



Checkerboard

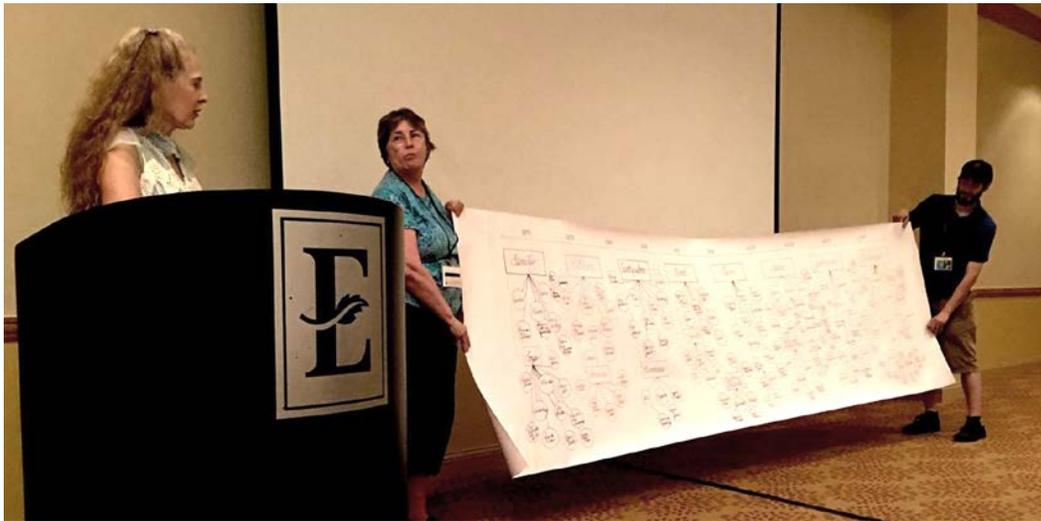
August, 2016

Fun at the 2016 AAAA Convention

The 2016 AAAA Convention in Dublin, Ohio was a huge success! **Steve Lefkovitz**, AAAA President (left photo below), officiated at various points in the formal schedule of activities and helped set the bar high for enthusiasm in the room hopping. **Paul Lefkovitz** (right photo below) again served as Convention Coordinator.



An active schedule kept things moving briskly throughout the well-attended event. The four outstanding seminars, conducted by **Debra Slone, Angie Becker, Bob Hunt, and Dale Peterson** were enthusiastically received by the group. They all provided helpful and fascinating information. Pictured below is Debra Slone displaying a diagram of her many, many collections as part of her seminar entitled, "Confessions of a Collect-aholic or So Many Collections, So Little Time".



The silent auction, skillfully coordinated once again by **Amy Vehling** (left photo below) included a robust number of available items and *lots* of bidders (right photo below). The sales figures exceeded recent records. Amy was assisted by a small army of dedicated volunteers. Thanks to Amy and all of the volunteers for another smooth and efficient auction!



The Favorite Advertising event, which was led by **Phil Sarrel**, featured many new creative enhancements, including the opportunity to hear about the items on display by their owners and a slide show of other "favorite" items not brought in.

Winners of the Favorite Advertising event were as follows:

- President's Choice: **Phil Sarrel** (Miniature Chocolate Tins)
- Sign-Metal: **Myron Huffman** (Pflueger's Sign)
- Sign-Paper: **Jeffery Woods** (Grouping of Three including Kiss Me Gum)
- Tobacco Tin: **Myron Huffman** (Forester Tins)
- Tin-Other: **Robert Ray** (Spice Tins)
- Other: **Robert Ray** (3 Bicycle Pieces)

Congratulations to the winners! They are shown below, receiving their certificates from President **Steven Lefkovitz**.



Robert Ray



Jeffrey Woods



Myron Huffman



Phil Sarrel

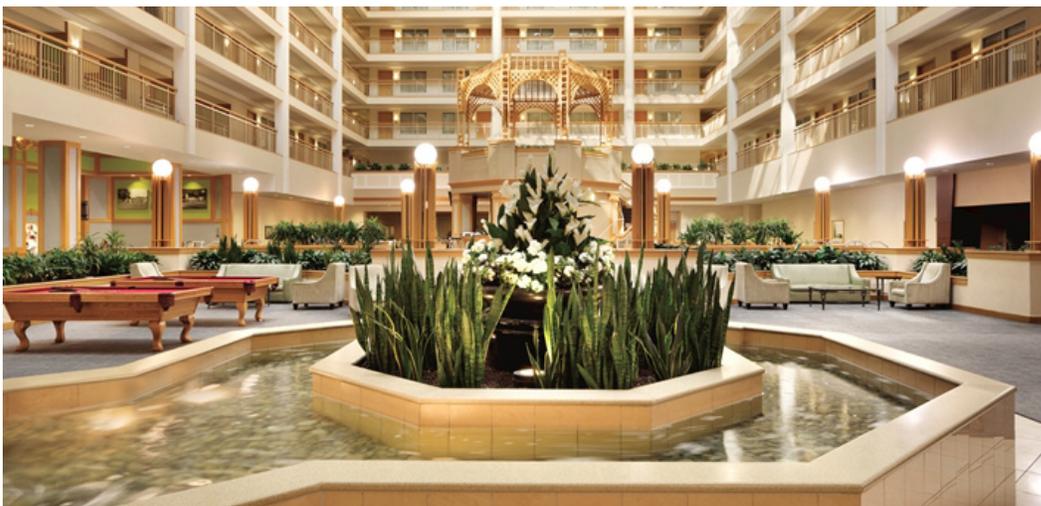
The convention meals were delicious! Dinners were accompanied by fun raffle and game activities led by Master of Ceremonies extraordinaire **Lenny Kirby**. As in the past, Lenny was smooth and masterful in overseeing the proceedings. Leo Fry once again, was gracious enough to conduct tours of his world-class tobacco collection. Many of the attendees took advantage of this opportunity. **Michele Lefkovitz** did a wonderful job of staffing the AAAA Hospitality Suite, which was a beehive of activity throughout the event. It was the place for convention check-in, snacks, information, a cheery welcome, and a spot for attendees to take a little break. Michele was also very involved in the planning and preparation of the event as a vital resource to her husband, Paul. **Mandykae Akers** worked hard as the photographer to chronicle the event in the Checkerboard and PastTimes. She did a great job.

The perennial favorite event--room hopping, was once again great fun. Activity remained high throughout the Convention, and at times, rose to a fevered pitch in some rooms. (Photo below)



The entire 4th floor of the large Embassy Suites hotel was occupied by AAAA members which made room hopping convenient and easy. The National Graniteware Society (NGS) convention, which once again coincided with ours at the hotel, had room hopping on the 2nd and 3rd floors. Therefore, there were plenty of selling rooms to visit--perhaps 50 or more.

The hotel is perfectly designed for room hopping. The two room suites permit the living area to be used as the "sales floor" and the separate bedroom can be reserved for resting and sleeping. The large picture windows facing the hallways make "window shopping" easy for hunters when nobody is in the room.



Unlike other national collector organizations with steadily declining convention attendance, the attendance at the AAAA Convention has remained strong and stable over the past several years. The 80 or so registered AAAA attendees were

joined in fun by several dozen NGS members, most of whom brought antique advertising items for us in their rooms. They purchased heavily from us at the Silent Auction and in our rooms and we purchased many items in their rooms. Add to all of that the public attendees on Friday, and we had lots of activity. Eighty-eight percent of the attendees reported having a good or excellent buying and/or selling experience at the convention.

AAAA enjoyed the support of a number of Convention Sponsors. Deep appreciation is tendered to the following sponsors of our 2016 Convention:

- **Antique Trader/Krause Publications:** Publishers of Antique Trader Magazine and many books on collectables
- **Antiques & Collectables National Association:** A National association that supports antique dealers and collectors by selling liability insurance and providing other services.
- **Heart of Ohio Antique Center:** A huge, high quality mall in Springfield
- **Indy Ad Show:** An outstanding antique advertising show that occurs twice per year in Indianapolis
- **Kovels Publications:** Our friend and supporter Terry Kovel's iconic company that publishes books and newsletters on antiques and collectables
- **Springfield Antique Center:** Two large excellent antique malls adjacent to one another
- **T. Wagner/J. Koss (Tamarack Books):** Authors/Publishers of an outstanding must-have book on spice tins
- **Westcott House:** A beautiful Frank Lloyd Wright designed house in Springfield that is open for tours
- **Zaharakos Ice Cream Parlor & Museum:** A gorgeous 1900 era soda fountain and museum located in Columbus, Indiana

Attendees left the AAAA Convention with many fond memories of fun, fellowship, and new treasures to enjoy back home in their collections. Kudos and thanks are extended to all of those that attended the event, the seminar speakers, and all of those that served as leaders and volunteers to make the 2016 AAAA Convention a great success!

Editor's Note: Many more photos of the Convention will appear in the September issue of PastTimes.

Looking Ahead

Next year, the Convention will be headed back to the Crowne Plaza Hotel in Reading, Pennsylvania. The contract is already signed. The dates of the event will be July 19-22, 2017. Please mark your calendars!

We are also excited to announce that we will be conducting our convention in conjunction with another antique advertising-related organization: the Ice Screammers (www.icescreamers.com). The Ice Screammers are a national group of collectors very similar to ours that have a passion for soda fountain and ice cream-related advertising and memorabilia.

While our conventions will, of course, 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 Icecreamers 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 some National Graniteware Society members. That bears a bit of explanation because NGS unfortunately just disbanded due to declining involvement of its membership and inability to recruit new leadership. The convention they just conducted was viewed as their "last hurrah". However, at their business meeting, a number of NGS members suggested that they continue to conduct informal "gatherings" with AAAA wherever our conventions might be, given how much they have enjoyed their involvement with us. That idea received enthusiastic support from a number of NGS members. When this notion was discussed at the AAAA Business Meeting, it also received broad support. However, this is still just a concept so we will keep you posted on any formal steps that may be taken in the future.

In our Business Meeting, interest in collaboration extended beyond the Icecreamers and the Graniteware folks. Wouldn't it be exciting if our annual convention evolved into a large gathering of different collector groups? If you know of a collector club that might have interest in working with us at our annual conventions, or in any other way, please [click here](#) to let us know.

We are also starting to take a look at a location for 2018. One thing was made abundantly clear by the Convention attendees. They LOVE Suites--specifically a hotel, like Embassy Suites, that has two completely separate rooms, a large picture window facing the hallway, and an open atrium that makes it easy to see which rooms are open for business. We will be back in the "Midwest" in 2018. Do you know of a location in the "Midwest" with an Embassy Suites or similar Hotel that has a nearby attraction or attractions (about 30 miles or less) for our members, such as a major antique show, large antique malls, or the like? If so, please [click here](#) to let us know your thoughts.

Henry & Margaret Szlachta Auction

On September 10 & 11, Morphy Auctions will hold an advertising auction featuring pieces from **Henry & Margaret Szlachta's** agriculture advertising collection. The Szlachta's collection has been featured in publications throughout the years and now collectors will have the chance to own a piece of their legacy. Many AAAA members will fondly remember the Szlachta's as seminal leaders of AAAA and the antique advertising community.

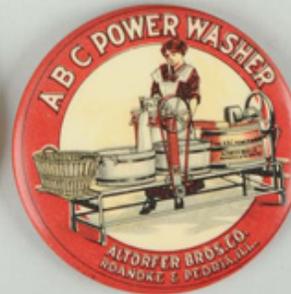
Henry was born on a rural farm in upstate New York. His Dad was a farmer and local blacksmith. Like his father, Henry pursued a similar interest in agriculture and farm animals. Henry pursued and received his veterinary degree from Cornell University. He relocated to the mid-west (Woodstock,IL,) where he established

his own large animal veterinary practice. Henry's profession naturally led his interest and enjoyment for collecting historical agricultural items and antiques such as salesman samples, lithographs, prints, pin back buttons, pocket mirrors, and a very substantial trade card collection. Henry always enjoyed educating himself on the history of what he collected and then equally enjoyed sharing that knowledge with others.

It was evident from the beginning that collecting was their main hobby and a great source of entertainment and socializing for both of them. Margaret would talk about putting her family in the car early in the morning and running up and down the roads looking for treasures. Henry took up collecting to have something for himself to look for while he accompanied Margaret to the many auctions and shows they attended. Trade cards were his starting point. They were passionate about collecting and eventually started branching out and collecting in several different categories. Each time they started a new collection, they went at it full force and were able to amass a fantastic collection in short time. Margaret's sand pails and the Ohio Art collections were prime examples of her passion. When Margaret set her mind on acquiring an auction piece she would put her bid card up and just hold it up until the bidding was done and she was the winner. They were true collectors. It was all about adding to the collection and they enjoyed spending time with others that shared their collecting interests.

Some of the key pieces in this upcoming September 10 & 11 auction appear below. The online catalog can be found at www.morphyauctions.com.











Recent Finds

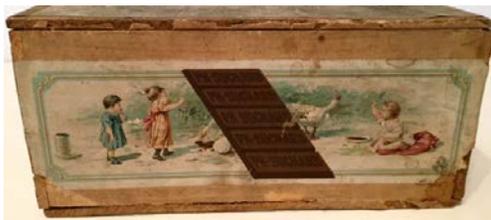
Robert Ray made a couple of killer finds recently, as reported to the Checkerboard. The first was a Bryant Pup advertising dog, manufactured by the Old King Cole Papier Mache Company in Canton, Ohio. It is pictured below. The dog measures approximately 17 inches long, 13 wide and 13 high. It still has the original paper sticker inside. The Old King Cole Company made everything from the Nipper dog to Disney characters. Based on the information Robert found, the Boston Terrier was introduced in 1927 as the company mascot and used in many of the company's advertising campaigns. It was "a furnace so simple, you could let your pup be the furnace man". Over the years there were variations in the way the dog was painted. There appears to be at least two styles. His is looking to the side and there is one where the pup is looking straight ahead. There are also variations in the collar. Not all of them have a tag on the collar like his does. Some have the advertising on the actual collar. If you Google "Bryant Pup advertising dog" you will find pictures of variations. Robert found it at an antique advertising and bottle show that was held in Tulsa, OK in June.



His second recent find is a gorgeous wooden chocolate display container, manufactured in either Paris, France or Switzerland. The graphics are utterly stunning! This lucky find was discovered at the first 3rd Sunday Market in Bloomington, Illinois this year. It appears below.



Front View



Side View



Side View

Have you recently made a special discovery that you'd like to share with others? Just [click here](#) to let us know.



Gus & Tricia Brown Auction

By Mike Eckles, Co-Owner, Showtime Auctions

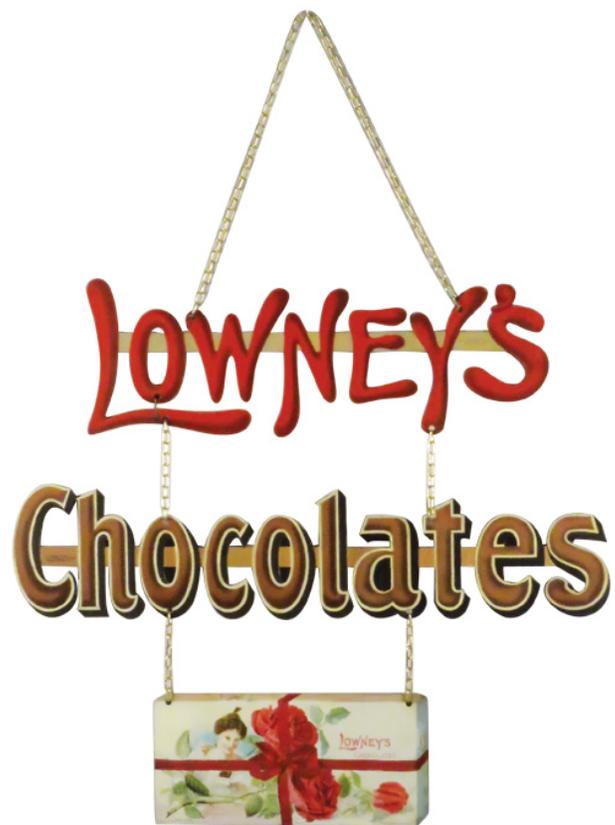
Showtime Auctions is honored to have been selected to sell the entire advertising and country store collection of Gus and Trisha Brown. Gus and Trisha were well known and well liked within the advertising collecting community. His death this past winter left a void that will be difficult to fill. Everyone who knew him and even those who came in contact with him for the first time were amazed at his wonderful sense of humor. He always treated people with kindness and respect and never missed a chance to make you laugh.

Trisha, loved and cherished the collection as much as Gus did, but she feels now is the time to let others acquire these treasures for their own collections. Both put condition first when searching treasures throughout the country. The quality of to this collection reminds me very much of the George Cross collection we sold in 2008 where we had over 500 people in the audience bidding to get a 9 or 10. Lori and I will forever miss Gus and will continue to tell humorous stories about our time spent with him.

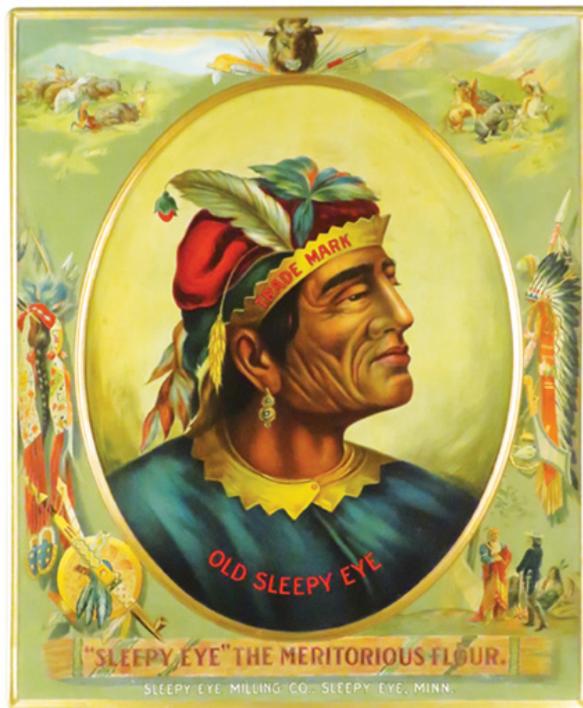
A small selection of representative items in this auction appears below. For further information, go to www.showtimeauctions.com.

Editor's Note: Gus was a long-time member of AAA and actively served on its Board of Directors.









Kovel Auction

Our friend, Terry Kovel let us know that "after collecting since 1955 when we bought a Grapenuts sign for the breakfast room in our new house, I have decided to take pity on my children and sell some things now. I'm, starting with things that

are not food related, such as tobacco, whiskey, clothing, toys, and the like. And we also are including some signs and banners that are too big to display since most of my walls are filled. There are many things from Victorian times, pre-World War I and of course much that is 'younger.' The sale will be by Rachel Davis Fine Arts, online with a preview in Cleveland the week or two before. Sale date is September 17, 2016."

"Many things were examples we used as part of our TV shows. It has been weeks of memories and great finds like ten or so large 'smoking chimney' signs we had hanging in the office with our price keypunchers (before computers) because they all smoked while they worked. We thought it was funny to have real smoke near the factory signs with belching smoke to prove they were working. All items are unreserved. Our newsletter will have a series of articles explaining week by week and the decisions and difficulties and solutions you run into when sending things to auction and, of course, the prices and why we think some things went high or low. And oh yes-- I gave a lot of things to several historical societies. The ephemera often is discarded when it should be donated or sold and somehow a candy bar wrapper doesn't sound like an important item."

For further information, check out www.racheldavisfinearts.com.

Indy Ad Show

The Indy Antique Advertising Show, one of everybody's favorites, is coming up soon. It will be held a week earlier than usual this time around. The dates are Friday, September 16 from 1:00-6:00 PM and Saturday, September 17 from 9:00 AM to 4:00 PM. It will be held in the Elements Blue Ribbon Building at the Indiana State Fairgrounds in Indianapolis, Indiana. Friday Early Buyers admission is \$40 which also includes Saturday. However, discounted \$25 tickets are available on the Indy Antique Advertising Show web site (www.indyadshow.com) until August 31. Admission on Saturday only costs \$8. The show features over 110 dealers from around the US with high-quality antique and vintage advertising for sale. The Indy Ad Show kindly donates a booth to AAAA so that we can promote club membership. If you attend, please stop by the booth to say "Hi"!

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



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