

**Suggested Newspaper Advertisement Resources - Annotated List**  
**“Letters to Santa” / “Toys of the Past”**

**Source: Colorado’s Historic Newspaper Collection**

<http://www.coloradohistoricnewspapers.org>

*NOTE: Teachers may conduct their own general search for ads by using the search term “Christmas toys” on this site. However, that search will produce 324 ads.*

*This resource is included to provide primary-grade teachers with a pre-selected list of 19 Christmas toy newspaper advertisements which are appropriate for young students. Fourteen of these ads will be displayed in various locations on the general “Christmas toys” search. (Five of the ads were found using other searches and keywords.)*

**Rapid location of ads by using newspaper names:**

Teachers can quickly locate these particular advertisements by using the “**Search All**” tab. Use the search term “**Christmas toys.**” **Highlight the publication name.** Use “**ads**” as your content area. Click “**Go.**”

You can easily find the ad in the resulting **publication search** by using the Item # listed with the ad information below. Place the ads in “My Collection” as you find them.

The five ads that were found by other methods are marked with an \*. Please use the special directions for accessing them.

1. *Morning Times* (Cripple Creek, El Paso County); Date: 1897 Dec. 11 \*  
\*Special search directions: Search term: “**toys**”. Content: “**ads.**”  
Ad will be Item #73 on page 10 of search list.  
This is a great ad with a picture of Santa Claus in the toy store with a young girl. The ad lists 26 toys and their prices.  
This is a wonderful example of a Christmas toy ad of the past.
2. *Longmont Ledger* (Longmont, Boulder County): Date: 1897 Dec 10 \*  
\*Special search directions: Search term: “**toy department**”; Content: “**all**”  
Ad will be Item #1 in publication search.  
An article/ad mentioning 27 different toys. Includes checker boards, card game, picture books, etc.
3. *Morning Times* (Cripple Creek, El Paso County); Date: 1897 Dec 18 \*  
\*Special search directions: Search term: “**Christmas toys**” Content: “**all**”  
Ad will be Item #2 on page 1 of search list.  
An ad listing 14 toys with prices also listed. Includes ten pins, iron trains, books, tool chests, etc.
4. *Morning Times* (Cripple Creek, El Paso County): Date: 1899 Dec 10 \*  
\*Special search directions: Access this ad by using the “**Browse All**” tab.  
Search the “Morning Times” by date of Dec. 10, 1899. This ad will be on

page 2 of the newspaper.

This ad lists 19 toys and their prices. Also, it is surrounded on either side by additional text listing 86 different types of Christmas toys. It is a great teacher resource for toys of 1899.

NOTE: Ad text would need to be enlarged for reading purposes.

5. *New Castle Nonpareil* (New Castle, Garfield County); Date: 1899 Dec 21  
Ad will be Item #3 in publication search.  
A simple ad listing 10 different toys. Includes harmonicas, balls, animals, workboxes, cuff boxes, etc.
6. *Akron Weekly Pioneer Press* (Akron, Washington County); Date: 1904 Dec 16  
Ad will be Item #1 in publication search  
An ad with examples of a variety of fonts. Includes all types of gifts, air guns, hobby horses, etc.
7. *Weekly Courier* (Fort Collins, Larimer County); Date: 1904 Dec 21  
Ad will be Item #3 in publication search.  
An ad with a picture of Santa. Includes chinaware, handkerchief, hoops, etc.
8. *Summit Country Journal* (Breckenridge, Summit County); Date: 1905 Dec 16  
\*Special search directions: Search term: "toys"; Content: "all". Ad will be Item #1 in search list.  
A simple ad mentioning 32 toys. Includes megaphones, musical instruments, cheap dolls and expensive dolls. **WARNING: Racial offensive language in reference to one of the dolls. This ad could be used (with much teacher supervision) to discuss how our society has changed since 1905. Individual teacher judgment advised.**
9. *Daily Journal* (Telluride, San Miguel County); Date: 1908 Dec 22  
Ad will be Item #3 in publication search.  
A simple ad mentioning 10 toys. Includes teddy bears, blocks, steam toys, go carts, etc.
10. *Record Journal of Douglas County* (Castle Rock, Douglas County); Date: 1915 Dec 10  
Ad will be Item #2 in publication search.  
A simple ad listing 18 toys. Includes ice and roller skates, flash lights, pocket knives, pop guns, etc.
11. *Weekly Courier* (Fort Collins, Larimer County); Date: 1915 Dec 10  
Ad will be Item #1 in publication search  
An ad with a picture of Santa Claus and 10 toys. Prices are listed. Includes dolls to dress, folding doll carriages, new games, etc.  
NOTE: Ad text would need to be enlarged for reading purposes.

12. *Record Journal of Douglas County* (Castle Rock, Douglas County); Date: 1916 Dec 08  
Ad will be Item #5 in publication search.  
A simple ad listing gift suggestions for mother, father, and children.  
Children's column lists 13 different toys. Includes sleds, wagons, wind mills, tinker toys, Erectors, etc.
13. *Fort Collins Courier* (Fort Collins, Larimer County); Date: 1920 Dec 10  
Ad will be Item #6 in publication search.  
An ad with pictures of Santa and products for sale, including the two toys mentioned. Includes velocipedes and shoo fly rockers. Prices are also listed.
14. *Range Ledger* (Hugo, Lincoln County); Date: 1920 Dec 11  
Ad will be Item #5 in publication search.  
An ad with pictures of children looking at their Christmas toys. Ad mentions 6 toys. Includes stuffed animals, dolls, furniture, etc.
15. *Fort Collins Courier* (Fort Collins, Larimer County); Date: 1921 Dec 19  
Ad will be Item #2 in publication search.  
An ad with a Christmas tree and many pictures, including a tricycle. Ad mentions 10 toys. Includes wheel toys, tricycles, Kiddie Kars, wheelbarrows, blackboards, rocking horses, etc.
16. *Fort Collins Courier* (Fort Collins, Larimer County); Date: 1922 Dec 22  
Ad will be Item #4 in publication search.  
An ad listing 19 toys and their sale prices. Includes giant tinker toys, aluminum dish sets, quiet games, yellow cabs, picture cubes, woolly kittens, coaster wagons, etc.
17. *Fort Collins Courier* (Fort Collins, Larimer County); Date: 1922 Dec 01  
Ad will be Item #5 in publication search.  
An ad with pictures of Santa, children, and toys. Price ranges are added. Ad has a letter from Santa to the children of Fort Collins and three rhymes about toys. Includes boxing gloves, footballs, floppy Ragg'dy Ann, ma-ma dolls, Radio Rex, dogs, etc.  
NOTE: Ad text would need to be enlarged for reading purposes.
18. *Longmont Ledger* (Longmont, Boulder County); Date: 1922 Dec 01  
Ad will be Item #6 in publication search.  
An ad that is simple and very visual. Ad has pictures of 10 toys along with their names and prices. Includes dancing tops, derby rider push toy, white enameled doll furniture, toy tea sets, etc. This would be a great ad to use with young students.
19. *Fort Collins Courier* (Fort Collins, Larimer County); Date: 1922 Dec 11  
Ad will be Item #3 in publication search.

An ad with a home decorated for Christmas and lots of pictures of products including a rocking horse. Ad mentions 15 toys. Includes velocipedes, wheeled toys, furniture, wooden items, etc.

NOTE: Ad text would need to be enlarged for reading purposes.