



# Morford's Antique Advertising Auctions

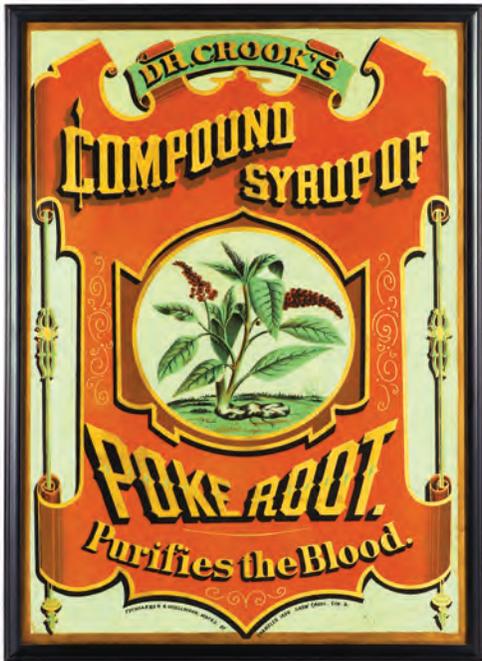
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**PREMIER  
 AUCTION  
 #98**

Email: [morf2bid@aol.com](mailto:morf2bid@aol.com) | Auction Website: [Live.AntiqueAdvertising.com](http://Live.AntiqueAdvertising.com)

Our 30th Year of Absentee Auctions



**1. Dr. Crook's Blood Purifier Sign.**

20.75 x 14.75" (19.75 x 13-5/8" visible)  
 Outstanding, very early tin litho sign for Dr. Crook's Compound Syrup of Poke Root patent medicine (w/ beautiful lithography by Tuchfarber & Mollmann). Clean, bright and basically like new (C. 8.5+). Framed.

Min. bid \$150.



**2. Tin Litho Owl Cigar Sign.**

7-7/8" (dia.) Small, early 2-sided tin litho hanger sign for Owl brand 5¢ cigars (same image both sides). Clean, bright and very attractive (a strong C. 8/+), w/ minor background wear (by American Art Sign Co.).

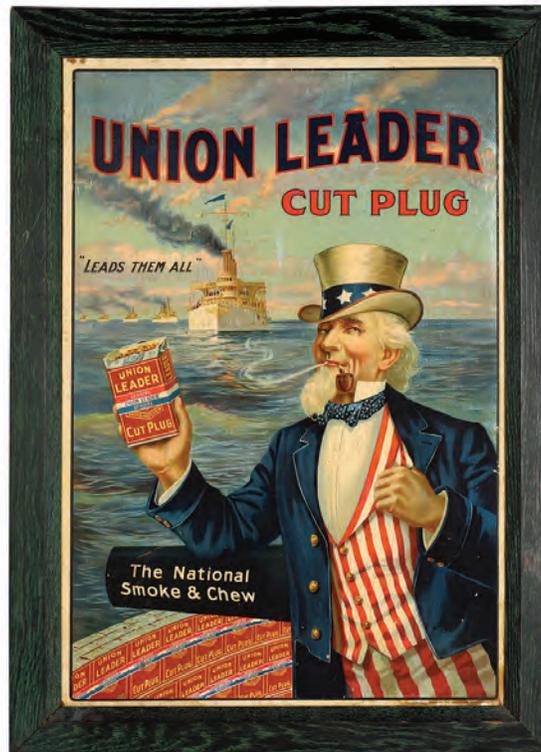
Min. bid \$100.



**3. Chevron Supreme Gas Globe.**

17.5 x 16.5 x 5.5" Nice, vintage service station pump top gas globe for California Oil Co.'s Chevron Supreme brand gasoline, w/ 13.5" (dia.) lenses on Gill milk glass body. As found, excellent and all original, w/ great look.

Min. Bid \$100.



**4. Union Leader Tobacco Sign.**

28-5/8 x 20-7/8" (24 x 16-3/8" image) Beautiful, early cardboard litho sign featuring wonderful image of Uncle Sam and his battle ships. Has bright vivid colors and displays nicely (basically a strong C. 8/+), w/ a little non-offensive minor soiling and slight background rubs and wear, including some stains in very outer white border / margin area (1899 copyright).

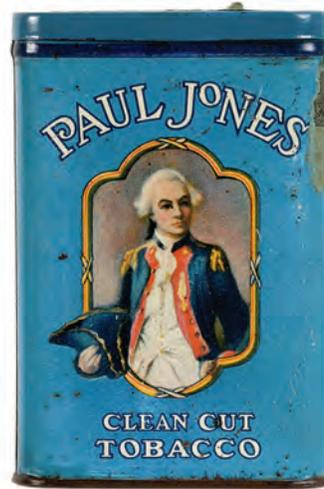
Min. bid \$150.



**5. Budweiser Beer Wagon Pull Toy.**

5 x 16.5 x 4" Scarce, ca. 1935 wooden horse drawn Budweiser beer advertising delivery wagon by Rich Toy Co. w/ team of three horses, original driver, and all fifteen of its original wire secured beer barrels, w/ attractive Co. advertising on sides and back of wagon. Has a nice, all original paint surface, w/ a little non-offensive light scattered wear from use (C. 8/-).

Min. bid \$100.



**6. Paul Jones Pocket Tin.**

4.5 x 3 x 7/8" Scarce tin litho pocket tin, w/ beautiful multicolor graphics (shows sea battle on backside). Displays nicely (basically as a solid C. 8/+), although close examination will show a little non-offensive minor background speckling and light wear (critical grade C. 8/-).

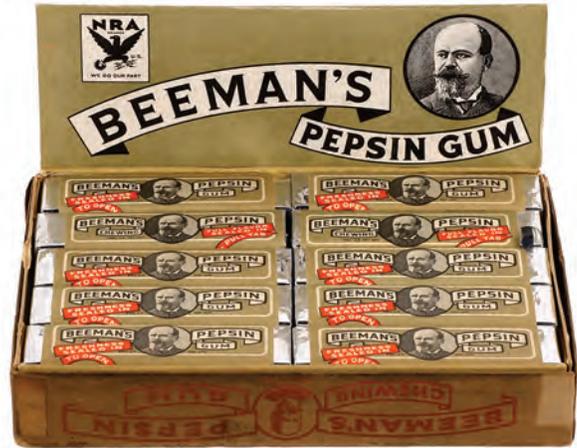
Min. bid \$100.



**7. Randolph Macon Cigars Sign**

24.25 x 20.25" Early self-framed tin, w/ beautifully detailed multicolor lithography. Clean and very attractive, w/ bright colors and nice sheen (recessed center area displays as a strong C. 8.5/+) w/ non-detracting trace speckling; (some light wear in outer wood grain area).

Min. bid \$150.



**8. Beeman's Chewing Gum Display Box (Full).**

3.25 x 6-1/8 x 4-3/8" Full, early chewing gum display box w/ all twenty of its original ca. 1933 gum packs inside. Clean, bright and like new, w/ exception of some writing and light wear on underside base of box.

Min. bid \$100.



**9. Jacob Ruppert Porcelain Beer Sign (New York, NY).**

15-3/8 x 23.25" Nice, early, high quality German made heavy enameled multicolor porcelain convex shaped sign for Jacob Ruppert Brewing Co.'s (New York, NY) "Knickerbocker" brand beer. Clean, bright and excellent overall (basically near mint), w/ exception of chip spot at top left corner edge.

Min. bid \$100.



**10. Blinking Owl Motion Clock**

6.5 x 4 x 2-5/8" Outstanding, early, mechanical blinking owl clock. Mahogany case w/ beautifully detailed, silver plated metal body (green glass eyes move back and forth each second). High quality piece w/ a rich, all original surface patina and a great look (a strong C. 8+++). Clock movement has been professionally cleaned and runs great, w/ winding key.

Min. bid \$100.



**11. Porcelain Coca-Cola Door Push.**

4 x 31 x 7/8" (Sign: 4 x 15.5 x 3/4") Ca. 1930's heavy enameled porcelain, on its original wrought iron bracket. Porcelain is clean, bright and very nice (a strong C. 8.5/+), w/ old paint covering backside. Iron bracket has some light general oxidized weathering, w/ light paint remnants on surface.

Min. bid \$150.



**12. Betsy Ross Cigar Cutter.**

7-5/8 x 5.75 x 8-1/8" Fancy, early, figural working cast iron countertop cigar cutter advertising Betsy Ross brand cigars (Valentine & Son, Philadelphia, PA). Cast iron is clean and quite nice overall (C. 8+/-) and has its original cello covered fancy embossed paper label inside.

Min. bid \$100.



**13. Dr. Claris Veterinary Sign.**

17.5 x 21.5" (15-5/8 x 19.5" visible) Outstanding, large, early, cardboard sepia tone advertising sign w/ photo type look for Dr. Claris' Veterinary Hospital (Buffalo, NY). Excellent, in its original attractive oak frame.

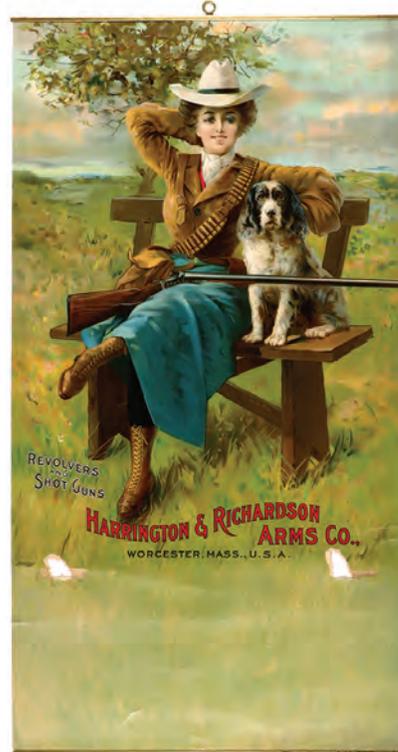
Min. bid \$100.



**14. Nabisco Cookies Window Sign.**

Frame: 19 x 26-3/8" (Sign: 17 x 24-5/8") Outstanding, large, early, die-cut paper litho holiday advertising window display sign for Nabisco Co.'s various animal cracker / cookie products. Powerful and impressive piece is clean, bright and like new (near mint). Framed.

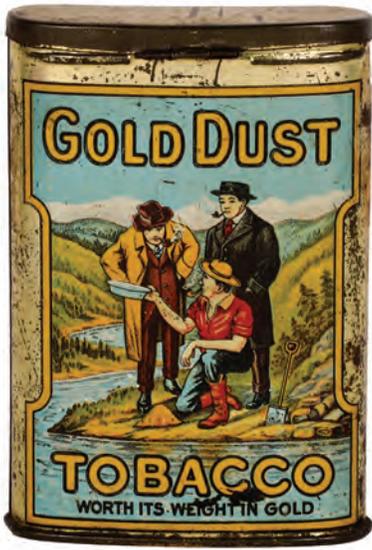
Min. bid \$100.



**15. Harrington & Richardson Arms Co. 1905 Calendar.**

25-7/8 x 13-7/8" Outstanding Harrington & Richardson Arms Co. (Worcester, MA) sporting calendar w/ stunning multicolor lithography (original metal strips at top and bottom). Clean and bright, w/ great look (basically displays as a strong C. 8.5/+), w/ a few non-offensive small scattered dark specks; and two 1" (dia.) holes and minor wear in bottom calendar pad section.

Min. bid \$150.



**16. Gold Dust Pocket Tin.**

4.5 x 3 x 7/8"  
Scarce, early tin litho vertical tobacco pocket tin. Clean, bright and very attractive, w/ a couple small tar spots at bottom area on backside (front C. 8.5/+; back C. 8+/-).

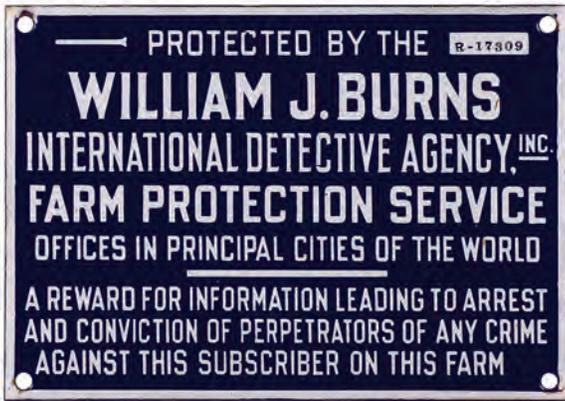
Min. bid \$100.



**17. Toy Garage and Cars.**

Garage: 4.25 x 7 x 6.75" (Cars 3-3/8 x 5.25 x 2" and 2.25 x 6 x 2.25") Nice, early tin litho toy garage w/ its two vintage finely made tin litho windup toy autos. Garage is very nice (a strong C. 8+) although swinging doors stick a little and one of doors is missing pull. Cars are both excellent w/ strong working mechanisms (C. 8+)+..

Min. bid \$100.



**18. Porcelain Farm Protection Service Sign.**

7-3/8 x 10.5" Nice, early, heavy enameled porcelain farm protection service membership sign from William J. Burns detective agency. Clean and excellent overall, w/ minor background wear (C. 8+)+.

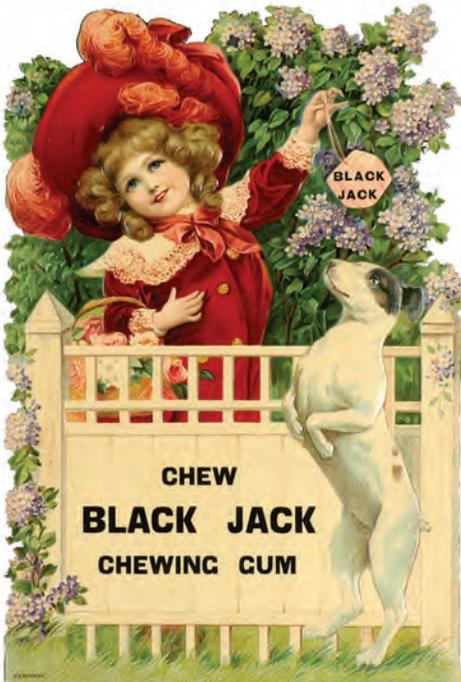
Min. bid \$100.



**19. Enterprise Coffee Grinder.**

21 x 16-7/8 x 1" Nice, early, working Enterprise Mfg. Co. countertop cast iron coffee grinder (desirable small No. 2 size), w/ beautiful patina to its all original decals and paint surface. Clean, bright and very attractive appearance (a strong C. 8/+) w/ non-detracting trace hints of gold stenciling remnants on drawer.

Min. bid \$100.



**20. Black Jack Chewing Gum Sign**

Sign: 11-3/8 x 7-5/8" (Frame: 17.75 x 13.5") Outstanding, early, very high quality pressed cardboard die-cut sign for Adams Co.'s Black Jack brand chewing gum. Clean, bright and like new (near mint). Nicely framed and matted.

Min. bid \$100.



**21. Hart Canned Foods Sign.**

9.25 x 13.25" Nice, early tin over cardboard sign by Donaldson Art Sign Co. Clean, bright and like new appearance (basically a strong C. 8.5/+) w/ exception of non-offensive faint background scratch mark.

Min. bid \$100.



**22. United Motor Service Hanging Neon Dealership Sign.**

29.5 x 48.5 x 9.5" Great looking restored hanging light-up neon sign. Enamelled porcelain is crisp, all original and like new (near mint). The outer metal body and the glass neon tubing were professionally re-fabricated about 20 years ago (very well done), w/ new transformer inside. A very high quality piece that works great and looks incredible (Freight Item or pick-up).

Min. bid \$250.



**23. L. F. & G. Coffee Grinder.**

12.25 x 7.5 x 6.25 (Not including handle); Wheels: 8.5" (dia.) Outstanding, fine, early, 2-wheel #20 size cast iron working countertop coffee grinder by Landers, Fray & Clark Co. (New Britain, CT), w/ beautiful patina to its rich, all original paint surface. Clean, bright and exceptionally nice (a strong C. 8.5+).

Min. bid \$100.



**24. Wrigley's Juicy Fruit Gum Jar (in Box w/ Original Packs).**

Jar: 5.25 x 4.75 x 4.75" (Box 10 x 5.5 x 5.75") Scarce, vintage ca. 1920 2-ps. glass country store countertop display jar for Wrigley Co.'s Juicy Fruit brand chewing gum, as found never used and filled w/ its original gum packs inside. Ground lid jar, gum packs and box are all excellent.

Min. bid \$100.



**25. Wrigley's Double Mint Chewing Gum Display Box (Full).**

5 x 6-1/8 x 4.25" Scarce, full, early countertop display box w/ all twenty of its sealed ca. 1925 Wrigley Co. peppermint flavored gum packs inside. Clean, bright and exceptionally nice (C. 8.5+).

Min. bid \$100.



**26. Grand Rapids Brewing Co. Tray (Grand Rapids, MI).**

13.5 x 16-3/8" Scarce, early tin litho serving tray. Has strong colors and displays quite nicely (basically a C. 8+/- overall appearance), w/ scattered edge chipping along outer rim, a little lightly scattered background wear from use and a fine, faint, narrow paint line in background (below "S" in word "Silver"). See auction site for additional info.

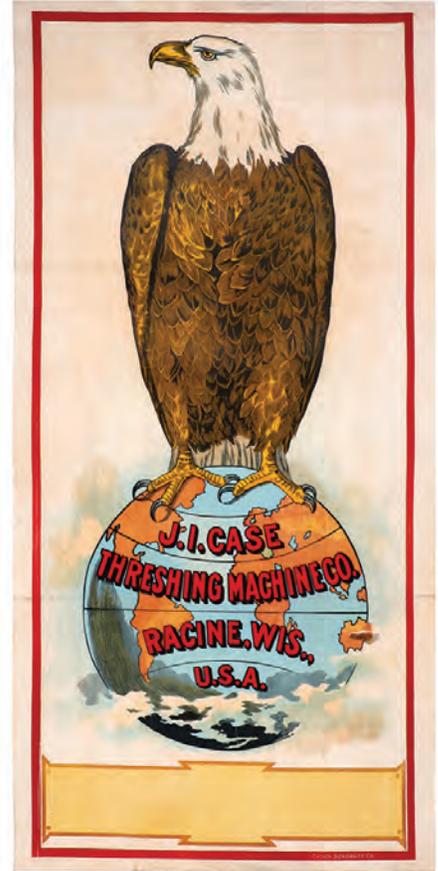
Min. bid \$150.



**27. Budweiser Beer Sign.**

7.75 x 12" Scarce, early, small, tin litho convex shaped chain hung sign for Budweiser bottled beer. Main field area is clean, bright and excellent (a strong C. 8++), w/ some scattered wear in outer raised border area.

Min. bid \$150.



**29. Case Agricultural Implements Banner.**

57-1/8 x 27.75" Large, powerful and impressive, very early lithographed cloth banner for J. I. Case Co.'s agricultural implements by Chicago Sign Printing Co. Clean and very attractive appearance, w/ strong colors and a great folksy look (displays as a solid C. 8/+), mounted on linen backing, w/ minor professional conservation.

Min. bid \$150.



**28. Franklin Motor Cars Porcelain Sign.**

14 x 26-1/8" Outstanding, early, 2-sided heavy enameled porcelain flange sign. Clean and very attractive, w/ nice original sheen (basically a very strong C. 8++ overall), w/ a little non-offensive light edge wear.

Min. bid \$150.



**30. Hungerford Smith Co. "True Fruit" Soda Fountain Signs.**

16.75 x 9.75" (15.5 x 8-5/8" visible) ea. Lot includes a wonderful group of four different early paper litho (cardboard?) soda fountain signs for J. Hungerford Smith Co.'s (Rochester, NY) "True Fruit Flavorings". Stunning multicolor graphic signs are clean, bright and like new (C. 8.5/+), in attractive matching frames.

Min. bid \$100.



**31. Bell Telephone Co. Figural Art Glass Advertising Lamp**

Glass Shade: 6-5/8 x 7-7/8" (dia.) Outstanding, early, very high quality, heavy embossed figural art glass lampshade by Fenton Glass Co., w/ period brass fixture. Displays beautifully, although close examination w/ show a barely noticeable non-detracting, professionally repaired very small chip spot at bottom outer edge on backside, and some light scattered staining (possible color finish touch ups) in outer deep blue background areas.

**Min. bid \$100.**



**32. Thomas' Concert Mechanical Cats Trade Stimulator.**

10.5 x 13.5 x 5" Outstanding, early mechanical clockwork trade stimulator, w/ incredible lithographed paper interior of animated cats concert. One cat moves fiddle bow, while others move their mouths and eyes. Lithography is clean, bright and excellent (C. 8.5+), w/ typical light expected aging and wear to outer box (mechanism works slightly / intermittently, but needs a good professional cleaning by a watch maker).

**Min. bid \$250.**



**33. Harvard Roller Skates Sign.**

28-3/8 x 15.5" (21 x 10.75" visible) Impressive, very early paper litho proof sign, w/ beautifully detailed multicolor lithography and extra wide outer margins. Clean, bright and very attractive (displays as a C. 8.5/+), w/ a few non-detracting faint crease / wrinkle marks. Framed.

**Min. bid \$100.**



**34. Mickey Mouse Gum Machine.**

14 x 7" (dia.) Vintage ca. 1938 gum ball machine, w/ heavy enameled porcelain base and stainless-steel trim. Nice working example (w/ key) appears never used and is clean and excellent overall, w/ some non-offensive slight scattered surface storage wear and oxidizing on porcelain base (C. 8+).

**Min. bid \$100.**



**35. Heileman Brewing Co. Tin Litho Thermometer (La Crosse, WI)**

13.5 x 6-1/8" Beautiful, early, die-cut tin litho easel-back counter sign / thermometer for Co.'s "Old Style Lager" beer. Clean, bright and exceptionally nice (basically displays as a strong C. 8.5/+), w/ exception of a few non-offensive faint scratch marks in bottom crate area.

**Min. bid \$150.**



**36. Old Town Canoes Sign.**

16.5 x 14 x 1" Unusual, early, figural hardwood sign for Old Town Canoe Co. (Old Town, ME) in shape of canoe and paddles, w/ its original "Old Town" logo labels. Excellent and all original (C. 8.5/+), w/ nice rich surface patina and a great overall look.

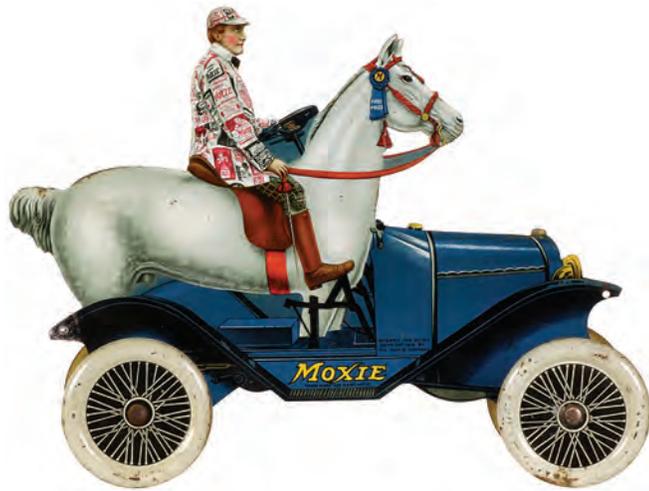
Min. bid \$100.



**37. Cherry Blossoms Soda Sign.**

9.5 x 16" Nice, early 2-sided die-cut tin litho flange sign for Cherry Blossoms soda, w/ same great image on both sides. Has strong colors and displays very nicely (basically as a strong C. 8++), w/ a little non-offensive minor wear and a few faint scratches and rubs in dark background areas (critical grade C. 8+/-).

Min. bid \$150.



**38. Moxiemobile Advertising Toy.**

6-1/8 x 8-5/8 x 2.5" Scarce, blue variation die-cut tin litho advertising toy. Clean, bright and displays very nicely (basically a strong C. 8/+), w/ minor faint waving and some light oxidizing on wheels.

Min. bid \$100.



**39. Imperial Ginger Ale Tin Sign.**

19-1/8 x 13-3/8" Early tin over cardboard w/ bevel edge, for Petersburg Bottling Works (Petersburg, IL) Imperial ginger ale, w/ beautiful multicolor graphics by Meek Co. Clean, bright and very attractive (a strong C. 8++), w/ minor crazing and slight wear.

Min. bid \$150.



**40. Hires Root Beer Serving Tray.**

13-3/8" (dia.) Scarce, early tin litho serving tray (Shonk Litho). Main section has a clean, bright and very attractive appearance w/ minor crazing (a strong C. 8+); w/ some slight darkening/wear in outer gold trimmed border areas.

Min. bid \$100.



**41. Jersey Cream Straw Holder.**

3-5/8 x 10-1/8 x 5.5" Nice, early, high quality, heavy embossed pressed pattern glass countertop soda fountain straw holder, w/ hinged nickel plated lift-up metal covers and advertising in glass for Jersey Cream soda on all four sides. Excellent overall, w/ some fairly minor light scattered flea bites and small chips along top inside lip edge.

Min. bid \$100.



**42. Wilson Sporting Goods Co. Sign.**

16.25 x 60.25 x 3.5" Large, early, heavy 2-sided wood framed sand-painted metal trade sign for Wilson Sporting Goods Co., featuring Co.'s early style logo (same image both sides). As found, all original and untouched, w/ some general expected light weathering and natural wear, but overall displays nicely, w/ strong color an attractive, primitive country look (front C. 8/-; back C. 7/+).

Min. bid \$150.



**43. Opia Cigars Tin Sign.**

Scarce, very early, small, self-framed tin litho convex shaped sign. Clean, bright and very attractive (main field area displays very well, w/ a little minor crazing (as a strong C. 8+)); w/ some staining and darkening wear at bottom edge in outer raised frame area).

Min. bid \$100.



**44. Ditto Cigars Celluloid Sign.**

12 x 8" Beautiful, early celluloid (over cardboard) sign w/ stunning multicolor graphics. Clean and bright, w/ like new appearance, w/ exception of non-detracting minor 1/2" tight crack mark in bottom right clothing area (missing easel on backside). Nicely framed.

Min. bid \$100.



**45. National Chewing Gum Machine.**

17-1/8 x 2-3/8 x 2-7/8" Nice, early, National Automatic Vending Machine Co. (Phil.'a, PA) penny chewing gum wall machine w/ key. Clean, bright and very attractive, w/ nice sheen (a strong C. 8++) w/ only very minor wear.

Min. bid \$100.



**46. Clark's Teaberry Chewing Gum Display Box.**

5.25 x 6.25 x 4.25" Full, ca. 1927 display box w/ all twenty of its original gum packs. Box is clean, bright and excellent overall, w/ some light edge wear at outer edges of inside display lid and some writing and light wear on bottom of box (gum packs crisp and like new).

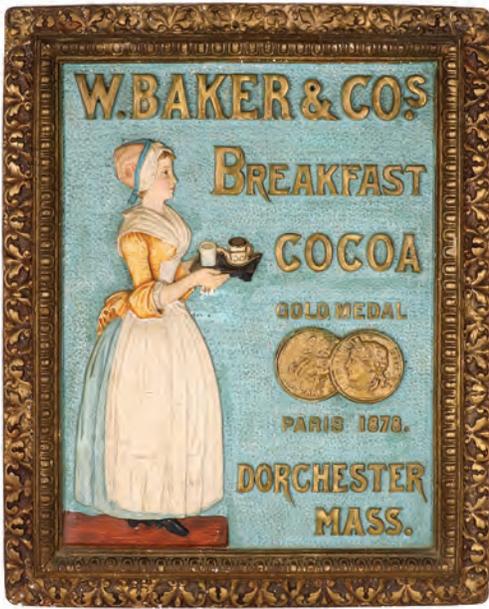
Min. bid \$100.



**47. The Young Patriot Cigar Lighter.**

16.5 x 5 x 5" Nice, early, heavy, figural countertop cigar store lighter featuring spelter patriotic child figure on marble base w/ original gas fixtures. Original, untouched surface, w/ just the right amount of light, early wear to gold surface finish (child figure rates a strong C. 8/+), w/ some early paint wear in outer flag and base areas, w/ a few non-detracting minor flea bites along top edge of marble base.

Min. bid \$100.



**48. Bakers Cocoa Composition Sign**

21 x 16-7/8 x 1" Outstanding, early, deeply embossed heavy pressed composition sign w/ beautifully detailed images and a rich patina to its wonderful, early paint surface. Displays very well (basically a strong C. 8+ appearance), although close examination will show a couple non-detracting shallow crack lines on upper surface and a couple small touchups and light chips in blue background area.

Min. bid \$150.



**49. Robinson's Sons Beer Tray (Scranton, PA).**

12" (dia.) Early tin litho serving tray, w/ beautifully detailed multi-color graphics. Clean, bright and exceptionally nice appearance (displays as a strong C. 8.5+), w/ only very minor wear.

Min. bid \$100.



**50. Mr. Thomas Cigars Tip Tray.**

4-1/8" (dia.) Impressive, early tin litho tip tray for Mr. Thomas brand cigars, w/ great image of Co.'s trademark cat. Has strong colors and displays really well (basically as a C. 8.5/+), although close examination will show a little faint crazing, a non-offensive minor background pinch / dent spot and a little non-detracting light background wear (critical grade C. 8+/-).

Min. bid \$100.



**52. Walk-Over Shoes Sign.**

Frame: 43 x 24.5" (35 x 16-3/8" visible) Large and impressive, ca. 1908 art poster advertising "Walk-Over" brand shoes, w/ a great looking art nouveau design. Clean, bright and very attractive (a strong C. 8.5/+). Nicely framed and matted.

Min. bid \$150.



**51. Coca-Cola Self-Framed Sign.**

30-3/8 x 20.25" Scarce, ca. 1916 self-framed tin litho. Image area is clean, bright and displays nicely (basically a C. 8/+ overall appearance), although close examination shows light scratches and non-offensive scattered wear in bottom half (critical grade C. 7.5/+) but displays much nicer than this implies. Outer frame section has skimming wear, darkening and a few scattered oxidized dark spots, w/ a few tiny holes added for hanging (note: a little minor professional restoration could improve it to a very strong C. 8.5+ appearance).

Min. bid \$150.



53. Victor Talking Machines Tin Sign.

16.25 x 22.25" (13-3/8 x 19-3/8" visible) Nice, early tin litho sign. Image area is clean and bright w/ an excellent overall appearance, w/ a few non-detracting shallow bends, and some non-offensive minor wear in outer border area (overall has a strong C. 8/+ appearance). Original frame has some light edge wear.

Min. bid \$100.



54. Kellogg's Corn Flakes Sign.

22 x 12.75" (20 x 10.75" visible) Beautiful, early cardboard sign featuring Co.'s trademark girl and early style cereal box (dated 1915). Clean, bright and like new (near mint). Framed.

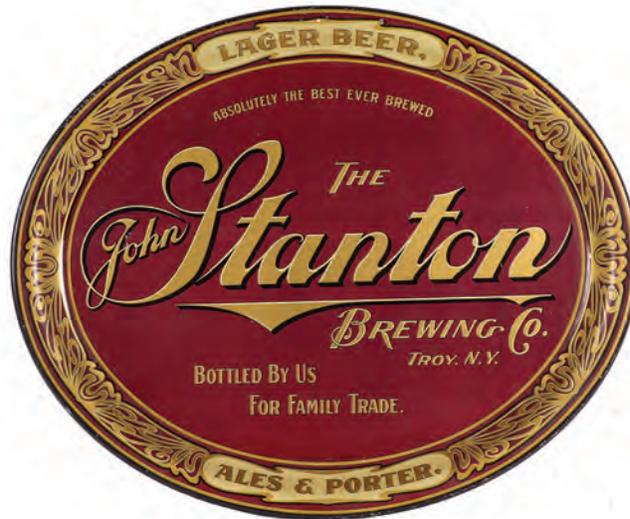
Min. bid \$150.



55. Beech-Nut Gum Display Stand.

14.25 x 6 x 6.5" Early tin litho countertop display. Clean, bright and very attractive (C. 8/+ overall), w/ a little background wear on right side panel. Includes group of early full period Beechnut mints candy packages that display great on stand.

Min. bid \$150.



56. Stanton Brewing Co. Serving Tray (Troy, NY).

15.25 x 18.5" Scarce, large, early tin litho serving tray. Clean, bright and very attractive appearance (a strong C. 8+), w/ faint crazing and a little non-detracting minor scattered background wear (Shonk Litho).

Min. bid \$100.

57. Hershey Chewing Gum Display Box.

5.25 x 5-7/8 x 4-1/8" Scarce, early cardboard display box w/ ten of its full, original mint gum packs inside. Box is clean, bright and excellent w/ minor writing on base (full original packs are like new). Includes original protective box cover (this outer cover has soiling, writing and light general wear).

Min. bid \$150.





**58. Coca-Cola 1906 Tip Tray.**

4.25" (dia.) Scarce, vintage Coca-Cola advertising tip tray featuring Co.'s 1906 calendar girl. Clean, bright and like new (a strong C. 8.5++).

Min. bid \$100.



**59. Art Nouveau Biscuit Tin (A. Mucha Artist).**

6 x 5.75" (dia.) Vintage, ca. 1901 fancy figural tin litho biscuit tin featuring beautiful multicolor images by noted art nouveau illustrator Alphonse Mucha (marked "Exiger Lu La Marque" on base). Clean and very attractive, w/ a little non-detracting minor wear (C. 8/+). French.

Min. bid \$100.



**60. Piel Bros. Porcelain Beer Sign (Brooklyn, NY)**

18" (dia.) Very early, heavy enameled porcelain convex shaped sign for Piel Bros. Beer. A clean, bright and exceptionally nice, very high quality piece, w/ raised detailing and beautiful original sheen, w/ raised volcano mounting holes. Basically like new, w/ exception of early chip at 5 o'clock outer border area.

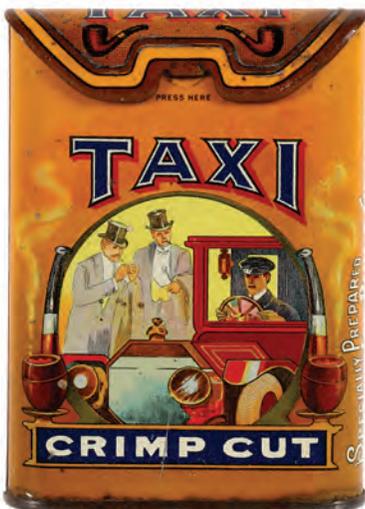
Min. bid \$100.



**61. 1930's Coca-Cola Sign (Kay Display Co.).**

19 x 20" Nice, vintage, ca. 1930's wooden sign by Kay Display Co., w/ attractive raised 1920's Coke bottle. Clean, bright and displays very nicely (basically a strong C. 8+ appearance and excellent original sheen), w/ a little non-offensive minor soiling and wear in upper right background area (note: has some general soiling/ stains on non-graphic backside).

Min. bid \$100.



**62. Taxi Pocket Tin.**

4.25 x 3 x 7/8" Early tin litho flip lid "Crimp Cut" variation tobacco pocket tin, featuring beautiful multicolor graphic taxi scene (same image both sides). Clean, bright and displays very nicely (as a strong C. 8/+ ) w/ a little non-detracting minor wear.

Min. bid \$100.



**63. Sheboygan Serving Tray**

12" (dia.) Beautiful, early tin litho serving tray for Sheboygan brand mineral waters and ginger ale, w/ outstanding color graphics by Chas. Shonk Co. Clean, bright and exceptionally nice (a strong C. 8.5++ appearance), w/ minor crazing on upper surface.

Min. bid \$150.



**64. Mechanical Minstrel Motion Clock.**

9.5 x 4 x 2.5" High quality mechanical motion clock featuring minstrel character holding a stringed instrument and whiskey flask (synchronized glass eyes move back and forth). Has a rich, all original surface on its detailed, nicely embossed metal body, w/ wooden case in back. Excellent appearance (a strong C. 8/+). Professionally cleaned and runs great, complete w/ winding key.

**Min. bid \$100.**

**65. Coca-Cola Kay Display Sign.**

16"+ (dia.) Nice, vintage ca. 1940's wood and metal advertising sign by Kay Display featuring U.S. map and early soda glass. Clean, bright and exceptionally nice condition, w/ rich, original surface sheen (C. 8.5/+).

**Min. bid \$100.**



**66. Deacon Brown Serving Tray.**

1-3/8 x 12-1/8" (dia.) Outstanding, scarce, early tin litho serving tray for Co.'s phosphates sodas, w/ stunning multicolor graphics. Display side is clean, bright and like new, w/ exception of a couple non-detracting minor small oxidized background spots (C. 8.5+); w/ some light oxidized circular ring marks on backside.

**Min. bid \$100.**



**67. Hoosier Seeding Machines Sign.**

17.75 x 22.5" (14-5/8 x 19.5" visible) Beautiful, early celluloid over cardboard agricultural equipment sign for Hoosier Drill Co.'s horse drawn seed planting machine, w/ stunning multicolor graphics. Clean, bright and displays extremely well (image area has a strong C. 8.5/+ appearance), w/ a little non-offensive damage at very bottom corner edges. Framed.

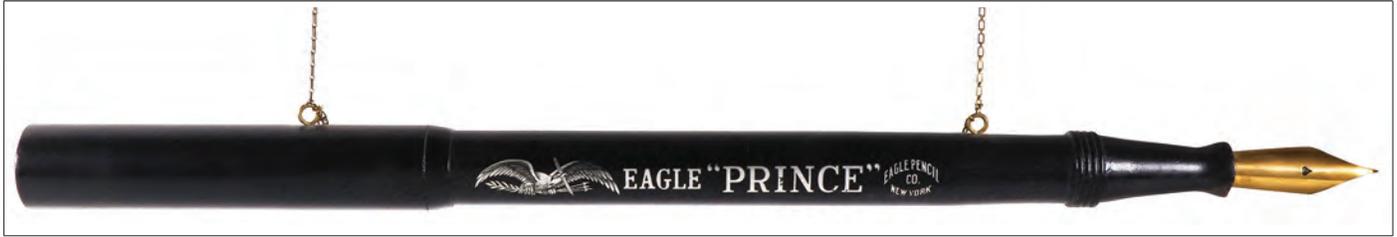
**Min. bid \$100.**



**68. Wards Bread Porcelain Thermometer.**

20-7/8 x 8.75 x 5/8" Outstanding, early, heavy enameled porcelain. Has strong colors, nice sheen and a clean, bright and exceptionally nice appearance (basically a very strong C. 8.5+), w/ exception of a little scattered edge chipping in outer white border area.

**Min. bid \$150.**



69. Eagle Pens Figural Trade Sign (w/ Original Box).

40.25 x 3" (dia.) Outstanding, large, wooden figural trade sign, in shape of Co.'s early "Prince" model fountain pen. Has attractive silver advertising logo and lettering, w/ fancy brass nib and its original hanging chain. Clean, bright and exceptionally nice (displays as a strong C. 8.5+), w/ non-offensive mfg. blemish chip at front side edge. All original, as found in its original shipping box (note: box fair to poor, w/ partial loss and tape repairs).

Min. bid \$200.



70. Wards Lemon Crush Syrup Dispenser.

12.75 x 10.5 x 7.75" Early, heavy, figural embossed ceramic syrup dispenser for Ward's brand "Lemon Crush" soda (same on both sides). An excellent example, w/ a nice rich patina to its beautiful, all original paint surface. Includes original pump (pump was painted w/ gold wash finish long ago and mechanism is frozen up and no longer working).

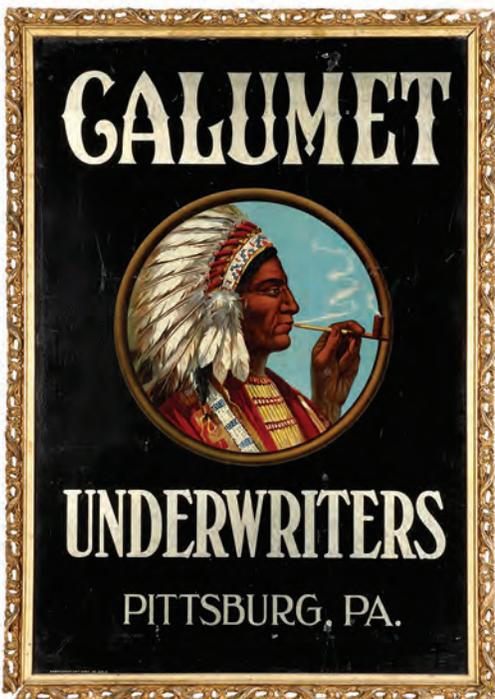
Min. bid \$150.



71. Wards Lime Crush Syrup Dispenser.

12 x 9 x 7.75" Scarce, early, heavy, figural embossed ceramic soda fountain syrup dispenser for Ward's brand "Lime Crush" soda (same on both sides). An excellent example, w/ a nice rich patina to its beautiful, all original paint surface. Includes original pump.

Min. bid \$100.



72. Calumet Insurance Sign.

27 x 18.75" (24.75 x 16-5/8" visible) Very early tin litho, w/ wonderful graphic Indian chief image. Clean, bright and very attractive (basically a strong C. 8/+ appearance), w/ exception of a couple early chips in upper dark background section. Framed.

Min. bid \$150.



73. Wards Orange Crush Dispenser.

15.5 x 9" (dia.) Early, heavy, figural embossed ceramic syrup dispenser for Ward's brand "Orange Crush" soda w/ advertising on both sides. An excellent example, w/ a nice rich patina to its beautiful, all original paint surface. Includes original pump (pump mechanism frozen up).

Min. bid \$150.



**74. Eagle Pencil Hanging Trade Sign (w/ Original Box).**

41-7/8 x 2" (dia.) Large, early, chain hung wooden figural advertising trade sign for Eagle Pencil Co.'s Micado brand pencils. Excellent and all original w/ a great look (C. 8.5/+), as found in its original marked packing box.

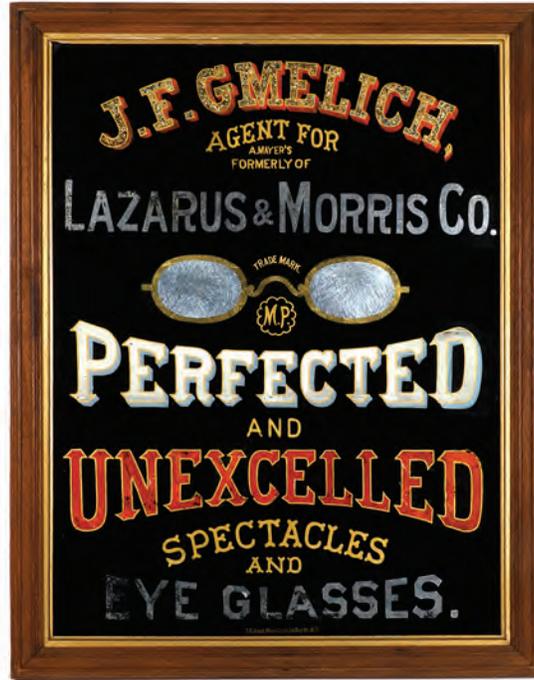
Min. bid \$100.



**75. Coca-Cola Cooler Shaped Radio.**

9.75 x 11.75 x 7.5" Nice, vintage ca. 1950 figural advertising radio in shape of early style Coke cooler. Clean and very attractive, w/ a great overall look (C. 8+/-); w/ a little non-offensive minor surface wear from use (no cracks or chips).

Min. bid \$150.

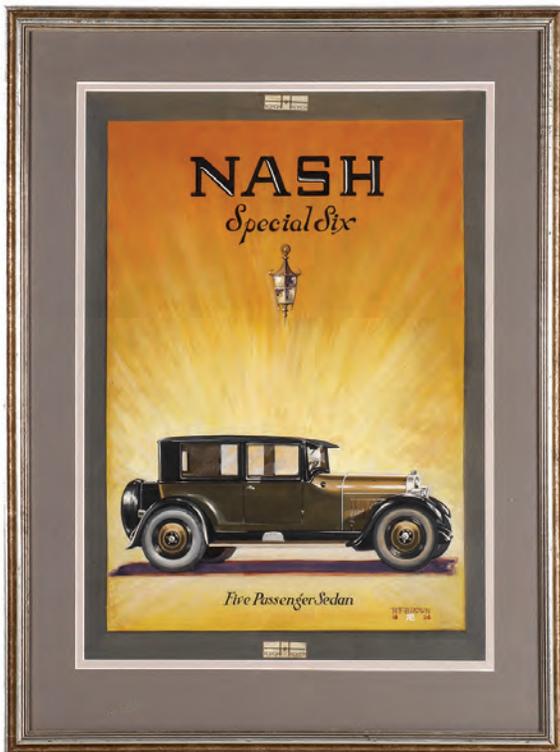


**76. Spectacles and Eye Glasses Reverse Glass Sign.**

27 x 21" (23-5/8 x 17.75" visible) Beautiful, very early, reverse glass eye glasses sign, w/ beautiful inlaid mother of pearl lettering at top, and mirror finished glasses. An impressive, all original high quality piece, w/ a great folk art look, (C. 8/+ appearance), w/ a little non-offensive light scattered wear.

Min. bid \$100.

**Original Artwork Painting**



**77. Nash Autos Original Illustration Artwork Painting.**

24.25 x 18.25" (16.5 x 11-5/8" image) Powerful and impressive, early advertising illustration artwork by R.F. Brown for Nash Auto Co. (dated 1924 and signed by artist). Very high quality painting, has bright colors and incredible detailing, and is beautifully framed and matted. Near mint.

Min. bid \$100.



**78. Wrigley's Double Mint Chewing Gum Display Box (Full).**

1.25 x 6.25 x 5.25" (lid closed) Scarce, full, vintage ca. 1918 countertop display box filled w/ all twenty of its full, sealed Wrigley Co. peppermint flavored "Doublemint" brand chewing gum packs inside, w/ original lid. Clean, bright and exceptionally nice (C. 8.5+).

Min. bid \$100.



**79. 1928  
Coca-Cola  
Serving Tray.**

13.25 x 10.5"  
Scarce, vintage  
1928 Coca-Cola  
fountain service  
variation serving  
tray. Front is  
clean, bright and  
exceptionally  
nice (a strong C.  
8.5++), w/ a little  
light scuffing on  
backside.

Min. bid \$100.

**Original Artwork Oil Painting**



**80. Hires Root Beer  
Original Artwork  
Painting.**

17 x 13 x 7/8" Nice, early,  
original oil painting on  
canvas illustration artwork,  
featuring Hires Root Beer  
Co.'s trademark kid. Clean,  
bright and very attractive  
appearance (basically dis-  
plays as a strong C. 8++),  
although close examina-  
tion will show a couple  
canvas repairs on backside  
w/ typical professional  
cleaning and restoration.

Min. bid \$100.



**81. Collins Ice  
Cream Tray.**

13-5/8" (dia.)  
Beautiful, early  
tin litho serving  
tray for Collins  
brand ice cream  
(Lincoln, NE).  
Clean, bright and  
exceptionally  
nice appearance  
(displays as a C.  
8.5/+), w/ a little  
very minor wear  
at very outer  
edge of rim.

Min. bid \$100.



**82. Socony Porcelain Motor Oil Sign.**

6 x 9" Small, early, heavy enameled porcelain, advertising Co.'s "Parabase" motor oil. Clean, bright and like new, w/ nice original sheen (near mint).

Min. bid \$100.



**83. Jackson's Best Chewing  
Tobacco Sign.**

30 x 24" (24.25 x 18-5/8" visible)  
Very early paper litho, w/ nice  
Victorian era look, as found still  
sealed in its original marked  
frame. Attractive and displays  
quite nicely, w/ a little toning,  
small tears and non-detracting  
light scattered wear (C. 8/-).

Min. bid \$100.



**84. Mohawk Chief Cigar Tin.**

5.5 x 6.25 x 4.25" Nice, early tin litho 50 count cigar tin  
from Charles Co. (York, PA) featuring Co.'s trademark Indi-  
an chief on both sides. Clean and very attractive, w/ minor  
background wear (C. 8/+).

Min. bid \$100.



**85. Diamond Wedding Whiskey Sign.**

12" (dia.) Beautiful, early self framed tin litho sign w/ beautiful multicolor graphics by Shonk Litho of saloon girl holding shot glass (labeled bottle on table). Clean, bright and exceptionally nice (displays as near mint) w/ only trace, very minor wear. Has protective shiny wax applied to upper surface, giving it a bit of extra sheen.

Min. bid \$100.



**86. Sweet Violet Pocket Tin.**

4.5 x 3 x 7/8" Outstanding, scarce tin litho Globe Tobacco Co. Sweet Violet vertical tobacco pocket tin. Clean, bright, and exceptionally nice w/ a few non-offensive background chips on backside (front a strong C. 8++: back C. 8/+).

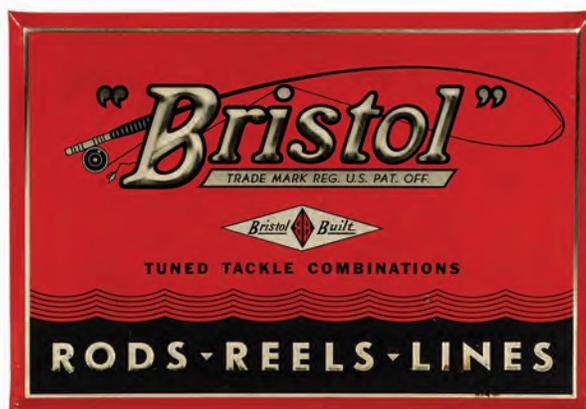
Min. bid \$100.



**87. Old Kirk Whiskey Sign.**

19 x 13" Stunning, early, colorful and highly graphic beveled tin over cardboard sign. Crisp, bright and like new (near mint), w/ exception of a little pinching at outer, bottom right corner edge. American Art Works lithographers.

Min. bid \$150.



**88. Bristol Fishing Tackle Sign.**

9 x 12-7/8" Nice, early beveled tin over cardboard. Clean, bright and excellent overall (a strong C. 8+), w/ a little non-offensive minor wear (has replaced string and some staining and slight warping to backside cardboard).

Min. bid \$100.



**89. 1934 Coca-Cola Serving Tray.**

10.75 x 13.25" Vintage 1934 tin litho Coca-Cola serving tray, featuring Tarzan movie actors Maureen O'Sullivan and Johnny Weissmuller. Image area is clean, bright and exceptionally nice (C. 8.5+), w/ a light dent mark at left inside border edge and some light chipping at outside edges of gold rim.

Min. bid \$100.



**90. Grape Nuts Cereal Sign.**

30.5 x 20.5" Early, self-framed tin litho. Image area is clean, bright and displays very nicely (a solid C. 8/+), w/ only minor wear. Outer embossed frame section has some skimming, darkening and general light scattered wear, but still pretty decent overall (heavy wear on backside). Note: piece has had a protective shiny wax applied, giving it a bit of an extra sheen.

Min. bid \$150.



**91. 1914 Coca-Cola Calendar (Betty).**

Frame 37.5 x 18.5" (30.75 x 11-7/8" visible) Large, vintage Coca-Cola calendar, w/ complete 1914 pad at bottom. Crisp, bright and like new appearance (basically a strong C. 8.5/+), w/ exception of non-offensive light horizontal rolled crease marks near bottom and small repaired tear area at upper right corner edge. Nicely framed and matted.

Min. bid \$150.



**92. Blatz Beer Sign.**

12" (dia.) Beautiful, early tin litho sign for Blatz Brewing Co. (Milwaukee, WI), w/ stunning multicolor graphics by Shonk Litho. Clean, bright and exceptionally nice (near mint w/ exception of trace indent mark).

Min. bid \$150.



**93. Pepsi-Cola 1920 Calendar.**

7.5 x 5" Scarce, small, early advertising calendar on heavy card stock, featuring attractive image by illustrator Rolf Armstrong (has text advertising w/ 1919 & 1921 calendar months on backside). Clean, bright and excellent overall (basically like new appearance), w/ exception of a little expansion wear at top hanging hole.

Min. bid \$100.



**94. Label Under Glass Cologne Bottle.**

7.5 x 2-5/8" (dia.) Unusual, early advertising bottle for Eau De Cologne, w/ beautiful curved glass label. Bottle and lid both have a gnarly, deeply embossed faux tree trunk composition bark like material over the glass. Excellent overall.

Min. bid \$100.



**95. Crosman Bros. Flower Seeds Sign.**

27-3/8 x 20-3/8" (23.25 x 16.5" visible) Outstanding, very early paper litho sign w/ fine stone lithography by Clay & Richmond Co. (1879-1886). Beautiful piece is clean, bright and very attractive (a very strong C. 8++) w/ minor, light crease mark at upper right corner edge and a non-detracting, very faint stain spot in upper background. Framed.

Min. bid \$100.



**96. 1937 Coca-Cola Calendar.**

Frame: 30-5/8 x 17.5" (Sign: 24.75 x 12") Vintage 1937 paper litho Coca-Cola calendar by illustrator N.C. Wyeth. Clean, bright and basically like new, complete w/ full calendar pad and cover sheet (minor edge tears and slight toning in outer margin area). Framed.

Min. bid \$100.

**\$600 REWARD**

A Reward of \$100.00 is offered for ANY CASE OF

**Gonorrhoea or Gleet**

no matter of how long standing, or what other remedies have failed, that cannot be permanently cured with injection

**GON-KURE**

A further reward of \$500.00 to any person who can show that STRICTURE has been caused by it. GON-KURE is a mild, soothing, healing antiseptic lotion containing no mineral, acid or poison.

**PRICE \$1.00**

**MEN, ARE YOU WEAK, Nervous, Despondent?**

Are you suffering from LOSS OF SEXUAL POWER, NIGHTLY EMISSIONS, IMPAIRED MEMORY, Loss of Semen in Urine, as the result of Excess, Worry or Overwork?

**Dr. Wade's Golden Specific**

is what you need. A Certain Cure. Restores Sexual Power Promptly. Sent by mail by

**GEM MEDICINE CO. PRICE \$1.00 St. Louis, Mo.**

SOLD BY  
**CENTRAL DRUG STORE,**  
404 S. Main St.



**97. Sexual Diseases Cures Sign.**

6-7/8 x 9-7/8" Scarce, very early tin litho sign for Gem Medicine Co.'s "Gon-Kure" Gonorrhoea cure and "Dr. Wade's Golden Specific", a treatment for loss of sexual power, etc., w/ nice embossed images of early product boxes. Clean, bright and excellent appearance (C. 8.5/+), w/ exception of a little non-offensive minor wear in bottom area.

Min. bid \$100.



**99. Diamond Dyes Cabinet.**

24.5 x 15.25 x 8.75" Impressive, early, country store countertop advertising cabinet. Wooden case has all original, excellent surface finish and the embossed tin sign is clean and bright w/ a great look (a very strong C. 8++ overall) appearance, w/ a little non-offensive minor background staining and speckling on sign. Backside has attractive cardboard insert.

Min. bid \$100.



**98. Long's Covered Wagon Syrup Tin.**

4 x 3-7/8 x 2-7/8" Scarce, early 1 lb. figural tin litho product can for "Covered Wagon" brand maple syrup by H.C. Long Syrup Co. (San Francisco, CA). Lithography is clean, bright and excellent (a strong C. 8+), w/ a little typical light speckling on gold flash finished sides.

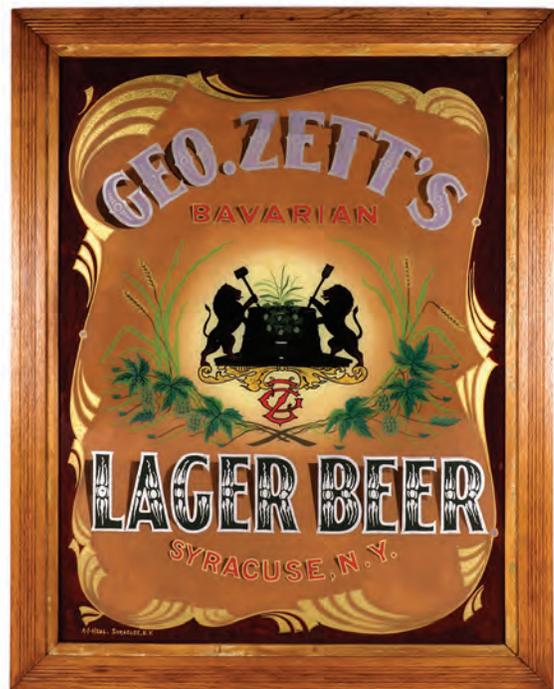
Min. bid \$150.



**100. Walk-Over Shoes Sign.**

Frame: 43 x 24.5" (35 x 16-3/8" visible) Large and impressive, ca. 1908 advertising art poster for "Walk-Over" brand shoes, w/ a great looking art nouveau design. Clean, bright and very attractive (a strong C. 8.5/+). Nicely framed and matted.

Min. bid \$150.



**101. George Zett's Brewing Reverse Glass Sign (Syracuse, NY).**

39 x 31" (33.5 x 22.5" Visible) Outstanding, large, very early, high quality pre-prohibition era reverse glass advertising sign featuring beautifully detailed multicolor design, w/ gold and silver highlights. Outstanding piece is excellent and all original, in its period frame. Has a stable paint surface w/ no signs of crazing, lifting or any flaking).

Min. bid \$200.



102. Campbell's Varnish Stains Display Stand.

15.25 x 19.5 x 8-3/8" Nice, early, wooden store display stand for Campbell 's brand varnish stains. Excellent and all original, w/ a wonderful, highly graphic embossed tin litho sign at top. Sign at top is clean, bright and excellent (C. 8.5/+), w/ minor edge wear in outer border (bottom sign has a little light rubs and wear).

Min. bid \$150.



103. Optometrist Trade Sign Show Globe.

14 x 9" (dia.) Outstanding, early milk glass trade sign advertising globe on original brass stand. Glass is excellent, w/ no chips or cracks and finish is all original, w/ a nice, rich primitive folk art look w/ just the right amount of minor soiling and wear (image surface C. 8+/-). Stand has its early primitive electrical fixture inside for holding bulb, w/ its original cord.

Min. bid \$150.



104. Folky Wooden Primitive Trade Sign.

5-5/8 x 23-7/8 x 3/8" Very early, hand-painted wooden trade sign, w/ beautiful patina to its rich, all original paint surface, w/ a great primitive, country folk art look (a strong C. 8/+).

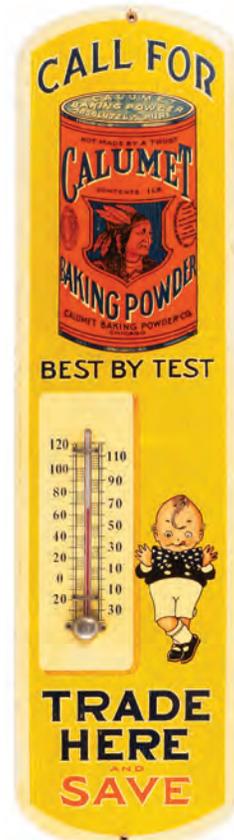
Min. bid \$100.



105. Dr. Lesure's Veterinary Remedies Cabinet.

26-7/8 x 20.75 x 6.75" Scarce, early embossed tin front wooden cabinet. All original, w/ nice untouched surface finish to wooden case, w/ a clean, bright, very attractive tin sign. Has a strong (C. 8/+), overall appearance, w/ typical soiling and light staining wear to topside panel. Sign has some light wear to red in middle letter E at bottom, w/ a couple small, hardly noticeable early gray paint drip spots in outer background area (not at all offensive or detracting- they pretty much blend nicely into the background).

Min. bid \$250.



106. Calumet Baking Powder Thermometer.

27 x 7 x 7/8" Outstanding, early wooden advertising thermometer for Calumet brand baking powder, w/ deep rich colors and a beautiful all original surface patina (C. 8.5++), w/ working thermometer (slight, very minor wear at top hanging hole).

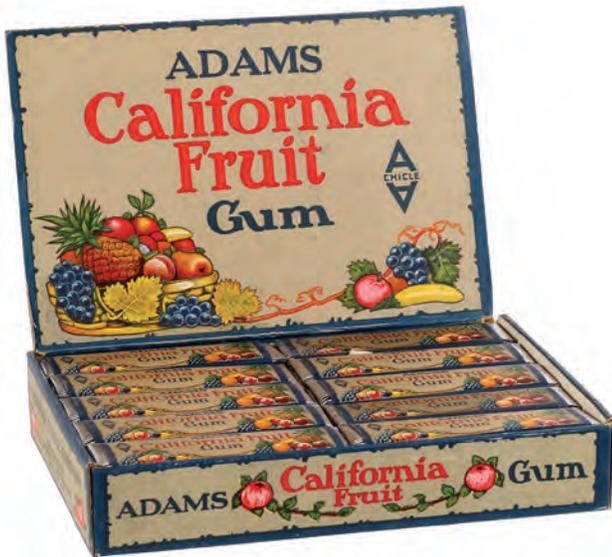
Min. bid \$150.



**107. Primley's Chewing Gum Case.**

9.5 x 17 x 12.25" Nice, early curved front countertop country store display case. All original and w/ attractive reverse painted lettering on curved inside glass front and a rich, untouched surface patina to wood finish. Excellent overall (C. 8+), w/ a little typical light wear to back door (heavy darkening spots to mirror glass on inside door).

Min. bid \$150.



**108. Adams California Fruit Chewing Gum Display Box (Full Box).**

5.25 x 6.25 x 4.25" (as shown lid up) Nice, vintage ca. 1923 American Chiclé Co.'s counter display box, filled w/ all twenty of its full, un-opened packages of Adams California Fruit chewing gum packs. Clean and excellent (C. 8.5/+) w/ non-detracting split / separation line at back right corner edge of box.

Min. bid \$150.



**109. 1932 Orange Crush Calendar.**

Calendar: 26-1/8 x 11.25" (Frame: 31.5 x 17-3/8") Nice, vintage bathing beauty advertising calendar for Orange Crush soda, w/ beautiful art deco design. Clean, bright and excellent w/ full calendar pad (C. 8.5+). Presented in gorgeous period frame.

Min. bid \$100.



**110. Grape Smash Enameled Label Syrup Bottle.**

12.25 x 3.25" (dia.) Scarce, early soda fountain syrup display bottle featuring attractive, large enameled advertising label. Bottle is excellent; label has minor soiling and slight wear (label C. 8+/-), as found-might improve w/ cleaning/ polishing.

Min. bid \$100.



**111. Richfield Ethyl Gas Globe.**

16.75 x 16 x 5" (13.5" lens) Nice, vintage 3-ps. gas pump globe on milk glass body for Richfield Ethyl brand gasoline. Clean, bright and excellent.

Min. bid \$100.



**112. Kola-Mint Syrup Bottle.**

11.75 x 3-3/8" (dia.) Unusual, early soda fountain syrup display bottle w/ label under glass label advertising Kola-Mint brand soda. Excellent w/ some non-detracting softening / light fade to red lettering.

Min. bid \$100.



**113. Foltz Maid Coffee Tin.**

6 x 4" (dia.) Outstanding, early 1 lb. tin litho coffee can from Foltz Grocery & Baking Co. (Cincinnati, OH). Crisp, bright and like new (near mint).

Min. bid \$100.



**114. Slater's Ice Cream Serving Tray.**

13.5" (dia.) Beautiful, early tin litho serving tray for Slater's brand quality ice cream. Clean, bright and exceptionally nice appearance (basically displays a C. 8.5/+), w/ exception of a little minor rim wear.

Min. bid \$100.



**115. Jayne's "Cure" 3-Ps. Medicine Sign.**

15 x 9-5/8" (as pictured w/ chains) Scarce, very early 3-ps. tin litho chain hung drugstore sign for Jayne's Expectorant Cough Cure. Clean, bright and like new (C. 8.5+).

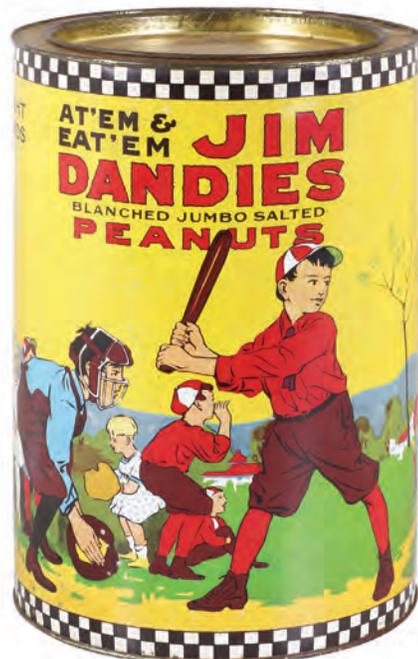
Min. bid \$150.



**116. Big Horn Coffee Can.**

5-7/8 x 4.25" (dia.) Scarce, early, 1 lb. tin litho pry lid can from Inter-State Coffee Co. (Joplin, Missouri) w/ trademark ram on front and back, w/ graphic mountain scenes on sides. Clean, bright and exceptionally nice (a strong C. 8.5+).

Min. bid \$100.



**117. Jim Dandies Peanuts Tin.**

11 x 7.5" (dia.) Nice, early tin litho 10 lb. baseball theme salted peanuts store display peanut tin from Bordo Products (Chicago, IL). Clean, bright and very attractive, w/ nice sheen (displays a strong C. 8++), w/ a little non-offensive minor wear and some light denting in yellow background area.

Min. bid \$100.



**118. Monogram Reverse Glass Whiskey Sign.**

Sign: 14.25 x 7-1/8" (Box: 15.5 x 8-3/8 x 1.25") Beautiful, small, very early chain wrapped reverse glass sign for Monogram whiskey, w/ stunning multicolor graphics. Clean, bright and like new, as found never used in its original wooden shipping box (near mint).

Min. bid \$100.



119. Folky Cane Weavers Sign.

13 x 26" including bracket (sign: 8-3/8 x 18 x 3/4") Nice, early, 2-sided wooden hand-painted trade sign for a cane weaving chair repair shop, w/ same image on both sides. Has a nicely crazed, un-touched, all original dry paint surface, w/ just the right amount of soiling and weathered light wear to give it a great primitive country look. Complete w/ wrought iron mounting bracket (C. 7.5+/8-).

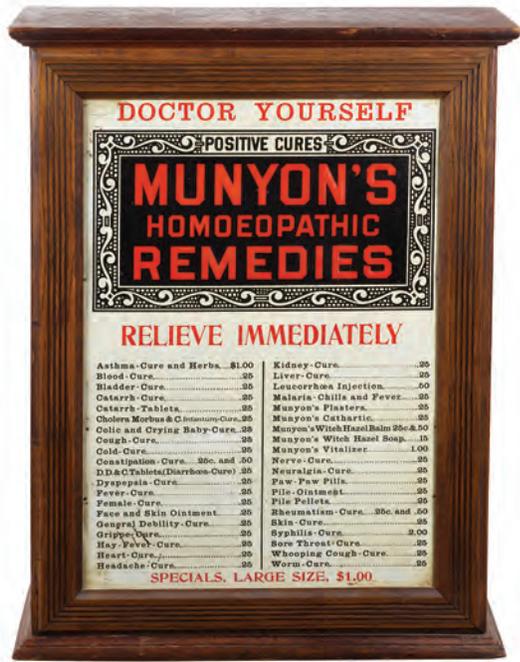
Min. bid \$100.



120. Railway Express Agency Sign.

13.25 x 19" Early tin litho over cardboard sign w/ a powerful and impressive look. Has strong colors and displays pretty nicely, w/ a little non-offensive background wear and a couple small tack holes at outer bottom border edge (C. 8-).

Min. bid \$100.



121. Munyon's Homeopathic Cures Advertising Cabinet.

24-1/8 x 18-1/8 x 6-7/8" Early drugstore display cabinet for Co.'s various homeopathic "cures". Very attractive and all original, w/ nice wood finish and bright, clean embossed tin front panel. Displays as a solid (C. 8/+) overall, w/ exception of a few fairly small, early scratch marks in bottom lettered area.

Min. bid \$100.



122. Fehr's Malt Tonic Tin Sign (Louisville, KY).

28.5 x 22-5/8" Large, early, self-framed tin litho sign featuring stunning multicolor graphics by H.D. Beach Litho Co. Clean, bright and exceptionally nice (image area rates a strong C. 8.5++ w/ only very minor wear); w/ a little non-offensive light wear in outer raised frame section.

Min. bid \$250.



123. Nehi Soda Flange Sign.

12.75 x 18" Vintage 2-sided metal flange sign for Nehi brand soda, w/ attractive image of Co.'s early pop bottle (same image both sides). Clean, bright and attractive overall appearance, w/ a little light scattered background storage wear (display side rates a strong C. 8/+); backside has a light background scuff line and a few minor paint speckles (back C. 8/-).

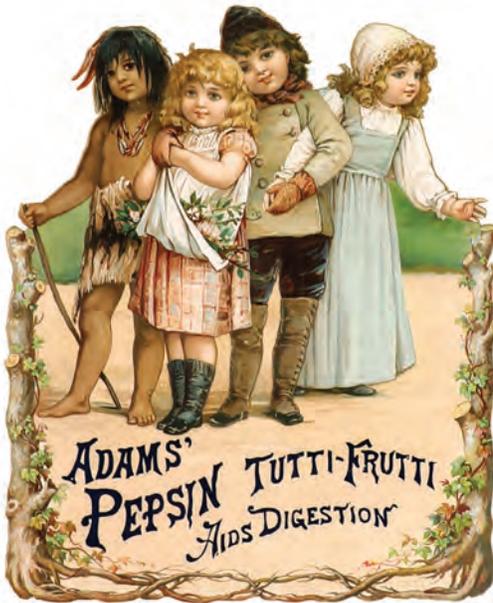
Min. bid \$100.



**124. Large Porcelain Blacksmith Sign.**

7 x 52" Large, vintage blue on white heavy enameled porcelain blacksmith shop sign. Clean and attractive overall, w/ minor scattered wear (basically displays as a solid C. 8/+), w/ exception of a little weathered chipping at bottom corner mounting holes.

Min. bid \$100.



**125. Rare Adams Gum Die-Cut Sign.**

11-5/8 x 9.5" Outstanding, very early cardboard die-cut sign for Adams Co.'s Tutti-Frutti Pepsin chewing gum, w/ fine, beautiful, early lithography. Clean, bright and very attractive (a strong C. 8++ appearance), w/ non-detracting possible wear at upper edge. Nicely framed.

Min. bid \$100.



**126. Cast Iron Mechanical Spiral Feed String Holder.**

10 x 5.5 x 4-3/8" (dia.) Scarce, early figural cast iron ceiling hung string holder w/ swirled, revolving spiral fed string basket (embossed Kinnard & Co., Dayton, OH). Excellent, w/ a nice, rich, early paint surface.

Min. bid \$100.



**127. Schlitz Brewing Co. Sign (Milwaukee, WI).**

33.75 x 45-3/8" (25-7/8 x 37-5/8" visible) Outstanding, large, early paper litho factory scene sign, w/ stunning multicolor graphics (dated 1903). Clean, bright and exceptionally nice appearance (displays as a strong C. 8.5/+), as found in its original frame.

Min. bid \$200.



**128. Mobil Diesel Fuel Porcelain Sign.**

13.25 x 12.5" scarce, vintage enameled porcelain shield shaped sign for Mobil Co.'s diesel fuel. Clean, bright and basically like new, w/ exception of small upper right corner edge nick and tiny, very minor wear spot in upper left grommet hole (C. 8.5+).

Min. bid \$100.



**129. Advertising Hat Rack.**

8-3/8 x 24 x 4" Impressive, early wood and metal hat rack w/ advertising for Strauss & Arnholt \$2 and \$3 hats, w/ a nice rich patina to its all original paint surface, giving it a wonderful, primitive country folk art type look (C. 8+/-).

Min. bid \$100.



**130. Jumbo Bread Sign.**

12-7/8 x 15" Early die-cut tin litho die-cut sign for Brown's Jumbo brand bread. Clean, bright and excellent (basically a strong C. 8.5+/-) w/ exception a couple non-detracting minor background stains in leg areas.

Min. bid \$150.



**131. Coca-Cola Leded Glass Lampshade in its Shipping Box.**

11.75 x 16.25" (dia.) Beautiful, vintage ca. 1920's fancy, high quality hanging soda fountain lampshade as found in its early wooden shipping crate. Glass is clean, excellent and all original, w/ a little typical non-detracting minor loss to bottom chain pattern edge (see auction site for interesting additional info). Includes original wooden shipping crate.

Min. bid \$250.



**132. Roxbury Rye Whiskey Sign.**

41-1/8 x 31.5" (38 x 28-3/8" visible) Large, early paper litho sign for Roxbury Distilling Co.'s (Baltimore, MD) rye whiskey, w/ nice graphic images of Uncle Sam and early product bottle (1905 tax stamp on bottle). Outstanding piece is clean, bright and like new (C. 8.5+/-). Nicely framed.

Min. bid \$150.



**133. Rare Hires Celluloid Sign.**

5-7/8 x 9" Very rare, small, bevel edged celluloid covered (over tin over cardboard) chain hung sign for Hires Root Beer. Clean, bright and very attractive appearance (basically displays as a C. 8.5+/-), w/ only trace, very minor surface rubs and minor wear (has makers label on back side.)

Min. bid \$150.



**134. Porcelain Cattle Sign.**

6 x 24" Unusual, nice, early, heavy enameled porcelain cattle dealer sign. Clean, bright and very attractive (C. 8+), with light chip spot at top, outer right edge.

Min. bid \$150.



**135. Corn Fix Countertop Display.**

17 x 14.5 x 9" Neat and unusual, early figural papier-mache advertising display for "Corn Fix" brand corn treatment product, featuring great image of Co.'s trademark happy feet characters. Very nice overall w/ attractive original paint surface (C. 8+/-) and a primitive light fixture inside that for making its great looking glass eyes light up.

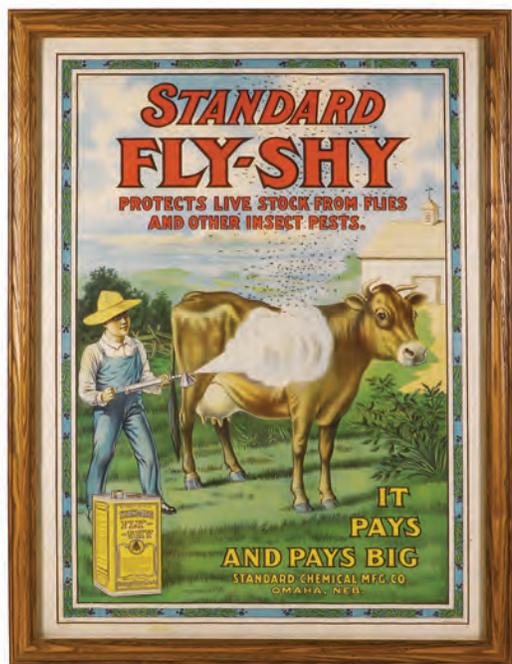
Min. bid \$150.



**136. Silver Foam Beer Advertising Globe**

10.5 x 4.5 x 9.75" (dia.) Small, early, nice, heavy 2-sided milk glass advertising globe for Silver Foam Beer, w/ incised lettering and design (same on both sides). Excellent condition (appears never used). Note: I believe this was from Grand Rapids Brewing Co. Note: also see lot #26.

Min. bid \$100.



**137. Fly-Shy Agricultural Bug Spray Poster.**

30.25 x 22-5/8" (27-5/8 x 20" visible) Nice, early paper litho sign for Standard Co.'s "Fly-Shy" livestock bug spray, w/ attractive graphics by Erie Litho & Printing Co. (Erie, PA). Clean, bright and very attractive (a strong C. 8+) w/ professional conservation. Framed.

Min. bid \$100.



**138. Sapolin Paints Store Display.**

16-5/8 x 20 x 7.25" Early shadowbox counter display w/ two different great looking framed reverse glass advertising insert panels (other panel features gnomes painting a frog). Very nice overall, w/ minor scattered wear (C. 8+/-) (note: airplane panel has small 1" long background wear spot).

Min. bid \$100.



139. Wooden Folky Fertilizers Sign.

10-1/8 x 36 x 3/8" Nice, early, wooden painted sign for White's Barren Island Fertilizers. All original, w/ a nicely weathered, lightly soiled, untouched dry paint surface, giving it a nice primitive country look (C. 7.5+/-).

Min. bid \$100.



140. Eichler Brewing Co. Tray (New York, NY).

13-3/8 x 16.25" Nice, early serving tray for John Eichler Brewing Co.'s bottled beers. Image area is clean, bright and very attractive (displays as a strong C. 8.5+), w/ a couple barely noticeable trace background scuffs and some light scattered wear at outside edges of rim.

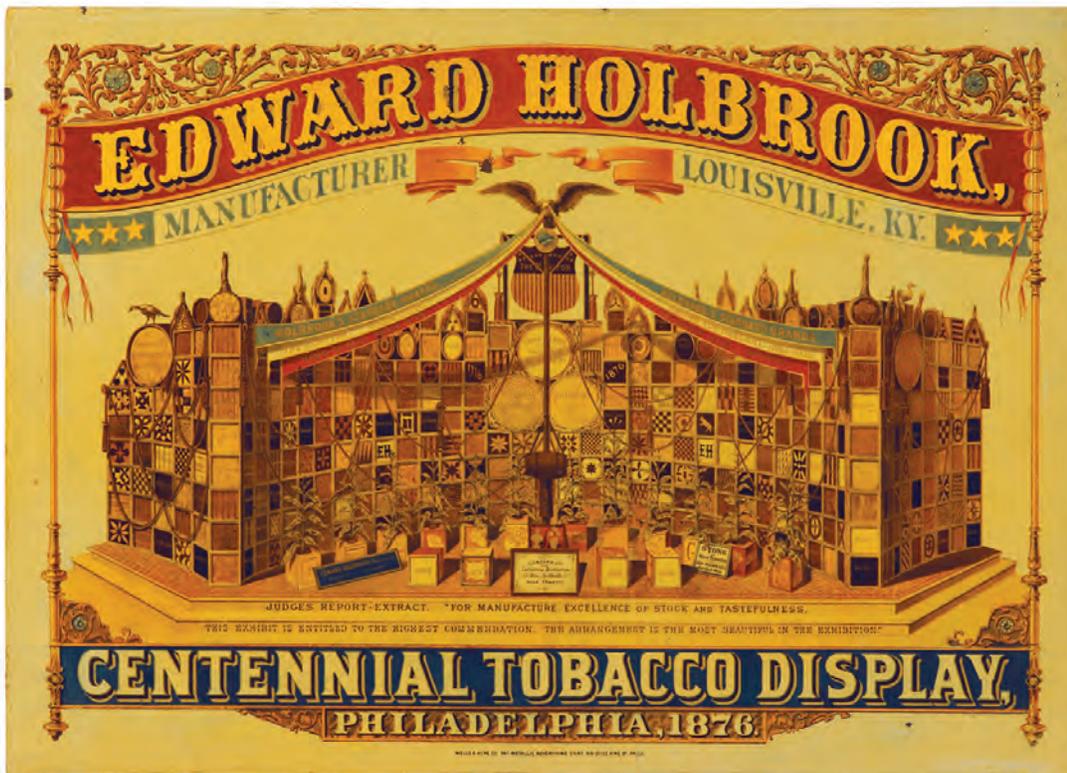
Min. bid \$100.



141. Wrought Iron Co. Salesman's Sample Range.

Stove: 15 x 19 x 9.25" (Case: 18.5 x 16-5/8 x 12-5/8") Outstanding, early "Home Comfort" brand salesman's sample wood burning range. Heavy, very high quality finely detailed steel and cast iron construction, w/ moving doors, racks, etc. Very nice condition (C. 8.5+), complete w/ its original case (leather handle detached).

Min. bid \$150.



142. Holbrook Tobacco Tin Litho Sign.

20 x 28" Outstanding, large, ca. 1870's important museum quality tin litho sign for Edward Holbrook Tobacco Co. (Louisville, KY), featuring stunning, beautifully detailed multicolor graphics of Co.'s award winning exhibit at the 1876 Philadelphia Centennial Expo (Wells & Hope Lithographers). Clean, bright and exceptionally nice (a strong C. 8.5+), w/ only minor wear.

Min. bid \$150.

# Important New Terms & Conditions

PO Box 247, Cazenovia, NY 13035 . 24 Hr. Tel: 315.662.7625 . 24 Hr. Fax: 315.662.3570 . morf2bid@aol.com . Live.AntiqueAdvertising.com

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## Online and Mobile Device Bidding

All bids are a legal contract to purchase and once entered cannot be canceled. Placement of any bid indicates acceptance of all terms of sale.

We offer real time on-line and mobile bidding for this auction, which can be accessed at our auction site Live.AntiqueAdvertising.com To access and view the current auction you can simply go to the Live.AntiqueAdvertising.com website or you can download our free mobile App in either the Apple or Google Play stores by searching for AntiqueAdvertising.com This innovative platform has been designed specifically with our bidders in mind and offers you live, real time bidding and current price feedback on both our website and via mobile devices (smartphones and tablets). It also contains more detailed descriptions, additional photographs and offers our users notifications and bid updates for any lot(s) you have bid on or are following.

If you will be bidding online with us for the first time, you will first need to sign-up and provide all the required information to get registered. If you have bid in any of our previous on-line sales, you can easily re-register to bid in the current sale after logging in to your account by hitting the "Register to Bid" button. It is not necessary to register to view the online catalog, descriptions and current bids.

## Non-Internet Bidding

For those of you who are not able to use the Internet or mobile devices for your bidding, we are happy to accept absentee bids from you. Bids are accepted only from those parties who have registered with us to bid. Even though AntiqueAdvertising.com is a separate brand, if you are a known bidder or customer of the Wm Morford Absentee Auctions in good standing, you have been pre-approved for mail, fax and email left "Up To" bids in this sale. These bids will get entered into the auctions bidding software in a discreet and competitive manner for you. If bidding by mail or fax, please remember to include your name and telephone number with your bids. To ensure that we have time to enter any absentee (fax, mail and email) left "Up To" bids, we will need to receive them by no later than 2 PM (Eastern Time) on Saturday July 31st to ensure we have time to enter them all before the lots begin closing at 7 PM on the auction site. These absentee bids will be entered into the auctions bidding software in batches and they will not necessarily be entered or reflected right away. You're welcome to send these absentee bids anytime after receiving this catalog. This is an exclusively absentee auction, however you are welcome to call us should you like to place a bid, have questions regarding lot descriptions, bidding procedures or if you have incurred any problems establishing or setting up your on-line bidding account.

## Reserves, Estimates & Bidding Increments

All items pictured in this printed auction catalog which receive an opening bid will be sold to the highest bidder regardless of the price realized, with a strict policy of, no auctioneer games, and no hidden reserves. Items under \$250 will bid in \$10 increments, Items \$250-\$975 will bid in \$25 increments, Items \$1,000-\$1950 will bid in \$50 increments, items \$2,000-\$9,900 will bid in \$100 increments, Items over \$10,000 will bid in \$250 increments. Unlike many auctions, consignors are not allowed 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

**Starting at 7 PM (Eastern Time) on Saturday July 31st a closing clock will begin on all lots. This clock counts down until no new bids have been received for 10 minutes, at which time the item will close. Each time a new bid is entered on a lot, the closing clock will reset to 10 minutes for that piece. Once no bids have been placed for 10 minutes the lot will close. It is important to frequently refresh your browser (using circular arrow button) to be sure you are viewing the most up to date bids.**

## "Up-To" Bids & Call Backs

**CEILING BIDS:** We will be happy to enter competitive "up to" ceiling bids into the software for you on any lots you request. Beginning at your minimum amount, these bid(s) will advance 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:** This is a timed internet auction and **THERE ARE NO LONGER CALL BACKS IN OUR SALES**

## Terms of Sale

- On all lots in this sale, an 18% buyers premium will get added to the hammer price of each successful winning bid.
- 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 reserve the right to change the official closing date or time in the event of unforeseen family type emergencies or technological failures (utilities 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 services of the US Post Office or internet were to get seriously disrupted during our catalog mailing or bidding period.
- New York State Sales tax will be charged to all customers with shipping addresses located in New York State unless a signed resale certificate is provided.
- For security purposes, the auction bidding software requires all online and app bidders to register for bidding using your encrypted and secured credit or debit card info. Invoices will be sent after the sale closes, and all winning bidders may then pay via check, e-transfer, money orders, Paypal or credit card. All orders paid by personal checks may be held for up to 10 days before orders are shipped. In the event of non-payment, AntiqueAdvertising.com reserves the right to charge your registered card 15 business days after invoicing.
- Should any legal action be required to collect on any unpaid balances, the bidder agrees to be responsible for all reasonable legal fees, collection costs and any additional court related costs incurred.
- Up To/Ceiling bids may be placed at any time and for any amount so long as it adheres to the bidding increments. All up to/ceiling bids will be held in strict confidence and entered into the auction software with the intention of winning the item at the lowest possible price in a competitive manner up to your ceiling amount. Tie bids go to the earliest registered bid received.
- All bids are a legal contract to purchase and cannot be canceled once entered. Placement of a bid indicates acceptance of all our terms.

## Post Auction & Shipping

- All packing and shipping charges are extra. We do our own packing and shipping in house and try very hard to keep these charges as reasonable as possible for you. We ship through the Post Office and Fedex Ground (Fedex Overnight available at an extra charge). These charges will be added to your final invoice.
- Invoices for on-line and app bidders will be sent via email. Winning bidders who don't have an email on file will be mailed a printed invoice. All payments are due within 10 days of invoice receipt. Final prices for our previous online auctions can be viewed in the Past Auctions Section of our website.

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