



Checkerboard

April, 2013

AAAA Annual Convention: July 17-20 in Reading, PA!

A Note from Amy Vehling, Convention Chairperson



Please register today for the exciting 2013 AAAA convention! [Click here](#) for a copy of the Convention Registration Form.

Over 1/3 of our allotted rooms are already booked. If you want to be in our room block, please get your reservations confirmed right away! After the block is full, I cannot guarantee where you might be located, which is especially pertinent if you are planning on selling from your room. Room rates apply from July 15-21. So, stay an extra day or two to explore the outlets near the hotel, the nearby antique shops, and Renninger's on Sunday!

I have chosen "Christmas in July" as the theme this year---a few activities are being considered around it---possibly a treasure (scavenger) hunt, charades, and a hilarious "Yankee Swap" gift exchange. More details will be provided as we finalize our plans. But, definitely, we are adding a category in the Favorite Advertising Display which will be held on Friday evening in conjunction with public night. So, hunt up pieces related to Christmas or winter in general and bring them along! We will also have our normal categories of tobacco tins, tins other than tobacco, paper/cardboard signs, and metal/porcelain signs.

We are still in need of a seminar or two-----share your collection with us----lead a discussion on a topic relating to something pertinent to our hobby, etc. You don't have to be an expert to show off that which you love to collect. We all broaden our horizons when we see what others enjoy!! We are still considering whether we will have 2 separate auctions (silent and oral) or combine them. Another possibility is to have a second silent auction round for better things equal to oral auction standards.

Please note: Attendees will be paying for a meal plan, similar to last year in Knoxville, in lieu of a Registration Fee. The \$110 fee includes 2 breakfast buffets, a buffet luncheon, a plated dinner and treats for Wednesday evening. By doing it this way, we meet our quota for banquet services so that we can use the meeting spaces that we require for events.

You can give credit card info to reserve your room (actually the best way) BUT the club does not have credit card capabilities, so you need to write checks for any or all of the following: Meal packages, tables for use in room, and membership, if you need to join or renew.

Here is a tentative schedule-----I hope to have a more definite schedule of events in the near future:

Wednesday Evening:

Room hopping
Special treats in hospitality room

Thursday:

Buffet breakfast
Business meeting
Room hopping
Buffet luncheon
Seminar
Room hopping

Friday:

Seminar
Room hopping
Dinner
Favorite Advertising Display
Public invited----room hopping

Saturday:

Buffet breakfast
Auction(s)

Once again, for a copy of the Convention Registration Form, [click here](#).

If you have any questions or comments, please email me at avehling@sbcglobal.net, or call me at 812-257-0345 (home) or 317-439-1947 (cell).

I hope to see you at the Crowne Plaza in Reading, PA in July!!!

Amy Vehling
AAAA Convention Chairperson

More Heinz

The March, 2013 issue of Past Times featured an excellent article on Heinz collectables and some wonderful photos, courtesy of Heinz collector Norman Reed. We would like to follow up on that article with some additional information and items from Norm's collection.

History

Born in 1844, Henry J Heinz was only eight when he began selling baskets of surplus garden produce in his neighborhood.. By ten, he was farming $\frac{3}{4}$ of an acre and delivering wheelbarrows of produce. At twelve he had $3\frac{1}{2}$ acres and a horse and cart. Soon he found that by preparing jars of horseradish, then a common condiment, he could increase sales. In 1869 he formed his first formal company the Heinz & Noble Co.

Dating Heinz Items

Heinz Noble & Co: 1872-1876

F & J Heinz Co: 1876-1888

H J Heinz Co: 11-1-1888 till present

The slogan "57 varieties" was begun in 1892. The use of the word "Heinz's" on labels was replaced by "Heinz" during the 1895-1900 eras. Crocks were used until 1915.

A Selection of Heinz Images from the Reed Collection









Ad Show and Hooks Drug Store Events

On March 15-16, 2013 the spring installment of the Indy Ad Show was held at the Indianapolis Fairgrounds. By all accounts, it was a very successful event, with many dealers reporting strong sales. Once again, show promoters Donna and Bruce Weir demonstrated their support for AAAA by providing us with a booth in the exhibit hall. Quite a few new AAAA memberships resulted from that visibility. Our thanks go to Donna and Bruce for their continued spirit of collaboration!

At the request of AAAA, the Hooks Drug Store Museum was also open during the Ad Show. Dan Russell, Hooks Drug Store Museum Curator, personally gave tours and provided valuable information and insights about the rare and beautiful items displayed. There were over 100 visitors at Hooks from the Ad Show each of the two days!

If you missed this rare opportunity to visit this world class collection, then [click here](#) to be treated to an enjoyable video tour (courtesy of AAAA President, Steve Lefkovitz).

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.

"ANTI-FAT," Weight-Loss, "Reducing," Obesity Items: Signs, bottles, anything related. Also, any items related to VITAMINS. To reply, [click here](#).

Firecracker Packs: Collector buying all old fireworks-packs, boxes, advertising, whatever. To reply, call 932-237-3646 or [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](#).

1 lb. Canadian Coffee- Circle Coffee: 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](#).

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

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

Here is the latest antique advertising question designed to test your Advertising IQ.

What do the numbers 10, 2, and 4 refer to in the Dr. Pepper logo?



- A. Ratios of 3 secret ingredients
- B. The ages of the inventor's children
- C. Patent number
- D. Times for an energy boost
- E. It is not known

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.

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 Past Times print newsletter is published. Paul Lefkowitz (plefk@generalstoreantiques.com) serves as Editor of the AAAA Checkerboard.



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