



Checkerboard

January, 2015



Happy New Year!

The arrival of the New Year provides us with a good opportunity to reflect on the importance of hobbies like vintage advertising in our lives. For many, collecting antique advertising helps provide focus, enthusiasm, challenges, relaxation, friendships with like-minded individuals, new knowledge, exciting adventure, a deep sense of accomplishment, and, sometimes even, monetary gain.

This is also a good time to think about how AAAA can help to enrich your antique and vintage advertising collecting hobby. Haven't thought about it? This would be a good time to do just that. There are a number of New Year's resolutions you can make to help get the most out of your AAAA membership in 2015. Consider the following:

1. Make sure you do not accidentally let your membership lapse. If there is a pink renewal slip enclosed with your issue of PastTimes and a notice that it is time to renew on the outside of the mailing envelope, it is time for action!

2. Attend the annual AAAA Convention. So many attendees have reported that the past few conventions have been among the most enjoyable ever! Sure, the usual room-hopping, silent auction, seminars, and shared meals are still offered but these staples have been augmented in recent years by a packed schedule with additional fun, educational, and exciting activities. The sense of fellowship experienced is unlike that of any other show. Come to Reading, Pennsylvania July 22-25, 2015 for the highlight of your collecting year (see article below for further information).

3. Look forward to the publication of a new and updated AAAA Member Directory this year. An important new feature will be a designation for those willing to provide tours of their collections to other AAAA members. Plan a whole trip around visiting awesome collections all around the country! Use the Directory to the fullest!

4. Write an article or share photos of your collection in PastTimes or the AAAA *Checkerboard*. Let's face it, where's the fun in hiding your collection so that nobody else knows about it? Bringing joy to others is a wonderful way to expand the satisfaction of collecting. While your article or photos can be anonymous, you would also have the opportunity to connect with others that share your specific passion.

5. Place a free ad in the AAAA Checkerboard. An ad can be an excellent vehicle for finding that elusive piece you have been looking for.

6. Consider becoming more actively involved in the management and leadership of AAAA. There are many opportunities to assist in working on committees, serving on the Board, or just writing notes to share your ideas. Making such contributions will not only help increase your enjoyment of your hobby, the club will also benefit from your contributions.

Best wishes for good health, good times, and great fun with antique and vintage advertising in 2015!



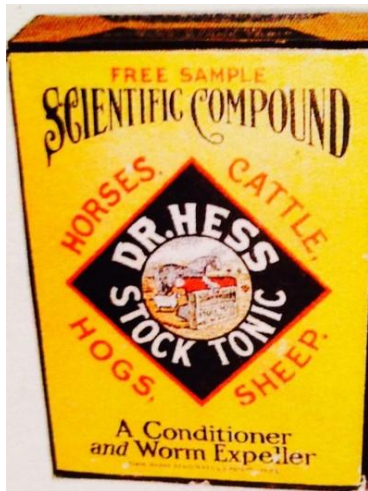
Veterinary Advertising: Images and Artifacts

By Ken Opengart

One of the most enjoyable aspects of collecting veterinary advertising is having had the opportunity to visit other country store collectors to see if they have branched out into animal/veterinary advertising within their collection and, if I am that lucky, to see how they have chosen to display these items. This has actually taken my own collecting interest off in a tangent of its own. A few years ago I started looking for photographs or postcards depicting country stores showing veterinary products or veterinary-related advertising within the store or in the storefront window. As you might imagine, this was a pretty good challenge. To add to the challenge, I specifically tried to find an example of the actual packaging or advertising within the photo to add to my collection. What follows are some successes resulting from my quest.



Figure 1. Vintage photo of store keeper holding a box of Dr. Hess Stock Food – Scientific Compound. Above his left shoulder at the top, to the right of the Frotana sign is a never-before seen sign for Dr. Hess Poultry Pan-A-Cea. At the far end of the counter are boxes and canisters of Dr. Hess Pan-A-Cea and Lice Killer, respectively.



Figures 2, 3, 4. These products appear in the Figure 1 photo



Figure 5. A Pratt's Poultry Food poster hanging in an old country store/post office

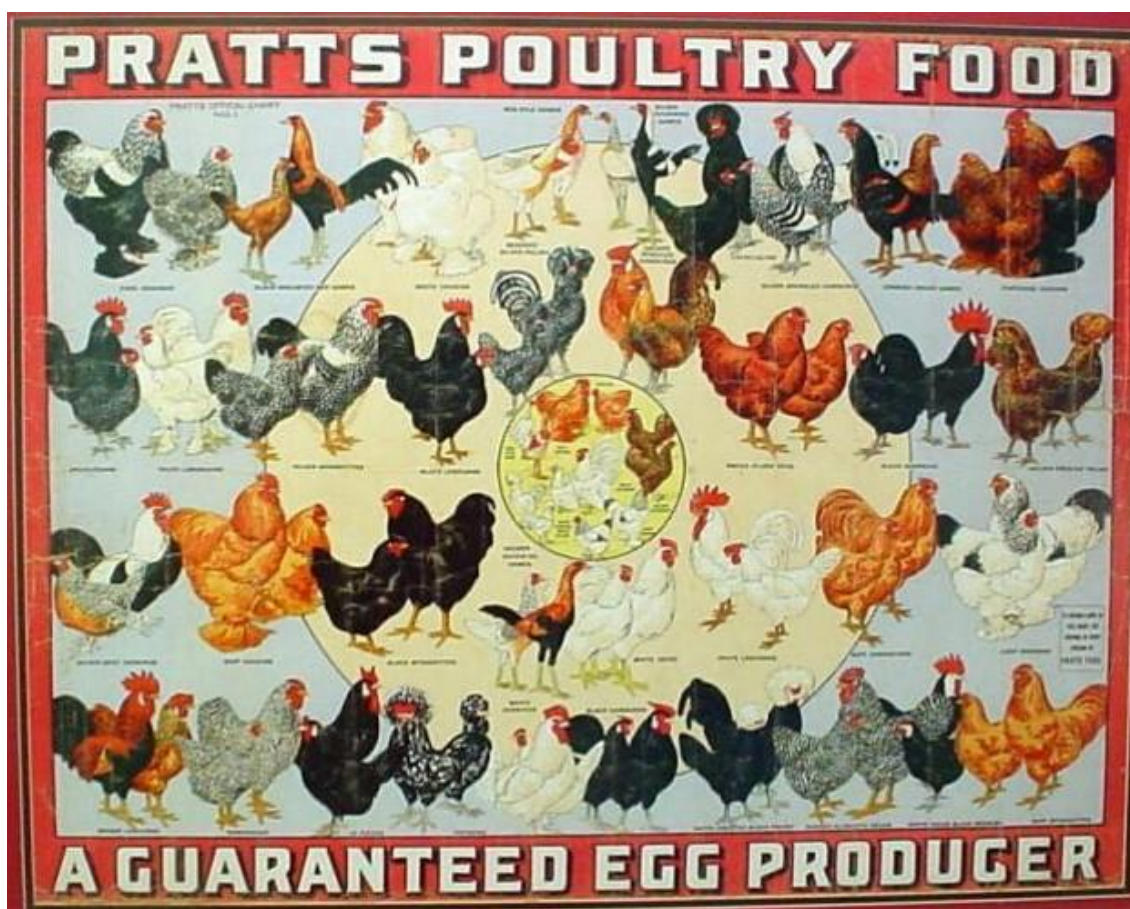


Figure 6. The Pratt's Poultry Food poster depicted in the Figure 5 photo



Figure 7. Point-of-purchase product displays along with graphic signs would always entice the uncertain customer. This image was taken from the back of a receipt dated 1896. Great images with Palmer Cox's Brownies.

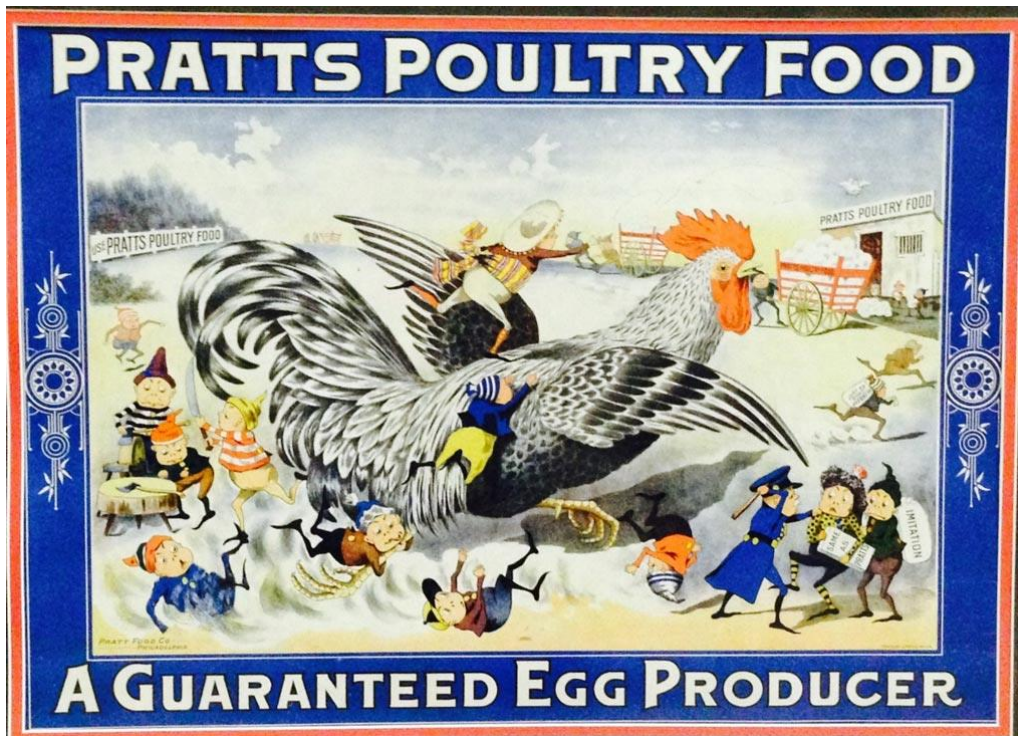


Figure 8. Colorful Pratt's Poultry Food sign that appears in the Figure 7 photo

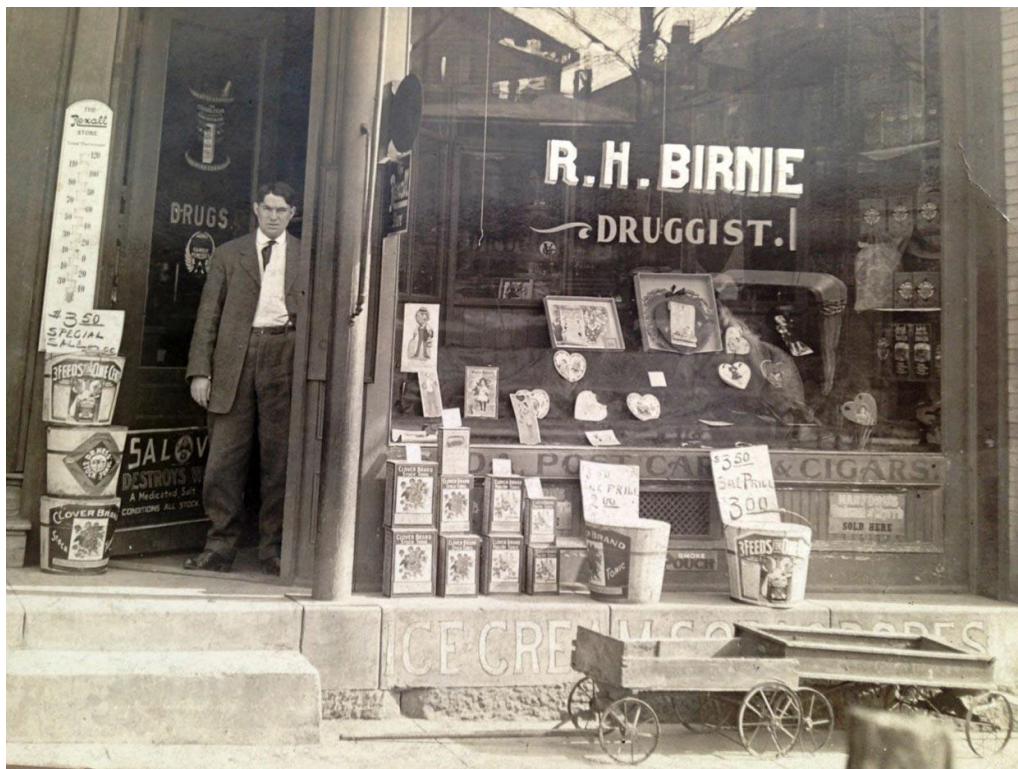


Figure 9. Great image of Mr. Birnie's storefront with a Sal-Vet sign nailed to the door and buckets of International Stock Food, Dr. Hess Stock Food, Clover Brand Stock Food. He's also got some boxes of Clover Brand Stock Food and Poultry Tonic out front and shelves of Dr. Hess Stock Food and Poultry Pan-A-Cea boxes inside the store on the right side.

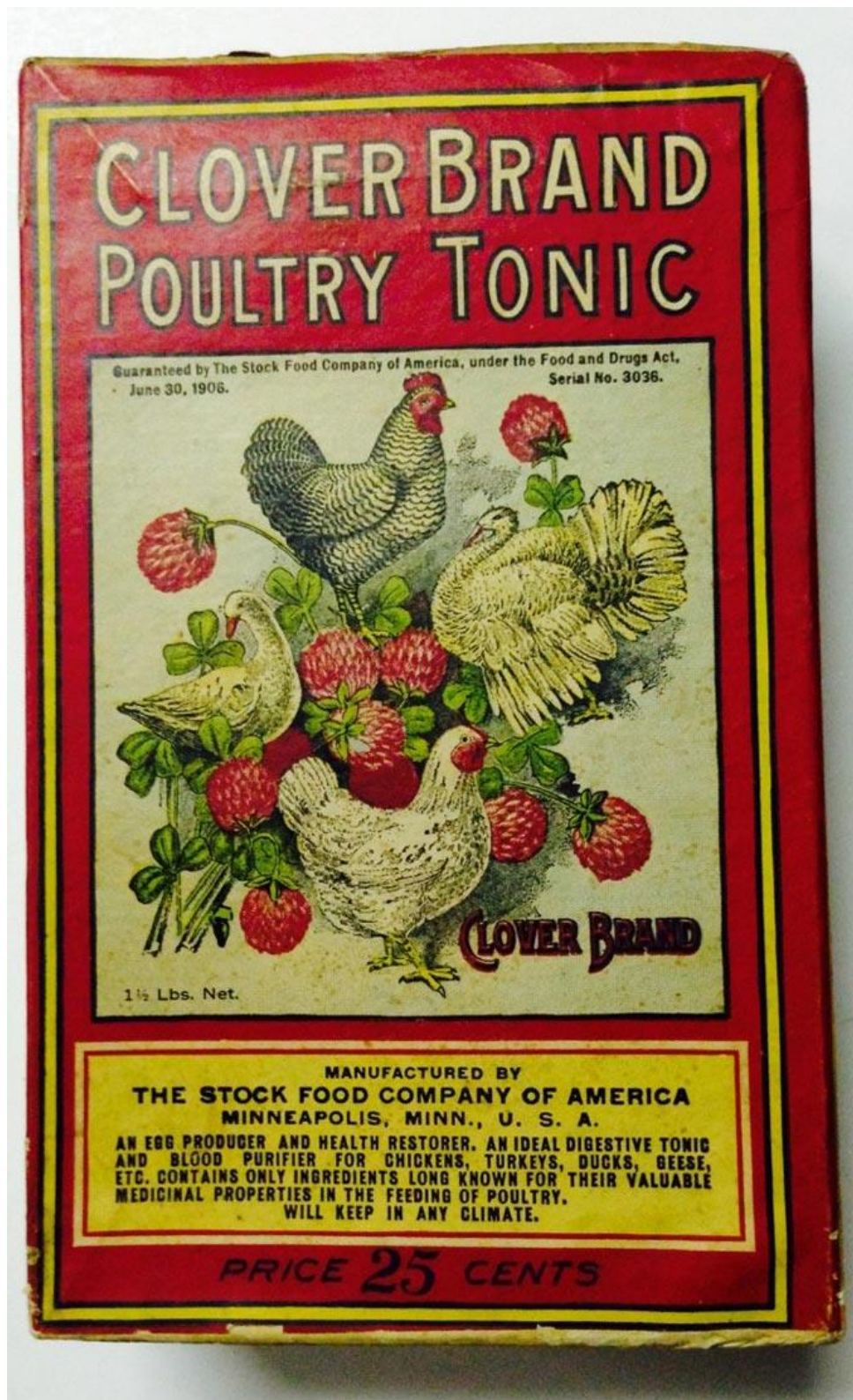


Figure 10. Clover Brand Poultry Tonic represented in Figure 9 photo



Figure 11. One of the most recognizable graphics in veterinary advertising is Conkey's sick chicken. Copyright on the sign is 1908 so photograph is from around this time.



Figure 12. A close-Up of the Conkey's Poultry Remedy sign

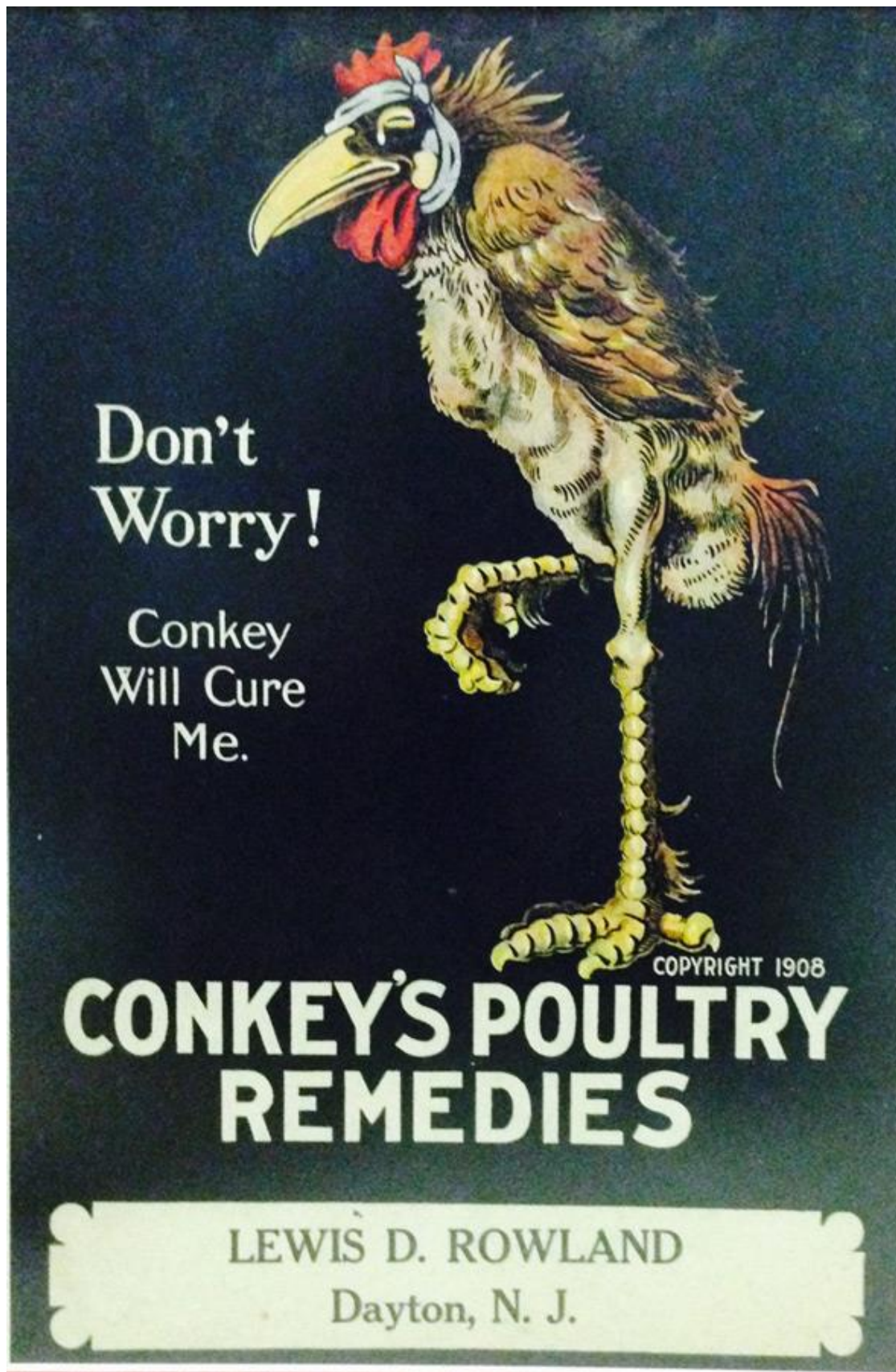


Figure 13. The Conkey's Poultry Remedy sign that appears in the Figure 11 and 12 photo

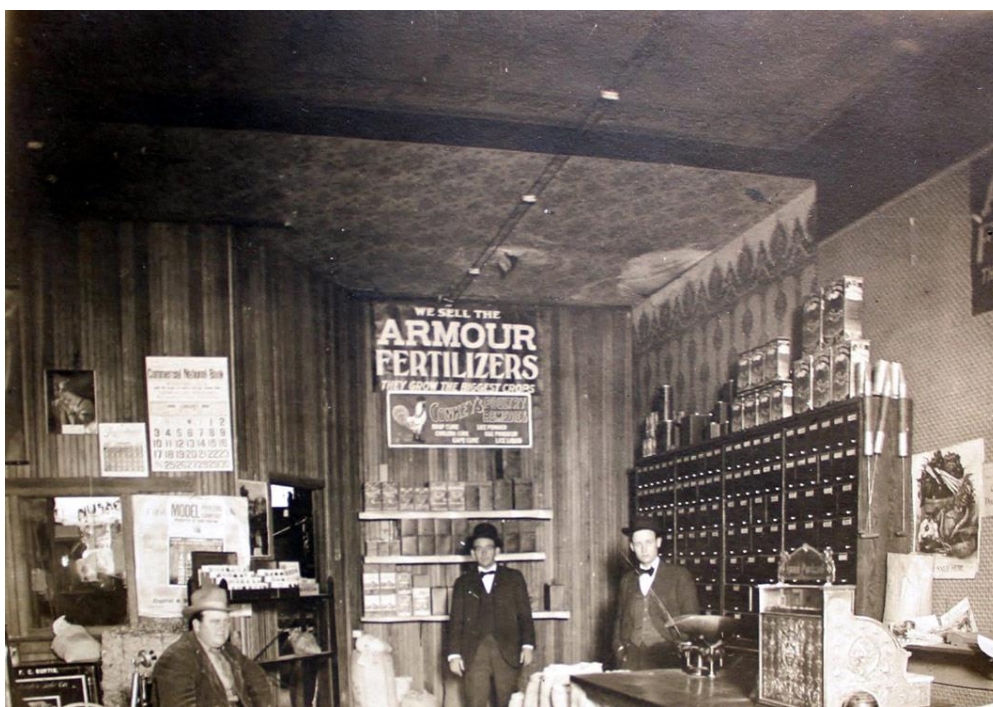


Figure 14. Another nice Conkey's Poultry Remedy sign, this one a canvas banner, hangs on the back wall of this country store

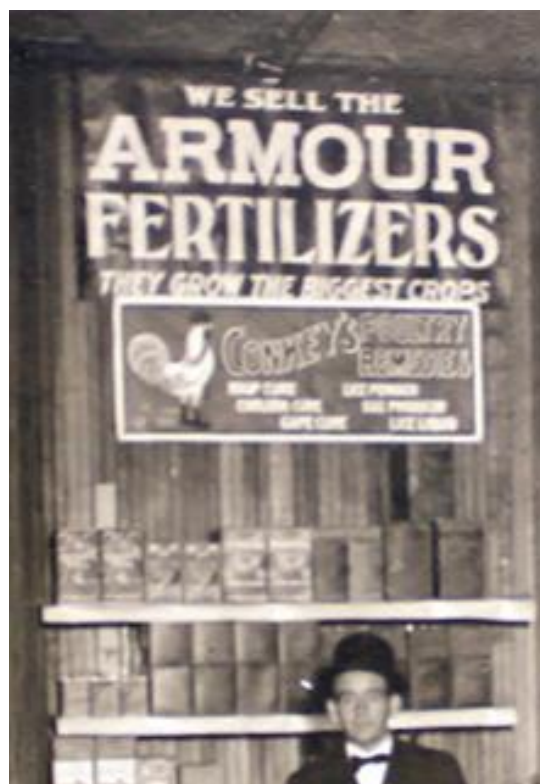


Figure 15. Close-up of Conkey's canvas banner shown in Figure 14



Figure 16. Conkey's banner depicted in Figure 14 and 15 photos



Figure 17. A storefront featuring Barker's Powder signs in the windows

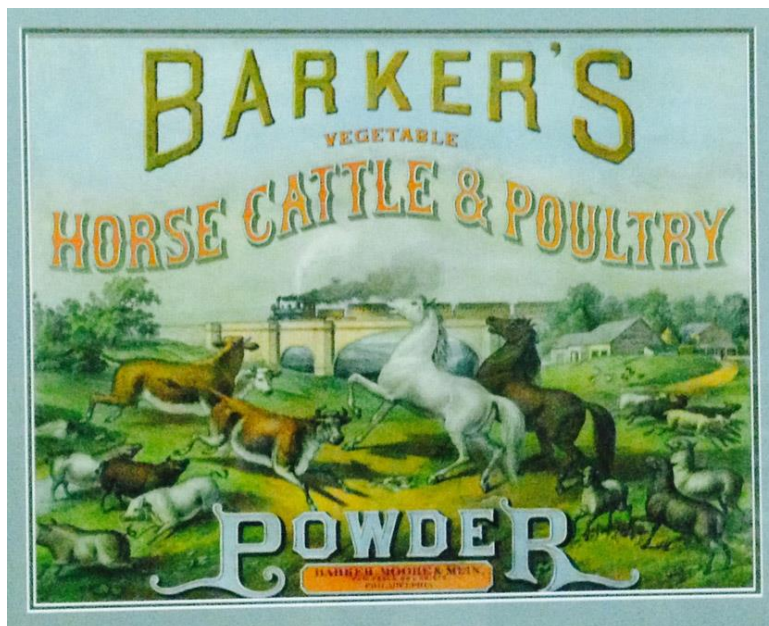


Figure 18. Using Barker's Almanacs to date this image, it appears to have been a promotional give-away in the late 1880s.

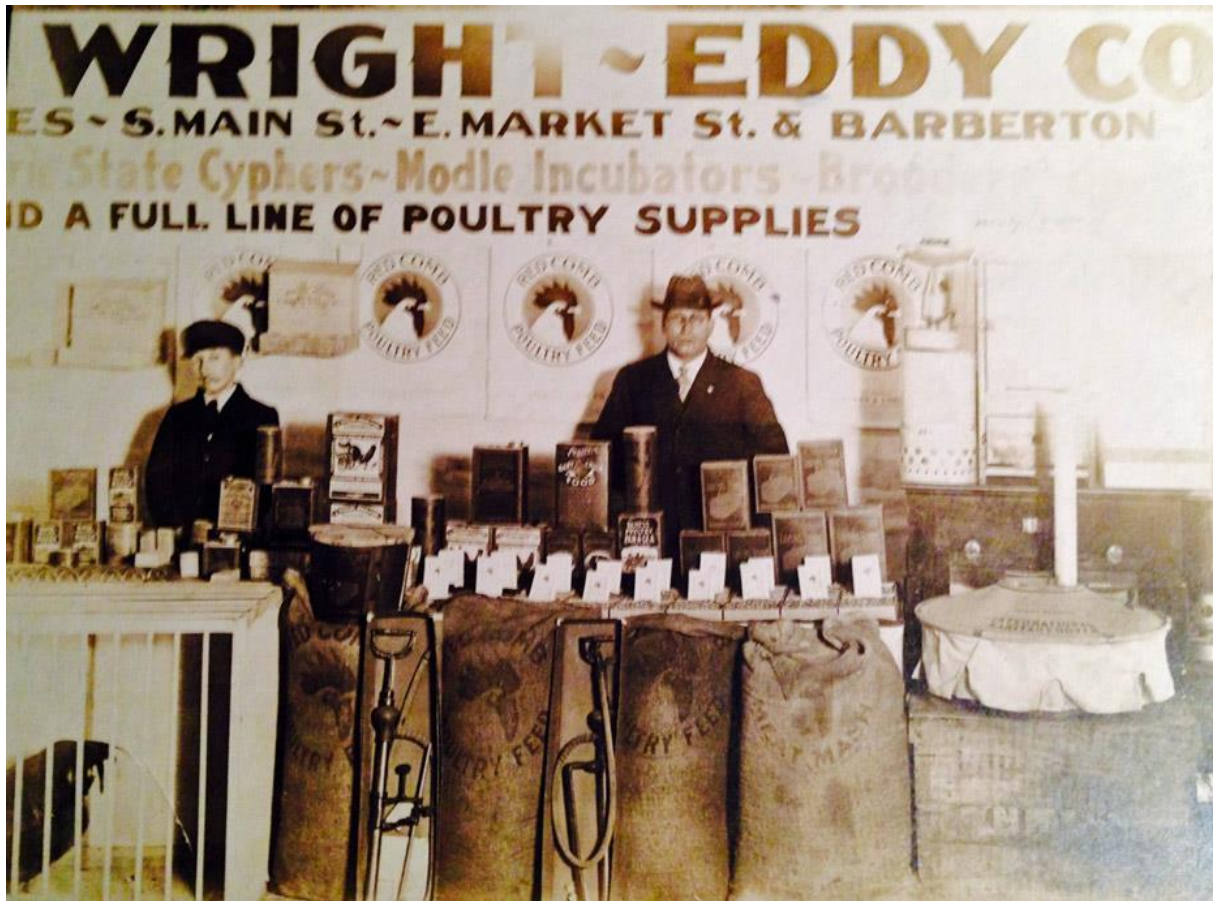


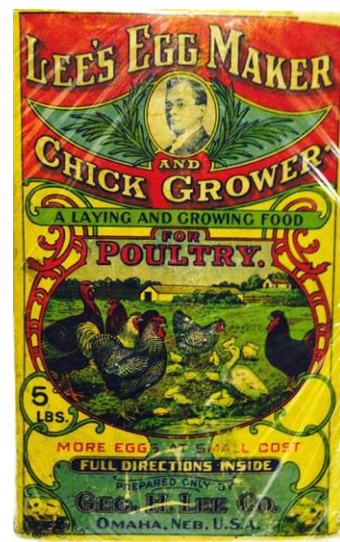
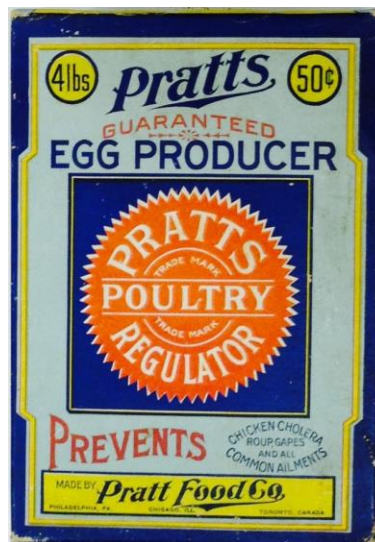
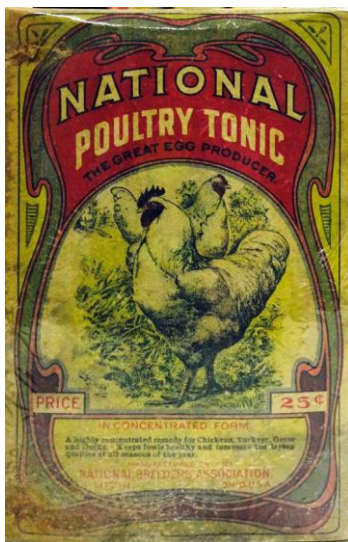
Figure 19. The Wright – Eddy Company sold a variety of poultry products which are pictured in this image, including Pratt's, Conkey's, and Dr. Hess



Figures 20, 21, 22, and 23. Products depicted in Figure 19 photo



Figure 24. The front part of this store, at a minimum, specialized in poultry products. The top shelf contains two sizes of National Poultry Tonic. Lee's Egg Maker and Chick Grower and Pratt's Poultry Regulator are on the second shelf as well as other products which can no longer be discerned.



Figures 25, 26, 27. Products that appear in Figure 24 photo

Editor's Note: More to come! This fascinating article will be continued in the March, 2015 issue of our print newsletter, PastTimes with additional content and photos. For those that wish to contact the author, Ken Opengart, [click here](#).



2015 AAAA Convention Information

As previously announced, this year's AAAA Convention will take place in Reading, PA from July 22-25, 2015. It will, once again, be located at the Crowne Plaza Reading Hotel in Wyomissing (just outside of Reading). The annual AAAA Convention has taken place several times at this venue. This popular site is very close to the "Antique Capital of the USA", with thousands of dealers in nearby malls. [Click here](#) to download an informative flyer about the upcoming 2015 AAAA Convention.

Registration is now open! Why register now?

- Registering now will ensure that your hotel guest room is located within the AAAA room block. Unlike last year, AAAA will have some involvement in room assignments this year. Therefore, we will be able to take steps to ensure that those that register early will not be separated from other AAAA attendees. Last year, we sold out our room block and expect to do the same this year. Please avoid disappointment and reserve your spot now!
- Early registrants (prior to February 15, 2015) will automatically be entered in a drawing for a free room night at the hotel!

A new, simplified registration process has been established. It will no longer be necessary to provide any credit card information or a one night deposit to AAAA when registering. Simply complete the registration form and mail it to us with a check for the registration fee (and membership, if applicable) and that's it! Your room will be reserved in your name and you will make your payment arrangements with the hotel when you check-in.

To download the 2015 Convention Registration Form, [click here](#).

Recent conventions have been highly praised by attendees for their fun, non-stop schedules of activities and opportunities for fellowship with other club members. The 2015 convention is sure to follow in that tradition. Sign up today!



Calling All Bloggers!

Do you have an interest in reaching out to your fellow AAAA members whenever you'd desire? Would you like to be able ask a question about antique advertising and seek special expertise? Do you ever feel the need to just get on a soapbox and sound off about something related to our hobby? If your answer is yes to any of these questions, please read on.

We are considering establishing some type of a vehicle for online communications among AAAA members. It would be a private grouping, available only to AAAA members. Before we decide to proceed, however, we need to know if the interest is there and determine how you would like to see it set up. There are a number of different platforms available, such as a Facebook Group, Google Blogger, various types of chat rooms, etc. If you have interest in participating in this type of activity, please [click here](#) to weigh in.

Your response will remain private and will not be shared with anybody. Please let us know the degree and type of interest you have. Also, if you can, let us know what type of online

platform you would favor (please be as specific as you can). Please let us know if you are on Facebook.

Please reply promptly. In next month's issue of the *AAAA Checkerboard*, we will let you know where we are likely to be headed with this idea.

DIY Dad buys a Derelict Fixer-Upper, Restores the Forgotten 1920s General Store he Finds Inside It

A delightful writer and blogger known as "Messy Nussy" reported on a "do-it-yourself" dad that totally rehabed a broken down 1920's general store structure near Philadelphia and brought it back to life. To read her blog and see the photos of this impressive feat, [click here](#). This link is brought to you with the permission of the author, Messy Nussy.



Somers Bros-A History

By Clarke Sechrist

Here is another reprint from the annals of the Tin Type newsletter. In this informative article, TCCA founder and President, Clarke Sechrist provides a wealth of information about one of the most important and innovative tin can manufacturers of the late 19th-early 20th century---Somers Bros. To download the article, [click here](#). (**Important Note:** Please just ignore the invitation to join dropbox when you click the link--it will disappear after a few seconds and the download will automatically proceed).

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.

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](#).

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](#).

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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