

Bertoia's to host May 19-20th Annual Spring Auction featuring a variety of popular cross-over categories, including antique advertising

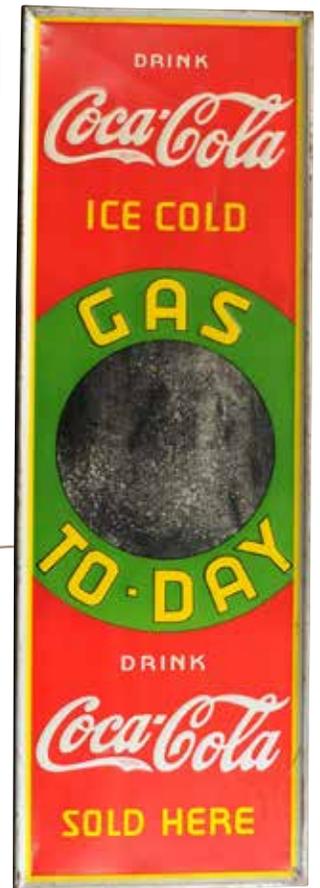


Featured: Edward Lotz horse-drawn and American tin collection Part II, Ray Burgess Coca-Cola and soda pop advertising collection, penny toys, autos, motorcycles, banks, trains & much more

VINELAND, N.J. – With winter in the rear-view mirror and the prospect of spring just around the corner, the Bertoia family is pleased to announce the next in a slate of outstanding sales planned for 2022: their May 19-20, Annual Spring Auction. All forms of bidding will be available, including live at Bertoia's gallery (by reservation only), by phone, absentee, or live via the Internet through Bertoia Live or LiveAuctioneers.



Variety is the spice of this exciting sale. The lineup incorporates a myriad of cross-collectible categories ranging from ultra-desirable toys, banks and trains to colorful antique and vintage advertising and ephemera. In addition to a huge array of tin wind-ups and pressed steel, there are substantial groupings of high-quality penny toys, select toy soldiers, and an extensive collection of coveted Coca-Cola and other soda fountain advertising items.



Both American and European tin wind-ups are featured, including whimsical character toys and early hand-painted productions by noted Continental manufacturers. The comic character section is led by several Nifty Toys and also includes a rare Spanish-made Harold Lloyd pony cart. In addition, there are European motorcycles and airplanes, and an impressive fleet of German and Japanese automotive toys.

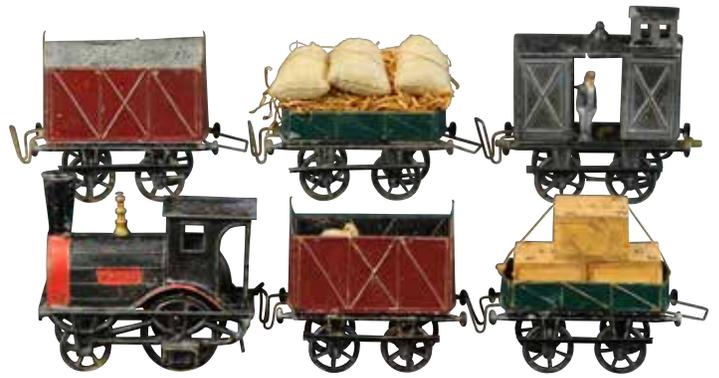
German hand-painted tin toys include plink-plank toys by Gunthermann, Issmayer and other revered brands. Also joining in the fun are several boxed Lehmann toys, an all-original Gunthermann Clown Musicians toy, and a beautiful Hans Eberl Ta-Ra-Ra-Bumm clown car.



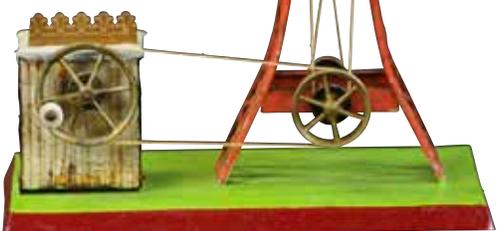




The bounteous array of early American toys is highlighted by Part II of the Edward Lotz collection, which was introduced at Bertoia's stellar \$2.3 million Annual Fall Sale held on November 18-19, 2021. The Lotz selection includes both American cast-iron horse-drawn (Ives, Dent, Kenton) and tin productions. Hoop and platform toys, bell chimers, and large horse carts rank amongst the top treasures to be sold during the two-day auction.

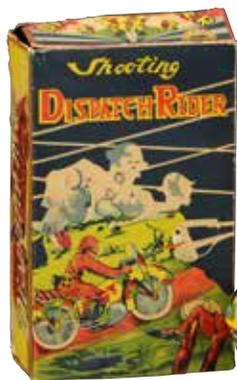
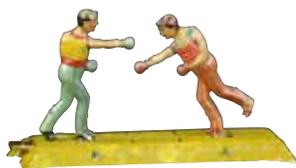


More than 100 lots of Coca-Cola and soda fountain/ soda pop advertising pieces will be offered from the Ray Burgess collection, which encompasses a litany of items touting the world's most famous soft drink. Signage plays an important role in the Burgess collection, and there are some beautiful Coke signs from which to choose. Two of the most attractive Coca-Cola ads are a tin-litho "Gas To-Day" vertical sign estimated at \$2,000-\$3,000, and a double-sided porcelain Coke sign, \$1,500-\$3,000.



Soda fountain dispensers are ready to serve collectors, with standouts including a rare example advertising Vernors Ginger Ale, and a 1930 Coca-Cola 5-cent dispenser. Each is expected to reach a winning bid in the \$2,000-\$3,000 range. A delightful little cross-over is the 1939 salesman's sample soft drink cooler estimated at \$1,500-\$3,000.

Bertoia's May 19-20, 2022 Annual Spring Auction will take place at the company's gallery located at 2141 DeMarco Drive, Vineland, NJ 08360. Live attendance is limited and by reservation only, with masks and social distancing mandatory. In-gallery previews are by appointment only. Bid absentee, by phone, or live online through Bertoia Live or LiveAuctioneers. For additional information, to reserve a seat at the gallery, or to make an appointment to preview the collection, please call 856-692-1881, email [toys@bertoiiauctions.com](mailto:toys@bertoiiauctions.com) or visit Bertoia's online: [www.bertoiaauctions.com](http://www.bertoiaauctions.com).



Bertoia's welcomes enquiries from potential consignors, whether it's to discuss an entire collection or a single high-quality item. Bertoia's family-owned and operated auction house has 30 years of speciality experience with antique and vintage toys, banks, trains, antique advertising, and holiday collectibles. The selling process is easy and straightforward, with complete accountability for consigned items throughout the entire process. All discussions with potential consignors are kept strictly confidential.





The Paul Cole Collection  
*Part III | April 20, 2022*

