

# Donation of the Month

## Lone Ranger Atomic Bomb Ring



Donated by the Friends of the Rogers Historical Museum  
2006.33.1

The Lone Ranger was one of the most popular radio programs during its air time from 1933 to 1956. Both children and adults were fans of the Lone Ranger's adventures in fighting for justice. The sponsors of the radio program, like many others, offered premiums to entice fans to buy their product and get special prizes in return. All kinds of premiums were offered; secret decoders, toy six-guns, flashlights, compasses, whistles and rings were among the many goodies radio fans could get by buying the products that sponsored their favorite programs.

The Lone Ranger Atomic Bomb Ring was offered as a premium in 1947 by Kix cereals for 15 cents plus a cereal box top. The Lone Ranger was known more for silver bullets but in the late 1940s and early 1950s, society was curious about the power and possibilities of atomic energy. This ring was advertised as "Awesome! Amazing! Atomic!" and directions were described as follows:

“Twist tail fin--slide it off--and you’ll find a concealed Observation Lens inside. Go into dark room and wait until your eyes are accustomed to darkness. Look into lens—and SOCKO! You’ll see brilliant stabs of flashing light...caused by released energy of atoms split to smithereens inside atom chamber.”

The removable tail fin was also hollow and could be used to carry tiny secret messages. Who wouldn’t want such an exciting premium? Today, many premiums are very collectible items from the days before television shows replaced radio programs.

**Come see this Atomic Bomb ring in the upcoming exhibit: “*The Life Atomic: Growing up in the Shadow of the A-Bomb*” at the Rogers Historical Museum opening May 10!**

**Source Information:**

Time Life Books. Encyclopedia of Collectibles: Phonographs to Quilts. Alexandria, Virginia, 1979.

Oak Ridge Associated Universities. “Lone Ranger Atom Bomb Ring Spinthariscopes,” <http://www.ornl.gov/ptp/collection/spinthariscopes/ring.htm>, 1999.

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