



The Lone Ranger Atomic Bomb Ring

The belief in progress and development that had existed in the western part of the world since the Enlightenment, had sudden stop after World War II and culminated in and ended with the nuclear bomb.

In the United States and Europe, the first reactions to the nuclear bombs that were released over Hiroshima and Nagasaki, were a joy that the war ended. Much of the thanks was directed at the nuclear bombs, and the decision to release them was considered necessary for Japan to surrender.

The great confidence in the peaceful message of the nuclear bomb helped to endanger it. In the United States, nuclear power was sold under the slogan 'too cheap to meter'.

To make children interested in the new energy source, a toy set called the Nuclear Energy Set was marketed, and in 1959 one could take a tour with a contemporary nuclear submarine in Disneyland.

In 1947, a Lone Rangers Atomic Bomb Ring distributed in a million packs of the American breakfast mix brand KIX. Previously, the hero Lone Ranger was best known for his silver bullets, but now he upgraded his weaponry to contain the more recent atomic bomb.

In Las Vegas, it was believed that the trial bombings in the nearby Nevada desert would attract lots of tourists, and in the period 1952-57, the "miss competition", Miss Atomic Bomb, was held.

From the Catalogue for the Exhibition "Take me to your leader" by Stina Högvist curator at the Oslo National Museum.