



## *Checkerboard*

**May, 2015**

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### **AAAA Convention-Time is Running Out to Register!**



Collecting antique and vintage advertising is an important part of your life. What could be the peak collecting experience of the year is about to take place: the 2015 AAAA Convention. Have you ever attended the convention? If not, take the plunge this time around. You have never experienced anything quite like it. You will have the opportunity to make new friends, see gorgeous pieces of

advertising, break bread with soul-mates, buy and sell throughout each day until late into the evenings, participate in hilarious games, win great raffle prizes, add to your knowledge about your hobby , and more.

The Convention will take place at the Crowne Plaza Hotel in Reading, PA July 22-25. Reading is proximate to the "Antiques Capital, USA" with thousands of antique mall dealers and to Lancaster County, PA a delightful tourist mecca.

The June 15 deadline for registering is rapidly approaching! If you have put it off until now, please don't delay any further. Our room block is getting filled up and you don't want to be disappointed.

The Convention will keep you busy from morning until night. To download a copy of the packed but fun schedule, [click here](#).

If you have any questions, please don't hesitate to contact Paul Lefkovitz, the Convention Coordinator at [plefk@generalstoreantiques.com](mailto:plefk@generalstoreantiques.com) or 317-594-0658.

[Click here](#) to download a Convention Registration form. Please complete it and mail it in today!

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## **Leather Tobacco Pouches & Cases**

Leather tobacco pouches and cases are a fascinating and appealing sub-category of tobacciana. They do not take up a great deal of space, are generally quite affordable (\$10-\$50) and were produced in a variety of attractive versions. Leather just seems to go hand-in-hand with the organic nature of tobacco. Yet, leather tobacco containers are not all that often encountered. Pouches and cases of potential interest to antique advertising collectors would appear to fall into four categories:

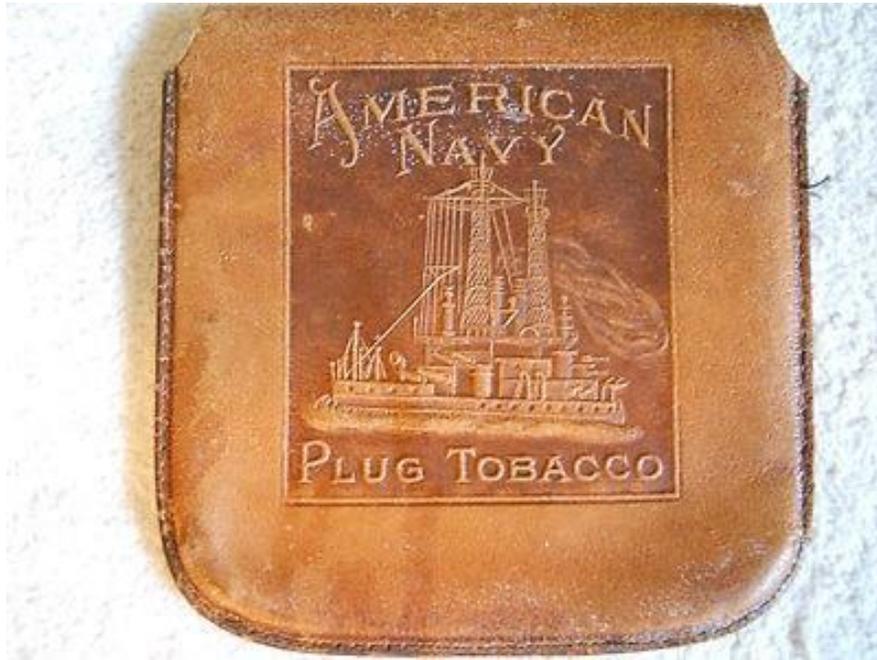
1. **Leather Plug Tobacco Pouches:** These small pouches typically advertise a specific brand of plug tobacco. They permitted the user to insert one or two plugs into the pouch for later use. Plug tobacco pouches were typically commercially manufactured and were distributed to customers as premiums.
2. **Commercially Manufactured Leather Cigar Pouches/Cases:** Leather cigar containers were manufactured in a myriad of styles over the years. They typically were intended to hold 2-4 cigars. While the majority of them were devoid of any type of advertising, a few can be found promoting a tobacco retailer or, more rarely, a cigar brand.
3. **Hand-Crafted Cigar Pouches/Cases:** Hand-crafted cigar containers were also made in a variety of styles. Unlike the commercially manufactured types, a number of these can be found with advertising-like embellishments related to brands, significant events (such as World's Fairs) or points of interest (such as popular tourist destinations).
4. **Cigarette Pouches/Cases:** Occasionally, one can find commercially manufactured pouches or cases designed for cigarettes with brand advertising. However, these do not surface very often.

The images below present representative examples of leather tobacco pouches and cases.

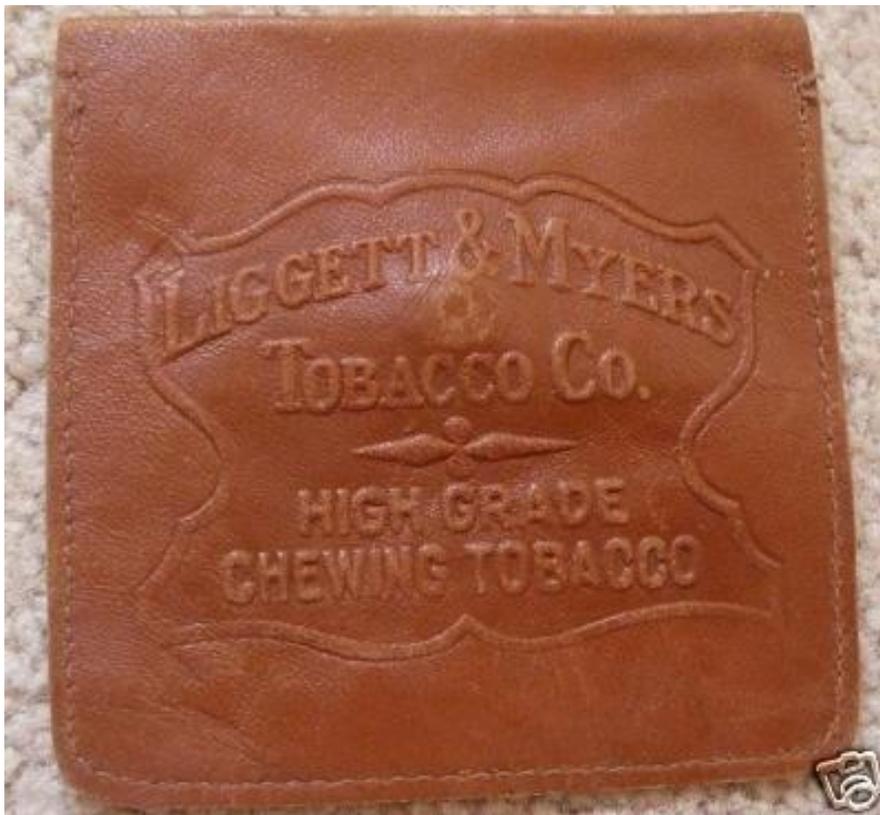
### ***Leather Plug Tobacco Pouches***



**Piper Heidsieck Cut Plug Pouch**



**American Navy Plug Tobacco Pouch**



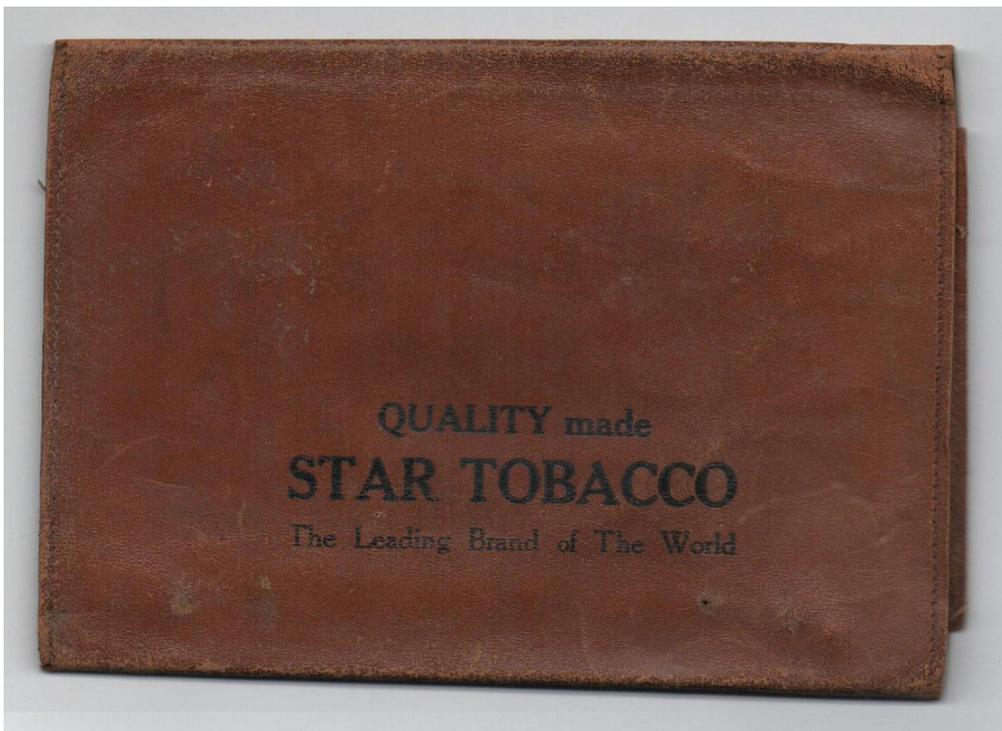
**Liggett & Myers Plug Tobacco Pouch**



Ogburn, Hill & Co Plug Tobacco Pouch



**Old Kentucky Plug Tobacco Pouch**

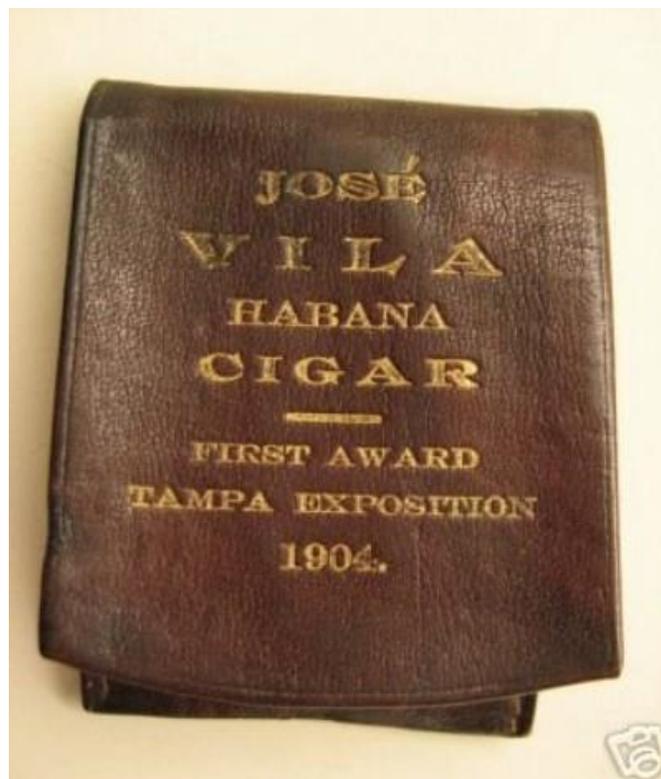


**Star Plug Tobacco Pouch**

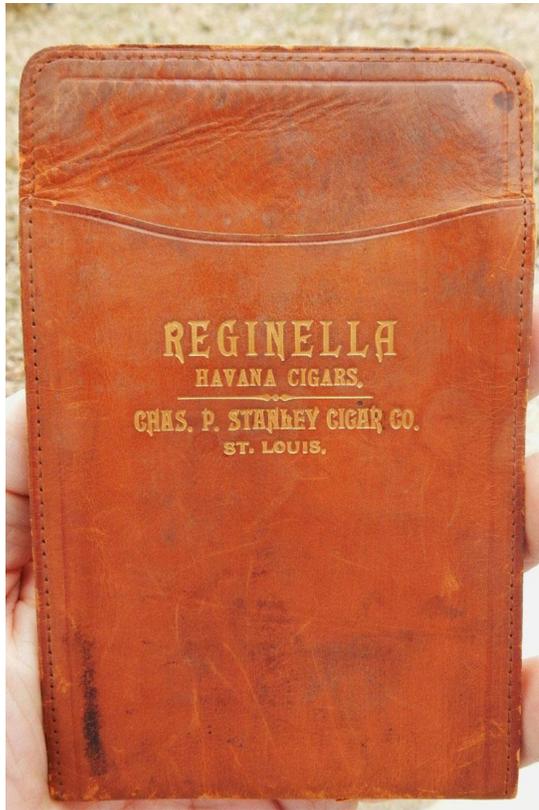
**Commercially Manufactured Leather Cigar Pouches/Cases**



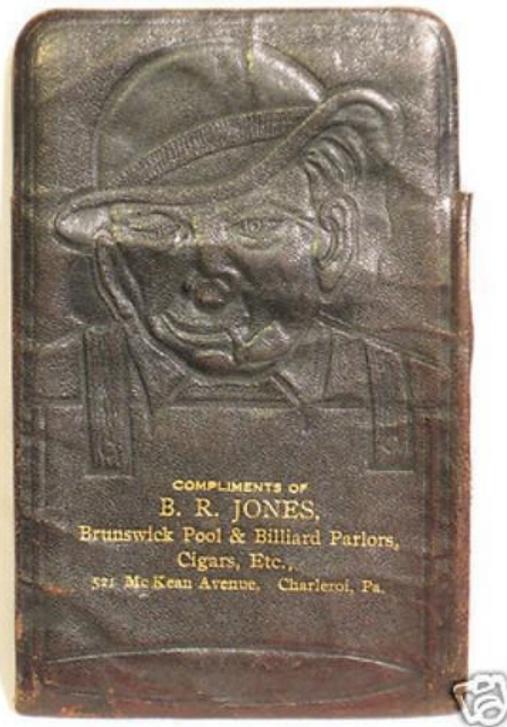
**W.S. Conrad's El Morito Cigar Case**



**Jose Vila Cigar Case**



**Reginella Cigar Case**



**Cigar Case Advertising Billiard Parlor/Cigar Store**

***Hand-Crafted Cigar Pouches/Cases***



**Hand-Crafted Cigar Case-World's Fair 1904**



**Another example of Hand Crafted Cigar Case from 1904 St. Louis World's Fair**



A Souvenir Cigar Case from New Orleans: 1917

***Cigarette Pouches/Cases***



LeRoy Cigarette Case



**Balkan Cigarette Case**

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## Verzalessi's



Long-time AAAA member, Fred Verzellesi sent in this photo of Verzellesi's, a well-appointed soda fountain and confectionery that operated in the early part of the 20th century in Western Pennsylvania. The photo comes from a RPPC ("real-photo post card) and dates from 1919. As you might assume from the name, this photo chronicles a family "mom-and-pop" business. It was owned by Fred's great-grandparents.

The photo contains some real prizes from an antique advertising point of view. A "Julep" (probably orange or cherry, based on the shade) syrup dispenser graces the center of the beautiful onyx or marble counter. However, the real treasure in the photo is the image of Fred's grandmother as a young girl, standing behind the counter, ready to serve. Fred is not sure, but he suspects that the other two workers wearing aprons may be her cousins.

Unfortunately, the soda fountain/confectionery closed in the midst of the great depression, like so many other businesses at that time. While the building still stands, the beautiful soda fountain fixtures, counters, and tin ceiling were removed and lost to the ages years ago. The building was converted into apartments in the 1950's. Today, the structure is used primarily for storage—a sad departure from its glory days as a beautiful center of delight and indulgence.

Interestingly, this soda fountain/confectionery served as an important source of inspiration to Fred in his very earliest days of collecting antique advertising. It was in the early 1970's and Fred had purchased a vintage tin of some sort as a

curiosity. Upon seeing it, his parents recounted that his great-grandparents owned a soda fountain in the days of yore. Well, the rest is history. That link to the past propelled Fred in his hobby of collecting soda pop, soda fountain and other antique advertising memorabilia. His wife also caught the bug and became an avid collector of spice containers.

Interestingly, Fred was unaware of this photo until about 6 months ago. His great-aunt passed away and some old family photos started circulating around. One of them was this photo of the very soda fountain/confectionery that had served as a pivotal source of personal inspiration for Fred over the past 40 years. He made copies of the photo and gave them as surprise Christmas presents to his appreciative siblings and children in order to “pass along the legacy” to future generations.

Our appreciation goes to Fred Verzellesi for sharing this photo and the charming story that accompanies it. Do you have some type of family connection to a photo of a store of yesteryear? Or perhaps your ancestors produced products that are now regarded as vintage advertising collectables? If so, please send your photos and stories to us so other AAAA members can enjoy the slice of history you carry with you in your genes.

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## Recent Finds

Dale Peterson from Claremore, Oklahoma sent in a photo of this great find he just snagged. It is a large two-sided metal hand-painted sign with wood frame and original hanging straps. He reports it is in excellent condition for its age with minor scratches and one stain. He estimates that it must date from the mid 1930's to the early 1940's.

Way to go Dale! Congrats on the fantastic find and thanks much for sharing it with your fellow AAAA members!

Have you made any special finds lately? Please share your good luck with others by [clicking here](#) and submitting a photo and your story to the Checkerboard. You can remain anonymous, if you'd like.



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## Using Retro Images In Modern Ads to Grab Attention

By Jerry A. Jones

A few years ago, I was having a conversation with one of my graphic designers. We were wracking our brains to come up with a new “look” for our ads. Not just any “update” to our already successful ads, but something that would truly make them stand out.

These weren’t just any ads selling vacuum cleaners, beer or clothing. But, in fact, ads that do what sounds nearly impossible: selling potential pain and a perceived high price tag.

... Yes, a visit to the dentist!

For over 20 years, I’ve helped dentists attract and retain patients. It’s one of the most challenging things I do – get people to call a dentist’s office and turn a visit to the dentist into something people will either not mind at all or, perhaps even enjoy.

To get consumers to invest in pain and something they often times have a hard time understanding the value of, is no easy task. (I mean, do teeth really matter? Oh yeah. Especially if you want to live a long time and stave off a litany of potential health hazards!)

But, after 20 years, we've gotten pretty darn good at it. Investing well over 10 million in advertising has that advantage. Right?

Anyway – back to the story. My designer, Sissel Heide and I were looking for a major new breakthrough that would attract more eyeballs to our dental ads. I don't recall which one of us thought of it first, so I'll give Sissel the credit. We settled on the idea to test an "old school" ad design. We called it "retro." Our idea was to have it relate slightly to the ads from the heyday of Madison Avenue ad agencies.

Since our primary audience for this first ad was folks over 55 or 60 who had dentures, we decided to feature old sketch art from the 50s and 60s. This first ad's format was large – so we had a lot of real estate to deal with since it was to be used as a free standing insert, or FSI, which is inserted into the fold of newspapers.

After an initial test run of about 18,000 pieces, at a cost of about \$1,800, for my own dental office, we had our answer. The phone rang off the hook. The ad more than broke even after just a couple patients. It was so successful, that we adapted the "retro" look to other dental ads. And, before long, we had developed an entire series of retro dental ads that included giant postcards, free standing inserts and more.

The ad series has, to-date, been our most successful in our over 20 years of serving dentists. Today, there are over a hundred dental offices in the US, Canada, Australia and England, that have licensed our retro ad series with great success.

Why does this style work so well? My guess is that the images and ad copy resonates with the target audience. And, for those it doesn't directly resonate with – a younger audience – it's the simplicity of the ad – they are printed in black and white and they don't contain the usual stock photos. Both demographic groups immediately recognize and identify them as retro Americana: "when things were better and simpler," or "baseball and apple pie times."

The trick to any successful ad is attracting enough eyeballs to it that are qualified to take action – this ad relies on some powerful emotional triggers to elicit responses that are not replicatable in today's modern ad designs, coupled with emotional direct response ad copy.

I've included a few images here so you can get an idea of how we've adapted the retro look in ads that has worked so well. The ads themselves have been featured in internationally circulated marketing magazines, too. Questions about use or inquiries, feel free to reach me: [jerry@jerryjonesdirect.com](mailto:jerry@jerryjonesdirect.com).

*About The Author... Jerry A. Jones, a member of AAAA, is the CEO of Jerry Jones Direct (JJD), an over two-decade old marketing and advertising firm whose clients include Dentists and Financial Services Advisors in the US, Canada, Australia and England. He's a widely-published author of several books and thought leader, writing opinion papers and articles for a variety of publications. Jerry also publishes five different newsletters and two magazines every month, leads dental mastermind sessions, and creates marketing and advertising campaigns for his private client Financial Advisors, Dentists and ClearPath Society® Members. He is also the Founder & CEO of Wellness Springs Dental® in Salem, Oregon, which includes an*

incredible group of four Doctors and an amazing team. Wellness Springs Dental® will be offering national dental office franchises in 2015. You can also pick up Jerry's latest books at [www.JJDBooks.com](http://www.JJDBooks.com). Further info @ [www.WellnessSpringsDental.com](http://www.WellnessSpringsDental.com). More information on Jerry can be found at [www.JerryJonesDirect.com](http://www.JerryJonesDirect.com), [www.ClearPathSociety.com](http://www.ClearPathSociety.com) or [www.DentistryConfidential.com](http://www.DentistryConfidential.com).

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## SENIOR NEWS SPECIAL OFFER



# END YOUR DENTURE PROBLEMS, NOW!

Make Your Appointment by April 24, 2013, and receive a FREE Denture Consultation and \$100 off any Denture!

Dear Friend & Neighbor,

Are you struggling to maintain any sense of dignity with your current dentures? Has eating your favorite foods become a thing of the past?

Hi, my name is Dr. Irene Glanville. I've been a dentist here in Oregon for over 27 years. During that time, I've helped thousands of my patients with their frustrations with dentures.

And, I have to say, it's been very rewarding transforming someone's life of aggravation with dentures to having them virtually "forget they even have dentures."

If there is one thing that frustrates me to no end, it's that there are thousands of people unnecessarily suffering from **ill-fitting, poorly-made, or just worn-out dentures.**

And, I'm writing to you today to let you know...if you are suffering from the many different common problems associated with dentures, *you do have options.*

**You absolutely do not have to "live with it."**

You see, there are a lot of misconceptions about dentures out there.

For instance, did you know when den-

tures are manufactured and custom-fit properly, and get regular adjustments and maintenance (think of how long well-maintained cars last - hundreds of thousands of miles!), they should allow you to chew, experience and taste your favorite foods?

Most people, sadly, do not. They've been told by others to expect soreness or they have actually *experienced* it. Many denture wearers even have grown to accept loose, poorly-fitting, inadequate dentures. *Even* clicking or whistling.

And, yes, some have had their dentures fall out, when attempting to eat and chew their favorite foods, and often at the most inconvenient of times or places.

All of these embarrassing moments can be a distant memory.

### Is This *The* PERFECT Denture?

This might aggravate some people who've told you differently, but the *Perfect* Denture "Fit" doesn't happen overnight. It takes time, follow-up adjustments and, patience. *Therein lies the secret.*

Over the last 20+ years, I've perfected my own technique for eliminating the traditional problems most experience when wearing dentures. In fact, I've had patients tell me: "Doc, It's the closest

Please Turn Over! 

# Our Gift To You and Yours:

A Complete New Patient  
Dental Exam & More...

**NOW JUST  
\$29!**



Dear Friend & Neighbor,

If you have a dental problem, or, just want to avoid future dental problems, this simple, old school ad works just like cash at SofTouch Dental™. *Here's what I mean...*

When you call and mention this ad, it will save you over \$185. From now until **March 13th**, a comprehensive, high-tech (we use digital x-rays for example) new patient exam for you and every member of your family is just \$29.

And, if you want to also get your teeth clean and polished which helps keep them free from that nasty gum disease, you can add a cleaning for just \$69 (Normally \$100).

**No funny stuff. No fake trickery. Just old-fashioned, exceptional service in a very comfortable, warm environment.**

What's more, you're in control. You're in the driver's seat. Always.

#### **Nervous Nellie at the Dentist's Office?**

Oh, and if you're a "White-Knuckle Flyer," you'll discover that you can actually relax and not worry about a thing here at SofTouch Dental™. You'll be in the best care.

#### **Bad Memories from Past Dental Visits?**

Don't worry: maybe you've had some unpleasant memories from visiting the dentist - well, we can't erase them, but we can **replace** them with better, even pleasant memories when you visit us. In fact, **I guarantee it.**

If you are unhappy in any way, just let us know and you'll not pay a dime for your visit.

Turn Over! 

# Our Gift To You and Yours:

A Complete New Patient Dental Exam & More...  
**NOW JUST \$29!**



Dear Friend & Neighbor,

Are you suffering from a dental problem, or, just avoiding the dentist because of fear of the unknown?

Call today for your 100% **Guilt-FREE Dental Exam**, including necessary x-rays (new patients only)! That's right...just call now and as a *new patient*, we'll GIVE you a **\$29 Dental Exam**, including necessary x-rays, a \$268 value!

And, if you want to also get your teeth cleaned and polished which helps keep them free from that nasty gum disease, you can add a cleaning for just \$69 (Normally \$124).

**Troubled by past dental visits?** Unfortunately, we can't erase your past dental experiences, but we can replace them with better, more comfortable, even *pleasant* memories with your first visit to our office.

You'll experience a gentle approach. It's kind-hearted, yet firm, and what some might even consider "old fashioned." You'll see we treat you like a member of our own family and provide you with only our very best care.

What's more, *you're always in the driver's seat*. You get to make all the calls. Always. It's our job to make sure you're comfortable, informed and pleased with how we take care of you.

And you know, it shouldn't cost you \$100, \$200, \$300 or more, just to find out if you like us, or, what your dental challenges or problems might be. That's why we're making this exclusive, limited-time offer available to you!

To schedule your very own comprehensive New Patient Exam, complete with any x-rays you might need, plus much, much more (normally, up to \$268.00), just call: 503-371-2424 and ask for Angie.

**Family member in need of a check-up?** Great! We'll extend this offer to every member of your family, too!

We look forward to meeting you soon!

Sincerely,

*Drs. Irene, Stephanie & Paul*

Drs. Irene Glanville, Stephanie Rose and Paul Chung

P.S. Be sure to call now and make your appointment! Call: (503) 371-2424

Convenient Hours!  
 M-Th - 8am to 5pm  
 Friday - 8am to 3pm

## What our Patients Are Saying...

"It has taken me 7 years to find a dentist and staff that didn't laugh at me when I walked in. It has also been 7 years since I have smiled my true smile. Thanks to my dentist I can now do that. I won't have people looking at my missing teeth anymore. I have never felt so at ease with a dentist. Heck, I would even show up early to my appointments. Thank you for everything and for my smile too!"  
 -Krista Gallardo

"I am normally terrified to go to the dentist but coming here was the best decision I ever made. Everyone's friendly and making sure I was comfortable and not in pain and the doctor did a wonderful job and was very thorough and honest regarding work needed."  
 -Sheila

"My experience with dental facilities have been many, but when I visited 'SoftTouch Dental' it was a whole new atmosphere. From the moment I walked in I felt at home. The girls were friendly and made me feel like I had been coming there for years. The dentures I received and the follow-ups were excellent. The follow up work was quick and precise. I couldn't be more pleased with the work and follow ups. Almost want to go back just to visit. I would recommend SoftTouch to everyone."  
 -Penny L. Kamstro

Liberty Rd. S

Commercial St. SE



Dr. Irene Glanville



Dr. Stephanie Rose



Dr. Paul Chung

**SoftTouch Family Dental**

3460 Liberty Rd S • Salem, OR 97302

*Conveniently located at Salem Heights Plaza*

@ Salem Heights Plaza

Madrona Ave.

Call Now:

FOR YOUR 100% GUILT-FREE DENTAL EXAM!

503-371-2424

MENTION THIS YELLOW PAGE  
AD AND SAVE UP TO \$294.00!

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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.

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](#).

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.

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](mailto: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](#).

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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 Lefkowitz ([plefk@generalstoreantiques.com](mailto:plefk@generalstoreantiques.com)) serves as Editor of the AAAA *Checkerboard*.



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