



Checkerboard

May, 2016

Top 10 Reasons to Attend the 2016 AAAA Convention

July 20-23, 2016 Dublin (Columbus), Ohio

We have provided a great deal of information about the 2016 AAAA Convention in recent issues of the *Checkerboard* and *PastTimes*, so we are just going to boil it down here to the top 10 reasons why you should attend.

1. Great opportunities to buy desirable antique and vintage advertising through room-hopping and an exciting silent auction
2. Sell antique advertising from your room or in the silent auction. Is it time to start thinning out your collection? The Convention is a perfect place to sell those items that are ready for new owners. Buyers will be knowledgeable and appreciative of your cherished collectibles.
3. See old friends and make new acquaintances who share the love of our hobby
4. Acquire new knowledge in four informative and interesting seminars
5. Marvel at the exciting items in the revamped Favorite Advertising Exhibit, which will be in its own time slot
6. Enjoy fun activities, such as the enlightening Show-and-Tell event, games and raffles, tours of the outstanding Leo Fry Tobacco collection, and much more
7. Relax in a beautiful hotel setting with spacious two room suites and wonderful amenities
8. Welcome each evening with a Manager's Reception with free snacks and up to three drinks/cocktails
9. After the Convention, visit the attractions in nearby Springfield, Ohio, featuring three antique malls with a combined total of over 1,200 dealers,

located within a two mile radius of one another and the Frank Lloyd Wright designed Westcott House

10. Support your club, AAAA, the only national organization that represents the entire hobby of antique and vintage advertising

Time is growing short! Before you know it, July 20-23 will be here and the Convention will be taking place. The deadline for registration is June 13. Please send in your registration form **today** to avoid disappointment.

[Click Here](#) to download a copy of the Convention Registration Form

[Click Here](#) for a copy of the Convention Schedule

[Click Here](#) for a copy of the Convention Flyer



The Richard Lohner Collection

By Richard Lohner

I was bitten by the collecting bug back in 1970 when I went to an antique auction in San Diego. I bought my first tin-a Lime Fruit Tablet can. In 1975 ,my wife and I bought a motor-home, took a leave of absence from our jobs, and toured the US for 9 months. While in Vermont we visited an antique dealer and after some haggling, bought all 100 of his tins for\$800. We all packed up the tins in boxes and, six months later, he sent the boxes to us in San Diego.

While visiting friends in Chicago I picked up the circus tin, pictured below. Although it does not advertise any product, it is one of my favorite tins because of the fabulous graphics. The Circus World Museum in Baraboo Wisconsin estimates it was probably made about 1900, as most of the scenes were from the 1890's. If you find yourself in that part of the country, a trip to that museum would be well worth your time.

At present, I have 467 tins, 90% of which are tobacco. Selections from my collection are presented in the photos below. If you would like to contact me, write to: lohner@comcast.net.















Schimpff's Confectionery: Cause for Celebration!



Schimpff's Confectionery recently recognized two special events. Last month, this venerable enterprise celebrated its 125th anniversary--all in the same location at 347 Spring St. in downtown Jeffersonville, Indiana. They also had cause to rejoice with the unveiling of a historic 1950's Coca-Cola sign, which is very similar to one that once adorned the historic structure (see photo below).

Jill and Warren Schimpff, fourth generation owners of the store, recently presided over a celebration of these two events. They can be seen, all smiles, in the photo to the left in front of their business with their new sign.



Schimpff's Store, circa 1960, showing the original Coca Cola sign. Schimpff's will be expanding into the Eagles location next door.

Quoting from the April 13, 2016 issue of the Courier-Journal (Louisville, KY), "Gustav Schimpff Sr. opened the original business on April 11, 1891, next door to his brother Charles' store that sold wallpaper, books and a little bit of everything. "The day it opened there was one sentence in the newspaper saying Louisville candy-maker Gustav Schimpff has opened a new candy store," said Warren. "Right next to it was a whole paragraph about how Doc Hancock's horse had colic. I guess that shows how important we were then."

Red marks by the second-story windows indicate the level reached by the crest of the 1937 flood.



Schimpff's Store under water in the historic 1937 flood. Note the high water mud line at the middle of the second story windows. According to Warren Schimpff, "Grandma Schimpff went out the right window in a row boat!" The sign above the door is an earlier Coke sign that was in use into the 1950's.

Markers for floods in 1883 and 1884 adorn a first-floor post. Warren and Jill Schimpff purchased the store in 1990, becoming the fourth generation of the Schimpff family to own the confectionery. With no children of their own, the pair are looking to a cousin, Steve Shepherd, to become the fifth generation."

My mother was a Schimpff," Shepherd said. "She lived right upstairs here. I'd always said that I would love to be part of the family business. It's just a childhood dream." Shepherd and his family relocated from Indianapolis over a year ago to start learning the business and preparing to take over some day.

While the confectionery still occupies the same space, under Jill and Warren's watch the business expanded in 2001, taking over an adjacent building to construct a candy museum and demonstration area where visitors watch candy being made.

The fate of the original Coca-Cola sign is unknown, but the Schimpff's commissioned the American Sign Museum in Cincinnati to restore a similar sign they found at the Indianapolis Advertising Show. That sign now hangs on a still under- construction new addition to the venerable candy store next door at 345 Spring St. The expansion will add additional retail, office and café space, along with new manufacturing space for the business.

A larger anniversary celebration will be held June 4 in conjunction with JEFF Fest. A Dixieland band, refreshments, and a sneak peak of the expansion project will all be on hand.

Warren and Jill have been members of AAAA since the early TCCA days. They have also been long-time, active buyers at the Indy Ad Show. They asked us to relate that they would welcome AAAA members and other Antique Advertising "Nuts" to come for a visit to their Candy Museum and candy store. The museum contains thousands of pieces of candy memorabilia and advertising and they love to show it off to interested parties. If a visitor would like a personal and longer look at the collection, please give them a call and they could arrange an after - hours visit. Give Warren and Jill a call at Schimpff's Confectionery (812/283-8367), 347 Spring Street in Jeffersonville, Indiana. If someone is driving to the 2016 AAAA Convention, they are not far off the Route!! - across the Ohio River from Louisville, KY.

PastTimes heartily endorses visiting Schimpff's Confectionery. AAAA members who have been there report that the experience was fun, memorable, and informative, and that the museum collection is simply outstanding!



Icecreamers Annual Convention

The "Icecreamers" is a national organization of individuals whose passion is ice cream and soda fountain collectibles. They will be holding their annual convention in Lancaster, PA June 23-25, 2016. For further information about this event, [click here](#).



**34th Annual
Convention
June 23 - 25, 2016
Lancaster, PA
Best Western Eden Resort**

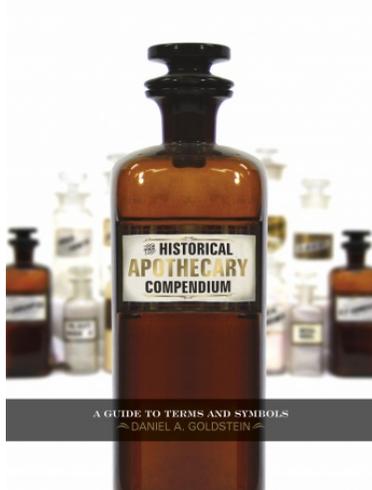
**Ice Cream & Soda Fountain Collectibles
Area Antique Malls Extravaganza
Edu-taining Collectors Seminars
Buy - Sell - Trade - Show**

***Celebrating Ice Cream's Popularity during Prohibition
Featured Guest - David Yuengling, President
Yuengling Ice Cream - Founded 1920***

Visit www.icescreamers.com for
Convention and Membership Details
Questions? emailus@icescreamers.com



New Apothecary Reference



A new book has been published entitled, "The Historical Apothecary Compendium: A Guide to Terms and Symbols, by Daniel A Goldstein. It is published by Shiffer Publishing (2015). It is a lush, large format (9" X 12") volume and is 336 pages long. After introductory sections, the book commences with a 20 page chapter on "Background Matter", which provides very useful information about the history and types of apothecary containers, as well as labels and labeling practices. That chapter is followed by a 15 page color section that illustrates various containers and other related memorabilia. The rest of the book is the essence of the volume: a "Compendium"--essentially a lexicon of all matters related to the topic of apothecary containers. The scope of the lexicon appears to be extensive and encyclopedic.

This beautifully produced book would appear to be an essential acquisition for any collector of drug store or apothecary collectibles. It retails for \$50.00 but is available for less at outlets such as Amazon.com (about \$39).

The End of an Era

By Paul Lefkovitz

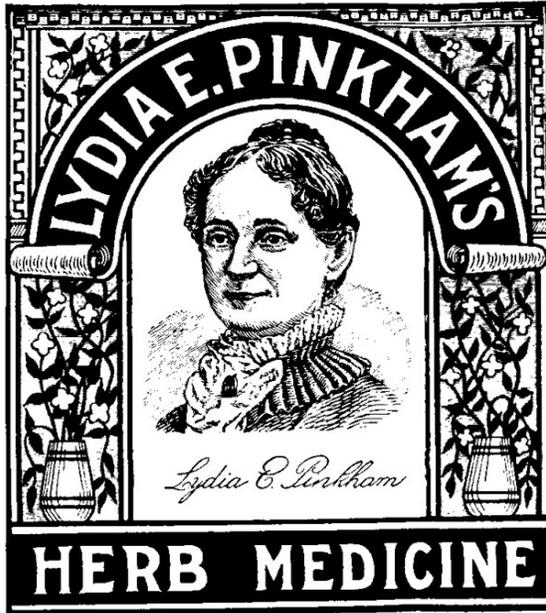


Many of you may have been fortunate enough to have discovered Eureka Antiques in Evanston, Illinois and its delightful owner, Bindi Bitterman. Well, after 33 years of running one of the most enchanting and genuine antique establishments anywhere, she has decided to call it quits and close the shop. Her eclectic inventory always included a very nice

selection of antique advertising, a genre that was one of her personal favorites. However, the main attraction was Bindi herself, who took a personal interest in every one of her customers and had a keen recall of what people loved to collect. Her warm and engaging smile greeted you the moment you crossed her portal and, before you knew it, you had made a new friend. She will be missed by many antique advertising collectors who made it a point to visit Bindi whenever

they were in the Chicago area. [Click here](#) for a video where you can "meet" Bindi and get a glimpse of her captivating and wondrous little store. AAAA wishes Bindi much joy and good health in her retirement!

The Face That Launched a Thousand Insults



Evy Mayer submitted a fascinating little article that appeared in the web site, Atlas Obscura. It is about the image of Lydia Pinkham and the ire it drew from many individuals.

It seems Lydia's visage, which was seen everywhere advertising her hugely successful products, was not appreciated by some. She became an early victim of what we now refer to as "face-shaming". And we thought that was a product of the internet age!

Go to the Atlas Obscura web site by [clicking here](#) to learn more about poor Lydia's plight.

Thanks Evy for sharing this entertaining article with our readers!

Wanted Items

In this column are those sought-after items of desire that seem to be elusive. If you know where any of these items can be acquired or if you have one available, please click the link to reply directly to the seeker. To place a listing in this column, [click here](#). There is no fee for AAAA members. Up to three listings per member is permitted.

Ice Cream Advertising. Mr. Ice Cream desires better ice cream advertising including: postcards, trade cards, letterheads, billheads, booklets, poster stamps, blotters, magic lantern slides, pinbacks, watchfobs and pocket mirrors. Allen Mellis, 1115 West Montana St. Chicago, Illinois 60614-2220. mellisfamily@rcn.com. [Click here](#) to reply.

Empty tin cans (new) to place vintage labels on. Different sizes preferred. Do you know of a source where these can be purchased in volume? To reply, [click here](#).

Tall 1 lb. Mallard Coffee Can- Shows duck taking off. To reply, [click here](#).

Chewing gum packs, sticks, wrappers, full boxes, lifesavers, candy bar wrappers, displays, and boxes. Anything candy related. To reply, [click here](#).

Pre-1900 advertising items related to: barbed wire, farm fence gates, tools for erecting or mending wire fences, and farm fences. Only primary material please--no ads from newspapers, etc. Larry W. Love. To reply, [click here](#).

Armour Foods Signs, Cardboards, Store Displays, Die-Cuts Wanted. To reply, [click here](#).

Cigar advertising tip trays, pinbacks, or any unusual cigar advertising items. Harry Cohn: To reply, [click here](#).

Walt Foster Art Books Store Floor Rack: To reply, [click here](#):

JG Flynt Sir Walter Raleigh Pocket Tin: To reply, [click here](#).

One (1) Pound FULL [Unopened, Sealed] Key-Wind Coffee Tins: To reply, [click here](#).

Near Mint English Biscuit Tins: 1880 to 1925 To reply, [click here](#).

Scarce or Rare Tobacco Pocket Tins: One or a collection. To reply: [click here](#).

Vintage Photos of General Stores or Soda Fountains. Authentic 1890-1930 examples only--no modern reprints please. Mounted photo or RPPC. Interior or exterior. Send scan. To reply, [click here](#).

ENSIGN Perfect and ENSIGN Perfection vertical pocket tobacco tins to enhance my collection. Feel free to contact me at 614-888-4619 or k8pyd@wowway.com to see if you can help fill the voids.

Firecracker Packs: Collector buying all old fireworks-packs, boxes, advertising, whatever. To reply, call 931-237-3646 or [click here](#).

Lefkowitz & Sons Company Soda Fountain Collectables: I am seeking any soda fountain product or equipment labeled "Lefkowitz". To reply [click here](#).

Posters of Beautiful Women or Children Advertising a Drug Store or Country Store Product. Pre-1930. Preferable with product shown in image. Original frame and good condition a plus--also NOS country store or drug store products, advertising of any kind, or any product with great graphics and full of contents a plus. To reply, [click here](#).

Spice Tins WANTED!! Hard core collector looking for brands I don't have and upgrades for ones I do have. Looking for good old spice tins with pictures. Birds, people, trains, etc. I have a few traders but mainly a buyer. To reply, [click here](#).

Minnesota Brewery Items including Hamm's, Grain Belt, Fitgers, Gluek and others. Also collect rare Minnesota advertising pieces. To reply, [click here](#).

Vintage Baseball/Football Cards: Pre-1970 Only To reply, [click here](#).

Clicquot Club: Lighted Clicquot Club advertising clock made by Telechron and Telechron lighted advertising clock. To reply, [click here](#).

"ANTI-FAT," Weight-Loss, "Reducing," Obesity Items: Signs, bottles, anything related. Also, any items related to VITAMINS. To reply, [click here](#).

Yellow Kid Wanted: The more unusual,the better. To reply, [click here](#).

Harvard Brewing Signs/Lithographs: To reply, [click here](#).

Ivanhoe Pencil Tin: Fair price and also finder's fee paid. Approx 1" diam, 9" long, blue in color, round, with picture of Ivanhoe on horseback. To reply, [click here](#).

Noaker Ice Cream Company Canton, Ohio: 13" Round ice cream tray from "the Noaker Ice Cream Company Canton, Ohio" in good or better condition. It has the boy & girl eating ice cream on the front. To reply, [click here](#).

B.T. Babbit Soap Advertisement Posters: See Antique Advertising Encyclopedia (Vol. II) by Klug page 54 and 55. Condition is very important. To reply, [click here](#).

DeLaval: Tin advertising, give-aways and other collectibles produced by the company. To reply, [click here](#).

Edmands Coffee Company, Edmands Tea Company, 1776 Coffee, American Beauty Tea, Japan Tea, Devonshire Tea, (imported by Edmands, Boston/Chicago): Any items such as tins, signs, paper, or anything else related to the Edmands family of companies in Boston is desired. To reply, [click here](#).

Heathman Bakery, Dayton, Ohio: Interested in any items related to this business. To reply, [click here](#).

Indianapolis Brewing Company Ephemera: Circa 1920. Specifically looking for signed documents. To reply, [click here](#).

The AAAA *Checkerboard* is a monthly e-newsletter that is made available to all AAAA members at no cost. The mission of the *Checkerboard* is to increase knowledge about antique and collectible advertising among AAAA members. The *Checkerboard* also provides news and updates about AAAA. It is produced each month with the exception of the four months per year when the award-winning PastTimes print newsletter is published. Paul Lefkovitz (plefk@generalstoreantiques.com) serves as Editor of the AAAA *Checkerboard*.



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