



## ***Checkerboard***

**July, 2015**

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### **Editor's Note**

Typically, the AAAA Checkerboard is distributed on the 15th of the month. This issue is going out early because of the upcoming AAAA Convention that starts on July 22. For those not planning to attend, I wanted to make sure you knew about the free "Public Night" on Friday, July 24, from 6:30 to 9:00 PM. If you live within a couple of hours or so of Reading, PA, it would definitely be worth your while to attend.



The Convention will take place at the Crowne Plaza-Reading at 1741 Paper Mill Road, Wyomissing, PA 19610. Come by to visit all of the attendee's rooms with thousands of great antique and vintage advertising items for sale. If you have a special item or two you want to sell, bring it along! You can also visit the "Favorite Advertising Display" event that evening.

Questions? Reply to this email or call me at 317-594-0658.

For those that have registered to attend, I am looking forward to welcoming you there! It should be a blast!

Paul Lefkovitz  
AAAA Convention Coordinator

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## The Curt Solash Collection

AAAA member Curt Solash has been collecting antique and vintage advertising for 40 years. He started with National Geographic Coke ads and his collection took off from there! As can be seen in the images below, he is, by his own description "obsessive about balance and symmetry". He will spend hours moving something "a millimeter". His favorite areas include store displays, cardboard die-cuts, coffee tins, cigarette advertising, quack medicine, blotters, mirrors, tins, boxes, spice tins, and signs.

Enjoy the glimpses of Curt's collection below! Thanks much, Curt, for sharing your treasures with your fellow AAAA members! If you would like to contact Curt, he can be reached at: [capybara119@yahoo.com](mailto:capybara119@yahoo.com).









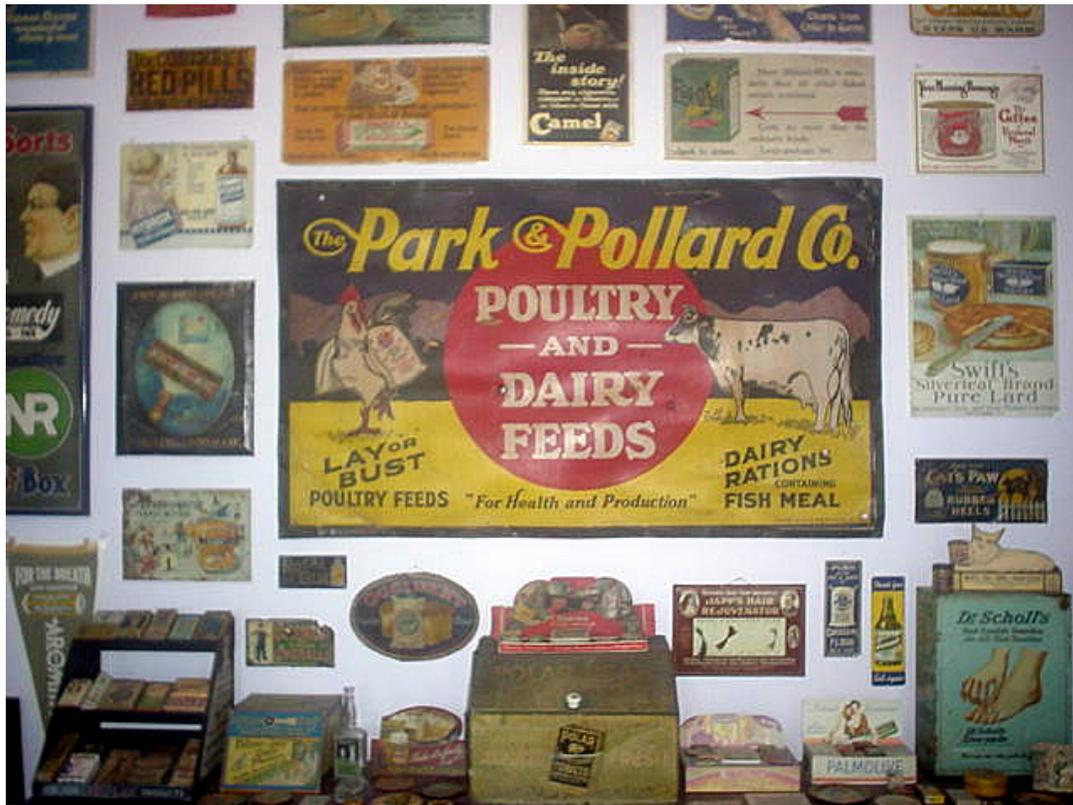














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## Upcoming Auctions-A New Classified Feature

Many large collections of antique and vintage advertising are hitting the auction block these days. To make our readers more aware of these important buying opportunities, a new feature of the AAAA Checkerboard is being introduced: Classified Auction Listings. These listings are available at no cost to auction houses with an established advertising relationship with AAAA. Others can place listings at a nominal cost. For further information about rates, please [click here](#).

**July 11, 2015** (1:00 pm EST): Manifest Auctions Summer Event Featuring Pocket Mirrors, Trays, Signs & Advertising Antique. Full auction catalog & Hi-Res pictures online at [ManifestAuctions.com](http://ManifestAuctions.com). Online bidding with Proxibid & LiveAuctioneers. Manifest Auctions 361 Woodruff Rd Greenville SC 29607 - 864-520-2209 - Contact - Dale Fenton SCAL#4494. Always accepting new consignments, offering low early consignor rates!

**July 26, 2015** (9:00 am EST): Morphy Auctions Advertising Auction. Over 250 Firework lots, 100 Coca-cola items, 60 Shaving Mugs, 200 General Store Lots, and much more! Visit [www.morphyauctions.com](http://www.morphyauctions.com), call 877-968-8880 or contact [info@morphyauctions.com](mailto:info@morphyauctions.com) for more information.

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## The Rock City Tobacco Co

Here is another installment in our series of reprints from the TinType, which was published by TCCA in the 1980's and 1990's. This article is about the history of the Rock City Tobacco Co. The article does not identify the author. The name of the company may not be familiar but you will probably recognize some of the tins they produced. To upload a PDF of this article, [click here](#).

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## 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.

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](#).

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](mailto: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](mailto: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](#).



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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 Lefkowitz ([plefk@generalstoreantiques.com](mailto:plefk@generalstoreantiques.com)) serves as Editor of the AAAA *Checkerboard*.



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