



**WM Morford**  
Investment Grade Collectibles at Auction

## Premier Auction #93

Our 27th Year of Absentee Auctions

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### 1. Red Indian Porcelain Sign.

24 x 17.25 x 1/2"  
Early, heavy enameled porcelain sign for Red Indian brand motor oils. Crisp, bright and exceptionally nice (a strong C. 8.5++) w/ just a trace hint of very minor haziness and wear at outside edges of its outer black border area.

Min. bid \$250.



### 2. Diamond Wedding Whiskey Sign.

12" (dia.) Very early tin litho sign by Shonk Litho. Excellent color and very nice overall appearance (displays as a C. 8.5/+) w/ a little non-detracting crazing and a few minor chips in raised outer border area.

Min bid \$100.



### 3. Yellow Cab Cigar Tin.

5-5/8 x 5.5" (dia.) Scarce, early tin litho 50 count (same image both sides). Clean, bright & displays very nicely w/ little non-offensive background wear (C. 8+/-).

Min. bid \$150.



### 4. Black Cat Stove Polish Sign.

20-5/8 x 15.5" (15 x 10-3/8" image) Early, colorful and highly graphic paper litho sign. Clean, bright excellent appearance (C. 8.5) w/ a few non-offensive faint horizontal waves from being rolled. Framed and matted.

Min. bid \$100.





#### 5. Keen Kutter Display Clock.

25 x 16.5 x 12-3/8" (iron stand); 18.5 (dia.) x 3" (clock) Extremely rare, early countertop metal and glass hardware store advertising clock for Keen Kutter Cutlery & Tool Co., complete w/ its wrought iron display base. Impressive all original piece is clean, excellent and displays very nicely (C. 8/+) w/ a deep, rich surface patina (clock face has a little non-offensive faint soiling and light surface wear).

Min. bid \$150.



#### 6. Triplex Porcelain Sign.

17.25 x 24" Early, heavy, 2-sided enameled porcelain. Clean, bright and very attractive appearance w/ minor edge wear and just a trace hint of minor haziness on surface (a strong C. 8++). As found, should improve w/ cleaning.

Min. bid \$150.



#### 7. Klaxon Auto Horns Wooden Road Sign.

17.5 x 24 x 7/8" Very early, painted wooden road sign advertising Klaxon "Aa-oo-ga" sounding auto horns. All original, w/ nice, rich early dry paint surface and a great country folk art look (C. 8+).

Min. bid \$100.



#### 8. Yellow Knight Porcelain Sign.

29.75" (dia.) Large, early, 2-sided heavy enameled porcelain dealership service sign. Both sides are clean and display quite nicely, w/ some oxidizing along very outer edges, some minor scuffing on one side and a few non-offensive small stone chips on other (C. 8/+).

Min. bid \$250.



#### 9. Powow Peanuts Tin.

9.75 x 8-3/8" (dia.) Impressive, early tin litho 10 lb. store tin for Hoyt & Co.'s (Amesbury, MA) "Powow" brand peanuts. Has strong colors, nice sheen and displays very well (as a strong C. 8++), w/ darkening, soiling and general overall wear on lid.

Min. bid \$100.



#### 10. Coca-Cola Light-Up Counter Sign.

8.75 x 19.5 x 4.75" Scarce variation 1940's/50's electric "moving" waterfalls motion light-up countertop sign. Very high quality piece, w/ heavy brass case. Excellent and all original.

Min. bid \$150.





**11. Primitive Wooden Country Sign.**

68.25 x 14" (w/ frame) 12.5 x 66.5" (sign only) Large, very early wooden country sign for E.G. Blake, seller of pocket knives and razors. Has beautiful rich, deep patina to its all original dry paint surface (a strong C. 8++), w/ wonderful folk art look. Frame is not original (extremely well done, appears old and looks natural to the piece).

Min. bid \$150.



**12. Mammy Peanuts Store Tin.**

9.75 x 8-1/8" (dia.) Scarce, early 10 lb. tin litho store tin. Clean, bright and very attractive appearance (displays as a strong C. 8/+), w/ minor denting at backside bottom edge, w/ a 1.25" line of fine oxidized holes at underside edge of base (lid is a little too small and probably not original to piece).

Min. bid \$150.



**13. Moses Cough Drops Tin.**

4.25 x 6 x 1-7/8" Scarce, very early tin litho hinged lid can featuring beautiful, finely detailed Somers Bros. lithography. Clean, bright and very attractive (basically a strong C. 8++), w/ a little non-detracting chipping at outer edges of lid.

Min. bid \$100.



**14. Chrysler Plymouth Porcelain Dealership Sign.**

18 x 35.25" Early, heavy, 2-sided enameled porcelain car dealership sign. Clean, bright and very attractive, w/ nice original sheen (basically a very strong C. 8.5++) w/ exception of small (3/4 x 1.25") colored in weathered chip at upper corner edge of both sides.

Min. bid \$150.



**15. Mayo's Tobacco Porcelain Sign.**

13 x 6.5" Fine, early, heavy enameled porcelain sign for Mayo's Plug tobacco, featuring beautiful multicolor detailing. Stunning, never used sign is crisp, bright and basically like new (near mint), w/ exception of a minor mfg. imperfection in bird's bottom breast area.

Min. bid \$150.





**16. Cutty-Pipe Store Tobacco Bin.**

13.5 x 10.25 x 9-3/8"  
Large, early tin litho counter top display tin. Clean and bright, w/ nice surface sheen and a very attractive overall look (basically displays as a strong C. 8/+) w/ exception of a little crimping at top back edge corner and a little light wear on outer black side edges (critical grade C. 8/-). Lot also includes 3 full sealed tobacco packs.

Min. bid \$200.



**17. Duplex Marine Oil Porcelain Sign (Pierce Arrow)**

24 x 48" Large, early, heavy enameled porcelain sign for Enterprise Oil Co.'s Duplex brand marine oil. Clean, bright and very attractive w/ minor edge wear and some faint, fine spider web craze lines in upper left background area.

Min. bid \$100.



**18. Welch's Tomato Juice Sign.**

6-1/8 x 9-1/8" Scarce, small, early bevel edge tin over cardboard easel-back sign. Clean, bright and very attractive (appears never used) w/ minor soiling and non-offensive faint scratch mark in bottom background area (a strong C. 8++).

Min. bid \$100.



**19. Englebert Chevron Tires Poster.**

36 x 27-5/8" (30.75 x 22-5/8" visible)  
Outstanding, vintage 1920's poster by noted illustrator Henry Le Monnier. Clean, bright and exceptionally nice appearance (displays as a strong C. 8.5/+). Linen backed w/ typical minor professional touch up at fold lines. Nicely framed and matted (shipped w/ out glass).

Min. bid \$150.



**20. Porcelain Army Air Corps Sign.**

37.5 x 25-3/8" Scarce, large 1940's 2-sided Army Air Corps pilots recruiting sign featuring large "Keep 'Em Flying" WW II patriotic image (backside features Army's stars and stripes shield logo). Field area on both sides is clean, bright and very attractive (C. 8+/-), although there is some weathered edge chipping and damage in the outer border area.

Min. bid \$100.



**21. Service Station Toy.**

6 x 13.5 x 10.25" Vintage ca. 1930's "Sunny Side Service Station" toy by Marx. Complete and all original set is clean, bright and very attractive (displays as a strong C. 8+++) w/ exception of a little light scuffing on gray platform area (note battery operated pump globes still light up).

Min. bid \$100.





## 22. Large Firestone Tires Sign

23.5 x 71.5" Large, heavy, embossed metal sign for Firestone Tires, w/ rich, thick enamel paint surface (not porcelain). Bright, clean and very attractive appearance (a strong C. 8++) w/ some faint, minor oxidized soiling at very bottom edge.

Min. bid \$100.



## 23. American Family Laundry Soap Sign.

30.5 x 20" Large, early cardboard litho. Impressive piece has bright colors and very nice overall look (basically a strong C. 8/+), w/ a little non-offensive minor speckling/soiling, minor scattered background wear w/ a small repaired puncture mark in yellow background area.

Min. bid \$100.



## 24. Case Of Engine Treatment Tins.

Box: 10 x 7-7/8 x 7.25" (Tins: 4-1/8 x 2.5 x 1.75" ea.) Full, early store box w/ all 24 early hand-soldered paper labeled "Carbon-X-it" brand engine treatment cans, each w/ nice images of Co.'s trademark auto. Box is excellent and tins are quite nice overall (avg. C. 8+/-) w/ a little expected toning and soiling on labels.

Min. bid \$100.



## 25. Planters Store Display.

12 x 4-5/8 x 4-3/8" Vintage ca. 1920's tin litho countertop store display for Planters Peanut Co.'s 5¢ Jumbo Block candy bars. Clean, bright and very attractive (a strong C. 8++ overall) w/ a little light wear on backside and inside bottom base area.

Min. bid \$100.



## 26. Helmar Cigarettes Porcelain Sign.

10 x 27.5" Outstanding, early, heavy multicolor enameled porcelain. Clean and bright w/ original sheen (basically displays as a strong C. 8.5/+), w/ a little minor wear (critical grade C. 8/+).

Min. bid \$150.





**27. 1930's Coca-Cola Sign.**

11-3/8 x 35" Vintage ca. 1930's embossed tin litho. Clean, bright and displays nicely (as a strong C. 8/+), w/ a little light scattered wear in raised lettering and white background area (critical grade C. 8/8-). Framed.

Min. bid \$100.



**28. Headache Cure Pocket Mirror.**

2.75 x 1.75" Scarce, early cel-luloid advertising picket mirror for "Caf-Fee-No" brand headache "Cure" (Caffee No Drug Co., Bal-timore) w/ great image of bulldog and product pack-age. Excellent.

Min. bid \$100.



**29. Gulf Oil 1-Ps. Gas Globe.**

18 x 6 x 16" (dia.) Impressive, early Gulf service station heavy 1-ps. cast milk glass gasoline pump globe, w/ deep embossed detailing and a beautiful, rich patina to its all original paint surface. Glass is excellent and paint has just the right amount of minor aging and wear (C. 8.5/+).

Min. bid \$150.



**30. Beauty Shop Flange Sign.**

12 x 24" Vintage ca. 1920's, heavy enameled porcelain 2-sided beauty parlor sign. Both sides are clean and attractive (a strong C. 8/+), w/ minor edge wear and typical chipping at hanging hole area of flange mounting section. All original and as found, should improve w/ cleaning.

Min. bid \$100.



**31. Sample Sized Soda Cooler.**

10-1/8 x 10-5/8 x 7.25" Vintage (ca. 1930's?) miniature country store soda cooler for "Dair-e-Ade" brand 5¢ flavored milk product. High quality piece w/ oak framed construction, 2 removable sliding doors at top and tin signs all around, w/ galvanized metal interior. Excellent overall (a strong C 8++), w/ exception of edge wear in outer right background area of backside sign.

Min. bid \$100.



**32. Wolf Flour Mill Machinery Sign.**

27.5 x 19.75" (20.5 x 13-1/8" visible) Outstanding early paper litho sign for Wolf Co. (Chambersburg, PA) flour mill machinery. Clean, bright and very attractive w/ a trace hint of even toning (C. 8.5/+). Beautifully framed and matted.

Min. bid \$150.





**33. Red Crown Porcelain Thermometer.**

73.25 x 19.25 x 1-3/8" Outstanding, oversized early enameled porcelain working service station thermometer. Porcelain is clean, bright and exceptionally nice w/ original sheen (C. 8.5++), w/ exception of chipping at top middle screw hole; and wooden frame has weathering and is missing section across the bottom.

Min. bid \$250.



**34. Free Land Overalls Sign.**

10 x 30" Early, heavy enameled porcelain sign for "Free Land" brand overalls. Field area of sign is clean, bright and like new, w/ a little oxidized darkening and chipping at very outer white border area.

Min. bid \$100.



**35. Buster Brown Cigar Tin.**

5 x 5" (dia.) Scarce, very attractive early tin litho 50 count cigar tin for Buster Brown brand, featuring colorful and highly graphic cartoon images by R.F. Outcault (same image both sides). Clean, bright and very attractive (displays as a strong C. 8+). Note: possibly clear coated or wax polished long ago (not at all detracting).

Min. bid \$150.



**36. Buckeye Stage System Bus Depot Sign.**

20 x 30" Important, extremely rare 2-sided heavy enameled porcelain sign. Retains strong color and displays quite well, w/ some general scattered oxidized pitting, chipping, and general weathered wear evident throughout. Tough to grade, but a critical grade of (C. 7/+) seems about right (displays nicer on wall than this implies).

Min. bid \$250.

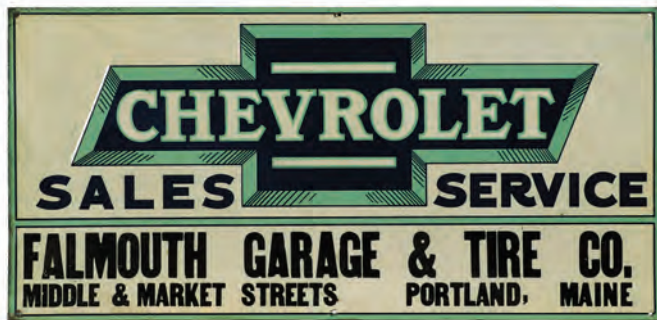


**37. Edison Mazda Window Display (Maxfield Parrish Image).**

Large figure 65.5 x 19.5" Large ca. 1920's cardboard standup window display for Edison Mazda Lamps. Found never used in its original shipping box. Also includes 3 smaller easel-back versions of same sign and a never folded stand for displaying large bulb box. Large sign excellent w/ minor storage rubs (smaller signs near mint).

Min. bid \$100.





38. Chevrolet Sign.

11.5 x 23.75" Early embossed tin. Clean and very attractive (displays as a strong C. 8+), with a little minor wear. (as found, should improve w/ cleaning).

Min. bid \$100.



39. Sweet Violet Pocket Tin.

4.5 x 3 x 7/8" Scarce, tin litho "Sweet Violet" tobacco pocket tin (backside pictures graphic tobacco pouch). Has strong colors and displays nicely (as a strong C. 8/+), w/ exception of some minor overall soiling and a little wear along upper side edges (where tax stamp sat). As found, should improve w/ cleaning.

Min. bid \$150.



40. Leinenkugel Brewing Co. Sign.

16.75 x 20.75" Very early tin litho sign from J. Leinenkugel Brewing Co. (Chippewa Falls, WI) featuring beautiful multicolor lithography in center, w/ curled edges at corners. Lithography is clean, bright and like new (C. 8.5++), w/ some light scattered wear in outer black border background and rolled edges areas (border areas C. 8/-).

Min. bid \$150.



41. Ward's Bread Thermometer.

20-7/8 x 8.75" Early heavy enameled porcelain. Clean, bright and exceptionally nice appearance, w/ original sheen (displays as a strong C. 8.5/+) w/ exception of weathered chipping at back edge of white border area.

Min. bid \$150.



42. Lucky Strike Cigarette Vender.

11.5 x 6.25 x 8.25" Early Lucky Strike vending machine by Lawver Mfg. Co. that vended individual cigarettes for 1¢. High quality piece has cast an iron base and aluminum top w/ glass viewing windows at top. Excellent overall (a strong C. 8++) in nice working condition (note: bottom iron section possibly repainted long ago).

Min. bid \$100.



43. Porcelain Coca-Cola Fountain Service Sign.

27 x 14" Vintage ca. 1939 enameled porcelain. Crisp, bright and exceptionally nice. Basically like new condition, w/ exception of a small, pretty minor surface wear spot in upper red background area-just under curve of fountain tap.

Min. bid \$150.





**44. Fashion House Sign.**

19 x 13" Early self-framed tin litho fashion store sign from Johnstown, PA. Clean, bright and exceptionally nice appearance (image area a strong C. 8.5/+), w/ a little non-detracting crazing (outer frame section has a couple light rubs and some small crimps at bottom edge).

Min. bid \$100.



**45. Folk Art Hatchet.**

7 x 15" (Indian 7 x 3-5/8 x 1") Wonderfully detailed figural cast iron w/steel blade. Has beautiful patina to its rich, all original paint surface giving it a great primitive country folk art look (C. 8+/-). Neat piece (probably fraternal).

Min. bid \$100.



**46. Goodrich Boots Sign.**

13-5/8 x 17.5" Early, 2-sided tin litho flange sign. Has strong colors and displays quite nicely, w/ a little light oxidizing at outer border edges near flange edge and a little light fade and light flaking to reds on backside (C. 8+/-).

Min. bid \$100.



**47. Diamond Dyes Cabinet.**

24.5 x 15.25 x 8-3/8" Nice, early country store advertising cabinet featuring beautifully detailed embossed tin panel in front. Tin is clean, bright and very nice w/ only minor wear (a strong C. 8.5/+), w/ original cardboard back panel. Wooden cabinet was beautifully refinished long ago and displays nicely.

Min. bid \$100.



**48. Polar Bear Tobacco Sign.**

13.75 x 9.75" Scarce, early, embossed tin litho. Displays nicely (as a C. 8/8-), w/ some non-offensive light speckling and light scattered surface wear (critical grade C. 7.5/+). Finish possibly clear coated long ago (looks natural) and originally had easel on back (no longer there). Framed.

Min. bid \$150.



**49. Pepsi-Cola Sign.**

10 x 30" Ca. 1930's/40's heavy embossed tin litho sign. Clean, bright and excellent overall w/ nice surface sheen (displays as a strong C. 8.5+), w/ exception of a narrow paint loss spot at middle top edge.

Min. bid \$100.





50. Sure Shot Tobacco Bin.

8 x 15.25 x 10" Early tin litho store display bin for Sure Shot brand chewing tobacco, w/ same great image on both sides. Clean and bright w/ nice sheen (C. 8.5/+), w/ minor background wear (knob possibly replaced).

Min. bid \$100.



51. Hunt Club Pocket Tin.

4.25 x 3 x 1" Rare, early tin litho vertical tobacco pocket tin w/ very attractive graphics and nice overall appearance. Piece is clean, bright and displays very nicely, w/ a little minor soiling and wear on backside (front C. 8/+; back C. 8/-). As found, should improve w/ cleaning.

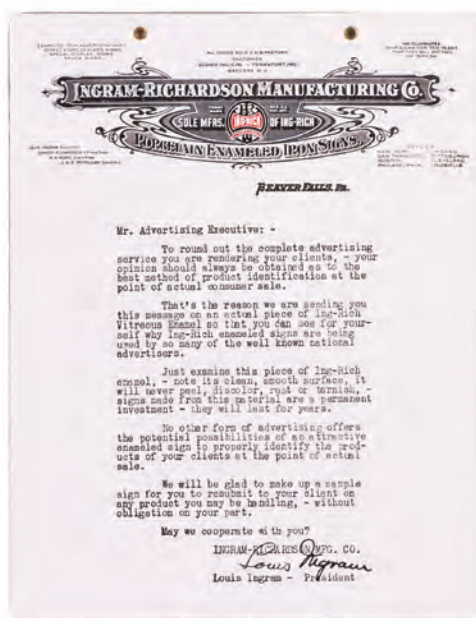
Min. bid \$150.



52. Patriotic Nabisco Sign.

33.5 x 24" (26.5 x 17-1/8" visible) Large, early, very high quality WW I era paper litho sign featuring great image of Uncle Sam holding early Nabisco product boxes. Clean, bright and excellent (C. 8.5/+). Nicely framed and matted.

Min. bid \$150.



53. Ingram Richardson Co. Porcelain Sample Sign.

11 x 8.5" Early, heavy enameled porcelain sign given as a salesman's sample by the Ingram-Richardson Porcelain Sign Co. to advertising executives. Very high quality piece is crisp, bright and like new (near mint), w/ light edge wear on backside.

Min. bid \$100.



54. Jesse Welden Cigar Sign.

20 x 13.75 x 3.25" Early embossed tin litho curved corner sign (on original wooden backed frame) for Jesse Welden brand cigars (Donovan Co., St. Albans, Vermont). Clean, bright and very attractive (a strong C. 8+).

Min. bid \$100.



55. Helmar Cigarettes Cowgirl Sign.

30 x 21-7/8" (20-5/8 x 18" visible) Nice, early paper litho sign featuring Southwest cowgirl image in its original marked frame. Has a little non-detracting very faint staining in background, but overall is clean, bright and very attractive (a strong C. 8++), in original marked frame.

Min. bid \$100.

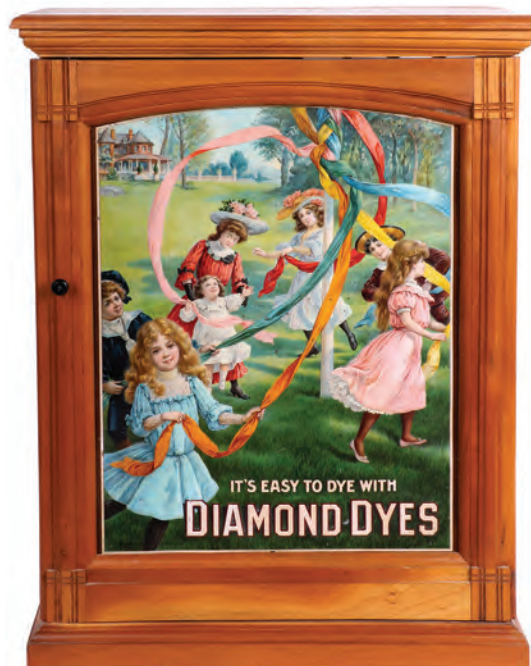




56. Indian Motorcycle Oil Sign.

9.5 x 13.5" Vintage beveled tin over cardboard sign. Display side is clean, bright and very nice (C. 8.5/+), w/ just a slight bit of minor soiling (note: backside has some edge staining and warping to its cardboard backing).

Min. bid \$100.



57. Diamond Dyes Maypole Cabinet.

29.75 x 10 x 23" Outstanding early wooden country store cabinet featuring beautifully detailed embossed tin sign insert. Tin is clean, bright and especially nice (a very strong C. 8++), w/ a few minor background specks; wooden cabinet was beautifully refinished long ago.

Min. bid \$150.



58. Barber Shop Mechanical Fan.

10.5 x 4.25" (dia.) Very rare, high quality hand operated barbershop fan, made for blowing hair off customers. Squeezing handles moves gear driven mechanism inside wire cage (1911 patent date on handle). Excellent (C. 8.5+), in nicely working condition.

Min. bid \$100.



59. Coca-Cola Fountain Service Sign.

25.5 x 22.75" Beautiful, early 2-sided heavy enameled porcelain outdoor hanging sign. Field area is clean and bright w/ excellent appearance and nice original sheen (basically displays as a strong C. 8.5/+), w/ exception of minor wear (including a small, fairly minor spot of chipping at very outer edge and under top mounting bracket; and a small, narrow 4" scratch/chip mark in background area on backside (critical grade C. 8+).

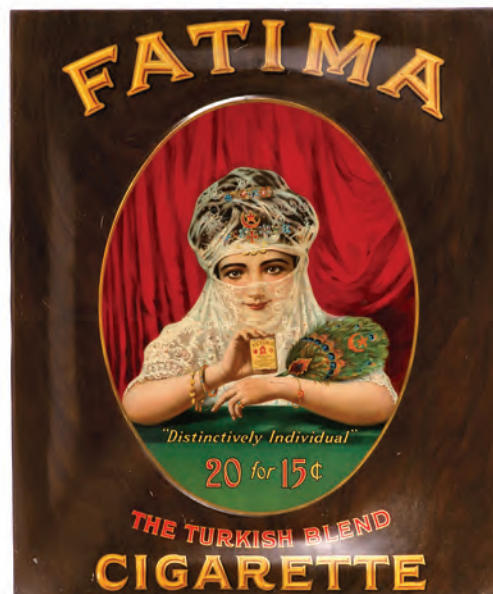
Min. bid \$150.



60. Evinrude Outboard Motors Sign.

14-5/8 x 25-7/8" Scarce, early, heavy embossed tin litho sign w/ nice patina and all original paint surface. Never used sign is crisp, bright and like new, w/ only trace hints of very minor storage wear (near mint).

Min. bid \$100.



61. Fatima Cigarettes Sign.

24-3/8 x 20.25" Early, convex tin litho sign for Cameron & Cameron Co.'s Fatima brand cigarettes. Clean, bright and very attractive appearance (displays as a strong C. 8++), w/ only minor wear.

Min. bid \$100.





62. Wrigley's Gum Sign.

7 x 11-1/8" Scarce, early beveled tin over cardboard sign for Wrigley's brand chewing gum. Appears never used and is clean, bright and very attractive (C. 8.5+), w/ minor wear at bottom right border edge.

Min. bid \$100.



63. Sutton Scroll Saw Patent Model.

10.5 x 8.5 x 5-3/8" Fine, early, mechanical patent model for a D. F. Sutton scroll saw. This very high quality salesman's sample type piece is an exact miniature working version of the foot operated saw, made for submission to the US Patent Office and retains its original 1880 government issued tag. Excellent.

Min. bid \$100.



64. Diamond Tires Flange Sign.

27-3/8 x 17.25" Early 2-sided tin litho sign. Has bright colors and displays pretty well, w/ a few small scattered nail holes, w/ some weathering and general scattered wear (most notable at bottom edges), w/ two cuts in side mounting flange section. Tough to grade, but C. 7/+ seems about right.

Min. bid \$150.



65. Egg-O-See Cereal Sign. Veterinary Medicines Store Shelf

10.25 x 16.5" Nice early self-framed tin litho sign. Image area is clean, bright and displays quite nicely (as a strong C. 8/+), although close examination will show a few non-offensive light background rubs pings and wear marks; outer framed area has a few small paint spots and a few non-detracting rubs and scratches.

Min. bid \$100.



66. Large Pepsi Sign.

44.5 x 12.25" Vintage, ca. 1930's large tin litho die cut bottle shaped sign in shape of early style bottle, w/ powerful, very attractive look. Bright and attractive appearance (C. 8+/-), w/ a little light scattered wear and minor soiling (as found, should improve w/ cleaning).

Min. bid \$100.



67. Capitol Motor Oil Can.

10.25 x 5-1/8 x 5.25" Scarce, very early hand-soldered tin litho motor oil can for Standard Oil Co.'s "Capitol" brand. Clean, bright and displays nicely (as a nice C. 8) w/ a little light scattered background wear (critical grade C. 7.5+/8-).

Min. bid \$100.



68. Dr. Pepper Thermometer.

17-3/8 x 5-1/8" Vintage ca. 1930's embossed metal advertising thermometer featuring nice image of early style bottle. Clean, bright and very attractive (basically a strong C. 8/+), w/ exception of a little non-offensive light edge wear

Min. bid \$100.





**69. Railway Express Agency Sign.**

13.25 x 19" Early tin litho (over cardboard) sign. Image area is bright and very attractive in appearance, w/ a little bit of light scattered background scuffing and wear in background area (C. 8/-).

Min. bid \$100.



**70. Dr. West's Dental Display Case.**

16.25 x 9-5/8 x 7.5" Nice, early country store glass showcase for Co.'s tooth paste and brushes, w/ hooks at top for hanging brushes and slots in back for holding product boxes. High quality piece, excellent overall (C. 8.5/+) w/ some light wear to black background coloring on bottom front panel.

Min. bid \$100.



**71. Acme Paint Porcelain Sign.**

20 x 14.75" Early, very high quality heavy porcelain flange sign w/ same nice image on both sides. Clean, bright and exceptionally nice appearance (basically a strong C. 8.5) w/ a little minor chipping & roughness in outer border area.

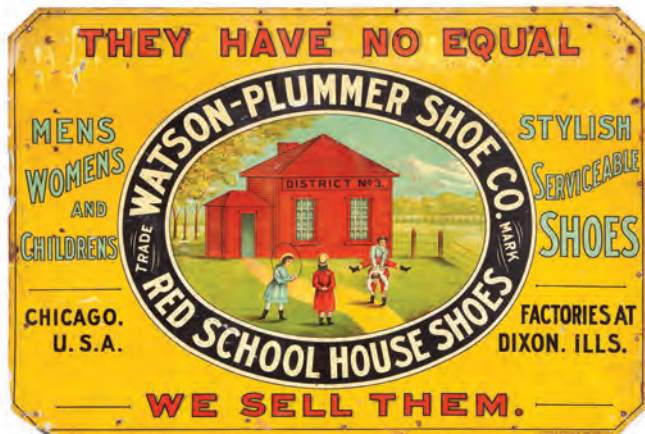
Min. bid \$100.



**72. Trop-Artic Motor Oil Can.**

5.5 x 7.5 x 3-3/8" Scarce, very early hand-soldered tin litho 1/2 gallon sized can. (same image both sides.) Clean, bright and exceptionally nice (C. 8.5/+).

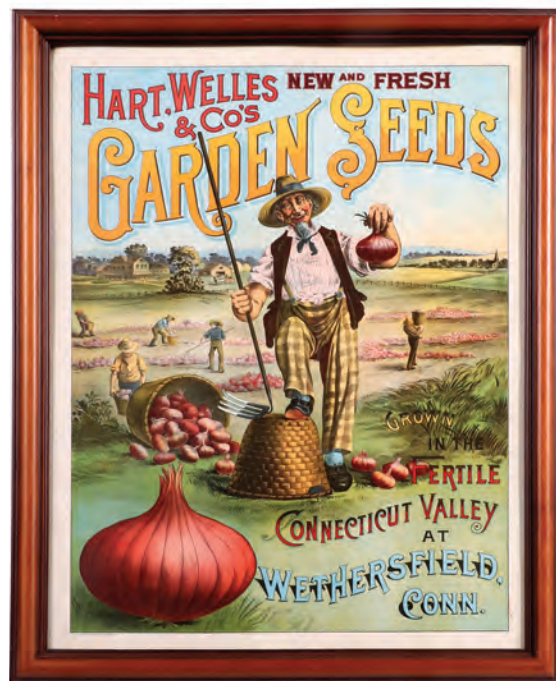
Min bid \$150.



**73. Red School House Shoes Sign.**

13.25 x 19.75" Extremely rare early tin litho sign (Sentenne & Green Co. Litho). Inside image area is crisp, bright and exceptionally nice (C. 8.5/+); w/ some scuffing, soiling and scattered wear in the outer yellow background area, w/ tiny tack holes along outer border (outer area C. 7/+). A stunning and impressive piece that would be a standout in even the most advanced of collections. As found, should improve w/ cleaning.

Min. bid \$150.



**74. Garden Seeds Sign.**

27.5 x 21-3/8" (24-3/8 x 18-3/8" visible) Very early paper litho sign w/ stunning multicolor graphics (Hayes Litho Co., Buffalo, NY). Clean, bright & like new appearance, w/ a couple of extremely well done professionally repaired tears & fold lines (displays as near mint).

Min. bid \$100.





**75. Adams Silver Roll Gum Tin.**

8.5 x 4.75" (dia.) Scarce, very early, fancy figural countertop display tin for Adams Co.'s "Silver Roll" brand chewing gum, w/ beautiful, finely detailed Ginna style lithography showing flowers, butterflies, etc. Clean, bright and very attractive (C. 8.5+). Note: lid sealed on.

Min. bid \$100.



**76. Magnet Tobacco Pail.**

6.25 x 5.25" (dia.) Scarce, early tin litho Tobacco pail for "Magnet" brand tobacco (same image both sides). Clean, bright and very attractive (displays as a very strong C. 8++) although close examination will show a few non-offensive light scattered scuffs.

Min. bid \$150.



**77. Kellogg's Corn Flakes Sign.**

19-3/8 x 13.5" Beautiful, early, 2-sided heavy tin litho sign for Kellogg's Corn Flakes (same image both sides). Has strong color, nice sheen and a great overall look (basically displays as a (C. 8.5+/+) on better side; (C. 8+) on other), although there is some non-offensive scattered wear spots in background area (critical grade C. 8+/-).

Min. bid \$150.



**78. Early Pepsi Thermometer.**

27 x 7 x 5/8" Vintage ca. 1930's working metal advertising thermometer. Crisp, bright and like new piece w/ beautiful sheen that appears never used (C. 8.5++) w/ only minor storage wear (still has envelope and original screws on back).

Min. bid \$100.



**79. White House Coffee Sign.**

13.75 x 8-5/8" Early 2-sided die-cut tin litho flange sign. Clean bright and appears never used w/ nice original sheen. Displays very well (as a C. 8+/+), w/ some oxidized pitting and surface wear from storage scattered along the outer edges of can and bottom edge of fingers and hand, and along non-graphic outer edges of the angled flange mount.

Min. bid \$150.



**80. Associated Midwestern Hotels Porcelain Sign.**

18 x 13" Nice, early, heavy 2-sided enameled porcelain membership sign from the Associated Midwestern Hotels Association, w/ great image of Co.'s trademark bellhop (same image both sides). Clean, bright and very attractive (a strong C. 8++) w/ a little non-offensive light chipping at outer edges and top hanging holes.

Min. bid \$100.





**81. Green Spot Soda Sign.**

17.75 x 17.75" Scarce, early, 2-sided metal flange sign. Heavy, high quality, never used piece is crisp and like new, w/ a rich, deep enamel paint finish (not porcelain). Near mint, w/ only minor traces of wear.

Min. bid \$100.



**82. Muzy's Corn Flour Sign.**

34 x 25.5" (27 x 18" image)  
Large, very early paper litho sign for Elkhart Mfg. Co. (Elkhart, IN) featuring stunning multicolor graphics (by Shober & Carqueville Litho., Chicago). Clean, bright and exceptionally nice (C. 8.5++). Beautifully framed.

Min. bid \$150.



**83. Coca-Cola Sign.**

20.75 x 5" arrow (17" dia. sign) Vintage ca. 1939 Masonite and aluminum sign by Kay Displays w/ movable arrow. Has strong colors and displays quite nicely, w/ a little non-offensive light scattered scratching and wear (C. 8+/-).

Min. bid \$100.



**84. Hi-Wheel Bicycle Hotel Bell.**

8.5 x 5.75 x 4.25" Unusual, early figural hotel service bell, w/ cast iron figure and base (works by turning knob on bell). Great look, w/ beautiful detailing and nice original surface finish (bell mechanism works, but is a little temperamental-fittings are a little loose).

Min. bid \$100.



**85. Canadian Pacific RR Porcelain Sign.**

19.5 x 12.75" Scarce, early, heavy enameled porcelain Canadian Pacific Railroad Co. sign. Has strong colors, original sheen and displays quite nicely (as a C. 8/+), w/ a little light edge chipping and a few faint background scratches (critical grade C. 8/-).

Min. bid \$150.



**86. Cow Ease Sign.**

Top: 4-1/8 x 14.75"; Bottom: 10-1/8" (dia.)  
Outstanding, very high quality, early 2-ps. tin litho chain hung sign for Cow Ease stock spray, featuring stunning, detailed multicolor graphics by Shonk Litho. Crisp, bright and like new (near mint).

Min. bid \$150.







**87. Porcelain Service Station No Smoking Sign.**

5 x 30" Vintage, heavy enameled porcelain service station "No Smoking" sign. Has a couple small background chips, but otherwise is clean, bright and like new, w/ nice original sheen.

Min. bid \$200.



**88. 1915 Elaine Coca-Cola Sign.**

26.75 x 13" Early paper litho ad for Coca-Cola featuring Co.'s calendar girl Elaine. Clean, bright and very attractive appearance (C. 8.5/+) w/ a little non-offensive minor toning. Probably originally from a 1915 calendar (Provenance: ex. Schmidt Museum Collection).

Min. bid \$150.



**89. McCormick Harvesters Sign.**

27-5/8 x 38-3/8" (23.5 x 34-5/8" visible) Large, early paper litho sign, w/ beautifully detailed graphics (by Milwaukee Litho & Engr. Co., Chicago) showcasing Co.'s newly invented reaping machine. Clean, bright and very attractive, w/ a few repaired tears and some non-detracting minor toning/staining in outer border area (a strong C. 8/+ appearance). In nice period frame.

Min. bid \$200.



**90. Hair Tonic Thermometer.**

9 x 26" Scarce, large, early tin advertising thermometer for Ed Pinaud's hair tonic w/ strong colors and great overall look. Top section has light overall speckling on surface, a couple light oxidizing spots and a scratch mark, but overall a decent and attractive piece that display quite nicely (C. 7+), bottom section excellent.

Min. bid \$150.



**91. Folky Vet Sign.**

36.25 x 12-1/8" Very early, painted metal veterinary remedies sign from Carswell Druggist (Gorham, Maine). Has a nice rich surface patina, and great overall look, although there are some spots of weathering/surface wear in lower outer right background area. Tough to grade but 7+ overall seems about right (displays much better than this would imply (minor background restoration at could improve it to a strong C. 8++ appearance). Framed.

Min. bid \$100.





92. International Stock Food Sign.

32.75 x 25.5" (26-3/8 x 19.5" visible) Large, early paper litho poster for International Stock Food Co., featuring great image of Brownie characters spoon feeding and fattening up giant pig. Clean, bright and very attractive (C. 8.5/+). Nicely framed and matted.

Min. bid \$100.



93. Fatima Cigarettes Porcelain Thermometer.

27 x 7" Outstanding, early, heavy enameled porcelain featuring detailed cigarette pack at top, w/ liquid filled glass forecasting tube on side. Clean and excellent (C. 8.5/+) w/ minor edge chipping (thermometer tube broken).

Min. bid \$150.



94. Wampum Coffee Can.

9-3/8 x 5.5" (dia.) Early 3 lb. tin litho coffee can from Stone-Ordean-Wells Co. (Duluth, MN) w/ same image on both sides, w/ trademark tomahawk image on lid. Clean, bright and attractive appearance (C. 8+/-) w/ a little background wear on lid (lid C. 7.5). Note: has inch or so of wax inside.

Min. bid \$100.



95. Diamond Tires Porcelain Sign.

16.5 x 13" Very early, heavy enameled porcelain, w/ original surface sheen, raised volcano grommet holes and complete original Ingram-Richardson Co. paper label on backside. Display side is crisp, bright and like new (near mint), w/ minor wear on backside.

Min. bid \$150.



96. Auto Insurance Sign.

12.75 x 36.75" (11.5 x 35.5" visible) Impressive, large, early, embossed tin litho sign featuring speeding car approaching playing children. Bright and very attractive (a strong C. 8++) w/ minor soiling and wear at outer edges. Framed.

Min. bid \$150.





**97. Veterinary Colic Cure Sign.**

14.75 x 20-5/8" Outstanding, very early paper litho sign. Clean, bright and exceptionally nice (a strong C. 8++ appearance) w/ some non-detracting faint vertical crease lines (barely noticeable w/ tape along each on backside).

Min. bid \$100.



**98. Country Store Seeds Display.**

16 x 26 x 19.5" (as shown); sign 15.25 x 23.5" Outstanding, early cardboard seed display in its original shipping carton. Comes complete w/ 60 of its full, original cardboard seed boxes, ea. w/ stunning multicolor lithography. Excellent (C. 8++).

Min. bid \$100.

**98A. Seed Box Detail.**



**99. Oilzum Motor Oil Porcelain Lollipop Sign.**

51.5 (h) x 24" (dia.) Important, heavy 2-sided early enameled porcelain (same image both sides). Clean, bright and exceptionally nice, w/ original sheen. Displays as near mint, although close examination will show a little extremely well done restoration. Complete w/ its original refinished cast iron stand. Freight Item.

Min. bid \$250.





**100. Pratt's Indian Warrior Veterinary Sign.**

30.75 x 36.5" (21-3/8 x 27.25" visible) Stunning, museum quality large, early paper litho sign. Clean and displays extremely well (as a strong C. 8/+), w/ three non-detracting faint vertical crease lines (w/ very minor touch-ins) and a few small, non-offensive minor snake lines. Nicely framed and matted.

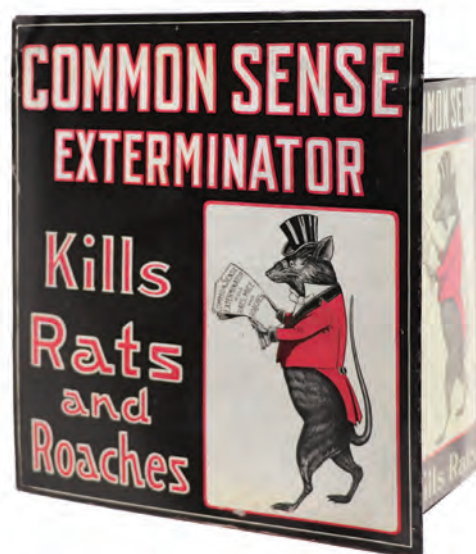
Min. bid \$500.



**101. Wil Wite Bathing Suits Sign.**

18-1/8 x 36.75" (13.5 x 32" visible) Vintage ca. 1920's/30's paper litho. Features Coles Phillips like fade-away image of girl skiing on wake board (not artist marked). Clean, bright and like new appearance, w/ exception of small tear at middle left edge. Framed.

Min. bid \$100.



**102. Rat Exterminator Display.**

18-3/8 x 7-3/8 x 4.25" Early tin litho store display w/ same great image on front and two side panels. Clean, attractive and displays nicely w/ a little pinching at top edge and some fade to reds on left side panel (front and right side (C. 8/+) left panel rats coat is more like a solid pink). Includes advertising pamphlets for same.

Min. bid \$100.



**103. Two Frogs Mechanical Bank.**

4-3/8 x 9 x 3-1/8" Early, figural cast iron mechanical bank by J & E Stevens Co. (when lever pushed, small frog kicks coin into wide, opened mouth of large bullfrog). A decent and attractive example, w/ some darkening and light general paint wear from use (C. 7.5+/8-).

Min. bid \$100.



FOLLOWING PAGES FEATURE CHOICE ITEMS FROM THE CHALLENGER COLLECTION



**104. Pride Of Durham Tobacco Sign.**

16.75 x 22-7/8" (13-5/8 x 19.5" visible) Outstanding tin litho sign featuring stunning, very early multicolor lithography by Wells & Hope Co. Very high quality piece is clean, bright and exceptionally nice (a strong C. 8.5++) in nice period walnut frame.

Min. bid \$500.



**105. Whizoil 5 Gallon Motor Oil Can.**

13.25 x 9.5 x 9-5/8" Large and impressive early hand-soldered tin litho motor oil can featuring great image of early car on front and large, detailed factory scene on backside. Clean, bright and very attractive (a strong C. 8/+) w/ a little non-offensive scattered wear (critical grade C. 8/-).

Min. bid \$150.



**106. DeVoe Paints Sign.**

25.25 x 15" Scarce, early, 2-sided die-cut tin litho flange sign. Clean, bright and very attractive (displays as a C. 8.5/+) w/ some fine speckling and examination under black light will show some scattered, well done professional restoration on both sides (critical grade C. 8+/-).

Min. bid \$150.



**107. Yellow Kid Cigarettes Pack.**

3 x 1.75 x 5/8" Important 2-ps. slide style box, w/ images of kid on front and two side edges. Clean and displays well (front and sides C. 8+/-) w/ light staining at upper left side edge and some tinted translucent glue remnants across backside.

Min. bid \$2,000.



**108. Poker Club Tobacco Tin.**

3-1/8 x 4-5/8 x 1-5/8" Scarce, very early tin litho square corner style tin featuring stunning lithography by Hasker & Marcuse. Clean, bright and excellent overall w/ only minor wear (C. 8.5/+).

Min. bid \$150.





**109. Old Abe Tobacco Tin.**

2 x 8.25" (dia.) Scarce, early, 1 lb. orange variation tin litho can for Leidersdorf Co.'s "Old Abe" brand, w/ beautiful, finely detailed Ginna type lithography (not marked). Clean, bright and very attractive (a strong C. 8/+).

Min. bid \$100.



**110. Gold Dust Twins Sign.**

39 x 27.25" (33.5 x 21.5" visible) Powerful and impressive, large, early paper litho poster. Has bright colors and a great look (displays as a C. 8.5/+), although close examination will show a few barely noticeable faint fold lines (professionally mounted on art board.) Framed.

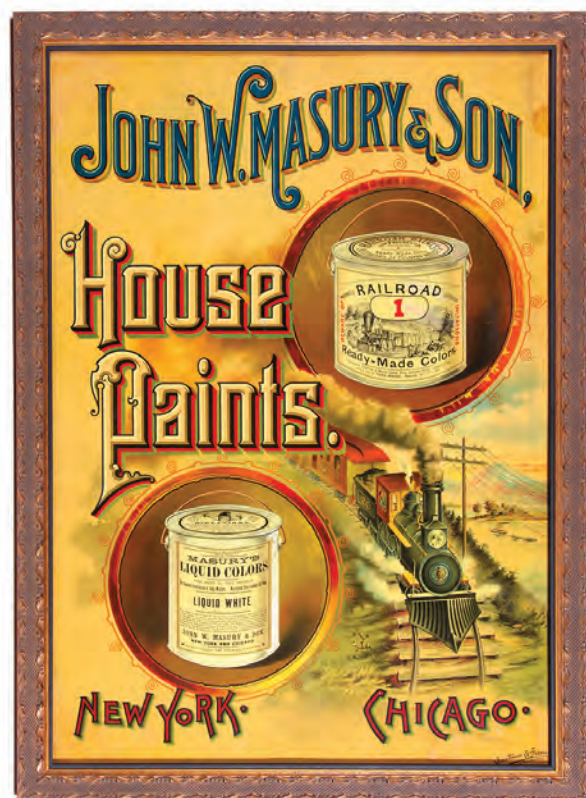
Min. bid \$250.



**111. Indian Fine Cut Tobacco Tin.**

3-1/8 x 10 x 6.5" Scarce, very early tin litho tobacco tin from Toledo Tobacco Works (Toledo, OH) w/ beautifully detailed lithography by Norton Bros. (same great image on both sides), w/ hinged glass see-through lid. Clean and quite attractive, w/ a little light background wear including white line across Indian's upper lip area on one side (C. 8/-).

Min. bid \$100.



**112. Masury Paint Sign.**

30 x 22" (27-3/8 x 19-1/8" visible) Very early tin sign featuring stunning multi-color lithography for Co.'s "Railroad" brand paint. Clean, bright and exceptionally nice appearance (displays as a strong C. 8.5/+) w/ a little minor, extremely well done professional restoration (by Don Lurito- the master restorer of pre-1890's lithography). Framed.

Min. bid \$500.



**113. Old Abe Tobacco Tin.**

2 x 8.25" (dia.) Scarce, early, 1 lb. can from Leidersdorf Co., w/ beautiful, finely detailed Ginna type lithography (not marked). Clean, bright and attractive appearance w/ some non-offensive, fine, early scattered wear (C. 8+/-).

Min. bid \$100.





**114. Abe Freeman Holiday Tray.**

12.75 x 16-1/8" Outstanding tin litho tray featuring Co.'s early style Penn beer and Clicquot Club soda delivery trucks parked outside their bustling store (note the stores great Santa Christmas theme decorated windows). Clean, bright and exceptionally nice (a strong C. 8.5/+), w/ slight darkening in rim and very minor wear.

Min. bid \$150.



**115. Lyon's Tea Advertising Mechanical Bank.**

7 x 3.5 x 2.25" Nice, early, embossed tin litho mechanical bank featuring minstrel character w/ advertising on tongue (pushing down lever rolls his eyes and moves tongue in and out to retrieve coins). Clean and quite nice overall, w/ some darkened oxidizing on curved top panel (C. 8+/-).

Min. bid \$100.



**116. Whist Club Tobacco Tin.**

3-1/8 x 4-5/8 x 1-5/8" Scarce, very early tin litho square corner tin for Hess & Co.'s "Whist Club" brand w/ nicely detailed lithography by Hasker & Marcuse. Sides are bright and quite nice; w/ a little non-offensive minor wear and light fading on lid (C. 8+/-).

Min. bid \$150.



**117. Whist Cigars Advertising Flask.**

6 x 3.5 x 1.5" Nice, early pressed glass whiskey flask w/ great curved label under glass advertising for "Whist 10¢ Cigars". Clean and excellent overall, w/ faint, non-offensive small darkening/staining spot in hand / card area.

Min. bid \$100.



**118. Seneca Cameras Sign.**

18-5/8 x 14-1/8" Early 2-ps.tin litho (same image both sides). Display side has strong colors and displays pretty well (critical grade C. 7.5/+) although it displays better than this implies, w/ some fine, lightly oxidized speckling and scattered wear in yellow background areas. Backside has heavy wear and is fair to poor. As found, might improve w/ cleaning.

Min. bid \$150.



**119. Travelers Insurance Sign.**

30.5 x 24-3/8" (26-3/8 x 20-3/8" visible) Outstanding, ca. 1870's/80's paper litho sign for Travelers Insurance Co., featuring stunning multicolor stone lithography by Major & Knapp Co. Clean and excellent (displays as a strong C. 8+) w/ minor professional conservation. Framed.

Min. bid \$150.





**120. Express Tobacco Tin.**

2 x 8.25" (dia.) Scarce, early tin litho 1 lb. tin featuring finely detailed image of speeding passenger train. Has a little light scattered wear, including typical darkening in silver flash lettered areas, but overall attractive and displays pretty well (lid C. 7.5+; sides excellent).

Min. bid \$100.



**121. Seal Of NC Tobacco Bisque Advertising Plaque.**

1.5 x 9" (dia.) Scarce, very high quality, early hand-painted heavy fine bisque china advertising display plaque w/ beautifully detailed embossed image of Co.'s trademark logo, featuring risqué semi-topless gals. Front is excellent, w/ small chip on raised back-side edge that holds hanging wire.

Min. bid \$100.



**122. Cadillac Tobacco Tin.**

2 x 8.25" (dia.) Scarce, early tin litho 1 lb. tobacco tin for Scotten Co.'s "Cadillac" brand, w/ image of Cadillac and his explorer ship. A decent and respectable example that displays nicely, w/ a little light scattered wear (C. 8+/-).

Min. bid \$100.



**123. Alcazar Cigar Tin.**

5 x 5-3/8" (dia.) visible Scarce, very early tin litho cigar can (same image both sides). Clean, bright and very attractive w/ minor background wear w/ a little oxidized edge staining and some light background wear on lid (tin a strong C. 8+; lid C. 7.5+).

Min. bid \$100.



**124. Farm House Peanuts Store Bin.**

13 x 12-5/8" (dia.) Large, early tin litho store size peanuts tin from Reid Murdoch Co. (Chicago, IL) w/ same great image on both sides. Has strong colors and displays pretty well (as a C. 7.5+/8-) w/ some general light soiling and background wear. As found, should improve w/ cleaning.

Min. bid \$100.



**125. Wright's Pills Sign.**

24 x 19" (19.75 x 14.75" visible) Very early stone litho paper sign for Wright's Pills by Wemple & Co. Lithographers. A powerful and impressive piece, w/ a great overall look (displays a strong C. 8+), w/ a slight bit of even toning. Presented in attractive period frame.

Min. bid \$200.



**126. Red Indian Tobacco.**

6.5 x 4-7/8" (dia.) Scarce, very early tin litho small top tobacco canister for American tobacco's Red Indian brand, w/ same nice image on both sides. An attractive example that displays nicely (C. 8+), w/ minor background wear.

Min. bid \$100.





**WM Morford**  
Investment Grade Collectibles at Auction

## Terms & Conditions of Sale

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### 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, December 5th, 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, December 5th, 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, December 7, 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, December 7, 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, December 7, 2018**. All callbacks will be placed by us on **Saturday, December 8, 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, December 7, 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, December 8, 2018, beginning at 12 o'clock noon EST!**