

# Treasures and Heirlooms

Advertising Pieces Saved  
Wear and Tear on Stores' Screen Doors

By Rob Reid  
Stouffville Free Press

Here we have some classic Coke and Pepsi advertising pieces. These door pushes were a cheap way for advertisers to promote their products in an immediate and timely manner and were used extensively in the first half of the 20th century. Just like advertising clocks and thermometers they had a much greater lifespan in stores than calendars or other paper signs.

They were made of tin or porcelain enamel and were designed to save the wear and tear on the stores screen door. This made them very attractive to the owners of small stores and diners. Many of them carried messages such as "Push," "Come In," or "Pull". Some touted the product with sayings like "Chew Red Man" or "Ask For..." and of course the now very well known "Drink Coca-Cola" logo.

Pictured here is a large Pepsi push designed to fit the bottom of a store's door, or counter, while the narrow Coke and Pepsi signs were made to fit on an unlatched, spring-loaded screen door.



Some smaller ones were designed to be placed near the handles and some even had handles built right into them.

The Coke sign was made in 1952 by the P&M sign company of Orillia, Ontario, while the Pepsi signs are unmarked but date from the same period.

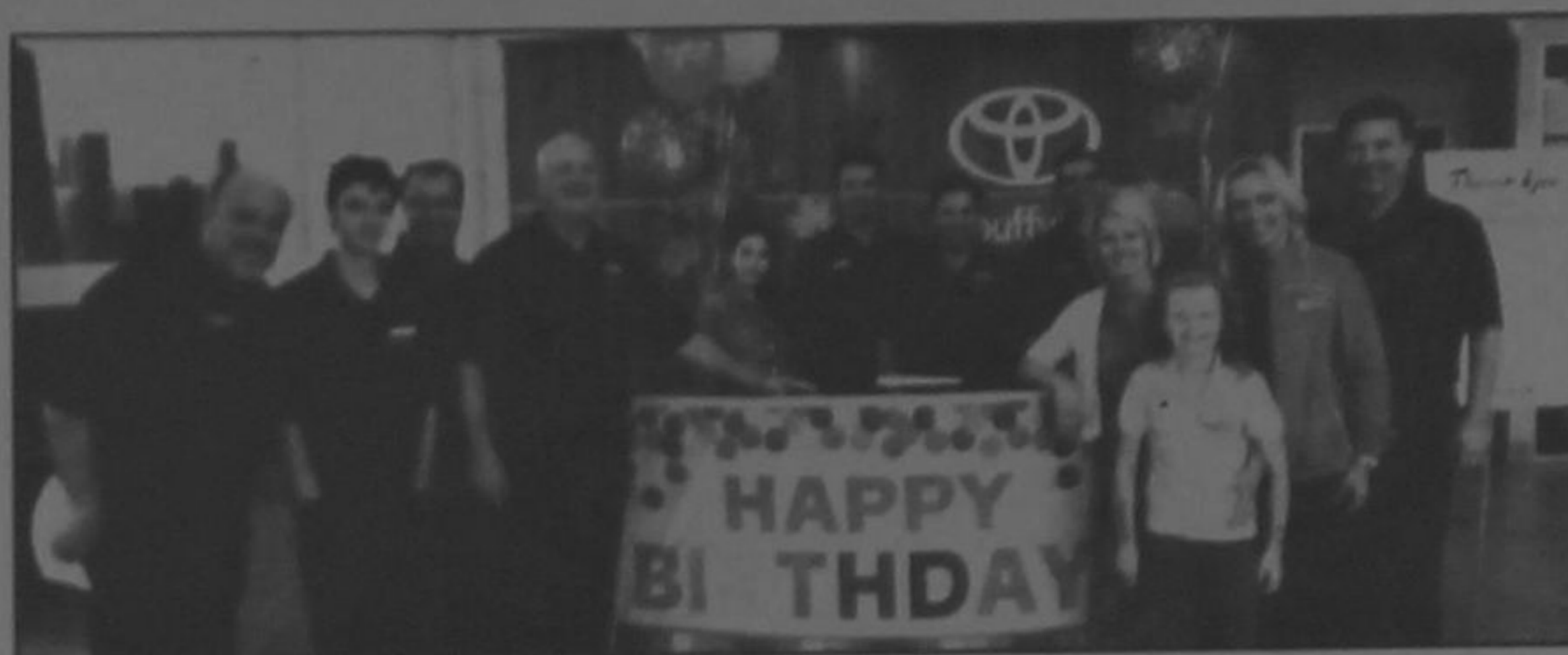
Any enamel advertising signs for this period are quite collectible and big names like Coke and Pepsi are always sought after and still have a strong following. However the signs that command the higher prices are the lesser known and therefore rarer signs promoting companies or products that are usually no longer in existence such

as paints, breads, flour, ice cream and even tea.

Of course as these signs were meant to be used on a daily basis, condition is also a major factor when it comes to price. These Coke and Pepsi signs can be found for sale today anywhere in the \$200 to \$350 range.

I welcome inquiries about any objects and look forward to seeing and perhaps writing about them. Please forward a photo and a description to me through Stouffville Free Press or drop them off at Reid's Antiques, 6397 Main St., Stouffville during regular business hours or via my website at reidsantiques.com.

## Stouffville Toyota's 5th Birthday Bash



Stouffville Toyota dealer principal Kevin Baxter (fourth from left) and his wife Jennifer (third from right) and daughter Fiona join with staff members to celebrate their fifth Birthday Bash September 19. The fun included a BBQ lunch, birthday cake and activities for the kids.

## Nineteen on the Park to Host Wedding Show

Calling all brides! Nineteen on the Park is to host Stouffville's first Wedding Show Saturday October 10 from 11 am till 5 pm. The event will feature vendors and providers of wedding related products and services from Stouffville as well as from across York and Durham Regions. Included will be florists, bridal make up and hair

salons, wedding dress makers, caterers, wedding venues and specialty shops.

"This is going to be Stouffville's wedding show," said Nineteen on the Park Cultural Facility and Programming Coordinator Ashley McIntosh. "In the past we have combined with Newmarket and Aurora but we decided we needed to

have our own show."

Cost of admission is eight dollars per bride, two dollars if they pre-register. Each bride is to receive a free swag bag containing wedding related items and coupons.

Brides looking to pre-register, or potential vendors can visit: 19onthePark.ca

## Haunted Museum

Do your own ghost tracking with real Paranormal Investigators!

Saturday, October 24  
6 to 9 p.m.

Is the Museum's Victorian Farmhouse haunted?

Wellington County Paranormal Investigators found some unexplained activity and want to share those findings with you! Learn about the family that lived in the house 100 years ago, then go on your own investigation.

Ages 14+ Pre-registration required



Photo by Sarah Nevill

[www.townofws.ca/museum](http://www.townofws.ca/museum)

Call 905-727-8954 for details

14732 Woodbine Ave, Gormley, Ontario, L0H 1G0

WHITCHURCH-STOUFFVILLE

Whitchurch-Stouffville Museum & Community Centre

## GHOUL-ICIOUS A Halloween Treat for Kids

Saturday October 25<sup>th</sup>

1:00pm



### Trick-or-Treat around the Museum!

Wear your best Halloween costume!

• Make Pumpkin Cookies & Decorate Loot Bags!

Children: \$10.00 Recommended ages: 3-10.

Pre-Registration required!

Visit [www.townofws.ca/museum](http://www.townofws.ca/museum) for details!

Whitchurch-Stouffville Museum  
& Community Centre

14732 Woodbine Avenue | Gormley, ON, L0H 1G0 | (905) 727-8954 or 1-888-290-0337

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