



Checkerboard

January, 2014

Happy New Year!



AAAA extends its heartiest wishes to you and yours for all good things in 2014! May this year be filled with wonderful additions to your collection---all at bargain prices!

It Takes a Village

Last month's issue of Past Times featured an outstanding, world-class drug store/pharmacy collection. In actuality, that collection is only part of a much broader "village" that also includes a general store, a museum, and a number of historic log cabins. These collections are housed in a large rustic structure designed and built specifically by its owner for its intended purpose. The museum features general/country store displays and an unbelievable collection of signs of all types and descriptions. Rare display cases and general store fixtures abound in this

wonderland of historical artifacts. In anticipation of requests to visit this beautiful collection, unfortunately, but understandably, the owner wishes to remain anonymous.

Some photos of the museum and the log cabins situated on the property appear below.







2014 AAAA Convention Schedule

Columbus (Dublin), Ohio. July 23-26, 2014

Typical responses to the announcement of our 2014 Convention in Columbus (Dublin), Ohio have been as follows:

- "I have been a member of AAAA for a number of years but have never attended a convention. I am planning to attend this one. It sounds like fun!"
- "I have decided to come to the 2014 Convention after an absence of several years. The schedule of activities sounds great and the cost seems like a good value."

AAAA members have responded very enthusiastically to the news of the 2014 Convention. We have promised more detailed information in each issue of the AAAA Checkerboard. Last issue featured the amenities of the hotel. In this issue, we will focus on the schedule of activities.

We have developed an engaging convention schedule that keeps things moving from start to finish. On Wednesday afternoon/evening, attendees will check in to the hotel, set up their suites, attend the hotel's free cocktail reception, and then attend a brief, entertaining seminar by Leo Fry on "Buying and Selling Advertising on the Internet: Beyond the Basics". Room-hopping will follow.

Thursday morning, we will start with the hotel's cooked-to-order buffet breakfast. The business meeting will follow, along with a raffle. Room hopping will then take place for the next 90 minutes. A buffet luncheon and raffle will follow. After lunch, Phil

Sarrel will conduct a seminar entitled "Around the World in 20 Tins: Finds in Far Places." That event will be followed by more room hopping. We will then enjoy a delicious buffet dinner, followed by the Hotel's Cocktail Reception and/or room hopping. Following that, we will dive into one of the big-time hits of last year's Convention: the Yankee Gift Exchange. For the stalwarts in the group, more room hopping will follow.

Friday will also start with the cooked-to-order buffet breakfast. Another popular event from last year's event will follow: "Show and Tell". That will be followed by room-hopping and a buffet luncheon. After lunch, the always popular silent auction will take place. A third round for higher quality items will be featured. A buffet dinner will follow. The evening will feature the Manager's Cocktail Reception, the Favorite Advertising Event and the Public Night.

On Saturday, the 2014 AAAA Convention will draw to a close with a very brief (but important) program to permit eager attendees to descend on the Antique Malls of Springfield. After the cooked-to-order buffet breakfast, there will be a brief seminar (panel presentation) on the future of antique advertising, followed by the Convention wrap-up.

With this chock-full, exciting schedule, there will be plenty of opportunities to see old friends, get to know other AAAA members better, buy and sell to your heart's content, eat well, have plenty of good laughs, and so much more.

For a current draft of the Convention Schedule, [click here](#).

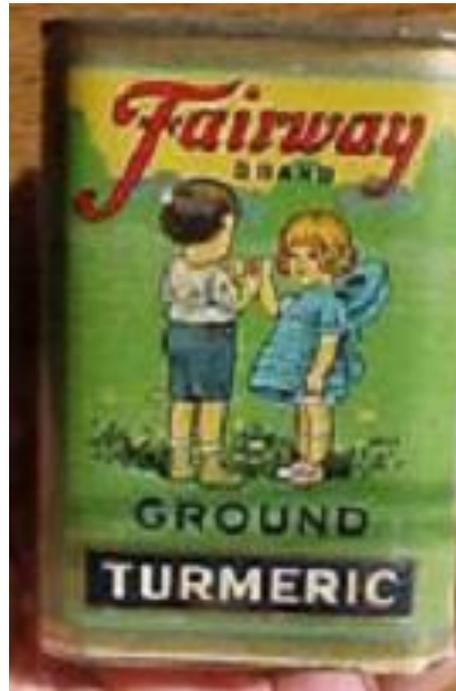
For a copy of the Convention Registration Form, [click here](#). We expect to sell out our room block so PLEASE register today to avoid disappointment.

If you have any questions about the 2014 AAAA Convention, please contact Paul Lefkovitz, Convention Chairperson by [clicking here](#) or calling 317-594-0658.

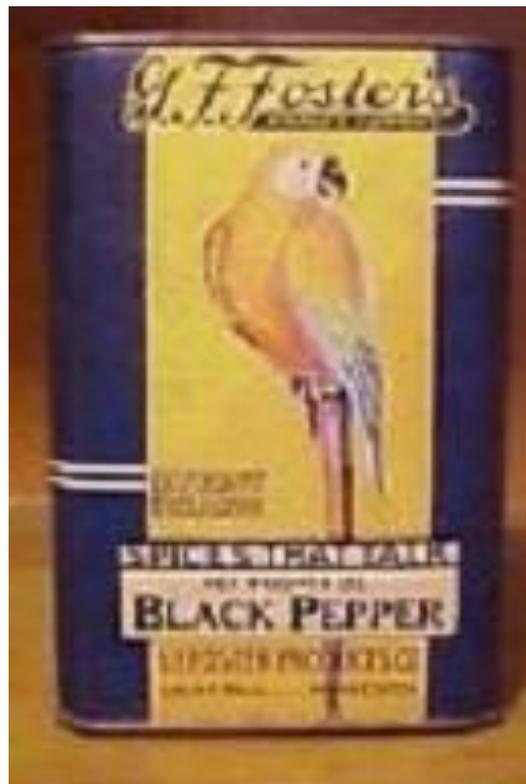
Collecting Minnesota Spice Tins

By John Breyfogle

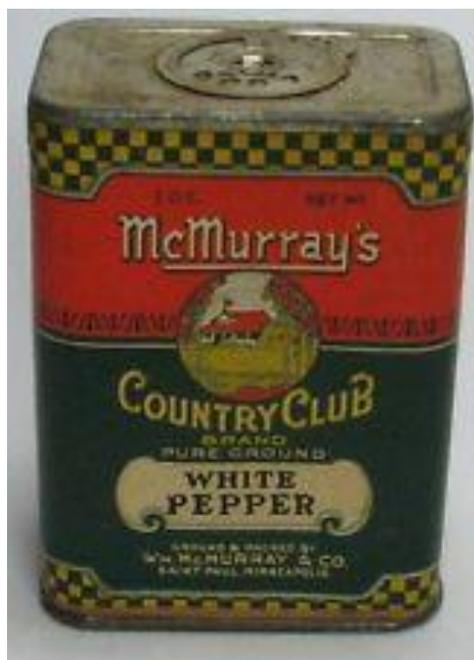
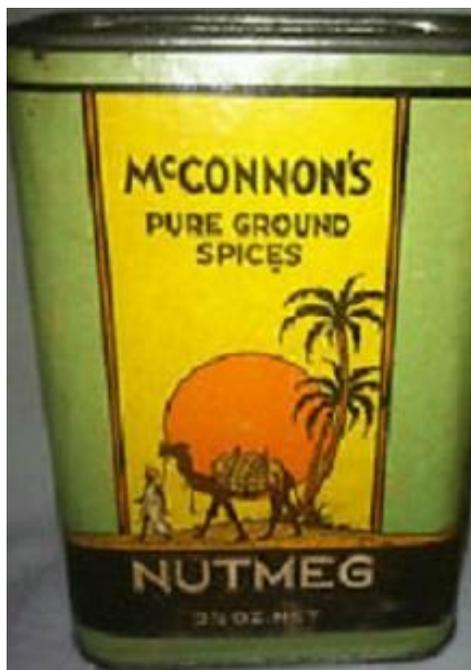
I have bought and sold many spice tins over the past 18 years. Through the years, I came to realize how many different firms in Minnesota were involved in providing spices to the local market since the late 19th century. Some of these firms were importers, processors, distributors or even local merchants.



I have encountered over 50 different Minnesota firms with their name on a spice label. Many of these firms had several product lines, packaging, and theme changes and some also provided private label brands to many small town merchants. My best guess is that if one were to try and accumulate one spice type of each of these firms and one example of each of their packaging type, the challenge would be huge and the collection would probably exceed 800-1000 different spice tins. If you only wanted to collect one example of each label, the collection would still be in the hundreds.

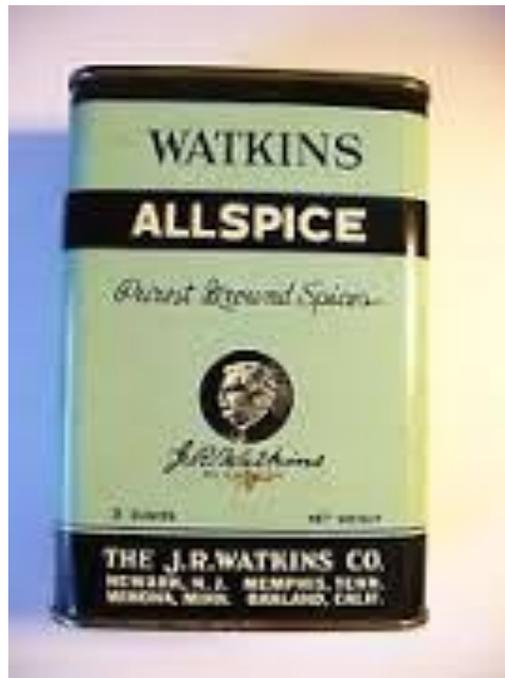


Minnesota was probably not unique in having such variety in marketing spices but I do know Minnesota has a long and varied history in the food industry with such giants as General Mills, Pillsbury, Green Giant, Fairway Foods, Watkins, Nash Finch, Red Owl, Super Valu and others based here through time. But for the most part, it was not these giant firms packaging spices; rather it seems that most were smaller firms and most are long gone from the business world now.



One of the earliest firms that I know of packaging spices was Watkins of Winona MN. I believe they sold spices door-to-door in Norton Brothers tins starting in the 1890's. They are still in this business today. Obviously word of their success spread in that soon Winona was home to Dr. Koch's, Dr. Ward's and McConnon's also selling their own spices. Minneapolis/St. Paul was home to many of the firms in this business with their many labels. Duluth MN was also a location with numerous spice related firms.

An example of this great variety would be Watkins alone. Accumulating one example starting with their very first tin and adding one each of each package type and variation through the years would result in several hundred tins.



Another early firm out of Minneapolis was Geo. R. Newell which became Winston and Newell and later became the food giant Super Valu. Over time, the Newell name appears on many different labels such as Leopard, University and 18-K to name a few.



Many of the brands and label types are fairly common and others are very rare. Certainly the rarest are those that were packaged for the small town local mercantile. Some examples of these rare tins are pictured here (Ivanhoe, Blue Jay, Viking, Minnehaha). Other labels are rare because they were some of the earliest package types or were only sold for a very short period of time or sold in a very limited market. Amazingly I still see brands and different labels show up on

EBay and other sites that I have never seen before. How many other unknowns that are still out there is only a guess.



The values of Minnesota spice tins are like any other collectible, depending on condition, rarity and eye appeal. Some have fairly generic labels and others had wonderful graphics such as the Old Faithful geyser, the Foshay tower (built in 1928 to look like the Washington monument and for 40 years the tallest building in Minneapolis), Minnehaha falls, Indians, a leopard, a carpenter in bib overalls, the “round tower” from historic Fort Snelling, the Fairway children, parrot, peacocks etc. The University brand was an open book in the colors of the University of Minnesota (maroon and gold).



As stated earlier, Minnesota was not unique in spice label variety as many other states also had many firms and labels based there. If a person wanted to have a home state based collection you could create your own spice label collecting challenge. I have seen people collect spice tins for many different reasons including: their first name (Ginger), their last name (Nash, Watkins, Foster, Jordon etc.), family member worked at the firm, themes such as animals, their home town or even specific colors. The reasons that people collect spice tins are as varied as the people themselves.



As a collector myself, I am always on the lookout for unique Minnesota tins. If you would like to contact me, you can do so at jbbreyfogle@msn.com

Going to Market

In 1915, a card game called "Going to Market" was published by the George E. Keith Company (makers of Walk-Over Shoes). A blend of Gin Rummy, Go Fish, and Old Maid, the game was played with a deck of 52 cards in 13 "suits" of four cards

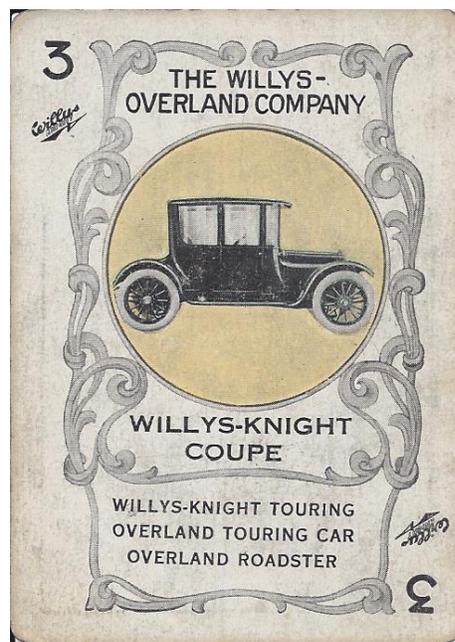
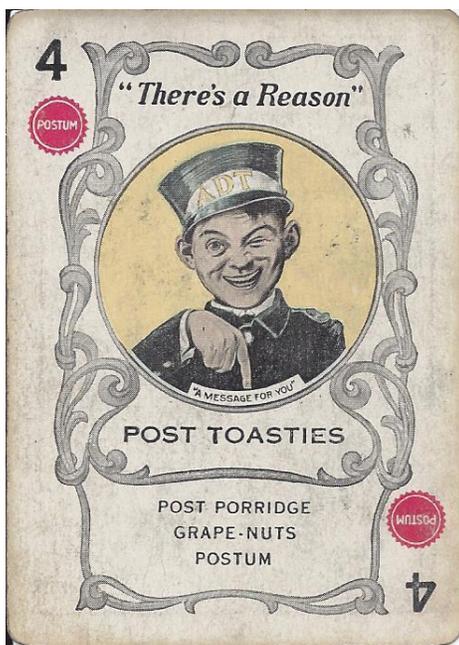
each. Each "suit" represented a popular company of the day and is illustrated with different ads used by the company. The companies included are:

- Pompeian Night Cream and other cosmetics
- Kelly-Springfield Tires and Tubes
- Several different Willys-Overland vehicles
- Post cereals
- Welch's Punch, Lemonade, others
- Beech-Nut Chewing Gum, Peanut Butter and Bacon. (Bacon!!)
- Knox Gelatin desserts
- Perfection Oil Cook stoves, ovens, heaters
- Western Electric, Phones, Irons, washing machines
- Libby's Hawaiian Pineapple, evaporated milk, fruits
- Ingersoll Dollar, Junior, Midget and Eclipse Watches
- Men's and Women's Walk-Over shoes.
- Sherwin-Williams SWP House Paint, varnish and wall paint.

Therefore, there are 52 different and unique card designs. The illustrations depicting their ads of the day are delightful. There are probably some ad designs you have never seen.

This game has revealed a broad range of prices realized, from around \$25 to \$125 for a complete set.

A small sample of the cards appears below.



6

BEECH-NUT



BEECH-NUT CHEWING GUM

MINTS
BACON
PEANUT BUTTER

9

7

Knox Gelatine



FOR DESSERTS

FOR CANDY
FOR SALADS
TRADE MARK

8

1

Pompeian



NIGHT CREAM
SOOTHES & SOFTENS

NIGHT CREAM—"IT'S WHITE"
MESSAGE CREAM—"IT'S PINK"
MESSAGE CREAM—CLEANSES &
BEAUTIFIES

1

10

Libby, McNeill & Libby

Libby's



SPANISH OLIVES

HAWAIIAN PINEAPPLE
EVAPORATED MILK
CALIFORNIA FRUITS

11

New Source for Oil and Gas Collectables



Kyle Moody completed a labor of love when he opened "Mo's Vintiques" at 319 W. Main St. in Lebanon, Indiana in October of 2013. Housed in a picturesque, renovated 1920's gas station, this unique store specializes in antique and collectable automotive-related items, including signs, products, parts, and advertising memorabilia. He is thrilled to be doing what he loves and is enjoying meeting new acquaintances with shared interests. He can be reached at 765-481-2133 or mkyle@mosvintiques.com.

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.

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](#).

Firecracker Packs: Collector buying all old fireworks-packs, boxes, advertising, whatever. To reply, call 932-237-3646 or [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](#).

Veterinary Advertising Collectibles: Pre-1930s veterinary posters, patent medicines, store displays, photographs, paper ephemera. 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](#).

Old Automobile Gear Shift Knobs: The kind that screwed on the gear shift that came through the floorboard. Many looked like a large marble. 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 Past Times print newsletter is published. Paul Lefkovitz (plefk@generalstoreantiques.com) serves as Editor of the AAAA *Checkerboard*.



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