



Checkerboard

February, 2013

Some Thoughts on Metal Tray Restoration

By Chuck Kovacic

Serious collectors and auction houses have been using my restoration services for more than 35 years. Whether applied to paper, metal, porcelain, papier-mâché, signs or trays, restoration, when properly done, can have a positive effect on the value of an item. Museums routinely assess their collections for conservation and restoration work. Indeed, the Mona Lisa has been restored on a number of occasions, and flea market and show finds—many toys, dolls, arcade and gambling machines—have been completely restored and then sold for a higher value.

The condition, desirability and rarity of an item determines what, if any, restoration should be attempted and to what extent. Relying on my training and work as a commercial and fine artist, I use water-based paints and colored pencils as an alternative to air brush application. This allows me to layer in colors that more closely mimic the original lithographic process. Re-creation of missing type or images requires careful reconstruction based upon research of existing examples. For the purpose of discussion, I offer these two examples of restoration work recently completed on metal advertising trays.



The LOS ANGELES BREWING COMPANY distributed this beautiful 13-inch-diameter factory tray in the early 1900s. Although the color remained bright, minute scratches and rust had etched the surface to bare metal.



A light sanding helped to remove embedded rust in damaged area.



Detail of damage.



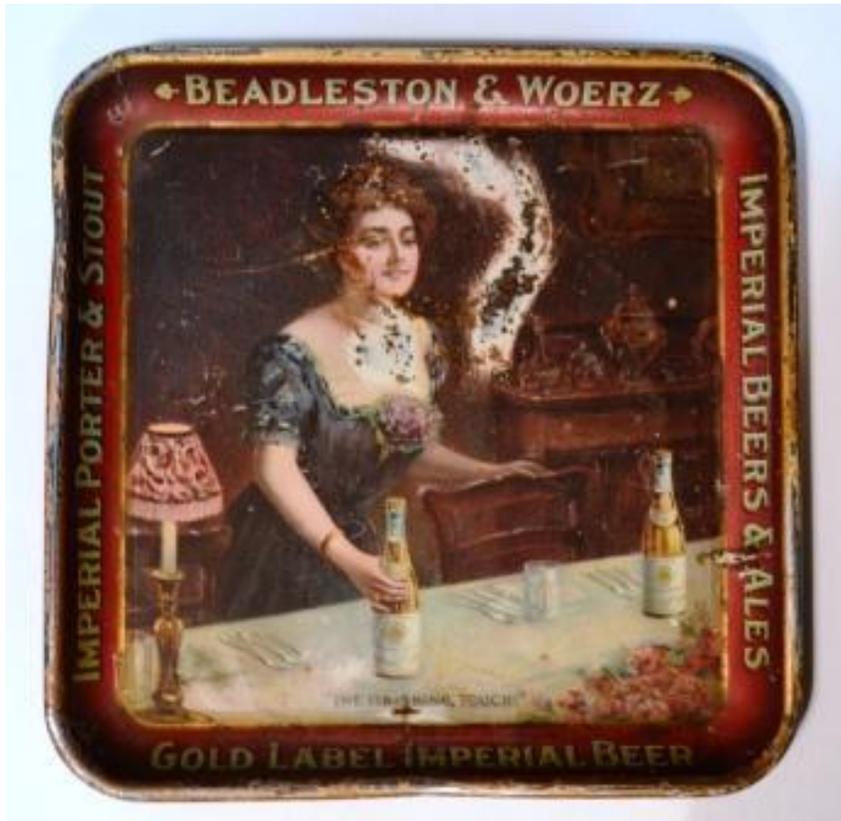
Detail of completed work. A generous use of clear spray was layered over the finished work to partially infill the scratches and to present a more even surface. This process also helps to restrict any reappearance of rust.



Close-up of restored area.



The completed tray. A few days after the spray has completely dried, the entire tray is buffed with 0000 (aka "quad-aught") steel wool. When finished, a tray may be buffed to whatever sheen desired.



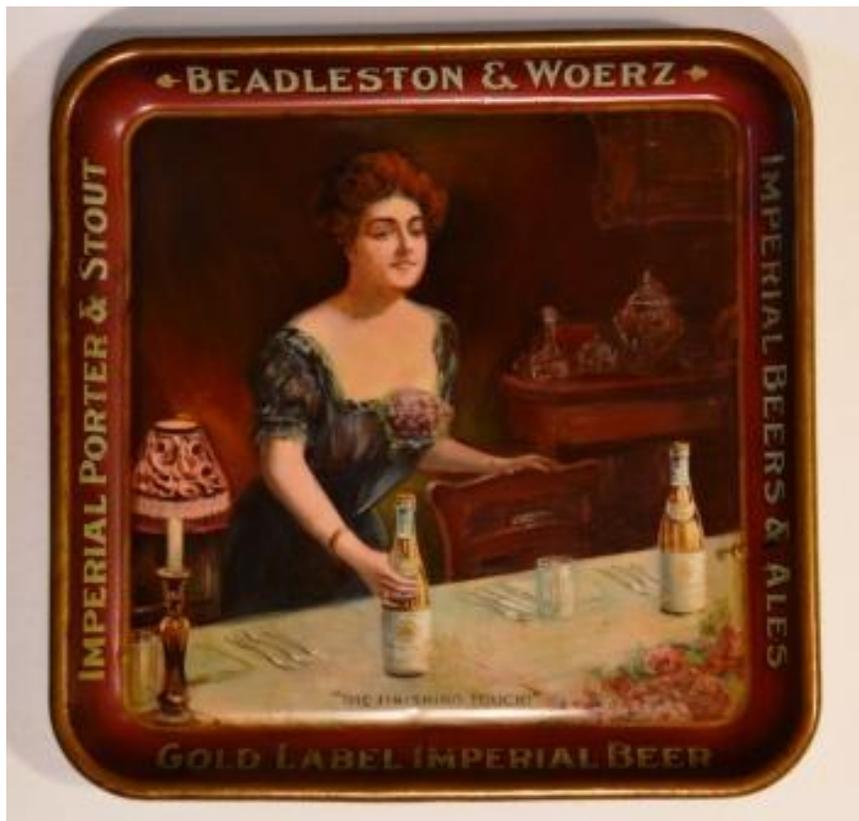
The BEADLESTON & WOERZ 13-inch-square tray was created in 1905 and features an elegant woman serving bottled beer.



Surface pitting and grazing was distributed over the entire surface. Light sanding of the background and along the neck helped to even the surface.



Applications of color seeped into the areas of grazing aiding the restoration process.



The completed tray.

Common Restoration Questions

DENTS. Note the small dent to the left side of the rim on the Bradleston & Woerztray. Due to the heavy gage of metal used on many trays, little can be done to remove such dents. For minor surface dents, a measure of success can be achieved using wood kitchen spoons to roll out imperfections.

GOLD. Areas of gold are always a particular challenge as they gradually fade and discolor. Complicating this process, gold paint is simply no longer available. A viable replacement is brass based powder which can be color matched for lettering and trim.

WAX. Current wax is silicone-based and deeply penetrates into the metal, thus preventing any over spray and finish. The same issue is created with applied varnish. Once either approach is used to brighten a tray there are no solvents for their removal and that creates finish problems.

PITTING AND SCARRING. Careful sanding can partially remove such areas of wear and rust. When in-painting has been completed, multiple applications of clear-coat spray can be layered in to fill the damaged areas. This coating also helps to seal the metal and prevents any rust reappearance.

FINISH. A range of matte to gloss finish can be achieved to the taste of the owner and is the necessary final step to seal the completed restoration work. Due to the disparities of materials and quality of sprays, this last component merits a measure of caution. The spray might “fish-scale” or “puddle” in the application process and ruin the completed work. Unfortunately, given the variables of antique metals, paints and previous repairs, there is simply no way to anticipate the problems that may be encountered and it is not reversible.

TIME FRAME. A typical tray requires 6 to 8 weeks for completion.

COST. Each job presents a unique combination of restoration challenges. Detailed photos can help determine if an item is a viable candidate for restoration, but only after a firsthand inspection can an estimate be made. I recommend UPS or FedEx for shipping and the client determines insurance valuation. No deposit is required. Payment is due upon receipt of and satisfaction of the completed work.

Please Note: Mr. Kovacic invites your restoration inquires at: cfkovacic@aol.com and 818-891-4069 E-mailed photos of your items can allow him to make an initial restoration estimate.

Hook's Drug Store Museum

By Dan Russell, Curator, Hook's Drug Store Museum

Many of us are old enough to remember the unique experience of walking into an old drugstore in our youth and ordering our favorite ice cream soda at the soda fountain. Relive that memory or, if younger, get a feeling of what that was really like at the



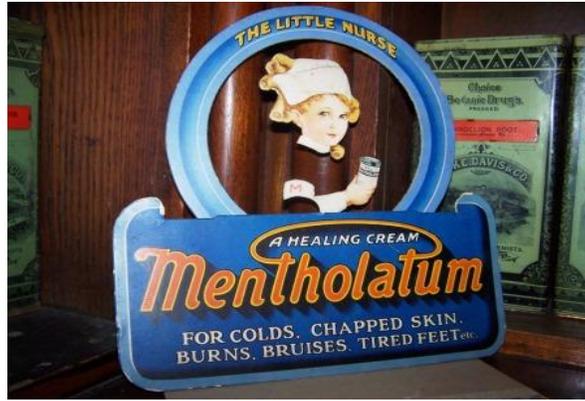
Hook's Drugstore Museum at the Indiana State Fairgrounds in Indianapolis while attending the Indy Ad Show, March 15-16.

In response to a request from AAAA, the Hook's Drug Store Museum will open the museum during the Indy Ad show, sell hand-dipped old fashioned sodas, and provide free guided tours. You will be impressed with the high quality signs, tobacciana, countless medical jars and bottles, show pieces, and much more. There are very few first class drugstore museums left in America and this is one of the most unique.



For many, the highlight of Hook's is its 1850s cabinets which line both walls of the main room. There are 20 wall sections and each is crowned with a beautiful reverse paint on glass sign. They were salvaged in the 1960s by Hook's Drugstores from their original drugstore that was in Cambridge City, Indiana, on the Old National Road (U.S. 40). They were painstakingly restored and installed in one of the oldest buildings at the Indiana State Fair Grounds. The cabinets in the gift store portion of the Museum are from the original Hook's Drugstore (circa 1900).





The museum has become a favorite of fair visitors ever since it opened and gets over 50,000 visitors a year. It is estimated that well over 2 million people have visited this Indiana State Fair treasure.

Indy Ad Show

The Indy Ad Show will be taking place soon and many of you will likely be attending this must-attend event. It will take place March 15 and 16, 2013. Hours are 1:00 PM- 6:00 PM on Friday and 9:00 AM-4:00 PM on Saturday. It will take place at the Champions Pavilion at the Indiana State Fairgrounds, 1202 E. 38th Street, Indianapolis, Indiana 42605.

The Friday Preview Day normally costs \$50 but a specially discounted rate of \$25.00 is available until March 1. For further information or to purchase discounted tickets, [click here](#).

This show features a huge range of scarce, top-quality, and highly sought-after antique and vintage advertising in a broad range of categories. There will be something to appeal to all AAAA collectors.

The Indy Ad Show promoters, Donna and Bruce Weir, are working in collaboration with AAAA to enhance the enjoyment and appeal of our hobby. They have graciously supported our annual Conventions and make a booth available to us at their shows to help promote AAAA. We hope you will support our partnership with them by attending this show. If you do, please stop by the AAAA booth and say "hi!"

High-End Checkerboards

A helpful reader and advanced collector of game boards provided some additional information about the cost of checkerboards in response to last month's article. He noted that some reverse glass game boards can command very high prices---up to \$3,000. Here are a couple of examples of such fine examples.



These are from the collection of Chris and Gina Beyer. Thank you, Chris, for providing this clarification and for sharing the images of these stunning pieces from your collection.

Yearning for the Past

AAAA members are, by nature, lovers of all things old-timey. Just looking at your treasured collection transports you back to a simpler time when things were, well, just *better*. For a nice dose of reality, however, you can turn to a hilarious book that sets things straight. The title of the book pretty much gives away its theme: "Good Old Days, My A--". (If the irreverent title was included, this email might be regarded as spam). It was written by David A. Fryxell. The book features "665 funny history facts & terrifying truths about yesteryear". It is an enjoyable read and contains many surprising tidbits about what life was like when our advertising antiques were not antiques.

Here's a brief excerpt from the book:

No corn on the cob for me, thanks

*In rural America, the outhouse was typically equipped with a box of corncobs, or in less persnickety homesteads, **a corncob hung on a string**---meant to be reused.*

This fun book is readily available on Amazon.com.

Want more laughs about the past? Then check out "Those were the Days: Weird and Wacky Ads of Yesteryear" by Floyd Clymer and Paul Dickson. This title is also readily available on Amazon.com.

Do you ever wonder what they will be writing about us in 100 years?

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.

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](#).

Veterinary Advertising Collectibles: Pre-1930s veterinary posters, patent medicines, store displays, photographs, paper ephemera. To reply, [click here](#).

Spice Tins: Scarce, rare, or unusual spice tins. To reply, [click here](#).

Tobacco Tin Tags: Groups or collections of less common types wanted in good condition. 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](#).

The Celluloid Face for a Wrigley Gum Display: To reply, [click here](#).

Old Automobile Gear Shift Knobs: The kind that screwed on the gear shift that came through the floorboard. Many looked like a large marble. To reply, [click here](#).

Ben Bey Cigar Collectables: Any Ben Bey cigar collectable, other than tin containers. To reply [click here](#).



Antique Adver-Trivia

Where and when was the first patent granted for tin cans?

- A. New York in 1852
- B. France in 1794



- C. England in 1810
- D. Pittsburgh in 1885
- E. Baltimore in 1827

For the correct answer, [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.

2013 AAAA Convention: Reading, Pennsylvania!

Excitement is already mounting in anticipation of the 2013 AAAA Convention, which will take place July 17-20, 2013 in Reading, Pennsylvania. This event promises to be one of the best ever! Innovative and fun new events are in store for you, as well as old favorites. The economy is waking up, eBay and auctions are showing new momentum, and this will be a great time to buy or sell! After the convention, take full advantage of being in the heart of the Antiques Capital, USA with malls and shops galore for miles around. To ensure a room within the AAAA room block, please register NOW to avoid disappointment! For complete details, just [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 AAAA *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 Past Times print newsletter is published. Paul Lefkowitz (plefk@generalstoreantiques.com) serves as Editor of the AAAA *Checkerboard*.



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