



## ***Checkerboard***

**May, 2017**

**2017 AAAA Convention: Registration Deadline is June 12**





For several months now, we have been informing you about all of the great things that will be taking place at the 2017 Convention at the Crown Plaza Hotel in Reading (Wyomissing), PA from Wednesday evening, July 19 to Saturday morning, July 22. As the above photos from past Conventions indicate, great fun will be the #1 priority. So, as the time draws near, we will now just provide a simple and succinct list of the Top 10 reasons for you to attend the 2017 AAAA Convention.

1. Visit with old buddies and make new collecting friends
2. Enjoy the room hopping and the chance to really discuss and learn about the items you are interested in with the sellers
3. Take advantage of the opportunity to sell your vintage advertising to a seasoned and knowledgeable group of people, whether you are a dealer, collector, or somebody wanting to downsize your collection
4. Participate as a buyer and/or seller in the ever popular Silent Auction
5. Learn about new topics from experts in the Convention seminars
6. Have fun participating in raffles, games and delicious shared meals
7. See some of the most amazing examples of antique advertising in the Favorite Advertising Exhibit
8. Immerse yourself in the 20+ malls/5,000 antique dealers reportedly located in the immediate vicinity
9. Get to know fellow collectors in the Icecreamers club and former members of the National Graniteware Society who will be in attendance. Attend the Ice Cream Stacking/Tasting Event sponsored by the Icecreamers as well as the Icecreamers Exhibits, Show & Sale.
10. Support AAAA, the only organization in the US that represents the entire spectrum of vintage advertising!

[Click Here](#) for a copy of the Convention Registration Form  
[Click Here](#) to download a copy of the most recent Convention Schedule  
[Click Here](#) for a Convention flyer

If you have any questions, please contact Paul Lefkovitz, Convention Coordinator by clicking here or calling 317-501-3832.

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## Trays: Serving Ice Cream History

By Mary Jane Cary, AAAA member and Ice Screammers Newsletter Editor

*Editor's Note: Click on the links underlined in blue below for helpful and interesting additional information.*

Trays have been used to advertise products as diverse as beer, whiskey, medicines, furniture, soda, shoes and ice cream since the 1890s. Shapes can vary from round and oval to square and rectangular, in sizes from large, 16 or more inches in diameter, to 12 - 16" medium and 4 - 6" small trays. Size frequently determined their purpose: larger trays could decorate walls, while medium trays were used to serve customers, and patrons left tips in the smallest trays. Trays of all sizes were also given away as souvenirs or promotions to foster brand recognition and loyalty.

[Tray manufacturers](#) offering ice cream designs included [Kaufmann & Strauss](#) of New York, the Parker Brawner Company of Washington DC, American Can Company of Chicago, and [American Art Works](#) of Coshocton, Ohio.



*Small round American Art Works stock tray advertising Burr Brothers Ice Cream, Rockford, Illinois*



Medium round Kaufmann & Strauss stock tray advertising Yuengling's Ice Cream, Pottsville PA



*Large rectangular Parker Brawner stock tray advertising Castles Ice Cream, Irvington New Jersey*

Manufacturers offered stock designs, so companies wishing to advertise could choose an existing design, and simply request the addition of their company name. Some stock designs appealed to specific industries. For example, early stock designs for ice cream companies featured women, children or both, with dishes of ice cream. As a result, the stock tray above advertising Castles Ice Cream can also be found advertising Washington DC's National Ice Cream, and Gardiner's Ice Cream of Garden City, Kansas.

But ice cream companies did not always choose stock designs with ice cream themes. The American Art Works' stock tip tray design above advertising Burr Brothers Ice Cream can be found as a Pre-Prohibition Harry F Bowler Brewing Company of Amsterdam, New York tip tray. The same design also appears on 13" round trays advertising Hopsberger Beer of San Francisco, California, and a Fresno Brewing Company tray.

Numerous early stock ice cream theme trays depicted multiple children in a party-like setting enjoying ice cream. While many of these trays also include a woman, presumably a mother, no trays including a man or father enjoying ice cream with his family have been found. One possible explanation: at that time, women were the primary caregivers.



*Medium stock tray by American Art Works, advertising Peerless ice cream from Walnut Grove Dairy, Alton, Illinois. One of the few trays showing ice cream served directly from a freezer.*



Medium stock design trays from Kaufmann & Strauss advertising Hall Co's Ice Cream, Binghamton, New York, and Robin Brand Ice Cream, Eau Claire, Wisconsin, circa 1920s.

Artists of children's books and magazines like [Clara M Burd](#) and [Palmer Cox](#) created designs for tray manufacturers to use in marketing ice cream brands. But the best known national symbol for ice cream during the 1920s and 1930s was the Kewpie, a creation of illustrator Rose O'Neill.



*Medium stock tray featuring design by children's book illustrator Clara M Burd, advertising Justrite Ice Cream, Western Dairy & Ice Cream, St. Joseph, Missouri. Un-confirmed tray manufacturer.*



*Medium rectangular stock tray featuring Palmer Cox's Brownies, manufactured by Coshocton, Ohio's HD Beach Company, a predecessor of American Art Works.*

In 1922, Parker Brawner lithographers secured a contract with O'Neill, licensing her Kewpie designs for their exclusive manufacture, specifically for ice cream manufacturers' advertising. Announcements of this arrangement appeared in [1921-1922 Ice Cream Trade Journals](#). Soon, Kewpies were appearing on many ice cream trays, plus menu boards, die-cut window displays, straws, wrapped wooden dixie cup spoons, waitress trays and advertising fans. Kewpies remain popular as collectibles, with enthusiasts visiting [O'Neill's Homestead, Bonniebrook Gallery and Museum in the Ozarks near Branson, Missouri](#).

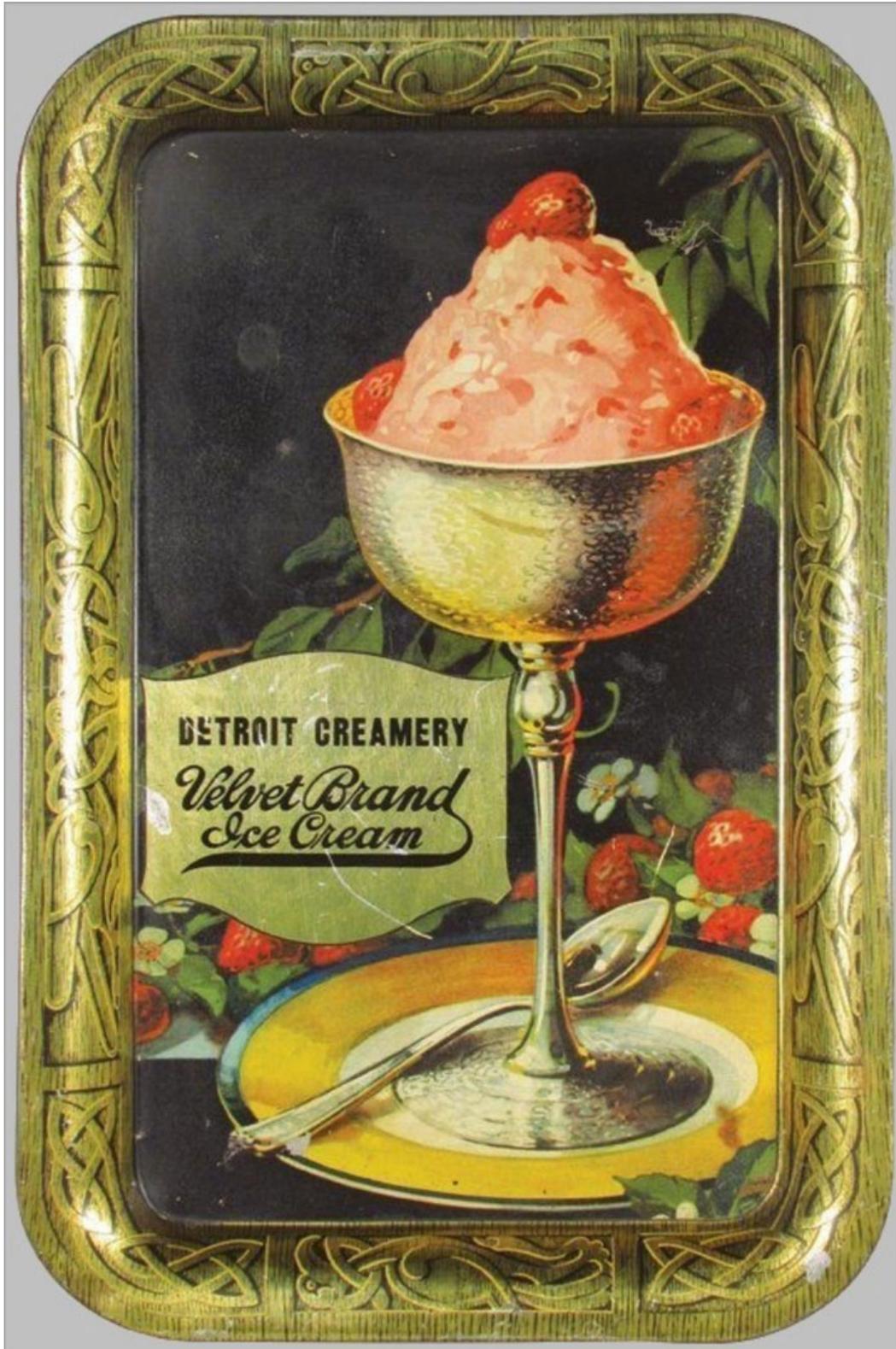
**VELVET  
ICE CREAM**





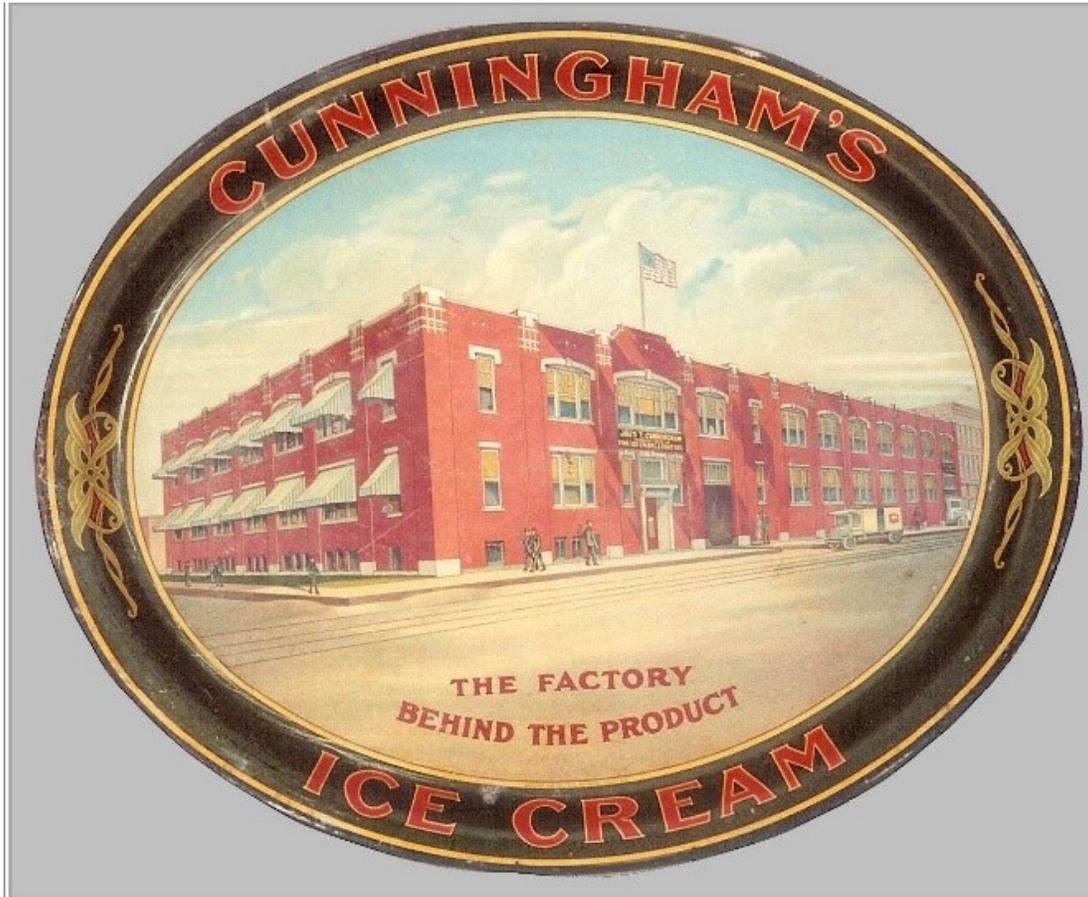
*Medium rectangular and square stock trays featuring Rose O'Neill's kewpies, manufactured by Parker Brawner, and advertising Velvet Ice Cream, un-confirmed brand location, and Alpha Ice Cream, of Denver, Colorado.*

Other trays featured a fancy dish or plate of ice cream. The ice cream was often in a "cone" shape, matching the shape of most early scoops, or as a slice or "brick" served on a plate.



Large rectangular stock tray, manufactured by Parker Brawner, advertising Detroit Creamery Velvet Brand Ice Cream, Detroit, Michigan.

As advertising designs evolved, ice cream brand names were stylized into graphic designs, along with slogans and subtler artwork, such as an ice cream factory scene or a polar bear. A [reprint article from the Ice Screamer November 2011](#) features a number of additional trays. Such diversity in tray shapes, colors, brands and products continue to inspire enjoyment and enthusiasm among a wide variety of collectors today.



*Only known ice cream factory scene tray from Cunningham's ice cream, of Chicago, Illinois.*



*Round stock tray advertising Arctic Ice Cream of Kansas City, Missouri.*



*Large oval stock tray, advertising Imperial Ice Cream, of Parkersburg, West Virginia.*

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### **Don Lurito: Master Restorer**

It has been well-known for many years that AAAA member Don Lurito is a gifted artisan in the restoration of early tin signs. He sent us a recent example of his work that is simply unbelievable and it serves to demonstrate that his talents also extend to paper. He describes the paper sign below as "the second best beer sign I've ever seen... Some butcher calling himself a conservator glued it down in a hundred pieces. But I finally got it back together." Boy, did he get it back together! Feast your eyes on the "Before" and "After" photos below.

Before



After



The workmanship, skill, and patience revealed in this transformation is mind-blowing. Don enjoyed working on this "interesting piece of advertising" because of the story it told about life in the 19th century. He states that he loves very American icons like Uncle Sam, Indians, choo-choo trains, and great Victorian architecture.

He is also working on a sign that he refers to as "the best beer sign" he has ever seen. Stay tuned. Don promises that he will send "before" and "after" photos of that piece when he has completed his work. Thanks, Don, for sharing your talents with us!

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## **Ice Cream Parlors and General Stores: Blended Images from the Past**

**By Paul Lefkowitz**

As you may be aware, the Icecreamers and AAAA will co-locate their 2017 Conventions in Reading Pennsylvania. The occasion of this “blended” event should serve to point out that we will not be the first to bring under one roof the unique charms of the ice cream parlor and the busy practicality of the general store. While most ice cream parlors and general stores differed from one another in almost every way, the photographic record of the past reveals that, in some instances, these two types of retail establishments were indeed “blended”.

First, let’s consider the unique and often starkly contrasting “personalities” of the typical ice cream parlor and general store. Ice cream parlors were generally distinguished by their elegant and genteel appearance, which appealed to their affluent and fashionable urban patrons. Polished marble, leaded glass, sparkling silver, warm brass, and shiny mirrors contributed to a very well-lit, open, and airy ambiance where customers could relax, socialize and make their mark within the local community. Even as years passed, and opulence went out of fashion, soda fountains retained their unique beauty and charm.

General stores, in contrast, were highly utilitarian in appearance, where every inch of space was used, often to the point of claustrophobic clutter. Wooden plank flooring and dark walls generally contributed to a rather somber look. A broad range of products was displayed on practical wooden counters, shelves and cases. While colorful and often beautiful advertising added a flash of style here-and-there to the setting, the overall appearance of most general stores remained simple and pragmatic. Tobacco was often prominently featured as well as food products, household items, agricultural supplies, hardware, clothing, and pretty much everything else one needed to get by in those days. Nothing fancy here—just the necessities.

With those contrasting personas and purposes, one would think ice cream parlors and general stores would not often “hook up”. And the photographic record seems to support that assumption. While ice cream parlors were often located with drug stores/apothecaries, confectioneries, and even department stores, photos of ice cream parlors co-located with general stores are only infrequently encountered. But they do exist.

The following photos illustrate various types of co-location between ice cream parlors, general stores, drug stores/apothecaries, and confectioneries. However, to illustrate the points made above, let’s start with a look at a typical “pure” general store.



The photo above reveals many of the characteristics of the classic old-time general store. Dark woods prevail, contributing to a rather somber tone (aided by the distinctly somber expressions on the faces of the storekeeper and the patron!). This busy image contains numerous items that many AAAA members would lust after—the fanciful Duke's Mixture, Bull Durham, and Brotherhood tobacco signs; the beautiful Wilbur's tonic sign; the cute Mail Pouch stand-up counter sign; and the interesting Chums sign advertising "popcorn confection" with a "prize in every package" (which might possibly pre-date Cracker Jack). The food items, cigar boxes, and other products pictured here are all typical of a general store photo. The only item conspicuously absent in this image is a spittoon. Spittoons are ubiquitous in general store photographs but are only rarely, if ever, seen in the more "refined" setting of an ice cream parlor.



The next photo (above) depicts an ice cream parlor co-located with an apothecary shop. A brighter, more open ambiance prevails. One could conjecture that the gentleman on the right side of the photo near the apothecary section of the establishment is the pharmacist.



A combined ice cream parlor and confectionery are reflected in the above photo. Polished, light-colored marble heralds the presence of the soda fountain. The white floor tile and organized layout of the counters contribute to an open, spacious, and luxurious ambiance.



The above photo presents another combined ice cream parlor/confectionery. This later example is less ornate than the previous example but still reveals the expansive openness characteristic of ice cream parlors.



This photo (above) is truly an ice cream parlor that has co-located with a general store. It is almost as though a line has been drawn down the middle of this establishment, with the general store located on the left half and the ice cream parlor located on the right. The light-colored, polished marble soda fountain counter on the right contrasts starkly with the dark wood cabinets on the left that display tobacco and other household products. The store personnel are even attired differently, with the general store clerks sporting ties and vests and the ice cream parlor worker wearing traditional, white "soda jerk" uniform.



Elements of both the ice cream parlor and the general store can also be seen in the above photo. The white soda fountain contrasts with the dark display cases for cigars and other household products. This establishment seems to have less of the open expansiveness typical of ice cream parlors and a bit more of the "organized clutter" associated with general stores.



Above, we have a combination ice cream parlor, general store, and confectionery. Ice cream, tobacco, candy and other products were sold in this establishment. This photo might also reflect the gradual emergence of the diner that was seen in the 1930's. Still, the general store/confectionery salesperson is dressed in a suit while the gentleman behind the soda fountain is attired in whites.

Period photographs are wonderful little windows into the past! They chronicle the contributions of ice cream parlors, general stores and other enterprises in shaping the journeys of our forbearers. As the Ice Creamers and AAAA gather together at our respective conventions in July, 2017, we will undoubtedly pay homage to the past that is reflected in these simple images.

Note: The photos in this article are from the author's collection

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## **Vintage Canned Products: Beautiful but Risky?**

The beauty of turn-of-the-20th century lithography on tin cans containing food products is admired and appreciated by many collectors of antique advertising. Cans containing salmon, vegetables, oysters, meat, fruit, and other products featured labels that are among the most striking of all advertising products ever produced. A couple of excellent books are available on the subject:

- "The Label Made Me Buy It", by Ralph and Terry Kovel, Crown Publishers, 1998

- "Labels, Leadville and Lore", by Douglas H. Rhoades, Rhoades Publishing, 2005

When you look at those gorgeous labels, however, have you ever wondered how good of a job those cans did in delivering safe-to-eat products? Well, the letter below, written in Central Point, Oregon on March 5, 1908 may indicate that, at least for one guy, maybe not so much. The writer complained that "that can of meat that Howard let me have for lunch didn't agree with me". No, this is not an indictment of early tin can technology---just thought it was fun to find this reference in a letter written so long ago!

Central Point  
March 5-1908

Miss J. H. Frank  
I arrived at home all right  
How are the mumps, I hope you  
will be all right by the time you  
get this letter.

I was sick yesterday  
but feel pretty well today  
that can of meat that Howard  
let me have for lunch didnt  
agree with me. I didnt do  
anything yesterday more than  
I just had to do.

as we expect Frank  
uncle I must get to work  
so Good Bye I am  
Roy is begging to write  
to you so I told him he  
could write on the back of  
my letter

## 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.

Continental Cubes Tobacco Tin: (Larger pocket tin....one size above the normal size pocket). Also large red 3 lb. Franklin coffee tin canister (Ben Franklin face). To reply, [click here](#).

VITAMINS advertising, displays, signs, bottles, and anything related: Hadacol is an example. Most would come from the 1930's thru the 1970's. Also anything related to cod-liver oil and WEIGHT-LOSS, REDUCING, ANTI-FAT, and OBESITY ITEMS. To reply, [click here](#).

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, 2017, Antique Advertising Association of America.



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