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"Past Times"

A NEWSLETTER FOR COLLECTORS OF ANTIQUE AND VINTAGE ADVERTISING

ANTIQUE ADVERTISING ASSOCIATION OF AMERICA

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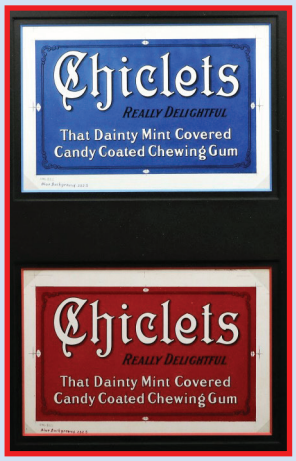
# Collectors Welcome History

## By Richard Shapiro

As a consultant in customer experience, customer relationship management and customer retention, I champion the value and critical importance of creating an emotional bond with your customers. Growing up as a young teenager I worked in my dad's men's shop and he taught me many lessons. I learned that he welcomed customers into our store as if he was opening the door and welcoming them into our home. My dad taught me that *customers are people first, customers second.* The premise has molded my entire career.

I am a long-time member of AAAA. Along with my passion for creating the ultimate customer experience, I am life -long collector of antiques. When I started my business, more detail to follow, it was a natural fit to search for treasures made by the companies we represented.

My membership in AAAA supported that quest. I always enjoyed being part of the association, although I would have liked to be more active. The newsletter keeps me current. I'm sorry to admit that I have attended only one convention in my twenty years being a member, but that experience was exceptional. I remember everything about it. It was wonderful to meet other people who shared my interest and enthusiasm. Of course, my purchase of an item from another member's collection was a highlight. I bought an original set of Chiclet advertising lithographs (photo right). The dealer wrote the story of where he purchased the piece to further document the historical significance. I really appreciated that. The lithographs are part of collection in my office.




In the beginning, most of my finds were from antique shows. More than being able to see and touch the item, it was the connection I made with the dealer that was significant. I loved to purchase from those dealers who were passionate about their collection and created an emotional bond with me by sharing the history of the item, told me about their families, and provided an education about the piece. Throughout the years, I bought many items on eBay and was satisfied with most. Sometimes I reached out to the dealer by phone to ask a question about an expensive item, but there was no substitution for meeting a dealer at their exhibit booth to see all of the items in their collection and to make a connection.

***What is my story? Why did I start collecting? And now, why am I in the process of dismantling my extensive and unique collection at this time in my life?***

I founded my business, The Center For Client Retention, better known as TCFCR, 30 years ago. We provide research, training, and consulting services for companies to build their brands and grab customers' attention. Our first clients were office product companies incorporated after World War II and did not have interesting advertising products. In 1994, Levi Strauss & Co., which traces its origins to 1853, became our

# AAAA NEWS AND NOTES

WELCOME to the new "Page 2" of the AAAA PastTimes! We have decided to change up the layout and also give it a new name: "AAAA News and Notes". On this page, you will find all the latest AAAA happenings, along with commentary by AAAA leadership. We hope you like these changes!

CONVENTION UPDATE This is the LAST CALL to register for the upcoming AAAA Convention! The deadline is **June 17, 2019**!

The 2019 Convention will take place in Reading (Wyomissing), Pennsylvania at the Crowne Plaza Hotel. It will open the evening of Wednesday, July 24 and conclude the morning of Saturday, July 27. In between will be a chock-full, highly-organized schedule of Room-Hopping, Seminars, Silent Auction, Favorite Advertising Exhibit, Games and Prizes, five sumptuous meals, and events hosted by the Ice Screamers Club: an Ice Cream Tasting Event, and a big Exhibit, Show, and Sale. In addition to our shared events with the Ice Screamers club, our Graniteware collector partners will also be attending the Silent Auction and participating as buyers and active sellers in Room Hopping.

The Convention Registration fee is $125 per person, which includes all events and five meals. The hotel guest room rate is $115 per night, plus 11% taxes. On-line registration is now available on the AAAA web site (www.pastimes.org). For those who prefer paper, a form is enclosed with this mailing.

IT'S SUMMERTIME! That means it is time to dig up your copy of the AAAA Membership Directory and plot out your visits to fellow collectors. The Directory includes indexes by both state and interest area so you can identify kindred souls in any desired location. For inspiration, refer back to the December, 2018 PastTimes article written by Reylan Lange (photo to the right) who visited 17 collections all around the US in 25 days!



Around 250-300 participants are expected at the Convention again this year, including AAAA registrants, Ice Screamers, Graniteware Gathering attendees and the general public! We have been heavily advertising in a number of publications, including AntiqueWeek, Antique Trader, Reading Eagle, Craig's List, Kovels, and others. The event will be a beehive of activity!

The market for antique advertising continues to get hotter and hotter! It costs nothing extra to be a seller at the Convention. Just bring those great items you'd like to sell and display them in your room. It is fun and profitable!

Whatever you do, don't delay any further. Registrations must be received prior to **June 17.** Hope to see you there!

NEW MEMBERSHIP RECRUITMENT PROGRAM! AAAA is excited to announce a new membership recruitment incentive program! If you recruit one or more NEW members of AAAA, you will receive the following rewards:

- One New Member: ½ year membership ($20 Value)
- Two New Members: Full year membership ($40 Value)
- Three or More New Members: Full year membership plus $20 in "buyers bucks" for EACH new member. Buyers Bucks can be used like cash in the rooms or the auction at the convention (Two year expiration)

Our revised membership applications include a space for the name of the person that recruited the new member. Only NEW members will count—not a membership that lapsed within the past year. Amy Vehling, Membership Coordinator, will track the recruitments and awards. The program will run from July to July and all winners will be announced at the annual Convention. Two membership applications are enclosed with this mailing.

Good luck to all! Let's really promote AAAA!


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# Collectors Welcome History (Continued)

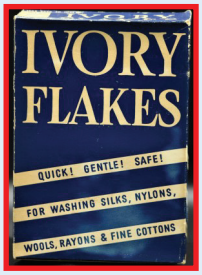
client. I found a large, 8 by 4-foot poster publicizing their jeans at an antique show. It was in perfect condition. I was thrilled! It had been tucked away in a basement of a men's store that had closed in Milwaukee. The poster, beautifully framed, found a home in TCFCR's reception lobby (photo below).




One of my earliest finds was a set of Quaker Oats Mugs (photo below). The promotional mug from the 1950's had a brown rim. They are fairly easy to locate even today. However, according to the dealer, the owner of the promotional company, Fine Plastics, had passed away and in his estate collection were the original samples provided to the Quaker Oats Company. The collection includes not only the brown rimmed mug, but also mugs in yellow, green, blue and red. I believe they are one of a kind. I am the proud owner. And, I admit, the mugs are some of my favorite items.



I visited the headquarters of The Procter & Gamble Company, one of our clients in Cincinnati, which was founded in 1837. There was a display case in the lobby housing the same original box of Ivory Soap detergent that we have in our office. I smiled and felt proud that TCFCR owned a piece of their history (photo left).




Another of our other clients, Neutrogena, established in 1930, then sold to J&J in 1994, gave me three bars of soap in their original aluminum foil wrapping that a consumer had given them (photo right). I have never seen those soaps anywhere in my travels or on the Internet. I felt so honored to receive such a special gift.




Although my interest in antique advertising was awakened in the mid 1990's, I purchased a Pepsi poster, a 1930's advertisement for my sons' room when they were 4 and 6 (photo below). They are now 37 and 39. The subject, two Pepsi kids, Big Shot! Little did I know in the early 1980's that The Pepsi-Cola Company would become one our largest clients. At that time, I hadn't even thought about starting my own company; I was an executive in the corporate world.




My last significant purchases were in 2012. I am an author of two books about customer experience and customer service. *The Welcome Edge: Unlocking the Secrets to Repeat Business* was published in 2012 and *The Endangered Customer: Eight Steps to Guarantee Repeat Business* in 2016. I was planning a book signing party at my office to unveil *The Welcomer Edge* and thought it would be great to have some new items to display. Coincidentally, a dealer I met at the Atlantic City Antique Show contacted me and said he had two items I had to buy. It was good timing and my interest was piqued. One was an extremely rare Ivory Soap metal hanging sign from the early 1900's (photo right). The second item was a 1930's Mr. Peanut with the original cane, which I understand is rare (photo left). I also found a large Danone poster (photo right) from the 1950's which I had been searching for over 15 years. That same piece is hanging in Dannon's headquarters in New York. The dealer for my poster was in Australia; I spoke to him and felt comfortable to buy.










A big part of my message to clients is the importance of finding out the story behind a purchase. In the world of antique advertising memorabilia, the stories are what got my attention. I love history. Usually that is a subject we can only imagine. Purchase a collectible and you own a piece of history. Not only for yourself but anyone who visits, displayed for all to see. That's exciting!

# Collectors Welcome History (Continued)







When our clients or prospects visit our offices, they are impressed. They realize that we value not only their business, but equally as important, their history. Over 10 years ago, the Episcopal Church was interested in our services. Not a consumer product company, but TCFCR advises many industries. The division was Church Pension Group, which provides the clergy and laypeople with their pension plans, medical benefits, etc. The church was established in 1789. They were considering our firm which had been recommended to them by another company, but also had two other research companies on their prospective list. I invited them to our offices to meet our team. When they met our staff who were welcoming, great listeners and understood their needs, they were sold. But they also were impressed and valued our collection of antique memorabilia advertising. They understood that that we understood that the Episcopal Church would not just be another client on our list, but a client who had a long-established history. With a handshake the deal was sealed, and our history together began.

In this world of AI (artificial intelligence), Alexa, Apple Watches, and Smart TV's people lose contact with people. Ironic, isn't it, since all these devices fall into the general category of communication? But today people would rather go on the Internet or use their mobile phone to purchase another technology gadget than go to an antique show. Years ago, every newspaper would advertise a local antique show in your neighborhood. There were permanent structures at fairgrounds with extensive booths most of the year and opened on weekends.

Life moves forward and so does my collection. My office is located in New Jersey. Up until 13 years ago, my home was only a short drive from TCFCR and my prized collection. Then my wife and I moved to New York City, about 30 miles away. Our clients communicate like everyone else, electronically. Of course it makes sense in our fast paced, multi-tasking, busy lifestyle. Frankly their responsibilities don't provide them with time to travel as much and they don't visit our offices as frequently. My role is changing, too. I am teaching graduate courses at several universities in New York and don't go to the office as much. One of my company's senior associates has assumed many of my former responsibilities giving me the opportunity to network, prospect and see our NY clients every day.

My collection was my passion; now educating young and eager to learn students is demanding my focus. It's time to dismantle and let others enjoy what I procured. I haven't decided how that task will be accomplished but have started to conduct my own research. Naturally, there are a few pieces shipped to our apartment in New York City. Big Shot! is now hanging in my grandson's bedroom which gives me enormous pleasure. My son, too, for that matter. The Pepsi kids are where they should be.

I teach that life is all about creating emotional bonds with people. The Internet has provided seamless fluidity in our lives but I like to reminisce about the old days. It was perfect to spend a whole weekend at an antique show seeking out the next great find. My emotions ran high just getting in the car to start our journey. We didn't always return with anything but when I did, there was a smile from ear-to-ear. Eager to show my new treasure and share the story that I learned from the seller who was often sad to let it go.

Those people who just look at an old advertising piece as interesting and a conversation-starter don't get it. Those members of the AAAA understand that every piece has history. We are passionate, like to create emotional bonds with other people and use our collections as a way to demonstrate our love for the past. I look forward to sharing my collection with another who wants to hear how I got interested in this wonderful hobby. I will make sure their first step is to join the AAAA if they aren't already a member.



*Editor's Note: We would like to thank Richard Shapiro for writing this article and sharing his unique and personal collection with AAAA members. If you would like to contact Richard, please use the following information:*

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# ANTIQUE STOVE ADVERTISING

## BY CHRISTINA CHAMPION

You know how it is, right? How one thing leads to another, and another, and another? And then.... you look around and HOLY COW! Where did all this 'stuff ' come from? Am I a HOARDER? A HOARDER, A HOARDER?? OH NOOOOOOO!!!

Well, if you're anything like me, you don't worry about silly things like: All my friends think I have way too much stuff! (HOARDER) I'm running out of room in every room in the house AND the barns! (Plural), (HOARDER) I'll never live long enough to sell it all! (HOARDER) How many different topics do I collect? (HOARDER) Well, maybe I am, but SO WHAT? I'm not ready for the Funny Farm yet! We all have to do something with our time!! Right? RIGHT???




So, how in the world did collecting huge, heavy antique stoves and their "go-withs" start? First, you buy an old house that has a chimney just begging for an antique cook stove to attach to it. And you've got to cook on something! So, you go to many, many auctions looking and looking til you find just the right one. But along the way, you start to notice these really cool stove-related advertising items like signs, cast iron cook pans, porcelain china sets, yard-sticks, trade cards, cast iron turtles, match safes, match holders, cookie cutters, biscuit cutters, frogs, beaver paperweights, miniature fry pans, calendars, stove polish, pot holders, watch fobs, ink blotters, bill hooks, broom holders, toy stoves, tip trays, pocket mirrors, rulers, tape measures, puzzles, games, booklets, catalogs, door pushes, pin cushions, thermometers, cooking utensils, egg separator's, tea strainers, ladles, letter openers, stove tiles, spoon holders, enamel cook pots, hot pads, pie tins, tea kettles, horse blanket, floor furnace grates and oh yeah, fly swatters! Fly swatters? Yup!!


















# ANTIQUE STOVE ADVERTISING (CONTINUED)



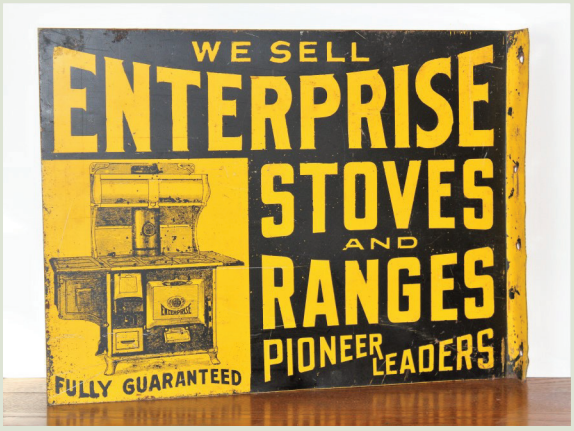


And just when you think you have it all under control, you see another great kitchen cook stove. You don't have room in the kitchen, but you buy it anyway. And along comes a real nice parlor stove. Buy. Then there's a SUPER Base Burner. It's a basket case, but it'll look great in the living room! (When it's repaired.) Buy. And don't forget the other 2 or 3 that are stashed in the corner of one of the barns!

So there you have it. I must confess. I MAY be a hoarder. We just won't mention the other collections that are in the house and the barns…….I think I can get away with it!!! YIPPEEEEE!!!

My collection consists of 19th and very early 20th century advertising, stoves and premiums made from tin to paper, iron, porcelain, wood, cotton and glass. Values vary from just a couple dollars to into the thousands.

So the next time you're out hunting treasures, maybe something stove-related will catch your eye and you'll bring it home cause it's so cool..... And so it begins!


















# ANTIQUE STOVE ADVERTISING (CONTINUED)























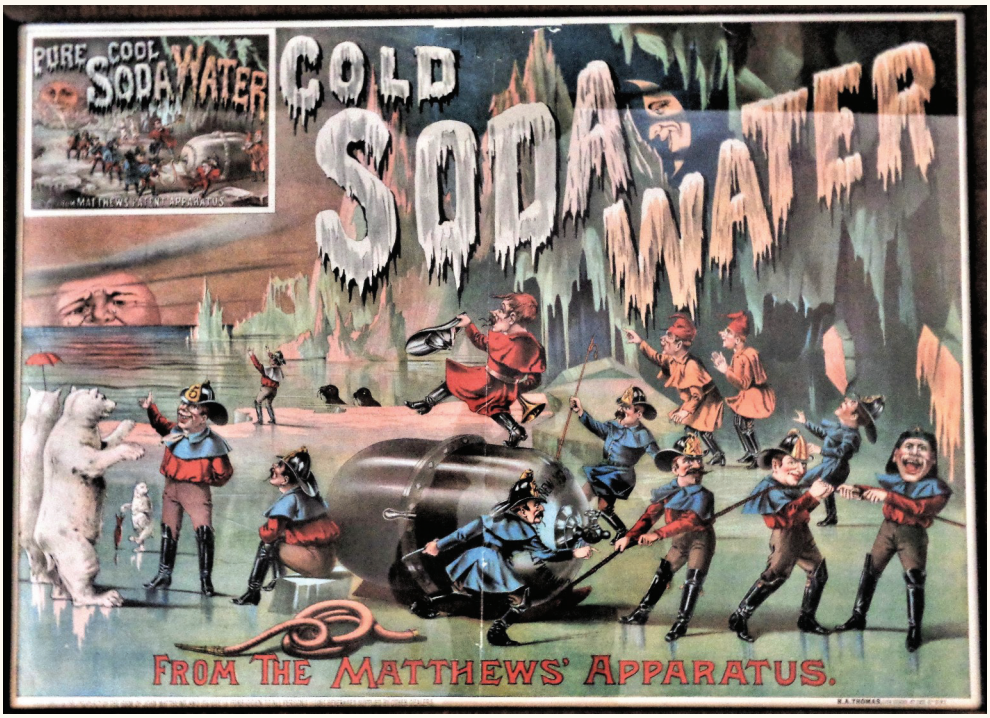




# THE JOHN MATTHEWS SODA FOUNTAIN POSTER

## BY JEREMY BLUM

One of the wildest Victorian American advertising posters I have is for the John Matthews Company's soda fountain tanks. This is quite the cross collectible. It appeals to collectors of early advertising posters, soda advertising, fire-fighting items, country store and early pharmacy.




The poster itself is very busy. It shows a before and after. The before, in an inset, shows the sun melting snow and ice. The larger after picture shows happy firemen, polar bears and two walruses with the product, a carbonization tank.

The rare images of the firemen in color are particularly interesting with their hats and short capes. Did you know they wore capes?

Also shown are a setting sun and moon with a face. The idea was to emphasize the cold drink will cool you down from a hot day.

The poster dates to the 1880s and measures 36 x 26".



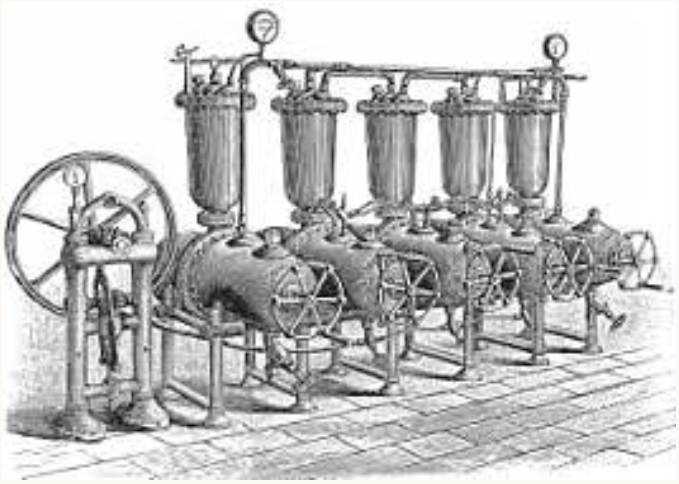






# THE JOHN MATTHEWS SODA FOUNTAIN POSTER (CONTINUED)

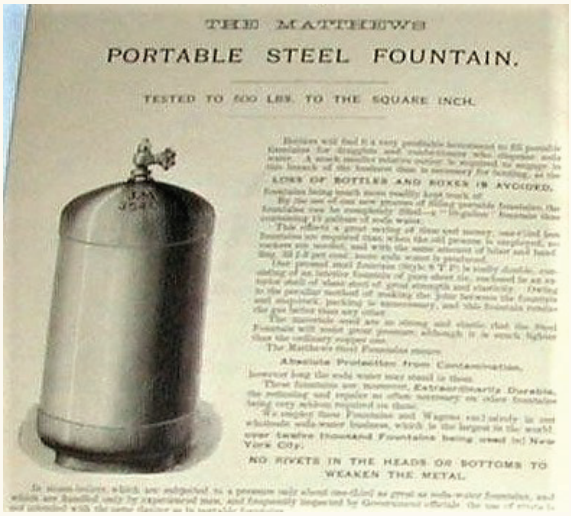
John Matthews (1808–1870) was an English-born American inventor and soda equipment manufacturer. He invented soda fountain carbonization equipment and was known as The Soda Fountain King. Prior to his invention, if people wanted carbonated water, they primarily drank mineral waters that were naturally carbonated. His equipment replaced crude carbonation equipment and the need to bottle mineral water. Carbonated water could now be produced right at the pharmacy, hotel, candy store, bar, restaurant or country store. His factory was at 55 Gold Street, in New York City.



In Factory Use

Matthews manufactured carbonating machinery and distributed his product through retail stores. The equipment was a lead-lined cast-iron box where carbonic acid gas was formed by mixing sulphuric acid with marble dust. The gas was then purified by passing it through water, and then into a tank partially filled with cool water. The tank was rocked for a quarter to a half hour, until the water was bubbly. A lead-lined container certainly sounds toxic today—I'm not sure about the marble dust.

As mentioned above, part of the process used marble dust. At one point, John Matthews acquired all of the scrap marble from the construction of St. Patrick's Cathedral in New York City for use in his soda fountain factory. Matthews' factory created about twenty-five million gallons of soda water before the supply of marble remnants from the cathedral ran out.



THE MATTHEWS

PORTABLE STEEL FOUNTAIN.

TESTED TO 500 LBS. TO THE SQUARE INCH.

LOSS OF BOTTLES AND BOXES IS AVOIDED.

Absolute Protection from Contamination,

NO RIVETS IN THE HEADS OR BOTTOMS TO WEAKEN THE METAL.

From an 1889 Matthews Catalog

One edge that Matthews had over competitors was his apparatus limited pressure to 150 PSI, thus not liable to explode. He had an unusual device used to measure the PSI. It was the thumb of an employee and ex-slave Ben Austen. Ben had strong hands. When the pressure blew his thumb off the canister, 150 PSI had been reached.

Soda itself was first created by Pennsylvanian perfumer Eugene Roussel in 1838. He was selling plain soda water at his perfume shop in Philadelphia. Roussel decided to add flavors to his customer's drinks. Despite the enormous interest and competition in soda water business, no one had thought of flavored soda water until then. This lead directly to equipment by Matthews and others. The use of ice to cool the water, and the temperance movement also helped the soda boom.

References:

John Matthews Father of the Soda Fountain by Donald Yates, 2006. https://www.fohbc.org/PDF_Files/JohnMatthews_DYates.pdf

Wikipedia https://en.wikipedia.org/wiki/John_Matthews_(soda_water_manufacturer)

# The Eric Schwartz Tin Collection










The Eric Schwartz Tin Collection celebrates eclecticism as an organizing principal. The collection embraces coffee, popcorn, shoe polish, medical, typewriter, tobacco, peanut butter, coconut, talcum powder and numerous other tins that defy classification. What they have in common is that they appeal to him and he wanted to give them a home in his collection. Unlike many other collectors who arrange their collections by type, Eric has brought together disparate genres in a way that works. And it works harmoniously.


























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## Highlights from our April 23-24 Toy Auction




Sold for...**$8,100**




Sold for...**$4,500**




Sold for...**$3,600**




Sold for...**$2,200**




Sold for...**$6,250**




Sold for...**$4,700**




Sold for...**$5,000**




Sold for...**$2,000**

## Highlights from our April 27 Country Store Auction




Sold for...**$3,600**




Sold for...**$2,600**




Sold for...**$2,750**




Sold for...**$2,750**




Sold for...**$5,800**

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