



TOYS! TOYS! TOYS!

# Toys, Toys, Toys!

AT WHOLESALE AND RETAIL.

**The Temple of Enchantment.**

**J. F. LOTTS,**  
**97 HANOVER STREET,**

Returns his thanks to the public for their patronage in years past, and respectfully solicits a continuance of favors. He invites all to call at his Store, 97 Hanover Street, where those possessing the most fastidious and refined tastes will be amply repaid for their inspection of his beautiful new assortment of

## TOYS AND FANCY GOODS!

**New Goods Just Received from France and Germany.**  
Indestructible Birds for Infants, Zouave Caps, Seventh Regiment Hats, Pom-pom Hats, Swords, Guns, Pop Guns, Fifes, Flutes, Whistles, Drums, American Flags of all sizes, and every description of Military Equipments.

**New French CRY DOLLS!**

Wax Dolls, Paris Dolls, beautiful China Dolls. China Dolls with Cloth Bodies, Kid Dolls, Cry Dolls, English Rag Dolls for Infants, Doll Bodies and Kid Arms, Dressed Dolls, and Dolls Dressed to order in splendid style.—NEW

**ENGLISH TRUMPETS**

Called the "PRINCE OF WALES" New Toy—the OLD WINDMILL—turns one hour. Philadelphia Bells, New Toy Fire Grates, Coal Scuttles, Cooking Stoves, Tin Kitchens, Porcelain Lined Ware, Plated Toy Spoons, Knives and Forks, Drumming Rabbits, Rabbits on Wheels, for Small Children. Woolly Dogs, Lambs, Rabbits, &c., &c.

**PIANO FORTES,**

From one octave to three, classic chords, all sizes and prices. New style of Tea Sets, Dining Sets and Chamber Sets, just opened. New styles of Bureaus, Book Cases, Sets of Jewelry for Dolls, Doll Cribbs, Willow Wagons and Chaises, New Games for the Holidays, Dissected Pictures, Dissected Maps, Cube Blocks, Buildings, Blocks, Transparent Slates, Paint Boxes, German Game Balls, &c.

**OUR PET ALPHABET ;**

Combination Alphabet, Pictorial Alphabet, Hill's Alphabet, Painted in Oil Colors, Toy Books, Picture Books, Indestructible Books,

**Chamber Furniture—Rich Sets of Parlor Furniture,  
KITCHEN FURNITURE.**

Every variety of **MECHANICAL TOYS!**

**NEW AND SPLENDID MAGNETIC CHARIOT!  
DRAWN BY SWANS!**

Ducks, Fish, Swans, and every variety of Grocery Stores, Tool-Boxes, Children's Carriages, from \$5.00 to \$20. Rocking Horses, in great variety, from \$2 to \$14. Ladies' Leather Bags from 75 cents to \$5.00. Port Monies, Money Bags, Card Cases, Hair Brushes, Writing Desks, China Vases, Cologne Bottles and every variety of China Ornaments, Reticules, Back Gunmon Boards, &c.

**FAIRS**

Furnished with Goods at the shortest notice. All of the above named articles may be found at

**J. F. Lotts, 97 Hanover Street,**

**Between Elm and Friend Streets, . . . BOSTON.**

Great Stock of Toys for Girls and Boys.  
Can be found at Francis Lotts;  
From parlor rig to Penny Gig,  
And little iron pots.

Great pussy Cats and long-tailed Rats,  
With many a curious thing.

He sells Babes that speak, yet do not eat,  
And Birds that sweetly sing.

So then good friends your ears do lend,  
While this I tell to you—  
Go where you will, see what you may,  
Lotts can show you something new.

Geo. B. Hamlin, Printer, 151 Hanover Street, (Opposite the Blackstone Bank,) Boston.



“Toys, Toys, Toys”

Printing Date: November 28, 1860

Location: Boston, Massachusetts

Printer: George B. Hamilton, 131 Hamilton Street, Boston

Source: <http://memory.loc.gov/rbc/rbpe/rbpe066/066602700/001da.tif>

This is an advertisement that was printed and distributed on November 28, 1860.

1. Where was this advertisement printed and distributed?

*The advertisement was printed and distributed in Boston, Massachusetts.*

2. Who printed the advertisement? What was their address?

*a. Geo. [George] B. Hamilton, Printer, printed the advertisement.*

*b. Mr. Hamilton was located at 131 Hamilton Street, Boston [MA] opposite the Blackstone Bank.*

3. For whom was the advertisement created? What was their location?

*a. The ad was created for J. F. Lotts [Toy Store]*

*b. Lotts was located at 97 Hanover Street, Boston [MA], between Elton and Friend Streets.*

4. Identify five items you believe this vendor thought would be of the most interest to customers, and explain why you chose those items.

*a. The five items Mr. Lotts thought his customers might like are: French Cry Dolls, English trumpets, Piano Fortes, the Pet Alphabet, and the Magnetic Chariot drawn by swans.*

*b. These items are emphasized in bold and/or fancy type faces and are printed in larger type in order to highlight them.*

5. The vendor lists specific prices for only a few items. Which items were they and what were the prices listed for each? Do you think the prices were expensive or inexpensive?

*a. Children's carriages from \$5.00 to \$20.*

*b. Rocking Horses in great variety from \$2 to \$14.*

*c. Ladies leather bags from 75 cents to \$5.00*

*d. There will be a variety of answers here, but most will say "inexpensive."*



6. The prices you listed in #5 were in “1860 dollars.” To find out what the items would cost in today’s dollars you will need to divide the dollar amount by a conversion factor of .043. What would be the cost of the items you listed in #5 in today’s dollars? Were they expensive or inexpensive?
- a. 1860: \$5 - \$20 : 2013 = \$116.28 - \$465.12
  - b. 1860: \$2 - \$14 : 2013 = \$46.50 - \$325.58
  - c. 1860: \$.75 - \$.5 : 2013 = 17.44 – 116.28
  - d. Students should change their minds to “expensive” after the calculation.
7. Look through the items for sale in this advertisement. Identify six items that you would expect to see in toy stores today.

*Six items I would expect to find today are:*

*Guns, whistles, drums, American flags, wax dolls, China dolls, cry dolls, rag dolls, toy kitchenware, wooly dogs, (stuffed) lambs, and (stuffed) rabbits.*

8. Which items are unfamiliar to you, or are items you would not expect to see in toy stores today?

*Items I would not expect to see today are:*

*Zouave caps, Seventh Regiment Hats, Pompoon Hats, Pop guns, Fifes, Philadelphia Bugs, Coal Scuttles.*

9. Based on the information you gathered for questions #7 and #8, do you think children were much different in 1860 from children of today? Support your answer with evidence from the advertisement.

*No, children were not much different. They played with similar toys, even the “odd” toys are reflected today in GI Joe uniform and equipment.*

10. Is the store in this advertisement just a toy store? How do you know? Provide evidence to support your answer.

*This store is much like a “department store” today. They sell toys, and “Fancy Goods”; i.e. imported furniture, purses, hair brushes, vases, cologne bottles, China ornaments and games.*

#### EXTENDED EXERCISE:

Look up the following words in a dictionary and then write the definition of the word, and compose a sentence for each word in which you use the word differently than it was used in the advertisement.

*ZOUAVE: a member of a French military unit, usually wearing a brilliant- colored*



*Uniform.*

*Pompoon: a decoration on a hat, usually a tuft of feathers; sometimes a tassel.*

*Pop gun: a child's toy gun for shooting pellets with compressed air.*

*Coal scuttle: a shallow, open basket for carrying something, a metal pail for carrying coal*

*Piano Forte: an early form of a piano, 18<sup>th</sup> – 19<sup>th</sup> c.*

*Porte monnaie: a woman's coin purse*