



## ***Checkerboard***

August, 2012

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### **Welcome to the AAAA *Checkerboard***

Close your eyes. Conjure up a vivid image of the ol' general store of yesteryear. You walk in and eye a small gathering of people sitting around a painted checkerboard that rests upon an old barrel in front of the pot-bellied stove. You pull up an empty orange crate and proceed to join the group in storytelling, having a few laughs, and feeling part of a community.

Welcome to the AAAA *Checkerboard*!

The AAAA *Checkerboard* is a new e-newsletter that will be made available to all AAAA members. Each month, we hope to fire up the warm images you just had about sharing with others and feeling part of a collector community.

The *Checkerboard* will come out each month, except for four months per year when the award-winning AAAA Past Times is published. The AAAA *Checkerboard* will augment, NOT replace the Past Times newsletter, which will remain the "crown jewel" of our communications.

The primary mission of the AAAA *Checkerboard* is to help you increase your knowledge about antique and collectible advertising and contribute to the enjoyment you derive from your hobby. The AAAA *Checkerboard* will feature a wide range of articles, such as the history of familiar companies, restoration and care, "For Sale" and "Wanted" columns, detecting forgeries, great places to purchase antique advertising, and much more.

This e-newsletter is intended to be INTERACTIVE. You will have opportunities each month to provide input for the next edition. With a simple click of your mouse and a few keystrokes, you will be able to tell your own stories about collecting, ask questions, impart your own knowledge, and, well, be part of the AAAA community.

A relatively small percentage of our members are able to attend the annual convention in any given year. This INTERACTIVE newsletter will bring a little

convention spirit right into every member's home each month, providing opportunities to tell stories, buy and sell, learn about antique and collectible advertising, and share a common bond with other like-minded collectors.

Now, here is your very first opportunity to be a contributing member of this e-newsletter community. After looking over this inaugural issue, let us know what you think about the AAAA *Checkerboard*? Do you have any suggestions? [Click here](#) to let us know what you think.



The Smoky Mountains provided a wonderful backdrop for the event

## AAAA Smoky Mountain Round-Up!

The AAAA Smoky Mountain Round-Up was a huge success! Attendees raved about the innovative and ambitious program of activities that were provided. Many reported it was the best AAAA event they ever attended in terms of pure enjoyment and getting to know other members better.

Where do we start in describing the proceedings? There was so much offered beyond the usual room hopping (which was, of course was as enjoyable as ever!) The event commenced with a hot breakfast and a warm welcome by President Steve Lefkovitz. An informative and very positive Treasurer's



**President Steve Lefkovitz extends  
a warm welcome to all**



**The group works on its assignment**



**Pat Roddy reminisces about  
"Growing Up Coca Cola"**

report was provided by Karol Atkinson. New Board Member Paul Lefkovitz then presented the findings of a Membership survey that was conducted this past spring.

An amazing experience followed that was conceived and facilitated by Diana Morgan. The entire group was enthusiastically engaged in a process of creating a group "time-line" that chronicled when each person was bit by the collecting bug and when they first became involved in AAAA. Everybody shared their stories with the entire group, which proved to be poignant, interesting, funny, and, in some cases, hilarious. This exercise created a common bond among the participants that persisted throughout the entire Round-Up.

One of the real treats of the conference was the presentation entitled "Growing Up Coca Cola" by Pat Roddy. Pat, a member of a prominent Tennessee Coca Cola family generously shared insights and behind-the-scenes information about the iconic brand. He also brought some Coke memorabilia that was very special.

Immediately following that was a panel presentation entitled "The One that Got Away". Five panel members shared the angst of missing out on a coveted treasure. Members of the audience shared their own "lost opportunities" and the group enjoyed a chuckle over these hard-to-avoid experiences.

Another highlight was a presentation entitled "American Pickers Picked This East Tennessee Picker". Bill Wright is a veteran picker who was recently featured on an episode of "American Pickers". He provided all the scoop on the behind-the-scenes activities that were involved. He even graced us with a few songs that brought a standing ovation!

Bill is a member of the East Tennessee



**Bill Wright shares the secrets from "American Pickers"**



**Diana and Cap'n Jack are ready for action--room hopping action, that is!**



**Michele Lefkovitz greets visitors coming to Public Night**

Antique Bottle and Collectibles Society, which is currently headed up by Cap'n Jack Morgan. Cap'n Jack arranged for the club to present a segment in this very busy day. Members of the group brought mysterious collectibles for the AAAA folks to try to identify. It was great fun!

In spite of all that programmed activity, club members still had enough oomph to storm the third floor of the hotel for the coveted room hopping.

Friday morning featured the silent auction. Approximately 75 items were offered in two rounds. It went very smoothly, thanks to the artful experience of Amy Vehling. A little twist was introduced this year--a "The Price is Right Contest". Participants guessed the final bid price of ten pre-selected items before the bidding commenced and recorded their guesses on an entry sheet. Myron Huffman was the one with the closest overall guesses and was declared the winner!

Friday evening featured an enjoyable "Favorite Advertising item" and a spectacularly successful Public Night. The public night ads that had been placed by Diana and Cap'n Jack brought in 32 excited visitors!

Saturday morning began with another delicious hot breakfast, accompanied by additional drawings and announcements. One important announcement was that next year's convention will take place in Pennsylvania in late July. It was also related that the Indy Ad Show promoters are possibly interested in sponsoring a show in tandem with ours. That would make for an antique advertising extravaganza. Stay posted on that important possibility! The group was asked if they would be attending the convention next year and literally every hand in the room shot up! Cap'n Jack and Diana Morgan were thanked for



Wrapping it up on Saturday morning

**More Round-Up photos and information will be included in the September issue of Past Times!**



## Antique Adver-Trivia

One of the great things about antique and collectible advertising is the endless array of quirky, strange, whimsical even bizarre factoids. In this article, we will toss a few advertising trivia questions at you to test your knowledge of the obscure. Can you score 100%? Let's see!

**Question 1: The Quaker Oats brand is currently owned by PepsiCo. The trademark Quaker Oats man is known by a special name among PepsiCo "insiders". What is it?**

- a. Quaker Oats Man
- b. Hat Guy
- c. QMan
- d. Quakey Oatey
- e. Larry

**Question 2: Approximately how many cigar brands were there in 1900?**

- a. None-cigars were invented in 1901
- b. 50,000
- c. 150,000
- d. 350,000
- e. 1 million

**Question 3: Barber poles were one of the first forms of advertising. What does the iconic alternating red-and-white pole symbolize?**

- a. It was a way of attracting attention
- b. It symbolized bloodletting that early barbers engaged in & the practice of hanging

their unbelievable efforts in putting together a memorable experience. Thanks again! Steve Lefkovitz adjourned the successful event and the smiling participants bid each other adieu--until next year.

- bloody towels on a pole outside to dry
- c. Early barbers also sold peppermint candy sticks
  - d. It symbolized the red and white colors of the flag of Switzerland, which was the location of the first Barber College
  - e. The Barber's Union chose the colors in their historic Barber Edict of 1842

**For the correct answers, [click here](#).**

Do you have any fascinating factoids about antique and collectible advertising? If so, please share them with the AAAA *Checkerboard* so we can try to stump our members in future issues. Just [click here](#) and describe your adver-trivia!



## **Helping to Chart the Course of AAAA**

This past spring, an on-line survey was conducted to learn more about the interests of AAAA members. This survey proved to be extremely helpful. There were 127 responses, revealing that many members are eager to be more involved and engaged with AAAA.

The number one reason for joining AAAA was found to be "learning about antique advertising", which ranked even slightly higher than buying and selling. Signs, tins, country store, and tobacianna were found to be most popular areas of collecting but varied other areas were well represented as well. The years spanning 1900-1930 were found to be most popular but many are also interested in the decades prior to and after that range. Over 30 people offered to write articles and several expressed interest in serving on the Board. Photos of high-quality advertising antiques and collections, like those featured in Past Times, remain the favorite topic of AAAA communications. At the same time, members expressed interest in a broad range of other topics, such as where to buy antique advertising, restoration, "For Sale" and "Wanted" columns, histories of popular companies, and detecting forgeries.

The results made it clear that the interests of the membership extend far beyond the capacity of our high quality, graphics-oriented, and costly Past Times newsletter. Therefore, the idea of an e-newsletter emerged because it could meet those needs without costing anything to produce or distribute. At the Round-Up, the Board approved of the creation of the AAAA *Checkerboard*. The Board will continue to refer back to the results of the survey as needed to help to chart the future course of AAAA. Thanks to all of you that took the time to complete the survey!

For a copy of the survey report with complete findings, [click this link](#).



## **Indy Antique Advertising Show**

The next installment of the "Indy Ad Show" is right around the corner. It will take place on September 28-29, 2012. For the uninformed, The Indy Ad Show is a major event in the world of Antique Advertising. It is held twice per year in the Champions Pavilion at the State Fairgrounds in Indianapolis, Indiana.



Over 110 antique advertising and toy dealers from around the country come together to provide collectors with a great opportunity! If you are looking for the unique, the rare, or those special mint condition items, you need to attend the Indy Antique Advertising Show.

For more details on hotels, dealer information or to view items that will be at the show, visit the website at [www.indyadshow.com](http://www.indyadshow.com) or call 217.821.1294

The Indy Antique Advertising Show and AAAA are collaborating to make the world a better place for antique advertising collectors! Donna and Bruce Weir, the current show owners, were sponsors of the recent AAAA Round-Up. They have also contributed an exhibitor's booth for AAAA at their upcoming September show. (If you are there, please stop by the AAAA booth and say "hi"!) AAAA, in turn, will be supporting their efforts as well. These types of partnerships will make our hobby stronger!

Cap'n Jack Morgan has asked the *Checkerboard* to pass along a request: If any AAAA member would like to share a booth with him (both space and costs), please contact him at [jjacknoble@aol.com](mailto:jacknoble@aol.com).



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