



Checkerboard

November, 2015

AAAA Membership Survey Deadline Extended!

The deadline for completing the Membership Directory Survey has been extended. The response has been excellent but there are a few holdouts that have not yet completed it. We want to be sure we get everybody's information to update our records. Remember, we'd like you to complete the survey, whether you want your information included in the Directory or not.

To the vast majority that has already completed the survey, THANK YOU!

If you have not yet completed the survey, [CLICK HERE](#). Please complete it right now, while you are thinking of it. It will only take about 5 minutes.

If you have any questions or need assistance, please let us know by [clicking here](#).

2016 AAAA Convention: Dublin (Columbus), Ohio



The 2016 AAAA Convention will be returning to the Embassy Suites in Dublin (Columbus), Ohio on July 20-23, 2016. The 2014 Convention attendees absolutely loved this location! The spacious two-room suites that permitted separate selling and living areas were a big hit. Also, large picture windows in each room made it possible to view items for sale from the hallways, even when the room was locked. Other amenities such as the daily evening Manager's Reception with free snacks and 3 free cocktails/drinks and the microwaves and refrigerators in each guest room were greatly appreciated.

The National Graniteware Society Convention will also be taking place at the hotel again, adding to the fun and number of people involved. As we discovered last year, many of their members collect antique advertising and there will, once again, be much cross-buying/selling and fellowship between the two clubs. They will also be invited to participate as buyers at our Silent Auction.

Several important changes are in the offing for 2016 including a new, revitalized Favorite Advertising Exhibit and plans to significantly increase the number of buyers in the silent auction. It should be exciting!

The Convention Registration Fee is \$120 per person and the discounted hotel guest room rate is \$125 per night plus 17.5% taxes. The Convention registration fee, along with hotel lodging covers ALL meals during the Convention consisting of made-to-order breakfast buffet Thursday, Friday, and Saturday, lunch on Thursday and Friday, and delicious dinners on Thursday and Friday. Tables for sellers are just \$10 per suite for the duration of the Convention (maximum of two tables).

To download the Convention Registration Form, [click here](#).

To download the Convention Flyer, [click here](#).

[Click here](#) to contact Paul Lefkovitz, Convention Coordinator, if you have any questions.

Please plan to attend this fun event!

From Kettle To Keg: A History in Breweriana Advertising

The Collection of Randy Huetsch

Editor's Note: Randy Huetsch presented an educational and enthusiastically-received seminar at the AAAA Convention in July about breweriana advertising. He has graciously permitted us to present some of the images from his presentation in this article. This should be a treat not only for those that were unable to attend the convention but those that did attend so they can more leisurely enjoy the beautiful photos he shared.

We have an even better treat for you. You can download his actual 115-slide PowerPoint presentation (saved as a PDF file) by [clicking here](#). While the PowerPoint does not give you the full benefit of his scholarly and personable presentation, you are sure to enjoy it. Thanks, Randy for your important contribution to the knowledge of our members! If you would like to contact Randy, please [click here](#).

Proud Brewers





Factories

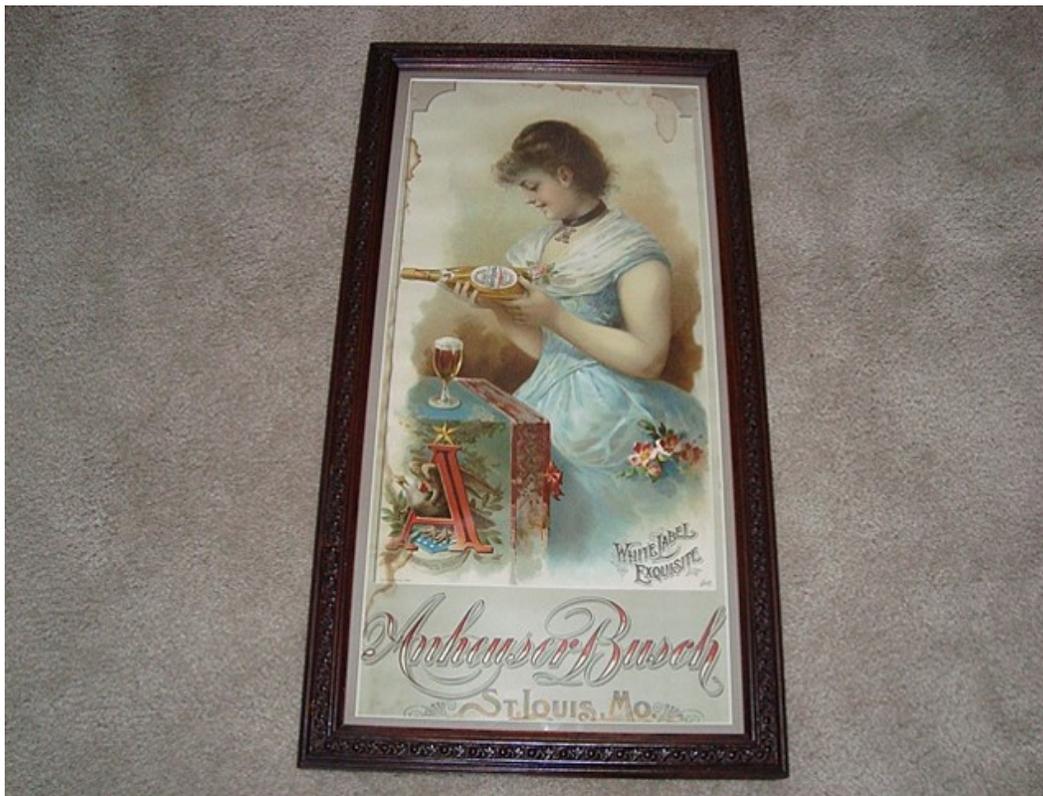






Women











Babies and Children







Other Themes



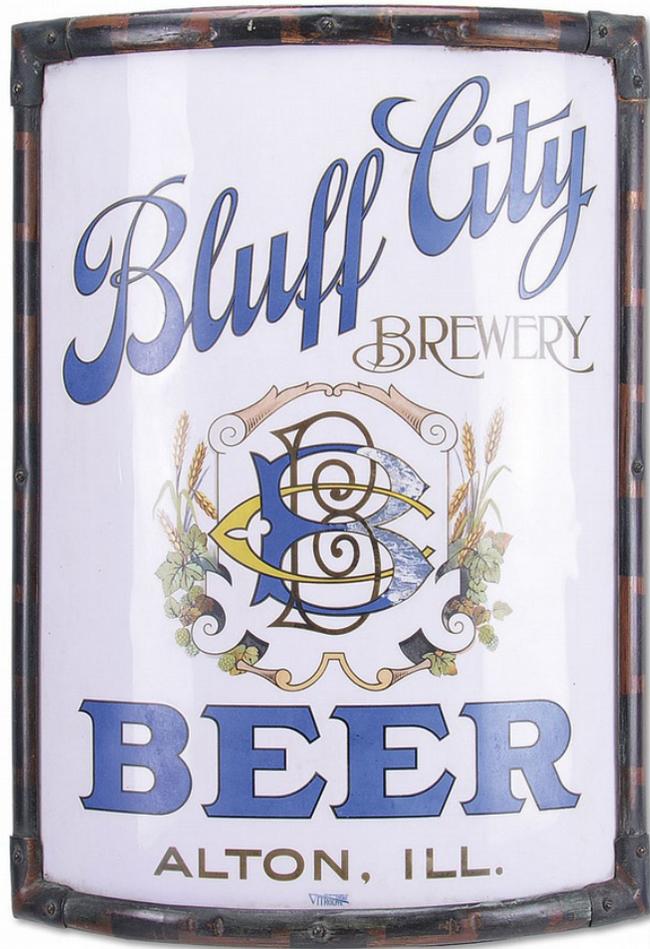






Corner Signs







Candy and Drug Store Jars

You may have heard collectors refer to various types of candy and drug store jars as "Congress", "Columbia", "Exposition" and others. These types are simply based on their shapes. The page below from the 1913 catalog of the Albert Pick & Company, Chicago can serve as a convenient reference to distinguish these types of jars from one another.

Candy and Display Jars—Refreshment Tanks and Fish Globes

In Cases Where Items Are Priced by the Dozen, Orders for Any Part of a Dozen Will Be Accepted

A Great Value in Any Size

These glass candy or tablet jars are high grade in every respect. Strong and durably made of best quality clear blown glass. The stoppers are massive and are carefully ground to fit each jar. Large opening in jar.

No. 2E5927 Ht. 9 in. **\$1.95**
Cap. 2 lbs. Doz.

No. 2E5929 Height 10 in. Capacity 4 lbs. Dozen... **\$2.45**
No. 2E5930 Height 11 in. Capacity 5 lbs. Dozen... **2.90**

"SQUARE SQUAT" CANDY JARS

With ground glass stopper. Especially adapted for use on low shelving. Capacity 2 pounds. Height, 6 in.; width, 4 1/2 in.

No. 2E5900 Dozen... **\$1.95**

"OCTAGON" CANDY JAR

With ground stopper. Capacity 4 lbs. Height, 11 inches.

No. 2E5931 Dozen... **\$3.15**

"FRENCH" JAR

With Glass Cover

No. 2E5916 Height, 9 in. 3/4 gal. Dozen... **\$2.35**

No. 2E5917 Height, 11 in. 1/2 gal. Doz. **\$3.00**

No. 2E5918 Height, 12 in. 3/4 gal. Doz. **\$3.60**

No. 2E5919 Height, 13 inches 1 gal. Dozen... **\$4.75**

"TALL RING" JAR

With Glass Cover

No. 2E5921 Height, 11 in. 3/4 gal. Dozen... **\$3.65**

No. 2E5923 Height, 14 in. 1 gal. Doz. **\$5.50**

"ATHENIAN" JARS

Ground stoppers. Wide opening. Made of extra good quality clear heavy glass. Grecian border around neck and foot. Massive stopper.

Ht. Diam. Cap. in. in. pts. Doz.
E5957 15 7 1/2 10 **\$1.50**
E5958 19 8 1/2 14 **23.50**
E5959 23 10 20 **29.50**

"EGYPTIAN" JAR

Ground stopper.

No. 2E5905 Height, 9 1/4 in. 2 1/2 pints. Dozen... **\$5.25**

No. 2E5906 Height, 11 in. 4 pints. Dozen... **\$7.00**

"DIAMOND" JAR

With ground stopper.

No. 2E5932 Height, 12 in. Capacity, 1 pt. Dozen... **\$5.25**

No. 2E5933 Height, 15 in. Capacity, 1 qt. Dozen... **\$8.15**

No. 2E5934 Height, 18 in. Capacity, 2 qts. Dozen... **\$10.60**

No. 2E5935 Height, 21 in. Capacity 3 qts. Dozen... **\$17.25**

No. 2E5936 Height, 24 in. Capacity 4 1/2 qts. Dozen... **\$21.00**

No. 2E5937 Height, 27 in. Capacity 7 qts. Dozen... **\$28.50**

"GLOBE" JAR

With ground stopper.

No. 2E5904 Height, 8 in. 1 pt. Dozen... **\$4.25**

No. 2E5910 Height, 10 in. 2 pts. Dozen... **\$5.25**

No. 2E5911 Height, 12 in. 3 pts. Dozen... **\$8.15**

No. 2E5912 Height, 14 in. 4 pts. Dozen... **\$11.25**

No. 2E5913 Height, 16 in. 5 pts. Dozen... **\$14.00**

No. 2E5914 Height, 18 in. 10 pts. Dozen... **\$19.75**

No. 2E5915 Height, 20 in. 18 pts. Dozen... **\$24.50**

"COLUMBIA" JAR

With ground stopper.

No. 2E5941 Height, 12 1/2 in. 2 1/2 pts. Dozen... **\$7.90**

No. 2E5942 Height, 15 in. 4 1/2 pts. Doz. **\$11.75**

"PILOGRIM" JARS

Colonial style. Made of good quality clear heavy glass. Fitted with massive ground stopper. A very attractive display jar for candy.

Ht. Diam. Cap. in. in. pts. Doz.
2E5980 17 1/2 5 3 **\$ 6.50**
2E5981 21 6 8 **17.35**
2E5982 24 7 9 **23.00**

"SPARTAN" JARS

A real classy looking candy display jar. Made of extra good quality clear heavy glass. Wide opening. Heavy ground stopper.

Ht. Diam. Cap. in. in. pts. Doz.
2E5984 14 9 6 **\$16.75**
2E5985 15 1/2 9 1/2 10 **22.50**
2E5986 17 1/2 11 17 **28.90**

"CONGRESS" JARS

Tall style Colonial design display jars. Made of best quality clear heavy glass, fitted with massive ground stopper.

Ht. Diam. Cap. in. in. pts. Doz.
2E5945 15 3 1 **\$ 5.90**
2E5946 17 3 1/2 2 **9.25**
2E5947 20 4 4 **12.65**
2E5948 23 5 7 **16.90**
2E5949 26 1/2 10 **23.75**
2E5950 29 6 12 **33.50**
2E5951 32 7 20 **42.00**

"SENATE" JARS

Globe shape Colonial style display jars. Made of extra good quality heavy clear glass, fitted with massive ground stopper.

Ht. Diam. Cap. in. in. pts. Doz.
2E5987 9 4 1 **\$ 4.90**
2E5988 10 1/2 2 **6.50**
2E5989 12 6 3 **9.60**
2E5990 14 7 6 **12.25**
2E5991 16 8 8 **16.00**
2E5992 17 1/2 9 14 **21.90**
2E5993 19 10 18 **26.75**

"EXPOSITION" JAR

With ground stopper. Flat sides.

No. 2E5960 Height, 14 in. 2 pints. Dozen... **\$8.25**

No. 2E5961 Height, 15 1/2 in. 6 pts. Doz. **\$18.00**

"NEW STYLE" DISPLAY JAR

Made of extra heavy pressed glass fitted either with dome cover as illustrated, or flat cover with knob. Base and bowl in two pieces.

With Dome Cover
No. 2E7209 Capacity, 3 gal. Height, 23 in. Each... **\$1.75**

With Flat Cover
No. 2E7210 Capacity, 3 gal. Height, 17 1/2 in. Each... **\$1.55**

GLOBE SHAPE COVERED DISPLAY JAR

Both cover and bowl made of extra heavy clear crystal glass, nicely finished.

No. 2E7206 Capacity, 1 gal. Height, 9 in. Each... **40c**

No. 2E7207 Capacity, 2 gal. Height, 10 1/2 in. Each... **65 cts**

No. 2E7208 Capacity, 3 gal. Height, 12 1/2 in. Each... **85 cts**

REFRESHMENT TANK OR LARGE DISPLAY JAR

Same as above except larger.

No. 2E7211 6 gal. Height, 12 in. Without cover. Each... **\$1.75**

With glass cover. Each... **\$2.10**

REFRESHMENT TANK

for soft drinks. Made of extra heavy clear blown glass. Has heavy rim on edge to add strength and prevent chipping.

No. 2E5963 5 gallons; height, 14 1/2 inches; diameter, 12 1/2 inches. Each... **\$2.25**

No. 2E5964 10 gallons; height, 12 1/2 inches; diameter, 18 inches. Each... **\$5.50**

HANOING FISH GLOBE

Fine quality seamless fish globe, made of clear blown glass, fire polished.

No. 2E7203 1 gal. Diam. at opening, 6 1/2 in.; ht. 7 in. Each **39c**

No. 2E7204 1 1/2 gal. Diam. at opening, 7 in.; ht. 8 in. Each **53 cts**

No. 2E7205 2 1/2 gal. Diam. at opening, 7 1/2 in.; ht. 9 in. Each **72 cts**

SEAMLESS GLASS AQUARIUM

Made of clear heavy blown glass with double thick rim, fire polished.

No. 2E7301 3 gal. Height, 7 1/2 in. Diam. 12 1/2 in. Ea... **\$1.35**

No. 2E7302 4 1/2 gal. Height, 8 1/2 in. Diam. 14 1/2 in. Each... **\$1.80**

FOOTED FISH GLOBE

Seamless globe, extra strong foot. Best quality heavy blown glass, fire polished.

No. 2E7102 2 gal. Ht. 15 in. Each... **\$1.25**

No. 2E7103 3 gal. Ht. 16 in. Each... **\$1.65**

No. 2E7104 4 gal. Ht. 18 in. Each... **\$2.45**

"SANITARY" FOOD CONTAINER

Just what you have been looking for. A substantial covered glass jar in which food can be protected from dust and odors. The handles are recessed in covers so that jars can be placed on top of one another in your refrigerator, thereby economizing on space. The rubber ring supplied with jar makes it practically airtight. Made of good quality clear, heavy pressed glass.

Ht. Diam. Cap. in. in. gal. Doz.
2E5995 4 6 1/2 3 **\$ 3.50**
2E5996 5 8 3/4 6 **7.75**
2E5997 6 9 1/2 1 **13.60**
2E5998 6 1/2 11 1/2 2 **22.00**
2E5999 7 12 1/2 2 **27.00**

DISPLAY JAR

Covered display or utility jar. Made of heavy clear crystal pressed glass. Cover has rubber cushion around edge to prevent breaking when coming in contact with jar. A sanitary way to display all kinds of bulk candies, etc.

No. 2E5975 Capacity, 1 gal Height, 8 1/2 in. Diameter, 7 in. Each... **75c**

No. 2E5976 Capacity, 2 gal Height, 11 in. Diameter, 9 in. Each... **\$1.45**

No. 2E5977 Capacity, 3 gal Height, 12 1/2 in. Diameter, 10 1/2 in. Each... **\$2.45**

No. 2E5978 Capacity, 4 gal Height, 15 1/4 in. Diameter, 13 in. Each... **\$3.90**

No. 2E5979 Capacity, 5 gal Height, 18 1/4 in. Diameter, 15 in. Each... **\$5.75**

UTILITY JAR

Jar in made of extra heavy clear flint glass, cover of heavy plate glass of octagonal shape. Cover attachment made of heavy aluminum metal highly polished. Attachment easily adjusted to jar.

Jars Without Cover and Attachment
No. 2E5953 Diam. 6 in. Ht. 8 in. Cap., 1 gal. Each... **60c**

No. 2E5954 Diam. 7 in. Ht. 9 in. Cap., 1 1/2 gal. Each... **85 cts**

No. 2E5955 Diam. 8 1/2 in. Ht. 12 in. Cap., 3 gal. Each... **\$1.20**

COVER AND ATTACHMENT ONLY

No. 2E4147 Size cover, 7 in. Size jar, 6 1/2 in. Each... **\$1.00**

No. 2E4148 Size cover, 8 in. Size jar, 7 1/2 in. Each... **\$1.15**

No. 2E4149 Size cover, 10 in. Size jar, 8 1/2 in. Each... **\$1.30**

EXTRA GLASS PLATES ONLY

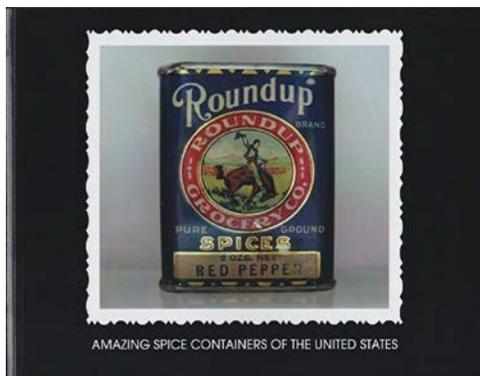
No. 2E4151 Size cover, 7 in. Each... **30c**

No. 2E4152 Size cover, 8 in. Each... **35 cts**

No. 2E4153 Size cover, 10 in. Each... **40 cts**

Our liberal guarantee protects you against breakage loss. For further details see introductory page to glassware section.

Spice Tin Book



Last year, we reported on the publication of a new book about spice tins, written by Jim Koss and Tony Wagner. We thought we'd mention it once more since so few books about antique advertising hit the market.

There are about 400 different brand names in the 151 page book of which 117 are considered by the authors to be the "Best of The Best". There are over 500 full color glossy photographs in the work as well as commentary for most brands. It also includes many company histories and other pertinent information. All of the 400 different brands are priced using a range of values. (i.e. \$100-\$200). There has been a very conscious effort to focus on the historical aspects of vintage advertising collecting and the book, while perhaps a bit eclectic, does have a way of coming together to showcase this aspect of our hobby.

One does not have to be a collector of early spice containers to enjoy this book and more than likely, every one that views it will learn something. It has a place in every advertising collector's bookcase.

Contact information for Jim is at either 503-642-4980 or jimboor@comcast.net. For Tony, it is 608-539-2721 or acw54661@riverland.org. The book can be ordered from either or a check for \$39.95 made out to Tamarack Books LLC can be sent to TamarackBooks LLC at N18017 County Rd F. Trempealeau WI 54661.

The Saga of the Seven Southerland Sisters

Do you have any of the following products in your collection?



If so, you possess an interesting and quirky piece of history.

The Seven Sutherland sisters were the daughters of an enterprising man, Reverend Fletcher Sutherland. He thought his daughters were highly talented performers and put them on the road to make their fortune. Unfortunately, they were a dismal failure as musicians. However, Reverend Sutherland discovered that when he had them unfurl their luscious, long locks during the performance--37 feet among them in total--the audience went wild. The crowds followed and they became very popular.



Reverend Southerland further exploited the opportunity by forming a company to market a line of hair care products. It was a huge success and they became rich and famous. They were besieged by an admiring public whenever they walked down the street and commanded headlines wherever they toured (basically they were Victorian Kardashians). Alas, however, their prosperity came to an end when the Flapper era of the teens was ushered in and long hair quickly went out of fashion.

The company produced an interesting array of products that are now readily available to the antique advertising community for reasonably modest sums. Knowing the story behind such products, however, makes them immeasurably more valuable.

Collectors Weekly published an excellent and detailed account of the Seven Southerland Sisters in 2013. [Click here](#) to be taken to their web site.

Upcoming Auctions

February 27th, 2016 (1pm EST) Manifest Auctions Winter Event Featuring Signs & Advertising Antiques. Full color catalog available on request. Online and live bidding. Manifest Auctions 361 Woodruff Rd Greenville SC 29607 - 864-520-2209 - Contact - Dale Fenton SCAL#4494. Always accepting new consignments, offering low early consignor rates!

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.

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.

Pre-1920 US Cigarette Tobacco Cards, including packs, tins, advertising, point of sale, premiums, silks and leathers, cabinet cards, banners/posters, albums and more. Focus on Ginter, Duke, Goodwin (Old Judge), Kimball, and Kinney. Buy/Trade - talk shop - or I can help you figure out what ya gots! 561-289-2362 or hmoses2@comcast.net

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 Lefkowitz (plefk@generalstoreantiques.com) serves as Editor of the AAAA *Checkerboard*.



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