Howdy Pards!

Last issue we touched on the relevance of TLR to modern times. This time, I’d like to submit for your consideration the concept of a meme as applied to TLR. Richard Dawkins coined the term in his book *The Selfish Gene*, to describe a trait passed on not by genes, but by memories. A true meme can do all the things a gene does...grow, mutate, reproduce, evolve by natural selection. Consider that the very first Ranger was a thought...then a story...then a radio show...then a TV Show....and finally a movie. Growing and mutating. The movie led to several other movies, as did the books and serials. Reproduction. The books are still around, but there are none being written now. The radio serials are gone, but not forgotten, thanks to modern recording technology. The TV Show is still in syndication. Each movie led to another. Evolving by natural selection. The Lone Ranger fits every definition of a meme, and the good memes get passed on.

Recently, at a local festival, I conducted a little experiment. While waiting for the main event, the background music went into a repertoire of classical music and one was the William Tell Overture. While it was playing, I went around and asked as many people as I could, what the tune was. First I asked a middle aged couple. She answered the WTO, by Rossini. I asked if there was anything else and she said “Well, there’s the Lone Ranger.” Her partner nodded in agreement. Later, I asked a group of young people, late teen, early 20s. They hemmed a little, said it was familiar, but couldn’t place it. I said WTO...and they nodded, but didn’t seem too excited. No idea who wrote it. But then I said TLR...and they all three said “Oh, yeah! That’s it!” Then I asked a single guy of my generation (50-60s) what it was and he said WTO. I asked who wrote it and he wasn’t sure. He thought about the author and a performance he had heard by some musician, but couldn’t think of it. I said “Anything else?”, and he just looked at me. I said “What about the Lone Ranger?” He looked even sharper at me and said “Well, of course, but....”

*Continued next page...*
These three stood out as pretty good examples of all those I questioned. The youngest were familiar with it, but not sure where it came from. The middle aged knew it, but wasn’t first thing to come to mind. The oldster thought it was such a given that it wasn’t even part of the conversation on the composer. Each person, though some took prodding more than others, came up with familiarity of TLR. Strong evidence for a meme at work.

“The sign of a true intellectual is someone who can listen to Rossini’s William Tell Overture and not think of the Lone Ranger”

- New York Times Music Critic -

The meme pops up in places every day. Case in point, the following is a clip from the Antique Roadshow, last October.......This is a very interesting clip.

If you google “Lone Ranger Café” you’ll find this place......out by San Francisco. Apparently the service is good, but the menudo...not so much.

So, I see the Lone Ranger meme at least once a week. But, then I’m sorta tuned in special....

I would imagine the average citizen would come across TLR meme once a month at least. Those who subscribe to this newsletter get exposed at least every three months. But contemplate for a moment the power of this meme and how long it has endured. Darwin spoke of survival of the fittest....and so TLR must be a very fit meme. Some of the other stories in this issue will go deeper into how this meme affects people every day in some way.

For now, when you feel a need to pass some memes, just say.......”Hi-yo, Silver!”

Everybody knows what it means.

- Bo Shaffer -

Editor
Last Issue we showed you Lee Felbinger’s TLR Collector’s Reference., but just the cover. Here’s an image that shows the ISBN number and a publisher and price....and a letter from 1974 from Clayton to Lee.
CLAYTON MOORE  
P. O. Box 3797  
Incline Village, Nevada 89450

August 30, 1974

Mr. Lee J. Felinger  
Redman Road  
Green Lane, Pennsylvania 18034

Dear Lee:

It was a pleasure to hear from you and I would be most happy to assist you in any way that I possibly can.

First of all, may I thank you for being such an ardent follower of those early days of yesteryear when Clayton Moore rode for Republic serials and "The Lone Ranger". Speaking of serials, they certainly helped prepare me for my portrayal of "The Lone Ranger" character.

As a young man, I never thought that I would have the opportunity of portraying "The Lone Ranger" on television. It seems as though some dreams do come true.

I am very proud to say that over the past 25 years I have been able to bring a part of America to the youngsters of our nation, together with a fine upstanding American as my partner, Mr. Jay Silverheels, who played the role of "Tonto".

Let me wish you great success in the writing of your book!

Kindest personal regards.

Sincerely yours,

\[Signature\]

Clayton Moore  
THE LONE RANGER  
\[Address\]
Hey, boys and girls.....How would you like to be an official reporter for the Silver Bullet? We’re always looking for different perspectives on our favorite hero, and if you think you might have a idea for an article, or a TLR related news event, or have some lesser known TLR facts and figures....get in touch with the editor and become one of the elite contributors to our little corner of the cowboy universe. And don’t forget to pass it on!!
Scott Shepherd - Interview with a Cowboy

Some of you may have never heard of Scott Shepherd, but he played TLR for Golden Books for a short spell from 2000 to 2002. He did a lot of publicity shots and appearances. Scott has been a martial artist (World Martial Arts Hall of Fame) an actor with his own show on Time Warner, and finally moved on to his own production company, Frontier Rider Productions. FRP produced the outstanding A&E show “Gunfighters of the West” Pt. I and Pt. II. He was VP of Astrablu Media where he developed and produced numerous TV projects. Last year his horse documentary “One” won the Bronze Telly Award. This years project is a made for TV show called “Buckin’ Life”, showcasing the cowboy’s way of life. Scott took a break from his busy schedule and chatted with me for a while.....

BO — Well, my theme this issue is how TLR is *still* not just relevant, but can be found in your daily life as a true meme. We have TLR Diner opening up in California....
Yesterday's Crossword clue...."The ___ Ranger"....
Last month a Presidential Candidate compared themselves to TLR....
As a member of the very elite and small group of actors who have played TLR over the years, while you were doing it, did you think it was relevant to the times, or was it just historical drama?

SCOTT — I always tried to tie in the current events when I made my appearances or did interviews. I still try to incorporate the LR message as a producer and in my current TV project, “Buckin’ Life”, with Marshall Teague. But I try to keep it balanced knowing the audience is so diverse. It’s important to see things from all angles and show you have an open mind.

BO — What did you find to be the most difficult part about portraying TLR?

SCOTT — The comparisons to Clayton Moore. It’s hard to live up to what Clayton represented. But I worked hard at it. I think John Hart had the most difficulty since he was sandwiched in between Claytons stints.

BO — The easiest?

SCOTT — Just being myself. I always lived by the cowboy creed. Growing up around horses and the rodeo world kept me on par with the cowboy code.

BO — Did you develop your version of TLR based on your interpretation, or did you review and perhaps model your version after one of the others?

SCOTT — A bit of both. Golden Books gave me guidelines, but also gave me the freedom to do my own interpretation. I actually developed the outfit I wore after what Robert Livingston wore on the serials from 1939.

BO — In conjunction with this, what do you think should be the defining characteristics of anyone who would take on the role of TLR?

SCOTT — Well, I have a pretty tough standard. Number one, the actor really needs to be cut from the cowboy cloth or at least take an oath to it. Then it’s a well rounded person that lives by the LR code in and out of the costume. Granted it’s an acting job, but the persona shouldn't be something you need to act out. Should be in the person to begin with.

BO — And, of course, I have to ask, but you don't have to answer.....who is your favorite Lone Ranger?
SCOTT — Of course Clayton Moore. Had a chance to meet him and get his blessing. But I did do a few appearances with John Hart. Great guy and he was a good LR. John Hart told me the thing with Clayton was that he really believed he was the LR. Hart believed in the message but knew it was a job. I think I thought more like Clayton but I knew it wouldn't last forever. In the end, the LR still lives inside me and how I go about my life.

BO — You only wore the mask for a short time, and that was well over a decade ago...do you find TLR had any influence on you after your stint?

SCOTT — Yes, it taught me a lot and gave me hope that the LR would continue for another 100 years. I met so many people and didn't understand the magnitude of how the LR touched people's hearts until I put the mask on. I believe most people have the LR inside them, but they don't give themselves a chance to let their inner LR out.

BO — Do you think there was any lasting effect on you from that two years?

SCOTT — Yes in many ways. It was humbling and gave me a chance to get to know me and what my core values are. I still use the LR creed to keep myself in check and measure others.

BO — If a newsletter could have a soundtrack (not that it can't, but maybe someday...) I'd use Willy's "My Heroes have Always been Cowboys". But, then, I came from a generation that was raised on Cowboys in the Movies. As a bona fide modern day Cowboy, how relevant do you feel the Cowboy Way is to modern life?

SCOTT — I believe the cowboy still holds strong with people's imaginations. I am still involved in western projects, rodeos and live the western lifestyle. I always wear my cowboy hat and people love it. It's like a sense of wow for a lot of people. I get asked cowboy questions from people of all walks of life, nationalities and backgrounds. Nobody gets that respect and immediate attention like a cowboy does, even in 2016. I have walked into restaurants and events with recognizable actors or personalities. But when I and/or my cowboy buddies walk in with them (none of us recognizable personalities) people always look at the Cowboys first. Ha!!! It's great!!!

BO — What would you say to young folks who wonder what being a cowboy is all about?

SCOTT — Go to a rodeo and watch and learn. Great people with big hearts and a core value system. This country still needs Cowboys, which is why the western lifestyle has lasted longer than anything. Being a cowboy is an attitude and way of life. I mentor young people still today. I am a director of the high school rodeo team and produce rodeo events when I'm not doing TV or film. I'm always doing my best as an ambassador for the cowboy way of life and getting kids to embrace.

BO — Last, but not least.....Anything you'd like to say about TLR as a meme?

SCOTT — Never pull the mask off the (Old) Lone Ranger...Hi Yo Silver Away!!!!
In light of this issue’s focus on Cowboys, I’d like to present a serial from a 1962 Golden Press book on Cowboys. Here’s the first installment…enjoy! Oh, note that there **will** be a quiz at the end!!
JUNIOR GOLDEN GUIDES
A new series for young readers...
Read the fascinating text...Then
test your knowledge with the list
of questions at the end of each
book...Prepared under the super-
vision of Dr. Herbert S. Zim, noted
authority on science education and
editor of the Golden Nature Guides.

COWBOYS

BY JAY CLARK

GOLDEN PRESS © NEW YORK

CONTENTS
Cowboys .......... 3
The First Cowboys . 4
What a Cowboy Wears. 10
Guns and Lariats ... 14
The Roundup ....... 15
Riding Circle ....... 16
Branding .......... 16
Brands ........... 18
Earmarks .......... 21
Trail Drives ....... 22
Trail Crews ....... 24
Troubles on the Trail . 26
Trails .......... 28
Trail Towns ....... 29
Winter: Line Camps,
Riding Chuck Line .30
Mustangs .......... 30
Breaking Broncos ... 32
Quarter Horses ... 33
Saddles .......... 34
Longhorns Disappear .36
Rustlers .......... 38
Barbed Wire ..... 39
Songs, Dances
and Legends ..... 40
Rodeos .......... 42
Ranches .......... 44
Quiz Me .......... 47

COWBOYS live in many countries—Australia,
Mexico, Spain, Argentina, Mongolia—but none
has captured the imagination as much as the
cowboy of the American West. Cowboys helped
to settle the West and thus played an important
part in American history. Real cowboys are hard
workers and are rarely as colorful as they are
portrayed in the movies or on TV.
IMHO, Clayton Moore was the quintessential Lone Ranger. However, he wasn’t always the LR, nor was that his first or only acting job. Below are a few of the dozen or so films that Clayton was in before TLR.

First, *Kit Carson* was a 1940 Western film directed by George B. Seitz and starring Jon Hall as Kit Carson, Lynn Bari as Delores Murphy, and Dana Andrews as Captain John C. Fremont. This picture was filmed on location at Cayente (Kayenta), Arizona[1] and was one of the early films to use Monument Valley as a backdrop. The supporting cast features Ward Bond as a character named "Ape," future Lone Ranger Clayton Moore without his mask, and Raymond Hatton as Jim Bridger.

By far the most interesting of Clayton’s early movies was *Black Dragons*, a 1942 American film directed by William Nigh and starring Bela Lugosi, Joan Barclay, and George Pembroke. The cast includes Clayton Moore who plays a handsome detective. I can only imagine Bela and Clayton in some scene together....but not very well. I must try to see this one!
**Jesse James Rides Again** was a 14 part serial done by Republic Pictures in early 1947. Clayton was cast in the starring role as a (reasonably) good Jesse James. Of course, there was a woman behind it all....

![Jesse James Rides Again](image1)

**G-Men Never Forget** is a 1948 Republic movie serial. The serial was condensed into a feature film in 1966 and re-released under the title *Code 645*.

Escaped criminal Victor Murkland kidnaps the police commissioner and, with the aid of plastic surgery, takes his place. Federal Agent O'Hara (Clayton) is called in to try to stop the wave of crime initiated by Murkland not knowing that he is pretending to be the police commissioner and is aware of O'Haras' every move...

![G-Men Never Forget](image2)
“When you know who you are, when your mission is clear and you burn with the inner fire of unbreakable will, no cold can touch your heart, no deluge can dampen your purpose. You know that you are alive. “

The Holiday season will soon be here. In the Holiday rush you might forget to renew your Fan Club Membership. Don’t let your membership lapse. Renew early - You can renew for 1 or 2 years now by clicking here…>

Go to the webpage to renew.

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**Adios from……..**

**The Lone Ranger Fan Club**  
**The Lone Ranger TV**

The Silver Bullet is published four times a year (March, June, September, December) for the Fan Club Website since 2011 by Circle C Enterprise, a non-profit organization based in Salisbury, Maryland and is owned by Garry Cherricks.

TLRFC was established and published by Terry and Kay Klepey from 1988 to 2002. In 2002 it was published by Joe and Sandy Southern until 2011. During this time from 1988 to 2010 it was postal mailed to the membership.

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The Silver Bullet is a fan publication of the official International Lone Ranger Fan Club website expressly for Lone Ranger enthusiasts and collectors.

Deadline for submissions of letters, articles for printing and advertising is one month prior to the month of publication on the website.

*Hi-Yo Silver Awaay!!!*