

Clyde Beatty, born in 1903, was a household name by the mid-20th century, recognized as one of the world's most renowned animal trainers. Beatty was a multi-media star; over the course of a long career he ran his own circus and featured in motion pictures, multi-chapter movie serials, comic books, television, and radio. *The Clyde Beatty Show* represents the pinnacle of his broadcasting career. Commodore Productions and Artists Inc. announced the program in November, 1949, with the hope it would be as popular as another of their programs, Hopalong Cassidy. Sponsored by Kellogg, *The Clyde Beatty Show* premiered at the beginning of 1950 and aired on Mondays, Wednesdays, and Fridays. Commodore recorded 156 syndicated episodes that were offered for sale through the end of 1951. Beginning in 1952 the production company switched their efforts to a Clyde Beatty television program.