

# **Choice Selections from the Challenger Collection**

Rd #2, Cobb Hill Road, Cazenovia, NY 13035 • 24 Hr. Tel: (315) 662-7625 • 24 Hr. Fax: (315) 662-3570 • morf2bid@aol.com • morfauction.com

## Bidding closes Friday, Oct. 29th, 2010. (See page 16 for Terms & Conditions)



1).Whitman Marshmallows Tin. 4 x 6 x 1-5/8" very early tin litho hinged lid product tin for Whitman Co.'s marshmallows, featuring beautifully detailed early images of storks or cranes on lid (Mersereau Lithographers). Excellent, w/ a little non-detracting background wear (C. 8+/-). Min. bid \$40.



2).Arnold Pot Scraper. 2.25 x 3-3/8" scarce, early tin litho advertising pot scraper for Arnold's "Twin" brand bread, w/ nice image of Co.'s twins label. Excellent appearance (a strong C.8++) possibly clear coated. Min.



**3).Hoadley's Gum Tin.** 1 x 2.25 x 1-1/8" extremely rare, very early 2-ps. tin litho salmon colored chewing gum tin for Hoadley's Tolu brand chewing gum, w/ finely detailed lithography by Somers Bros. Clean and excellent overall, w/ a little minor wear (C. 8+). Min. bid \$50.



4). Eagle Pens Trade Sign. 40.25 x 3" large, figural wooden folk art type trade sign from Eagle Prints Pencil Co. is an exact giant likeness of companies early fountain pen. Complete w/ nice silver advertising and brass nib. Has some light general wear in lettering area as well as some bend marks and wear in brass nib area but overall a neat and very unusual piece that displays great (C. 8+/-), complete w/ original chain for hanging (chain not shown). Min. bid



**5).Durham Tobacco Clock.** 7.5 x 2-7/8" (6" dia.) outstanding, very early, metal clock by Ansonia Clock Co., advertising Blackwell Co.'s Durham brand smoking tobacco, featuring an outstanding image of Co.'s trademark bull. Very high quality piece has nickel finish metal case and a fantastic looking paper label inside, w/ incredible detailing. Excellent overall w/ nice patina (C. 8/+), all original (clock not running). Min. bid \$100.



6).Mammy Coffee. 8.25 x 7.5" extremely rare, early, 4 lb. size tin litho coffee can for "Mammy's Favorite" brand (C.D. Kenney Co., Baltimore, Md.), featuring great images of trademark black mammy w/ cotton plant design in background (same image both sides). Clean, bright and excellent appearance, w/ some light dents on side and minor wear (C. 8+). Min.



7).Yale Coffee Tin. 7 x 5-1/8 x 5-1/8" scarce, early tin litho small top coffee can for Yale brand (Steinwender Stoffregen Co., St. Louis) featuring trademark image of cruiser ship "Yale" on front and back (Norton Bros. Litho). Attractive piece, displays nicely, w/ some light scattered general wear (C. 7.5+). Min. bid \$50.



8).Ben Hur Coffee. 8-1/8 x 6-5/8" scarce, early, tin litho 5 lb. size coffee pail for Ben Hur brand (Jobst Bethard Co., Peoria, Illinois), featuring great racing chariot scene (same image both sides). Clean and very attractive appearance (front displays as C. 8+/-), wl some scattered wear (some heavier wear on back, critical grade 7.5). Min. bid \$50.



9).Honest Scrap Tobacco Bin. 12-1/8 x 17-7/8 x 14" large, early, tin litho slant front store bin for "Honest Scrap" brand. A clean, bright and very attractive example that displays very well (basically a strong C. 8/+ overall), w/ exception of some early chipping spots on left side panel and a little light wear on lid (color graphic front area C. 8.5+). Min. bid \$150.



10).Frog Tobacco Tin. 6 x 6-1/8 x 4" very early paper label (over tin) product can for American Eagle Co.'s "Frog" brand, featuring wonderful image of frog in marsh smoking pipe (large, colorful bustling factory scene on back). Label has toning, scattered fly specks and some general overall wear, but still attractive and displays quite nicely (front C. 7.5+/-). Min. bid \$50.



11).Bennett Sloan Spice Tin. 3.25 x2-3/8 x 1.25" very early tin litho spice tin (cloves) from Bennett, Sloan & Co. (New Haven and New York) featuring finely detailed graphics (Ginna & Co., lithographers). Attractive and displays nicely, w/ some non-offensive light wear and minor oxidizing on back side (front C. 8/+; back C. 7.5+/8-). Min. bid \$40.



12).Williams' Talc. 5 x 2.75 x 1.5" outstanding, early 4 oz. tin litho talc tin for Khush-Amadi brand (Williams Co., Glastonbury, Ct.) featuring stunning multi-color graphics (same image both sides). Clean, bright and like new (near mint). Min. bid \$100.



13).Pony Express Pocket Tin. 4.5 x 2-7/8 x 7/8" extremely rare, early, tin litho vertical tobacco pocket tin for Pony Express brand (John's Pipe Shop, Los Angeles, Ca.) featuring great image of Co.'s trademark horse drawn advertising wagon on both sides. Excellent overall, w/ a little non-offensive light scattered surface scratching and wear (front C. 8/+; back C. 8+/-). Min. bid \$250.



14). Bird's Eye Tobacco. 7-3/8 x 4.5 x 3-3/8" unusual, very early tin litho tobacco tin for Allen & Ginter Co.'s "Imperial Bird's Eye" brand, featuring beautifully detailed graphics by Somers Bros. A clean, very nice example that displays very well, w/ some wear on back side (front C. 8+; back C. 7.5+). Min. bid \$50.

## Cigar Cutter



15).Mexican Cigar Cutter. 11.75 x 5.75 x 5.75" outstanding, early, heavy cast iron mechanical countertop cigar cutter for Peter Hauptman Co.'s (St Louis, Mo.) "Mexican" brand cigars" (pulling down on songbook brings down blade in singers mouth). Very high quality piece, w/ nice detailing and excellent original paint surface (C. 8/+). Note: back side has bracket at top that probably once held a lamp or lighter. Min. bid \$150.

#### Chewing Gum



**16).Shoo Fly Gum Box.** 8.25 x 4.75 x 1-3/8" very early, 2-ps. cardboard product box for Shoo Fly brand chewing gum (E.A. Palmer Bros., Cleveland), featuring outrageous, finely detailed image of early black man shooling away giant flies (each fly has product flavor written in wings). Excellent (C. 8++), w/ minor separation at one of corner edges of apron. Min. bid \$60.



17).Kewpie Garters Display. 22 x 13-5/8 x 8" great early tin litho countertop display case for Kewpie brand Garters, w/ wonderful hinged die-cut at top of Kewpie doll character. Overall the piece is clean, bright and displays great, although there is scattered scuffing, scratching and litho wear in the bottom case section (kewpie at top rates a very strong C. 8++); sides on bottom case section vary from C. 7-ish to 8/+. A stunning, powerful and very impressive looking piece! Min. bid \$250.



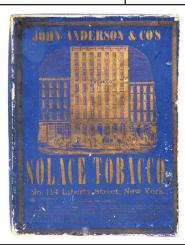
18).Rose Leaf Tobacco. 3-3/8 x 8-5/8" (dia.) very early, tin litho product tin w/ fine early Ginna style lithography for "Rose Leaf" brand tobacco, w/ hinged glass top see-through lid. Colors are strong and piece displays very well (as a strong C. 8), w/ some non-offensive light scattered chipping (critical grade C. 7.5/+). Min. bid \$50.



19).Boyer's Railroad Salve Tin. 4 x 6-1/8 x 2-3/8" very early tin litho medicinal tin for Boyer's Railroad Salve (Cyrus Jacoby Druggist, South Bethlehem, Pa.), featuring stunning, finely detailed graphic image of early train. Graphic lid area is excellent, w/ exception of some minor early background wear (C. lid 8/+). Sides of tin have a substantial amount of early chipping wear and rate fair to good). Min. bid \$50.



20).North Pole Tobacco Tin. 5-1/8 x 6-1/8 x 4-1/8" very early tin litho oval top tobacco can for North Pole brand (United States Tob. Co., Richmond) featuring nice images of polar bears, seal, etc. (Hasker & Marcuse Litho). Attractive piece that displays nicely, w/ a little nonoffensive light scattered wear (C. 8/+). Min. bid \$50.



SOLACE.

WE WEST MILITIME IN TRACES PART B SHITE CHIESE ST HE CHIESE ST THE CHIESE ST

21).Solace Tobacco Box. 10.5 x 8 x 5" very early, 2-ps. cardboard product box for Solace Tobacco Co. (John Anderson & Co., New York) featuring attractive gold lettering and factory street scene image on outer lid (1862 registration date). Outer box is very nice (C. 8/-) w/ some wear on side aprons; inside lid has beautiful multi-color graphic label (inside label C. 8.5/+). Min. bid \$70.



22).Moxiemobile Toy. 5.5 x 8.5" early die-cut tin litho advertising toy for Moxie, featuring great likeness of Co.'s famous promotional Moxiemobile vehicle. Piece is clean, bright and very attractive in appearance, w/ a couple nonserious wavy bends and some very minor surface wear (C. 8/+). Displays very well! Min. bid \$100.



23).Climax Tobacco Bucket. 10.25 x 12.25 x 12.25" very early wooden 10 lb. size country store advertising handled tobacco bucket for Legett Co.'s Climax brand, w/ see through window in front (partial series of 1878 revenue stamp). Decent and very respectable, w/ a clean, bright, very nice front label. Basically a strong C. 8/+, w/ exception of darkening and a couple early repaired split lines on hinged lid (porcelain knob not original to piece). Min. bid \$60.



24).Hand Trade Sign. 14 x 33.25 x 1" wonderful, large early wooden painted folk art hand shaped trade sign pointing way to a Solicitor's office. All original, a powerful and very impressive looking piece w/ a nice rich patina to its beautiful early paint surface (C. 8++) w/ just the right amount of wear. Min. bid \$150.



**25).Victoria Tea Tin.** 8-3/8 x 5.25 x 5.25" very early, 2 lb. small top tea tin for Montgomery Ward Co.'s "Victoria" brand tea, featuring attractive Ginna style lithography. Clean, bright and very attractive appearance, w/ a little non-offensive minor denting and wear (C. 8+/-). Min. bid \$40.



26).Midnight Flake Tobacco Tin. 9.5 x 12 x 1" large, early, paper label (over tin) tobacco can for Ogden's "Midnight Flake" tobacco, featuring stunning multi-color Halloween theme labels on outside and inside of lid. Labels are clean, bright, and very impressive looking, w/ a little non-detracting edge wear and some non-offensive light staining (British). Min. bid \$60.



27).Black Cat Bill Hook. 4.75 x 3.5" scarce, early embossed tin litho advertising billhook for Nonsuch Mfg. Co.'s "Black Cat" brand shoe dressing. Attractive and displays very well (as a C. 8/+), w/ a little non-offensive light scattered wear (hanging hole possibly slightly enlarged). Min. bid \$70.

#### Sample



28).Austin Coffee Sample 5/8 x1 oz. size oval miniature sample coffee tin from Austin Coffee & Tea Co. (established in 1796). Has some typical light scattered speckling and some light general wear, but overall attractive and displays well (C. 7.5+). Min. bid \$30.



29).Red Meat Tobacco Sign. 10 x 14" important, very early, embossed tin litho sign for Lockett, Vaughn Co.'s "Red Meat" brand melon flavor tobacco, w/ stunning finely detailed multi-color graphics (by Tuscarora Adv. Co., Coshucton, Ohio). Clean, bright and exceptionally nice appearance (displays as a strong C. 8++), although examination w/ black light will reveal some extremely well done professional restoration along outer 3/8" or so along very outer border edges. Min. bid \$150.

#### Sample



30).Lady Baltimore Coffee Sample. 1-7/8 x 1-7/8" unusual, very early miniature sample size coffee can for McNeil & Higgins Co.'s "Lady Baltimore" brand, featuring attractive silver stenciled design. Excellent overall (C. 8+/-). Min. bid \$50.



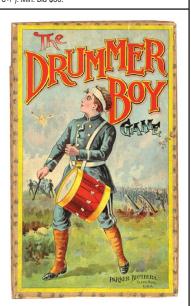
31).King Appetite Coffee. 9-7/8 x 5.5" early 3 lb. small top style coffee can for "King Appetite" brand (Odelsa Mfg. Co., Oklahoma City, Ok.) featuring great multi-color graphic image of trademark king (same image both sides). Clean, bright and very attractive appearance, w/ some non-offensive scattered wear (C. 7.5+/8-). Displays very well (much better than grade would imply). Min. bid \$50.



**32).Mansco Talc Tin.** 6 x 2.25 x 1.25" unusual tin litho talcum powder tin from Mansco Perfumers, New York, featuring attractive colorful images all around. Clean, bright and very attractive (C. 8++) w/ nonoffensive dent spot near top of back side. Min. bid \$40.



33).Pan Tree Oats. 9.5 x 5-1/8" large 2 lb. 10 oz. size cardboard oats box for Pan Tree brand (Ranney-Davis Merc. Co., various Kansas and Oklahoma cities listed), w/ same attractive image on both sides. Clean and attractive, (C. 8+/-) w/ paper blemish spot at bottom edge of back side (done in mfg. process). Min. bid \$40.



34).Drummer Boy Game. 15-1/8 x 9 x 3/4" early 2-ps. Drummer Boy game by Parker Bros., Salem, Mass. featuring drummer w/ Civil War battle scene in background. Image on lid is clean, bright and excellent, w/ exception of a few non-offensive, fairly minor small background stain spots (C. 8++). Includes playing board on base, game spinner and 3 wooden playing pieces. Min. bid \$40.



**35).Eutopia Tobacco.** 5 x 7 x 4.5" early tin litho tobacco canister for Cameron Co.'s "Eutopia Mixture" w/ an unusual humidor type area under top lid. Clean, bright and attractive appearance (C. 8), w/ minor wear and the expected typical darkening in top lid area. Min. bid \$40.



**36).Miniature Sample Pail.** 1.75 x 1-5/8" (dia.) early, miniature tin litho sample can from American Can Co., which was given as souvenir at 1905 Hardware Jobbers Association event in Hot Springs, Va. Clean, bright and excellent, w/ a little minor scattered wear (C. 8+). Min. bid \$40.



**37).Puritan Tobacco Tins.** Lot consists of two different 1/2 lb. size tobacco containers for Phillip Morris Co.'s Puritan brand (ea. 4-3/8 x 4" dia.). Cardboard version is excellent (C. 8++); paper label tin pry top version is decent, w/ a little light wear and background writing (C. 7.5/+). Min. bid \$40 (the pair).



**38).Gold Coast Coffee.** 6 x 4-1/8" scarce, early tin litho 1 lb. coffee can for Gold Coast brand (Swanson Bros., Chicago) w/ same nice image on both sides. Clean, bright and displays nicely (as a strong C. 8/+) w/ minor dents and wear. Min. bid \$60.



39).Torpedo Pocket Tin. 4.25 x 3-1/8 x 1" scarce, early tin litho vertical tobacco pocket tin for Torpedo brand (Rock City Tobacco Co., Quebec), featuring nice image of early destroyer ship (same image both sides). A decent and very respectable example that displays nicely w/ some non-offensive light general scattered surface wear (front C. 8/-; back C. 8+/-) and some fairly heavy tamishing and wear on gold flash hinged lid. Min. bid \$200.



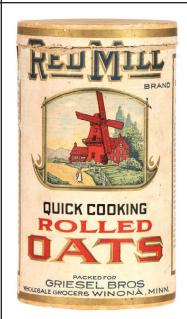
**40).Torpedo Pocket Tin.** 4.25 x 3 x 7/8" scarce, early tin litho vertical tobacco pocket tin for Torpedo brand (Rock City Tobacco Co., Quebec), featuring nice image of early submarine (same image both sides). A clean, bright, very nice example (C. 8++), w/ general tarnishing and wear to gold flash lid. Min. bid \$200.



41).All Dutch Cigar Tin. 6x 4-3/8" scarce tin litho 50 ct cigar can for "Old Dutch" brand (Burstein Bros., Lorain, Ohio) featuring very attractive graphics. Tin is clean and attractive in appearance, w/ some non-offensive general light scattered wear (C. 8-). Min. bid \$40.



**42).Spice Bin.** 10 x 6.75 x 9" early country store hinged lid spice bin (cinnamon) from Dwindell Wright Co. (Boston and Chicago), featuring nicely detailed graphics. Bright, shiny and very attractive appearance (C. 8/+) w/ some non-detracting light scattered wear. Min. bid \$50.



**43).Red Mill Oats.** 9-5/8 x 5.5" large 3 lb. size cardboard oats box for Red Mill brand, featuring colorful and attractive image of trademark mill on both sides. Clean, bright, attractive appearance w/ some non-offensive faint background staining on back side (C. 8+/-). Min. bid \$40.



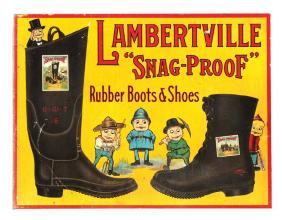
**44).Timur Coffee.** 10 x 5.5" (dia.) early 3 lb. pry lid coffee tin for Timur brand (Kasper Co., Chicago) featuring stunning multi-color graphics (same image both sides). Clean, bright and exceptionally nice appearance (displays as a strong C. 8/+), although close examination will reveal a few light scattered scuffs and wear spots (critical grade C. 8-). Min. bid \$50.



**45).Robin Oats.** 9.5 x 5-3/8" large 3 lb. 7 oz. size cardboard oats box for Robin brand (Scudders-Gale Grocers, Ill. & Missouri) w/ beautiful graphic images of trademark bird on both sides. Clean, bright and excellent appearance C. 8++ (old, replaced lid not original to piece). Min. bid \$40.



**46).Hero Coffee.** 7.25 x 7" (dia.) early tin litho 4 lb. size coffee pail from Potter, Sloan, O'Donohue Co., New York featuring nice image of decorated general (same image both sides). Attractive and displays nicely, w/ some non-offensive light scattered wear (C. 8/-). Min. bid



47).Lambertville Boots Sign. 13.75 x 18.25" early tin litho 2-sided flange sign for Lambertville rubber boots, featuring wonderful Brownie characters and stunning color graphics (same image both sides). Clean, bright and very attractive appearance (display side C. 8+/-); back has some background chips, light speckles and a white rub spot, but also displays very nicely (displays as a nice 8-, w/ critical grade 7.5). Min. bid \$100.



**48).Gypsy Queen Cigarettes Box.** 10.5 x 9 x 3-1/8" (as pictured) very early display box for Goodwin & Co.'s "Gypsy Queen" cigarettes w/ beautiful multi-color graphics all around sides of wooden base and on outside and inside of the flip-up lid. Excellent overall, w/ some darkening and wear to top outside of lid (inside display label near mint).



**49).Old Scotch Coffee.** 6 x 4.25" scarce, early tin litho 1 lb. coffee can for Old Scotch brand, featuring same nice image on both sides. Clean, bright and attractive appearance, w/minor scattered wear, and small oxidized spoti n"0" of "Old" attop on back side (C. 8/-). Min. bid\$50.



**50).Oriental Gun Powder Tin.** 5.25 x 3-5/8 x 1-7/8" scarce, very early tin litho gunpowder can from Oriental Powder Mills, Portland, Maine featuring beautiful multicolor graphic duck images (both sides). Front is clean and displays very well; dent mark and some fairly heavy wear and loss in the dark brown background area of backside (front C. 8+/-; back C. 7.5). Min. bid \$50.



51).White Lucky Strike Pocket. 4.5 x 3 x 7/8" scarce, white background variation tin litho pocket tin for Lucky Strike tobacco. A clean, bright example that displays very nicely, w/ a non-offensive minor crease/dent mark at upper right side edge area (C. 8+). Min. bid \$60.



**52).Ohio Boys Cigar Tin.** 6 x 4-3/8" early, scarce variation tin litho 50 ct. cigar tin for Ohio Boys brand, featuring Ohio born presidents. Has some general scattered scuffs, minor oxidizing and light general overall wear (C. 7.5+), but still attractive and displays nicely. Min. bid \$50.



**53).Kis-Me Gum Die-Cut.** 15.5 x 9-1/8" outstanding, early, pressed die-cut, cardboard easel-back stand-up display sign for "Kis-Me" brand chewing gum, featuring stunning multi-color graphics. Clean, bright and excellent in appearance (displays as a strong C. 8.5/+), w/ small added hole at top and a close examination will reveal a few professionally repaired breaks (barely noticeable- extremely well done). Min. bid \$50.



**54).Nic Nac Tobacco Canister.** 11-5/8 x 8.25" (dia.) outstanding, early, scarce, green variation tin litho 5 lb. tobacco store bin for B. Leidersdorf Co.'s "Nic Nac" brand, featuring great image of trademark dog on front, w/ early tobacco pack on back. Clean, bright and very attractive (a strong C. 8+ appearance), w/ a little non-offensive minor scattered wear. Min. bid \$150.



**55).Candy Die-Cut.** 14 x 10.25" early, cardboard die-cut sign for Woodward's Stick Candy w/ great color graphic baseball scene. Clean, bright and excellent appearance although close examination will reveal some professional restoration (Displays as a C. 8.5+). Min. bid \$50.



**56).Niagara Peanut Butter.**  $3.5 \times 3 \cdot 7/8^{\circ}$  unusual, early 1 lb. tin litho peanut butter pail for Niagara brand (Jacob Dold Co., Buffalo, NY) w nice images of playing children all around back side. Excellent (C. 8+). Min. bid \$50.



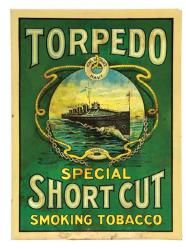
**57).Pastora Cigar Sign** 9-3/8 x 13-3/8" early embossed tin litho die-cut sign from San Telmo Cigar Co. (Detroit) featuring beautiful multi-color lithography by H.D. Beach Co. Clean, bright and very attractive, w/ minor dents and wear (C. 8+). Min. bid \$60.



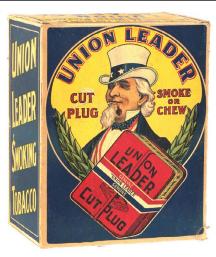
**58).Happy Cigar Tin.** 4-7/8 x 5.5" scarce, early tin litho 50 ct. cigar can for "Happy" brand, featuring wonderful multi-color graphics (same image front and back). Clean, bright and very attractive (a strong C. 8++) w/ some non-offensive faint speckling in dark background area on back side. Min. bid \$40.



**59).Star Cough Drops.**  $7.25 \times 5-1/8 \times 5-1/8 \times 9-1/8 \times 9-1/8$ 



**60).Torpedo Tobacco Sign.**  $8.5 \times 6.25$ " early, extremely rare small tin over cardboard string hung advertising sign for Torpedo tobacco, featuring Co.'s trademark destroyer ship. Displays nicely (as a C.~8+l-), although there is some soiling and minor bending and examination under black light will reveal some fairly substantial professional restoration. Min. bid \$70.



**61).Union Leader Display Box.** 12 x 9.5 x 6.75" large cardboard display box for Union Leader brand tobacco, featuring great image of Uncle Sam and pack on front, large package on back. Clean, bright and very impressive appearance (displays as a strong C. 8/+), w/ a few tear spots, wear marks and typical flap loss/damage. Min. bid \$50.



62).Blaze Killer Fire Extinguisher 21-7/8 x 2-1/8" scarce, full, early, tin litho fire extinguisher tin from Advance Fire Appliance Co., Milwaukee. Clean, bright and attractive (C. 8+/-). Min. bid \$30



**63).Reuter's Peanuts Tin.** 10-5/8 x 7-5/8" (dia.) early 10 lb. pry lid peanuts tin from G.A. Reuter Co., Chicago featuring large colorful and graphic image of Civil War veteran. Clean, attractive and displays nicely, w/ some scattered light dents, scuffs and a few light oxidizing spots on upper surface (C. 7.5+).



**64).Fluke's Coffee Bin.** 12.5 x 8.25" (dia.) very early, small store size round bin for Fluke brand coffee (Thomas Fluke Co., Phila.), w/ very attractive stenciled letter design. Clean and very attractive (C. 8+). Min. bid \$50.



65).Eclipse Fire Extinguisher Tin. 15.75 x 2.5" (dia.) scarce, very early, tin litho liquid filled fire extinguisher tin from Eclipse Chemical Co., New York. Full sealed tin has attractive paint surface and displays nicely, w/ some scuffs and scattered chipping wear (C. 7.5/+). Min. bid \$40.



**66).Omar Baking Crackers Tin.** 7.25 x 6.5" (dia.) early tin litho cracker tin from Omar Baking Co., Indianapolis featuring wonderful graphic image of early delivery vehicle on front, w/ beautifully detailed image of factory building on back. Very nice overall, w/ some light scattered wear (front C. 8½; back C. 8½). Min. bid \$50.



**67).Pittsburgh Stogie Display Tin.**  $5 \times 8.5 \times 6.75$ " very early, store display tin for "Advance Agent" cigars. Has nicely stenciled advertising on three sides, w/ lift-up glass display lid. Very nice overall, w/ only minor wear (C. 8). Min. bid \$50.



**68).Quincy Cigar Tin.** 5.25 x 5" scarce, early tin litho 50 ct. cigar can for Breslin & Campbell Co.'s "Quincy" brand, featuring beautiful, finely detailed image of Gov't. buildings (same image both sides). Clean and very impressive piece, excellent (a strong C. 8++). Min. bid \$50.



**69).Lincoln Coffee Tin.** 5.5 x 4.25" early 1 lb. paper label pry lid coffee can for Lincoln brand (Capitol Grocers, Springfield, III.). Has strong colors and displays nicely (C. 8/+) w/ only minor wear. Min. bid \$40.



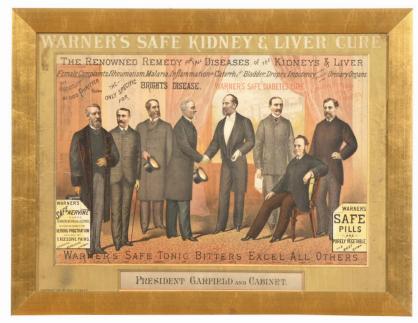
70).Peter Rabbit Peanut Butter. 3-7/8 x 3" scarce variation, early pry lid 13 oz. peanut butter from Kelly Confection Co. (Vancouver, B.C., Canada) featuring wonderful images of Peter Rabbit characters all around. Clean, bright and excellent (C. 8.5/+). Min. bid \$80.



71).K-S Talc. 4 x 1.75" unusual, early, tin litho talcum powder tin for K.S. brand (Klein, Stillwell Drug Co., S. Baltimore) w/ attractive image of trademark girl on front and lid (1906 drug act referenced on back). Excellent overall (C. 8/+), w/ couple small background chips on lid. Min. bid \$40.



**72).Fifth Avenue Pocket Tin.** 4.5 x 3 x 7/8" scarce, early tin litho vertical tobacco pocket tin for Christian Peper Co.'s "Fifth Avenue Mixture". Clean and very attractive (C. 8++). Min. bid \$150.



73). Warners Safe Cure Sign. 20 x 26 (16.75 x 22-5/8" visible) important, very early paper litho advertising sign for Warner's Safe Cure medicines, featuring beautiful color graphic image of President Garfield and his cabinet (Copyright 1881 Root & Tinker). Outstanding piece is clean and very attractive (displays as a strong C. 8/+), although very close examination will reveal some non-detracting minor toning and faint stain speckling as well as some non-detracting light scattered snake lines (mostly but not entirely confined to outer gold margin areas). Displays very well! Framed. Min. bid \$100.



74).Kamp Oats Box. 9.75 x 5.25" outstanding, scarce, early cardboard 3 lb. size oats box for "Kamp" brand featuring stunning multi-color graphic camping images (same image both sides). Clean, bright and exceptionally nice (C. 8.5/+). Min. bid \$50.



**75).Vogue Royale Talc.** 4.75 x 2.5 x 1-3/8" early, embossed tin litho talc can from Vogue Perfumery Co., New York w/ very attractive graphics (satin type litho finish). Excellent (C. 8+). Min. bid \$50.



**76).Century Limited Oil Can.** 5.5 x 4" (dia.) scarce, early 1 quart soldier seam motor oil picture can from Century Oil Products Co. (same image both sides). Has some non-offensive light scattered background scuffing and wear, but overall attractive and displays very nicely (displays as a C. 8; critical grade C. 7.5). Base possibly professionally replaced. Min. bid \$50.



77).Sykes Shaving Powder Tin. 4.5 x 2.25 x 1.75" early and extremely rare 3 oz. size tin litho product can for Sykes after shave powder, featuring wonderful scene of early barber shop interior. Clean and very attractive appearance (C. 8+) w/ some minor darkening and wear in upper shoulder/lid area. Min. bid \$70.



**78).Kimballs Tobacco Tin.** 6 x 4-3/8" unusual, very early round product can for Kimball's chewing tobacco, w/ finely detailed stenciled lettering. Nice overall (C. 8/+). Min. bid \$40.









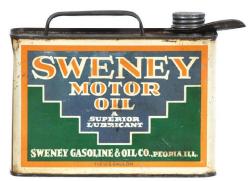




79).Plaza Tobacco Ads. Lot consists of a complete set of six early colorful and highly graphic comical folio advertising prints (on cardstock) featuring series of derogatory Darktowni type comical images of black characters, each w/ advertising for Plaza brand 5¢ tobacco. They are clean, bright and display very well overall (as a C. 8+/-), w/ exception of a little expected age toning; as well as some light staining and edge loss in outer white margin areas. Each is individually framed. Min. bid \$40 each (x 6).



80). Fish Trade Sign. 8.75 x 26.5" unusual, early embossed tin litho fish market trade sign has nicely embossed fins, tail, gills, etc., w/ finely detailed graphics. Has some scattered general wear from use, but overall a great looking piece that displays very well (C. 8+/-). Made in England. Min. bid \$100.



**81).Sweney Oil Can.** 6.5 x 8 x 3" unusual, early hand-soldiered 1/2 gallon size motor oil can from Sweney Gasoline & Oil Co. (Peoria, III.). Has decent color and displays nicely, w/ some soiling and some light scattered general wear (C. 7.5). As found, should improve w/ cleaning. Min. bid \$40.



**82).Durham Pocket Tin.** 4.5 x 3-1/8 x 1" scarce, early tin litho vertical tobacco pocket tin for Blackwell Co.'s Durham brand tobacco. Clean, bright and very attractive appearance (displays as a very strong C. 8++) although close examination will reveal a few faint scratch marks on front and a little hazy light wear on back (critical grade C. 8+/-). Impressive piece, displays great! Min. bid \$150.



**83).Beech-Nut Gum Tin.** 4.5 x 5.25 x 3-3/8" unusual, early tin litho hinged lid store tin for Beech-Nut brand peppermint chewing gum showing images of packets on inside lid. Clean, bright and very attractive (C. 8), made for English market. Min. bid \$40.



84).Penn-Guin Oil Can. 5.5 x 4" great early 1 quart soldier seam motor oil picture can from Penn-Guin Oil Co. (Chicago) featuring great images of penguins (same image both sides). Clean, bright and very attractive (a strong C. 8++), w/ minor background wear. Min. bid \$40.



85).Ace High Spice Tin. 3-3/8 x 2-3/8 x 1.25" scarce, early 2 oz spice tin (thyme) for "Ace High" brand (Simpslon, Ashby Co., Los Angeles), featuring great image of Co.'s trademark bi-wing airplane (same image both sides). Impressive piece is bright and displays very nicely (as a strong C. 8) w/ minor staining, light wear and a dent mark on side edge (critical grade C. 7.5/+). Min. bid \$50.



**86).Scott's Emulsion Sign.** 16.5 x 7.25" outstanding, heavy cardboard die-cut easel back sign for Scott's Emulsion medicine, featuring great trademark image of fisherman carrying giant fish. Clean, bright and excellent in appearance (C. 8/+), w/ a little non-offensive light water staining at bottom edge. Min. bid \$90.

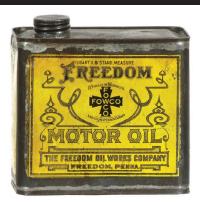
#### Rare Variation



**87).Rare Variation Tiger Bin.** 11.75 x 8.25" (dia.) elusive, rare variation 5 lb. tin litho tobacco store bin for Tiger brand. Attractive and displays quite nicely, w/minor dents and some typical general scattered wear (C. 7.5+/8-). Min. bid \$70



88).Crane Valves Sign. 13.5 x 9.75" early embossed tin litho sign for Crane Valve Co. featuring finely detailed graphic embossed images of young girl and large valve. Piece is clean, bright and very nice (basically a strong 8++ appearance) w/ some minor background wear and a little creasing and wear in very outer border area. Min. bid \$150.



**89).Freedom Motor Oil.** 5 x 5 x 3" very early 1 quart hand-soldiered oil can from Freedom Oil Works Co., Freedom Pa. W nice images of early car and truck on back side. Has some light scattered wear (including light soiling / staining) but overall attractive and displays nicely (C. 7.5/+). As found, should improve w/ cleaning. Min. bid \$40.



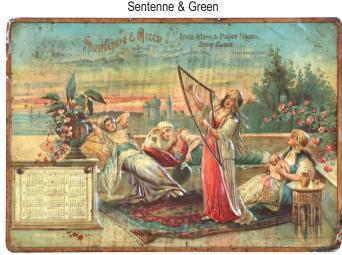
90).Bat Breath/Throat Lozenges. 3.5 x 3 x 4.5" outstanding, early 2-ps. oval cardboard product container for BAT brand ("breath and throat") medicine (Michigan Drug Co.) featuring different colorful bat images all around sides and on lid. Clean and very attractive (C. 8+/-), w/ light soiling on lid and small pinch spot at bottom base area of back side. Min. bid \$60.



91).Jule Carrs Tobacco. 3.25 x 4.5 x 1.5" very early 4 oz. size square corner style tobacco tin featuring beautifully detailed graphic image of Co.'s trademark train car. Clean, bright and exceptionally nice (a very strong C. 8++) w/ a tittle light edge wear. Min. bid \$40.



92).Pratt's Veterinary Banner. 36 x 56.5" unusual, early, heavy cloth advertising banner for Pratt's laying pellets (to give chickens "jungle bird rugged energy"). Has some minor staining at bottom and a couple small holes in white background area, but overall clean and very attractive in appearance (C. 8/-). Min. bid \$40.



93). Sentenne & Green Sign. 13.75 x 19.75" early embossed tin sign for premier sign maker "Sentenne & Green Co." featuring Middle Eastern image of harem girls w/ an 1890 printed calendar in left corner. Has darkening, staining and some light crease marks and wear at outer edges, but still quite presentable w/ strong color and decent overall look. Overall, displays as a C. 7/+ (as found, might improve w/ cleaning). Min. bid \$150.



94).Edelweiss Beer Sign. 15-5/8 x 9.75" early, die-cut tin litho advertising chain hung sign for Edelweiss Beer (Peter Schoenhofen Brewing Co., Chicago). Clean, bright and exceptionally nice appearance (basically displays as a strong C. 8++) w/ a couple non-offensive light wavy crease marks (ankle/shoe and wrist area) and a couple white scuff/skim marks in swing area (just to right of bottle). Min.



95).Peter Rabbit Store Display. 17.5 x 11 x 6.25" wonderful, early figural composition countertop store display for Peter Rabbit brand peanut butter, featuring great looking rabbit carrying pail of Peter Rabbit peanut butter. Clean and very attractive in appearance, w/ just the right amount of wear (C. 8/+). Min. bid \$100.



96).Red Goose String Holder. 29 x 19." early, die-cut, heavy tin litho chain hung advertising string holder for Red Goose brand shoes, featuring great image of Co.'s trademark goose. Has bright color and displays very nicely (displays as a strong C. 8), w/ some non-offensive light scattered oxidized speckling and wear (critical grade C. 7.5++). As found, might even improve w/ cleaning. Min. bid \$100.



97).Dinner Pail Coffee. 6.5 x 10.25 x 6.5" unusual, early tin litho lunch bucket style coffee can w/ wooden bale handle from Cheek-Neal Coffee Co. (Nashville, Houston and Jacksonville). Has strong color and displays nicely, w/ some light dents, scuffs and a little general scattered wear (C. 75+/8.) Min bid \$40



98).Peanut Roasters Sign. 6.25 x 14" outstanding, early embossed tin litho chain hung sign for Bartholomew Co.'s commercial Peanut Roasters and Com Poppers, featuring wonderful image of a mobile roaster. Excellent overall (C. 8++), w/ exception of paint chip spot at bottom left edge. Min. bid \$150.



99).Hoppingtot Peanut Butter. 3-7/8 x 3.75" extremely rare early 1 lb. peanut butter pail for Hoppingtot brand (Wentworth Corp., Haverhill, Mass.) featuring unusual trademark image of Co.'s peanut bodied critter, w/ different image on back side. Clean and attractive overall (C. 8/-) w/ replacement lid. Min. hid S60



100).Norton Bros. Pocket Calendar. 3-3/8 x 2" outstanding, early tin litho advertising pocket calendar for Norton Brothers (fine tins and signs maker) featuring beautifully detailed lithography, w/ an 1898 calendar printed on backside. Excellent overall, w/ only minor wear (C. 8+). Min. bid \$50.



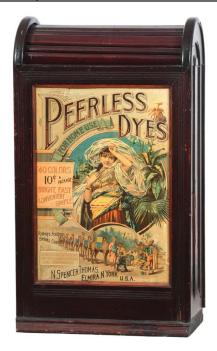
101).Boston Special Coffee. 5.25 x 4.25" scarce, early, paper label (over tin) 1 lb. coffee can for "Boston Special" brand (Henry Calendar Co., Boston), w/ finely detailed graphics. Has some even toning and scattered light staining throughout, but overall attractive and displays pretty well, w/ heavier staining on non-graphic back side (front C. 7/+; back C. 7/-). Min. bid \$40.



102).Turkish Trophies Sign. 33.75 x 16-3/8" unusual, early framed sign for Turkish Trophies brand tobacco featuring actual premiums available for insert coupons including leather, oversized cardboard sports card and large cloth flag. Excellent and all original, w/ some light wear to marked frame. Min. bid \$150.



103).Musselman Tobacco Sign. 28 x 23" (24 x 18.75" visible) important, very early paper litho sign for Musselman & Co.'s Giant Tobacco Works (Louisville, Ky.) featuring stunning multi-color graphic advertising for Co.'s various brands (shows detailed images from Bon Ton; Telegraph; Sunny Side; Iron Sides; King Bee and Quail brands). Sign is clean, bright and exceptionally nice (displays a C. 8.5+), although close examination will reveal a very faint horizontal crease line (barely noticeable) and a few minor small, faint snake line crease marks (Clavert Litho Co., Detroit). Min. bid \$250.



104).Peerless Dyes Cabinet.  $32 \times 18 \times 10.5^\circ$  extremely rare Victorian East Lake style wooden roll top cabinet advertising Peerless Dyes, featuring a stunning, beautiful tin litho sign on front, w/ nicely stenciled advertising lettering on wooden tambour roll-up backside. Tin litho front panel is clean and very attractive in appearance (basically a strong C.  $8^+$ ), w/ a little non-offensive light scattered wear and a slight bit of non-detracting gentle fading to reds (has wear in cut handle section on back). Min. bid \$250.



**105).Stag Tobacco Canister.** 6 x 5-1/8 x 5-1/8" early, tin litho small top tobacco canister for Lorillard Co.'s Stag brand, featuring beautiful multi color graphics all around. Clean, bright and exceptionally nice (a strong C. 8+) w/ exception of some scattered wear on upper shoulder area. Min. bid \$50.



106).Christmas Pail. 3.5 x 3.5" early tin litho Christmas pail featuring great image of an early St. Nick being pulled in sleigh by team of pigs. Clean, bright and very attractive, w/ a little non-offensive light background scratching. Min. bid \$40.



107).Checker Preserves Tin. 5 x 5-1/8" early tin litho 4 lb. size pry lid product can for Checker brand jam (United Farmers Co-Operative, Mission City, B.C., Canada), featuring great image of trademark characters playing checkers. Checkerboard pattern background w/graphic fruit and berries on back side. Clean and very attractive, w/ some minor small dents on back side. Min. bid \$40.



108).Kopper Kettle Klub Cigar Tin. 5.5 x 5.25" scarce, early, tin litho 50 ct. cigar can from McCaffrey Cigar Co., Maquoketa, Iowa featuring attractive image of kettle on front, back and lid. Clean, bright and excellent overall w/ minor scattered wear and a little darkening on lid (C. 8/+). Min. bid \$50.



109).Sylva Grease Pail. 6-1/8 x 6.25" early 5 lb. size tin litho grease can for Sylva brand (Warren Refining Co., New York, Cleveland, Chicago). Bright and very attractive in appearance (C. 8-) w/ some light scattered speckling and wear. Displays very well (much better than grade would imply). Min. bid \$40.



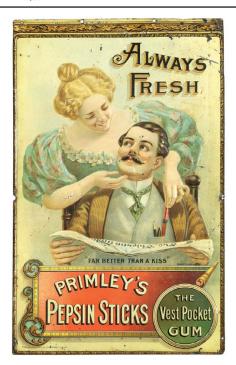
110).Dutch Treat Cigar Pail. 6.26 x 6" early, tin litho 100 ct. cigar pail for Pittsburgh Stogies "Dutch Treat" brand. Clean, bright and very attractive (same image both sides) w/ paper factory price sticker on back (C. 8++). Min. bid \$50.



111).Santa Claus Soap Sign. 37.75 x 21-5/8" (30-5/8 x 14.75" visible image) large, early paper litho advertising sign for Fairbank Co.'s "Santa Claus" brand soap, featuring beautiful multi-color graphics. Exceptional piece is clean, bright and like new in appearance (basically near mint). Nicely framed and matted. Min. bid \$250.



112).Hancock Coffee Store Bin. 28.5 x 18 x 12" wonderful, very early heavy tin litho slant front counter top coffee bin for John Hancock & Sons Coffee Co. (Dubuque, lowa) featuring beautifully detailed image of Co.'s headquarters building. Has a little minor scattered denting and wear, but overall a substantial, very high quality piece w/ a great early country folk art type appearance (C. 8+/-). Displays very well! Min. bid \$150.



113). Primley's Gum Sign. 18-3/8 x 11.75" important, very early embossed tin litho sign for Primley's Pepsin Chewing Gum, featuring beautifully detailed color graphics. Very decent overall w/ nice color, although there are some scattered chip marks and background wear spots; as well as several small tack and fine nail holes and edge wear in the outer gold border "frame" area. Tough to grade, but C. 7.5/+ seems about right (a little minor touch-up restoration could easily improve it to a C. 8.5/+ appearance). Min. bid \$250.



114).Seal Rock Tobacco Tin. 4-1/8 x 6.5 x 2" very early, tin litho, hinged lid tobacco can, for H. Bohls & Co.'s "Seal Rock" brand, featuring nice graphic image of California landmark. Clean, bright and displays nicely (C. 8+/-), w/ some denting and wear at very outer edges of lid. Min. bid \$40.



115).Choice Tobacco Tin. 3.25 x 12-3/8 x 1-1/8" very early 2 lb. size hinged lid tobacco can for Ogburn Hill Co.'s "Choice" brand. Has some soiling and light general wear, but overall attractive and displays well (C. 7.5/+). As found, should improve w/ cleaning. Min. bid \$40.

#### Sample



116).Sanka Coffee Sample. 3 x 1.75 x 1.25" unusual, early miniature tin litho sample size coffee can for Coffee Products Co.'s "Sanka" brand. Clean and very attractive (C. 8+) w/ only minor wear. Min. bid \$40.

#### Sample



117).Hazard Gunpowder Sample. 2.25 x 1-7/8 x 1" scarce, very early, miniature sample size product tin for Hazard brand gunpowder, featuring finely detailed graphic images of man hunting ducks, w/ guns, tall marsh grasses, etc. (flying ducks across top of backside). Decent and attractive appearance, w/ some light wear (front C. 8/+; back 8/-). Min. bid \$60.

#### Sample



118).Acme Coffee Sample. 3.25 x 2" unusual, miniature sample size paper label round cardboard coffee box for Acme brand (Blisman Co., Mansfield, Ohio). Full, sealed, never opened piece is clean and excellent (near mint) w/ exception of small background tear mark on side edge. Min. bid \$40.

#### Sample

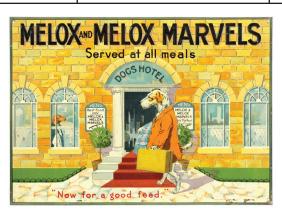


119).Lime Kiln Sample Pack. 2-3/8 x 7/8 x 1.75" very early and extremely rare miniature sample pack for Lime Kiln Club brand tobacco (Bagley Co., Detroit) featuring great image of comical black men's club. Opened at top (w/ some tattering), has most of contents inside. Has age toning and general light wear, but label is still very attractive and displays nicely (C. 7.5+). Min. bid \$50.

#### Display Can



120).McLarens Coffee Display Tin. 16.75 x 11-5/8" unusual, large 25 lb. pry lid tin litho store display tin for Mc Larens brand coffee (Hamilton, Ontario, Canada) featuring colorful and attractive graphics. Has bright color and displays quite nicely, w/ minor dents, and some light soiling and scattered wear (C. 7.5+/8-). Min. bid \$100.



121).Dog Food Sign. 13.25 x 18-7/8" outstanding, early embossed tin litho sign for Melox brand dog food featuring great image of dog checking into fancy "Dogs Hotel". Clean, bright and very impressive looking (basically a strong C. 8++) w/ exception of a little non-offensive light surface oxidizing /wear at right bottom edge. English. Min. bid \$100.



122).Silver Quarter Coffee Sample. 2-1/8 x 2.5" unusual, early miniature tin litho sample can for "Silver Quarter" brand (Swain, Early Co., Boston). Clean, bright and excellent (C. 8/+) w/ exception of 1/8" dia. (bb size) wear spot on lid. Min. bid \$40.



123).Fire Extinguisher Tin. 21.75 x 2.25° (dia.) scarce, early, tin litho fire extinguisher tin from Sterns & White Co., Chicago, featuring nicely detailed graphic image of Co.'s factory. Has light dents and a little scattered wear, but overall decent and attractive (C. 8-). Min. bid \$40.



124). Five Bros. Tobacco Cutter.  $6.75 \times 18 \times 4$ " early, fancy counter top country store tobacco cutter advertising for Finzer Co.'s Five Brothers brand (Louisville, Ky) w/ finely detailed embossing. Very high quality, w/ beautiful nickel plated finish to handle and curved top section (black and gold paint areas possibly repainted). Min. bid \$40.



**125).Buck Eye Tobacco.** 2.75 x 2.75" very early, miniature round wooden tobacco container w/ hand soldiered metal bands at top and bottom for "Buckeye" brand smoking tobacco (M.R. Geer Co.). Very nice appearance, w/ minor toning and light general wear (C. 7.5++). Min. bid \$60.



126).Bull Dog Tobacco Tin. 5 x 6 x 4" early, tin litho small top tobacco canister for Bull Dog brand, featuring nice image of trademark dog on front, back and lid. Tin is clean, bright and attractive in appearance (C. 8l-) wf some background wear spots (lid has some litho loss and light oxidizing). Min. bid \$50.



127).Superior Store Tin. 7.5 x 5.5 x 3.75" very early store display tin for Superior brand Cream of Tarter, w/ stenciled lettering and beautiful color reindeer image. featuring wonderful early folk art type image. Has some darkening / soiling on lid and a little non-offensive general light scattered wear, but overall displays nicely w/ a great primitive country folk art type look (as found, should improve w/ cleaning). Min. bid \$60.

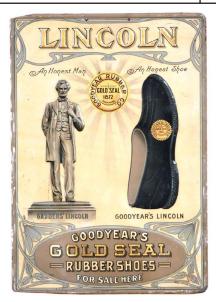


128).New Factory Tobacco Pails. 7 x 5.5" (dia.) lot consists of two different variations of early, tin litho tobacco cans from the Independent Snuff Co.'s (Chicago) "New Factory" brand, featuring attractive image of nude warrior on horseback slaying serpent creature (same image both sides). Both are clean and very nice in appearance, w/ minor speckling, minor scratching and a little light wear (C. 8/-). Min. bid \$50 (the pair).

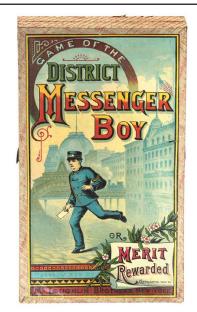


SWEE1

129). Corn Cake Tobacco Tin. 6 x 4-1/8" wonderful early tobacco tin for Spaulding & Merrick Co.'s "Corn Cake" brand tobacco, featuring wonderful color graphic image of farmer w/ fall crops. Clean and very attractive appearance (C. 8+) w/ minor scattered wear. Min. bid \$50.



130).Lincoln Shoes Sign. 19.5 x 13-3/8" unusual, early embossed tin litho sign for Goodyear Rubber Co.'s Lincoln brand rubber shoes featuring nicely detailed fine embossed images of Gauden's Lincoln statue and a rubber shoe (Meek Litho Co.). Clean, bright and attractive appearance w/ nice original surface sheen (displays as a C. 8/+; critical grade 8-) w/ some light background wear and creasing marks in outer border area. Min. bid \$70.



131).District Messenger Boy Game. 17.25 x 9.5 x 1.75" large, very early "District Messenger Boy" boxed game set by McLoughlin Bros. featuring beautiful multi-color graphics (dated 1886). Clean and very nice example (basically a C. 8.5/+) w/ exception of non-detracting fairly minor small puncture mark on lid. Complete w/ game board, spinner and playing pieces inside. Min. bid \$50.



132).Dilling's Peanuts Tin. 11-3/8 x 7.5" scarce, early 10 lb. size pry lid peanuts tin for Dilling's brand, featuring angelic figure playing harp. Clean, bright and attractive appearance (basically displays as a C. 8) w/ exception of light denting and some scattered scuff marks (critical grade C. 7.5/+). Displays very well. Min. bid \$50.



## Terms & Conditions of Sale

#### Rd #2, Cobb Hill Road, Cazenovia, NY 13035 • 24 Hr. Tel: (315) 662-7625 • 24 Hr. Fax: (315) 662-3570 • morf2bid@aol.com • morfauction.com

Welcome to our 68th auction of quality antique advertising and fine collectibles. We are pleased tp present another auction made up exclusively of items from the legendary collection of Jim Challenger for our current Premier Auction #68. Everything we sell is guaranteed authentic and as described. We attempt to grade condition both fairly and conservatively, using a scale of 1-10 on the advertising items (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 you are automatically pre-registered.) Your bid is 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 a 10% 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 Oct. 27th, 2010. 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 and Bid Updates

We will begin posting current bid prices (not including the buyers premium) on Wednesday Oct. 27th, 2010 (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.

#### **Reserves and 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 up 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, OCTOBER 29TH, 2010. 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, Oct. 29th, 2010. At that time, no more incoming calls will be accepted and all lots with a registered bid of less than \$300, as well as all items without call backs registered on them will be officially closed and final. The items at \$300 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 \$300. This request must be registered with us before the official 10:00 PM closing hour of Friday, Oct. 29th, 2010. All callbacks will be placed by us on Saturday, Oct. 30th, 2010, beginning at 12:00 noon (EST) and will continue that afternoon until each of the individual lots have been closed out (using past experience, I would expect this to be finished by 6:00 PM, if not earlier). If you register for call-backs, 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 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 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.) We will also be happy to deliver your purchases to the INDY Ad Show the last weekend in September.

#### Subscribing, Prices Realized, Consignments & Upcoming Events

Future catalogs can be assured by sending \$20 for a full 12 months subscription, (includes after sale prices realized). An automatic credit card ordering program is available. We currently run between 4-6 auctions a year (versus our previous format of running semi-annual sales). This format allows us to run smaller, more focused sales featuring larger, higher quality catalog images and gives our consignors the opportunity for a quicker turn-around of their items. In addition to our regular sales, we also occasionally offer sales made up entirely from single owner collections. Please contact us should you have items you would like us to consider for inclusion in our upcoming events. All inquiries are handled in a completely confidential manner. Our services are also available for the private placement marketing of important individual items, marketing plans for large collections as well as for estate planning and settlement purposes. Back copies of many of our previous acution catalogs are still available at \$5 each (w/ prices realized) w/ quantity discounts available if multiple issues are ordered. For further information, please call, e-mail or write.

Photography by Wes Feuz. Layout by Tracy Niemczal.

© Copyright 2010. All Rights Reserved. No portion of this publication may be copied in any form without the express written permission of Morford's

# **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, Oct. 29th, 2010 Bidding closes at 10:00 PM on 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, October 30th, 2010, beginning at 12 o'clock Noon!