



Checkerboard

August, 2017

2017 AAAA Convention Report

Editor's Note: The official "Convention Issue" will be next month's (September) PastTimes. However, in this article, we offer a glimpse of the high points of the big event for those that are eager to hear how it went and acknowledge those that contributed so much to its success.



The 2017 AAAA Convention was an unqualified success! We set recent attendance records with 93 registered participants, representing a 33% jump over last year's numbers. Our collaborative partners, the Ice Screammers, brought in another 65 attendees and the Graniteware folks added about another 45. On top of that, we had at least 100 sign in for Public Day, resulting in a grand total of around 300 participants! As the photo to the left reveals, we had a real crowd!

More importantly, people reported having a great time. Both buying and selling were strong. Our Silent Auction set new sales records and buy-backs were greatly reduced. Attendees LOVED the three seminars! Debra Slone, Gordon Addington and Warren & Jill Schimpff each did a masterful job with their presentations.

Participants enjoyed meeting our new collaborators, the Ice Screammers. Thanks are due to Heather Tomasello and Lenore Peloso who served as the Ice Screammers' Convention Coordinators. Many also reported being happy to see our Graniteware friends again. Appreciation is tendered to Daryl Alpers who served as Graniteware liaison.

Volunteers

We could not have had a successful event without our army of volunteers. We would like to extend our sincerest and deepest thanks to the following individuals who diligently served as volunteers during the Convention. Our apologies go to anybody that was inadvertently omitted from the listing.

Seminars

Debra Slone
Gordon Addington
Warren & Jill Schimpff (Thanks also for all that candy!)

Seminar AV Set-Up and Introductions

Bob Hunt

Business Meeting/Welcome & Farewell

Steve Lefkovitz, AAAA President

Raffles & Games

Lenny Kirby, Master of Ceremonies

Amy Vehling

Dave DeLongchamp

Ellie Schwimmer

Favorite Advertising Exhibit

Phil Sarrel, Coordinator

Lorna Sarrel

Amy Vehling

Leo Fry

Bob Hunt

Myron Huffman

Linda Seeley

Gary Cicci

John Geoghan

Silent Auction

Amy Vehling, Coordinator

Bob Hunt

Beverly Hunt

Ellie Schwimmer

Fred Schwimmer

Georgia Spillman

Ted Wahlfeld

Jeremy Blum

Dave DeLongchamp

Wyatt Yon

Linda Seeley

Cathy Kilian

Debra Slone

Catherine Saunders

Evy Mayer

Bill Morford

Gordon Addington

Leo Fry

Cathy Kilian

Michele Lefkovitz

Mandykae Blair

Sheila Cowart

Hospitality Suite
Michele Lefkovitz

Photography
MK Blair

Public Day Registration
Evy Mayer
Ellie Schwimmer

Convention Sponsors

We had the best sponsors and their support was vital to the success of our Convention. Each of our sponsors is somehow involved in the world of antique advertising and we ask that you make every effort to patronize them.



The following sponsors provided prizes for our raffles, for which we are most appreciative!

Adamstown Antique Mall
Antique Trader
Bob Nance
General Heath's Antiques
Kovels Publications
Lancaster County Antique Center
Mad Hatter Antique Mall
Morphy Auctions
Northstar Collective (Indy Ad Show)
Pine Hills Antique Mall
Rare-Bits Antiques (Joe/Sue Ferriola)
Schimpff's Confectionery & Museum
Shupps Grove Antique Market
Time Matters Antique Mall
Zaharakos Ice Cream Parlor & Museum



2018 AAAA Convention

The 2018 AAAA Convention will take place in the Western suburbs of Chicago at the Embassy Suites-Lombard/Oak Brook from July 25-28. Drawing upon our recent successes in collaborating with other clubs, next year we will be joining with the Cracker Jack Collectors Association (CJCA). CJCA is a group of fun-loving collectors of Cracker Jack memorabilia, including prizes, packaging, ads, and other treasures. This year, an early advertising Cracker Jack box went for almost \$700 in their oral auction. While the two conventions will be run as separate events, there will be opportunities for cross-buying and selling as well as other possible joint activities. The CJCA web site is www.crackerjackcollectors.com.

The Graniteware folks made the decision at this year's Convention to once again join AAAA next year. Each year, they become more and more a part of the AAAA family and it will be good to have them with us again next year!

My Introduction to Cracker Jack Collectors

By Ray Cassatta

Editor's Note: After seeing the email survey about the possibility of the 2018 Convention being in Chicago in collaboration with the Cracker Jack Collectors Association, one of our AAAA members got curious and has the following story to tell.

I recently found out that that Cracker Jack Collectors Club might be collaborating with us next year in Chicago. I looked them up on the internet and found they were staying at a hotel 15 minutes from my house for their 2017 Convention, which was currently taking place. I contacted Theresa Richter, their President, who is very outgoing, and she mentioned that there was a cancellation for a Kane County Cougars baseball game they were all going to. She asked if I would like to go and I said "Yes"! I thought it would be a great way to get to know some of the Cracker Jack people.



I rode with "Sailor Jack" and his wife to the game, a super nice couple, which gave us time to talk about collecting. I was given my own Cracker Jack pin to wear. Everybody was wearing "Take me out to the ballgame" t-shirts which was very apropos. The club had their own air-conditioned box at the stadium with bowls of peanuts, not Cracker Jack----Hmmmm.

During the 7th inning stretch, "Sailor Jack" donned his costume and teamed up with a large bird mascot, "Harry Canary" (for the uninformed, Harry Caray was the Cub's sportscaster for many

years). They were on camera, waving to the crowds in the ballpark. Those Cracker Jack people were really into it!

The next day, I went to their room set-up for selling and saw some of the coolest prizes. Some were from the 20's and 30's, like a lantern with a marble for the light, a compass, various animals, and much, much more.

I brought two boxes of Cracker Jack from my own collection to be appraised. This was very interesting as the appraiser, who owns every box made, mentioned that one of my boxes was unknown. How exciting! This generated a stir amongst the club members who came to see this illusive, rare box. Pictures were



taken for their newsletter and everyone handled this never-seen box. I feel that, even today, there is always one item that just pops up that is not on the radar.

The previous day at their live auction they had an early box command \$750.00. Wow. They felt it would be a great idea to put mine in next year's auction!

Before I left, I was asked if I thought they passed muster to collaborate with AAAA. I smiled and replied that they would be warmly welcomed.

Looking forward to AAAA 2018 in my home town, Chicago!



Indy Antique Advertising Show: A New Beginning



The Indy Antique Advertising Show will unveil a cornucopia of surprises at its fall show that runs September 23-24, 2017. The show is under new ownership and the visionary new proprietors, Nona Amour Wilson and Mark Wilson, have implemented enough changes to make your head spin. Here are the most important innovations:

- The show will have a new location at the Boone County Fairgrounds in Lebanon, Indiana, just northwest of Indianapolis. They have secured the entire renovated fairgrounds for their event.
- The Indy Antique Advertising Show will actually be just one of three shows that the Wilsons will bring you that weekend, packaged all together as the "Boone County

Treasure Hunt". In addition to the Ad Show, there will be a "Vintage Market", which will include general antiques, collectibles, and re-purposed and upcycled treasures. Finally, there will be a Gas and Oil Show, with all that the world of Petroliana has to offer including pumps, signs, oil cans and advertising of all kinds. Each of the three shows will be housed in their own buildings. There will also be a number of outdoor vendors and Pavilion vendors.

- Here is the best news: One \$8.00 ticket will get you into all three shows. There will be no early buying.
- Dealers have appreciated the fact that the cost of booth space has been dramatically slashed from previous levels.
- As another special treat, there will be an auction featuring antique advertising Saturday, starting at 5:00 pm. The auction will be conducted by 326 Auctions, which is affiliated with the popular 326 Antique Mall in Auburn, IN. 326 Antique Mall and Auction Galleries is owned by AAAA member Ryan Jernigan.

Booths for the Ad Show have reportedly sold out and the word from many veteran dealers is that they plan to return to the show after an extended absence.

The show runs from 9:00 am to 5:00 pm on Saturday and 9:00 am to 3:00 pm on Sunday.

For further information, go to www.boonecountytreasurehunt.com

AAAA Needs Your Help!



Running an organization like AAAA requires many hours of effort throughout the year. The AAAA Board needs additional people to help maintain our club's momentum and reach to even higher levels. Many collector organizations have been disbanded largely because there were not enough volunteers to carry the workload (example: the National Graniteware Society). Don't let that happen to AAAA! Volunteers are needed in the following areas:

- Marketing and membership promotion
- Publications, especially experience with digital graphic design
- Legal counsel (the need in this area stems from the unexpected passing of Sandy Rosnick, who provided free legal counsel to the club for many years)
- Convention planning and implementation
- Social media, including Facebook, etc.
- Other areas? Do you have talents in other areas that AAAA can use?

Please [click here](#) to let us know if you have questions or possible interest in helping out AAAA. We know you enjoy receiving the benefits of AAAA and hope that some of you will want to give back to help support the growth of our association.

Welcome Guest Subscribers

Some of you are reading this because you signed up for a free 3 month subscription to the Checkerboard at our Convention "Public Day". If so, welcome! The Checkerboard will bring you a wide variety of current news, articles, photos, "Wanted" listings (free to members), and other items of interest related to vintage advertising. This issue is largely focused on the Convention so it may have less breadth than usual.

You should be aware that the Checkerboard is just one of two AAAA newsletters. The other is called "PastTimes" and it is an award-winning glossy print publication that comes out quarterly.

Between PastTimes and the Checkerboard, AAAA members receive a newsletter every month of the year. We think that is a very good value for the \$40 annual membership fee that also includes an indexed Membership Directory and ability to attend the annual Convention.

If you are interested in AAAA membership, you can go to the AAAA website at www.pastimes.org to join on-line (PayPal only) or print out a membership form. If you have any questions about membership, contact Amy Vehling, our Membership Coordinator by [clicking here](#).

Made in the 20th Century: Book Review

"Made in the 20th Century: A Guide to Contemporary Collectibles", authored by Larry R. Paul is well worth considering as an addition to your library. It is a wellspring of facts about an incredibly broad range of collectibles, including brand names, production and packaging, characters and logos, motor vehicle brands, fairs/expositions, telephone facts, and much, much more. In the section on brand names, detailed information is offered about key dates, trademarks, logos, and the like. Many of the brands covered are those of interest to collectors of antique advertising but the range covered goes well beyond that. The level of detail varies from listing to listing but, in general, there is precious information offered that cannot be found anywhere else.

The volume is primarily intended to assist in dating vintage items manufactured in the 20th century. It comes at the subject from a number of different perspectives from brand information, packaging, postage, and the like. If you have a keen interest in determining the date of an item you own, including antique advertising, this volume should be of special interest to you.

It was published by Scarecrow Press in 2005. It is available on Amazon.com but is pretty pricey at around \$50 for a new paperback volume. It might be less expensive if you shop around on-line.

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.

Columbian Stove sign made by the Keeley Stove Co. in Columbia PA To reply, [click here](#) or call 717-572-3108.

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 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 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. 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](#).

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](#).

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. Copyright, 2017, Antique Advertising Association of America.



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