



Checkerboard

December, 2012

Bonus Issue of Checkerboard

Please enjoy this bonus issue of the *AAAA Checkerboard*. The December issue of *Past Times* will be coming out soon and we don't ordinarily publish both in the same month. However, we are brimming over with enthusiasm, articles, wondrous photos, and good cheer for the holiday season so we thought we would make both available to you this month.

The AAAA Board of Directors would like to extend its heartiest wishes for an enjoyable holiday season and all good things in 2013! We look forward to your active involvement in AAAA this coming year. Together, we can raise the enjoyment derived from our hobby to new heights!

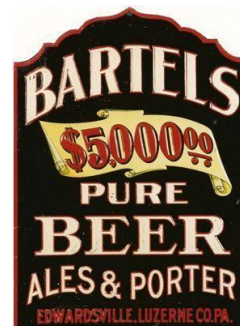
Speaking of enjoyment, have you registered for the 2013 AAAA Convention yet? It will take place July 17-20 in Reading, PA. Please do so now to make sure you get a reservation within the AAAA room block. Space is limited. See article below for additional details.

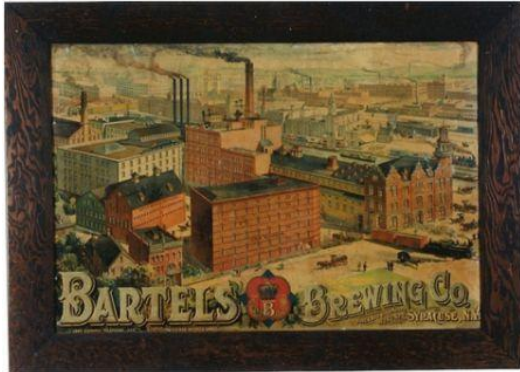
Bartels Brewing Company

By Mike Bartels

While at college in 1969, my parents saw a Bartels Beer sign at a flea market in New Hampshire. Being the unheard of price of \$25, they did not purchase it. After I expressed some interest, they made a return trip the next year, the dealer still had the sign, and my pursuit of Bartels Brewery memorabilia was off and running! The sign was the tin red and black tin \$5,000 Bartels Pure Beer sign (illustrated to the right).

Bartels was a significant brewer in the northeast. Born in Prussia in 1853, Herman Bartels arrived in New York in 1872, as a brewer. After working for several breweries, Bartels invested in the Crescent Brewery of Aurora, IN. He eventually moved to Syracuse, NY as a brewer for Haberle Brewing Company.



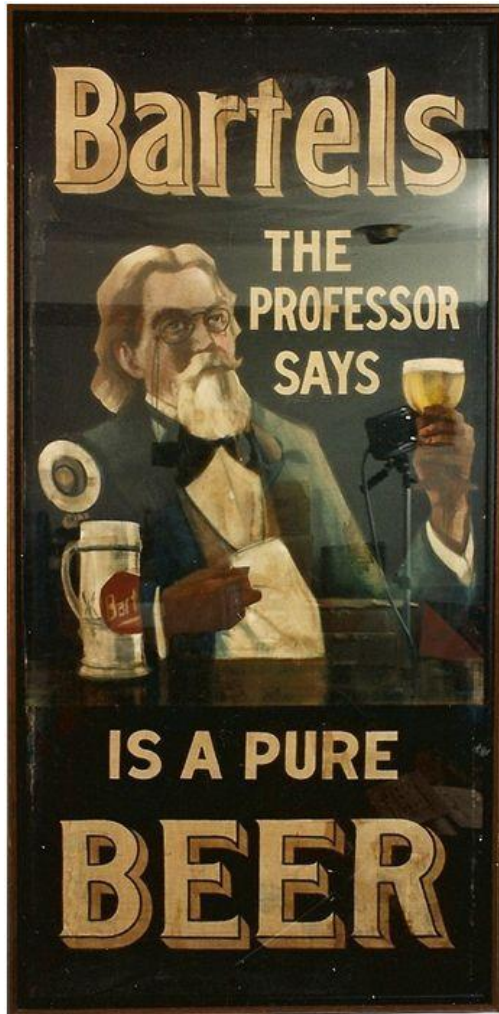


At this point, Herman Bartels was becoming well respected in Syracuse and wished to settle down. In 1893, he purchased the Germania brewery from John Greenway and established the Bartels Brewing Company. In 1898, Bartels founded another brewery, Bartels Brewing Company, in Edwardsville (Wilkes-Barre), PA. The two breweries were not connected except by name and founder. Herman focused most of this time in Syracuse.

Bartels oversaw a very successful operation and he had several business interests besides the brewing. He made many upgrades and investments in the Syracuse operation. Bartels and his wife were very active in social circles and giving to the community. However in 1906, Herman was charged with and convicted of arson of the Lake Shore Malt House in Auburn, NY where he also had a business interest. After Bartels' troubles, the breweries continued operations under new management and survived thru prohibition. The Syracuse brewery closed in 1941. The Pennsylvania operation lasted until 1968 and the Lion Brewery in Wilkes-Barre still produces beer with the Bartels label.

The Wilkes-Barre brewery often used the "Professor" in its advertising campaigns. The "Professor" was a distinguished gentleman typically holding a stein of Bartels Beer. It is said the inspiration was Herman's uncle in Germany who taught mathematics, which may or may not be factual. Primary brands from the Syracuse Brewery included Crown, Old Devonshire, and Vitaline. Vitaline was a health drink that was sold through druggists. F. Bartels Brewing Company operated in Cincinnati from 1899 to 1902. This brewery was not related to nor had any connection with Herman Bartels.





Life-Sized Canvas Sign

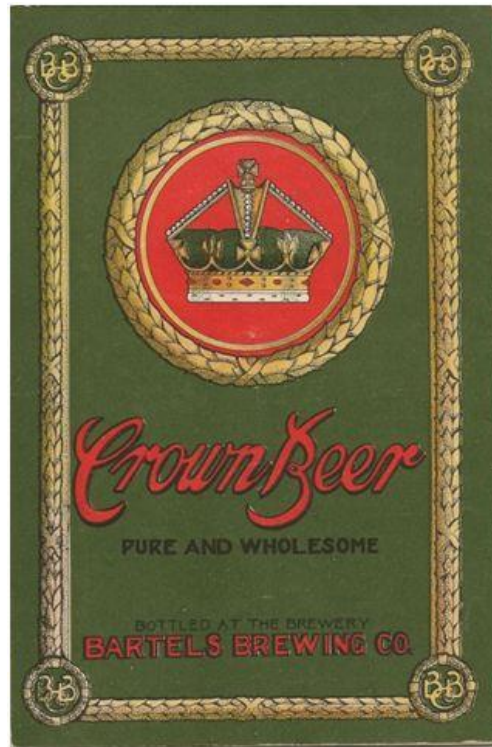


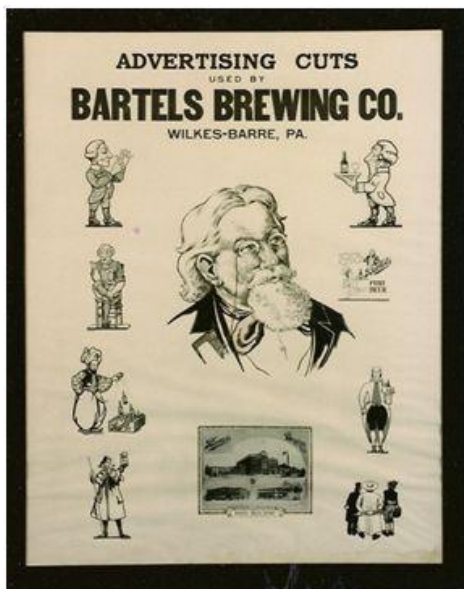
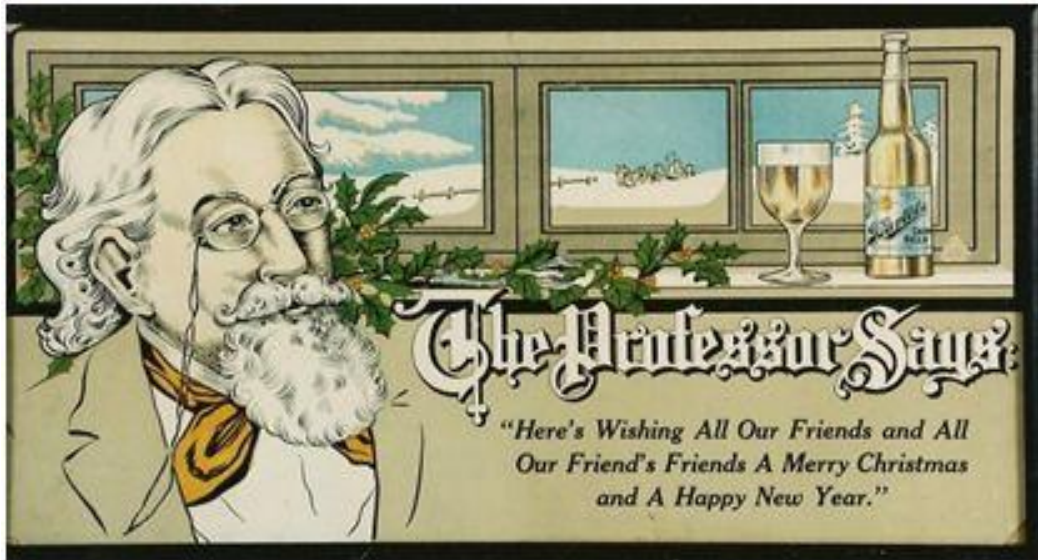
Paper Litho Sign





Trays and Tip Trays





Prints and Lithos



Drinkware





Miscellany

Displaying Tobacco Tin Tags



Tobacco tin tags are an oft-overlooked domain of antique advertising. Produced from the 1870s until around 1930, they were affixed to tobacco plugs and pigtails for branding purposes. They also came to be used as premiums to be redeemed by consumers for merchandise. They became very popular with Victorians as collectables. Like other tobacco-related advertising items, thousands of fascinating and beautiful designs were produced. Adding to their appeal, many of the more common varieties can be obtained for a few dollars or less.

The question of how best to display tin tags has been vexing for some collectors. The most popular approach is to straighten out the tics (prongs), insert the tags in mylar 2 X 2 coin envelopes and display them in three-ring binders. That works well but the juxtaposition of the vintage tags into new notebooks, for some, may seem out-of-place. Others arrange their treasures in old, Victorian frames. That approach provides a more suitable context but

the tags may be difficult to re-arrange as needed.

Perhaps an ideal home for tobacco tin tags is a shallow antique set of drawers. There are many types of old drawers that would be suitable, such as spool cabinets, printers cabinets, map drawers, and the like. They come in all different shapes and sizes. The tin tags can be inserted into styrofoam sheets that are placed into the drawers and arranged as desired. Tags without tics can be affixed with straight pins.

If you want to get a bit ambitious, you can lay a sheet of paper over the styrofoam that has been specially designed to help arrange and set off your tags. Any computer with Word or other similar program can be used to create such sheets in any color and design desired.



An Ideal Home for a Tobacco Tin Tag Collection



Tin Tags arranged in Drawers

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.

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: 1 or collection. To reply: [click here](#).

Indianapolis Brewing Company Ephemera: Circa 1920. Specifically looking for signed documents. 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

Here is the latest installment of antique advertising questions designed to test your Advertising IQ.

1. The National Biscuit Company became “Nabisco” in what year?



- A. 1893
- B. 1900
- C. 1923
- D. 1933
- E. 1941

2. Around what year did the word “Patented” become used on labeling?



- A. 1790
- B. 1850
- C. 1883
- D. 1890
- E. 1900

For the correct answers, [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!

The 2013 AAAA Convention 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](#) for a Registration Form. If you experience technical difficulties pulling up the form, please call Amy Vehling at 812-257-0345.



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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