



## ***Checkerboard***

**November, 2016**

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### **The Legacy Lives On**

**By Jim Gilbertson**

Andrew K. Gilbertson left his home in Spring Grove, Minnesota in the early spring of 1886 to seek homesteading land in Dakota Territory. He traveled with three other young men in their mid -twenties and met up along the way with two other young land seekers whom they knew from Hickson, DT. These six pioneers arrived in June 1886 at a place they would call Viking. They filed their homestead claims, went home and returned again early in 1887 to establish the community of Viking, Dakota Territory.

The original village was established in 1887 and included a general store owned by one of the other settlers. In 1896, Andrew Gilbertson established a store on his farm. Later that year, he built a store at what became the second Viking Village. He operated the store from 1896 into the spring of 1903 when he sold out and moved back to Spring Grove only to return a few years later to Viking. The Viking store built by Andrew was moved in about 1916 to the third location of Viking later named Hamberg.

I am the great-nephew of Andrew Gilbertson. I am fortunate to be the owner of numerous pieces of original memorabilia from the Gilbertson store. My great-uncle Andrew died in 1912 at age 49 leaving a widow and large family. Andrew's widow raised her family in Maddock, North Dakota and lived with a son until she passed away in 1956. The son passed away in 1978 and the estate was settled via auction sale which included most of the family artifacts, memorabilia, furniture, the store's floor model Elgin coffee grinder, etc. dating back to 1900 and earlier. I contacted the administrator thinking that maybe some of the store records and other memorabilia might also have been saved. He assured me that there was a good deal of such

material and it would not be sold at the sale and, after an inventory, I would be allowed to acquire everything associated with the store free of charge! Wow!

A few weeks after the sale, the administrator called to tell me I could pick up all of the store material. It was 180 miles away from my home and I nearly filled a van. I spent a couple of years in my spare time sorting material that included much duplication and today have an example of most of the major items on display or filed in plastic page binders. I was able to acquire day books, letterheads, letterhead envelopes, advertising broadsides, business checks, photos, original post office charter, etc.

I had been a collector of one thing or another most of my young adult life but never "country store". When I acquired the country store memorabilia from my great-uncle's early day business, I realized an opportunity existed to broaden my collecting interests and things really took off. In viewing letterheads and broadsides and other advertising items from the collection, I began the search for specific items pictured or identified. For example, I found a "Chamberlain's Colic, Cholera and Diarrhoea Remedy", unopened in the original packaging and exactly as pictured on one of the broadsides. In that manner, the legacy of my great-uncle's general store has lived on.

So I am what you would call a "general store" collector focusing on items from about 1870 through the 1930's, with some earlier and later items but most of my collection is from around the 1890 through 1920 period. I have four rooms of collectibles: country store, confectionery, general display (includes most of my tobacco items), and a room with some early games and other things.

I also collect North Dakota bottles and have a 71 bottle collection of all the known Hutchinson soda bottles from ND including territorials and varieties. I have the only complete collection as far as I know starting in the 1880's through about 1914 I'm guessing. I have a variety of Dakota Territory drug store bottles, a beer, and one of only a few known figural (tepee) drug store bottles...the only known figural Dakota Territory bottle to date. Virtually all North Dakota Hutchinson and territorial bottles are considered scarce as a minimum.

Collecting provides me just another important and interesting way of dealing with history. Artifacts and historical documents allow for a "hands on" perspective and doing research about the history of my collectibles provides many pleasurable hours of seeking new information about their use and contribution to my home area development.

The images below present artifacts associated with Andrew Gilbertson's general store.



Original Ledger from the Gilbertson Store

 A photograph of a handwritten page from the ledger, dated 1866. The page is titled "F. H. Gilbertson" and contains a detailed account of transactions. The entries are written in cursive and include dates, descriptions, and monetary values.
 

Date	Description	Debit	Credit	Balance
May 23	By Bal	88		88
" 31	"	25		63
" 31	"	92		29
June 1	"	25		4
June 4	1000		1000	1004
June 13	"	152		852
" 14	"	152		700
" 15	"	152		548
" 19	"	161		387
" 23	"	166		221
" 23	"	166		55
" 25	"	177		122
" 25	Bank 60 40 50		150	272
" 25	" note "am"		145	417
Sept 7	"	93		324
" 27	"	212		112
Nov 10	"	350		238
Dec 10	"	200		38
Jan 1	By Bal		168 60	168 60
Jan 4	"	925		71 60
" 10	"	800		8 60
Jan 2	"	70		61 60
" 31	"			61 60
" 31	"			61 60
" 12	cash		27 50	89 10
" 2	By note		35 00	124 10
May 10	"	343		90 70
Aug 13	"	516		38 50
Sept 14	"	25		13 50
" 15	"	59		5 00
" 15	"	607		500 00
" 15	"	5		495 00

Jim's Grandfather's Page from the Ledger



The Gilbertson General Store Surrounded by Family Members

RING. COUNTY. \$ 40 00 VIKING, N. D., Jan 5 1901  
 ON OR BEFORE Nov. 1st 1901, FOR VALUE RECEIVED,  
 I (OR WE) PROMISE TO PAY **A. K. GILBERTSON**, OR ORDER,  
Forty DOLLARS,  
 PAYABLE AT OFFICE OF A. K. GILBERTSON, AT VIKING, N. D., WITH INTEREST AT THE RATE  
 OF 10 PER CENT. PER ANNUM UNTIL MATURITY, AND 10 PER CENT. THEREAFTER UNTIL PAID,  
 AND COSTS OF COLLECTION. INTEREST PAYABLE ANNUALLY.  
 P. O. Viking  
 WITNESS Mike M. Paulson  
 NO. 3



Promissory Note to A.K. Gilbertson



Gilbertson Notary Public Certificate

Document - No. 1003  
**Mortgage Deed.**  
 For Ferdinand Hansen  
 & Anna Hansen his wife  
 TO  
Andrew K. Gilbertson  
Deput. H. Grondahl  
Runde Lindahl  
 STATE OF NORTH DAKOTA, } ss  
 County of Benson  
 I hereby certify that the within Mortgage Deed was filed for record in this office on the 24 day of July A. D. 1897 at 8 o'clock A. M. and was duly recorded in book 9 of Mortgages on page 245  
H. A. Jones  
 Register of Deeds.  
 By [Signature] Deputy.  
 2 M 12-91  
Fee \$1.00 Paid  
 Mortgage Deed for the Viking Creamery - 1897

A. K. Gilbertson Mortgage Deed

STATEMENT  
 Viking, N. D., Nov. 17 1895  
 M. R. Olsen Sold  
 IN ACCOUNT WITH  
 A. K. GILBERTSON  
 DRY GOODS NOTIONS  
 FINE GROCERIES  
 GENERAL MERCHANDISE  
 A. K. GILBERTSON,  
 DEALER IN  
 General Merchandise.  
 DeWitt's Little Early Risers.  
 One Minute Cough Cure.  
 DeWitt's Witch Hazel Salve.  
 Kocul Dyspepsia Cure.

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VIKING, N. DAK., Nov 17 1890

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A. K. GILBERTSON,  
 DEALER IN  
 GENERAL MERCHANDISE.  
 Viking, N. Dak., Aug 21 1897

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A. K. GILBERTSON  
 DRY GOODS  
 GROCERIES  
 DEPT. & STORE  
 Viking, N. D., April 24 1892

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A. K. Gilbertson  
 GENERAL STORE  
 and  
 Valley Queen Flour  
 Viking, N. D., 3/31 1903

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BUNSEN'S CREAM  
 CATARRHAL  
 It is a rare, scientific discovery. Matter did it come through a machine or disease. Nor was it given by an Italian medicine man or an ancient folk. It is the result of scientific medical research and the best practical knowledge of modern science for the last decade of the nineteenth century. It contains the most potent germicide with efficient soothing and healing medicine. It is not a "run off" but for Catarrh, Hay Fever and all the kind in its unpaired.

STATEMENT  
 Viking, N. D., April 9 1895  
 Mr. H. A. Taylor  
 To A. K. Gilbertson, Dr  
 DRY GOODS & GROCERIES  
 Country Produce Taken in Exchange

Various Gilbertson Store Mastheads

Editor's Note: As a follow-up to this article, the next issue of PastTimes (December, 2016) will include an article that features the wonderful collection that was inspired by the legacy of Jim's great-uncle, Andrew K. Gilbertson. Also, for those interested, Jim has provided a more complete history of his great-uncle's store and the surrounding environs in two other publications that he authored, one an article for the Dakota Collector magazine ([click here](#) to download) and the other for a book he co-authored entitled "Viking 1886-1987" ([click here](#) to download some selections). Jim can be contacted at [jtgil@gondtc.com](mailto:jtgil@gondtc.com).

# **Victorian Trade Cards**

**By Jeremy Blum**

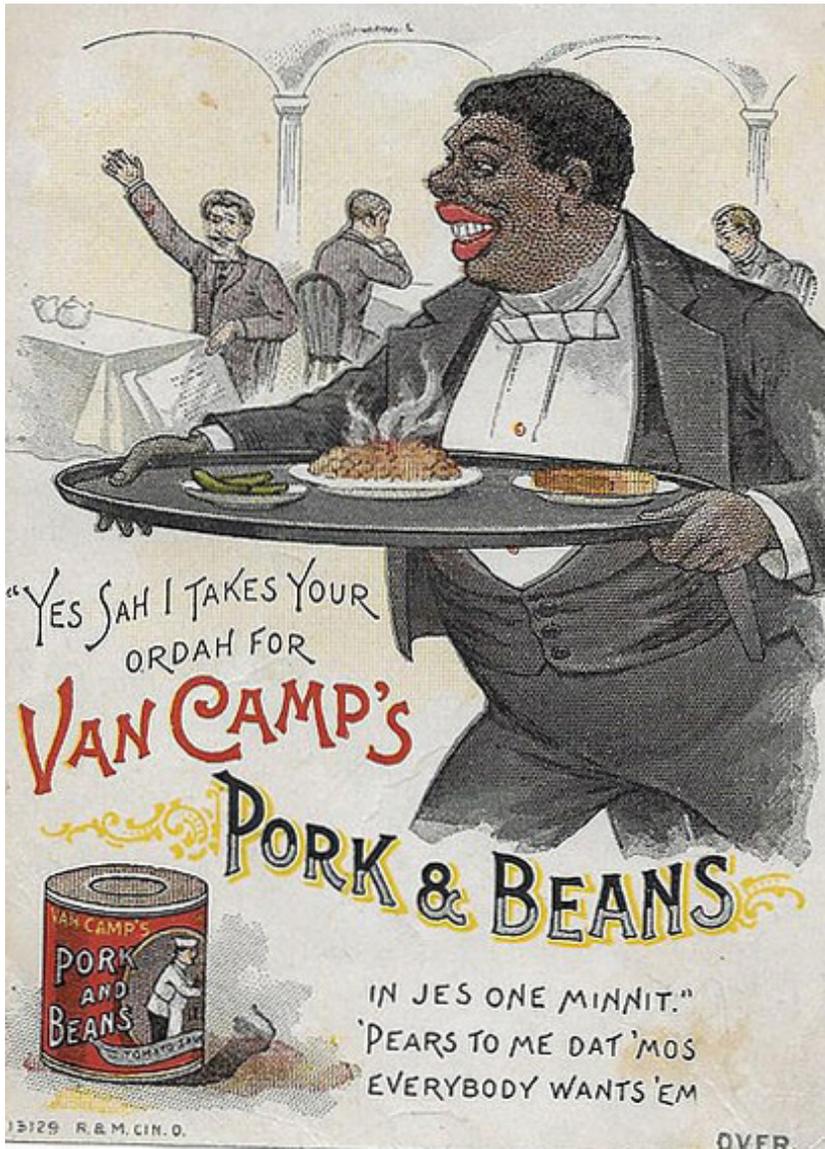
## **History**

Trade cards were one of the most prevalent form of advertising in the U.S. from around 1875 to 1900. They had their origin in England in the 1700s with tradesmen advertising their wares. The advent of lithography in the 1870s made it possible to mass-produce them in color. The Philadelphia 1876 Centennial Exhibition sparked the beginning, as many were passed out at that event. The cards were purchased by businesses from printers and then given to customers.

Many Victorians collected them, often putting together large scrapbooks. Though worth little until a few decades ago, they are now heavily collected again. The sheer number printed, the small size, the strong colors, and the interesting content have insured that many survived. The color is a big draw as the chromolithography process provided a purer and sharper color than today's color printing. The printing process was time consuming. Each color used in the image was separately drawn onto a stone or plate and applied to the paper one at a time. Those with more colors were more expensive to produce, but are generally more desirable today.

Trade cards give a great insight to the popular culture of the late Victorian age in America. In an age when almost every image was black and white, trade cards were a colorful depiction of everyday life, made better by the product being sold. Domestic scenes were popular. Many show stereotypes that are politically incorrect today. Stereotypical images were shown of Blacks, Chinese, Jews, Irish and others. Women were primarily shown in the home. Famous people were sometimes shown. Like advertising today, many trade cards used either humor or pretty women to sell their product. Unlike today, there was a high level of children and flowers. Victorians were fascinated by children.

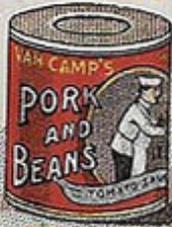
Trade cards disappeared around the turn of the twentieth century due to the increased use of newspapers, magazines and postcards.



"YES SAH I TAKES YOUR  
ORDAH FOR

**VAN CAMP'S**

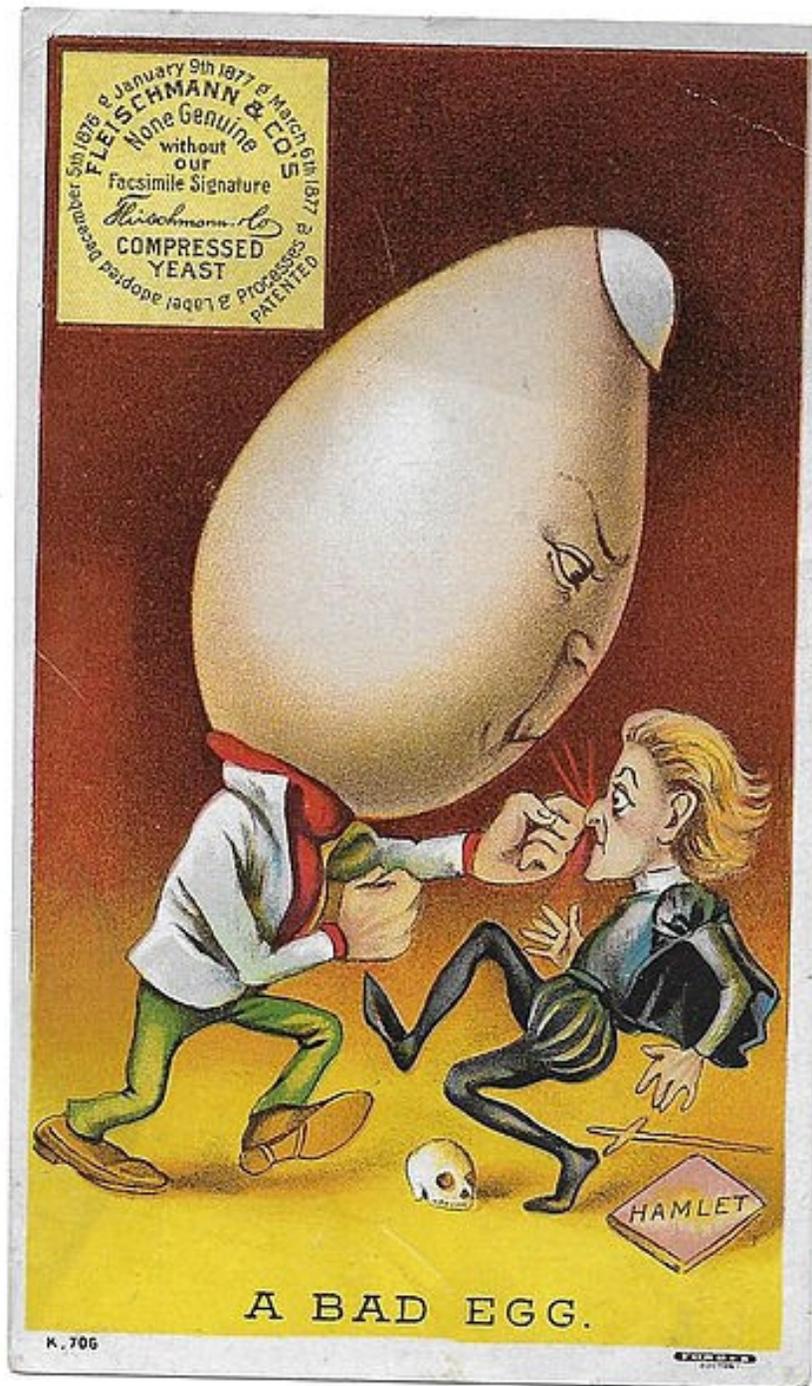
**PORK & BEANS**



IN JES ONE MINNIT."  
'PEARS TO ME DAT 'MOS  
EVERYBODY WANTS 'EM

13129 R. & M. CIN. O.

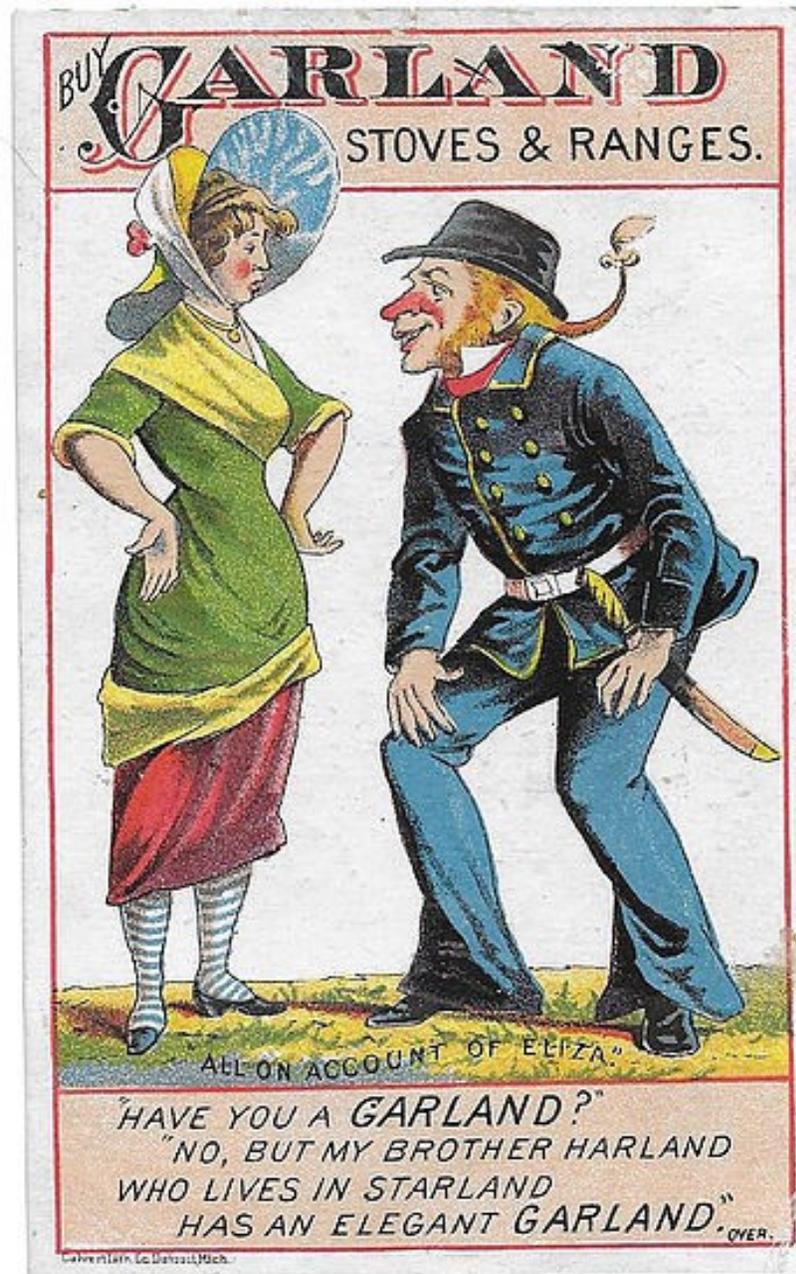
OVER



### Description

Most trade cards have a picture on one side and an ad on the other. Sometimes the back is blank, as the front also contains the ad. Most of the pictures are in color,

though some are black and white. The ad on back was similar to a magazine ad of the day. Sometimes the ad on the back is more interesting than the picture. Many were custom cards designed for specific products. Others were stock cards which left room for the buyer to put their business name and location. The majority of trade cards are smaller than a standard postcard, though some can be much larger. They were usually printed on paper or very thin cardboard.



"USE MUZZY'S STARCH."



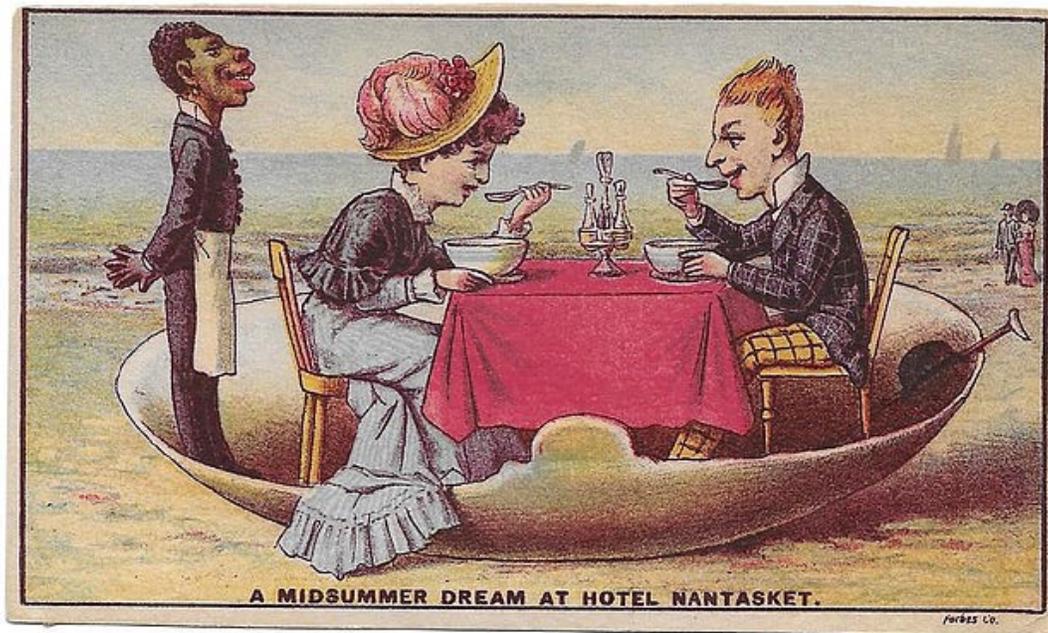
USE  
MUZZY'S  
STARCH

## Collecting

Some collectors collect all trade cards that interest them. Many who buy trade cards are cross collectors. For example, an owner of an antique sewing machine would be interested in the trade card showing their machine. Some collectors specialize in various categories such as medicines, sewing, food products, stoves, clothing and farm equipment. This was the age before the Pure Food and Drug Act of 1906. The claims made for the medicines advertised were outlandish and humorous.

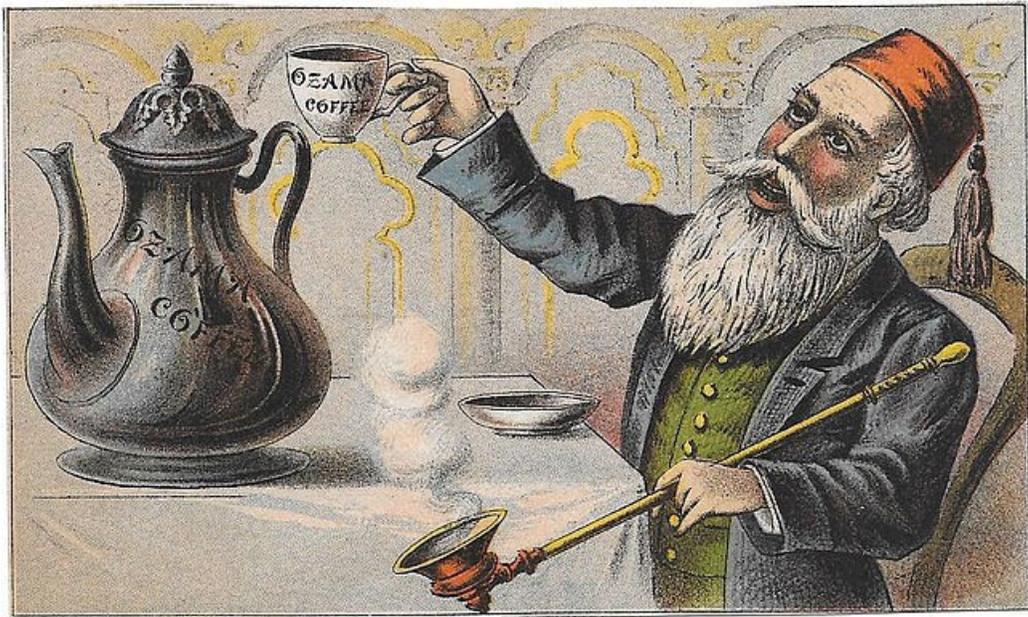
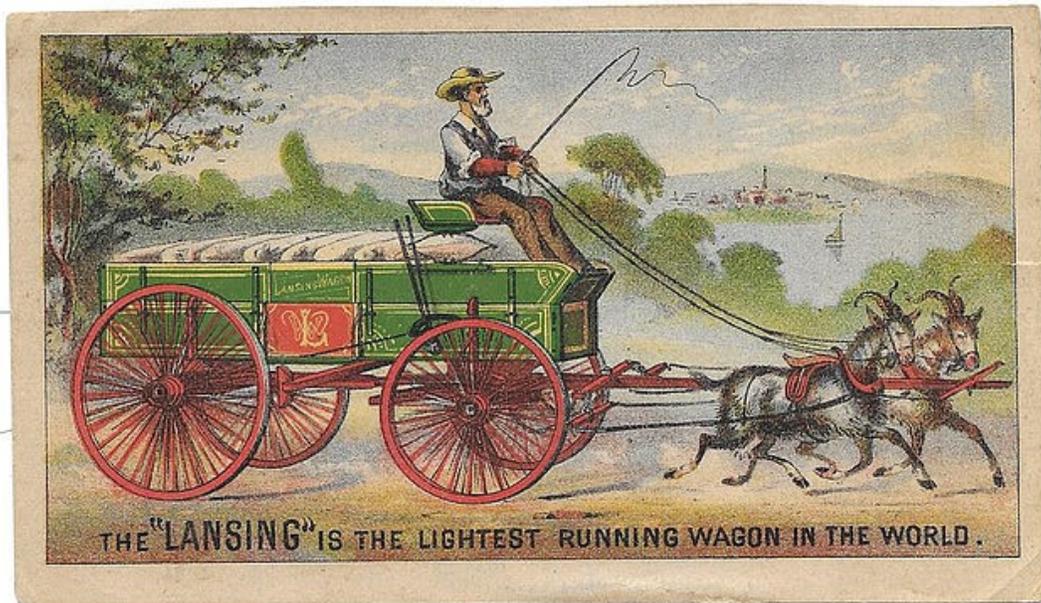
Most of the medicines advertised by trade cards went out of business after 1906 as their claims could not be proved. Many of the medicines either contained a high level of alcohol, or more dangerous ingredients. Most trade cards had the address of the business. This has led to many collecting them for their local interest and history. Some of the companies advertised such as Heinz, Coca Cola and Quaker Oats still exist today. Another category of trade cards is metamorphic cards which humorously change the image when the card is folded. Some cards show before and after using the product. Others show a second image when held to the light. Die cut trade cards are not rectangular like the others, but cut to fit the image like Acorn Stoves below.



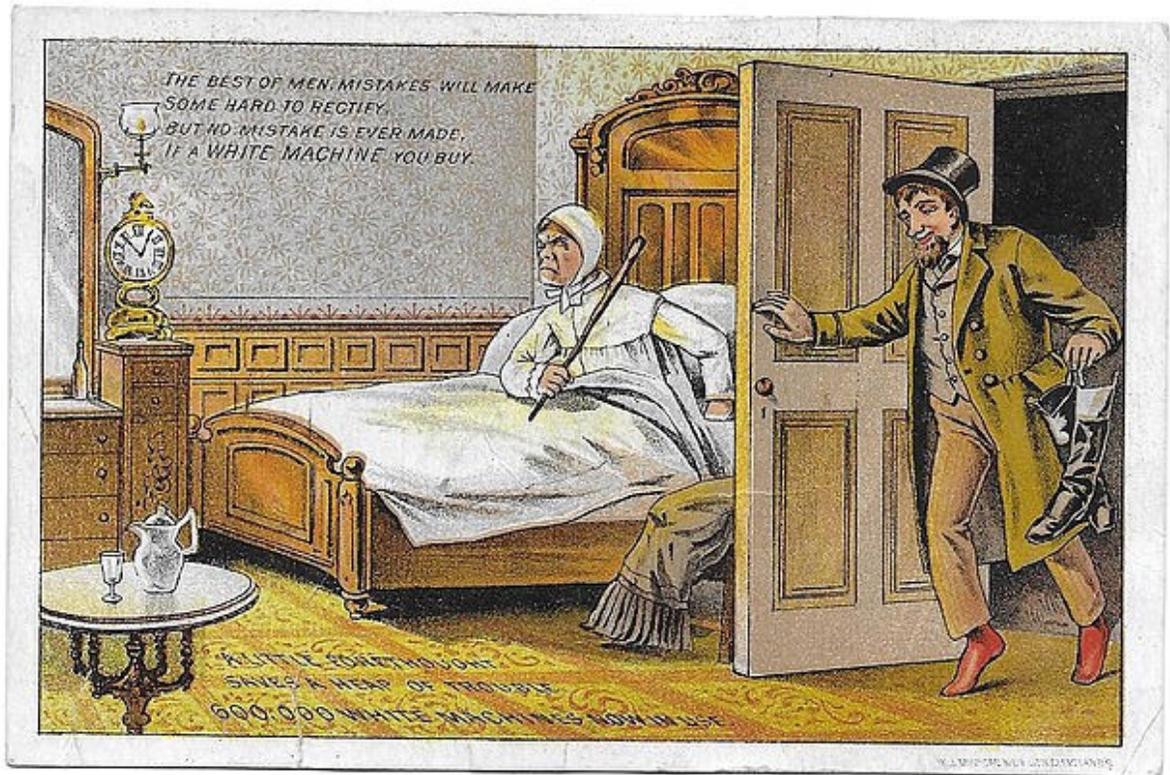


Collecting trade cards is easy and generally affordable. There are thousands available at any given time on eBay and other internet sites and they can be found in antique stores and shows. When at a show, look for a three ring binder, as many dealers display them inside the binder. The majority fit into a four pocket plastic sleeve for a three ring binder. An archival quality plastic sleeve is recommended to protect the cards. Several hundred trade cards can fit into one 3" three ring binder.

Most trade cards sell for under \$10. The most affordable ones are often in black and white, or have limited graphics or simply cute images of children or flowers. Many of those are worth under \$2. The more expensive ones have many colors, interesting graphics, historically interesting scenes, and/or are often cross collectibles to other categories of collecting. These can sometimes go for hundreds of dollars. Another advantage of collecting trade cards is there are few reproductions. Also reproductions can usually be spotted by looking at the card with a magnifying glass to see if the modern print is used.



Many collectors avoid or pay much less for trade cards that have been trimmed, have damaged backs or have tears or other damage. This is due in part because so many have survived in excellent condition, so there is less need to buy ones with condition problems unless the one you are looking for is hard to find. Damaged backs are more common than some of the other issues because so many were glued into scrapbooks during the late 1800s. Interestingly, trade cards can be removed from scrapbooks with little damage to the back. Procedures which include dipping them in cold water can be found on the internet. Many trade cards removed from scrapbooks have a wavy look to them, so the procedure is not always perfect.





Mc LAUGHLIN'S  
XXXX  
COFFEE.

COPYRIGHT 1885, EAST LIT. CO., NEW YORK, U.S.A.

16 DESIGNS IN THIS SERIES.

LILLIAN RUSSELL (IN 'QUEEN'S MATE?')

# NIAGARA



## CORN STARCH.

WESP, LAUTZ, BROS & CO BUFFALO, N.Y. U.S.A.

CHAR. SHELDON, BORN 20 & 22 GOLD ST. N.Y.



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## 2017 Convention: A Triple Treat

Mark your calendars: July 19-22, 2017 in Reading, PA! We will host what promises to be the best AAAA Convention in recent history. Why? This year, we will partner with two other collector groups to bring in more buyers, more sellers, new activities, and a heightened level of excitement! The Ice Screamers annual convention will be held concurrently with our big event. The Ice Screamers is a national association of like-minded collectors of soda fountain and ice cream-related memorabilia ([www.icescreamers.com](http://www.icescreamers.com)). In addition, a "Graniteware Gathering" of former members of the now disbanded National Graniteware Society will be part of the room hopping action and silent auction (as buyers). As previously announced, although the Graniteware Society no longer formally exists, many of their members have expressed interest in joining AAAA in an informal "gathering" at our Convention location. The individual pulling this together has since confirmed that they will, in fact, implement this idea and as many as 50-60 of their members might attend, although nothing can be predicted with certainty.

Those that attended the 2014 or 2016 Conventions in Dublin will agree that having the Graniteware collectors with us added greatly to the fun. They are kindred souls and, surprisingly, many of them also collect antique advertising. So the cross-selling and buying between the two clubs was very heavy. The Ice Screamers have an even closer mesh with our interests so we can expect the synergy between us to be powerful. Put all three groups together (plus the public) and we could have 200-250 people in a mad dash to buy, sell, learn from one another, and form new friendships!

The Convention will be returning to the Crowne Plaza Hotel in Reading (Wyomissing), Pennsylvania. The registration Fee will be \$125 per person, which will include all Convention activities as well as three complete breakfasts, two delicious dinners, and a fun ice cream tasting event. It will also include free parking and wi-fi in your room. The discounted hotel room rate will be only \$112.00 per night plus 11% in taxes. The schedule of activities will include our usual favorites: four seminars, a silent auction, Favorite Advertising Exhibit, lots of room-hopping, raffles & games, and much more. Because of our collaboration with the Ice Screamers, interested parties can also attend a fun ice cream tasting event and their big show.

[Click here](#) to download a one-page Convention flyer.

Registration forms will be made available along with the December, 2016 issue of PastTimes. If its been a while since you've attended the Convention, be sure to join us this year. You will not regret it!



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## 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.

Early tin signs lithographed by Tuchfarber, Wells and Hope, Worcester Sign Company, Sentenne and Green, etc. I can pay more for good condition, but would be interested in any condition. Don Lurito [DRelington@aol.com](mailto:DRelington@aol.com) also in the directory. To reply, [click here](#).

Dwinell-Wright Co. Royal Ground Spice Cardboard Spice Boxes. One side displays horizontally. Approximately 3.75" by 2.25". Any type of spice is OK. 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](mailto:k8pyd@wowway.com) to see if you can help fill the voids.

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](mailto:mellisfamily@rcn.com). To reply, [click here](#).

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](#).

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](#).

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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](mailto:plefk@generalstoreantiques.com)) serves as Editor of the AAAA *Checkerboard*. Copyright, 2016, Antique Advertising Association of America.



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