



Checkerboard

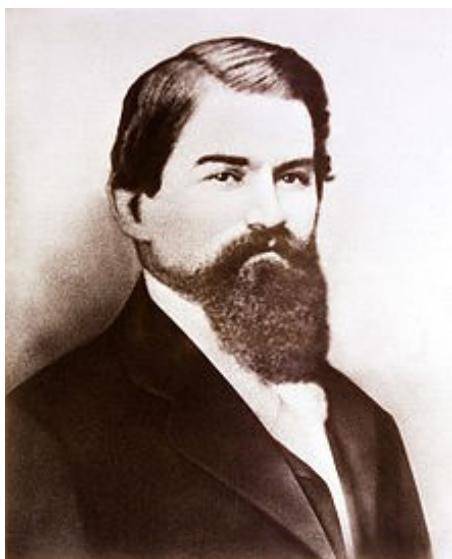
October, 2016

Coca Cola Collectables

By Jeremy Blume

History

Coca Cola was invented by civil war veteran, Colonel John Pemberton in 1886. The first sales were at Jacob's Pharmacy in Atlanta, Georgia, that same year. It was considered a patent medicine, and sold from a fountain for five cents. Like many other concoctions of the age, it was advertised to cure many diseases including morphine addiction, indigestion, nerve disorders, headaches, and impotence. Local business man Asa Candler, through several transactions totaling \$2,300, obtained control of the company by 1889. The first bottles were introduced in 1894 in Mississippi. Asa Candler shrewdly expanded the brand by franchising to local businessmen to bottle the product and distribute it locally using their own money. The original formula had coca leaves as an ingredient, the same ingredient in cocaine. By 1902 most of the coca was gone, and by 1929, all of it was gone. In 1916, the iconic contour bottle was developed for use nationally. The new Coca-Cola bottle was given its shape in order to be recognized in the dark and thus set it apart from competition. Coca Cola today is an international brand and one of the most valuable companies in the world, despite the fact its primary product is sugared water. The Coca Cola brand itself is considered the most valuable brand in the world. Consumption of Coca Cola has been declining moderately in recent years due to health concerns over the high sugar content. The company has branched out into other beverage types to maintain its level of sales.



John Pemberton



Asa Candler

Advertising

Coca Cola advertising is more prevalent than that of any other company in the U.S. by far. This is due to the size of the company and a heavy focus from the beginning on advertising. The brand has been one of the best known brands in the U.S. for over 100 years. The advertising budget was always well above most other companies. Early on, Coca Cola heavily used every possible advertising medium, to spread its name. Items from before 1900 are mostly rare. After 1900, the variety of advertising is endless and often quite available. Early advertising made full use of chromolithography which was a time consuming, though very colorful, form of printing. As printing techniques progressed, the company was able to get its advertising on a whole new range of materials. The company paid up to get the best artists and use images with more colors, better graphics and more beautiful wholesome women than most other advertising of the time. The message was pleasant and uplifting. While other companies advertised through signs, magazine ads and billboards, Coca Cola used every possible medium. Because they used so many methods of advertising, it has become one of the ultimate forms of cross collectibles. That is many people who collect other things such as the items listed below, have Coca Cola items in their collection. Different advertising mediums used include the following: Signs, Calendars, Trays, Blotters, Paper, Fans, Postcards, Ads, Drinking Glasses, China, Plates, Mirrors, Thermometers, Bottle, Carriers, Vending Machines, Coolers, Radios, Can Openers, Knives, Ice Picks, Ashtrays, Lighters, Matches, Coasters, Menu Boards , Door Pushes, Toy Trucks, Games, Jewelry , Clothing, Wallets, Posters, Dispensers, and Festoons.



The golden age of Coca Cola advertising is the turn of the 20th century to the early 1960s. Most Coca Cola items after that period have little value beyond their value in use. Items from the early to mid 1900s if in good condition can be worth thousands of dollars. Coca Cola advertising has at times changed our popular culture. For example, the image of Santa Claus we know today came from a Coca Cola ad campaign started in 1931. Illustrator Haddon Sundblom drew Santa as jolly and rotund, much different than prior images. That campaign continued until 1964. These ads, often found at the back of National Geographic and other magazines have become collectible.



Collectors

Coca Cola advertising is the most collected material of any American company due to the sheer amount of material available, the quality of the graphics and designs, the nostalgia of many who enjoyed the marketing in the past, and the huge amount of people who love the product. While Pepsi in recent years has rivaled Coca Cola in sales, the amount of Coca Cola collectors dwarfs that of Pepsi and every other brand.

Due to the popularity of Coca Cola advertising, and the high values of many items, numerous reproductions have been made. Most of the repos are relatively easy to determine, but not all. Researching items is relatively easy as there are hundreds of books about Coca Cola, including dozens about Coca Cola advertising. The big auction houses sell thousands of items each year and the prices realized are available online for a small fee. Also, there are numerous Coca Cola collector clubs.

Coca Cola collecting is for people of every budget. Many items can be had for little money. More advanced collectors can expect to pay hundreds or even thousands of dollars.

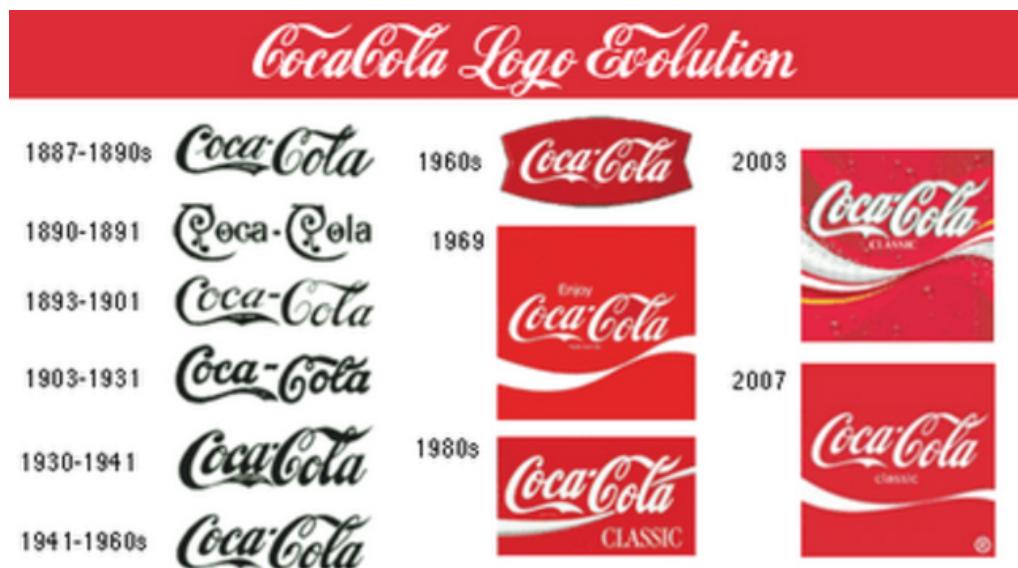
Dating

Two ways to determine the age of your Coca Cola item is to look at the slogan and the logo. The dates of different slogans used by the company are shown below:

1886 - Drink Coca-Cola
1904 - Delicious and Refreshing
1905 - Coca-Cola Revives and Sustains
1906 - The Great National Temperance Beverage
1917 - Three Million a Day
1922 - Thirst Knows No Season
1923 - Enjoy Thirst
1924 - Refresh Yourself
1925 - Six Million a Day
1926 - It Had to Be Good to Get Where It Is
1927 - Pure as Sunlight
1927 - Around the Corner from Everywhere
1929 - The Pause that Refreshes
1932 - Ice Cold Sunshine
1938 - The Best Friend Thirst Ever Had
1939 - Thirst Asks Nothing More
1939 - Whoever You Are, Whatever You Do, Wherever You May Be, When You Think of Refreshment Think of Ice Cold Coca-Cola
1942 - The Only Thing Like Coca-Cola is Coca-Cola Itself

1948 - Where There's Coke There's Hospitality
1949 - Along the Highway to Anywhere
1952 - What You Want is a Coke
1956 - Coca-Cola... Makes Good Things Taste Better
1957 - Sign of Good Taste
1958 - The Cold, Crisp Taste of Coke
1959 - Be Really Refreshed
1963 - Things Go Better with Coke
1969 - It's the Real Thing
1971 - I'd Like to Buy the World a Coke (from "It's the Real Thing" campaign)
1975 - Look Up America
1976 - Coke Adds Life
1979 - Have a Coke and a Smile
1982 - Coke Is It!

The different logos are shown below:



(C) Jeremy Blume, 2016

Drug Store and Pharmaceutical Antiques

Convention Seminar Conducted by Robert Hunt, R.N.

At the AAAA Convention this summer, attendees were treated to an outstanding seminar conducted by Bob Hunt on the topic of "Drug Store and Pharmaceutical

Antiques". It was enthusiastically received by attendees. He provided an in-depth overview of the various memorabilia associated with this genre, drawing upon the stellar collection of the Hook's Drug Store Museum in Indianapolis, Indiana. Bob has been a preservationist, advocate, and Board leader of this unique museum for a number of years.

To tempt you, a few images from his comprehensive PowerPoint presentation appear below. To download his entire presentation, [click here](#). The PowerPoint has been converted into a PDF document so you do not need to have PowerPoint software on your computer to enjoy it. Please be sure to check it out! It includes almost 100 photos with valuable, hard-to-find information (including valuations) accompanying most images.

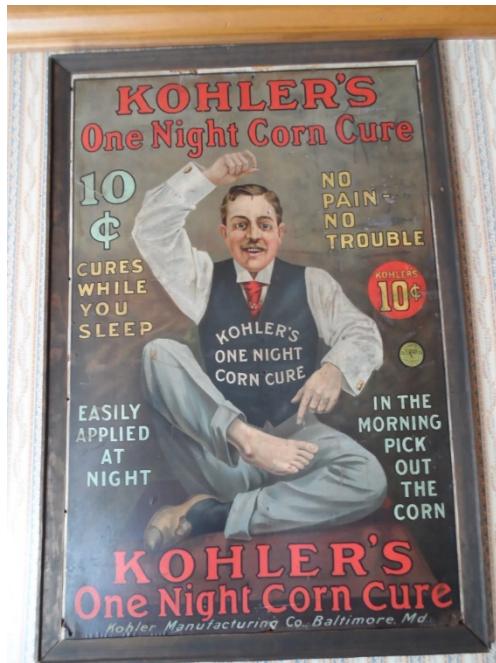
Our thanks and appreciation go to Bob for conducting this awesome seminar and permitting us to share the PowerPoint presentation with our members!













AAAA Convention: July 19-22, 2017

It is still a long way off but it is never too early to start planning for the 2017 AAAA Convention. The 2017 Convention will be headed back to the Crowne Plaza Hotel in Reading, Pennsylvania. The dates of the event will be July 19-22, 2017. Please mark your calendars!

The registration Fee will be \$125 per person. This will include all Convention activities as well as three breakfasts and two dinners. The discounted hotel room rate will be only \$112.00 per night plus 11% in taxes. The schedule of activities will include our usual favorites: four seminars, a silent auction, lots of room-hopping, raffles & games, and much more.

We are excited that we will be conducting our convention in conjunction with another antique advertising-related organization: the Ice Screamers (www.icescreamers.com). The Ice Screamers are a national group of collectors very similar to ours who have a passion for soda fountain and ice cream-related advertising and memorabilia. While our conventions will be administered separately, we can look forward to a great deal of collaboration and mutual involvement. For example, we will attend one of their favorite activities--an ice cream tasting event and cone stacking contest. The ice cream will be the same

ultimate-quality product that was served to the Pope when he was most recently in the US. The Ice Screamers conduct a big show instead of room hopping and interested AAAA attendees will be welcome to attend their show. Their members will participate in our silent auction and room hopping both as sellers and buyers. We expect a great deal of synergy and camaraderie between the two clubs.

In addition to that, we may have continued involvement with Graniteware collectors (many of whom also collect antique advertising). While NGS officially went out of existence this past July, they have developed a plan to conduct a "Graniteware Gathering" at the site of the AAAA conventions. In talking to the person heading up that effort, he estimated that 50 to 60 former NGS members might be in attendance at their "Gathering" during our Convention. While we cannot predict the final result, it is exciting to think we could have 90 AAAA members, 70 Ice Screamers, 60 Graniteware folks, and 50 members of the public attending next year!

More details and a Registration Form will be made available with the December issue of PastTimes.



Ads You Wouldn't See Today

Here is another installment in our "Ads You Would Not See Today" series. We received another set of ads from one of our members (thank you Chuck!) that would never make it into print today because they are either politically incorrect, dated, or just downright silly. Hopefully, these will add a few chuckles to your day.



YOU'VE WON HIM— NOW YOU MUST KEEP HIM...

**Don't let Cosmetic Skin
spoil your good looks!**

SO much of a woman's charm depends on keeping her skin clear—appealingly smooth. Yet many a woman without realizing it is actually spoiling her own looks.

When stale make-up is not properly removed, but allowed to choke the pores day after day, it causes unattractive Cosmetic Skin. Tiny blemishes appear—enlarged pores—blackheads, perhaps—warning signals of this modern complexion trouble.

*Cosmetics Harmless if
removed this way*

You needn't run this risk. Guard against Cosmetic Skin the Hollywood way! The lovely screen stars protect their million-dollar complexions with Lux Toilet Soap—the soap especially made to remove cosmetics thoroughly. Its ACTIVE lather sinks deep into the pores, carries swiftly away every

vestige of dust, dirt, stale powder and rouge.

Before you put on fresh make-up during the day—ALWAYS before you go to bed at night, give your skin this protecting, beautifying care. Exquisite smooth skin is a priceless treasure. Don't take chances!

ELISSA LANDI
PARAMOUNT STAR



ANY GIRL CAN HAVE A
SMOOTH, REALLY LOVELY
SKIN. YOU CAN USE
COSMETICS AS MUCH AS
YOU WISH IF YOU GUARD
YOUR SKIN AS I DO—with
GENTLE LUX TOILET SOAP



Dr. Batty's



For Your Health

ASTHMA CIGARETTES

SINCE 1882

*For the temporary relief of
paroxysms of asthma*

EFFECTIVELY TREATS:

ASTHMA, HAY FEVER, FOUL BREATH
ALL DISEASES OF THE THROAT,
HEAD COLDS, CANKER SOURS
BRONCHIAL IRRITATIONS

NOT RECOMMENDED FOR CHILDREN UNDER 6.

For a better start in life
start COLA earlier!



How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

...smoke PALL MALL
the cigarette whose mildness
you can measure



Study This Puff Chart:

PUFF BY PUFF...YOU'RE ALWAYS AHEAD WITH PALL MALL



1



2



3

The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobaccos is filtered further. Moreover, after 10 puffs of each cigarette ...

... or 17 puffs, Pall Mall's greater length of fine tobaccos still travels the smoke further — filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—
the cigarette whose mildness you can measure.

Outstanding

...and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU



Patterson American Cigarettes and Pipe Company

jonwilliamson.com

New Kind of Hat Worn 10 Minutes a Day Grows Hair in 30 Days —or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don't send a cent. Just mail coupon below.

By ALOIS MERKE
Founder of Famous Merke Institute, Fifth Ave., N. Y.

I HAVE perfected a new invention that I absolutely guarantee will give you a new head of hair in only 30 days—or the trial costs you nothing.

This new invention—the result of an experience gained in treating thousands of cases of baldness—is in the form of a new kind of hat. It is worn on the head just 10 minutes a day. No unnecessary fuss or trouble. Just wear it.

No Risk of
Any Kind

At the Merke
Institute, Fifth
Avenue, N. Y.,
which I founded,
stage and social



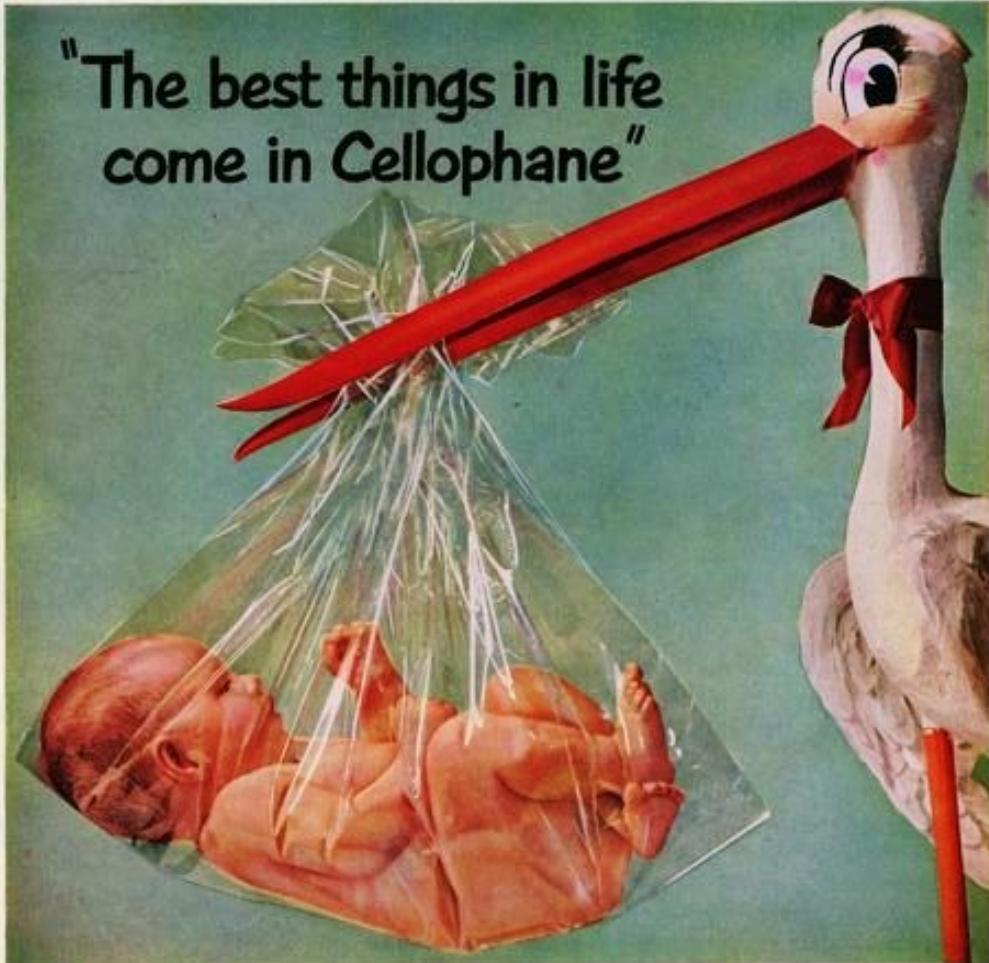
To keep a slender figure
No one can deny...



“It's toasted”

No Throat Irritation-No Cough.

"The best things in life
come in Cellophane"



"You SEE
what you
buy-no
guesswork."



"Foods come
fresh-stay
fresh longer-
less waste."



"...and things
in Cellophane
are clean and
sanitary."



DU PONT
Cellophane



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY
Look at "Caroline of America" on Television

"SHHH! Mom's on the Warpath!"



Why ruin the evening, Mother?

Housework on hot days is bound to leave you tired and cross. To make evenings with your family the Best Part of the Day, try this pleasant treatment for "nerves." Every afternoon, get into the tub with a cake of New Ivory Soap.

NEW! DIAL-EZE

Protects Fingernails

49¢

RING ORBITS AS YOU DIAL

- MAKES DIALING EASIER
- ELIMINATES FRICTION
- DECORATES YOUR PHONE
- QUICK VISUAL REFERENCE



FOR HOME, OFFICE and SHOP

***Snap DIAL-EZE revolving cushions
into all your metal dial telephones!***

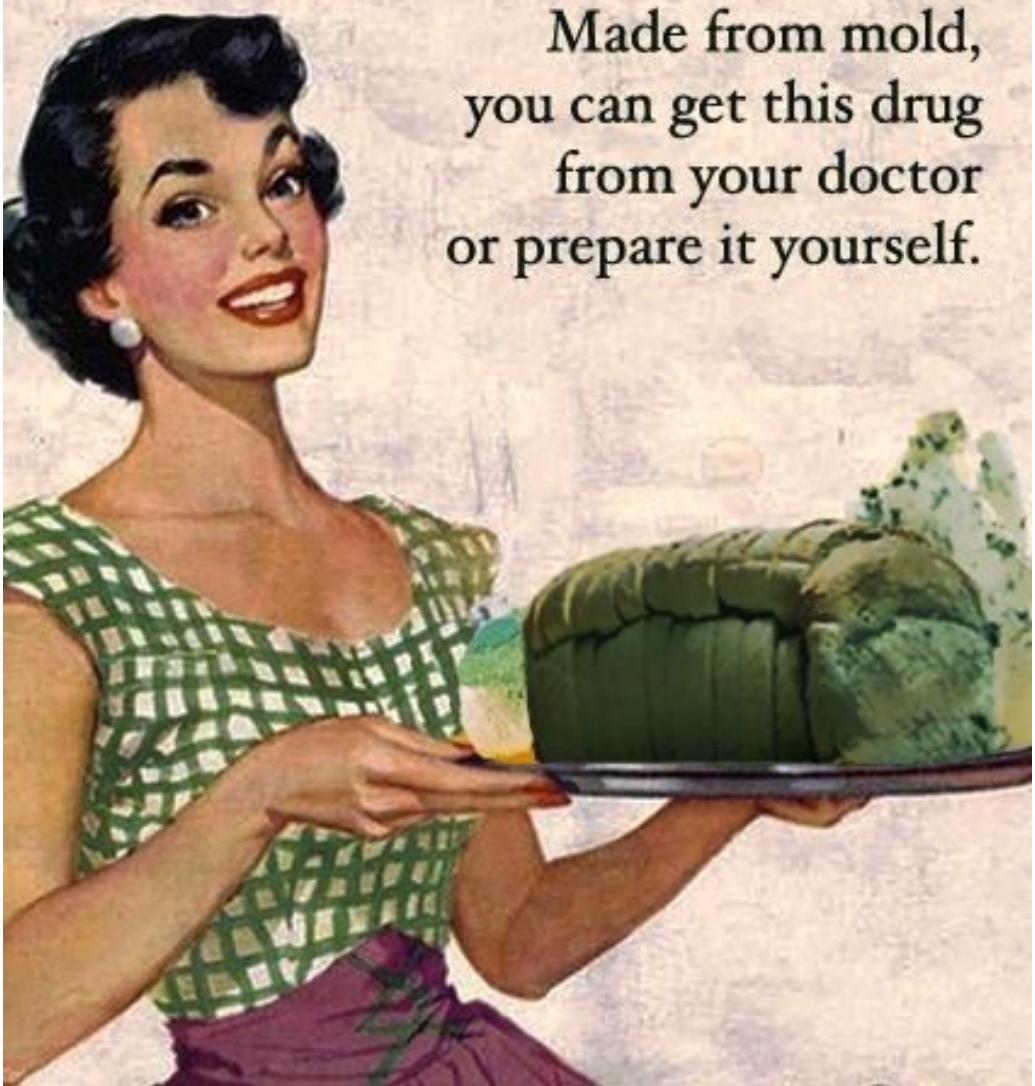
FRANKLINE COMPANY

217 ARENA STREET

EL SEGUNDO, CALIF.

TRY PENICILLIN

Made from mold,
you can get this drug
from your doctor
or prepare it yourself.



BEGIN EARLY

SHAVE YOURSELF



Gillette Safety Razor

©1910 Wm. R. Burkhardt Co., St. Paul, Minn.

THE WM. R. BURKHARD CO.
SPORTING GOODS
ST. PAUL, MINN.

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.

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](#).

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](#).

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](#).

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, 2016, Antique Advertising Association of America.



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