

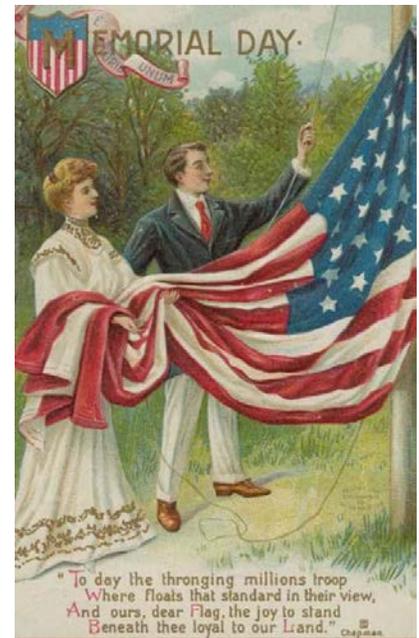


# Checkerboard

May, 2018

## *In This Issue*

- Cracker Jack: Keep Your Eyes on the Prize!
- Acknowledging our 2018 Convention Sponsors
- Major Soda Pop Brands
- Collecting Applied Color Label Soda Bottles: A Review
- Dating Post Cards (In Recognition of national Post Card Week)
- Indy Ad Show Returns for a Successful Spring Event
- Viceland Icecreamers Video
- AAAA Board of Directors Election
- Upcoming Auctions
- Wanted Items



## Cracker Jack: Keep Your Eyes on the Prize!

By Theresa Richter

***Editor's Note: As you might be aware, AAAA is collaborating with the Cracker Jack Collectors Association at our annual Convention in July. This article was written by the President of that association to acquaint you with this fascinating area of collecting. For more information about CJCA, visit the club's website at [www.crackerjackcollectors.com](http://www.crackerjackcollectors.com).***



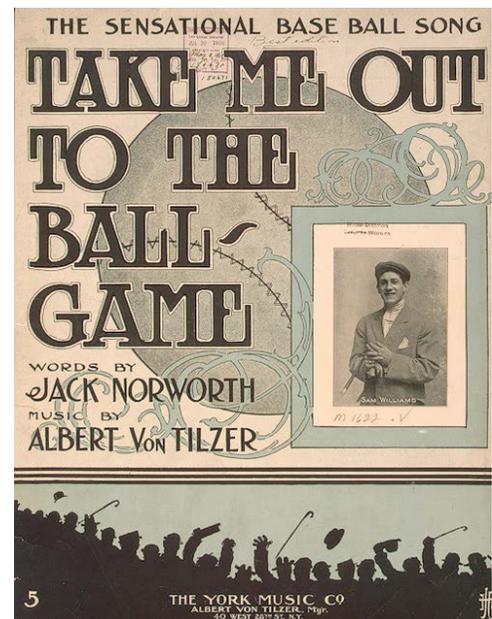
Keep your eye on the PRIZE! Since its formal naming in 1896, millions and millions of prizes have been given out along with Cracker Jack's caramel corn and peanuts. The readily recognizable Cracker Jack font along with Sailor Jack and his dog Bingo were introduced and have promoted the product since 1916. Since their introduction as Cracker Jack's iconic logo these symbols have become synonymous with Americana.

An example of immigrant entrepreneurship, the Made-in-Chicago Museum ([www.madeinchicagomuseum.com](http://www.madeinchicagomuseum.com)) describes Cracker Jack as "a product born on the battlefield of cutthroat capitalism".

Other similar, caramel corn products were popular and readily available from street vendors and wagons. Along the way Cracker Jack bought out the competition, patented the Cracker Jack name, and aggressively protected their product from imitators who tried to cash in on their success.



Relentless promotion accompanied by the perfection of the waxed packaging, and the addition of the PRIZE in every box led to the rise and success of the product. In addition, Cracker Jack's promotion as a healthful snack, and their patriotic support of the troops during the war years added to their appeal. The amazing boost Cracker Jack received from the 1908 song, "Take Me Out To The Ballgame", forever linked Cracker Jack to America and baseball.



Collectors of the Cracker Jack PRIZE have many choices from which to focus their collections – age (early paper and tin, pre war, plastic), themes (baseball, circus, country western, patriotic,) mini books, jewelry, whistles and spinning tops, games, play on words and puzzles, and/or advertising. Those of us who cannot restrain ourselves are in real trouble – amassing collections of thousands of pieces!



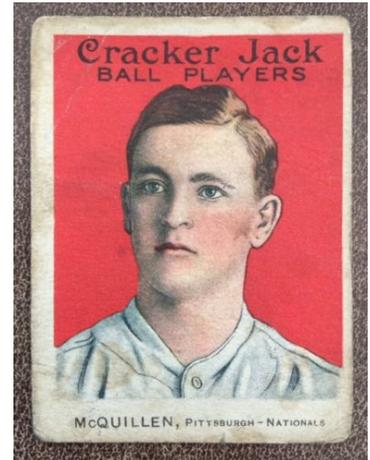
Like the PRIZES themselves, Cracker Jack's advertising covers a wide range of topics. Marketing and advertising applications abound. Cracker Jack became the all American popular snack. Although touted as a "healthy snack", it has also been described as America's first junk food! Cracker Jack was everywhere and they put their name on anything and

everything! Newspaper and magazine ads, point of sale and store promotions, salesmen's incentives, company mementos and giveaways, and the many licensed products that resulted in increased exposure for the company by a familiar logo that sold products.

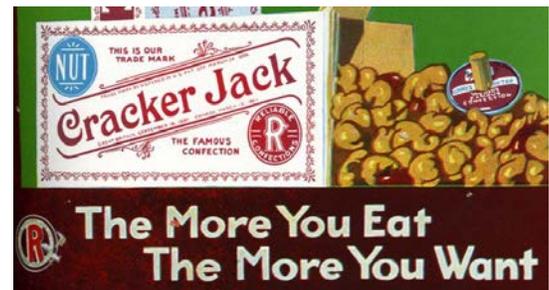


And by the way, Cracker Jack was not the only product the company produced and sold. The Cracker Jack Company name was also attached to candy, popping corn, and marshmallows. Their longest running product other than Cracker Jack was Angelus Marshmallows which then became Campfire Marshmallows. Yes, another area of collecting for some! More recently, Borden (CJ's owner from 1963-1998), dabbled in other products: ice cream, cereal, peanut butter, and flavored popcorns.

Even as the product has lost market share to competition from more recent caramel popcorn varieties, the Cracker Jack logo continues to sell. The familiar Cracker Jack font and Sailor Jack and Bingo have been licensed and attached to countless companies for marketing products from Topp's baseball cards to kites, from jigsaw puzzles to sleeping bags, from Hallmark greeting cards to Neiman Marcus' ring and cuff link Christmas catalog items. Even today brand recognition continues to sell products. As this article is being written, eBay is flooded with the Coach brand of retro Cracker Jack wallets, key chains, and bracelets.



So join in on the hunt, keep your eye on the PRIZE, and remember - the more you **find**, the more you want!



## 2018 AAAA Convention: Last Notice! (Almost)

Our upcoming 2018 Convention promises to be a very special event. Yes, there are some excellent shows and auctions featuring antique advertising throughout the year, but NONE are like the AAAA Convention.



- Where else can you learn about antique advertising from the experts?
- Where else can you break bread at sumptuous feasts with those who share your passion?
- Where else can you immerse yourself in antique advertising from early morning 'til late at night (for three days)?
- Where else can you see an exhibit of extraordinary examples of antique advertising?
- Where else can you support the hobby of antique advertising?
- Where else can you make new buddies and visit in-depth with old friends?
- Where else can you visit a notable collection or a famous prop house?
- Where else can you find people to heighten your enjoyment of antique advertising?

The AAAA Convention will take place at the Embassy Suites-Lombard in Chicago (Lombard), Illinois from Wednesday evening, July 25 until Saturday morning, July 28. The registration fee is \$125 per person and includes all convention activities and 6 meals (including free breakfasts for hotel guests). Meal menus were described in detail in the January issue of the Checkerboard. The room rate is a heavily discounted \$129 for a room with 1 king bed and \$139 for a room with 2 queen beds. For Chicago, this is a real bargain!

A Registration Form and daily schedule can be downloaded by clicking the links at the end of this article. Rooms are going fast and we could run out of availability! If you want to attend the Convention, please register now to avoid disappointment!

We will be collaborating this year with the Cracker Jack Collector's Association (CJCA). They have been invited to participate in selected AAAA activities. In turn, we have been welcomed to attend some of their activities. We will also be continuing to collaborate with our Graniteware friends (this is the 4th year). They will be participating in our Room Hopping and Silent Auction. Many of them will also set up their own rooms for Room Hopping and a number of them will once again offer great antique advertising.

Other than the June issue of PastTimes, this is your last notice before the June 27 registration deadline. Don't delay any further--please register today.

[Click Here to Download the AAAA Convention Registration Form](#)

[Click Here to Download the AAAA Convention Schedule](#)

[Click Here to Download the AAAA Convention Flyer \(Share with Friends\)](#)

---

## Acknowledging Our 2018 Convention Sponsors

We are very grateful for the support provided by our 2018 AAAA Convention Sponsors! Their assistance is critical to the success of our Convention. Please show your appreciation through your patronage of their goods and services. Review the listing below to familiarize yourself with who they are.

***Our sincere thanks go to our 2018 Convention Sponsors!***

### Antique Malls

#### Antiques of Winfield

Address: 27W461 Beecher Ave, Winfield, IL 60190 (About 20 minutes west from the Convention Hotel)

Phone: 630-665-2525

Hours: 10 AM-5 PM, 7 Days per Week

Web Site: [www.antiquesofwinfield.com](http://www.antiquesofwinfield.com)

Celebrating its 12th year, Antiques of Winfield has established itself as a destination with something for everyone. With 6000 sq. ft. and three levels, you know you will find a wide selection of timeless treasures, cool collectibles, antique advertising, unique antiques, vintage finds, and much more.



## Oakton Street Antique Centre

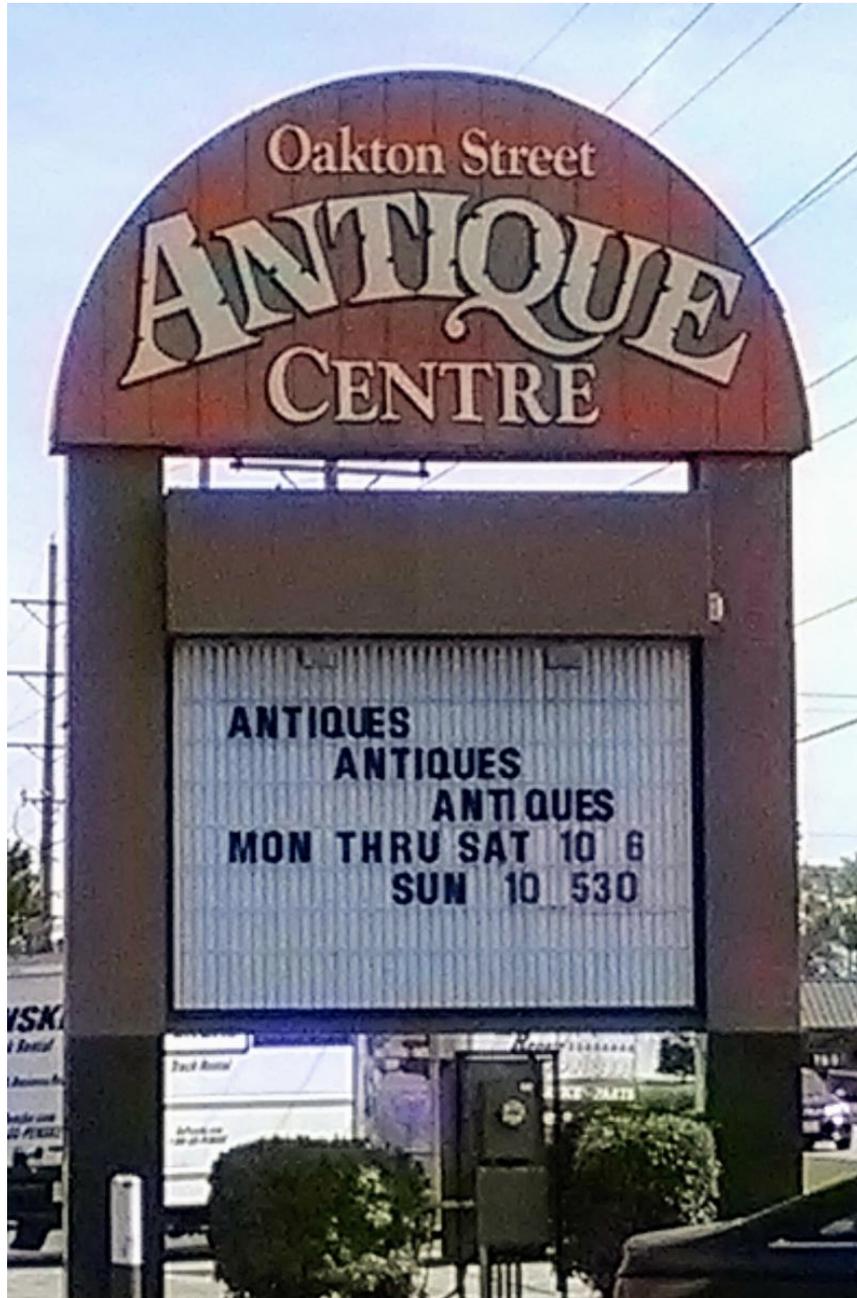
Address: 2430 E. Oakton St., Arlington Heights, IL 60005 (About 30 Minutes north from the Convention Hotel, not far from Dave Hirsch)

Phone: 847-437-2514

Hours: 10 AM to 6 PM - Monday through Saturday; 10 AM to 5:30 PM on Sunday

Web Site: [www.oakton-antiques.com](http://www.oakton-antiques.com)

Oakton Street Antique Centre is a 12,000 sq. ft. antique mall that is home to 45 dealers. Browse 75 booths packed with items in all categories; advertising, artwork, currency, ephemera, glass, jewelry, militaria, toys and so much more! There is truly something for every collector.





### **Olde Timers Antique Centre**

Address: 131 East Church St. Sandwich, IL, 60548 (About 50 minutes southwest from the Convention Hotel)

Phone: 815-786-6430

Hours: Monday-Saturday 10 AM-5 PM; Sunday 12 Noon-5 PM

Web Site: [www.olde-timers.com](http://www.olde-timers.com)

Olde Timers Antique Centre is home to more than 130 dealers. 75 booths and 174 built-in showcases offer everything from advertising to fine or primitive furniture. 30,000 square feet on three floors requires quite a bit of time to browse. The basement level is always a sales clearance area.





## Other Convention Sponsors

In addition to antique malls, the line-up of 2018 Convention sponsors also includes other important partners, as follows:

### Antique Trader



Antique Trader is celebrating 60 years of inspiring, entertaining and informing readers. With a loyal audience of collectors, historians, and business owners within the antiques and collectibles community, the Antique Trader brand serves people via a biweekly print magazine, weekly e-newsletter, website and social media platforms. Antique Trader is part of F+W Media, Inc., an organization serving various lifestyle and hobby interests.

Location: Iola, Wisconsin

Phone: 715-350-7078

E-Mail: [ATNews@fwmedia.com](mailto:ATNews@fwmedia.com)

Web site: [www.antiquetrader.com](http://www.antiquetrader.com)

## Chupp Auctions



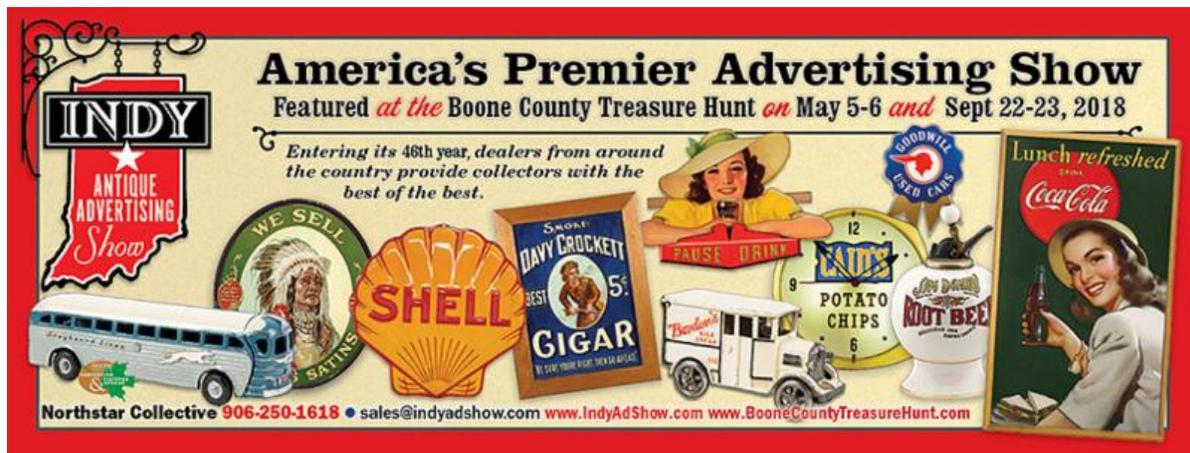
Chupp Auctions is an important national auction house that specializes in antique advertising, among other things. Located in picturesque Shipshewana, Indiana, this auction house is noted for bringing rare and highly desirable antique advertising items to market. 25 years in business and still going strong!

Location: 890 S Van Buren St, Shipshewana, IN 46565

Phone: (260) 768-7616

E-Mail: [customerservice@chauctions.com](mailto:customerservice@chauctions.com)

## Indy Antique Advertising Show



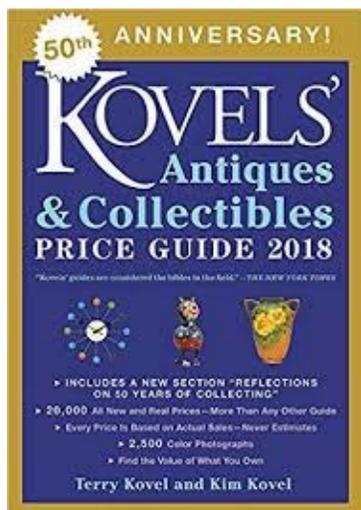
The Indy Antique Advertising Show, more commonly known as the "Indy Ad Show" is the nation's premier show to find vintage and antique advertising. Entering into its 46th year, this event has always been famously known where the best of the best could be found. Dealers from around the country come together to provide collectors with their latest finds of Salesman Samples, Breweriana & Saloon, Soda Fountain & Early General Store Displays, Toys, Political, Barber Shop, Americana, Coin Operated Machines, Mechanical Slot Machines, and Pharmaceutical & Veterinarian Advertising and more. Last year, this show was acquired by new owners, NorthStar Collective, who introduced a host of new innovations and improvements. The show will be run simultaneously with 2 other great shows, the Boone County Gas & Oil and the Boone County Vintage Market. The Indy Ad Show is an ongoing supporter of AAAA and provides a complementary exhibit booth at our shows to help the club recruit new members.

Location: The Boone County Fairgrounds, 1300 East 100 South, Lebanon, Indiana, conveniently located halfway between Indianapolis and Lafayette on Interstate 65 is 20 minutes from downtown Indianapolis and is near the International Airport.

Phone: 906-250-1618

Web Site: [www.indyadshow.com](http://www.indyadshow.com), [www.boonecountytreasurehunt.com](http://www.boonecountytreasurehunt.com)

## **Kovels' Publications**



Kovels' Antiques, Inc, was founded by Ralph and Terry Kovel. Hailed as “the duke and duchess of the antiques world,” they have written over 107 books and many special reports about collecting. Their bylined newspaper column started in 1954 and is the longest-running syndicated column in the U.S. by one author. It appears in more than 100 newspapers. Their books include the annual *Kovels' Antiques & Collectibles Price Guide*, which has sold over 4 million copies. Last September, the Kovels' celebrated the 50th edition of their price guide *Kovels' Antiques & Collectibles Price Guide 2018*, one of the first price books written for the average collector.

The Kovels bought their first advertising collectible in 1954, the well-known “Grape-Nuts, There’s a reason” sign. Most of the advertising collection in their house is part of a “country store” that was used in their national TV series. Advertising became important enough to become a category in the price book in 1988.

Kovels.com, online since 1998, has more than a million free prices, dated so you can learn if your favorites have gone up or down in cost. There are also over 5,000 questions & answers and a weekly e-zine “Kovels Komments,” all free. The monthly subscription only newsletter, *Kovels on Antiques & Collectibles*, is filled with news and tips of interest to collectors. Since 2008, the company is owned by the mother-daughter team of Terry Kovel and Kim Kovel.

Location: P.O. Box 22192, Beachwood, OH 44122

Phone: 216-752-2252

Web Site: [www.Kovels.com](http://www.Kovels.com)

## **Morphy Auctions**



Morphy Auctions is one of the largest auction houses under one roof. Counting on decades of experience running successful antique auctions for both sellers and buyers, the team at Morphy Auctions aims to delight our clients with fresh-to-the-market auctions, professionalism and state-of-the-art auction venues. Antique advertising is one of Morphy Auction's numerous areas of specialization, bringing to market some of the most desirable pieces available in the realm of vintage advertising. Visit Morphy Auctions over the dates of the AAAA Convention to view items in their upcoming auctions.

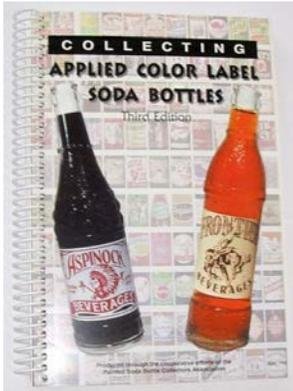
Location: 2000 North Reading Road, Denver, PA 17517

Phone: 717 335-3435

Hours: 9:00 AM-4:00 PM Every Day (or by Appointment)

Web Site: [www.morphyauctions.com](http://www.morphyauctions.com)

## **Rick Sweeney**



Rick Sweeney is the author of an important volume entitled "Collecting Applied Color Label Soda Bottles". This book is acknowledged to be the premier reference on this popular genre of collecting. Copies of this book are available to AAAA members at the special discounted price of \$45.00, including postage.

Rick Sweeney  
9418 Hilmer Drive  
La Mesa, CA 91942

---

# Major Soda Pop Brands

Compiled by David Mainz



## Coca-Cola

Confederate Colonel John Pemberton, who was wounded in the American Civil War and became addicted to morphine, began a quest to find a substitute for the problematic drug. The prototype Coca-Cola recipe was formulated at Pemberton's Eagle Drug and Chemical House, a drugstore in Columbus, Georgia, originally as a coca wine. In 1885, he registered his French Wine Coca nerve tonic. In 1886, when Atlanta and Fulton County passed prohibition legislation, Pemberton responded by developing Coca-Cola, a nonalcoholic version of French Wine Coca. The first sales were at Jacob's Pharmacy in Atlanta, Georgia, on May 8, 1886. It was initially sold as a patent medicine for five cents a glass at soda fountains. Pemberton claimed Coca-Cola cured many diseases, including morphine addiction, indigestion, nerve disorders, headaches, and impotence. Pemberton ran the first advertisement for the beverage on May 29 of the same year in the *Atlanta Journal*. By 1888, three versions of Coca-Cola – sold by three separate businesses – were on the market. Today, 96% of the world's population recognizes the Coca-Cola logo and almost 2 billion bottles of Coke are sold every day.



## Pepsi-Cola

Pepsi was first introduced as "Brad's Drink" in New Bern, North Carolina in 1893 by Caleb Bradham, who made it at his drugstore. It was renamed Pepsi Cola in 1898 after the root of the word "dyspepsia" and the kola nuts used in the recipe. The original recipe also included sugar and vanilla. Bradham sought to create a fountain drink that was appealing and would aid in digestion and boost energy. In 1903, he moved the bottling of Pepsi-Cola from his drugstore to a rented warehouse and that year sold 7,968 gallons of syrup. The next year, Pepsi was sold in six-ounce bottles, and sales increased to 19,848 gallons. In 1909, automobile race pioneer Barney Oldfield was the first celebrity to endorse Pepsi-Cola, describing it as "A bully drink...refreshing, invigorating, a fine bracer before a race." The advertising theme "Delicious and Healthful" was then used over the next two decades. In 1931, at the depth of the Great Depression, the Pepsi-Cola Company entered bankruptcy—in large part due to financial losses incurred by speculating on the wildly fluctuating sugar prices as a result of World War I. Assets were eventually purchased by Charles Guth, the President of Loft, Inc., a candy manufacturer with retail stores that contained soda fountains. He sought to replace Coca-Cola at his stores' fountains after Coke refused to give him a discount on syrup. Guth then had Loft's chemists reformulate the Pepsi-Cola syrup formula.

On three separate occasions between 1922 and 1933, The Coca-Cola Company was offered the opportunity to purchase the Pepsi-Cola company, and it declined on each occasion. During the Great Depression, Pepsi gained popularity following the introduction in 1936 of a 12-ounce bottle. A hit radio advertising campaign featuring the jingle "Pepsi-Cola hits the spot / Twelve full ounces, that's a lot / Twice as much for a nickel, too / Pepsi-Cola is the drink for you", helped boost sales. Pepsi encouraged price-watching consumers to switch, obliquely referring to the Coca-Cola

standard of 6.5 ounces per bottle for the price of five cents (a nickel), instead of the 12 ounces Pepsi sold at the same price. Coming at a time of economic crisis, the campaign succeeded in boosting Pepsi's status. From 1936 to 1938, Pepsi-Cola's profits doubled. While Coke still outsells Pepsi today, Pepsi has become a worldwide food conglomerate including brands such as Frito-Lay, Gatorade, and Quaker Oats.



### Hires Root Beer

Hires was created by Philadelphia pharmacist Charles Hires in the 1870's. The official story is that Hires first tasted root beer, a traditional American beverage dating back to the colonial era, while on his honeymoon in 1875. By 1876, Hires had developed his own recipe and was marketing 25-cent packets of powder which each yielded five gallons of root beer.

At Philadelphia's Centennial Exposition in 1876, he gained new customers by giving away free glasses of root beer. Hires marketed it as a solid concentrate of sixteen wild roots and berries. It claimed to purify the blood and make cheeks rosy. In 1884, he began producing a liquid extract and a syrup for use in soda fountains, and was soon shipping root beer in kegs and producing a special fountain dispenser called the "Hires Automatic Munimaker." In 1890, the

Charles E. Hires Company incorporated and began supplying Hires root beer in small bottles claiming over a million bottles sold by 1891.

But Hires choice of name for his product caused a problem; the word "beer" drew the wrath of the Temperance Movement. He had his root beer tested by a laboratory, and announced the labs conclusion that a glass of his root beer contained less alcohol than a loaf of bread. Hires Root Beer was promoted as "The Temperance Drink" and "the Greatest Health-Giving Beverage in the World." Hires advertised aggressively, believing "doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."



### 7Up

Charles Leiper Grigg was born in Missouri in 1868. As an adult, Grigg moved to St. Louis and started working in advertising and sales, where he was introduced to the carbonated beverage business.

By 1919, Grigg was working for a manufacturing company owned by Vess Jones. (Yes, as in Vess Soda). It was there that Grigg invented and marketed his first soft drink, an orange-flavored drink called *Whistle*. After a dispute with management, Grigg quit his job (giving away *Whistle*) and started working for the Warner-Jenkinson Company, developing flavoring agents for soft drinks. Grigg then invented his second soft drink called *Howdy*. When he eventually moved on from Warner Jenkinson Co., he took his soft drink *Howdy* with him.

Together with financier Edmund G. Ridgway, Grigg went on to form the Howdy Company. So far, Grigg had invented two orange-flavored soft drinks. But his soft drinks struggled against the king of all orange pop drinks, Orange Crush.

Deciding to focus on lemon-lime flavors, by October of 1929, he had invented a new drink called, "Bib-Label Lithiated Lemon-Lime Sodas." For obvious reasons, the name was quickly changed and 7Up Lithiated Lemon Soda was introduced. By 1936 it became known simply as 7Up.

The original formulation contained lithium citrate, which was used in various patent medicines at the times for improving moods. It still is used today to treat manic-depression. Maybe that's where the phrase "You Like It, It Likes You" came from! Lithium is one of the elements with an atomic number of seven, which some have proposed as a theory for why 7Up has its name. Grigg never explained the name, but he did promote 7UP as having effects on mood. Because it debuted at the time of the stock market crash of 1929 and the onset of the Great Depression, this was a selling point. The reference to lithia remained in the name until 1936. Lithium citrate was removed from 7UP in 1948 when the government banned its use in soft drinks. In the 1970's, it took on the identity as "The Uncola."

Westinghouse took over 7UP in 1969. It then was sold to Philip Morris in 1978, a marriage of soft drinks and tobacco. 7UP merged with Dr. Pepper in 1988. Now a combined company, it was bought by Cadbury Schweppes in 1995, a more likely marriage of chocolates and soft drinks. That company spun off the Dr. Pepper Snapple Group in 2008.



### Orange Crush

Clayton J. Howell partnered with Neil C. Ward in 1916 to incorporate the Orange Crush Company. Ward, a beverage and extract chemist, perfected the process of blending ingredients to create the exclusive formula that yielded the zesty, all-natural orange flavor of Orange Crush.

Soft drinks of the time often carried the surname of the creator along with the product name. C. J. Howell was not new to the soft drink business, having earlier introduced Howell's Orange Julep. Since Howell sold the rights to use his name in conjunction with his first brand, Ward was given the naming honors, and Crush was first premiered as "Ward's Orange Crush." Originally, Orange Crush included orange pulp in the bottles, giving it a "fresh squeezed" illusion even though the pulp was added rather than remaining from squeezed oranges.

Other flavor introductions followed the debut of Orange Crush. Crush is now available in Orange, Diet Orange, Cherry, Grape, Strawberry, Pineapple, Peach and Lime nationwide.

In 1989, Cadbury Beverages acquired Crush USA from Procter & Gamble Co. Today, Crush, along with so many other of the classic flavors, is part of Dr Pepper Snapple Group. Trivia fact: A can of Orange Crush appears in every episode of the TV show "ER."



### Nehi

The Chero-Cola company was founded by Claud A. Hatcher, a Columbus, Georgia grocer, who began bottling ginger\_\_ale and root beer in 1905. The company added Nehi to its line of sodas in 1924 in order to offer a broader variety of flavors. It offered orange, grape, root beer, peach, and others. The national advertising logo of Nehi was typically a picture of a seated woman's legs, in which the skirt was high enough to show the stockings up to the knee, suggesting the phrase "knee-high", to illustrate the correct pronunciation of the company name. It was also said that when Nehi was first introduced, the company was "knee high" in competition in the soda business. Nehi was instantly successful and outsold Chero-Cola entirely. The company changed its name to Nehi Corporation in 1928. Robert Ripley helped the beverage brand, when he advertised for them on his radio

show "Ripley's Believe It or Not!". By 1940, Nehi products were available in forty-seven of the

forty-eight states. In 1946, the company began to enhance its advertising by using celebrities. Bing Crosby, Joan Crawford (before joining the Pepsi Cola Company board of directors), Bob Hope, and many others joined in selling the products of the Nehi Corporation. When World War II was over, the company and its bottlers joined whole-heartedly in a progressive program of expansion and improvement that made 1947 one of the great years in the history of the enterprise. In that year, glamorous Hedy Lamarr was pictured in point of purchase advertising signs. At that time, Nehi offered more than ten flavors. Those included Dr. Nehi, Nehi Chocolate, Nehi Root Beer, Nehi Lemonade, Nehi Wild Red, Nehi Blue Cream, and its more classic flavors Nehi Orange, Nehi Grape, and Nehi Peach. Later, the Nehi Corporation reformulated Chero-Cola, renaming it Royal Crown Cola. "RC" Cola sold so well that the company again changed its name to Royal Crown Cola Co. In April 2008, Nehi became a brand of Dr Pepper Snapple Group in the United States.



### Squirt

In 1938 Herb Bishop created the carbonated grapefruit drink called Squirt. His intention was to make a soft drink that required less fruit and sugar than other sodas to save on costs during the Great Depression. He started with a popular soft drink by the name of *Citrus Club* that was bottled in Phoenix, Arizona. Bishop's experimentation resulted in a soft drink made from grapefruit juice and sugar that he believed to be the freshest tasting soft drink available on the market. He thought it tasted like a slice of grapefruit exploding in the mouth, so he called it "Squirt". In 1941, Bishop and his partner, Ed Mehren, created a character called "Little Squirt" to use in the marketing of their soft drink. The little tyke encouraged people to "Drink Squirt". He caught on right away with the consumers and sales increased. The soft drink did well through WWII, because of its reduced sugar content, and in the 1950s, Squirt became

a popular drink mixer. The back of each bottle proclaimed Squirt "In The Public Eye." By the mid-1970s, it was sold in Central and South America. Today Squirt is the best-selling grapefruit soft drink in the United States. It is one of the many brands under the corporate umbrella of Dr. Pepper/Snapple group.



### Nesbitt's

The Nesbitt Fruit Products Company was founded in 1924 by Hugh S. Nesbitt. The company produced syrups to be used in soda fountains and a full line of fountain products including various fruit flavors to be mixed with soda water and toppings for ice cream. They also marketed branded dispensers and other fountain supplies. In 1927 the company began producing Nesbitt's Orange for distribution to soda fountains where it was mixed with 5 parts water. When they started bottling it in 1938 it was distinguished by the fact that it was made from 10% California orange juice. The brand was franchised to independent bottling companies all over the United States and around the world. Besides Orange, other flavors bottled included: Creme Soda, Grape, Strawberry, and Root Beer. Nesbitt also made "Sprig," a lemon lime drink.

While attending the 1943 American Bottlers Of Carbonated Beverages convention in St. Louis, Mr. Nesbitt reportedly had consumed too much of a beverage somewhat stronger than soda and got into a fist-fight with another conventioner. When he hit the floor, he suffered a brain hemorrhage and died. He was 46 years old.

But the death of its founder, didn't stop the success of Nesbitt's Orange. Marilyn Monroe became a model for the company in 1949. Several years later, Nesbitt's Orange became the "Official Orange Drink" for Disneyland from the time it opened in 1955 into the 1960's. It was the only orange drink sold in the Park. And Nesbitt's Orange was reportedly a favorite of Elvis as well. Among his favorite foods were burned bacon, olives, vegetable soup, and peanut-butter and banana sandwiches. He'd wash all it down with Pepsi or Nesbitt's Orange soda.

*Article compiled by David Meinz. Sources: Wikipedia, Mary Bellis, Planet Retro, Tom Scott, and other internet sources.*

## Collecting Applied Color Label Soda Bottles: A Review

By Paul Lefkovitz

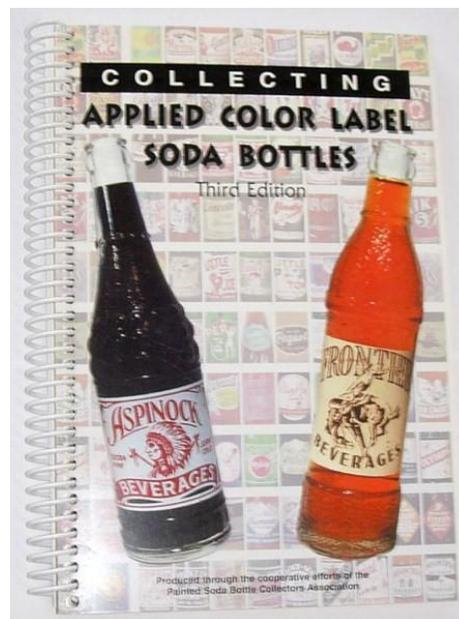
"Collecting Applied Color Label Soda Bottles" was first published by Rick Sweeney in 1995. The most recent Third Edition was released in 2002. It was produced through the cooperative efforts of the members of the Painted Soda Bottle Collectors Association.

The Third Edition is a spiral bound volume that is 174 pages long. It is printed on high quality glossy paper. The scope of this book is encyclopedic, listing over 1,600 applied color label (ACL) soda bottles. 1,200 are presented in clear full color photographs, focusing on the applied labels. However, this book is no simple price guide. Almost anything you might want to know about ACL soda bottles is covered in this handy volume---and much more.

The book commences with a brief history of the ACL industry. It is followed by a fascinating and lengthy chapter entitled, "A Few Interesting ACL's". This chapter creatively reveals the historical back stories that inspired the brand names and design characteristics of specific ACL bottles. Subsequent chapters deal with ACL's as a collectible area in terms of the past, present, and future. A helpful listing of bottle marks and their manufacturers follows.

And then, 73 pages into the book, there is the actual listing. Holding true to the book's creative approach to chronicling this hobby, the listing is unique and innovative. Yes, it is a price guide, but it is also so much more. Presented alphabetically, the listing of 1,600 ACL bottles includes reference to the photo number in the book, the approximate date the bottle was produced, the size in inches, the city of the bottler and sales prices in three different time ranges (1993-94; 1995-97; 1998-2001). A rarity rating is provided if no prices are available. That is an amazing amount of information to pack into one listing! The book concludes with a helpful bibliography of books, periodicals, pamphlets, and internet sources.

This book is deservedly acknowledged as the "bible" on the subject of ACL bottles. Any collector with even a passing interest in ACL bottles should have this book in his or her library. There is no way you could pick up even 10% of the information it makes available on internet sites.



In summary, this is an outstanding reference tool and is highly recommended to both casual and serious soda bottle and other antique advertising collectors. Rick is offering these books to AAAA members at the special price of \$45.00, including shipping. Orders with payment should be directed to: Rick Sweeney, 9418 Hilmer Drive, La Mesa, CA 91942.

I reached out to Rick for a his perspectives on this book. In response, he offered the following and I will give him the last word on the subject:

" I am often asked why I have such a keen interest in old soda bottles. I have spent my entire life in the graphic arts trade and, like many other collectors, have an interest in American history. The ACL soda bottle label is a complete blend of these two interests.

Early soda label art was hand crafted by true artisans; the technology to apply color to glass was a uniquely American creation; the subject matter of the labels, in many cases, represent Americana at its best; and the soft drink industry itself was (and still is to some degree) a part of American culture.

The soft drink industry has changed. Companies have consolidated or gone out of business. Many of the small towns that supported the local soda bottler have been swallowed up by large cities. The labeling machinery has been disassembled and sent to be used in other parts of the world or abandoned for newer labeling devices.

What remains are small colored glass "windows" to our past.

COLLECTING APPLIED COLOR LABEL SODA BOTTLES, Third Edition, was published to document this unique American experience in product labeling."

---

## Dating Post Cards

This article is in recognition of National Post Card week, which is celebrated during the first full week of May.

Collectors inherently love to date their memorabilia. Some areas of collecting lend themselves better than others to the identification of time frames. One of those is post cards. While not perfect, there are a number of different clues that can be cobbled together to come up with a pretty good idea of the age of a post card.

There are a number of post card dating guides that can be found in books and on the internet. A very helpful set of guidelines was recently observed in an eBay listing (dealer: sexe1). These guidelines are based on paper types and markings that can be found right on the post cards. With the eBay seller's permission, here are those guidelines:

### PAPER - DATES - NOTES

ANSCO 1930-1943

ANSCO 1940-1960 2 Stars at top & bottom

ARGO 1905-1920

ARTURA 1910-1924

AZO 1926-1939 Squares in corners  
AZO 1904-1918 4 triangles pointed up  
AZO 1918-1928 Triangles 2 up, 2 down  
AZO 1907-1909 DIAMONDS in corners  
AZO 1922-1926 Empty Corners  
BADGER 1905-1909  
CYKO 1904-1925  
DEFENDER 1910-1920 Diamond above & below  
DEFENDER 1920-1945 Diamond inside  
Devolite Peerless 1950 -  
DOPS 1930 -1942  
Du Pont 1945-1955  
EKC 1939-1950  
EKKP 1936-1948  
EKO 1942-1970  
KODAK 1950 - NOW  
KRUXO 1907-1915  
KRUXO 1911-1927 Xs in corners  
NOKO 1907-1925  
PMO 1907-1915  
SAILBOAT 1904-1908 Sailboat in circle  
SOLIO 1903-1922  
VELOX 1907-1914 Diamonds in corners  
VELOX 1901-1914 Squares in corners  
VELOX 1909-1914 Triangles: 4 pointed Up

---

## Indy Ad Show Returns For a Successful Spring Event

After a highly successful inaugural show last Fall under new ownership, the Indy Ad Show returned on May 5-6 for its first Spring show. Once again, the show was a big success, even surpassing the high bar that was established last Fall. Almost 300 dealers filled the Boone County Fairgrounds facilities with top quality antique advertising, gas and oil memorabilia, and general antiques. Antique advertising represented the primary core of the offerings.

Nona and Mark Wilson of Northstar Collective are the new owners of the show and they continue to be doing all the right things. Nona and Mark have created what they refer to as the "Boone County Treasure Hunt" which includes the Indy Ad Show, a vintage antique show, gas and oil show, and an auction (conducted by 326 Auctions). It really is an extravaganza. Admission to all three shows is just \$8.00.

At the conclusion of this show, dealers enthusiastically reported that sales were strong. They added that they like the new location very much. Many also commented on how easy the new



owners are to work with. Perhaps it was a matter of getting used to new surroundings but it appeared that the dealers were very relaxed and enjoyed themselves greatly at this show.

Buyers were thrilled with the broad range and impressive quality of the items that were available. Whether your interest is in general store, tobacco, signs, tins, displays, breweriana, drug store, gas and oil, or whatever, there was something for you. The number of dealers present made this show a honey hole for shoppers and buyers.

The weather was very cooperative and attendees meandered in and out of the various buildings throughout the beautiful day. Food vendors provided delicious offerings and prompt service.

If there was any concern that the Fall, 2017 show was a one-and-done situation, this Spring show put all fears to rest. The new owners of the Indy Ad Show have proven themselves to be the real deal and have elevated the Indy Ad Show to a level not seen in many, many years. The owners also own and manage several other antique shows around the country so they are establishing themselves as a prominent force in the industry.

Seeing this show continue to evolve in the years ahead should be fun!

Show Co-Owner Nona Wilson responded to the Checkerboard's request for a comment thusly: "The crowds and dealers both voiced their amazement as to the outstanding merchandise. Many thought that the inaugural move to the new venue at the Boone County Fairgrounds was great and that the merchandise couldn't be topped, but in fact, this second go-a-round proved to be even better. The Indy Ad Show is becoming an iconic event that rivals none for that the die-hard collector who can attend this twice-a-year show to satisfy their collecting needs."

We agree.

---

## **Viceland Icecream Screemers Video**

Those who attended last year's AAAA convention may be aware that a crew from Viceland, a major cable production company, was on site to do a shoot. They were producing a piece on the Ice Screamer's convention as part of a documentary series on ice cream. (For those not aware, the Ice Screemers and AAAA collaboratively conducted our conventions at the same hotel last year.)

The Ice Cream series premiered on VICELAND cable TV on April 24th, and will air every Tuesday through the end of June. The episode featuring the Ice Screemers Convention will air on 6/19/18 at 10:30 pm as part of their Philadelphia area/ Ice Cream History episode. Check it out! If you were at the Convention, you might have even been captured in one of the shots! For those of you without access to Viceland's cable TV station, the episode should be available on You Tube or viceland.com.

---

## AAAA Board of Directors Elections

It has been a while since we have conducted an election of AAAA Board Members. We will resume that practice at the AAAA Convention in July. The Board will present a slate of candidates for approval to the members present at the Business Meeting.

If you have any interest in serving on the Board or have any questions, please contact Steve Lefkovitz, AAAA President, by [clicking here](#). Please respond by June 8.

---

## Upcoming Auctions

**May 15, 2018**  
**Morphy Auctions**  
**Denver, PA 17517**

Morphy Auctions will be conducting an auction of advertising items including over 50 breweriana and alcohol-related lots, 100 Coca Cola lots, 75 soda-related lots, 150 general store-related and sign items and more. For further information, go to [www.morphyauctions.com](http://www.morphyauctions.com) or call 877-968-8880.

**May 24-25, 2018**  
**Chupp Auctions**  
**Shipshewana, IN**

Chupp Auctions will conduct a large two day event featuring a broad selection of antique advertising including signs, gas & oil, and country store items such as hard-to-find counters, cabinets, showcases, coffee grinders, cash registers, bolt bin, and carved cigar store Indian maiden. For further information, go to: <https://www.auctionzip.com/Listings/3090857.html>

## 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 are permitted.

Singer Sewhandy Model 20-Green-regular paint, not hammertone. To reply, [click here](#).

National Biscuit Company, Nabisco, Uneeda Biscuit, Uneeda Bakers, Muth Bakery, NBC Bread toys, signage, tins, containers, displays, historical items. Please Email [jbarney@ameritech.net](mailto:jbarney@ameritech.net) or call (937) 205-2232.

Early Cigarette Rolling Papers: Pre-1940's - American, Zig Zag, Braunstein Freres, Bambino, and Ottoman papers wanted. To reply, [click here](#).

Top Condition Sunset Trail Oval Cigar Tin-White version. To reply, [click here](#).

Convention Hall Coffee Tin-One pound yellow version. To reply, [click here](#).

Antique/Collectible Banking and Financial System "Give-a way" and advertising items. Specifically from Pennsylvania. Alarm devices and such. To reply, [click here](#).

Unusual one pound peanut butter tins. Tin litho or paper label. To reply, [click here](#).

Marshmallow Tins, Smaller than 5 Pound Size. To reply, [click here](#).

American Cookie, Biscuit and Cracker Tins and Boxes. To reply, [click here](#).

Columbian Stove sign made by the Keeley Stove Co. in Columbia PA To reply, [click here](#) or call 717-572-3108.

Continental Cubes Tobacco Tin: (Larger pocket tin....one size above the normal size pocket). Also large red 3 lb. Franklin coffee tin canister (Ben Franklin face). To reply, [click here](#).

VITAMINS advertising, displays, signs, bottles, and anything related: Hadacol is an example. Most would come from the 1930's thru the 1970's. Also anything related to cod-liver oil and WEIGHT-LOSS, REDUCING, ANTI-FAT, and OBESITY ITEMS. To reply, [click here](#).

Early tin signs lithographed by Tuchfarber, Wells and Hope, Worcester Sign Company, Sentenne and Green, etc. I can pay more for good condition, but would be interested in any condition. Don Lurito [DRelington@aol.com](mailto:DRelington@aol.com) also in the directory. To reply, [click here](#).

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

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](#).

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](#).

Edmunds Coffee Company, Edmunds Tea Company, 1776 Coffee, American Beauty Tea, Japan Tea, Devonshire Tea, (imported by Edmunds, Boston/Chicago): Any items such as tins, signs, paper, or anything else related to the Edmunds 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](mailto:plefk@generalstoreantiques.com)) serves as Editor of the AAAA Checkerboard. Copyright, 2018, Antique Advertising Association of America

---

[Send Us an E-Mail](#)



[Visit the AAAA Website](#)

---