Continuing the Telling of a Nation
It hasn’t always been ‘in’ to be thin.

Not that long ago some extra weight around your middle meant that you were in society’s upper class and could afford the better things in life. Besides, everyone knew if you got sick, it was the skinny people who usually died first.

But in spite of that prevailing attitude, some took it a little overboard. When they did, there was always someone to offer a solution.

In 1863, William Banting’s diet book “Letter on Corpulence” was so popular that “banting” became the popular term for dieting. It restricted potatoes, bread, sugar, milk and beer. To be emphasized were beef, mutton, kidneys, broiled fish, bacon or cold meat of any kind except pork or veal. It was the first low-carb diet. One more reason for its popularity: it recommended consumption of alcoholic beverages just before bed.

The US government issued their first dietary guidelines in 1894 telling Americans to balance proteins, carbohydrates and fats. A few years later the insurance companies discovered that excessive body weight was linked with increased risk of death. As a result, they began insisting that they know the weight of those they insured. By the end of the 1800’s they started publishing ideal weight and height tables and, as a result, people needed to know what they weighed. The problem was that the bathroom scale hadn’t been invented yet. The only scales available were used to weigh produce or grain. Eventually scales showed up in doctor’s offices. Then drug stores and grocery stores got in on the act and offered penny scales. The first consumer bathroom scales didn’t appear until much later in the late 1920’s.

Back in 1878, Allan’s Anti-Fat contained a seaweed called fucus vesiculosus (bladder wrack), a source of iodine. For someone who was overweight due to low thyroid function because of iodine deficiency, this just might have helped. But for the vast majority of overweight people with perfectly

Collecting Advertising Clocks
I can’t think of a more frequent request in life than asking for the correct time. Our lives revolve around it, and the same is true for everyone on the planet. No one was ever more aware of this constant need than clock manufacturers and the thousands of companies that placed their advertising on clocks to spread a message of the products and services that were available to the public, all of which would come to mind by simply checking the time.

Delivering a consumer message on a clock is not a new idea. Clocks manufactured in the 1800’s were already seeing lots of action with advertising, possibly the most famous of these being the magnificent Sidney wooden case pendulum movement clocks that utilized three revolving advertising drums. Almost any product or service could appear on clocks, the majority of which had spring wind up mechanisms until around the 1920’s. At that point, electricity took over the clock market, as the electric models proved to be simple to manufacture, and needed no attention from the shop owners - no daily wind up, no re-setting the time, no maintenance almost ever. Just plug it in, set the time, and, unless the power ever was interrupted, you were good to go indefinitely.

This modern day simplicity in production, operation, low cost and reliability really set the stage for today’s advertising clock collectors. Now, we see that an exponential number of advertising clocks were entering the marketplace. This new era in advertising clocks also made another contribution, one that is possibly greater than all the others mentioned so far. That being the introduction of back lighting on advertising dials. This was truly a big deal, as it made even the most mundane advertisement jump right out at the consumer - like a sign that uses neon, it just commands attention. Clock manufacturers realized they had a whole new ball game.

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Check out all back issues at www.AntiqueBackRoads.com

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What Exactly is the Indy Ad Show?

The official name of the show is The Indy Antique Advertising Show. Over the years, dealers and customers have fondly referred to the show as The Indy Ad Show simply because it is less wordy. Indy is more of a specialty show with the main concentration around antique advertising of all types/forms/varieties and is held in March & September in Indianapolis, IN at the Indiana State Fairgrounds.

What is antique advertising?

Many people get hung up on the word Antique. The word Antique is simply to denote that the items are true vintage (not a reproduction or made up item) and that it is an older item. (Note a purist would define an antique of at least 100 years old. However, many collectors refer to items of 50 years old as antiques.)

Advertising for products and services has been around for generations. Business owners put their name on their building; manufacturers promoted their products and often provided displays to the shop owner. Early American advertising was commonly on wood: from a wood sign for a livery stable to the shipping crate for soap to the general store owner. The next time you see a western movie, look for the advertising. From the late 1800’s forward, you can find advertising on metal, porcelain, cardboard, tin, paper or wood. There are so many brand names represented at the show it is impossible to name them all. Just to give you an example from the soda fountain category there will be Coca Cola, Pepsi, Orange Crush, Double Cola, Nichol Cola, and Whistle. From automotive/gas & oil you will find Ford, Dodge, REO, Fram, Delco, Texaco, Gulf, Shell, Esso and the list goes on and on.

Can you find things other than signs?

Definitely! It is the common misconception to think of advertising in just the form of signs. Coca Cola is an example of a company that mastered marketing early on. Besides signs & print advertising, they included their advertising on bottles, soda machines, toys, pocket mirrors, syrup bottles & dispensers, book markers, menu boards, lighting, window displays, fountain soda displays, decorations for the store, tables & chairs and the list goes on.

There are a wide variety of categories at the show that include advertising such as soda fountain, gas & oil, automotive, drug & country store, veterinary, and brewery & saloon items. You can also find coin operated machines (slots, amusement, vending), toys from cast iron to pressed steel to tin, show cases, country store & veterinary cabinets, carnival items, barber shop, political items and a wide variety of ephemera items including post cards. So Indy is definitely more than just signs.

What makes Indy unique from other shows?

It’s the largest show in the nation with this concentration of merchandise. Dealers from 28 different states exhibit at the show bringing the best they have to offer. The dealers do an outstanding job of bringing new merchandise to each show for all levels of collectors. They may have a great $10 item for the beginning collector or the rare, one-of-a-kind piece for the advanced collector. The aisles are wide for easy shopping and the booths are large to allow for excellent display space.

What is the Friday Preview?

Preview is the first day of the show – some think of it as opening day – some think of it as early buyers. Friday hours are 1-6pm with the admission of $40. Yes you can buy items on Friday. Friday admission also includes Saturday as many want to come back a second day. If you are the person looking for that specific one-of-a-kind item, you are probably not the only one and Friday might be a better day to attend. Until March 1st, discounted March Preview Tickets can be purchased in advance for only $25 through the website at www.indyadshow.com or by calling Donna at 217.821.7288.

Continued on Page 3

Early Buyer Tickets Available for March 14 - 1 to 6 PM
Regular Admission - March 15 - 9 AM - 4 PM
What Exactly is the Indy Ad Show?

What are the Saturday hours?
Saturday hours are 9-4 with an $8 admission. Many times dealers will restock their booth on Saturday morning as many bring more than they can put out on Friday. Several also rearrange their booth for Saturday so you may see items you did not notice the first day.

Can I get in when the dealers set up?
Dealers set up on Friday morning and drive into the building to unload. We cannot allow customers in the building during this time for safety and insurance reasons. Customers are welcome at 1pm for the Friday Preview (early buyer time). Preview Tickets can be purchased through the website at www.indyadshow.com in advance at a discount.

How do I get dealer information?
While we certainly appreciate the numerous dealers that have consistently set up at the show for years, it is good to have new faces at the show which keeps it growing. We welcome both the full-time and part-time dealer. We also welcome collectors that are looking to downsize their collection. The website has an exhibitor section answering most questions and the contract can be submitted online. Additionally, one can contact Bruce at 217.821.1294. Contracts are accepted up to a year in advance. All contracts must be submitted 30 days prior to the show for acceptance.

Bruce and Donna Weir of B & D Promotions have been promoting the show since 2010; since their involvement, the dealer count has risen dramatically by 40%. Customers and dealers can find additional information about the show on the website at www.indyadshow.com or by calling Bruce at 217.821.1294.

Collecting Advertising Clocks

Collecting Advertising Clocks is inspirational, to say the least.

Enter now several companies that were to become the primary manufacturers of this growing back-lit clock market: Telechron, Lackner, The Ohio Advertising Display Company, Neon Products, and most importantly: the Pam Clock Company of Brooklyn, then later located at New Rochelle, New York. There were others, but these few companies single-handedly changed the advertising - consumer world, as they produced literally hundreds of thousands of advertising clocks between the 1930’s and the 1960’s, at which point newer, cheaper ways to get the message to the consumer (such as the use of mass-produced plastic advertising) took its toll on this historical advertising medium forever.

I’d like to stop the history lesson at this point and concentrate on what’s hot with today’s collectors. As mentioned previously, the Pam Clock Company was a big hitter on the scene when advertising clocks were in their hey-day. This would be the 1950’s to 1960’s era. Although I have no supporting documentation, most likely Pam manufactured more advertising clocks than everyone else combined. At least that’s the way it appears to today’s collectors, as the never ending barrage of advertising clocks from this manufacturer gives today’s collectors the opportunity to acquire a gigantic assortment of advertising themes, all being placed on their popular 14.5 inch back lit dial models. Just take a glance on the internet sites such as eBay, and you will see who ‘ruled the roost’!

Now, as a collector, what should I be looking for?
Collecting Advertising Clocks

Not all advertising clocks were round. Many companies produced images using clocks that were square, or diamond shape. Such is the case here in this Corkers Hybrids clock. It was manufactured by the Pam Clock Company of New Rochelle, New York in the 1960’s. $325.00

This can simply be answered by looking around at what other advertising themes are popular. You would have to be from another planet to not know that automotive and related advertising is hot. Along with that there are lots of other cool subject matters to collect as well, like Coca-Cola and other soda or beer related products, country store and farming themes. You could go on and on. What I have always tried to do is collect those advertisements that are more graphic in nature. Eye appeal is where it is in the advertising world, and collecting advertising clocks should be no different.

OK, now that you can figure out what subject or graphics might interest you, let’s look at the niceties of how to collect. The internet is probably the largest source of vintage advertising clocks. And once you find a clock that interests you, there are some pointers I will offer to you. First & absolutely foremost is the dial. I can’t stress this enough!

The dial is everything to an advertising clock. It is the heart of what you are collecting and condition and authenticity are paramount. An advertising clock without an authentic good condition dial will be subject to reduced value, and, as with other forms of advertising, having the graphics in good condition will be a huge factor in its eye-appeal, hence value. Let me give you an example. You have purchased an apparently nice condition “Nesbitt’s” soda clock. You paid $550.00 for the clock, as all of its parts are looking clean and the motor is working fine. Then upon showing off the clock to one of your friends, you make the unfortunate discovery that the dial is not original. Well, guess what: your $550.00 clock went to a price that would equal the sum of it’s parts: The body, crystal, motor, bezel, hands, light bulbs, etc. which might turn that value into more like $100.00. The fake dial, well, $45.00 sounds about right to me. Take the same clock, but this time the dial is authentic, but the motor won’t work, and you might still be looking at $475.00. So, you can see that an authentic dial is the top requirement for a valuable, historic and collectible advertising clock. While we’re on the subject of ‘dials’ for back lit advertising clocks, I just want to point out that the market is being flooded with new, reproduction and fantasy dials. This should not be a problem in a perfect world, but these newly made dials are rarely, IF EVER marked with their manufacturing date. This leaves it up to the dealers in these dials to inform buyers of their lineage. Unfortunately, something seems to always get lost in the translation, as newly made dials on old clock bodies, with original motors, crystals, hands, etc. are constantly being sold on the internet as completely authentic. This is nothing short of extortion, and the only way to get around this is to either buy from a reputable dealer, or get a guarantee upon inspection that the advertising dial is authentic. Make yourself knowledgeable on how to spot newly made dials. After you have been ‘making the rounds’ in the hobby, you will know how to sift through all the garbage.

Finally, let me say that you will acquire the skills and get savvy by going to shows and meeting other collectors. Right in my area there is another clock collector that can tell me a thing or two about the hobby, and I have learned MUCH from him through the years. If you do the legwork, you can enjoy having the opportunity to build a beautiful assortment from our advertising past. Advertising clocks will reward collectors as a showplace for the products and services that made America great. Check out some of the accompanying photographs. It’s fairly obvious how advertising clocks rose through the ranks to become a mainstay in collectible advertising.

Now……..Let’s see………….what time is it?............

About the author:

Michael Bruner, a graduate of Oakland University, is the creator of many books in the antiques field, including ‘Advertising Clocks, America’s Timeless Heritage’ available through Schiffer Publishing. He is keyboardist for the legendary rock band Rare Earth, and resides in Clarkston, Michigan. He can be reached on the net at: abott4girl@sbcglobal.net
This is the most asked question with clock collectors today. Many *all original* Pam Clocks can be worth quite a bit of money; anywhere from $400-1000 plus. This means that there are fakes, reproductions, refurbished and repaired Pam clocks on the market, and telling these from the original is the first step for any buyer.

**Fakes and Reproductions**

Most people that buy non-original clocks think they are original. These may be well made, but they will not retain value like original Pam clocks will. Such clocks have glass faces and bubble glasses like Pam clocks, and the cases will be aluminum as Pam clocks were, but they do not have the louvers on the back of the case or on the bulb covers.

Reproduction Pam clocks can be bought from anywhere from $189-$300. This price disparity exists because at $189, a clock is being sold as a reproduction; selling such a clock at $300 indicates this is being misrepresented as an all original Pam clock.

One seller of a non-original clock goes as far as stating “When it comes to vintage wall clocks, the name ‘Pam Clock Company’ is the most recognized and collectable in the world.” While the statement is true, it doesn’t apply to the clock they are selling. Another indicates they have “teamed up with the most respected US manufacture of Vintage wall clocks to offer our customers an exact replica of the Pam Clock at an affordable price,” but the clock they are selling is a reproduction; the case is different, and the movement is different. If you are in the market for a Pam style clock, then this is a good option; they cost less and are generally good quality, often with popular face designs. If you see a Pam clock listed as original, yet the listing only shows the front of the clock, which looks in mint condition; ask questions and request photos of the back of the clock.

**Refurbished and Repaired clocks**

This is where it gets tricky for both serious or new collectors. I sell this type of Pam clocks, but I will always tell customers what you they are getting. Many sellers don’t disclose this, however, so buyers beware! There are many reproduction faces out on the market today, basically people are taking original Pam clocks and replacing the face with a reproduction and selling it as original. *Remember the value in an all original Pam clock is in the original art work on the face!* Good sellers will tell you that it is a reproduction face. Some clocks with new reverse graphics have faces made of glass with a vinyl decal on the back. These clocks are selling from $250-$350, and the clock case and works are original and have value. Unlike all original Pam clocks, however, they will typically not go up in value over time.

Repairing Pam clocks can affect the value of the clock. While certain repairs, such as replacing a cracked outer convex glass, won’t hurt the value, other repairs can! For instance, the original Ingraham movements are no longer made, nor are the repair parts, but Hansen replacement movements are available, and they are a very good choice, if you want a repaired clock to work well. For a really rare Pam Clock worth $500-$1000, the replacement will hurt the value, but it is possible to repair your original movement. Some repairs can *increase* the value of a Pam clock. Often Pam clock faces will peel, due to putting a high wattage bulb in it, or just due to age. Putting a reproduction face in such a clock is necessary to make it desirable again.

There are all kinds of Pam clock collectors; some just want the Pam clock look, while others want a vintage clock with a face they like. The purists, however, want an *all original* Pam clock for an investment. Only you can decide what kind of collector you want to be, but everyone can be an informed collector by asking questions about what you are buying.

Dwight Maxwell
Maxwell’s Collectables
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The girth of a nation

Continued from Page 1

healthy thyroids, this particular ingredient was useless, and dangerous. When the American Medical Association eventually analyzed the product they found it also contained mercury, strychnine, arsenic, and tobacco. Those ingredients probably helped take weight off, too. Poisons usually cause weight loss.

Many diet products in the early days were just laxatives. They caused temporary water loss, which resulted in temporary pounds lost. When the patient naturally rehydrated, the weight came back on.

The mighty and powerful were not immune to the emphasis on health. President William Howard Taft (1909-1913) discovered he needed some help. His 332-pound body actually got stuck in his bathtub at the White House. After they got him out, he had a new one installed, big enough to hold four grown men.

The first real diet trend of the 20th century was promoted by a Horace Fletcher who told his followers to chew every morsel of food one hundred times. Liquids had to be chewed too. “Fletcherizing” followers even included the rich and famous such as John D. Rockefeller. The grapefruit diet of the 1920-30’s was known at the time as The Hollywood Diet and its followers consumed 600-700 calories daily with an intake of as many as 22 grapefruits per day.

If it was Saturday and you were going to take a bath anyway, you might as well lose weight while you did it. La-Mar reducing soap was just the ticket in the 1920’s and 30’s. If that didn’t work, try putting some Louisenbad Bath Salts in the water. But with all that fat loss, wouldn’t there be a bathtub ring?

In the early 20th century Frank J. Kellogg of Battle Creek, Michigan started selling his “Obesity Food Tablets” that promised to bring your weight back to normal without diet or medicine. In fact, the label claimed the product could turn fat into muscle! It didn’t. Mr. Kellogg, interestingly, was no relation to the famous Kellogg health and cereal brothers of Battle Creek. He just happened to conveniently have the same last name and live in the same town. If there was confusion on the part of the consumer, so much the better for Mr. Kellogg. As can be seen on the two photos, Mr. Kellogg soon became “Professor” Kellogg. No records of his graduate school education have been found. The professor became a millionaire. And that was when a million dollars was actually a lot of money! He eventually went through four wives and lost most of his fortune. Not that the two events were related.

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By 1925 high protein diets, calorie counting, exercise, reducing belts, thyroid pills, eating soup, drinking vinegar, and massaging the fat off had all been introduced to the overweight public. Even during the height of the depression, the diet industry continued to flourish. A lot of rich people still had money, and a lot of rich people were still overweight.

In the 1940’s AYDS vitamin reducing candy was introduced. Its active ingredient was benzocaine. That’s the same ingredient we use today to help numb a toothache. AYDS used it to “numb the tongue to reduce the sense of taste.” !! One of the product’s spokespersons was none other than socialite Gloria Vanderbilt. She, by the way, is the grandmother of CNN reporter, Anderson Cooper. AYDS had a good run, but its popularity was waning by the late 1970’s and with the introduction of the disease of the same name, the product had run its course.

By the 1950’s scientists at Rockefeller University came up with a low-calorie drink they gave to obese patients which later became known as Metrecal. According to a 1960 Time article some 40 imitators responded with everything from Sears Bal-Cal to Quaker Oats Quota to Borden’s Ready Diet. A lot of us remember Carnation Slender and now, of course, today we have Slim-Fast. Even though they were introduced in the 1930’s, amphetamines for weight loss really took off in the drug-friendly 1960’s and 70’s. In the 1980’s “starch-blockers” were all the rage and then in the early 1990’s Oprah got on Optifast and lost 67 pounds. And then put it back on. And then put on more. Next came phen-fen which was removed in 1997 when people became ill with serious heart valve abnormalities.

Metabolife was the next miracle cure but the FDA found that its active ingredient, ephedra, caused an increase in blood pressure, strokes, and even death. Today we have products like Alli, which works by giving you some rather unpleasant bathroom side effects if you don’t follow the directions. Oh my!

The more things change, the more they stay the same. Today on Ebay, at this very moment, you can still buy weight loss soap, devices that will massage and jiggle your fat away, and all sorts of other miracle cures.

Weight loss surgery can now provide relief for the morbidly obese, but only if combined with a change in lifestyle that includes exercise and calorie control. That, it turns out, is the answer to long-term weight control for most of us, physical activity and controlling your calorie intake. But that’s sooo boring. And so much work. People continue to look for any answer other than that. Today, almost 70% of Americans are overweight. There’s a big market out there for a miracle weight loss pill. If only I could figure out how to turn fat into muscle…

Collecting Advertising from the Diet and Weight Loss Industry

By David L. Meinz, MS, RD, FADA, CSP

David L. Meinz is a nutritionist and registered dietitian. When he is not collecting old vitamin and weight loss items he presents about 30 health seminars around the US and Canada every year. You can watch his video and sign up for his complimentary newsletter at his website at www.SpeakingOnHealth.com and contact him at david@davidmeinz.com
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www.icollect247.com/aw
Several of our past Antique Back Roads magazines (www.antiquebackroads.com) have featured pictures of how other collectors use vintage antiques and collectibles in their home and “man cave”. Perhaps you have not thought about it or really don’t know how to start. It can be unique, fun and be a reflection of who you are.

While the younger generations think of the word “Antiques” as stuffy, they are now using new terms such as “repurposing”, to explain what they are buying and finding new uses for vintage. No matter whether you antique, vintage or repurposing, it is the same, buying “old” things and making it your own. Vintage pieces are something that can be found for sale at shows, (such as the Indy Ad Show), at local antique shops, flea markets, at yard sales and on line (such as on icollect247.com).

So how do you begin? First and foremost, you do not have to collect things you remember. Buy the things that you like and want to invest in. Why you buy and add it to you home or “man cave” is about you. Vintage has warmth of by-gone times. While we have the vastness of computer generated advertising and products, we cannot produce the look and feel of vintage. Modern day use of plastics, particle board, silk screening are completely different from “real” wood, heavy metals, printing plates and true pigment colors.

In fact, as they age, vintage items mellow and become warmer.

Many collectors use tin signs and thermometers for color and accent pieces. There is a wonderful selection of cardboard and paper items just waiting for you to find and frame. No matter how much money you have to spend, you can decorate with vintage. From National Geographic ads to full color early 1900 lithographic cardboards and paper there are a wide range of themes. Paper ads, calendars and cardboard signs give you lots of options of colors, themes, and subject matter. Perhaps you have inherited or have a favorite childhood piece, use that to build a whole collection around.

How Can You Use Vintage?

For your Den: For the sports fans -cardboard signs of early sporting events, sporting equipment, including baseball bats, tennis rackets...anything old that makes you feel comfortable. If you like the water, old oyster cans, bait boxes, fishing reels can display nicely in an open cabinet. Several old floats, water skis, or a ship’s wheel can be hung on the wall.

For the Kitchen: Food advertising is a wonderful idea. Framed Campbell Soup ads, china pieces sold in the 5 and 10, tin signs for different breads or grocery products, string holders, old thermometers of food products, Griswold cast iron, china dishes above your cabinets and even miniatures such as salesman samples and children’s dishes. The list is endless. Be sure to add small shelves to display them on. Don’t forget that country store counters...
and seed bins are great for the kitchen! The kitchen is a gathering place, where friends and family enjoy food. Make it a warm one with lots of wood and color.

For the Bathroom: If you have a “his” and “hers” bath, how about finding vintage pieces, that have your name on them? A great many early pieces of advertising have first names...Carter, Dinah, Polly, Seth, Dick, George...and more. Ladies who have their own bath, can hang beaded purses on the wall and display old perfume bottles.

For the Bedroom: Use old quilts on the wall or folded on a shelf, purchase old frames to put your new pictures in, and old lobby cards of your favorite movie stars. If you like to keep your costume jewelry handy, get an old picture frame, add some foam covered with a felt square and put on display.

For the “Man Cave”: Service station displays, such as a Trico Wiper Blade cart or signs can fill an area. If you have a small room, put up shelves for old tobacco cans and displays. Don’t forget to add shelves around the ceiling where old toys, trains, models or bottles can be displayed. If you make the shelf wide enough, you can put your favorite gas globes on it. Of course, old signs in any condition are always a favorite.

For Holidays: This is my favorite. Use a postcard tree to display post cards from each holiday. During the winter, use the great snowmen candy containers on any piece of furniture. Lots of great Valentine, Thanksgiving and Christmas pieces are out there and can reflect the look of days gone by in your home.

For Your Office: If you have a home office or have an office in a complex, this is a space that you can add vintage items and enjoy them during the day. Purchase office décor that can be tax deduction (be sure to check with your accountant). Pictures, advertising clocks, signs, and furnishings can be relaxing to clients and customers.

You will find that your home or personal space is warmer, welcoming and will become part of you. Yes, you could go to the local furniture store and buy a whole room full of furniture, pictures and accessories, but what fun is that? Relaxing on weekends by spending time searching for fun pieces to add to your collection is way more fun!
We are saddened by the loss of our friend, Gus Brown, who passed away on December 6, 2013 after a short battle with cancer.

From his early years of setting up at Atlantic City to his more recent Indy Ad Shows, from his on line presence on icollect247.com to buying at auctions, Gus was always there. Gus never talked much about himself, but he was always anxious to talk about the two things he loved... antiques and BBQ.

Not many people knew of his life before retiring and becoming an antique dealer. Gus was a three piece suit man, as an Allstate Insurance Agent for 38 years. He had the largest agency in Northern Virginia and for well over 30 years he was in the Allstate Elite Honor Ring. For two years, he was the top sales agent in the United States. When he retired, he traded in his three piece suits for tee shirts and shorts. He was still a top notch sales person, just dressed differently. He could sell anything, including ice to an Eskimo. As he traveled across the country, he loved to stop at BBQ restaurants. No matter where you were traveling in the US if you talked to him he would say look, for exit so and so, there is an antique mall there. If you go down about another mile, there is a BBQ restaurant on your right. He always ended the conversation with... don’t forget to order the banana pudding.

Gus’ knowledge of antique advertising was vast and he shared it with others. He was a mentor and teacher to collectors. His cell phone was always ringing with friends and collectors wanting to talk. He was on call 18 hours a day.

Gus had a sense of humor and enjoyed making people laugh. At Easter time he would wear a hat with moving bunny ears. On St. Patrick’s Day, he would wear a green t-shirt which had a partial white shirt and bowtie . He enjoyed playing jokes on other dealers. They would often find a magnetic sign on their vehicle, with a new company name. He had a way of making others laugh and making you feel important.

He will always be with us in spirit and would want us to stop by a BBQ restaurant and “eat”, “drink” and order “banana pudding”. Gus will be missed.
Find These Items at the Indy Ad Show

Wayne Feed Tin Sign

Sherwin Williams Porcelain 15 inch

Standard Oil Cardboard Light Up

Folk Art Cigar Advertising

Luck Strike Match 1 cent dispenser

Zepp’ Sign

Brothel Safe Restored