



Checkerboard

April, 2016

2016 AAAA Convention

Have you registered yet for the 2016 AAAA Convention? If not, do it now to avoid disappointment and ensure that you are included in the AAAA room block. Rooms are going fast! To download the Convention Registration Form, [Click Here.](#)

Why attend the AAAA Convention? The rundown below makes it clear why the AAAA Convention will be the most exciting, enjoyable, educational, and unique antique advertising event of the year!

Location

The Convention will once again be located in Dublin (Columbus), Ohio at the Embassy Suites Hotel. This venue was extremely popular as the site of the 2014 AAAA Convention.



All guest rooms are suites. Each spacious suite features a bedroom (double or king), living area, and kitchen with microwave, sink, and refrigerator. As a dealer, you will be able to exhibit your inventory in the living area and maintain privacy in

your separate bedroom. Furthermore, tables in the rooms will cost just \$10 per room for the duration of the event (up to 2 tables).



The room rate includes a free made-to-order breakfast buffet each morning



The room rate also includes a free Manager's Cocktail Reception each evening (yes, free wine, beer or cocktails).



Want to take a break from the Convention festivities and just relax for a bit? There will be plenty of convenient opportunities for that, right in the hotel.



Then there is the stunning beauty of the hotel itself. Very cool!



Room Hopping

Room hopping represents the heart of the Convention experience for many. Plenty of time will be scheduled each day for room hopping, starting Wednesday evening, immediately after the opening seminar. If the past is any indication, room hopping will actively continue each day into the wee hours.

Silent Auction

The Silent Auction is a staple of the AAAA Convention. This year, it will rise to a new level as a result of an increased number of potential bidders. For the first time in the club's history, the public will be invited to take part as bidders. In addition, National Graniteware Society Convention attendees (see below) will also participate as bidders. Make sure you bring highly desirable items for the auction because the larger bidding pool should drive up the closing bids. As was the case in recent years, there will be a separate, final round for high quality items. Once again, our veteran Amy Vehling will be coordinating this event.

Seminars

Four outstanding seminars will be presented, one on each day of the Convention. Our seminars have become one of the most valued components of the AAAA Conventions. They are as follows:

Diary of a Collect-oholic or So many Collections, So Little Time by Debra Slone (Wednesday, July 20) Debra says, "Forty years of collecting has taken many twists and turns. Take a fun journey through how one direction can lead to ten, to twenty and so on. This leads me to wonder if I am Purpose Driven or just Excessive Compulsive?" This seminar will be fun and entertaining. Also see how Debra displays her many collections. Debra Slone has been a graphic designer and illustrator for 40 years and does public speaking. Recently she was involved with decorating and restoration of the historic Zaharakos Soda Fountain and Museum in Columbus, Indiana. She lives with her husband in the Indiana countryside in a large (yes full) 1869 brick home.

Insuring Your Collectibles-Are You Covered? by Angie Becker (Thursday, July 21) This is an important topic that is all-too-often ignored until it is too late. Angie is the President of the Antique & Collectibles National Association (ACNA), which, among other services, offers liability insurance especially designed for collectors. Angie has been with ACNA since 1998. She travels to shows & conventions all over the country. She enjoys meeting members and talking to prospective ones as well about the industry. Angie, and her husband Mike collect Swarovski, Petroliana and Coke memorabilia. ACNA is a Sponsor of the AAAA Convention.

Collecting Drug Store and Pharmaceutical Antiques by Robert Hunt (Friday, July 22) Robert became interested in antique pharma during a 29 year career in Clinical Research at Eli Lilly and Company. In 2004, Robert, together with Dan Russell, another Lilly retiree were instrumental in founding a non-profit organization to preserve the historic artifacts of the Hook's Drugstore Museum at the Indiana State Fairgrounds and keep this iconic Indiana collection intact and open to the public. The Hooks Museum has welcomed over 3 million visitors since first opening in 1966, and features a world-class collection of historic drugstore memorabilia. Many of the examples featured in the presentation are part of the Hook's Collection.

It's Not the Find, Its the Hunt (and Stories to Go With It) by Dale Peterson (Saturday, July 23). Dale describes this seminar as follows: "A leisurely 30 minutes to just enjoy some interesting facts (at least to me) about certain pieces I have found, stories about how I found them, and items not seen very often. No values, just good stories and photographs about items we can all appreciate and,

hopefully, learn a thing or two about along the way." Dale and his wife, Carolyn, are from Claremore, OK, Home of Will Rogers. They have collected together for the better part of 50 years. Dale has a Country Store/Drug Store in his home from which "he sells very little".

These four seminars are sure to be both enjoyable and informative!

Favorite Advertising Exhibit

The Favorite Advertising Exhibit will be completely re-invigorated this year to restore its luster from an earlier time. First of all, it has been moved to Thursday evening so it has its own time slot and will not compete with Public Night. No more having to quickly dash down to Favorite Advertising, voting, and then dashing back to your room. Also, you will have an opportunity to meet and talk with the owners of the items on display. Phil Sarrel will oversee this event.

Raffles and Games

Raffle drawings and games are among the most enjoyable aspects of the AAAA Convention. Once again, our venerable Lenny Kirby will assume the mantle as Master of Ceremonies for the raffles and games.

Show and Tell

The Show and Tell event was a hands-down favorite at previous AAAA Conventions. In this event, members will volunteer to share some special aspect of collecting that they are particularly passionate about. Some may bring one or more examples to show others. In past years, participants raved about how much they learned from their fellow club members, both in terms of what they love to collect and who they are as unique and interesting people.

"Public Day"

This year, we will experiment with something new, as approved by the members that attended last year's Convention. "Public Night" will be transformed into "Public Day" on Friday. Non-members will be invited to attend both the Silent Auction in the afternoon and the Room Hopping in the evening. (They will not attend our dinner.) That move is anticipated to bring more buyers into our midst, particularly our silent auction. Announcements in the local and national press will hopefully contribute to another successful public event.

National Graniteware Society

The annual convention of the National Graniteware Society will be taking place in our hotel during the same week we are meeting, as was the case two years ago. This year, we have coordinated even more closely with them to maximize fellowship and cross-buying and selling opportunities. They will have rooms open for room-hopping and they will also be invited to participate in our room hopping. They will also participate as buyers in our silent auction. We discovered two years ago that their members are cut from the same cloth as ours. They can be expected to add much to the excitement and enjoyment.

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

See an outstanding world-class collection of over 800 Vertical Pocket Tobacco Tins and over several hundred Tobacco Soft Packs. Visits will be available prior to, during, and after the convention. Leo's residence is located approximately 15-20 minutes from the Convention hotel.

The Antique Malls of Springfield, Ohio

AAAA has arranged a special collaboration with the nearby antique malls of Springfield, Ohio. There, you will find over 1,200 antique dealers located in three malls within a 2 mile radius. All three malls are well-represented in antique and vintage advertising. The February issue of the *AAAA Checkerboard* featured the exciting collaboration between the AAAA Convention and the antique malls of Springfield, Ohio.

The Westcott House (Frank Lloyd Wright Designed House)

Frank Lloyd Wright is recognized as the most celebrated American architect of all time. This is your chance to participate in an intimate tour of a strikingly beautiful and unique home designed by Wright in the first decade of the 20th century. If you are a history buff, you will undoubtedly enjoy this one-hour, educational tour, personally conducted by a knowledgeable Westcott House docent. Call for further information about their tour schedule or attend one of the special times arranged for AAAA members. Discounted tickets (\$10) for all tour times are available to AAAA members.

Costs

The Convention registration fee is \$120 per person for the entire event which, along with your room rate, includes all delicious, complete meals between Thursday morning and Saturday morning. The room rate for a king or a double is just \$125 per night, plus 17.5% tax. This negotiated rate is approximately one-half of the regular room rate at that time of the year. Tables for your room are just \$10 per room for the duration of the convention (maximum 2 tables).

Register Today!

This is a no-brainer! If you love antique advertising, join in fellowship with your soul mates in Dublin, Ohio this July. Register today to avoid disappointment!

[Click Here](#) to download a copy of the Convention Registration Form

[Click Here](#) for a copy of the Convention Schedule

[Click Here](#) for a copy of the Convention Flyer

AAAA Membership Directory Released!

The 2016 AAAA Directory was mailed out on March 13 so you should have received your copy by now. They were sent via bulk mail so it is possible that a few stragglers might still be in transit. If you do not receive your copy within the

next two weeks, please contact Amy Vehling, Membership Coordinator by [clicking here](#) or calling 317-742-7057 (home) or 317-439-1947 (cell).

We are hopeful that these updated and expanded directories will further strengthen our network of AAAA members. Most certainly, the new feature that identifies those that welcome visits from other members should result in many new friends and enjoyable contacts. Over half of the approximately 300 members listed are open to visitors. Please let us know about your visits to other members' collections! Also, in addition to listing the usual contact information, the Directory features 27 indexes by state and areas of collecting interest.

Tell your friends that are not AAAA members about the new Directory. It cannot be purchased--it is only available as a free AAAA member benefit.

You will likely be making frequent references to this publication. We hope it adds to your enjoyment of your hobby and your AAAA membership!

Appreciation is extended to all of the AAAA members that completed the Directory survey--we had a fantastic response rate. Without your information, the Directory would not be possible. Our sincere thanks also go to Amy Vehling, Paul Lefkovitz, and Michele Lefkovitz for the many hours of work they devoted to this project. Finally, we wish to acknowledge Showtime Auctions and Morphy Auctions for their advertising support of this publication!



Taking a Closer Look

In last month's (March) issue of the PastTimes, we featured an excellent article by Jerry Spillman about the history of tobacco advertising. The article included two photos of tobacconist's shops, circa 1910-1920, with great examples of early tobacco signage. Some of the signs depicted in the photos are identical to examples that are in Jerry's collection and were included in the article. Due to space limitations, the photos were not quite large enough to show some of the detail. Therefore, they are being made available here with the added electronic benefit of being able to zoom in on any desired details. Fill your screen with these charming views of early 20th century tobacco advertising!



Ads You Would Not See Today

In November, 2014, we ran an article about politically incorrect ads from yesteryear that would definitely not pass muster today. If you can get past the insensitivity, intolerance, and offensiveness they reflect in the values of our forefathers, they can be pretty darned funny. Another selection is presented below to celebrate how far we have come as a society---but also comes with

apologies to anybody that feels, with justification, that these ads are better left in the dust heaps of the past!

How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400



BLATZ

MILWAUKEE

Always the same good old *Blatz*



Blow in her face and she'll follow you anywhere.

Hit her with longy Tipalet Chewy. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Strawberry. It's 100% Tipalet. It's new. Different. Delicious in taste and in aroma. Apuff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.



Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet.**

New from Murad. About \$ for 25c.



COCAINE
TOOTHACHE DROPS
 Instantaneous Cure!
PRICE 15 CENTS.
 Prepared by the
LLOYD MANUFACTURING CO.
 219 HUDSON AVE., ALBANY, N. Y.
 For sale by all Druggists.
 (Registered March 1885.) See other ads.

WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!



Husbands:

Look this ad over carefully. Pick out what your wife wants. Go buy it. Before she starts to cry.

Dormeyer
THE QUALITY MANUFACTURERS

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every
branch of medicine
were asked, "What
cigarette do you prefer?"
The brand named most
was Camels!

You'll enjoy it more for the same reason
as more doctors prefer Camels. Camels have
that cool, soothing, good-taste taste that
is hard to describe for one other cigarette.
Make this cigarette your favorite one!
Camels are 100% natural and have no tar. Camels
bring you more than just the soft
taste of a good-taste cigarette. They'll
also bring you a cigarette that's



THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



For 30 days, test Camels in your "V's" (V for Voice, V for Taste)



YOU BET YOUR SWEET TELEX OPERATOR IT IS!

Beneath that Telex keyboard is a full-sized 26-key word-length digital computer with the most powerful I/O structure available today. It's the DATACOMP 404.

Hardware decimal arithmetic, including multi- and divide with automatic scaling, generates binary-decimal conversions. An I/O subsystem for making elaborate-expensive editing software.

Word-length operating modes that are built into the 404's hardware can be programmed for 16, 32, 48, or 64 bits, being easy with multi-pass scan routines.

System addressing modes, including multi-index and relative, hardware structuring the most complicated routines and permit you to relocate object programs.

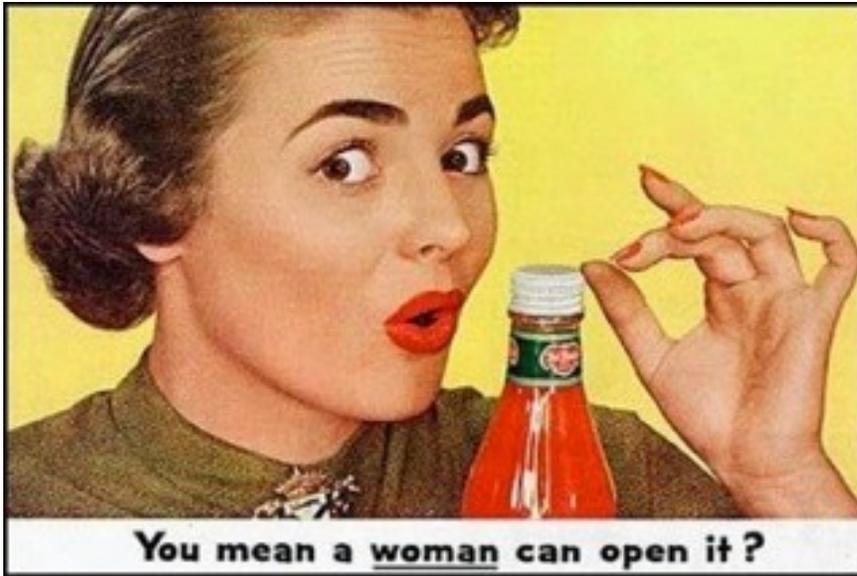
The 404 executive hardware line shares its own terminals while acting as the INTELLIGENT TERMINAL in a time-shared network.

If you're an IBM and you're thinking of transferring a binary bit-stream to some decimal equipment, take us before you make a call mistake. The 404 starts at \$5000.



404 Junipers Drive Drive, San Gabriel, California 91776
Telephone (214) 383-9985/Telex: 67-4906

Circle 1 on Reader Card

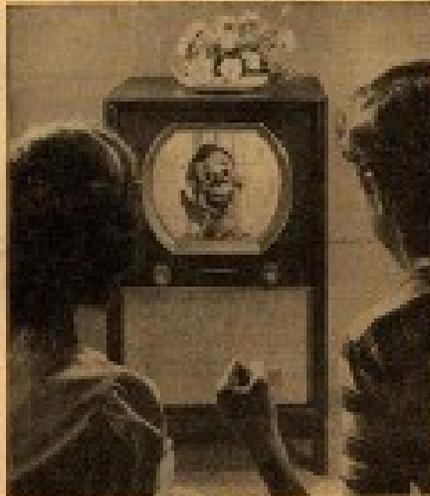


You mean a woman can open it?

HOW TELEVISION BENEFITS YOUR CHILDREN

OWN A
Motorola
AND YOU KNOW YOU
OWN THE BEST

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!



Watch your TV habits! Good habits are the key to good behavior. It's important that you watch the right kind of TV. Good TV habits are the key to good behavior. It's important that you watch the right kind of TV. Good TV habits are the key to good behavior. It's important that you watch the right kind of TV.

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Motorola's industry is known for its quality and reliability. It's important that you watch the right kind of TV. Good TV habits are the key to good behavior. It's important that you watch the right kind of TV. Good TV habits are the key to good behavior. It's important that you watch the right kind of TV.



Motorola
TELEVISION



Gilbertson-Myhre Signs by Ithaca Sign Works

Illustrated below are three awesome signs advertising Gilbertson-Myhre Co. They were manufactured by Ithaca Sign Works. They were removed from a roof while workers were replacing the shingles, not far from the store they once promoted in Galesville, Wisconsin. The current owner, a AAAA member who wishes to remain anonymous, lives in that general vicinity. He purchased the

signs about 15 years ago, not long after they were discovered. He once also had the opportunity to buy show cases from the Gilbertson-Myhre store, but unfortunately he had no place to put them, as they were 10 feet tall.



5
MILES
TO



GILBERTSON
MYHRE CO.
MEN'S & LADIES'
READY-TO-WEAR
GALESVILLE

4
MILES
TO



GILBERTSON
- MYHRE CO.
MEN'S & LADIES'
READY-TO-WEAR
GALESVILLE

Ithaca Sign Works, established by Ogilvie Stanford in 1879, with the help of Rockwell Gager, produced wonderful, quirky, and very distinctive hand-painted signs out of tin, cloth, and wood. They also produced novelties such as yard sticks, match safes, knife sharpeners, fly swatters, and spare tire covers. The company was located at the intersection of Seneca and State Streets in Ithaca, New York. Their products advertised companies and retailers throughout the United States. The photo below is purported to show the factory building as it stands today.



Gilbertson-Myhre Co was a dry goods and department store in Trempealeau County, Galesville, Wisconsin. Initially established in 1873 on a limited scale by G.O. Gilbertson, it expanded into a large building in the mid 1880's. It was a very successful enterprise at least through the 1930's. The structure still stands today and now houses an antique store. It appears in the photo below.



As is the case with any piece of antique advertising, these signs can conjure up a multitude of stories. If you have any questions about these signs that you would like us to direct to the owner, [click here](#) and we will be happy to relay your message.

Ice Screammers Newsletters

Gordon Addington kindly donated a large run of vintage newsletters from the Ice Screammers to the AAAA archives. The Ice Screammers is a national association of collectors of soda fountain and ice cream memorabilia. If you have been looking for information from that publication, [click here](#) to let us know and we will try to assist. Thanks much, Gordon!

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.

[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. [Click here](#) to reply.

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](#).

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](#).

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 PastTimes print newsletter is

published. Paul Lefkovitz (plefk@generalstoreantiques.com) serves as Editor of the *AAAA Checkerboard*.



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