



**WM Morford**  
Investment Grade Collectibles at Auction

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## Premier Auction #92

Our 27th Year of Absentee Auctions

Tel: 315.662.7625

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P.O. Box 247

Cazenovia, NY 13035



### 1. Greyhound Lines Ticket Office Sign

30 x 25" large and impressive, early, heavy 2-sided enameled porcelain (same image both sides). Has strong colors, nice original sheen and a great overall look (displays as a strong C. 8/+), w/ some non-offensive light rubs, faint scratches and light wear spots at outer edges and hanging holes and a few small scattered touched-in chips on each side (largest one is size of dime, remaining ones are small and quite minor).

Min. bid \$150.



### 2. Polar Bear Tobacco Sign

12 x 9.5" Scarce, early 2-sided die-cut cardboard sign for Polar Bear brand tobacco. Clean, bright and exceptionally nice (front 8++); w/ minor wear and some light fly specks on back side (backside 8+/-). Framed.

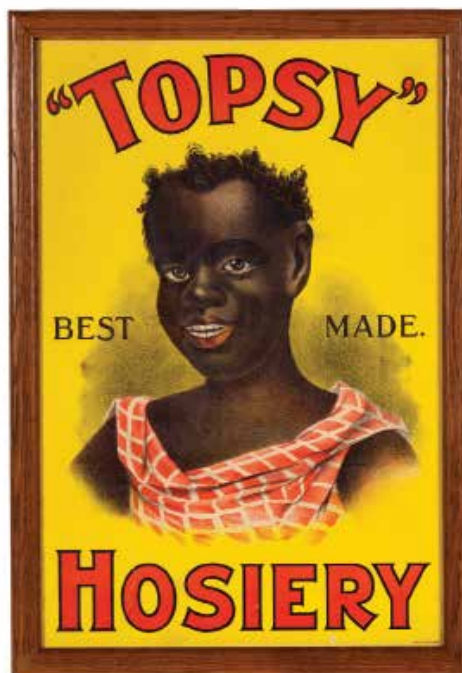
Min. bid \$100.



### 3. Mouse Trap Sign

6-3/8 x 9.5" Outstanding, early embossed tin over cardboard sign w/ stunning graphics. Clean, bright and very attractive (a strong C. 8/+), w/ a few minor bends, a little minor soiling and wear, and a trace bit of oxidized darkening in word "each" at bottom.

Min. bid \$150.



### 4. Topsy Hosiery Sign

22 x 15.25" (20-1/8 x 13-3/8" visible)  
Very early paper litho sign featuring wonderful image of Co.'s trademark girl. Clean, bright and very attractive (a strong C. 8/+) w/ some non-offensive faint horizontal creasing marks and light wear in bottom section (from being rolled). Framed.

Min. bid \$100.



**5. International Stock Food Co. Sign**

29.75 x 22-5/8" (27-5/8 x 20-5/8") Impressive, large, early paper litho poster for Co.'s veterinary stock food treatment for horses. Clean, bright and very attractive (C. 8.5++), w/ a great look. Framed.

Min. bid \$100.



**6. Johnson Sea-horse Outboard Motors Sign**

14 x 19-7/8" Vintage ca. 1940's embossed tin litho sign for Johnson Sea-horse brand outboard motors. Has strong colors and displays nicely, w/ a little light expected soiling and wear (C. 8+/-).

Min. bid \$100.



**7. Cast Iron Ford Model T Bank**

4 x 6.5 x 3-1/8" Early, heavy figural Ford Model T cast iron bank by Arcade. All original paint surface has excellent surface patina and displays very nicely (as a strong C. 8++), w/ some light general paint wear on wheels.

Min. bid \$100.



**8. Carhartt's Overalls Flange Sign**

18.5 x 7.75 x 1.75" Important, early 2-sided tin litho die-cut sign. Powerful and impressive piece is clean, bright and very attractive. Display side is excellent, w/ only minor wear (a strong C. 8/+); backside has a couple scratches and some non-offensive light scattered wear (back C. 7.5+/-).

Min. bid \$250.



**9. Hall's Ice Cream Tray**

13.25 x 10.5" Early tin litho serving tray for Hall Ice Cream (Binghamton, NY), w/ beautifully detailed multicolor graphics. Never used tray is crisp, bright and like new (near mint).

Min. bid \$100.



**10. Porcelain Coca-Cola Sign**

10 x 30" Vintage, ca. 1930's heavy enameled porcelain. Clean, bright and excellent appearance, w/ nice original sheen (basically a C. 8.5++) w/ exception of some early weathered chipping at upper left and bottom right outer corner edges.

Min. bid \$100.

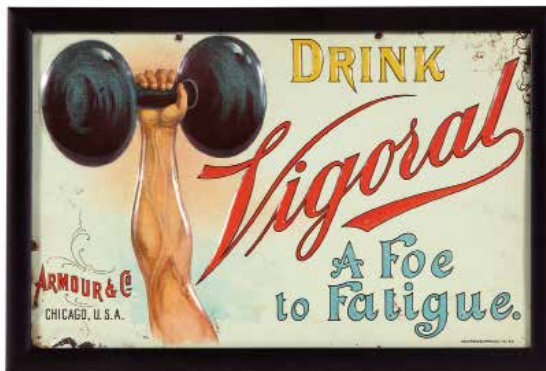




**11. Coca-Cola Match Striker**

4-3/8 x 4-3/8 x 1/4"  
Vintage ca. 1939  
enameled porcelain  
match striker. Crisp,  
bright and like new  
(near mint). Canadian.

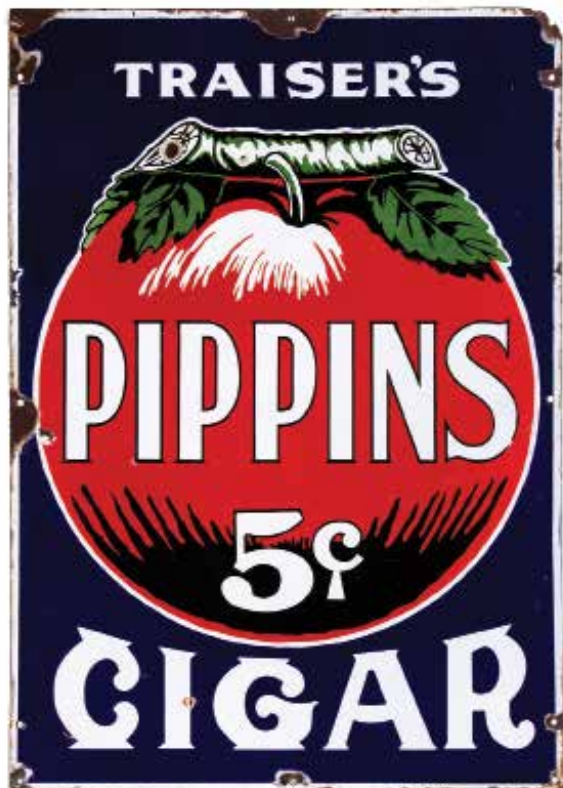
Min. bid \$100.



**12. Vigoral Tonic Sign**

8 x 11-7/8" (6-7/8 x 10.75" visible)  
Very early, deeply embossed, heavy tin litho quack medicine sign by Kaufmann & Strauss. Has vivid, bright colors and beautiful detailing, w/ some general scattered oxidized wear along very outer edges. Framed.

Min. bid \$100.



**13. Pippins Cigars Porcelain Sign**

34 x 24" Powerful and impressive large, early heavy enameled porcelain w/ bright colors, nice sheen and great look (field area a strong C. 8++) w/ oxidized weathered chipping and wear at outer borders and hanging hole areas-gives character and doesn't really detract from great overall look of the piece.

Min. bid \$100.



**14. Five Brothers Tobacco Sign**

16 x 16" Outstanding early lithographed tin (over cardboard) w/ vibrant rich colors, nice surface sheen and beautifully detailed graphics. Image area is crisp and basically like new (C. 8.5/+); w/ some oxidized wear spots in outer border area (they don't take away from the great overall look of piece and could be pretty easily hidden if framed).

Min bid \$150.



**15. Hood Tires Sign**

11.75 x 23.5" Outstanding early tin litho sign w/ beautiful detailing and sheen. Impressive piece is in crisp, bright, never used condition (a strong C. 8.5++), w/ only very minor traces of storage wear.

Min. bid \$150.



**16. Shoe Thermometer**

21 x 6 x 3/4" Early folksy wooden thermometer for Endicott Johnson shoes, w/ a nice, rich, original surface patina and just the right amount of light wear, giving it a great, primitive country look (C. 8+/-). Tube not working.

Min. bid \$100.

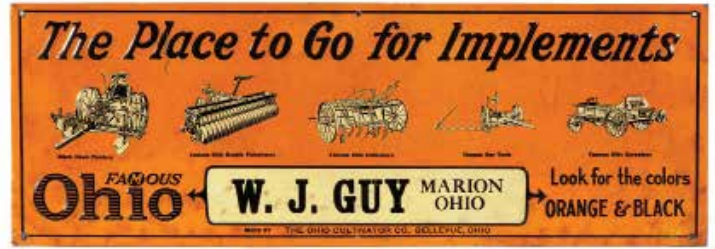




**17. Pep Boys 5 Gallon Motor Oil Can**

14.75 x 9-3/8 x 9-3/8" Scarce, large, early tin litho can for Pep Boys motor oil (same images ea. side). Clean, bright and exceptionally nice (C. 8.5+), complete w/ original cap.

**Min. bid \$100.**



**18. Ohio Cultivator Farm Machinery Sign**

9.75 x 28" Scarce, early embossed tin litho Ohio Cultivator Co. sign featuring nice images of Co.'s various early agricultural implements. Has a little faint weathering, light soiling and background wear, but overall is attractive and displays quite well (critical grade C. 7.5/+).

**Min. bid \$100.**



**19. Whistle Soda Sign**

6-7/8 x 9.75" Small, early embossed tin litho. Clean, bright and basically like new, w/ exception of a little scattered wear in the outer gold border area (American Art Works).

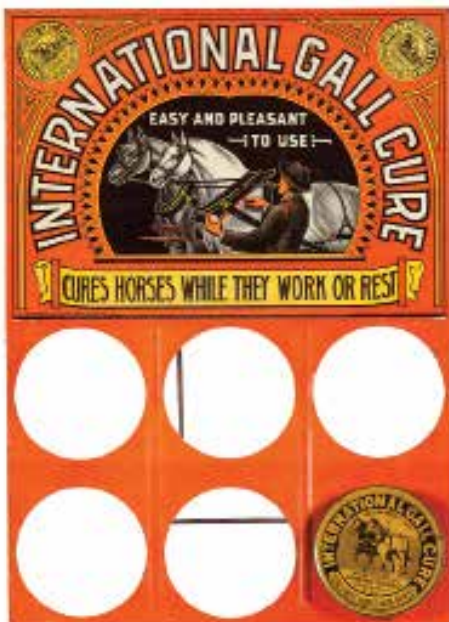
**Min. bid \$100.**



**20. Porcelain Harvey Laundry Sign**

20 x 12" Early, heavy, 2-sided enameled porcelain flange sign. Clean and very attractive, w/ nice original sheen. Excellent overall, w/ minor edge wear (C. 8.5/+). Great piece for laundry room.

**Min. bid \$100.**



**21. International Gall Cure Veterinary Display**

13 x 9-3/8" Scarce, very early tin litho countertop display, w/ 6 slots for displaying product cans (includes 1 early can). Clean, bright and excellent (C. 8.5/+).

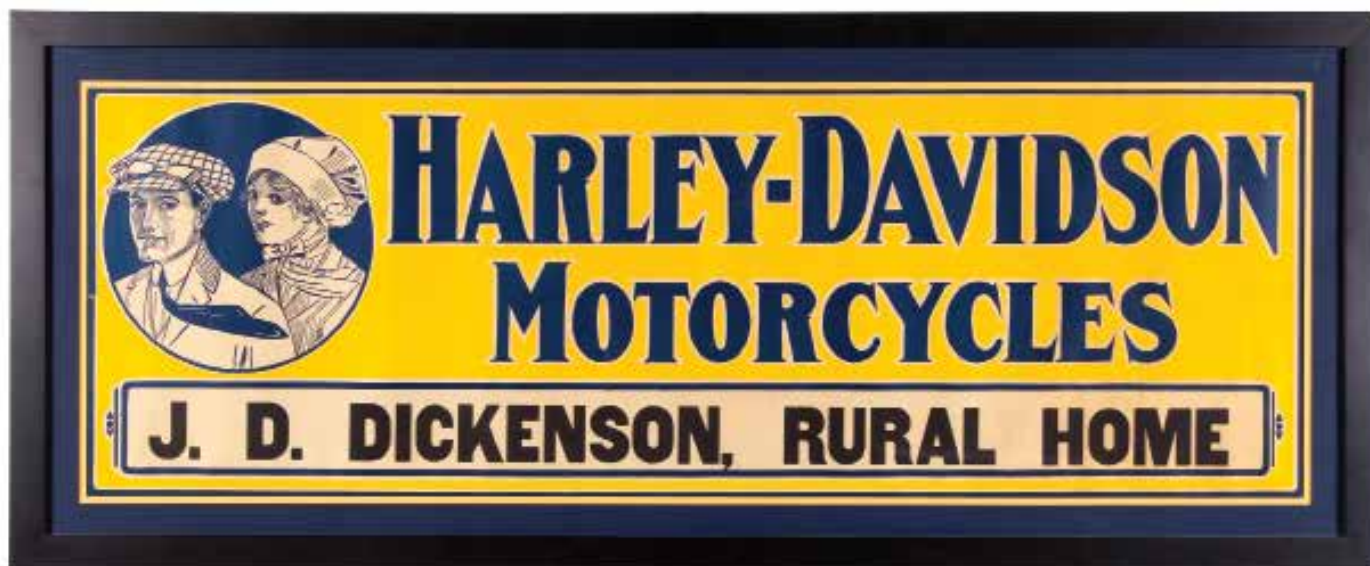
**Min. bid \$100.**



**22. Bear Match & Cigar Holder**

5 x 6-5/8 x 3.5" Fine, early figural metal match holder on marble base featuring bear pushing fancy hinged brass cigar cart. Impressive, high quality piece w/ nice detailing and a beautiful, rich surface patina (a strong C. 8++).

**Min. bid \$100.**



### 23. Harley Davidson Motorcycles Sign

24 x 58-7/8" (18 x 52.75" visible image) Outstanding, large ca. 1915 heavy paperboard sign. Powerful and very impressive piece was found never used and is crisp, bright and basically like new, w/ only very minor hints of wear. Beautifully framed and matted (includes original 1915 framed Harley welcoming letter to same dealer sign was issued to).

Min. bid \$250.



### 24. Hires Root Beer Tray

13" (dia.) Early tin litho tray featuring Josh Slinger (dated 1915). Impressive piece that displays well (as a strong C. 8/+), w/ only minor wear, including some slight crimps and a trace hint of fade to reds; and a couple rubs and scratches at 9 o'clock area of rim.

Min. bid \$100.



### 25. Columbia Mills Flour Match Holder

5.5 x 2.25 x 7/8" Early embossed tin litho match holder featuring Miss Liberty dressed in stars and stripes. Clean, bright and exceptionally nice (a strong C. 8.5/+) w/ only very minor wear.

Min. bid \$100.



### 26. Minerva Luxury Auto Hood Ornament

6.75 x 4.5 x 2.5" Vintage, heavy, high quality figural chrome over bronze auto hood ornament. Designed by noted sculptor P. De Soette for the prominent Belgian luxury auto maker (this logo was used by the Co. as their official mascot from 1922-1933). Excellent overall, on its fancy original radiator mounting base.

Min. bid \$100.



### 27. Michelin Tires Wooden Sign

11.5 x 35 x 3/4" Outstanding, very early wooden sand paint sign featuring great image of Co.'s early style trademark character smoking a cigar. Clean and very attractive (displays as a strong C. 8++) w/ a rich, all original surface patina and just the right amount of minor aging and wear to give it a great country folk art look.

Min. bid \$100.

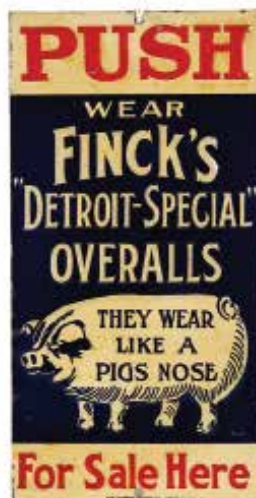




**28. Sweet-Orr Overalls Porcelain Sign**

8 x 30" Early, heavy enameled porcelain sign. Clean, bright and very attractive (basically a strong C. 8.5/+), w/ minor wear at very outer edges.

Min. bid \$100.



**29. Finck's Overalls Door Push**

7 x 3-5/8" Early embossed tin litho, featuring Co.'s great trademark pig. Has strong colors and displays quite nicely, w/ a little edge chipping, minor soiling and some crazing and light flaking on upper surface (C. 7.5+/8-).

Min. bid \$100.



**30. Goebel's Porcelain Beer Tray**

12" (dia.) Early heavy enameled porcelain Goebel's Brewing Co. (Detroit, MI) tray w/ beautifully detailed, heavy enameled porcelain interior and fancy brass rim. Porcelain is crisp, bright and like new (near mint), w/ minor denting and wear on outer brass rim.

Min. bid \$100.



**31. Hires Sign**

9-1/8 x 17.75" Early embossed tin litho sign, featuring "Josh Slinger" character. Crisp, bright and like new (displays as near mint), w/ exception of small scratch mark at upper left edge and very minor storage wear in outer white border area (C. 8.5+). Dated 1914.

Min. bid \$100.



**32. Boys Stealing Watermelons Mechanical Bank**

5 x 6-5/8 x 1.25" Early figural cast iron mechanical bank by Kyser & Rex Co. When lever is pressed, coin drops from slot and black child's hand pulls back from melon as watch dog runs out to attack him. Nice working condition, w/ minor soiling and a little light paint wear from use (C. 8/-).

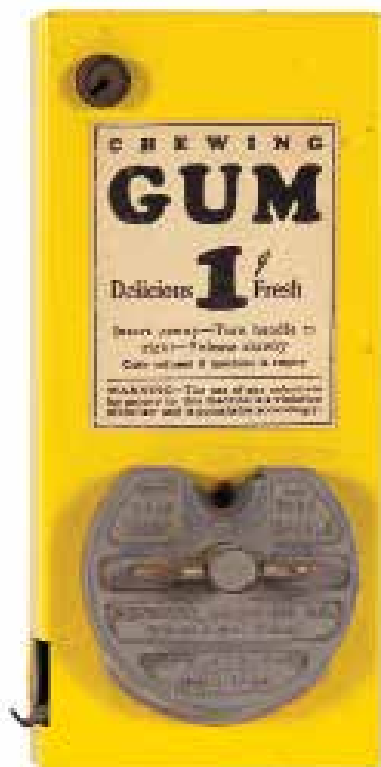
Min. bid \$100.



**33. Coca-Cola Window Display (Norman Rockwell)**

36.5 x 17.5 x 13.25" Impressive 1930's die-cut cardboard store display. Clean, bright and exceptionally nice appearance (displays as a strong C. 8.5/+), w/ some small scattered spots of very well done professional restoration evident (barely noticeable except under black light) w/ professional reinforcement on backside.

Min. bid \$100.



#### 34. Theater Gum Vendor

8.25 x 3.75 x 2" Unusual, early 1¢ metal gum vendor by Advance Machining Co. Clean, bright and excellent (C. 8.5++) complete w/ original label and key (appears never used). I'm told these were made for use on seat backs in early theaters (Aug. 1916 Patent date).

Min. bid \$100.



#### 35. Porcelain Poultry Feeds Sign

7 x 20" Early, heavy enameled porcelain sign for "Lay or Bust" brand poultry feeds. Has a little early weathering and some light edge chipping, but overall attractive and displays nicely, w/ strong color and great overall look (C. 8/-). As found, should improve some w/ cleaning.

Min. bid \$100.



#### 36. Pan American Airways Porcelain Sign

24.25" (dia.) x 2" deep  
Vintage, large, powerful and impressive convex shaped heavy enameled porcelain. Crisp, bright and like new, w/ nice rich surface patina (basically near mint), w/ exception of a few flea bites at outer edge and a few minor tar specks.

Min. bid \$100.



#### 37. Lifebuoy Soap 3-way Sign

14.75 x 58 x 1.5" Large, early wooden framed sign, w/ angled metal slats in center giving three different messages when viewed at different angles. Displays nicely, w/ just the right amount of aging and wear to give it a great primitive country folk art look (C. 8/-).

Min. bid \$100.







**38. Texaco Porcelain Lube Sign**

8.75 x 38.75" Ca. 1930's heavy enameled porcelain Texaco service station sign. Has bright colors, original sheen and displays quite nicely (basically as a strong C. 8/+), w/ minor background staining and a few scattered background chips.

Min. bid \$100.



**39. Butchers Union Tray**

13-5/8 x 16-5/8" Early tin litho 1909 tray celebrating the 50th anniversary of a Philadelphia Butchers Union (great image w/ German American text at top border). Has strong colors and displays nicely (as a C. 8/+) although close examination will show some non-offensive scattered wear (critical grade C 7.5+/8-).

Min. bid \$100.



**40. Blatchford Feeds Thermometer**

21 x 8.75 x 3/4" Impressive, early wooden advertising thermometer. Displays well, w/ nice rich surface patina, w/ expansion wear at top hanging hole and a little light background wear (C. 8+/-).

Min. bid \$100.



**41. Cast Iron Folk Art Windmill Weight**

18.25 x 16.25 x 3" (dia.) Large, early, heavy figural cast iron Rainbow Tail Rooster windmill weight from Elgin Windmill Co. (Elgin, IL). Has nice detailing and a great overall look, w/ weathering, wear, oxidizing and crackling to worn remaining layered paint.

Min. bid \$100.



**42. Soda Fountain Sign**

11-7/8 x 23.5" Vintage ca. 1920's embossed tin litho sign for Smith's fruit soda syrup flavorings (American Art Works). Clean and attractive appearance, w/ a little light scattered edge and background wear (C. 8+/-).

Min. bid \$100.





#### 43. Bird Hotel Bell

5 x 4" (dia.) Unusual, early figural bird on rocks cast iron hotel bell, w/ attractive Japanned finish (pulling back and releasing brass thumb lever at front delivers a loud clear ring). Very nice overall (C. 8+).

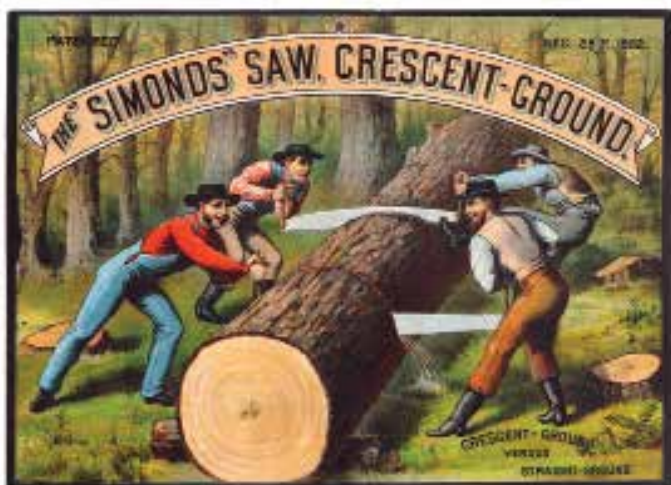
Min. bid \$100.



#### 44. Fancy Saloon / Cigar Store Fixtures

Lighter Fixture 3-7/8" (dia.) x 5.5 x 5" (globe 3-3/8" (dia.)) Lot includes two fancy, early Victorian polished brass wall fixtures. Gas lit cigar lighter has its original milk glass globe (advertising on both sides for Bossy brand cigars); other piece has fancy milk glass match holder w/ ribbed design for striking matches against. Both are excellent (no burner under globe).

Min. bid \$100.



#### 45. Simond's Saws Sign

9.25 x 12-5/8" Early cardboard litho sign for Simond's Mfg. Co.'s timber saws, featuring stunning multicolor graphics (black and white adv. on back). Clean, bright and exceptionally nice (a strong C. 8.5/+), w/ minor wear on backside.

Min. bid \$100.



#### 46. Cow Ease Display Stand

34.25" (h); Sign 11 x 16" Early tin litho display stand featuring beautiful, multicolor graphic tin sign at top. Sign is clean and bright and displays as a very strong (C. 8++) w/ exception of some scuffing and wear at non-graphic bottom edge and hidden curved section at bottom (area that held sprayer).

Min. bid \$100.



#### 47. 1930's Coca-Cola Arrow Sign

28 x 23" Exceptionally nice wooden sign by Kay Display Co. Clean, bright and exceptionally nice w/ just a trace hint of minor warping (a strong C. 8++) w/ exception of a little fine rubbing wear in letter "C" of "Cola".

Min. bid \$100.



#### 48. Foutz's Vet Sign

7.25 x 22.5" Very early, primitive, wooden folk art style painted veterinary sign for Foutz's Horse and Cattle Powders. All original, w/ a clean, very attractive appearance and a wonderful, rich surface patina (C. 8/+).

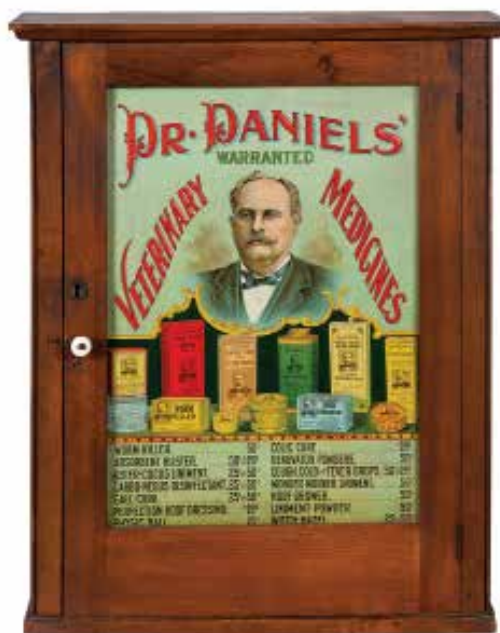
Min. bid \$100.



**49. House of Woodworth Reverse Glass Sign**

7-5/8 x 36-1/8 x 1-3/8"  
Fancy, very early reverse glass sign in its original heavy ornate brass frame. Very high quality piece. Excellent.

Min. bid \$100.



**50. Dr. Daniels Veterinary Cabinet**

27 x 21.25 x 7.5"  
Scarce variation cabinet w/ a bright, clean exceptionally nice tin front (a strong C. 8++); w/ only minor wear and nice, rich original finish to its wooden cabinet (cabinet C. 8/+) note: top shelf piece has some typical staining and a narrow wood break spot at back edge.

Min. bid \$150.



**51. Deering Harvesters Sign**

19-3/8 x 29.75" Large, satin finish heavy paper litho sign. Clean and bright w/ extremely nice appearance (displays as a strong C. 8.5/+) w/ exception of a few non-offensive light vertical crease lines. Linen backed and ready to frame

Min. bid \$100.



**52. Moxie Smoke Stand**

32.25 x 8 x 6-5/8"  
Early wooden painted smoke stand in likeness of Co.'s "Hitchy" character. Great primitive folkly piece, w/ a beautiful rich deep patina to its paint surface (complete w/ original Moxie ashtray). Excellent (C. 8.5/+).

Min. bid \$100.



**53. Pulver Gum Vendor**

26.25 x 3.25 x 3"  
Early, heavy, very high quality, 1¢ working metal vendor for Pulver Co.'s Hi-Lo brand chewing gum. Crisp and like new, complete w/ its original Pulver gum sticks and key.

Min. bid \$100.



**54. International Stock Food Co. Veterinary Thermometer**

24 x 6" Scarce, early wooden advertising thermometer w/ nice image of Co.'s champion race horse Dan Patch. Excellent and all original (a strong C. 8++) w/ minor expansion wear at top hanging hole.

Min. bid \$100.





#### 55. Miniature Advertising Cooler

6.5 x 15 x 8" Outstanding, early salesman's sample style embossed metal advertising display for Powerhouse brand candy bars (a miniature version of a large store sized floor cooler). Very high quality, w/ hinged doors at top and rack inside. Clean and excellent overall, w/ a little light scattered wear (C. 8/+).

Min. bid \$100.



#### 56. Enarco Service Station Sign

50 x 27.25 x 19" (dia. base) Impressive, large, early 2-sided metal litho standup display (same image both sides) w/ heavy embossed cast iron base. All original and as found, w/ attractive color and great overall look (C. 8/-) w/ just the right amount of light weathering and wear to give it a great folk art look. \*Freight Item.

Min. bid \$150.



#### 57. Arden Dairy Porcelain Sign

24 x 14" Vintage ca. 1950's enameled porcelain sign featuring Co.'s trademark kid. Clean and bright, w/ nice sheen (displays as a strong C. 8.5+) w/ a little light chipping at mounting holes.

Min. bid \$100.



#### 58. Clausen Brewing Co. Enameled Tray

Extra Large 15-7/8" (dia.) Stunning oversized brass rimmed NY City beer tray w/ enameled porcelain insert. Clean, bright and exceptionally nice appearance, w/ beautiful detailing and sheen (C. 8.5+), w/ a few minor oxidized wear spots at outer edges of white outside border area and minor bends in brass rim.

Min. bid \$100.



#### 59. Pr. Kerston & Smiley Co. Signs

15.5 x 14-3/8" (ea.) Lot includes a nice matched pair of vintage 1909 tin litho curled edge advertising signs by Meek Co. lithographers (Co. was a Plainfield, IL grain broker and elevator operator). Both are crisp, bright and like new (near mint).

Min. bid \$100 (the pair).



#### 60. Porcelain De Laval Sign

26.5 x 18.25" large, Early, heavy 2-sided enameled porcelain flange sign (same image both sides). Clean, bright and exceptionally nice appearance (basically displays as a strong C. 8.5/+) w/ exception of some weathered chipping (primarily at outer edges w/ quarter sized chip in lower area on backside).

Min. bid \$100.

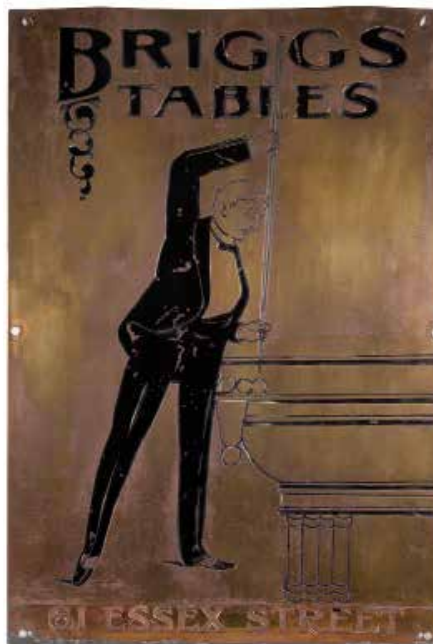




**61. Carborundum Shaving Display**

9-3/8 x 13.25" Wonderful early tin litho counter top display for Co.'s razor strop dressing. Clean, bright and exceptionally nice (a strong C. 8++), w/ minor background wear.

Min. bid \$100.



**62. Billiard Parlor Sign**

29.5 x 20" Large, early, heavy brass architectural sign w/ deeply inset lettering and design. Attractive and displays nicely, w/ some general paint wear (possibly trimmed long ago at top edge). Attractive piece that displays nicely.

Min. bid \$100.



**63. Vantine Talc Tin**

5 x 1.25 x 2-3/8" Scarce, fine, early embossed tin litho can w/ beautifully detailed embossed lithography. Outstanding tin is clean, bright and very attractive (a strong C. 8.5+/+) w/ minor oxidized wear on shoulder / cap area.

Min. bid \$100.



**64. Dr. Daniels Veterinary Medicines Store Shelf**

16.5 x 30.5 x 9-3/8" Early embossed tin litho hanging store display shelf, w/ different embossed advertising on each side. Has strong color and displays quite nicely when hung, although closer examination shows some scattered wear and general fine oxidized speckling across surface (critical grade C. 7/+), but displays much better than this implies.

Min. bid \$100.



**65. Watson Shoes Flange Sign**

13.5 x 18" Wonderful, early tin litho flange sign featuring beautifully detailed color graphics. Display side is clean, bright and attractive (C. 8+/+) w/ exception of non-offensive dark wear spot at top edge (above "N" in Watson). Backside is poor, w/ heavy oxidized weathering and wear.

Min. bid \$100.



**66. Breyers Ice Cream Porcelain Sign**

28 x 20" Early 2-sided enameled porcelain (same image both sides). Front is clean, bright and displays nicely (as a strong C. 8+) w/ exception of some chipping in outer border areas; backside has strong colors and displays pretty well, w/ a few chips in outer border and some light brown staining in white background area (back C. 7.5+).

Min. bid \$100.





**67. Wolverine Fertilizers Sign**

12 x 35.75" Large, early embossed tin litho sign, w/ powerful image of Co.'s trademark wolverine & fertilizer bag. Clean, bright and excellent, w/ nice original sheen (displays as a strong 8.5/+) w/ exception of a little denting and paint loss at very outer edges.

Min. bid \$100.



**68. Orange Crush Door Push**

12.25 x 3-1/8" Early, embossed tin litho featuring Co.'s early style soda bottle. Clean, bright and excellent overall (a strong C. 8++), w/ minor bends and wear.

Min. bid \$100.



**69. McCormick-Deering Agricultural Implements Poster**

31-7/8 x 21-7/8" Vintage 1931 paper litho poster for McCormick-Deering Co.'s corn harvesting equipment. Clean, bright and excellent (C. 8.5+).

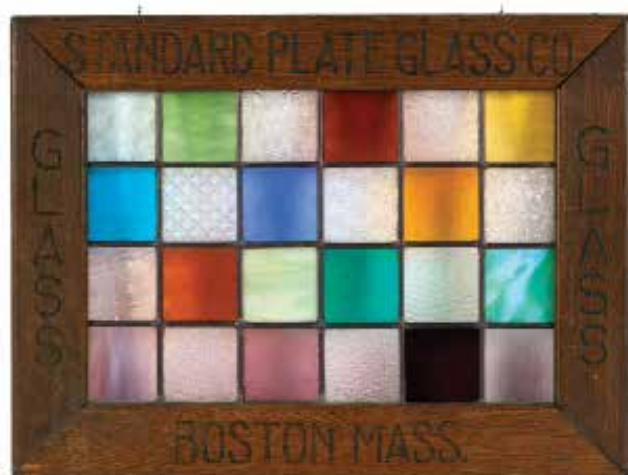
Min. bid \$100.



**70. Kid Samson Wind-up Mechanical Toy**

9-5/8 x 5.25 x 3.25" Mechanical tin litho in original box. Clean, bright and excellent (a strong C. 8/+) w/ exception of a little edge wear on base & bottom plate (box very nice w/ minor wear). Note: mechanism works nicely (bell professionally replaced w/ original looking natural appearance).

Min. bid \$100.



**71. Glass Co. Stained Glass Samples Sign**

17-7/8 x 23-7/8" Unusual folksy handmade sign w/ 24 beautiful individual leaded panels of Co.'s stained and patterned glass samples inside heavy oak frame. Excellent (note: piece looks incredible and really pops when hung in front of a window).

Min. bid \$100.



**72. Dr. Pepper Sign**

27 x 19" Early embossed tin litho sign for Dr. Pepper soda, featuring stunning image of early style carton. Powerful and impressive looking piece is crisp and bright w/ like new appearance (a strong C. 8.5/+) w/ a few trace crimp marks and slight, very minor background wear.

Min. bid \$100.



**73. EverReady Flashlights Flange Sign**

10 x 10.5" (as shown)  
Small, early 2-ps.  
double sided tin litho  
chain hung sign. Strong  
colors and displays very  
nicely (as a strong C.  
8/+); w/ minor bends,  
soiling and slight stain-  
ing on bottom sign.

Min. bid \$100.



**74. Sullivan's Porcelain Cigar Sign**

12 x 30" Early, heavy enameled porcelain. Clean, bright and very attractive, w/ nice surface sheen (C. 8.5/+), w/ minor weathering and wear in outer black border area (some oxidized wear on non-graphic backside).

Min. bid \$100.



**75. Sherwin-William's Porcelain Paint Sign**

34.75 x 18.25" Smaller variation, early,  
figural embossed heavy enameled por-  
celain sign. Crisp, bright and like new  
in appearance, w/ beautiful patina and  
sheen (basically near mint), w/ excep-  
tion of a few non-offensive small edge  
chips. Wonderful size, w/ great look.

Min. bid \$100.



**76. Williams Shaving Soap Thermometer**

14.5 x 3.25" Fine,  
early thermometer  
advertising J.B.  
Williams Soap Co.  
w/ fancy, finely de-  
tailed metal frame  
w/ reverse glass  
advertising inside  
(piece comes to life  
and lights up like  
beautiful stained  
glass when hung in  
front of window or  
held up to light).  
Excellent.

Min. bid \$100.



**77. Small Coca-Cola Sign**

12-3/8 x 4.5" Vintage  
1930's embossed tin  
litho sign featuring  
nice image of Co.'s  
1923 Christmas bottle.  
Clean, bright and very  
attractive (a strong C.  
8+), w/ only minor wear.

Min. bid \$100.



**78. Vine Rock Mechanical Cigar Cutter**

3.25 x 5-1/8 x 6-5/8" Early,  
heavy, high quality cast iron  
countertop mechanical cigar  
cutter w/ attractive nickel  
finish and painted design  
(clockwork mechanism  
inside). Very nice overall (C.  
8/+) w/ some weathering to  
front match striking area.

Min. bid \$100.





### 79. Red Crown Gasoline Sign

24.5 x 24" (dia.) Large, early 2-sided heavy enameled porcelain. Field area on both sides is clean, bright and very attractive w/ nice original sheen (C. 8.5/+); although there is some early weathered chipping wear outside the circle in outer white section and angled flange/mounting area.

Min. bid \$100.



### 80. 1907 California Fair Sign

22-3/8 x 13.5" (19-3/8 x 9-5/8" visible) Early, high quality embossed pressed cardboard sign w/ beautiful multicolor graphics promoting the 1907 California Fair. Clean, bright and very attractive (a strong C. 8++). Framed.

Min. bid \$100.



### 81. Pratts Veterinary Thermometer

1.5 x 9-1/8" (dia.) Scarce, early brass framed (working) dial thermometer for Pratts Food veterinary stock fattener and regulator. Clean, bright and like new (near mint).

Min. bid \$100.



### 82. Coca-Cola String Holder

15-7/8 x 13 x 7" Early 2-sided tin litho hanging string holder (same image both sides). Clean, bright and excellent (a strong C. 8++), w/ a couple small, fairly minor edge scratches. Complete w/ wire framed bracket and string spool inside.

Min. bid \$100.



### 83. Bludwine Flange Soda Sign

9-5/8 x 12-5/8" Early 2-sided tin litho soda sign. Clean, bright and very attractive, w/ some general scattered background wear on backside (display side C. 8.5+; backside 7.5+/8-).

Min. bid \$100.



### 84. Pabst Cheese Porcelain Sign

18" (dia.) Early, heavy enameled porcelain. Clean and very attractive, w/ nice original sheen (displays as a C. 8.5/+) w/ exception of a little non-offensive chipping/wear to top three holes.

Min. bid \$100.





**85. Golden West Porcelain Sign**

10" (dia.) Scarce, heavy enameled porcelain pump plate sign from Golden West Oil Co. Crisp, bright and like new in appearance w/ beautiful original sheen (near mint), w/ only the most minor wear imaginable.

Min. bid \$150.



**86. Porcelain Agricultural Sign**

10 x 30" Vintage enameled porcelain dealership sign for Hayes brand corn planters. Clean, bright and exceptionally nice (basically near mint) w/ exception of a little minor wear at a few of hanging holes.

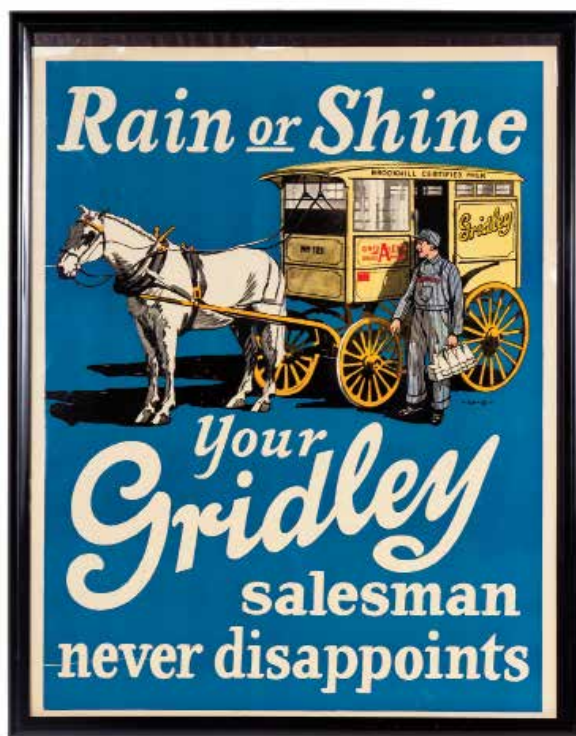
Min. bid \$100.



**87. 1903 Coca-Cola Tip Tray**

6" (dia.) Scarce, ca. 1903 tin litho tip tray featuring opera star Hilda Clark. Clean, bright and attractive (displays as a C. 8/+) w/ a little non-offensive minor wear and some light scattered soiling and minor staining in the outer gold border area (as found, should improve w/ cleaning).

Min. bid \$150.



**88. Gridley Dairy Poster**

26-5/8 x 21" Early paper litho sign promoting home delivery of Co.'s Brookhill milk. Image area is clean, bright and like new, as found never used (C. 8.5+), w/ some scattered chipping wear in outer white border area.

Min. bid \$100.



**89. Coca-Cola Porcelain Soda Fountain Sign**

25.25 x 26.25" Beautiful, ca. 1940, heavy enameled porcelain Coca-Cola soda fountain sign. Crisp, bright and basically like new appearance, w/ beautiful original sheen (only very minor wear).

Min. bid \$100.



**90. Dr. Pepper Thermometer**

17.25 x 5-3/8" Scarce variation, early embossed tin litho thermometer featuring early style soda bottle. Clean, bright and very attractive appearance, w/ a little non-offensive minor scattered wear (C. 8+/-).

Min. bid \$100.





**91. Pay Car Tobacco Bucket**

12-3/8 x 13.75" (dia.) Very early wooden country store display bucket w/ beautiful early paper label (label is clean, bright and very attractive, (a strong C. 8++) w/ some cuts, wrinkles and light chipping loss at wire rim areas). Note: the label is so nice, it was probably found never used and added later to this early bucket (looks natural to piece and displays great).

Min. bid \$100.



**92. Willard Batteries Display Rack**

41 x 29 x 16" Early metal service station car battery display rack. Clean, bright and like new (near mint) as found never used in its original box.

Min. bid \$100.



**93. Independent Telephone Pay Station Sign**

18 x 17" Large, early 2-sided heavy enameled porcelain. Clean, bright and very attractive, w/ nice surface sheen (a strong C. 8/+ overall appearance), w/ a little non-offensive scattered chipping.

Min. bid \$100.



**94. Dr. Daniels' Oversized Drugstore Thermometer**

24 x 5-7/8 x 3/4" Scarce, large, early wooden painted thermometer. Clean and very attractive, w/ rich all original paint surface w/ a little non-offensive minor background and edge wear (C. 8+/-). Working thermometer.

Min. bid \$100.



**95. Kendall's Veterinary Sign**

32.5 x 25.5" (frame); 28.5 x 21.75 (visible)" Outstanding, very early large paper litho poster featuring stunning multicolor graphics. Crisp and like new (near mint), w/ intense, bright colors and original metal strips at top and bottom. Complete w/ original period frame.

Min. bid \$150.



**96. Cat's Paw Light-Up Clock**

4 x 15.5" (dia.) Nice, early working glass covered metal electric advertising clock for Cat's Paw brand shoe repair products. Clean, bright and exceptionally nice (displays as a strong C. 8.5/+); w/ scuffing and wear on non-display backside (original Telisign Co. decals on back).

Min. bid \$100.

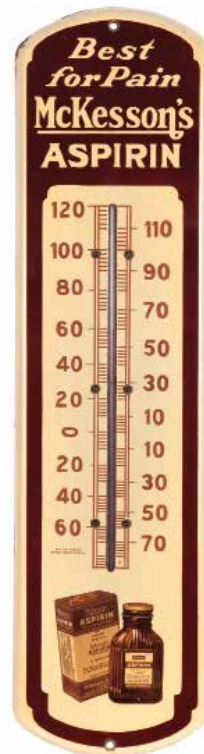




**97. Good Year Porcelain Flange Sign**

30 x 26" Impressive, large, early 2-sided enameled porcelain service station sign. Clean and bright, w/ nice sheen and great overall look (basically a strong C. 8+ overall) w/ exception of some weathered edge chipping and a few scattered field chips (heavier chipping on angled flange mounting section).

Min. bid \$100.



**98. McKesson's Aspirin Porcelain Thermometer**

27.25 x 7 x 5/8" Early enameled porcelain drugstore thermometer, w/ beautiful, finely detailed product image. Face is clean, bright and exceptionally nice w/ original sheen (C. 8.5+), some weathered chipping at very outer border edges.

Min. bid \$100.



**99. Coca-Cola 6-Pack Sign**

12.5 x 11" Scarce, ca. 1950's die-cut tin litho sign in shape of 6-pack. Field of sign is crisp, bright and like new, w/ a little minor pinching in outer white border area.

Min. bid \$100.



**100. None Such Mince Meat Thermometer**

1.5 x 9.5" (dia.) Early glass covered thermometer advertising None Such brand w/ metal pie plate shaped case w/ label inside giving appearance of being a pie. Clean, bright and excellent (C. 8.5/+).

Min. bid \$100.



**101. Planters Salted Almonds Tin**

16 x 5.5" (dia.) Early, extremely rare 2-1/2 lb. store tin for Planters Nut & Chocolate Co.'s Pennant brand salted almonds. Tin is clean, bright and displays nicely (C. 8+/-), w/ some non-offensive light scattered wear; lid is fair to poor w/ oxidizing and general wear.

Min. bid \$100.



**102. Moxie Sign**

19 x 13-3/8" Scarce, very early embossed tin over cardboard chain-hung soda fountain sign w/ appearance of a stained glass window pattern in background. Impressive sign has strong colors, nice surface sheen and a great overall look (displays on wall as a strong C. 8/+), w/ slight denting and a little fairly minor light scattered oxidizing on surface (neither are offensive or detracting). Critical grade (C. 8/-).

Min. bid \$150.

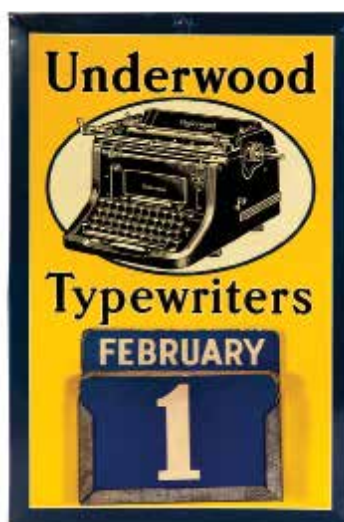




**103. Piedmont Cigarettes Porcelain Sign**

15.75 x 13" Early, heavy enameled curved porcelain sign featuring wonderful image of Co.'s early style cigarette pack. Field area is clean, bright and exceptionally nice (basically like new), w/ a few scattered chips in outer border area.

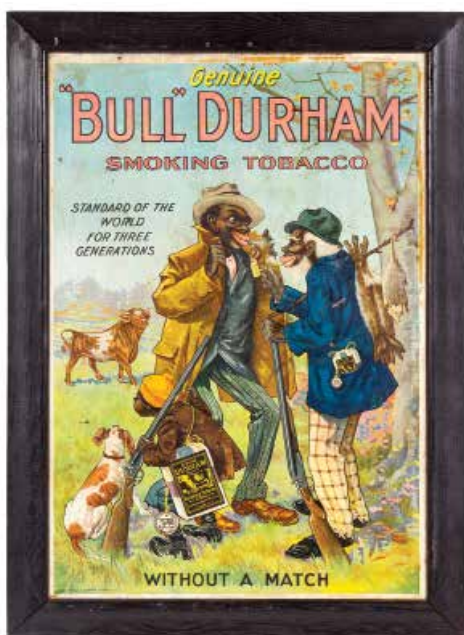
Min. bid \$100.



**104. Underwood Typewriters Calendar**

17.25 x 11.25" Early, beveled tin (over cardboard) sign for Underwood brand typewriters, w/ holder at bottom for cardboard calendar inserts. Clean, bright and excellent (C. 8.5/+), w/ some cardboard loss on backside.

Min. bid \$100.



**105. Bull Durham Tobacco Sign**

30 x 21.5" (25 x 17" image) Very early cardboard litho sign as found still sealed in its original frame. Has strong colors and displays nicely (C. 8+/-) w/ a little non-offensive light scattered wear and a little bit of non-offensive light staining in outer white border area.

Min. bid \$100.



**106. Large Coca-Cola Sign w/ Crate**

39.25 x 11.75" Large, embossed 1930's heavy tin litho sign w/ original marked wooden shipping box. Impressive piece is clean, bright and displays nicely (as a strong C. 8/+), although close examination will show some areas of scattered surface wear (not offensive and hardly noticeable when displayed- basically blend into the design background).

Min. bid \$100.



**107. Humphrey's Veterinary Cabinet**

27.5 x 21 x 7.25" Scarce, early wooden country store cabinet w/ beautiful embossed composition panel in front. Outstanding, all original condition (a strong C. 8.5/+) w/ original label on backside of door panel. As nice an example as you will find.

Min. bid \$150.



**108. Maxwell House Sign**

26.75 x 14" Outstanding, large, early 2-sided metal die-cut flange sign w/ same great image on both sides. Crisp, bright and like new (near mint).

Min. bid \$150.





**109. Johnson Motor Oil Porcelain Sign**

48" (dia.) Large, early, heavy 2-sided enameled porcelain service station sign (same on both sides). Clean, bright and attractive appearance w/ non-offensive light scattered chips and some heavier staining and wear on backside (front C. 8+/-; back C. 7.5+/-). As found, should improve w/ cleaning. \*Freight Item.

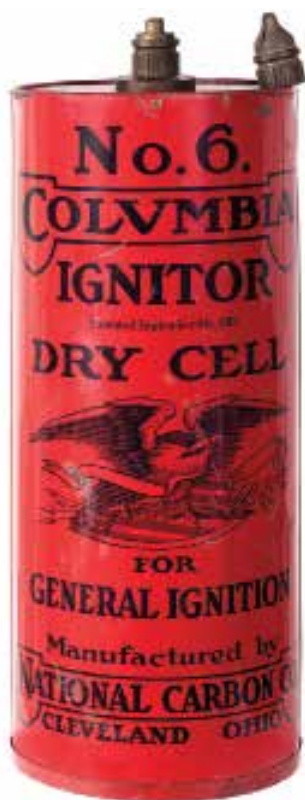
Min. bid \$250.



**110. Porcelain Socony Thermometer**

34.75 x 4.25 x 5/8" Very early, heavy enameled porcelain thermometer w/ nice Pegasus image. Porcelain is crisp, bright and like new (near mint), w/ exception of a few tiny flea bites at very outer edge (note: bulb broken on glass tube).

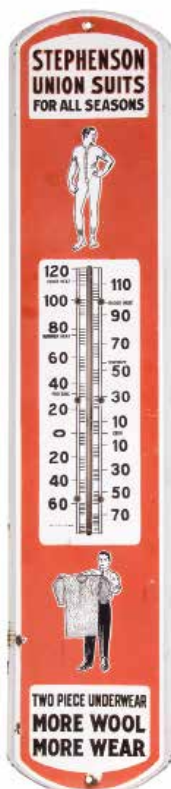
Min. bid \$100.



**111. Columbia Dry Cell Battery Trade Sign**

27 (h) x 10" (dia.) Large, powerful and impressive early, figural tin litho trade sign/store display for Columbia Dry Cell auto ignition batteries. Heavy lithographed metal, w/ wooden figural terminal knobs at top (dated 1910). Bright and attractive appearance (a strong C. 8+/-), w/ a little non-offensive background scuffing and light wear.

Min. bid \$100.



**112. Stephenson Union Suits Thermometer**

38 x 8.25 x 5/8" Large, early, heavy enameled porcelain. Attractive and displays very nicely, w/ slight bit of non-offensive even fade to reds and a little weathered chipping at hanging holes and outer edges (C. 8+/-).

Min. bid \$100.

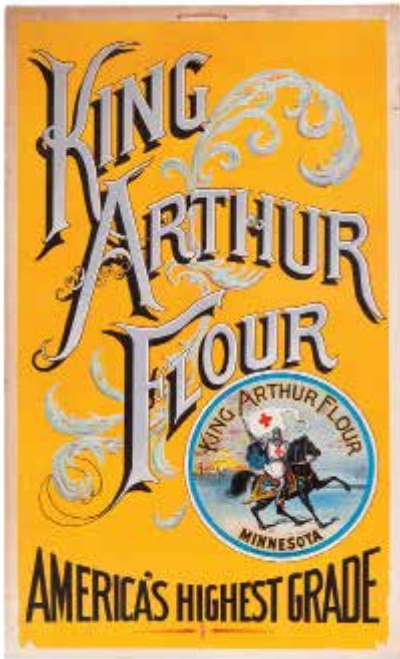


**113. Large Pepsi Bottle Sign**

44.5 x 12.25" Oversized ca. 1930's tin litho die-cut sign. Clean, bright and attractive (displays as a strong C. 8+/-) w/ a little minor wear and just a trace hint of a faint ghost impression from its original protective paper covering (not at all offensive or detracting).

Min. bid \$100.





**114. King Arthur Flour Sign**

26-7/8 x 16.25"  
Very early, heavy cardboard country store sign featuring beautiful graphic image of Co. logo. Clean, bright and very attractive (a strong C. 8/+), w/ a little toning and light general wear at outer white margins/ border area.

Min. bid \$100.



**115. Skater Girl Coke Sign**

27 x 16" Vintage ca. 1941 cardboard sign. Clean, bright and basically like new, w/ exception of a trace bit of very minor wear in outer border area (C. 8.5/+).

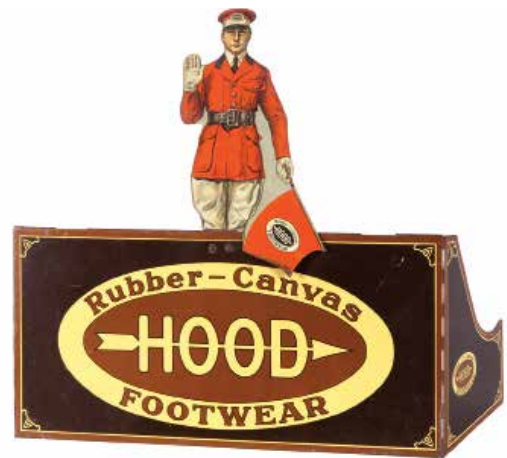
Min. bid \$100.



**116. Candy Bros. Tray**

16.75 x 13.75"  
Large, early tin litho tray for Candy Bros. (St. Louis, MO) fruit flavored candy tablets. Beautiful overall condition w/ stunning color and graphics (C. 8.5), w/ minor rim chips.

Min. bid \$100.



**117. Hood Rubber & Tire Co. Display**

13 x 13-7/8 x 5" Early tin litho die-cut store display. Outstanding piece is clean, bright and very impressive (a strong C. 8.5/+), w/ minor background wear.

Min. bid \$100.



**118. Motoring Robes Sign**

30.75 x 24-5/8" (27 x 21" image)  
Early paper litho sign for "5A" brand motoring robes. Clean and very attractive appearance (C. 8/+) w/ light fade to reds and trace bit of non-offensive staining in bottom background area. Framed.

Min. bid \$100.



**119. Rainier Beer Tray**

13.25 x 10.5"  
Early tin litho tray for Rainier Beer (Seattle Brewing & Malting Co.) w/ beautifully detailed graphics. Clean and excellent (a strong C. 8++), w/ a little minor wear.

Min. bid \$100.



**120. Large Brass Oilzum Sign**

36 x 30" Impressive large brass architectural sign. A substantial, powerful, heavy and high quality piece, w/ a nice, all original, lightly weathered surface patina. Displays nicely, w/ some general expected wear to black detailing in the incised lettering and logo areas (wooden bracing panel added to backside for easy hanging).

**Min. bid \$150.**



**121. Large Coca-Cola Radio**

24 x 8" (dia.) Outstanding, large, ca. 1933 heavy figural embossed advertising electric radio in shape of early style hobble skirt Coke bottle. Impressive, very high quality piece is clean, excellent and all original, w/ great surface patina (C. 8.5++).

**Min. bid \$150.**



**122. Schroth Packing Co. Sign**

24.25 x 20.25 x 1/4" Beautiful, early, heavy tin litho self-framed sign for Schroth Packing Co.'s (Cincinnati, OH) Fountain brand products. This is a powerful and most impressive looking sign that features stunning multicolor graphics. Colors are vibrant and it displays incredibly well (image area rates a solid C. 8.5/+ overall); although there is a fair amount of scattered scuffing and scratching in the outer raised black background section of the sign, which really doesn't detract much from the great look of this piece.

**Min. bid \$150.**



**123. 1919 Coca-Cola Calendar**

32.75 x 14.25" (31-1/8 x 12.75" visible) Scarce, large paper litho w/ nice patriotic WWI airfield scene, complete w/ full pad. Clean, bright and very attractive (basically displays as a strong C. 8.5/+), w/ a couple non-detracting tears in outer right border and non-offensive tiny freckle speck in cheek area. Framed. Examination out of frame shows metal top strip removed and piece is mounted to cardboard.

**Min. bid \$100.**



# Old Dutch Cleanser

## 124. Old Dutch Cleanser Sign

3-5/8 x 26" Very early, heavy enameled porcelain. Clean and bright w/ nice surface sheen (basically like new), w/ exception of a couple minor background chips.

Min. bid \$100.



## 126. Coca-Cola Spinner Sign

13-3/8 x 14.25 x 14.25" Vintage ca. 1950's tin litho spinning whirligig sign made for sitting on top of an early Coke machine (signs rotate on axis). Clean, bright and very attractive (basically a C. 8.5/+), w/ exception of some heavy scuffs at 9 o'clock area on one of white signs and minor wear on another one.

Min. bid \$100.



## 125. Arbuckle Coffee Insert Cards Promo Sign

33.5 x 26" (28.25 x 21-1/8" sign) Outstanding, large, early paper litho sign promoting Co.'s U. S. states and territories collector cards series (dated 1889). Clean, bright and exceptionally nice (C. 8.5/+) w/ a little minor soiling and minor tear marks at very outer edges. Beautifully framed.

Min. bid \$100.



## 127. Coca-Cola Salesman's Catalog

9.5 x 8.5 x 3" Ca. 1940 high quality hardcover salesman's catalog featuring pages of colorful and highly graphic tin, wood, cardboard and porcelain signs, store coolers, display racks, etc. Inside pages are excellent overall, w/ a little light wear on embossed cover.

Min. bid \$100.



## 128. Early Auto Dealer Pennant

28.25 x 11" Very early, heavy felt pennant advertising a Mason, Texas auto dealership & service garage for Dodge Bros. and Ford autos. Neat piece w/ a great look. Quite nice, w/ a little fade and expected minor aging and wear (C. 8/-).

Min. bid \$100.



**WM Morford**  
Investment Grade Collectibles at Auction

## Terms & Conditions of Sale

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Welcome to our 92nd auction of quality antique advertising and fine collectibles. Everything we sell is guaranteed authentic and as described. We attempt to grade condition both fairly and conservatively, using a scale of 1-10 (ten being absolutely mint). We do not list reproductions, re-issues, deceptively restored or pieced together type merchandise. Flaws and blemishes are prominently noted and over emphasized. We encourage you to call for a detailed description on any item you have an interest in, but respectfully must request that you do this before the closing night. Dimensions are listed by height, then width, and are only approximate (+ or - a quarter inch).

### Bidding

Bids are accepted only from those parties who have registered with us to bid. (If you were mailed this catalogue by us or have registered for bidding in any of our AntiqueAdvertising.com auctions, you are automatically pre-registered). Your bids are a legal contract to purchase and once entered, cannot be canceled. Placement of a bid indicates acceptance of our terms.

On all "BID" items there is an 18% buyers premium added to each successful bid. You're welcome to bid by mail, email and fax anytime after receiving this catalog. We will begin accepting phone bids on Wednesday, June 20, 2018. We will be taking calls on Wednesday and Thursday from 10:00 AM until 5:00 PM. If no one answers when you call, please leave a message on our machine and we will get back to you. If bidding by mail or fax, please remember to include your telephone number with your bids! You may call or bid as often as you like. We will tell you the current bid on any item(s) you are interested in. To raise a bid, your advance must be at least \$10 more than the current high bid amount. When an item reaches \$250, bidding increments rise to \$25, at \$1,000, bidding increments advance in \$50 steps, and above \$2,000 in \$100 increments. We suggest not waiting until the last minute to begin your bidding, as its quite possible you won't be able to get through.

### Web Page & Bid Updates

We will begin posting current bid prices (not including the buyers premium) on Wednesday, June 20, 2018 (including an addendum of additional catalogue lot information) on our internet web page. These prices will be updated once each day (each evening sometime after 9:00 PM, EST) and will get updated to include the final hammer prices on Sunday afternoon once the sale is concluded. On the closing night, we will attempt to update current bid prices every hour. Our web page address for this sale is: <http://www.morfauction.com> We suggest that once you get to it, that you bookmark this address for easy re-access. There is also an addendum section on our website for this auction with more detailed descriptions and additional photos.

### Reserves & Estimates

All items which receive an opening bid in our sale will be sold to the highest bidder regardless of the price realized (we reserve the right to withdraw items in the event of inaccurate catalog descriptions and to reject any bid we feel is not made in good faith). **We run our auctions with a strict policy of no buy-backs, no auctioneer games and no hidden reserves. Unlike some of our competitors, we do NOT allow consignors to bid on their own items!**

### Mechanical Operations

Early mechanical and electric motors and mechanisms on machines toys, coin-ops, clocks, etc. are quite often temperamental and very unpredictable in nature. Although these mechanisms may be working fine at the time of sale, we make no guarantees or representations regarding their continued operating status once they have left our premises (including during shipping).

### Closing Night

**THE LAST DAY FOR BIDDING WILL BE ON FRIDAY, June 22, 2018.** On closing day, we begin taking calls at 5:00 PM. Please mark your calendar now. On the closing night (ONLY), we will also be taking calls at (315) 662-3318, (315) 662-3429 and (315) 662-3904 after 5:00 PM (in addition to our regular (315) 662-7625 office number). **Closing Time: This Auction will close at 10:00 PM (EST) on Friday, June 22, 2018.** At that time, no more incoming calls will be accepted and all lots with a registered bid of less than \$500, as well as all items without call backs registered on them will be officially closed and final. **The items at \$500 and over that have call back protection registered on them will be closed out during our call back period the following afternoon (\*\*see important call back rules below\*\*).** We reserve the right to change the official closing in the event of unforeseen family type emergencies or technological failures (utility disruptions, etc.). We also reserve the right to either extend the bidding, to postpone or to cancel this auction in the event of a national emergency or if the Internet or the services of the US Post Office were to get seriously disrupted during our catalogue mailing or bidding period.

### "Up-To" Bids & Call Backs

**CEILING BIDS:** We will be happy to enter competitive "up to" ceiling bids for you on any lots you request. Beginning at your minimum amount, we will advance these bid(s) up to your left ceiling amount, if (and only if) it is topped by another bidder. "Up To" bids will be handled discretely and executed in a completely competitive manner for you. Please note that we don't accept open ended "top all others" ceiling type bids.

**CALL BACKS:** You may request call back protection for any lot(s) that you enter with either a minimum or a protected "up-to" ceiling bid in an amount of at least \$500. This request must be registered with us before the official 10:00 PM closing hour of **Friday, June 22, 2018**. All callbacks will be placed by us on **Saturday, June 23, 2018** it is your responsibility to be available during this call back time period. We make every effort to honor all our call back requests, but this service is done solely as a convenience to our bidders and will be performed on a best efforts basis only. If you will be traveling or if you will not be available during call back times at your primary number, be sure you provide us with proper alternate or back up numbers for reaching you!

### Payment Terms

Winning bidders will be invoiced by mail or email immediately after the sale. Those who desire fast shipment can pay by Money Order or Cashiers Check. Payments are due within 10 days of receipt of invoice. We reserve the right to offer the item out to our back bidders and deny future bidding privileges to those who do not pay in a timely manner. In addition to personal checks, we also accept payment on your American Express, Visa, Master Card, Discover and Optima Credit Cards (with no surcharge added). No COD's or Collect calls are ever accepted. Items shipped to anywhere in New York State must include appropriate sales tax or signed resale certificate.

### Shipping

All packing and shipping charges are extra. We do most of our own packing and shipping in house and try to keep these charges as reasonable as possible for you. On especially fragile and larger hard to pack items, we hire the services of professional packers and charge you at our billed cost. We ship mostly through the Post Office and Fedex Ground, (Fedex Overnight available at an extra charge.)

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Photography & Layout by Tracy Morford Photography

### Important Closing Night Information

In addition to our regular **315.662.7625** office number, on the closing night (only!) you may also call us at:

**315.662.3318\***

(after 5:00 PM)

**315.662.3904\***

(after 5:00 PM)

**315.662.3429\***

(after 5:00 PM)

**\*These numbers for  
Closing night only!  
Friday, June 22, 2018**

**Bidding closes at 10:00 PM EST on Friday closing night.** We will be accepting faxes and e-mails on closing night. Our web page will update current high bid prices approximately every hour on closing night and will also list any important addendum information. **All call backs will be made on Saturday, June 23, 2018, beginning at 12 o'clock noon EST!**