



**WM Morford**  
Investment Grade Collectibles at Auction

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**Premier Auction #95**

Our 29th Year of Absentee Auctions

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P.O. Box 247  
Cazenovia, NY 13035



**1. Trophy Cigars Trade Stimulator.**

18.5 x 11.5 x 6.5" Ca. 1890's Star Advertiser's countertop trade stimulator for Trophy cigars (dropping coin spins award wheel for payoff in cigars). Excellent and appears all original (C. 8/+); in working condition, complete w/ key.

Min. bid \$150.



**2. Phillips Unique Gas Globe.**

16.5 x 15.5 x 5.5" Scarce, heavy glass gas pump globe for Phillips Co.'s Unique brand gasoline. Has period Capolite glass lenses and bands on an original period Gill body. Excellent, w/ very minor flea bites on base.

Min bid \$150.



**3. MoPar Auto Parts Neon Clock.**

18.5 x 18.25 x 6.75" Nice, early, metal and glass electric neon advertising clock for MoPar brand auto parts. Quite nice overall [inside sign has strong colors and displays nicely, w/ a little light wear from use (C. 8+/-)]. Clock and neon work well (clock motor on back appears updated).

Min. bid \$100.



**4. Black Cat Shoe Polish Clock.**

23.75 x 17.5 x 2" Outstanding, large tin litho museum quality advertising clock for Black Cat brand shoe polish & dressing products, w/ stunning multicolor lithography. Clean, bright and exceptionally nice (a very strong C. 8++) w/ typical minor expected darkening to gold flash finish areas. Canadian.

Min. bid \$500.





**5. Chef Spices Match Holder.**

4-7/8 x 3-7/8 x 1.25"  
Scarce, early tin litho match holder from Berdan & Co. (Toledo, OH). Clean, bright and excellent, w/ only minor wear (C. 8.5/+).

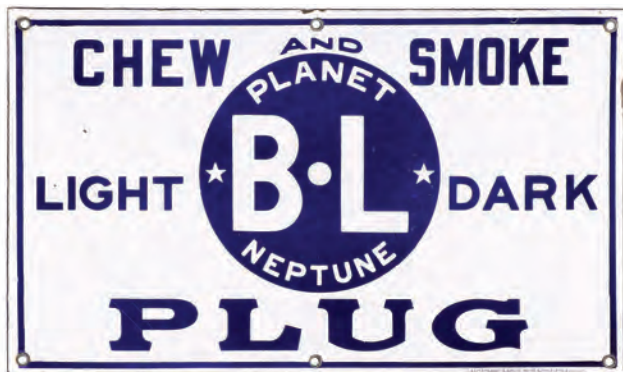
Min. bid \$100.



**6. Salesman's Sample Farm Fence Gate.**

8.25 x 16.75 x 5" Early, high quality H.H. Lockling Co. working salesman's sample farm gate, w/ painted advertising and 1884 patent date. Excellent, w/ beautiful patina to it's rich, dry, all original paint surface (C. 8+).

Min. bid \$100.



**7. Planet Neptune Porcelain Tobacco Sign.**

9 x 15" Early, heavy enameled porcelain sign for B.L. Co.'s "Planet Neptune" tobacco (Balt. Enamel & Nov. Co. stamping). Clean, bright and excellent (C. 8.5++) w/ a little minor edge chipping.

Min. bid \$100.



**8. Baseball Coin-Op Trade Stimulator.**

17 x 10 x 8.5" Early, high quality countertop penny trade stimulator game. All original piece is clean and very attractive, in nice working condition (a strong C. 8/+), w/ a little non-offensive minor wear on top scoring panel.

Min. bid \$100.



**9. Monarch Candy Store Bin.**

14-5/8 x 12-5/8" (dia.)  
Large, early tin litho (back-side shows Co.'s Brownie like "Teenie Weenie" characters fighting off bees while stealing honey candy). Clean, bright and very attractive (a strong C. 8++), w/ a little non-offensive light background wear.

Min. bid \$100.



**10. Pi-Alamoder Ice Cream Scoop.**

9.25 x 4 x 4.5" (Bowl: 4 x 3-7/8 x 5/8") Scarce, ca. 1920's novelty scoop w/ aluminum triangular shaped bowl for dishing pie-a-la-mode servings. Nice, working example in decent condition, w/ some wear from use (C. 7.5+/8-).

Min. bid \$100.





**11. Folky Wooden Store Sign.**

11.5 x 44.5 x 1/4" Early, painted wooden sign for a Greene, NY country store. Outstanding condition piece was found never used and is clean, bright and excellent (C. 8.5/+), w/ only minor storage wear.

Min. bid \$100.



**12. Kellogg Telephone Co. Calendar.**

28.75 x 20-5/8" (21 x 13-3/8" visible) Large, beautiful stone litho paper sign for Kellogg Co.'s wooden wall phones (Ketterlinus Lithographers), w/ original 1903 calendar tear sheets at bottom. Very high quality piece is clean and bright (displays as a strong C. 8++) w/ a few non-offensive faint horizontal snake lines in paper. Nicely framed and matted.

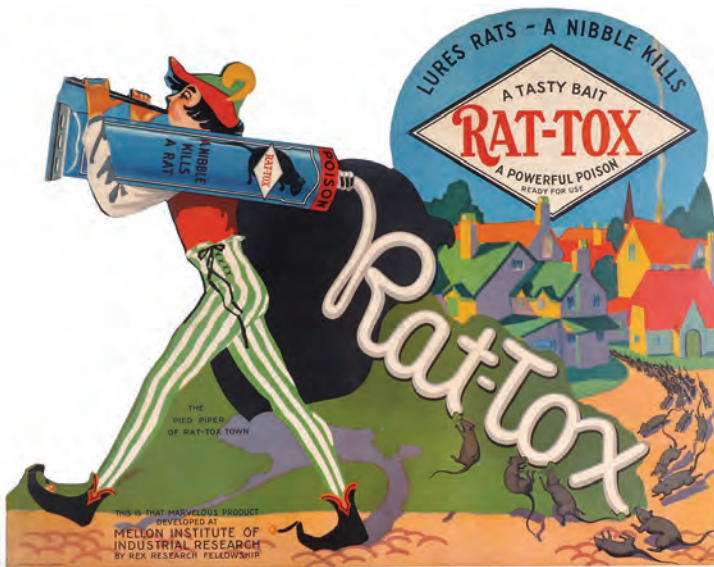
Min. bid \$150.



**13. Gates Fan Belts Flange Sign.**

14 x 22" Scarce, 2-sided tin litho service station sign for Gates fan belts. Has decent color and a great overall look w/ light staining and some scattered tar speckles, soiling & light general wear (C. 7.5/+). As found, might improve w/ cleaning.

Min. bid \$100.



**14. Rat Killer Cardboard Display Sign Sign.**

19 x 24.5" (frame: 24 x 30-3/8") Nice, early cardboard die-cut sign for "Rat-Tox" brand rat poison, w/ great image of dead rats along path behind Pied Piper. Clean, bright and excellent (C. 8.5/+).

Min. bid \$100.

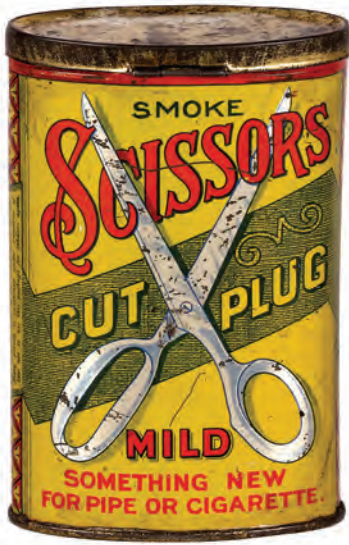


**15. A.E.A. Service Station Sign.**

18 -5/8 x 17-5/8" (smaller signs 3 x 11" ea.) Vintage metal service station sign for Automotive Electric Association authorized repair shop. Includes the nine hanging attachment signs shown and six others not shown. Main sign is clean, bright and excellent overall (C. 8.5), w/ a little non-offensive light wear on a few of the hanger signs (these range from very good to excellent).

Min. bid \$150.





**16. Scissors Pocket Tin.**

4-5/8 x 3 x 1.25"  
Scarce, oval tin litho from Larus Tobacco Co. Clean, bright and displays nicely (front: C. 8-; back: C. 8+) w/ a few light background scratches and some typical dark tarnish spots in silver flash scissors area.

Min. bid \$150.



**17. Indian Fine Cut Tobacco Tin.**

3-1/8 x 10 x 6.5" Scarce, very early tin litho w/ beautifully detailed Norton Bros. lithography. Has same great image on both sides, w/ a hinged glass see-through lid. Clean, bright and very attractive (basically a strong C. 8+), w/ exception of a little light chipping on backside and some scratch marks on narrow right side edge (note: surface is stable and not flaking).

Min. bid \$150.



**18. Large Cast Iron Army Motor Truck Toy.**

5 x 15 x 5" Large, early, heavy figural cast iron WW I era open cab toy truck. Nice example that displays well, w/ a rich, deep patina to its all original olive paint surface (C. 8+/-). Complete w/ driver (no gate on back).

Min. bid \$100.



**19. Old Dutch Motor Oil Can.**

5.5 x 4" (dia.) Vintage tin litho 1 qt. crimp seam can for "Old Dutch" brand (Autocraft Lubricants Co., Fort Worth, TX) w/ same image on both sides. Clean, bright and excellent (C. 8.5+).

Min. bid \$100.



**20. Rockford Watches Sign.**

23 x 17" Large, early tin litho. Clean, bright and very attractive (displays as a strong C. 8/+). Has a slight bit of bowing, w/ some pinching at bottom edge, and a few non-offensive background rubs and minor scattered wear spots (critical grade C. 8/-).

Min. bid \$150.



**21. Columbia Phonographs Sign.**

17.75 x 23-5/8" Large, early tin litho. Clean, bright and very attractive (a strong C. 8++) w/ a little minor storage wear and a couple light scratches in upper left outer border.

Min. bid \$100.





**22. Primitive Wooden Directional Sign.**

10-5/8 x 34-3/8 x 7/8" Wonderful, early, wooden mileage marker sign from Keuka Lake (in NY finger lakes wine region). Has just the right amount of light natural wear to its all original dry paint surface to give it a great, primitive country folk art look (C. 8+/-), w/ some darkening and wear at mounting holes.

Min. bid \$100.



**23. Lay or Bust Poultry Feeds Display Rack.**

26.5 x 19.25" Incredible, museum quality tin litho display rack for holding Co.'s booklets (two included). Has outstanding graphics and is clean, bright and very impressive (a strong C. 8++), w/ non-offensive minor background wear.

Min. bid \$250.



**24. Sherwin-Williams Porcelain Paint Sign.**

16 x 22" Large, early, heavy enameled porcelain 2-sided flange sign (same image both sides). Clean, bright and displays nicely, w/ some non-detracting faint scratching and edge wear on backside (front C. 8.5/+; back C. 8+/-).

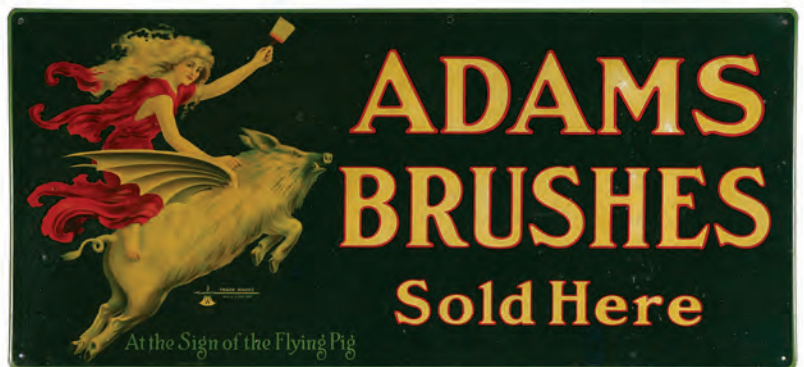
Min. bid \$100.



**25. Black Cat Hosiery Sign.**

Sign: 22.25 x 13-1/8" (Frame: 27.5 x 18") Large, early, 2-ps. die-cut cardboard standup. Powerful and impressive piece is clean and attractive w/ a great look; w/ faint crease and a little wear in ears, and a trace bit of minor, even fade (C. 8/-). Framed.

Min. bid \$100.



**26. Adams Paint Brushes Tin Sign.**

10.5 x 22.75" Outstanding, very early tin litho. Powerful and impressive piece is clean, bright and very attractive, w/ light crazing and non-offensive minor background wear (a solid C. 8+/-).

Min. bid \$150.





**27. Heart Shaped Ice Cream Scoop & Bowl.**

Scoop: 11 x 3 x 1-7/8" (Dish: 3.5 x 4.25 x 4.25") Ca. 1920's by Manos Novelty Co. (Toronto, OH) in nice working condition. A clean, very attractive example w/ some nickel plating wear in shaft area. Lot also includes the fancy, high quality matching pressed glass ice cream dish w/ heart shaped bowl; has attractive bird and leaf designs around sides of bowl. Dish excellent.

Min. bid \$150.



**28. Penn's No. 1 Pocket Tin.**

4-3/8 x 3 x 7/8"  
Scarce, early embossed tin litho tobacco pocket tin. Clean, bright and very attractive (basically a strong C. 8/+ overall), w/ a little non-offensive minor scattered wear.

Min. bid \$150.



**29. Cooks Brewing Co. Sign (Evansville, IN).**

17-3/8 x 13-7/8"  
Early self-framed tin litho. Display side is crisp, bright and like new (basically near mint), w/ exception of a couple minor wear marks in outer raised frame area (some scattered wear on non-graphic backside).

Min. bid \$100.



**30. Grape Sparkle Soda Sign.**

7 x 14-3/8" (5-7/8 x 13" visible) Vintage ca. 1920's embossed tin litho sign w/ great look. Clean, bright and excellent (displays as a C. 8.5+) w/ some minor mfg. imperfections in outer white border area. Framed.

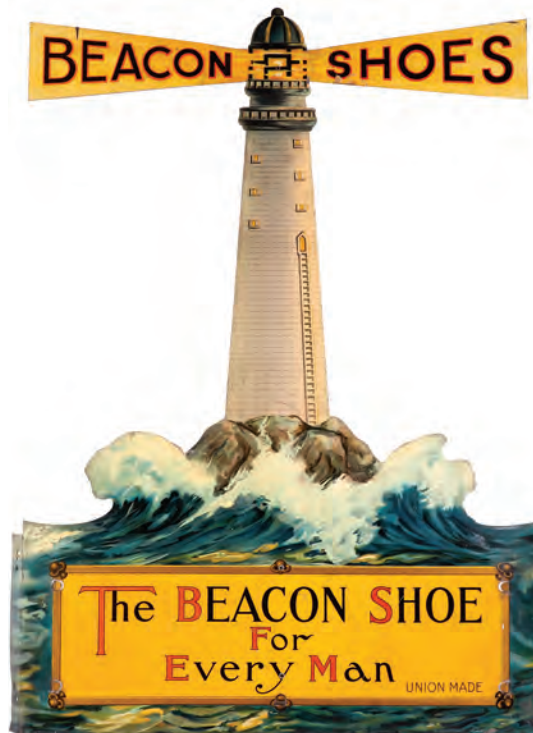
Min. bid \$100.



**31. Shawnee Fire Insurance Porcelain Sign.**

12 x 18" Early, heavy enameled porcelain, w/ great image of Shawnee Indian chief Tecumseh. Clean, bright and very attractive (a strong C. 8/+), w/ only minor wear.

Min. bid \$100.



**32. Beacon Shoes Die-Cut Sign.**

27-1/8 x 19"  
Large, early tin litho die-cut sign for Beacon Shoes. Clean and displays nicely, w/ a little non-offensive bending and light scattered wear (C. 8/-).

Min. bid \$150.





**33. Cletrac Farm Tractors Sign.**

36 x 96" Very large, early wooden framed metal dealership sign for Cletrac Co.'s farm tractors. Has strong colors and displays very nicely (C. 8/-) w/ a little light scattered expected wear from use (as found, should improve w/ cleaning). \*\*Freight Item.

Min. bid \$150.



**34. Baker Boy Gum Machine.**

16-1/8 x 9 x 6.5" Scarce, ca. 1930s mechanical penny gum ball vender (baker boy turns, scoops gum ball out of oven, nods, then drops it into chute). An attractive example that displays and works nicely (C. 8+/-), although red bottom panel appears to have been repainted at some point, w/ a little minor, early touchup on side panels.

Min. bid \$150.



**35. Papier-Mache Bulldog Growler.**

10-5/8 x 23 x 8" Neat and unusual, early heavy figural papier-mache bulldog growler toy w/ glass eyes and stylish collar (when chain is pulled his head moves and hinged jaw opens while growling loudly). All original, in very nice overall condition, w/ minor wear from use (C. 8+/-).

Min. bid \$100.



**36. Excelsior Clothing Co. Sign.**

21.5 x 28 x 7/8" (18.75 x 26" visible) Very early paper litho sign w/ attractive period walnut frame. Clean, bright and very attractive (a strong C. 8/+) w/ minor toning. English (made for selling to American market- note patriotic circular stars & stripes images in corners).

Min. bid \$100.



**37. 1908 Coca-Cola Stand-up Sign.**

22 x 14" Extremely rare easel-back cardboard standup sign. Powerful, impressive, very high quality piece, w/ vivid colors and stunning look. Displays very well (basically a strong C. 8.5/+ appearance), w/ exception of chipping loss and wear at outer edges and a couple crack lines in bottom section.

Min. bid \$250.

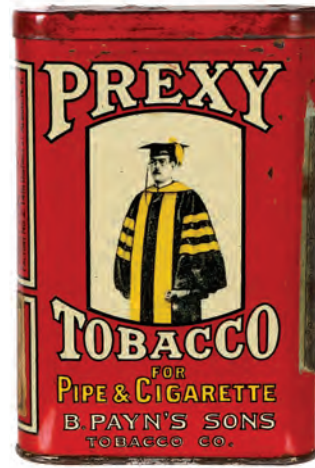




38. McLoughlin Bros. Fire Department Picture Blocks.

8.25 x 12-7/8 x 3" Early boxed set of Fire Dept. & ABC lithographed wood and cardboard picture blocks, w/ beautifully detailed fire fighting & animal scenes. Cover image and individual blocks are clean, bright and display nicely (as a strong C. 8/+ overall) w/ some general paper loss around outer edges of box.

Min. bid \$100.



39. Prexy Pocket Tin (Yellow Stripe Variation).

4.5 x 3 x 7/8" Scarce, early tin litho vertical tobacco pocket tin from B. Payn's Sons. Clean, bright and attractive (a strong C. 8+), w/ a little non-offensive minor crazing and wear.

Min. bid \$100.



40. Red Seal Batteries Porcelain Sign.

24-5/8 x 13-3/8" Early, 2-sided heavy enameled porcelain flange sign. Clean and very attractive (Front: C. 8.5/+), w/ trace bit of fading/wear on backside (back: C. 8+/-), w/ some chipping on angled flange mounting section.

Min. bid \$150.



41. Welch's Grape Juice Window Sign.

26-3/8 x 46-1/8" Nice, early die-cut cardboard tri-fold window display sign, w/ beautiful multicolor graphics. Clean, bright and excellent appearance (a strong C. 8++), w/ a trace bit of minor toning/soiling in top yellow letters. Framed. Piece came to us presented in a large, heavy, period frame, which is included.

Min. bid \$100.



42. Red Cloud Tobacco Sign.

23.25 x 42-3/8" (15.25 x 34.25" visible image) Large, very early cloth advertising banner. Has some age toning, and light staining and general wear, but overall a great looking piece, w/ a terrific primitive folk art type look. Critical grade (C. 7.5), but displays much nicer than this implies. Attractively framed and matted.

Min. bid \$100.

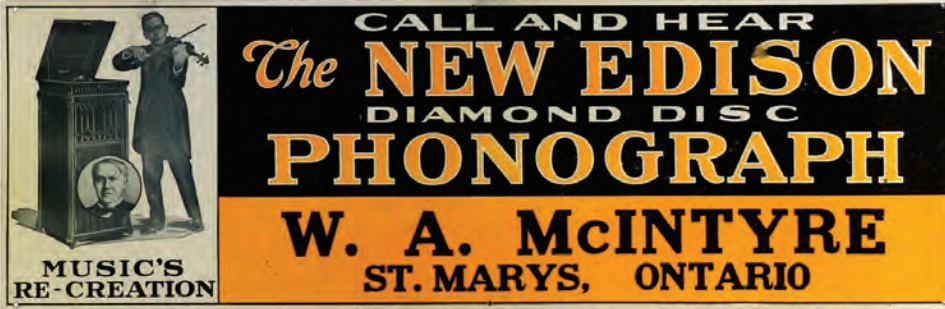


43. Porcelain Fems Sanitary Napkins Machine.

32-1/8" x 6.5" x 3-3/8" Impressive, high quality, ca. 1920's/30's nickel machine for Fems brand sanitary napkins, w/ heavy enameled porcelain case (has great art deco trademark image in porcelain). Clean, bright and excellent (porcelain basically like new), w/ exception of a little minor chipping on side edges..

Min. bid \$100.





**44. Edison Phonographs Sign.**

11-5/8 x 35.5" Nice, early, heavy tin litho embossed sign, w/ beautifully detailed image. Appears never used and is clean, bright and very attractive (a very strong C. 8++), w/ a little minor background wear and a couple minor factory blemishes.

Min. bid \$150.



**45. Route 66 Road Sign.**

13.25 x 12.5 x 3/8"

Vintage 1920's/30's small, heavy cast aluminum road marker sign, w/ glass marble inserts. Displays nicely (front probably repainted at some point and is missing one of marbles-but overall clean and excellent (stenciled "Bierman Sign Co. 1927" on backside) w/ MGM Studios Co. brass movie prop warehouse inventory tag on backside.

Min. bid \$100.



**46. U. S. Tires Advertising Clock.**

18" (dia.) x 3.5"  
Clean, very attractive early wooden clock w/ nice, rich patina to its great, early paint surface (C. 8+/-), w/ some background scratch marks (gold interior of numerals redone long ago, w/ no advertising on pendulum).

Min. bid \$150.



**47. Moerlein Brewing Co. Sign.**

34.25 x 26-1/8 x 2.75" Beautiful, early tin litho from Cincinnati, OH. Clean, bright and very attractive (displays as a strong C. 8.5/+), w/ some non-offensive minor denting and some well done professional restoration (not detracting and barely noticeable). Framed.

Min. bid \$150.



**48. Planters Jumbo Block Box.**

11.25 x 6-1/8 x 11" (as shown w/ die-cut display up); 6 x 11 x 2-3/8" (box only) Rare ca. 1930's/40's 2-ps. cardboard display box for Planters Peanut Co.'s Jumbo Block candy bars. Clean, bright and very attractive (inside display piece a strong C. 8++), w/ a little non-offensive minor soiling/staining on cover.

Min. bid \$150.





**49. Porcelain Farm Equipment Sign.**

32 x 74" Large, early enameled porcelain dealership sign for New Idea Co. farm equipment. Crisp, bright and like new, as found never used still w/ its original protective shipping brackets (near mint).  
\*\*Freight Item

Min. bid \$150.



**50. Santa Match Holder.**

8-5/8 x 3.75 x 7/8" Important, early die-cut tin litho, w/ wonderfully detailed embossed lithography. Outstanding piece is clean and very attractive (a strong C. 8/+); w/ minor pinching and slight wear at outer border edges.

Min. bid \$150.



**51. Preston Fire Apparatus Co. Sign.**

32.25 x 25-7/8" (27.75 x 21-5/8" visible image) Very early stone litho paper sign for Co.'s fire fighting equipment. Has a little even fade and some non-offensive age toning and slight, very faint staining, but overall attractive and displays quite nicely. Framed, matted and professionally conserved (possibly trimmed).

Min. bid \$100.



**52. Rice's Flower Seeds Sign.**

34.5 x 24-5/8" (29 x 19.25" visible) Large, early paper litho by illustrator Haskell Coffin. Very high quality piece is clean, bright and very attractive (displays as a strong C. 8.5/+), w/ a few professionally repaired tears. Beautifully framed.

Min. bid \$100.



**53. West Virginia Mail Tobacco Sign.**

21 x 14.25" Very early paper litho sign from Bloch Bros. "West Virginia Mail" brand tobacco (W.J. Gunning Litho., Chicago). Clean and attractive appearance (basically as a strong C. 8/+), w/ non-detracting faint fold marks and minor soiling spot in outer margin area.

Min. bid \$150.





**54. Admiral Penn Oil Can.**

5-5/8 x 4" (dia.) Vintage 1 qt. tin litho solder seam can for Admiral Penn brand motor oil (H.K. Stahl Co., MN). Has strong colors and displays nicely, w/ only minor wear (a strong C. 8+).

Min. bid \$100.



**55. Plow Boy Tobacco Sign.**

16.5 x 38" frame (sign 15 x 36.5") Impressive, large, early, heavy tin litho. Clean, bright and displays nicely (C. 8+/-), w/ minor bends, some small scattered nail holes and a little non-offensive light scattered wear (Note: when examined out of frame, there is a 3/8 x 2" cut section missing in upper white border area)

Min. bid \$150.



**56. Faultless Nipples Jar.**

13 x 5-7/8" (dia.) Scarce, early, two piece glass advertising display jar for "Faultless" brand baby bottle nipples. Clear, heavy glass base has deeply embossed lettering and ground lip; lid is a rich amber colored satin finished glass. Very high quality piece in excellent condition

Min. bid \$150.



**57. Red Indian Tobacco Sign.**

Sign: 28 x 21-7/8" (frame: 38.5 x 32.25") Large, early paper sign, w/ stunning multicolor lithography. Clean, bright and very attractive (basically a 8.5+/-) w/ exception of a couple edge tears and a little minor chipping along left side edge. Beautiful, period frame.

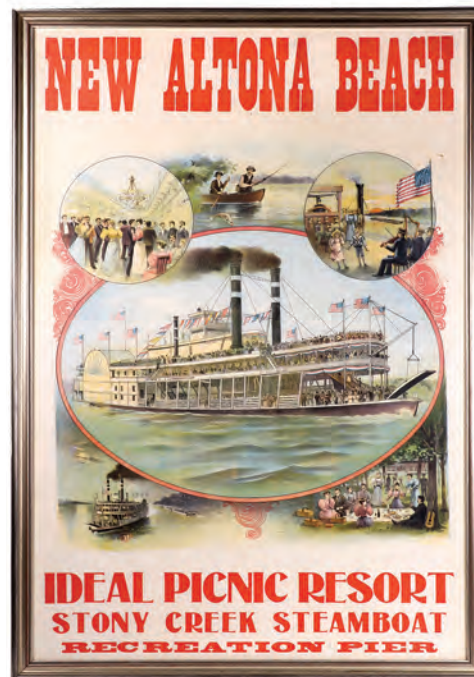
Min. bid \$150.



**58. Polar Bear Sign.**

12 x 9.5" Early 2-sided die-cut cardboard w/ same colorful, highly detailed graphic image on both sides. Clean, bright and very attractive (a strong C. 8+/-), w/ only very minor wear.

Min. bid \$100.



**59. Stony Creek Steamboat Poster.**

43.75 x 30.5" (41.25 x 27.75" visible) Large, very early paper litho poster for the fancy Stony Creek Steamboat, w/ beautiful multi-color lithography by Donaldson Litho, Cincinnati. Clean, bright and excellent (C. 8.5+/-). Framed.

Min. bid \$100.





60. Red Seal Car Batteries Sign.

13 x 19" Nice, early self-framed tin over cardboard, w/ strong colors, nice sheen and a great overall look (displays as a strong C. 8/+), w/ some wear in outer background and raised outer border (critical grade C. 8/-).

Min. bid \$100.



61. Wonder Washer Salesman's Sample.

21 x 12 x 10.5" Nice, early salesman's sample clothes washing machine. All original, includes wringer and early stand, w/ wooden top that opens to reveal crank driven agitator inside. Has some color softening to the advertising on its copper body, otherwise excellent w/ a great look (overall C. 8/+; lettered advertising C. 7.5/+).

Min. bid \$150.



62. Anheuser-Busch Black & Tan Porter Sign.

13.75 x 9-5/8" Important and extremely rare, early embossed tin litho. Has strong colors and displays nicely (critical grade a strong C. 7.5/+), w/ a little non-offensive light scattered wear (as found, should improve w/ cleaning; minor restoration could improve it to a C. 8.5/+ appearance).

Min. bid \$250.



63. Campbell's Preserved Cherries Small Firkin.

7 x 6.75" (dia.) Scarce, small, early wooden firkin for Joseph Campbell Co. (predecessor to the Campbell Soup Co.). Both firkin and its original label are excellent, w/ great patina (C. 8/+), w/ slight toning on label.

Min. bid \$100.



64. Satanet Tin Litho Soda Sign.

14 x 7.5 x 3.5" Outrageous, early tin litho die-cut sign w/ bracket on backside for sitting on shelf. A powerful, very impressive looking piece, w/ strong colors and great look, w/ some scattered staining and wear (C. 7.5/+).

Min. bid \$100.



65. Primitive Country Store Sign.

36.25 x 11-7/8" Very early painted and stenciled Ithaca style metal sign. Has a great, rich patina to its all original surface finish, w/ a nice primitive country folk art type look. Has bright colors and displays very well (a strong C. 8++), w/ minor storage wear.

Min. bid \$100.

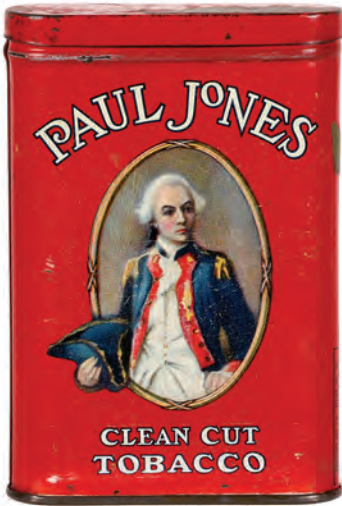


66. Mansfield Pepsin Gum Case

11.5 x 5 x 4.75" Small countertop display case w/ wooden base and beautiful reverse labels on inside (hinged metal door on back). All original, w/ a clean, very nice appearance (C. 8/+), w/ a bit of non-detracting minor background wear.

Min. bid \$100.





**67. Paul Jones Pocket Tin.**

4.5 x 3 x 7/8"  
Scarce early tin litho pocket tin, w/ beautiful multicolor images (naval battle scene on backside). Clean, bright and very attractive (basically a strong C. 8+), w/ a little non-offensive light background wear on front side (critical grade C. 8/-).

Min. bid \$150.



**68. Headlight Overalls Porcelain Sign.**

10 x 32" Nice, early, heavy enameled porcelain. Has strong colors and displays quite nicely (as a C. 8/+), w/ a few non-offensive small, lightly weathered chips and a little minor background wear (critical grade C. 8/-).

Min. bid \$100.



**69. Quick Meal Stove (Salesman's Sample?).**

18 x 13 x 14" A nice cast iron and steel miniature version of Co.'s giant kitchen unit (salesman's sample?). Substantial, very high quality piece (weighs app. 35 lbs.), w/ glazed porcelain tile type emblem on oven door. Quite nice overall, although silver trim pieces were probably repainted long ago (C. 8/-). Lot also includes some period cast iron cooking utensils (including pans, waffle maker and pot).

Min. bid \$150.



**70. Polar Tobacco Sign.**

13.75 x 9.75" Early embossed tin litho (Kaufmann & Strauss Litho). Display side is clean, bright and displays very well (a strong 8/+), w/ some non-offensive minor creasing and wear including slight oxidizing at very bottom right corner edge. Backside is missing easel w/ some general hazy oxidizing and light rust speckling.

Min. bid \$150.



**71. International Stock Food Co. Sign (Firefighting Theme).**

19-3/8 x 25-7/8" (14-1/8 x 20-5/8" visible) Scarce, never folded paper litho poster w/ Dan Patch & New Orleans Fire Dept.'s promotional comparative endorsements. Clean and very attractive (a strong C. 8+), w/ non-detracting small edge tear. Framed.

Min. bid \$100.



**72. Ideal Goggles Display Figure.**

15 x 13 x 8" Early, heavy chalkware figural countertop store display. Powerful and very impressive looking piece, w/ a nice, rich surface patina (C. 7.5+/8-), w/ some early scattered fine chipping wear in brown clothing area.

Min. bid \$100.





**73. Rochester Brewing Co. Calendar.**

Frame 33.25 x 23.75" (calendar: 29.25 x 20") Impressive 1893 paper litho calendar from Rochester, NY brewery (Columbian Expo World's Fair tie-in). Clean and very attractive appearance (displays as a strong C. 8.5/+), w/ trace hint of very minor soiling at bottom edge. Framed.

Min. bid \$250.



**74. Salesman's Sample Revolving Bookcase.**

14-7/8 x 9-1/8 x 9-1/8" Nice, early revolving bookcase, a miniature version of a large, full sized case. Nice quality piece, w/ dark mahogany looking hardwood construction (no makers name evident). Very nice overall (C. 8+) w/ a little light wear.

Min. bid \$100.



**75. Big-Bang Toy Cannon Sign.**

9 x 16" Early tin litho (over cardboard) sign w/ beautifully detailed lithography. Clean and bright (basically a strong C. 8.5/+ appearance) w/ exception of a non-offensive hazy spot in left grass area (not detracting and pretty much blends into the background).

Min. bid \$100.



**76. Arden Dairy Porcelain Sign.**

24 x 14" Nice ca. 1940's/50's enameled porcelain w/ great image of CA Dairy Co.'s trademark kid. Clean, bright and displays quite nicely (as a strong C. 8/+), w/ small scratch mark and a couple oxidized chips.

Min. bid \$100.



**77. Fairfax Cigars Sign.**

25.5 x 16.25" (actual sign 12-5/8 x 12") Early paper litho roll-down sign w/ stunning lithography by McLoughlin Bros. Clean, bright and very attractive (basically a C. 8.5/+ overall), w/ exception of non-offensive faint water stain spot & softening to red lettering. Framed.

Min. bid \$100.



**78. Egg-o-See Cereal Sign.**

10.25 x 16.5 x 3/4" Outstanding, early self-framed tin litho sign for "Egg-o-See" brand breakfast cereal, w/ stunning multicolor graphic image of child at table, w/ pets waiting for table scraps. Clean, bright and very attractive, w/ nice original sheen (image area a strong C. 8.5/+), w/ a little non-offensive wear in outer frame area.

Min. bid \$150.



Following Pages Feature Choice Selections From Dr. Burton Spiller's Estate



**79. Munsing Wear Countertop Display Stand.**

14.5 x 8.25 x 3.25"  
Unusual, small, early die-cut tin litho countertop display. Clean, bright and very attractive (a strong C. 8+), w/ a few non-offensive small background scratch marks in bottom right background area of cape.

Min. bid \$150.



**80. Mayo's Roly Poly Tobacco Tins.**

Ea. 7 x 6" (dia.) Complete set of all six figural tin litho canisters from Mayo's brand tobacco. They have good color and display nicely, w/ some non-offensive light expected wear (conditions vary from C. 7.5/+ to C. 8++).

Min. bid \$150.



**81. Mr. Thomas Cigars Tip Tray.**

4.25" (dia.) Neat and unusual, early tin litho advertising tip tray for Mr. Thomas brand cigars. Clean, bright and very attractive (C. 8.5++).

Min. bid \$100.



**82. Universal Coffee Tin.**

6-5/8 x 4.25" (dia.) Very early 1 lb. tin litho (E.B. Millar & Co., Chicago), w/ beautiful lithography (Illinois Can Co., Chicago). Clean, bright and exceptionally nice (C. 8.5/+).

Min. bid \$100.



**83. Lash's Bitter's Sign.**

15.5 x 11.5" (13.5 x 9-5/8" visible) Early embossed tin litho sign for Lash's Kidney & Liver Bitters patent medicine product. Clean, bright and exceptionally nice, w/ minor edge wear (C. 8.5/+).

Min. bid \$100.



**84. Cherry Smash Soda Fountain Dispenser.**

15 x 9" (dia.) Heavy, figural ceramic (same design on both sides). Excellent and all original, w/ a few trace hints of minor soiling (no cracks or chips). Complete w/ original marked pump.

Min. bid \$150.





**85. Bartholomay Brewing Co. 1894 Calendar.**

36 x 28-3/8" (30.75 x 23.25" visible)  
Outstanding, large, early paper litho Rochester, NY brewery calendar, w/ stunning multi-color graphics. Museum quality piece is clean, bright and exceptionally nice (a strong C. 8.5+). Beautifully Framed.

**Min. bid \$250.**



**86. Oneida Brewing Co. Tray (Utica, NY).**

1-3/8 x 12" (dia.) Outstanding, scarce, early tin litho. Crisp and bright, w/ beautiful appearance (a strong C. 8++), w/ a little non-detracting, very minor wear (evident if tipped in light just right).

**Min. bid \$150.**



**87. Moxie Tip Trays.**

6" (dia.) Each. Lot includes three large, very early tin litho Moxie advertising tip trays w/ beautifully detailed multicolor lithography. They are all clean, bright and very nice (C. 8.5++).

**Min. bid \$100.**



**88. Mothers Worm Syrup Match Holder.**

6.75 x 2-1/8" Early tin litho match holder for Co.'s various quack medicine products, w/ beautifully detailed color graphics. Clean, bright and very attractive (C. 8.5/+).

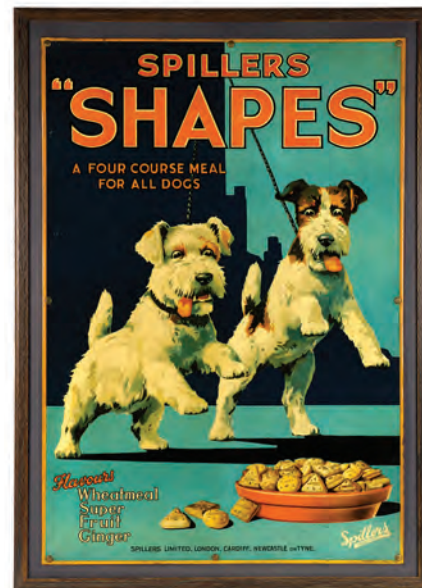
**Min. bid \$100.**



**89. Randolph Macon Cigars Sign.**

24.25 x 20.25" Beautiful self framed tin litho. Clean and bright w/ nice original sheen. Displays like new viewed straight on, w/ a little barely noticeable fine speckling evident if tipped in light just right (mentioned for accuracy-barely noticeable and not at all detracting).

**Min. bid \$150.**



**90. Spiller Dog Food Tin Sign.**

32.25 x 23" (frame); 29-1/8 x 20-1/8" (sign)  
Large and impressive, early tin litho for Co.'s shaped pieces bagged dog food (framed). Clean and very attractive appearance (a strong C. 8++). English.

**Min. bid \$100.**





**91. Rainier Beer Serving Tray.**

13.25 x 10.5" Scarce, early tin litho. Image area is clean and very attractive (a strong C. 8+), w/ some general chipping and wear along outer rim area (has oxidized wear spot on non-graphic backside).

Min. bid \$150.



**92. McKechnie's Canandaigua Ale Serving Tray.**

13 x 10.75" Scarce, early tin litho, from McKechnie Brewing Co. (Canandaigua, NY). Has strong colors and displays nicely (as a strong C. 8++) w/ a little non-offensive wear in dark background area of rim.

Min. bid \$150.



**93. 1905 Coca-Cola Serving Tray.**

12-7/8 x 10-5/8" Beautiful, early tin litho, featuring opera star Lillian Nordica. Image area is clean, bright and very attractive (a strong C. 8++); w/ minor soiling and light wear on rim, including a little oxidizing at very outer bottom edge.

Min. bid \$250.



**94. H & H Bust Forms Sign.**

23 x 15" Wonderful, early tin litho sign for Co.'s Pneumatic bust forms. Clean, bright and very attractive (basically displays as a strong C. 8++), w/ only very minor wear and a light crease mark in upper right border area.

Min. bid \$150.



**95. Beeman's Pepsin Gum Display Jar.**

12 x 5 x 5" Scarce counter jar, w/ beautiful reversed label under glass advertising panel. Jar and label are clean and excellent, w/ a little non-detracting minor crazing on inside of label (lid has small, shallow 5/8 x 3/8" chip on upper surface at bottom edge of ground frosted area, which could be polished away).

Min. bid \$100.



**96. Red Raven Charger Sign.**

24" (dia.) Outstanding, large, early, heavy tin litho concave shaped sign for Red Raven brand medicinal waters. Clean, bright and exceptionally nice (a strong C. 8.5/+).

Min. bid \$150.





**97. Genesee Brewing Co. Tray.**

12" (dia.) Stunning, early tin litho, w/ beautiful multicolor lithography. Clean, bright and very attractive (displays as a strong C. 8++) w/ a hint of faint crazing and a little minor background wear.

Min. bid \$150.



**98. Royal Ceylon Coffee Can.**

5.25 x 4-3/8" (dia.) Outstanding, very early tin litho 1 lb. can (Colombo Ceylon Co., Chicago), w/ fine Ginna type lithography (Illinois Can Co.). Clean, bright and very attractive (a strong C. 8++).

Min. bid \$100.



**99. Geneva "Home Brew" Beer Tray.**

16.5 x 13-5/8" Large, early tin litho, for Geneva "Home Brew" (Geneva, NY). Clean, bright and very attractive (image area a strong C. 8++) w/ some light wear at outer edges of rim.

Min. bid \$100.



**100. Dr. Pepper Oval Tray / Sign.**

10-5/8 x 13-5/8" Scarce, early tin litho. Bright colors and displays nicely (as a strong C. 8+), w/ oxidizing on backside. Close examination shows a couple light scratches and a little non-offensive scattered wear (critical grade C. 7.5+/8-, but it displays much nicer than this implies). Possibly clear coated.

Min. bid \$150.



**101. Scarce Pepsi-Cola Tip Tray.**

6" (dia.) Scarce ca. 1906 tip tray by Shonk Litho. Clean, bright and attractive, w/ a little non-offensive minor background wear (C. 8+/-).

Min. bid \$100.



**102. Moxie Die-Cut Thermometer.**

9-5/8 x 12" Important, early tin litho die-cut. Has strong colors and displays nicely (basically as a strong C. 8/+), w/ some general soiling and a little light surface oxidizing in letters "IE" of word Moxie (critical grade C. 7.5/+). As found, should improve w/ cleaning.

Min. bid \$250.





**103. Two Honeys Candy Sign.**

9.75 x 13.75" Fine, early embossed tin litho by Meek & Beach Litho. Image area is clean and bright (a strong C. 8++) w/ a little non detracting minor wear (including chipping loss at outer border).

Min. bid \$150.



**104. Brookfield Rye Whisky Sign.**

33 x 23" Large, early, self-framed tin litho w/ stunning multi-color graphics. Outstanding piece is clean, bright and beautiful (image area crisp and like new), w/ slight wear at outside edges of raised frame area.

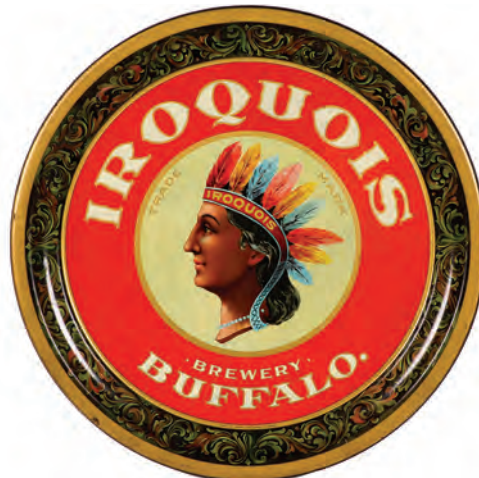
Min. bid \$250.



**105. Nabisco Purity Kiss Biscuits Sign.**

8" (dia.) Scarce, early tin litho w/ beautiful, finely detailed multicolor graphics (Sentenne & Green Litho.). Clean and very attractive (a strong C. 8++) w/ a couple non-detracting minor pings.

Min. bid \$150.



**106. Iroquois Beer Tray.**

12" (dia.) Beautiful, early tin litho serving tray from Iroquois Brewing Co. (Buffalo, NY), featuring stunning multicolor lithography. Clean, bright and exceptionally nice (C. 8.5/+).

Min. bid \$100.



**107. Bartholomay Beer Sign.**

19-7/8 x 15.5" Incredible, small, early self-framed tin litho sign from Bartholomay Brewing Co. (Rochester, NY). Crisp, bright and like new (image area is basically mint condition), w/ just a trace bit of very minor wear in outer frame area.

Min. bid \$150.



**108. Allen's Red Tame Cherry Soda Sign.**

28 x 18" Nice, early, self-framed tin litho. Clean, bright and very attractive (Image area displays as a C. 8.5/+), w/ exception of a couple fine, non-detracting faint background scratches. Outer frame area has some scuff marks and scattered wear at outer edges and entire sign appears to have been clear coated (well done and not at all detracting).

Min. bid \$250.





PO Box 247, Cazenovia, NY 13035 . 24 Hr. Tel: 315.662.7625 . 24 Hr. Fax: 315.662.3570 . [morf2bid@aol.com](mailto:morf2bid@aol.com) . [morfauction.com](http://morfauction.com)

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## Web Page & Bid Updates

We will begin posting current bid prices (not including the buyers premium) on Wednesday, December 4th, 2019 (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.

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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).

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**THE LAST DAY FOR BIDDING WILL BE ON FRIDAY, December 6th, 2019.** 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 6, 2019.** 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 6, 2019**. All callbacks will be placed by us on **Saturday, December 7, 2019** 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 or Kansas must include appropriate sales tax or signed resale certificate.

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## 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 6, 2019**

**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 6, 2019, beginning at 12 o'clock noon EST!**