



DESCRIPTION AND SUGGESTED USES

The Ohio Art Company manufactured and sold this “Roy Rogers” lantern in 1950. Roy Rogers was a popular movie and television personality who was known as the “King of the Cowboys.” His wife, Dale Evans, was called the “Queen of the West.” Equivalent toys today would be those associated with Star Wars or Marvel’s Adventurers. Artifact courtesy of the Colorado Springs Pioneers’ Museum.

SUGGESTED USES

1. The date of this item is important. We can explore the following changes in post-WWII society using this artifact. Here are some of the topics that can be addressed:
 - a. The influence of the movie and television industry on commerce.
 - b. The appeal of the West and western entertainers as icons of values important in the society.
 - c. Early economic indicators of the power of the “Baby Boom Generation” the earliest of whom would have been 5 or 6 years old in 1950.
 - d. The power of “branding” as it is known today.
2. This is an early example of advertising and manufacturing directly at a generation based on the power of the media. It is not the typical toy from the 19th or early 20th century (marbles, hoop rings, dolls). You might ask the following questions:
 - a. In what ways does this item reflect the 20th century rather than the 19th?
 - i. *It is a toy railroad lantern*
 - ii. *It is branded with a popular person’s name that has nothing to do with railroads or toys.*
 - b. What items in your world today are similar to this item in the way they are packaged, branded and sold? What does this tell us about the power of media? Do you think that social media (Facebook, Instagram, Twitter and so on) should be used to sell items to people?