



# ***Checkerboard***

**February, 2017**

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## **Breweriana Advertising**

**By Jeremy Blum**

*"It's five o'clock somewhere" Alan Jackson and Jimmy Buffett*

### **History**

The history of breweries in the U.S. followed the migration of Germans to America. Around four million immigrated to the U.S. in the last half of the 19th century. The brewery became a center of life for German Americans, providing employment, and beer was the center of their recreational activities. Most of the major beer brands we know today were established by German Americans in the 19th century. In fact, many breweries that survive today were established prior to the civil war. Most larger cities had dozens of breweries. Those cities with large German populations such as Milwaukee, Cincinnati and St. Louis were often the headquarters of breweries that became National or Regional brands.

The lager and pilsner beer we drink today was made possible by the arrival of bottom-fermenting lager beer yeast from Europe in the 1840s. By the mid-1870s, the number of breweries operating in America had increased to around 4,000. Over the next twenty-five years, the nation's beer production increased from about 10 million barrels to nearly 40 million barrels per year. However, the number of breweries declined to around 2,000 by 1900. Many of those were killed off by prohibition which was in effect from 1920 to 1933. Of those that restarted in 1933 many more were killed off by the emergence of stronger national brands such as Anheuser Busch, Miller and Coors. Only about 1% of the breweries in existence in 1900 survive today. However, in the 21st century a new beer renaissance has emerged. Craft beers, which are small breweries often just serving one bar/restaurant have sprung up in almost every city. From almost none in 2000, craft breweries totaled 4,269 in 2015 representing 12.8% of beer purchased in the U.S. in 2015. We have come full circle in the number of breweries. The supply of future collectibles will be immense.

Beer collectibles are somewhat similar to soda collectibles with regard to the type of collectibles, though there are significant differences. There are items available in all price

levels. A large collection can be obtained for little money, but there are also items for high end collectors that can cost several thousand dollars. The amount of collectibles out there is immense. This is because beer is essentially a mass produced commodity so brewers needed to spend big to expand their sales and differentiate themselves. Marketing budgets for beer and soda are higher than most other consumer products.

There are three periods of beer collectibles. The first period runs from the mid-1800s to prohibition in 1920. Most of the more expensive items date to this time. Some of the most interesting and beautiful graphics date to this period. While some items are affordable many cost hundreds or thousands. Often found are signs, posters, trays, bottles and glasses. The vast majority of what is collected today comes from the 1950s through the mid-1970s. This period is dominated by signs, which unlike most other advertising signs from the period, are mostly made of plastic. Also prevalent during this period are neon, figurines, coasters, tap handles, ashtrays, mirrors, and cans. The third and smallest period is from the end of prohibition in 1933 and the beginning of the 1950s. This period has elements of both the other periods. All periods have signs, bottles, and drinking vessels.

There is a huge amount of material for collectors. Some focus on a particular city or region. Others on a type of item such as signs or trays. Beer collectibles are popular as they go great with certain décor such as a bar area or a man cave. I collect advertising in general. When preparing for this article I didn't realize how much Breweriana I actually had.

**Can you name the home city of the brewery where each of the following beers were based?** (Answers are in the listing below.)

1. Rainier
2. Genesee
3. Stroh's
4. Rolling Rock
5. Pearl
6. Blatz

Below is a list of some of the larger beer brands that are often collected, giving their locations and dates of production. Notice most started in the 1800s. While many are still being produced, a large portion are no longer major brands. Some have been revived in recent years.

Andeker (Pabst) 1939-1986 Milwaukee  
Ballentine 1840-present Newark, NJ  
Blatz 1851-present Milwaukee  
Bruck's 1856-1949 Cincinnati  
Budweiser 1876-present St. Louis  
Burger 1880-1973 Cincinnati  
Busch 1955-present St. Louis  
Natural Light (Anheuser Busch) 1977-present St. Louis  
Black Label (Carling) 1927-present London, Ontario  
Colt 45 (Pabst) 1963-present Milwaukee  
Cook's 1853-1957 Evansville, IN  
Coors 1873-present Golden, CO  
Diehl 1870-1955 Defiance, OH

Drewerys 1877-1977 South Bend, IN  
Duke (Duquesne) 1899-1972 Pittsburg  
Duquesne 1899-1972, 2010 > Pittsburg  
Falls City 1905-1978, 2010 > Louisville  
Falstaff 1903-2005 St. Louis  
Genesee 1878-present Rochester, NY  
Gerst 1893-1954 Nashville  
Goldcrest 1906-1954, 2015 > Memphis  
Grain Belt 1893-present Minneapolis  
Hamm's 1865-present St. Paul, MN  
Heileman 1858-1996 La Crosse, WI  
Heineken 1868-present Netherlands  
Highlander 1910-1964 Missoula, MT  
Hudepohl 1885-2001 Cincinnati  
Iroquois 1842-1980 Buffalo  
Jax 1913-1974 Jacksonville, FL  
Kamm's 1887-1951 Mishawaka, IN  
Lone Star 1884-present San Antonio  
Lowenbrau 1383-present Germany  
Lucky 1933-1978 San Francisco  
Michelob (Anheuser Busch) 1896-present St. Louis  
Miller 1896-present Milwaukee  
Lite (Miller) 1972-present Milwaukee  
Molson 1786-present Montreal  
National Bohemian 1885-present Baltimore  
Oertels 92 1865-1968 Louisville  
Old Milwaukee 1849-present Milwaukee  
Olde English (Miller) 1964-present Milwaukee  
Old Style (Molson) 1926-present Lethbridge, Alberta  
Olympia 1896-present Tumwater, WA Pabst 1889-present Milwaukee  
Pearl 1883-2001 San Antonio  
Piels 1883-2015 New York City  
Rainier 1878-present Seattle  
Red Top 1933-1956 Cincinnati  
Rheingold 1883-1976 New York City  
Rolling Rock 1939-present Latrobe, PA  
Shaefer 1842-present New York City  
Schlitz 1849-present Milwaukee  
Schmidts 1855-2002 St. Paul, MN  
Stag 1907-present Belleville, IL  
Sterling 1880-1998 Evansville, IN  
Stroh's 1850-present Detroit  
Wiedemann 1890-2006 Cincinnati

**Can you name the beer for each of these classic slogans?** (Answers at the end of this article.)

1. It's the one beer to have, when you're having more than one
2. The beer that made Milwaukee famous

3. If you have the time, we have the beer
4. You never forget your first girl
5. It works every time
6. From the land of sky blue waters

### Beer Collectible Categories

Below is a brief description and pictures of Breweriana collectibles. Pictures showing a wooden floor behind are from my collection.

### Signs

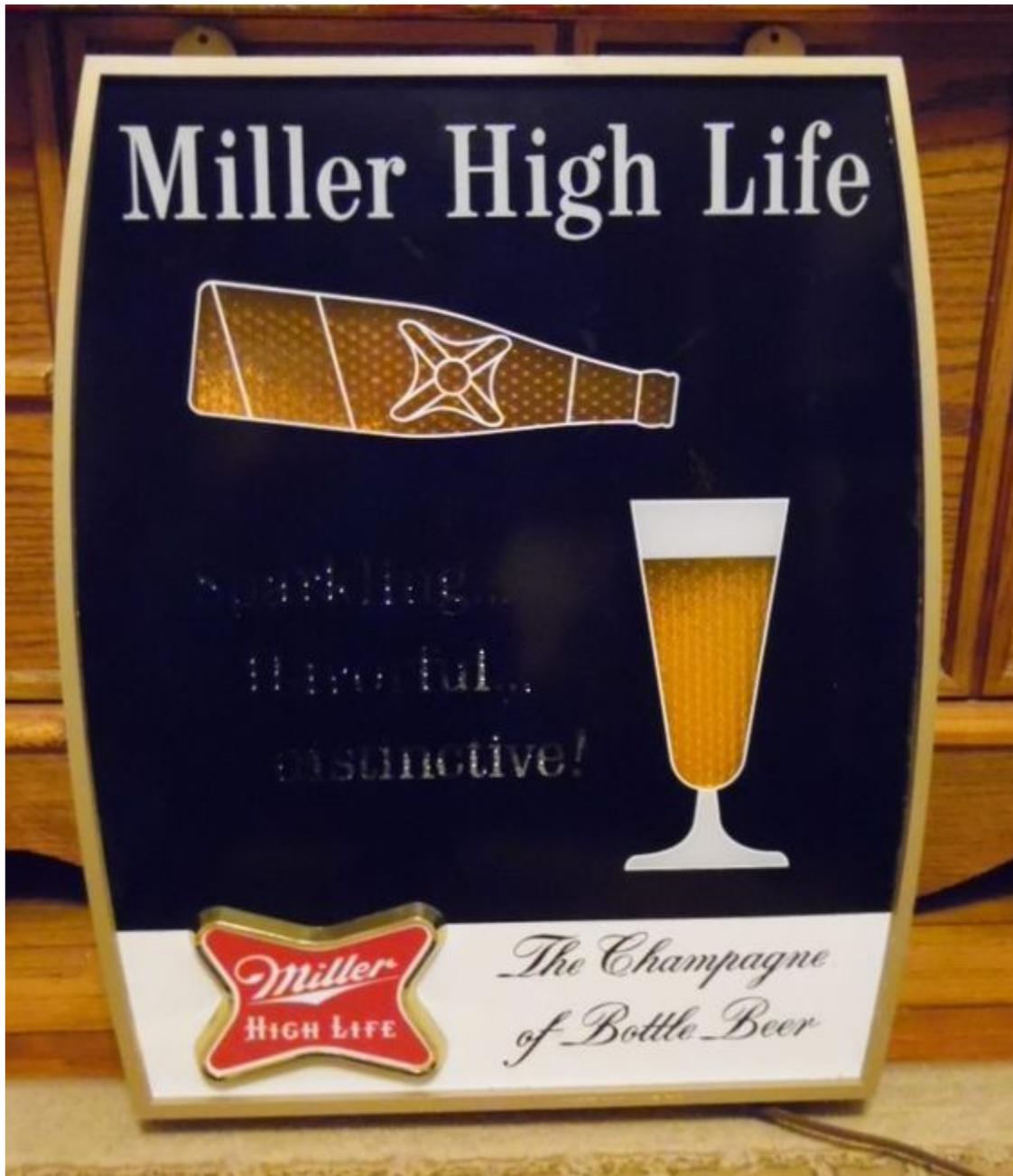
Signs are the largest category of Breweriana. However, beer signs from the most collected era of the 1950s through mid-1970s are different than most other signs from that era, in that they are usually plastic. Others come in the normal materials for the day such as cardboard, tin and paper. They are very affordable and collectible. Most can be found for under \$100, though some go for several hundred dollars. Some higher priced signs light up, and some of those have motion. Earlier signs were of more conventional materials such as tin, posters and porcelain. Like other such signs from before 1950 they can command hundreds or even thousands of dollars.



Counter Top Ad for the First Cone Top



1880's Poster



If you've got the time, we've got the beer

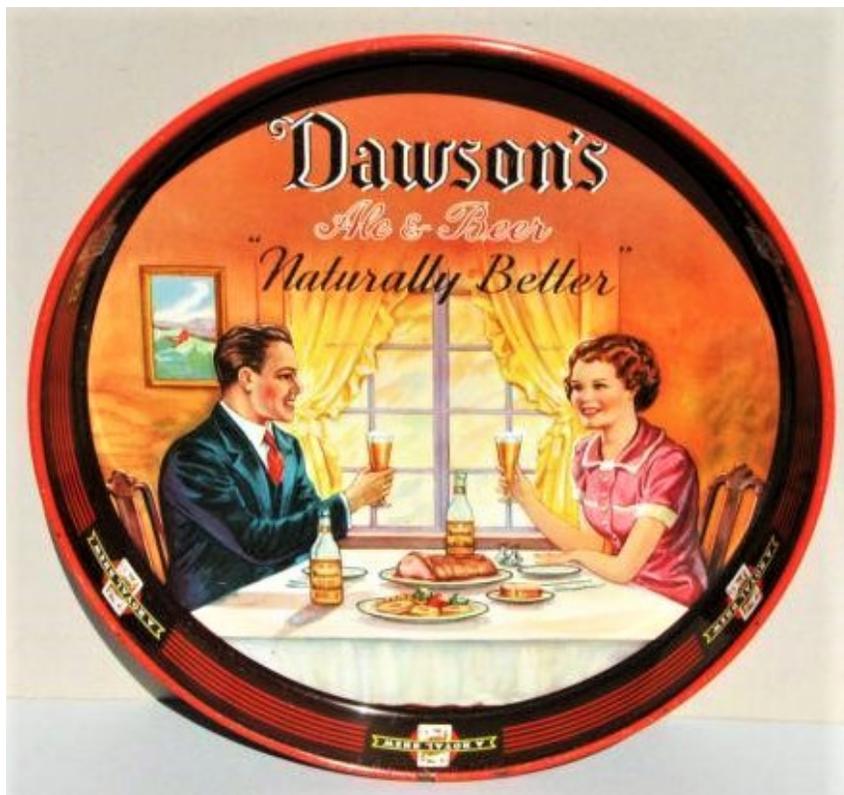
## Neon

Neon is a type of sign that has glass tubes filled with neon and other gasses that light up into various colors. Neon store signs were primarily used from 1920-1960. After 1960 they started to be associated with seedy parts of town and were phased out. However, neon for beer signs never went out of style, as many bars were happy to have that image. Most from the 1970s or earlier cost in the hundreds of dollars if in good working condition. I recommend you get the older ones rewired. These are great for man caves!



### Trays

The most collected beer trays are from the pre-prohibition era. These have the old lithography with a purer color and often interesting and beautiful graphics. They usually sell for hundreds or even thousands of dollars. Beer trays after 1950 are common and much more affordable, generally under \$30.



## Figurines

More figurines were produced of beer collectibles than any other type of advertising during the 1950s through mid-1970s. Most of the major breweries had their own character, and these were displayed in bars and elsewhere.



Is it a figurine, a calendar or a sign?



Safe to Drink



Grab a Leinie!

## Drinking Vessels

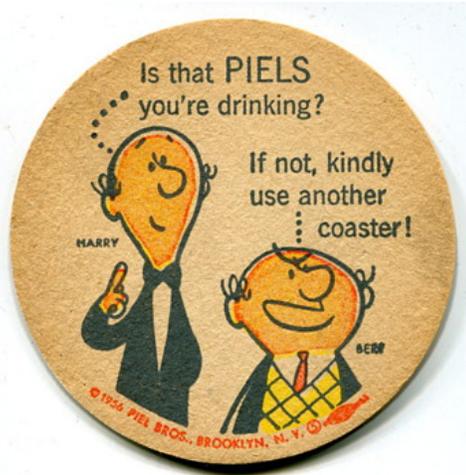
Drinking vessels are mugs, glasses, cups and other items used to consume beer. The best known mugs were steins made in Germany, but most of them are not advertising related. However, there is plenty to choose from in this category, and most are very affordable.

*"Red solo cup, I fill you up, let's have a party" Toby Keith*



## Beer Accessories

These are items used in the consumption of beer. It includes can openers, coasters, tap handles, and foam scrapers. Coasters have been very popular since the 1950s and generally cost under \$10, with many only a dollar or two. Tap handles and can openers since the 1950s are also very affordable. I am including ashtrays, because where there was drinking, there was smoking. Glass is the primary material used, but they are also found in metal, porcelain and other materials. Most items in this category are very affordable and take up little space.





## **Bottles and Cans**

Most beer consumed today comes in a bottle or can. This was not always the case. While beer bottles of various types have been around since the 1600s, prior to prohibition, the vast majority of beer was served from a keg. Bottles prior to the 1880s were usually wider than those today. Some, especially in England, were actually made of stoneware but the majority were glass. The first cans were sold in 1933 by Krueger. These were heavy gauge steel flat tops that required a can opener. Highly desired today are the cone top cans. These were introduced by Schlitz in 1935 and competed with the flat tops until dying out in the 1950s. The first all aluminum can came in 1958. Beer cans finally outsold beer bottles around 1960. Self-opening cans started in the early 1960s. Dating can also be done by finding the words Internal Revenue Tax Paid. All alcohol containers from 1935 to 1950 were required to contain those words. Other dating clues are zip codes that were phased in during the mid-1960s and the bar code that came in around 1979. A beer can collecting craze took place in the 1970s. Beer cans from that era are so plentiful that few are worth more than \$1. A smaller fad from that era was the collection of bottle caps. Those are also generally found for a dollar or two.



### Miscellaneous

Beer advertising is found on just about every advertising medium. Other advertising types include unused labels, Vienna Art plates, clocks, magazine ads, mirrors, pocket mirrors and clothes. The Vienna Art plates have come down considerably in price from usually over \$100 to now usually under \$100. Most date to around 1905.





### Slogan Answers

1. Schaefer
2. Schlitz
3. Miller
4. St. Pauli Girl
5. Colt 45
6. Hamm's

*"I could kiss and hug it (beer) but I'd rather chug it" Weird Al Yankovic*

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### AAAA Convention Update

The winter is drawing to a close and we are beckoned by a new season and new adventures. What better time is there to turn your thoughts to the excitement of the 2017 AAAA Convention? This is the time to register if you want to secure a hotel room that is conveniently located within the AAAA room block.

The Convention will take place at the Crowne Plaza Hotel in Reading, Pennsylvania from Wednesday evening, July 19 through Saturday morning, July 22. Reading, PA is just a few minutes away from the "Antiques Capital USA", home of thousands of antique dealers conveniently located in dozens of antique malls situated along one stretch of highway near Adamstown, PA. Finding desirable antiques there is like "shooting fish in a barrel!" Many of them carry excellent inventories of antique advertising and will be serving as Sponsors of our convention.

This year promises some new surprises as a result of our collaborative co-location with another national collector's association's convention: the Icecreamers. Some of our friends from the now-deactivated National Graniteware Society will also be "tailgating" with us. All of this could combine for an event with over 200 people in attendance. There should be lots of exciting buying and selling opportunities.

Our convention schedule will once again be chock-full of fun things to do, from morning until night. We will of course have our staples: many opportunities for room hopping, a Silent

Auction, Favorite Advertising Exhibit, seminars each day, business meeting, raffles, and games. We will break bread in two sumptuous dinners and three robust breakfast buffets. Lunches will be on your own. Our collaboration with the Icecreamers will also present the opportunity to attend a fun Ice Cream Tasting Event, Ice Cream Cone Stacking Contest, and a big Ice Cream-collectables related "Exhibits, Show and Sale".

The Convention registration fee is \$125 per person, which includes all of the meals and activities noted above. The heavily-discounted room rate at the Crowne Plaza hotel is just \$112 per night plus 11% taxes.

Once again, now is the time to complete and return your Convention registration form. If you have any questions, contact Paul Lefkowitz, Convention Coordinator at 317-594-0658 or [plefkov@gmail.com](mailto:plefkov@gmail.com)

[Click here](#) to download the Convention Registration Form.

[Click here](#) to download the one-page Convention flyer.

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## Convention Seminars

We are pleased to announce two of our Convention seminars! The seminars have been among the most popular components of our recent Conventions.

On Wednesday evening, we will kick-off the 2017 Convention with a seminar entitled: "Zaharakos, 'A Gem Worth Polishing'". This seminar will provide a delightful glimpse at the restoration, stories and collections of Zaharakos Ice Cream Parlor and Museum in Columbus, Indiana. Started by Greek immigrants on October 20, 1900, it was meticulously restored and reopened in 2009 by Tony Moravec, with a passion for soda fountains and mechanical music. It features a word-class collection of syrup dispensers and varied other rare and desirable soda fountain memorabilia.

The seminar will be presented by Debra Slone, graphic designer and illustrator, who has been involved with Zaharakos since the renovation in 2008. Originally hired to illustrate a Zaharakos coloring book, she ended up being in charge of decorating, booklet designs, antique acquisitions, costuming for grand opening, and just all-around cheerleader for Zaharakos. "Best job ever".

You may remember Debra as our engaging lead-off presenter at last year's Convention. We figured, why mess with success?

We are also proud to announce our Thursday seminar which is entitled "Walgreen Drug Stores Collection: Born in Chicago". This seminar will introduce you to a 31 year private collection of over 2,500 pieces of Walgreen branded merchandise, toys, soda fountain, signs and medicine sold in stores over the last 90 years.

The seminar will be presented by Gordon Addington, is a retired executive of Walgreens and Berkey Photo, an active member of AAAA for over 15 years plus a former board member and a collector of things since childhood. He was a collector of Walgreens memorabilia long before joining the company. His passion in his work career was very strong but nothing like

the obsession for collecting "stuff" like right up until now. At the present time, there are 5 different personal ongoing collections being put together. He and his wife are joint collectors of Outsider & Contemporary Art in their Chicago Home which is almost a gallery. He truly subscribes to the old line "there is never enough".

Information about the other seminars will be provided at a later date.

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## **Silent Auction at AAAA Convention**

**By Amy Vehling, AAAA Silent Auction Coordinator**

I wanted to let you know a few things about this year's silent auction so you could be planning ahead. I would like you to be thinking differently for this year----let's mix up the values this time around. Be sure to bring some extra nice items to consign overall. All 3 rounds will be a mixture of higher and lower priced items and overall better quality/higher value of things. I'd like to have fewer groupings because they take up too much space. Also be thinking ice cream-related as well since the Icecreamers will be there and allowed to bid. Also, some of the Graniteware people will be there. And, the public is invited to participate in the bidding process as well. I think there will be quite a few people at the auction!

I'd like as many of you as possible to consider consigning items. Remember you get to protect your items by bidding one time when I announce each round "consignors, check your items"!!

Because I am anticipating more items and a lot of bidders, I will need even more of you to help out with the auction. Bob and Beverly Hunt are going to be helping me out and "learning the ropes" to take over the auction after this year. Many of you have been my faithful crew to help year after year. Thank you and I hope you will help again this year as well as give Bob and Beverly your full support for future years.

I will be sending a letter to Convention attendees closer to the convention including reminders and any additional information regarding the silent auction.

Let's make this year an auction to remember!! Thank you!!

If you have any questions or suggestions---please feel free to contact me. The best way is through email ([avehling@sbcglobal.net](mailto:avehling@sbcglobal.net)) or give me a call at 317-439-1947.

Thanks----Amy

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## **Northstar Press Release: Indy Ad Show**

Northstar Collective is pleased to announce the recent purchase of the Indianapolis Antique Advertising Show. The Indy Ad Show, as it is referred to by dealers and participants alike, is one of the longest running shows, of its kind in the country. Entering its 45th year, this event has always been famously known as the place where the best of the best could be found in all types of early advertising. Dealers from all over the country have gathered twice a year in

Indianapolis to show off a broad base of items for sale to appeal to the beginning collector as well as the very advanced.

Previous owners Bruce and Donna Weir of, B&D Promotions, have owned and operated the show since 2010, and will operate the upcoming March show as they have in the past. The Fall Indy show will be held on September 23rd and 24th of this year under its new ownership and will be moved 20 miles northwest of Indianapolis to the Boone County Fairgrounds located in Lebanon Indiana. The Lebanon location provides a beautiful rural setting with great potential to appeal to a large customer base. Northstar believes this acquisition will complement two new shows, the Boone County Gas & Oil Show and the Boone County Vintage Market that Northstar will be running simultaneously at the fairgrounds.

Northstar also acquired the Gateway Gas & Ad Show from B & D Promotions which runs once a year in February in the St. Louis metro area. Combining these newly acquired shows with the Antique Sporting and Advertising Show in Oshkosh, WI and the Minocqua Antique Show in Minocqua, WI, Northstar's Portfolio will include 6 shows a year that they produce.

Any questions or dealer inquiries about any of the shows we promote can be directed to Nona Amour Wilson at [northstar92664@aol.com](mailto:northstar92664@aol.com) or 906-250-1618.

*Editor's Note: AAAA will have a booth at the September Indy Ad Show as part of a collaborative relationship with Northstar. Northstar will also serve as a Sponsor of the 2017 AAAA Annual Convention. AAAA is looking forward to its relationship with Northstar and extends its heartiest wishes for success!*

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## Recent Finds

Robert Ray provides the following report of an awesome recent find:

These Pennants (pictured below) found me. Over 15 years ago, a local antiques dealer mentioned that he had two advertising Pennants at home. I told him if he decided to sell them, I would be interested in them. I never heard anything more about them and later on the shop closed. A few months ago we were both at a gathering of a mutual friend. He brought the Pennants and said he had recently ran across them in his basement and wondered if I would still be interested in them. I was!

The Nash Brothers supplied retailers with their own private brand of coffee, the No-Vary brand, until the early 1920's when the name of the coffee was changed to Nash's Coffee (a business Nash Finch owned until 1959).

The Pennants measure 11 by 29 inches and still have the original makers label on the back (second photo below).



Thanks so much, Robert, for sharing this great discovery of these rare items in mint condition! This find serves as testimony to the amazing things that are still "out there".

Have you made a great find recently? Just [click here](#) to report it and we will share it with your fellow AAAA members.

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## **Birth of A Collectible: When Take-Home Ice Cream Began**

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

In 1991, after eight years of observing my husband Walt and his breweriana friends enjoy the thrill of the hunt for rare and colorful pieces of history, I bought my first ice cream carton - an empty one. I was soon purchasing cartons with no knowledge of who created the first one, or which were the oldest! The vast number of books about ice cream contain little or no history of its packaging. But my hunting pleasure is doubled, since cartons and their history are both fascinating. While my research continues, enjoy this peek into the past of these rare, fragile, century-old paperboard advertising collectibles.

Perhaps you've already realized that ice cream was not the first product to be packaged in a paperboard carton! While beer can collectors celebrate the 1933 development of the first beer can, and bottle collectors reveal a storied history of glass containers, carton collectors may be surprised to learn that the earliest paper-based boxes were made from pasteboard, created by pasting together printing scraps or pages from old books. The first stiff paperboard boxes were created in China, often used for packaging tea. By the early to mid-1700s, France and Germany were hand-crafting pasteboard boxes. In fact, the word carton originates from the French word for pasteboard box. But it was 1817 before British industrialist Sir Malcolm Thornhill created the first commercial paperboard box.

American-made boxes, typically hand-made in Philadelphia or Boston, appeared in the early 1800s, and were commonly used to store collars, cuffs, hats, or jewelry. Much of the manual assembly work was performed by women, who sometimes worked from home. In fact, American paperboard was also hand-made until 1831, when George S Shyrock of Chambersburg, Pennsylvania installed the first cylinder-style commercial paperboard production equipment. During this period, French, German and British boxes were imported to satisfy growing American demand.



*Hand-crafted paperboard boxes for cuffs and collars, c1820s-1840s.*

The Dennison family of Brunswick Maine, is generally recognized for commercializing American paperboard box production. During 1839, Boston Massachusetts Jeweler Aaron L. Dennison began making boxes for himself and other area jewelers, to compete with imported German jewelry boxes. His father, Colonel James Dennison, a cobbler in Brunswick Maine, took over the box production, and began inventing tools to increase productivity. His daughters worked from their nearby home assembling and finishing the boxes. Dennison boxes proved so popular that their manufacturing company grew into the largest box company in the United States, now known as Avery Dennison, a leading producer of office supplies.

**DENNISON & CO.**

MANUFACTURERS OF

**Tags  Stationers' Specialties.**

**Dennison's Patent Shipping Tags**

— A N D —

**Dennison's Standard Merchandise Tags,**

In great variety, at low prices.

**DENNISON'S TOURISTS' TAGS FOR TRAVELLERS.**

Stratton's Gummed Labels, and Gummed Paper of all colors. Legal and Notarial Seals. Folding and Fancy Tickets. Mentzel's Patent Suspension Rings. Dennison's Game Counters. Wedding Cake Boxes. Visiting and Playing Card Cases, &c., &c.

**DENNISONS' TARGETS for RIFLE PRACTICE.**

**THE STAR COPYING PAD,**

Used with ordinary Copying Press and Book; superior to all other devices for the Copying of Letters.

Phillips' and Stevens' Hook and Clasp Tags. Kimball's Self-Fastening Tickets. Anderson's Improved Suspension Hooks. Postal Envelopes. McGill's Paper Fasteners. Dickinson's Rubber Bands. Dennison's Excelsior Sealing Wax, &c., &c.

**TISSUE PAPERS.** Proprietors "Globe" and Centennial Prize "Excelsior," and Importers of English Grass Bleached and Pearl Blue, from the celebrated 39 mill.

Proprietors of "Silver White," best article for polishing Silver, and Miller's "Jewelry Cleaning Casket" and "Silver White Casket."

**JEWELERS' BOXES,**

Jewelers' Cards, Pink and White Cotton, Fine Twines, &c.

**DRUGGISTS' BOXES,**

Apothecaries' Powder Papers and Counter Papers. Dennison's Shaving Papers.

ALL OF OUR GOODS ARE SOLD BY DEALERS EVERYWHERE.

**DENNISON & CO.**

**BOSTON, NEW YORK, PHILADELPHIA, CHICAGO,  
CINCINNATI and ST. LOUIS.**

American paperboard box manufacturers were soon producing rectangular, oval, and cylindrical boxes for apothecaries, confectioneries, general stores, jewelers, milliners, clothiers, and stationary suppliers. But in 1851, when Jacob Fussell began the first commercial ice cream production in Seven Valleys, Pennsylvania, the challenge of packaging the frozen confection began.

Recent discovery of this 1874 Confectioner's Journal ad (below) for T.H. Musgrove & Company paper boxes, and its related patent provides the earliest evidence to date for a carton intended for packaging ice cream. (Photo courtesy Harvard Library).

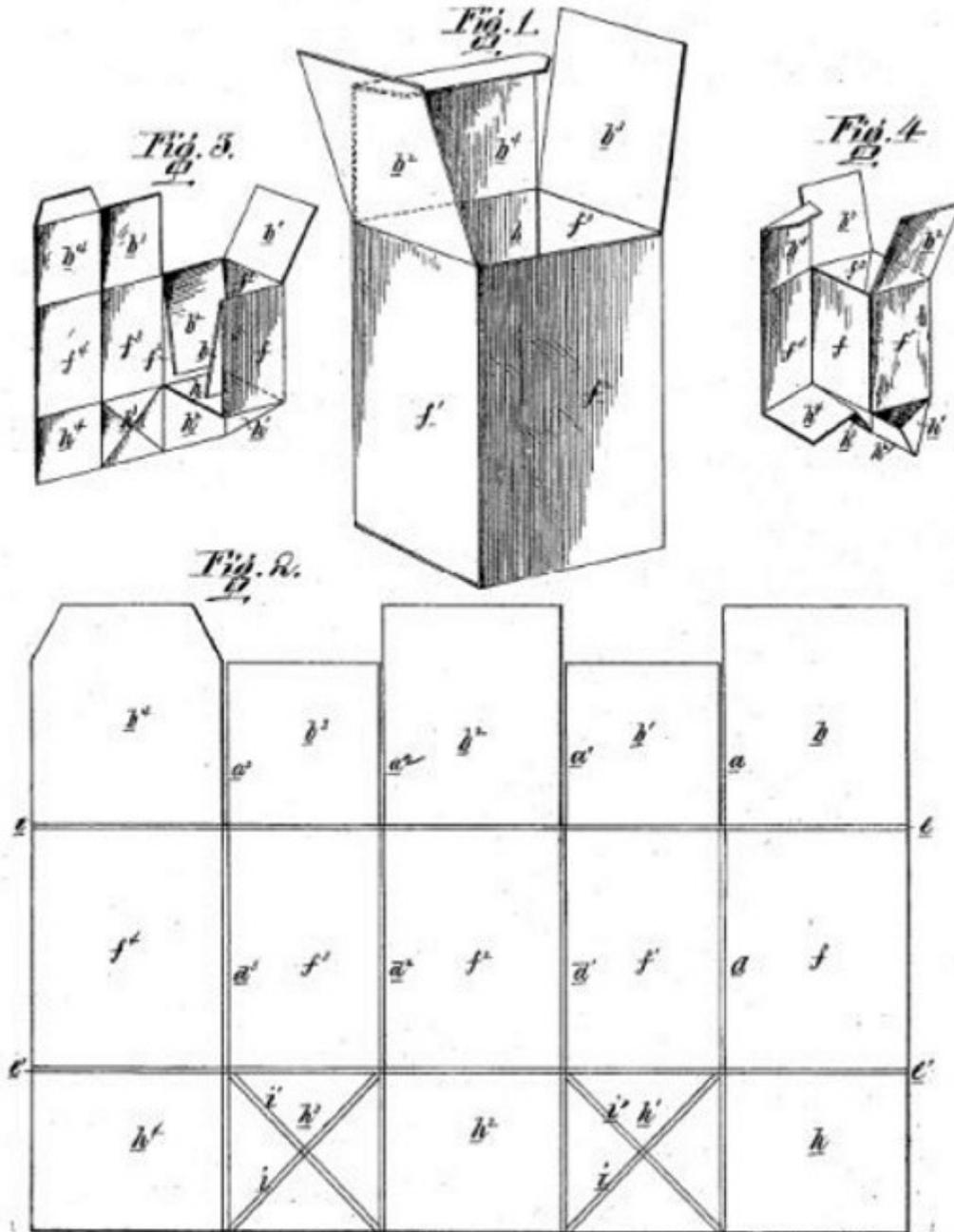


Prior to 1874, paperboard boxes were virtually all set-up boxes, meaning that they are set up by the manufacturer, and cannot be shipped flat. During the mid-to-late 1800s, as carton demand soared, American manufacturers like Musgrove experimented with folding cartons, which used less paperboard, were simpler to manufacture, and could be shipped flat, thus reducing shipping and storage costs. Early versions were expensive and could not be produced in large quantities, since they required manual cutting and scoring.

T. H. MUSGROVE & J. A. SMITH.  
Paper Boxes.

No. 152,156.

Patented June 16, 1874.



Witnesses, *Harry Smith* & *Thomas H. Musgrove*  
*Thomas M. Swan* and *Jasper A. Smith*  
*By their Attys*  
*Howth and Son.*

[Click here](#) to view this 1874 Musgrove and Smith patent for paper boxes.

In 1890, lithographer and paper-bag maker Robert Gair invented the pre-fabricated paperboard box after studying a bag-creasing accident. His one-step cutting and creasing Aldine Press would revolutionize folding carton manufacture.

ROBERT GAIR & CO.  
Publishers of  
**CHROMO**  
ADVERTISING CARDS,  
Manufacturers and Importers of  
**PAPER SPECIALTIES**  
OF EVERY DESCRIPTION.  
Manila and Strawboard  
FOLDING PAPER BOXES.  
**GEOGRAPHICAL GLOBES.**  
JAPANESE  
PAPER NAPKINS.  
MEDICATED TOILET PAPER  
Put up in Every Style.  
143 Reade, 161 & 163 Chambers Streets,  
NEW YORK.

1879 trade card for Brooklyn, NY Robert Gair & Co. folding paper boxes.

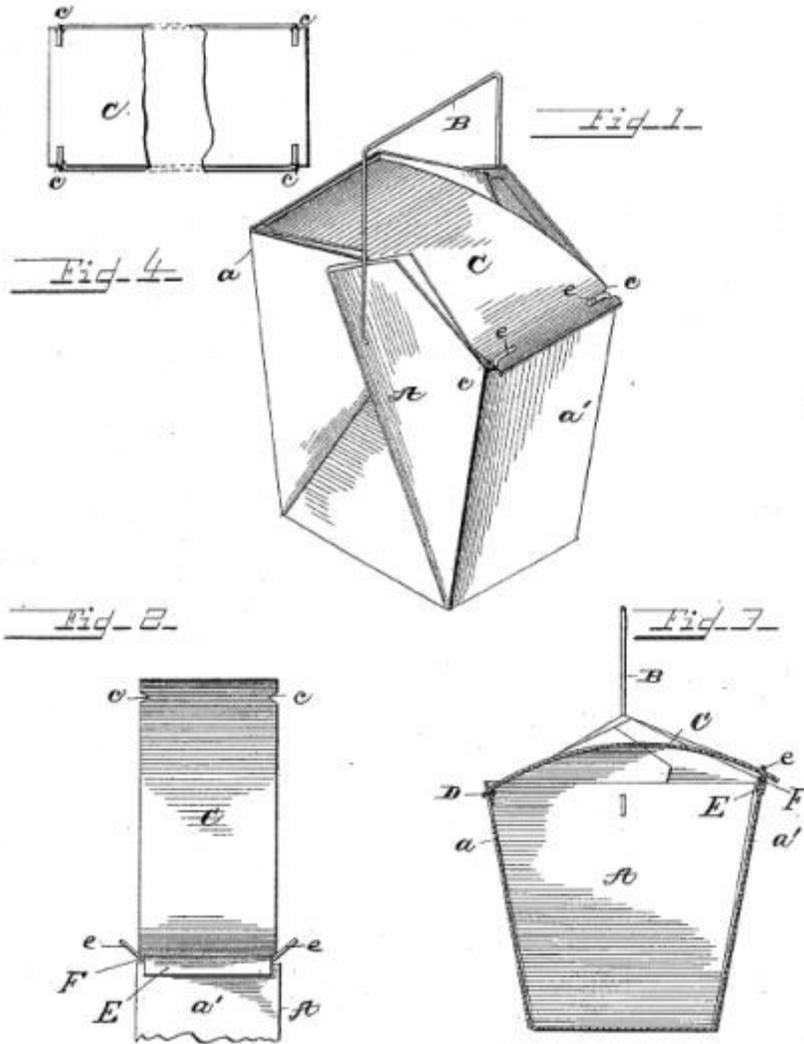
The prior year, Washington Foglesong of Dayton, Ohio patented the first paper pail which would become the first commonly used carton style for ice cream. To date, one of the earliest known cartons is this Myrtle Ice Cream pail, from Brooklyn, New York, manufactured by the Phoenix Paper Company, also of Brooklyn. A court case dates this manufacturer's operation to 1893.

(No Model.)

W. FOGLESONG.  
PAPER VESSEL.

No. 411,654.

Patented Sept. 24, 1889.



Witnesses  
D. A. Tauberschmitt,  
L. B. Whitaker

Washington Foglesong  
Inventor  
By his Attorneys,  
Whitaker Powell

W. PETERS, New-Orleans, Va. Reg. D. C.

[Click here](#) to view this 1889 Foglesong patent for paper vessels.

The earliest cartons share some common traits besides their pail shape and string handle, known as a tape. Since paperboard is porous and absorbs water easily, manufacturers struggled to create cartons with leak-proof seams and moisture-resistant sides. Early experiments with box enamel, a cheap paper with a highly-glazed coating on one side,

produced mediocre results, as did wax paper liners and coatings. Manufacturers, who were frequently lithographers as well, introduced colorfully illustrated boxes with print branding for dry goods around 1900, with cereal companies as early adopters. But lithographers continued to limit ice cream carton printing to names and borders, graphics to one or two colors, using wood engravings and letterpresses, until moisture issues could be resolved.

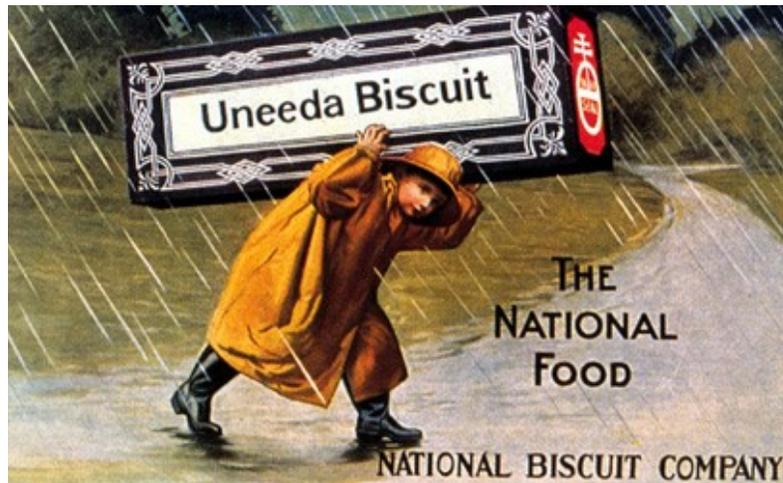


*Myrtle ice cream pint pail front and back, Phoenix Paper Company, Brooklyn, NY, c1893. Courtesy MJ Cary collection.*



*Otto Mueller ice cream pint pail front and back, manufactured by the American Paper, Pail and Box Company, Brooklyn, NY, c1895. Courtesy MJ Cary collection.*

In 1896, Robert Gair's factory produced the first two million folding cartons for the National Biscuit company, a tray-style carton with the crackers wrapped inside a waxed paper liner. This carton is recognized as the first modern advertising package.



*Trade card for Uneeda Biscuits, National Biscuit Company, c1896.*

Yet moisture-related challenges would continue to influence ice cream carton designs for twenty years.



*Ice Cream quart pail, Baker & Foglesong, Dayton, OH, c1894. Courtesy MJ Cary collection.*



*Harris-Hart Co. Ice Cream quart set-up carton, c1902. To date, only known instance of "shoebox" set-up carton. Courtesy MJ Cary collection.*

In 1899, Robert Anson Sherman Bloomer and his brother Charles founded Bloomer Bros. in Newark, New York, after a fire destroyed their American Package Company paperboard carton factory there in 1898. Bloomer Bros. ice cream pails proved so popular that Chinese markets began ordering them for use as takeout containers during the 1940s and 50s. The company, now known as Fold-Pak, remains a leading producer of takeout containers in the United States today.



*Quart, pint, half-pint, and gill pails, Bloomer Bros., c1912. Courtesy MJ Cary collection.*

In 1912, George Gaylord purchased a Menasha, Wisconsin carton manufacturer, then merged with a local printing company in 1917 to form the Menasha Printing & Carton Company. Paperboard improvements enabled the firm to become one of the nation's earliest pioneers in colorfully illustrated ice cream cartons by 1922. Customer demand fueled a 1927 merger with Marathon Paper Mills, which became the Marathon Corporation, and a division of American Can Company by 1958.



*Dairy Made quart, pint, and half-pint pails, JG Knippenberg, Patterson, NJ, Menasha Printing & Carton Co., C1922. Courtesy MJ Cary collection.*



1922 Menasha Printing & Carton Co ad. Courtesy Allan Mellis collection.

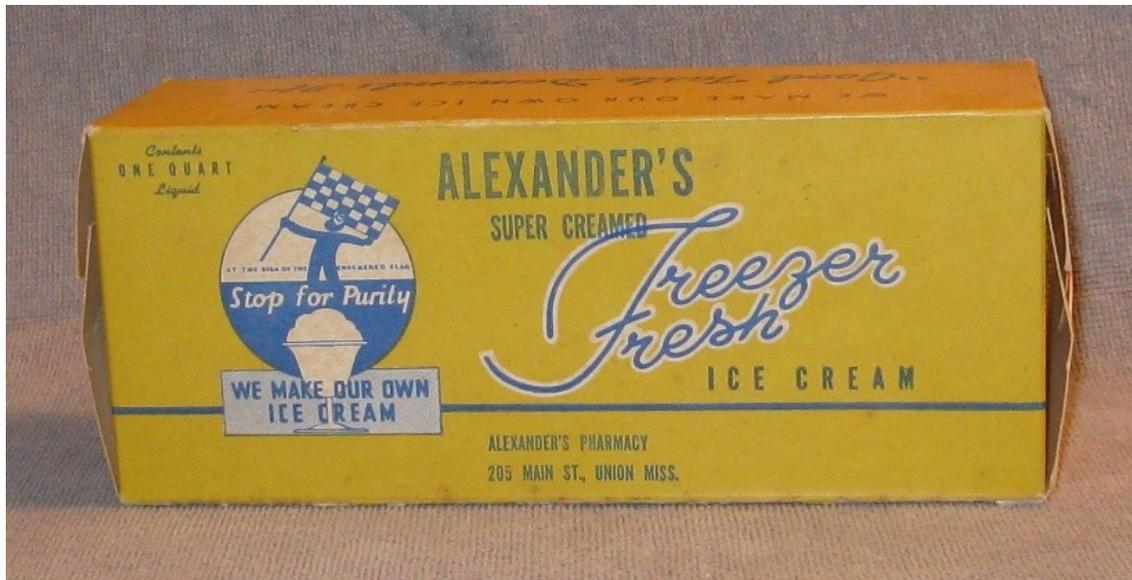
Ice cream carton shapes and sizes continued to evolve, with round containers from such companies as Sealright, Dixie, and Lily-Tulip emerging in the mid-to-late 1920s. At last,

makers of paperboard cartons for milk, butter, and ice cream, indeed any product containing liquids or oily ingredients, could successfully produce modern advertising packaging, in sizes from single serve to family-size gallons.

Driven by the growing popularity of ice cream and innovations in its manufacture, different sizes of soda fountains and ice-cream-making equipment were developed. This enabled dairies, confectioneries, apothecaries/drug stores, general stores to grow their business by “blending” an ice cream parlor or soda fountain into their retail space. Candy stores and confectioneries, like Otto Mueller’s in Brooklyn, were among the first to offer such “blended” spaces. But apothecaries, general stores, and drug stores would soon follow, providing customers with a pleasant space to enjoy a refreshment with a friend, and increasing store revenue. Several enterprising drug stores/companies and pharmacies even made and packaged their own take-home ice cream brand.



*Sclater's Ice Cream pint brick, Marion Drug Company, Marion, VA, c1932. Courtesy MJ Cary collection.*



*Alexander's Ice Cream quart brick, Alexander's Pharmacy, Union MS, c1940s. Courtesy MJ Cary collection.*

Through the years, the carton has remained a product made of re-purposed paper beneath its coatings and colorful illustrations. Their lids, like those of Dixie cups, have offered famous photos and tempting offers encouraging their purchase as much as the confection inside. Yet for collectors, the value now lies in the carton and its delicious history.

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[Click here](#) to view a list of U.S. and international ice cream brand collectible cartons, courtesy of Ice Screamer carton collector Ron Bekoff.

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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.

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](#).

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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