



Checkerboard

August, 2015

2015 Convention: "Fun", "Educational", "Fellowship", "Great People", "Friendly", Exciting Antique Advertising!

These are the words used to describe the 2015 AAAA Convention by attendees that completed the surveys. The event ran smoothly and offered non-stop activities from Wednesday evening through Saturday morning. The entire September, 2015 issue of PastTimes will be devoted to the Convention. However, for those eager for a glimpse now, we will provide a brief review here. (There will be no repeated photos in September).

2016 Convention

Before we get to that, however, for those that are curious about the 2016 Convention, the announcement was made that next year's Convention will return to the Embassy Suites in Columbus (Dublin), Ohio. It will take place July 20-23, 2016. The National Graniteware Society Convention will also be at the hotel at that time and we will once again coordinate efforts with them. This announcement was met with enthusiastic applause due to the popularity of the two-room suite settings at the hotel and the very collegial interaction we had with the Graniteware Society members last year. For questions about the 2016 Convention, contact Paul Lefkovitz by [clicking here](#).

In the spirit of continuous improvement, two important changes will be made in 2016. In order to increase the number of active bidders in the silent auction, it was proposed by the Board and broadly supported by the membership to extend "Public Night" to a "Public Day" so that members of the public would be permitted to bid in the Silent Auction. Public Night attracted around 40 attendees this year and it is anticipated that a "Public Day" (consisting of the Silent Auction and evening Room Hopping) would attract even more participants. Next year, we will also invite members of the Graniteware Society to participate as bidders in the Silent Auction. These changes should greatly increase the bidding activity.

The other change is that the Favorite Advertising Event will be moving to Thursday evening from Friday evening so it does not conflict with Public Night. This will avoid

the bid for sellers that wish to both sell to the public and participate in the Favorite Advertising event. A new innovation is that owners of the entries will be on hand to answer questions about their items. That should make the event more educational. Additional innovations will be introduced by Board Member Phil Sarrel, who will assume the role of Coordinator of this event. His vision is to take the Favorite Advertising Exhibit to a new level, reminiscent of the "good ol' days".

If you have any suggestions for the 2016 Convention, please contact Paul Lefkovitz by [clicking here](#).

OK, now its on to the review of this year's Convention in Reading, PA.

The Setting

The Crowne Plaza Hotel-Reading provided a wonderful backdrop for the 2015 Convention. The hotel worked extremely hard and successfully to ensure that all sellers were located in one wing of the hotel and non-sellers were located in the adjacent wing. All of the meeting rooms were located on the same level. It could not have been any more convenient. The amenities of the beautiful hotel were excellent.



Breaking Bread

The Convention included five delicious meals. Attendees busied themselves trading good stories and meeting new friends during these gatherings!





Conducting Business



President Steve Lefkovitz Conducts the Business Meeting



Paul Lefkovitz, Convention Coordinator, Makes Announcements



Karol Atkinson, Treasurer, Reports on AAAA's Healthy Financial Status

Seminars

Four seminars were conducted this year. Presenters included Remy Ruben, Randy Huetsch, John Morford, Paul Nicholson, Evy Mayer, and Leo Fry. The

seminars were very well received! Seventy-one percent of those completing surveys rated the seminars as "Excellent" and a total of 97% rated them as "Excellent" or "Good". Those are outstanding ratings! Additional details regarding the four seminars will be provided in the September issue of PastTimes.

Room Hopping

Room hopping kept attendees busy several times each day. Wonderful goodies were presented for sale and the buying was brisk. Ninety-four percent of those completing surveys reported that their experience as a buyer or seller was either "good" or "excellent".



The Hospitality Suite

The AAAA Hospitality Suite served as the central hub of Convention activities where check-in occurred, questions were answered, snacks were obtained, and people "hung out". Michele Lefkovitz was responsible for the operation of the Hospitality Suite.



Michele Lefkovitz Stands Ready to Lend Assistance

Silent Auction

Amy Vehling once again did a wonderful job of overseeing the Silent Auction. Thank you Amy! Appreciation is also tendered to the cadre of volunteers that assisted her, including: Georgia Spillman, Helena Bartels, Beverly Hunt, Bob Hunt, Linda Seeley, Mike Bartels, Wyatt Yon, Ted Wahlfeld, Fred Schwimmer, Ellie Schwimmer, Karol Atkinson, Evy Mayer, John Morford, Bill Morford, Phil Sarrel, Ted Wahlfeld, Evan Voelker, Michele Lefkovitz, and Mandykae Akers.



Let the Games Begin!

Lenny Kirby did a great job of conducting the enjoyable raffles and games. He kept us all entertained! Thanks, Lenny!



Lenny Kirby, Assisted by Ellie Schwimmer, Conducts the Raffles

Favorite Advertising Room

An exciting array of outstanding antique advertising items was presented in the Favorite Advertising Room. Linda Seeley, with the assistance of Paul Nicholson, Amy Vehling, Leo Fry, and Bill Seeley did a great job of coordinating this event. The winners, along with photos of their winning entries, will be reported in the September issue of PastTimes.



Sponsors

AAAA was fortunate to receive the support of many sponsors this year. The resultant sponsorship dollars were used to fund the raffle prizes. AAAA wishes to express its appreciation to the following generous sponsors of the 2015 Convention:

- 272 Antiques Mall
- Antique Trader/Krause Publications
- Bob Nance-Booth A-40 Renningers Antique Market
- General Heath's Antiques
- Heritage Antique Center
- Indy Advertising Show
- Kovels Publications
- Mad Hatter Antique Mall
- Morphy Auctions
- Lancaster County Antique Center
- Shupp's Grove Antique Market
- Time Matters Antique Mall

The sponsoring antique malls were provided with posters identifying them as a sponsor of the AAAA Convention. The posters were proudly displayed, as illustrated below. In checking with the mall owners and managers after the Convention, they reported doing a very, very brisk business in antique advertising the week we were there. Some also commented on how warm and friendly our members were. All reported they were very pleased that they were involved as sponsors. Again, we appreciate their vital support!



The September issue of PastTimes will be entirely devoted to the Convention so look forward to much more information and photos. (There will be no repeated photos.)

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 was introduced last month: 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](#).

September 18-19, 2015 (9:00 AM) Morphy Auctions, Advertising Auction. Over 1,000 lots of premier antique and vintage advertising. 2000 N Reading Road, Denver, PA 17517, 877-968-8880, www.morphyauctions.com

September 19-20, 2015 Attention collectors! A gigantic two-day auction of vintage advertising, posters, toys, and coin-operated machines will take place September 19th and 20th in Chicago at Potter & Potter Auctions. This cataloged sale will include something for everyone, in every price range. For more information, visit www.potterauctions.com.

September 26, 2015, October 24, 2015 Manifest Auctions Fall Events. Online Only Auction - September 26th Fall Catalog Auction Event - October 24th. 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!

Tobacco Tin Tags: A Hidden World of Tobacciana

By Paul Lefkovitz

A tobacco tin tag is a piece of metal, usually pronged, which was attached to a "plug" of chewing tobacco for brand identification, according to "Tobacco Tin Tags" by Gary Schild. Tin Tags made their appearance in the 1870's and continued to be produced until around 1930, when cellophane and other paper wrappings came into common use. P. Lorrillard & Co was the first company to introduce tin tags.

While they were originally introduced for branding purposes, they really caught on with the public and became popular as collectables. Eventually, they were also used as premiums, to be turned in to the company for prizes.

It is estimated that there are over 12,000 different types of tin tags in existence. While diminutive, they represent a beautiful domain of tin lithography. Subject matter is all over the map, including humorous, political, satirical, romantic, sports, food, animals, famous people, beautiful women, militaria, sports, and just about everything else conceivable.

In addition to the huge variety available, tin tags are a delight to collect since they are educational, colorful, visually appealing, generally quite affordable and take up hardly any space. Most common tin tags in average condition can be purchased in the \$2 to \$10 range. Bulk purchases can be had for as little as \$1 apiece or less. At the same time, like any collectable, you can also spend as much as you'd like on scarce items in mint condition. Such examples on eBay can command well over \$100 each.

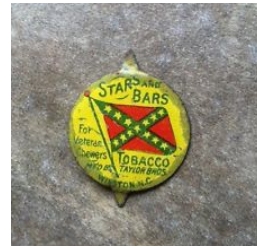
The title of this article draws its inspiration from the fact that very few tin tags are ever seen in antique shops, malls and even the AAAA Convention. In contrast, tin containers and signs are routinely seen in abundance. I brought a few tin tags to sell at the AAAA Convention and was surprised at the number of individuals who had never even seen one or heard of them.

And yet there does seem to be a hidden "world" of tin tag collecting. On eBay, between May and July, a total of 2,367 tobacco tin tags were sold. That's sold--not just offered. And actually, the number of tags greatly exceeded that amount because a number of the auctions included multiples or large lots. So thousands of tin tags are being sold on eBay. That obviously means that the charms of tin tag

collecting remain apparent to a number of individuals, even though their profile is not high in the antique advertising community.

For those that would like to learn more about tin tags, the definitive reference guide is "Chewing Tobacco Tin Tags", by Louis Storino, published by Schiffer Books in 1995. This excellent guide includes listings of 6,000 tin tags and clear color photos of 2,000. It also includes a price guide. While out-of-print, it is readily available on eBay for a very modest price.

Photos of some tin tags recently sold on eBay appear below to give you an idea of what is out there. This grouping includes some common examples that went for a few dollars each but also includes some rarer items in outstanding condition that went as high as \$100 or more.





Indy Advertising Show

By Donna Weir, Indy Ad Show Promoter



The Indy Ad Show is quickly approaching on September 25 & 26. Dealers are finalizing arrangements for the show and while you will see your favorite dealers, you will also find new dealers at this Fall Show.

The Indy Ad Show is the nation's premier show to find early items from the 1800s up thru the 1960s from multiple categories including soda, drug store, country store, barber shop, gas & oil, and Americana. You will also find toys from cast iron to tin, ephemera and coin operated machines. Dealers from 28 states converge on the Indiana State Fairgrounds in Indianapolis, Indiana to transform a 65,000 square foot building into a collector's dream. The beginning collector to the most advanced is likely to find a favorite item at this show.

Do you enjoy map collecting? We are pleased to again welcome the Road Map Collectors Association to the Indy Ad Show. RMCA will be displaying and selling a large variety of maps in the same building as the Indy Ad Show. For more information about RMCA, visit their website at www.roadmaps.org.

Are you considering selling at the Indy Ad Show? If you are a dealer or collector looking to disperse of items, the Indy Ad Show is a great option. The Indy Ad Show is frequently called the "granddaddy" for advertising in all categories. Our customers come from all over the US and Canada to provide great exposure of your items. All exhibitor information can be found on our website at www.indyadshow.com or by calling Bruce at 217.821.1294

If you are planning on coming to the show on Friday, save money by ordering your preview tickets in advance for only \$25 by September 10th. After this date, the tickets are \$40. Friday admission also includes Saturday. Friday shows hours are 1-6pm.

If you are planning on coming to the show on Saturday, you will most likely see items that were not displayed on Friday. Several dealers add new items to their booth on Saturday morning. Saturday hours are 9-4pm.

The Indy Ad Show is located in the Champions Pavilion at the Indiana State Fairgrounds at 1202 E. 28th Street, Indianapolis, IN. Friday, September 25th 1-6pm and Saturday, September 26th, 9-4pm.

You Snooze, You Lose

As Related to the Editor by Karol Atkinson

One morning, I noticed a newspaper ad for the grand opening of a new Manasota Goodwill store. I immediately thought, I need to check that out! After all, it is only about a half-mile from my house. I set the ad aside with every good intention of attending the grand opening. Then some time passed. Then the grand opening passed. Then I saw an article in the newspaper about a potentially valuable find that was discovered at that very grand opening.



The newspaper article described how some lady, which could have been me, purchased a tin advertising lithograph for \$43. It was a large, original Alexander Pope tin lithograph entitled "Brook Hill Dog" that was manufactured by Kentucky distillers Friedman, Keiler & Co. to give to bars and saloons during the pre-Prohibition era. However many of the signs were destroyed or lost after prohibition was enacted.

Over the next few weeks, additional articles followed up on the tantalizing plans to sell the item at auction and speculating about its potential value. Each article just seemed to "rub it in" for my missing to the grand opening!

Finally, it was reported that the tin litho sold at auction for \$5,150, setting a new record for that advertising print.

Most of the proceeds went to charity so that's nice. But the moral of the story? Yep, You snooze, you lose.

In the News

AAAA members are getting their share of their 15 minutes of fame.

Burton Spiller was featured in an article entitled "Life After Office Hours", published in the UB Dentist magazine. Burton's involvement in collecting antique advertising was described in some detail. It was a nice little article! (On another subject, it should be noted that Burton donated to AAAA a collection of transparencies that were taken at an early TCCA convention. Thanks Burton!)

Gordon Addington was featured in three publications recently! One was in last month's issue of the AAAA Checkerboard regarding his Walgreen collection. His collection was also featured in the Spring 2015 edition of the Walgreen Alumni Association Newsletter. Finally, while not related to collecting, Gordon was honored in the June 4, 2015 issue of The Night Ministry Awards Dinner booklet for winning the prestigious President's Award (along with his wife, Paula). This award was tendered to Gordon and Paula in recognition of their exceptional service to the community. Congrats Gordon and Paula!

Have you been in the news recently? If so, please let us know by [clicking here](#) and we will be happy to share it with your fellow AAAA members.

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.

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](#).

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.

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

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, Fingers, 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*.



[Join us on Facebook](#)



[Send us an Email](#)