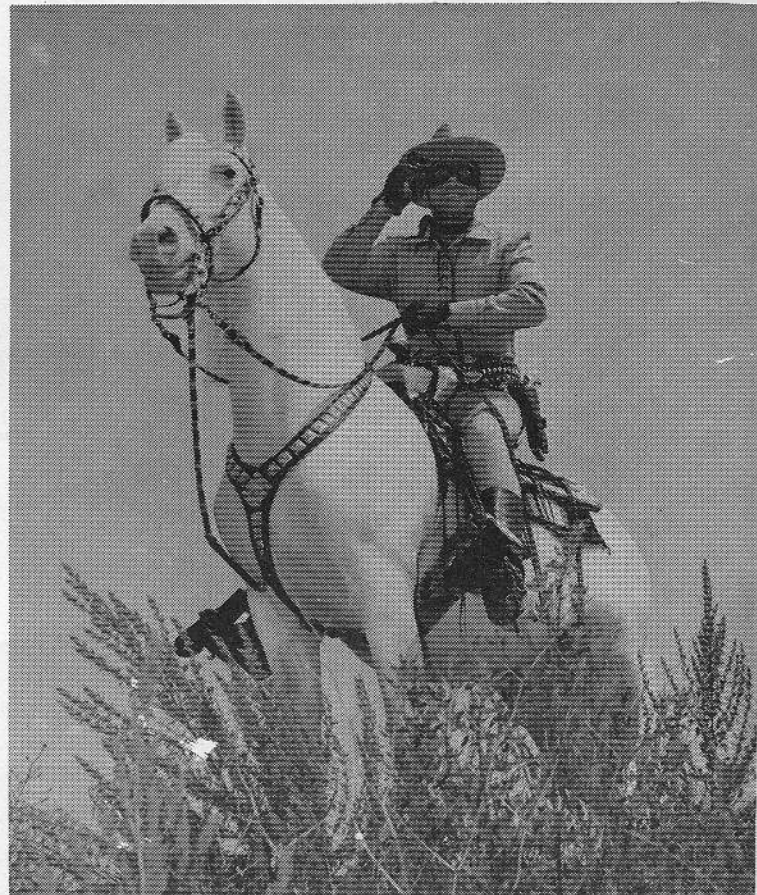
in his 50's CLAYTON MOORE is still the LONE RANGER. If, you've seen him in any number of television commercials for any number of products than you know he's still in great shape . . . he says, he stays in shape "by staying real active and by swimming." Clay still dons the mask and rides "SILVER" in personal appearances at rodeos and fairs. Moore, like the late Beemer is very serious about the character he plays . . . "it's my life . . . the Lone Ranger is my life! I love the American traditions that have made this country great! I love my country and my flag deeply . . . and I also love the character I play." Clayton will tell you that in public appearances nobody pulls at his mask or costume. "We all grew up with the masked man . . . he's an American tradition!" In 221 television episodes as the LONE RANGER . . . CLAYTON MOORE never killed a man!

For a short period of time, sometime in the early 1950's, CLAYTON MOORE stepped aside briefly as televisions Lone Ranger and JOHN HART stepped in. John played the masked rider of the plains in 52 half-hour westerns. Hart had previously starred in COLUMBIA serials, like Moore, including "JACK ARMSTRONG" and the "ADVENTURES of CAPTAIN AFRICA." He also co-starred with the late Lon Chaney, Jr. in the television series "HAWKEYE and the LAST of THE MOHICANS."

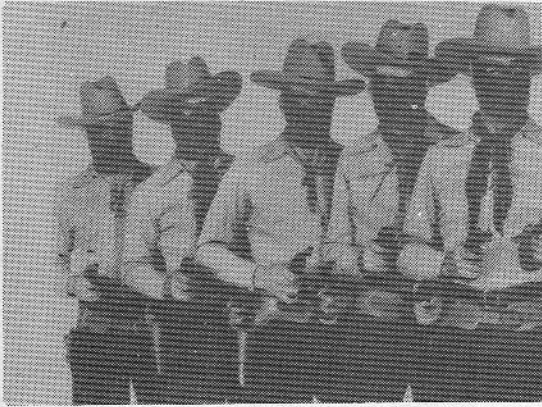
In 1956, at the age of 23, the LONE RANGER packed his silver bullets and headed off for Hollywood again. This time the masked hero was the subject of a full length motion picture for WARNER BROS., in wide screen and living color.



**JOHN HART**



**CLAYTON MOORE**



JACK WRATHER, who currently owns the rights to the LONE RANGER, produced this full-length movie called . . . "THE LONE RANGER." Clayton Moore carried his ranger role from TV to the silver screen, and his faithful indian companion Tonto was played by JAY SILVERHEELS, also televisions TONTO. Another full length movie, "THE LONE RANGER and the LOST CITY of GOLD," was produced by JACK WRATHER for UNITED ARTISTS, it also starred Moore and Silverheels.

Equally as well-known as the masked-man, is his faithful indian companion Tonto. On radio, Tonto was played by a short, balding Irishman, JOHN TODD. Todd was an ex-Shakespearean actor that was well into his 80's when the series left "live" radio in 1954. In the two Republic serials, Tonto was played by actor Chief Thunder-cloud. Tonto on television, and in the current ranger commercials, is actor JAY SILVERHEELS. He, like Moore, was selected to star in the television version of the Lone Ranger in 1949. Jay was born on the SIX NATIONS INDIAN RESERVATION in Ontario, Canada and he's a full blood Mohawk indian. He's married, has several children and they live in California. His friend and fellow actor Clayton Moore describes Jay this way . . . "he's a wonderful human being and a true American."

Today, at the age of 44, the LONE RANGER is enjoying a sort of hiatus from the hustle and bustle of show business. Let's face it, you'd be a little weary too, if you had starred in 2,956 "live" half hour radio shows for 21 years . . . appeared in over 200 half-hour TV shows . . . made two full-length movies . . . rode in countless parades and rodeos and was the topic of comic books and even a Saturday morning cartoon series! Not bad for a 44 year old guy, huh? Oh, it's true, that some radio and television stations are still running the old series, and a cartoon series is still enjoying an off-network run on a few stations . . . but, as of this writing, no new episodes are being produced.

Today, the LONE RANGER is enjoying a sort of semi-retirement and with thousands of dollars in royalties from merchandising alone, I would imagine he's enjoying every minute of it! However, the daring masked-rider-of-the-plains has been around for over forty years now and don't be surpsied, one of these days, to find a new vibrant voice behind the mask of the LONE RANGER.

BY JOE MARTELLE

"Hi-Yo, Silver! Away!"



CLAYTON MOORE



JOHN TODD





**Our Next Issue**

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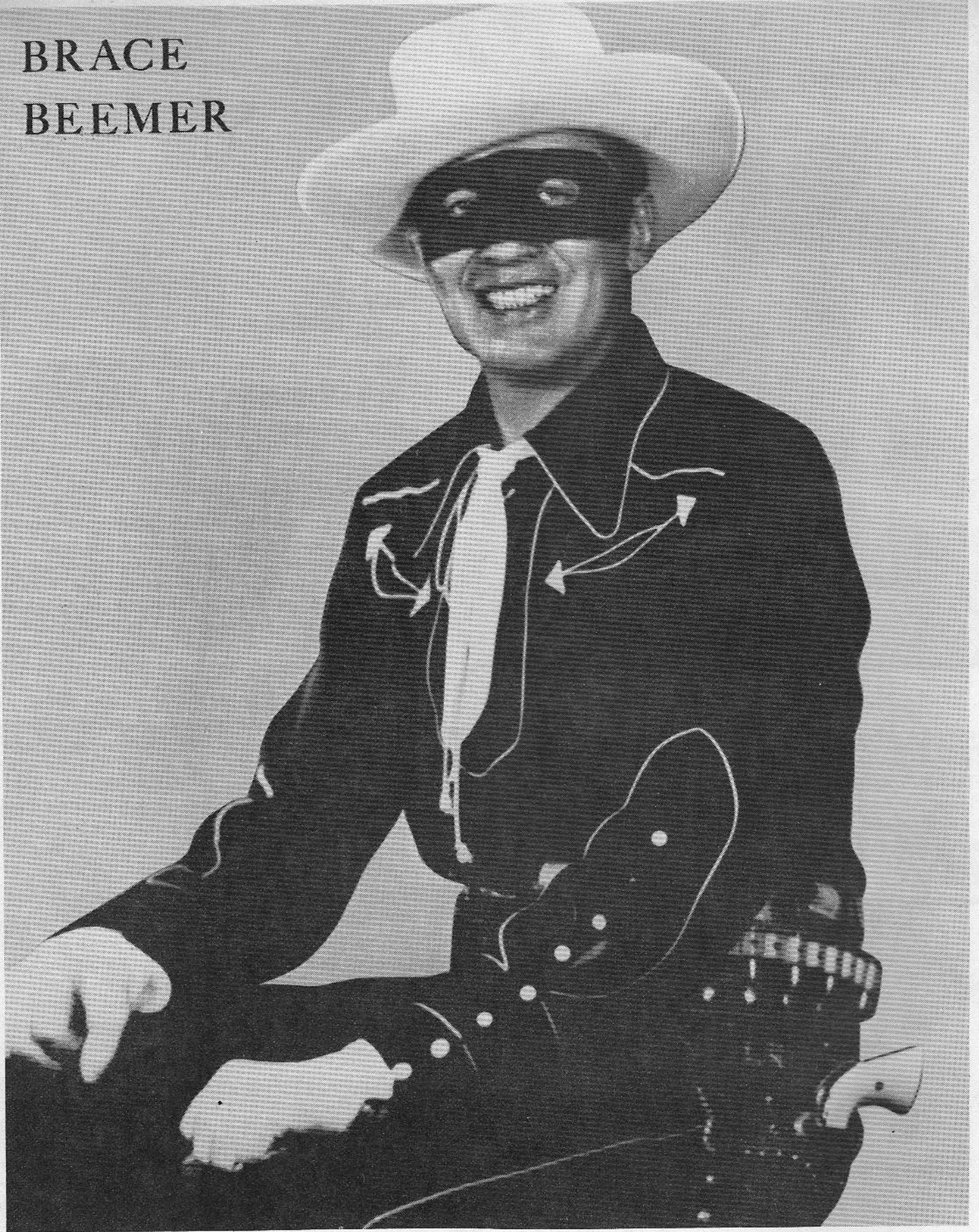
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BRACE  
BEEMER



*The Lone Ranger*

THE GREAT RADIO SHOWS