



Checkerboard

August, 2014

In This Issue

This issue of the *AAAA Checkerboard* is devoted to the annual Convention. In the first article, we report on the highly successful 2014 AAAA Convention that just took place in Dublin (Columbus), Ohio. In the next article, you will learn about the location and plans for the 2015 Convention. Following that, you will have the opportunity to weigh in on the location for 2016. Please read on.

2014 AAAA Convention is a Hit!

By any measure, the 2014 Annual Conference that took place from July 23-26, 2014 in Dublin (Columbus), Ohio was a grand success! Registrations were up by almost 20% from last year and the overall level of enthusiasm and satisfaction reached new heights.

The following comments are direct quotes drawn from the written evaluations that were provided by attendees:

- I have been attending conventions since 1975 (First TCCA in Kansas City). This convention was by far the best, it flowed, was most interesting, and FUN!!!
- Perfect this year-Thanks :-)
- It was fun and a valuable education!
- Friendly people!
- Excellent items for sale.
- Very well-run convention!

Other highlights from the 2014 convention evaluations include the following:

- Over 95% of the attendees rated the convention as "Excellent" or "Good". (80% of the ratings were "Excellent!").
- 87% of the attendees reported having "Excellent" or "Good" success as a buyer or seller at the convention

- Over 88% reported that it is "Very Likely" or "Likely" that they will attend the 2015 convention. 75% indicated it is "Very Likely" they will attend--twice the 38% rate reported after the 2013 convention.

Many things contributed to the success of this convention. The special appearance of Terry Kovel, antiques and collectables expert and icon, as a featured speaker was certainly one of them. Terry's seminar and panel presentations were very well-received by those in attendance. She attended every event over the four days and enchanted the entire group with her charm, humor and wisdom. We are very appreciative for her presence!

Another factor was the opportunity provided to build relationships among club members. As with past recent conventions, we sought to go beyond the usual great buying and selling opportunities to help build meaningful connections among club members. Several convention events, such as Show and Tell, moderated by Amy Vehling and the Yankee Gift Exchange, led by Paul Lefkovitz, contributed towards achieving that goal.

There was a very active and busy pace to the convention--from morning to late evening. This seemed to be well-received and appreciated by attendees. All of the popular, traditional events were included in the schedule, such as the Silent Auction (Thanks Amy Vehling!), room-hopping, Favorite Advertising Display (Thanks John Geoghan!), Raffles (Thanks Lenny Kirby!) and Public Night.

We scheduled four high-quality seminars this year, perhaps more seminars than in any previous convention. These seminars were very highly rated by those in attendance. Our thanks and appreciation go to all of our presenters: Terry Kovel, Leo Fry, Phil Sarrel (assisted by Evan Voelker), Gary Metz, and Sandy Rosnick.

The setting was very popular. Both the Embassy Suites two-room layout and the proximity to the antique malls of Springfield, Ohio were greatly appreciated. Over 82% of the attendees indicated they would like to see us return to the Embassy Suites in Dublin at some point in the future.

Leo Fry and Lenny Kirby served as "Local Convention Hosts" to assist attendees with any questions they had regarding the Columbus geographic area. Thanks Leo and Lenny!

Leo Fry also opened up his home for visits to his outstanding vertical upright pocket tin and soft pack tobacco collection. Many members took him up on his kind offer and delighted at the rarity and scope of his unbelievable collection.

Public Night was highly successful this year. Thanks go to Michele Lefkovitz, Evy Mayer, and Ellie Schwimmer for managing the event. In addition to being well-attended (over 40), sales were reported to be very, very strong by many of the sellers.

The coincidental overlapping of our convention with that of the National Graniteware Society (NGS) was another plus. The leaders of AAAA and NGS worked out a reciprocal room-hopping arrangement in advance that resulted in extra fellowship opportunities and sales activity (a number of their members also collect vintage advertising and brought items for sale). They are a very nice group of collectors!

A number of generous sponsors provided support to make our raffles interesting and enjoyable. AAAA would like to thank the following 2014 Convention sponsors:

- Terry Kovel (In addition to contributing her participation in the Convention as a featured speaker, she also donated books for the raffle and gave away a number of publications to appreciative attendees)
- Zaharakos Ice Cream Parlor and Museum (Columbus, Indiana)
- Jim Koss and Tony Wagner (Authors of new book "Amazing Spice Tins of the US". Call 608-539-2721 for further information)
- Antiques & Collectibles National Association (National association that makes excellent and affordable collector's insurance available. Call 800-287-7127 for further information)
- Michael Osacky with Baseballintheattic.com (Baseball collectables)
- Heart of Ohio Antique Center
- Springfield Antique Center
- Grandpa's Garage

In summary, we had a whale of a good time in Dublin and everybody seemed to leave with enthusiasm and an eagerness to do it all again next year!

2014 AAAA Convention Photo Gallery

The photos below provide a glimpse into the fun and excitement of the 2014 AAAA Convention. These photos were taken by Steve Lefkovitz and MK Blair. Our appreciation goes to Steve and MK! More images will be presented in the September, 2014 issue of Past Times.



AAAA President Steve Lefkovitz Greets Featured Guest Terry Kovel



Leo Fry opens Convention with seminar on Buying/Selling on the Internet





Room Hopping!



**Del Melcher's Museum-Quality Exhibit of of Cigarette Rolling Papers
(This is just a teaser. A feature article with with more photos will
appear in a future issue of the *AAAA Checkerboard*)**



Convention Coordinator Paul Lefkovitz Introduces Featured Speaker Terry Kovel



Terry Kovel Conducts her Spellbinding Featured Seminar

Terry Kovel's Featured Seminar



"Show and Tell" Session



Yankee Gift Exchange



Phil Sarrel conducts Fascinating Seminar on Tins from Around the World

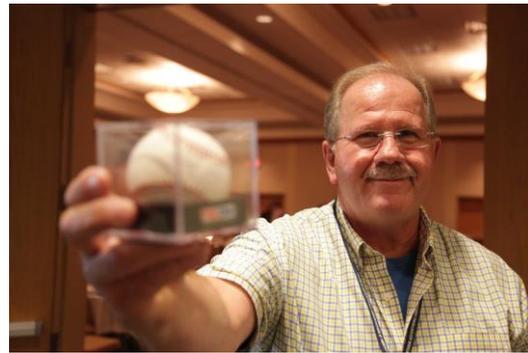




Silent Auction



Lenny Kirby Conducts Raffle



Robert Ray Wins Pete Rose Autographed Baseball

Raffles



Favorite Advertising Display

2015 AAAA Convention: July 22-25 in Reading, Pennsylvania



The AAAA Convention will return to familiar territory in 2015. It will take place at the Crowne Plaza-Reading from July 22-25, 2015. We are looking forward to returning to this popular location and the amazing opportunities it offers for treasure-hunting in the surrounding antique malls, flea markets, and shows of Adamstown, Allentown, Denver, Ephrata, Kutztown, etc.

The room rate will be a very modest \$112 per night for one person or two people sharing a room (king or two doubles). The Convention Registration fee will be \$115 per person, which will include all Convention activities and 5 meals.

For those of you that attended this year's Convention in Dublin and became a fan of the two-room Suite layout, we searched thoroughly and discovered that, unfortunately, there is no hotel in the Reading area offering suites that is large enough to accommodate an event our size.

We plan to adopt the theme of "Connecting Collectors" for this Convention to underscore the importance of the human element in collecting antique advertising. The Convention will, once again, be designed to provide many opportunities to promote fellowship and exchange knowledge among club members.

The Convention will feature our regular favorites such as room hopping, silent auction, seminars, raffles, Favorite Advertising, and Public Night. However, for those of you that relish novelty, there will also be some surprises!

IMPORTANT: To give likely attendees every chance to ensure the Convention will meet their needs and expectations, we are establishing a 2015 Convention Planning Feedback Group to help guide the planning process. Joining this group will give you an opportunity to voice your opinions via email on various ideas being considered. Participating will not obligate you to attend the Convention or to carry out any specific tasks. We just need your input to help provide various perspectives on decisions that will be made so please sign up!

If you would like to serve as a member of this 2015 Convention Planning Feedback Group, please [Click Here](#) and then click "Send". If you want to share any particular ideas at this time, please feel free to do so, but it is not necessary. We will contact you via email from time to time to ask for your opinions as the need for input arises.

We plan to work closely, collaboratively, and creatively with local area dealers, malls, and other collecting clubs to maximize your overall Convention experience. We will seek to optimize the benefit of being so close to so much antiquing activity.

We have learned that the Crowne Plaza Hotel is installing a brand-new air conditioning system throughout the entire facility. This was an issue for a few individuals in their guest rooms in 2013 so this is welcome news.

Our goal is another 20% jump in registrations for this Convention so please mark your calendar and start making necessary plans to attend! AAAA is hitting its stride and this is certainly a Convention you will not want to miss.

2016 Convention Planning

We are already planning the 2016 Convention and would like your input regarding the location. Since we will be back in an "Eastern" location (Reading) in 2015, we will plan to head further west in 2016. Of the following locations, which one (or ones) would be your top choice as a 2016 location?

1. Dublin (Columbus), Ohio at the Embassy Suites, in collaboration with the National Graniteware Society Convention
2. Rochester, Minnesota, in conjunction with the Gold Rush Antique Show, where there are 1,200 inside/outside dealers at the county Fairgrounds and another good-sized show in nearby Orinico (This would need to take place in mid-August). Rochester is approximately 1 hour from Minneapolis.
3. Chicago, IL
4. Indianapolis, IN
5. Louisville, KY
6. Cincinnati, OH
7. Nashville, TN
8. St. Louis, MO
9. Other--Please be specific

Also, please let us know if you would like to rule out any location that does not have an available hotel with two-room suites, such as Embassy Suites.

To weigh in on the 2016 location, please [click here](#) and provide your input via email. **Please respond no later than August 22, 2014.** Thank you!

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.

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](#).

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](#).

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



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