



**WESTERN**

by

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Happy  
New Year!

## CHEERIOS

(Cont'd. from pg. 1) strip saddle ring, etc.). In the years that followed, Cheerios became a primary sponsor of "The Lone Ranger" TV series with Clayton Moore. To help General Mills celebrate their 60th anniversary, the Lone Ranger rides again on a special shrink-wrapped two-box set of Cheerios, one of which is a replica of a 1948 Cheerios package with the Lone Ranger on the front. Packaging contains a miniature LR lunchbox



(above), a cardboard cut-out LR mask on the packaging tray, a Rhino VHS/DVD offer and some historical info on the Ranger's association with General Mills. Only \$3.49 at grocery stores—if you can find it! It appears grocery chains have to special order these LR sets and not all stores are doing so as it measures over 2 ft. wide and may be difficult for stores to display. It's worth searching out, sure to be a collectible item in years to come.

## AUTRY VIDEOS

(Cont'd. from pg. 1) are now available at \$9.95@ or \$59.95 for the set of seven. (Shipping up to two tapes: \$6.50; 3-4: \$7.50; 4-7: \$8.95.) Much love and concern has gone into the restoration of these films by Autry Entertainment so each one is presented exactly as originally shown in theatres. Colorful box art has been chosen from original lobby cards and posters to enhance the films. Karla Buhlman of Autry Entertainment believes collectors have waited far too long to own restored, reasonably priced copies of Gene's films, so, dismayed in her attempts to work with major companies who want to charge \$20 per film, Autry Entertainment has moved ahead on the project themselves. Another 6 titles are promised in July with the plan to release six titles on video at least every six months. Call the Autry gift shop to order. Tue.-Sun. 10-5 (888) 412-8879

## MATT DILLON SIGNS



Bruce Boxleitner, Buck Taylor, Arness, Jim Byrnes.

"Gunsmoke"'s James Arness, wearing his original Marshal Matt Dillon outfit (sans gunbelt), had a more than

successful book signing of his just released autobiography (WC #44, pg. 10) Saturday November 3 at the Autry Museum of Western Heritage. Susan Van DeVivere of the museum gift shop estimated for WC "...four to five hundred people. We sold about 275 books that day with more put on order. Lots of families went in but only bought one book." Arness signed, took a lunch break, signed again til about 2 o'clock, then as Susan says, "felt not too tired to continue" so a half hour Q&A session was held in the theatre auditorium. "The whole affair was really quite special. We were pleased he felt comfortable enough to keep going," Susan smiled. Stopping by to greet their old friend were Buck (Newly O'Brien) Taylor, Jim Byrnes (who wrote many of the classic "Gunsmoke" episodes), Bruce Boxleitner (co-star on "How the West Was Won"), actor Jon Locke, stuntman/actor Neil Summers and a longtime "Gunsmoke" wrangler, Justin Lundin. Autographed copies of JAMES ARNESS: AN AUTOBIOGRAPHY may still be obtained for \$35 (plus \$6.95 postage) from the Autry gift shop, 4700 Western Heritage Way, L.A., CA 90027. (888) 412-8879

## GAMBLING ON THE LONE RANGER

Bally Gaming of Las Vegas, NV, will soon be placing Lone Ranger slot machines into casinos. The games feature a picture of Clayton Moore and Silver on the front of every machine which is enhanced in bright red, yellow, blue and orange. Bally's publicity declares, "The game offers players all the old west thrills of the classic '50s TV show starring Clayton Moore and Jay Silverheels, including the show's famous theme music. Players enjoy an exciting animated main-screen feature starring the Lone Ranger and Silver, as well as an interactive second-screen bonus round." The machine shown here is a nickel slot, although Bally may be making the slots in quarter or dollar versions as well. The slots carry a Golden Books Pub. authorization, but we here at WC wonder if this is the proper outlet for our hero. Would Clayton Moore have approved? We doubt it! Wouldn't "Maverick" be better suited to the gambling glitz of Las Vegas?



Ennio Morricone, the Italian composer renowned for his scores to Sergio Leone's Clint Eastwood Man With No Name westerns, such as "A Fistful Of Dollars" and "For a Few Dollars More", will receive the L.A. Film Critics Association's career achievement award at their annual awards ceremony January 22.