



## *Checkerboard*

February, 2014

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### **Terry Kovel to be Featured Speaker at 2014 Convention!**



AAAA is very excited to announce that antique & collectibles icon, Terry Kovel, will be the featured speaker at the 2014 AAAA Convention. Terry is planning to attend the entire convention and is looking forward to the opportunity to talk with AAAA members, participate in room-hopping, and enjoy the other events. She will conduct a seminar entitled, "Reflections on the History of Collectible Advertising and 60 Years of Personal Experiences" at 1:00 PM on Thursday, July 24. She will also serve as a member of the panel that will be discussing "The Future of Antique Advertising" at 8:30 AM on Saturday, July 26.

Terry and her late husband, Ralph, were seminal pioneers in the antiques and collectibles industry and were among the first to recognize and write about the special appeal of antique and collectible advertising. A passionate collector of antique advertising for six decades, she and Ralph established a wonderful country store in their home which formed the backdrop for many of their video productions. Together, they authored over 100 books on antiques and collectibles, the first of which was published in 1953. Their publications include the immensely popular "Kovels' Antiques and Collectibles Price Guide" series. Terry also continues to produce the

"Kovels on Antiques and Collectibles" newsletter with more than 60,000 subscribers and a free e-newsletter, available [here](#).

Collectible advertising has always been given special attention in many of their volumes. They also authored titles of specific interest to antique advertising, such as "The Label Made me Buy It!" (1998), "Kovels' Advertising Collectibles Price List" (1986, 2005), and Kovels' Bottles Price List (13th edition-2006).

Terry's seminar at the AAAA Convention will be a rare opportunity to learn more about the history of our hobby and get to meet one of the most highly respected authorities in the field. In her delightful, straightforward and clear presentation style (she was a school teacher at one time), she will share her observations about the realm of antique advertising over six decades, relate personal anecdotes about great purchases and ones that got away, and reminisce about her other adventures in the world of vintage advertising. She will take questions from the audience. Her involvement in our Convention promises to make it a very memorable experience.

## **Other Special Events**

There are numerous other special attractions that will make the 2014 Convention chock full of excitement. We promised to focus on a different aspect of the Convention in each issue of the *Checkerboard*. In this issue, we will cover "Special Events". They are as follows:

### **Seminars**

Terry Kovel's seminar, described above, will be one of four such events at the AAAA Convention. Here are the other three:

- Buying and Selling Antique Advertising on the Internet: Beyond the Basics by Leo Fry (Wednesday, 7:30-8:00 PM) A worldwide adventure that can make you money to sustain your habit; but beware of the cost, while enhancing your collection.
- Around the World in 20 Tins: Finds in Far Places by Phil Sarrel (Friday, 9:00-10:00 AM) Almost everyone, everywhere eats one kind of biscuit or another. For us, collecting, and knowing about biscuit tins has proved an entree into many places and a way to befriend many different people in many countries in 5 different continents. Examples will be shown to illustrate the influence on biscuit tin development and design of the British and French as well as the independent and derivative approaches in other countries during the 19th and early part of the 20th centuries.
- The Future of Antique Advertising-Panel Discussion (Saturday, 8:30-9:00 AM) In this seminar, panelists will share their personal views on where the hobby of collecting vintage advertising is headed. Opportunities for members of the audience to weigh in on the discussion will be provided, making for what should be a fascinating dialogue. Panel members will include Terry Kovel,

### **Show and Tell**

The Show and Tell event was a hands-down favorite of last year's Convention. In this event, volunteers shared some special aspect of collecting that they are particularly passionate about. In many instances, they brought one or more examples to show others. Those that

participated in this event raved about how much they learned from their fellow club members, both in terms of what they love to collect and who they are as unique and interesting people.

### **Yankee Gift Exchange**



As seen in the photo on the left, the Yankee Gift Exchange brought the house down at last year's AAAA Convention. Participants brought wrapped "presents" relating to collectible advertising and placed them in a large pile in the center of the room. Each person took a turn deciding whether to open a wrapped present from the pile or "steal" an item from another player that had already been opened. The game was full of intrigue and surprises as coveted items made the rounds within the group. It was a hilarious and enjoyable experience and many asked to schedule it again this year. It will undoubtedly be great fun once again!

### **Tours of the Leo Fry Collection of Vertical Pocket Tins and Tobacco Soft Packs**

See an outstanding collection of over 800 Vertical Pocket Tobacco Tins and over several hundred Tobacco Soft Packs. Due to limited space for viewing the collection, it is suggested that only four or five couples attend at any one time. A sign up schedule will be available at the convention site. Visits will be available prior to the convention, for those arriving early. Leo's residence is located approximately 12 miles from the hotel and averages a 15 minute drive.

### **National Graniteware Society**



By coincidence, the annual convention of the National Graniteware Society will be taking place in our hotel at the same time we are meeting. It turns out that some of our members overlap. Therefore, we have arranged for joint room hopping for those interested. They will join us from Thursday evening on. This will add even more fun and variety to the Convention!

### **The Antique Malls of Springfield, Ohio**



AAAA has arranged a special collaboration with the nearby antique malls of Springfield, Ohio. There, you will find over 1,300 antique dealers located in three malls within a 2 mile radius. All three malls are well-represented in antique and vintage advertising. The April issue of the *AAAA Checkerboard* will feature the

exciting collaboration between the AAAA Convention and the antique malls of Springfield, Ohio, as well as other antique venues in the region.

### **Silent Auction**



The Silent Auction is not a "special event" but, as a staple of the AAAA Convention, it should be noted that it will be back again this year. As was the case last year, there will be a separate, final round for high quality items. Once again, Amy Vehling will be coordinating this event.

### **Favorite Advertising Display**



The Favorite Advertising event is another staple of the AAAA Convention that will make a reappearance this year. It is always exciting to see what scarce and captivating "pearls" will be on display for members to enjoy.

### **Room Hopping**

Room hopping, by its very nature, is always a "special event" and represents the heart of the Convention experience for many. Plenty of time will be scheduled each day for room hopping, starting Wednesday evening, immediately after Leo Fry's seminar. If the past is any indication, room hopping will actively continue each day into the wee hours.

### **Public Night**

On the heels of last year's very successful "Public Night", we will repeat that offering Friday evening at 7:30 PM. Announcements in the local press will hopefully contribute to another successful Public Night.

### **Raffles**

Raffle drawings are another staple of the Convention that will return for another appearance. We are trying to spice it up this year with some extra special prizes. For example, one of the prizes to be awarded will be a baseball autographed by Pete Rose (with authentication papers), a fitting award given the Convention's location in Ohio.



## **Register Today!**

With all of the exciting events we have planned, we fully expect to sell out our room block so PLEASE register today to avoid disappointment! [Click here](#) to download a copy of the Registration Form and then complete it and send it in as soon as possible.

[Click here](#) for a revised copy of the Convention schedule.

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## **An Antique Advertising Museum and Store All Rolled up in One**

Brass Lantern Antiques/Cheap John's Country Store, in Waynesville, Ohio, has operated both as a museum and an antique store for many years. Its owners, John and Mary Jo Purdum have been collectors and dealers of antique advertising and country store collectibles for a long time. In one section of the Building, a varied display of country store antiques is featured, along with candy, nick-nacks, and other new items for sale. An antique store, with good representation of vintage advertising and country store collectibles, occupies another section of the building. John and Mary Jo can be reached at 513-897-9686. Waynesville is located only 45 minutes from Springfield, Ohio and could easily be added as part of your AAAA Convention Itinerary.

A selection of photos is presented below. The images immediately below were taken in Cheap John's Country Store. The vintage items are for display and are not for sale. Note the rare ostrich feather display case.





The images below were taken in the Brass Lantern Antiques store. All of the items in this section are for sale.



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## Current Market for Advertising Heating Up?

There are indications in recent trade publications that the market for antique and collectible advertising might be heating up. The title of the cover article in the February 5 print issue of *Antique Trader* ([www.antiquetrader.com](http://www.antiquetrader.com)) is "Opportunities abound in today's collectible advertising market". An informative article written by Noah Fleisher cites growing interest in the advertising realm, stimulated by main-stream media exposure of television programs such as "American Pickers" and "Pawn Stars". He mentions petroliana as a particularly hot area.

In its January 27 print issue, *Antique Week* reported on the 2013 sales summaries of TIAS, a large on-line fixed-price source of antiques and collectibles. In its Top 20 Sales Categories by volume, Advertising ranked #5! That represents a nice increase from its #11 position in 2012.

In the January 22 print issue of the *Antique Trader*, Eric Bradley, author of the 2014 edition of the "Antique Trader Antiques & Collectibles Price Guide" was asked "What are your favorite new features in this edition?" In his reply, Advertising and Country Store were the very first two areas he mentioned.

Whether these tidbits signify anything of substance is yet to be seen but it is nice that vintage advertising seems to continue to receive its fair share of attention in the universe of collecting.

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## Candy and Ice Cream Production and Sales: 1891

In 1891, a book entitled "Notes on American Confectionery" was published by "Perfecto" (Charles C. Huling). In it, various production methods and formulas for working with and selling candy, soda water, and ice cream were provided in great detail. Want to know how they worked their magic way back then? Just [click here](#) for a free PDF copy of this book. Enjoy, complements of the *AAAA Checkerboard* (and the Library of Congress that made this volume available on-line at no cost).

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## Indy Ad Show: March 14-15, 2014

The next exciting installment of the Indy Ad Show will take place on March 14-15, 2014 at the Indiana State Fairgrounds in Indianapolis, IN. This is one of the best opportunities available to find high quality advertising and related items with dealers attending from 28 states. No reproductions are allowed. Friday Preview "Early Buyers" admission is \$40 (includes Saturday) from 1-6pm and Saturday hours are 9-4 with an \$8 admission. If you are interested in Preview Tickets for Friday, March 14th, they can be purchased in advance through the website at [www.indyadshow.com](http://www.indyadshow.com). Tickets are regularly \$40 but are currently on sale for only \$25 until Saturday, March 1st.

AAAA and the Indy Ad Show have been working collaboratively to promote the hobby of collecting antique and vintage advertising. The Ad Show has generously provided a booth to AAAA to help recruit new members. AAAA encourages you to attend the upcoming Ad Show and while there, stop by the AAAA Booth to say "Hi"!

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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.

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](#).

1 lb. Canadian Coffee- Circle Coffee: 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 Past Times print newsletter is published. Paul Lefkovitz ([plefk@generalstoreantiques.com](mailto:plefk@generalstoreantiques.com)) serves as Editor of the AAAA *Checkerboard*.



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