

Featured: the Rick Ralston Transportation Art collection, fine cast iron vehicles & taxis; mechanical banks & doorstops; Sturditoy & Kingsbury collections; coin-ops, antique advertising, toy soldiers & more

VINELAND, N.J. – Bertoia's has a springtime treat in store for toy, bank and antique advertising collectors on Thursday and Friday, May 11-12. The Bertoia family will be hosting a 1,000-lot hybrid event that opens with a day-long cataloged gallery auction, followed the next day by a full slate of new discoveries presented in the Bertoia Basics online-only format collectors love. Bertoia's president and principal auctioneer Michael Bertoia will open the first lot to bidding at 10 am Eastern time on both days. Bidders may also participate in the Thursday sale by phone, absentee or live online.

The May 11 session is noteworthy for the consistently high quality seen across its many categories. It includes Part II of a private collection of cast-iron automotive and motorcycle toys Bertoia's introduced in March. "The collection contains one superior example after another, with rarity and impeccable provenance backing the great majority," said Michael Bertoia.





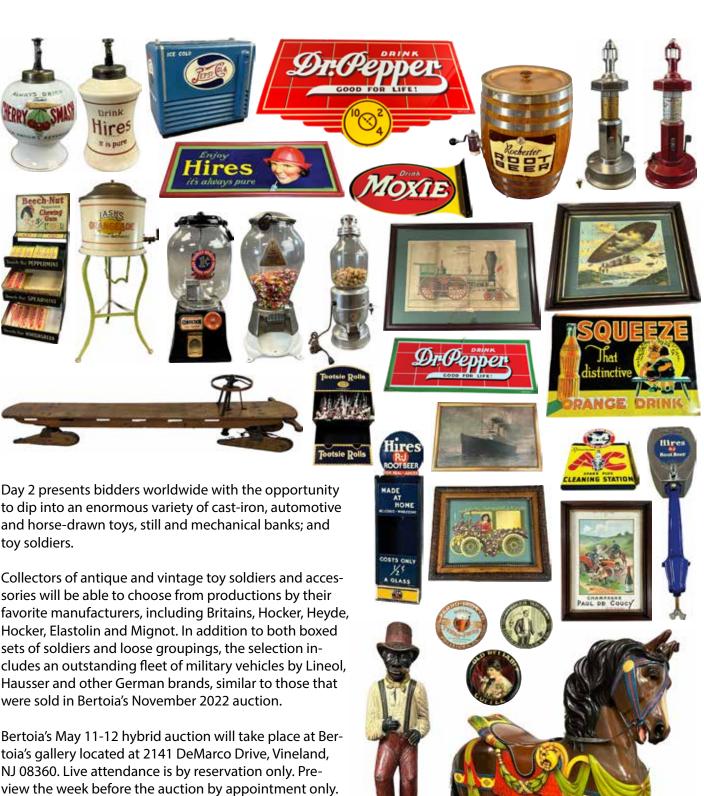


More than 200 lots of antique advertising and country store items add color and fun to the lineup. Signage ranges from gas and automotive themes to soda pop and trade signs. The array of amusements also includes gumball machines, cigar lighters and refill stations; early showcases with leaded glass, advertising tip trays, decorative beverage coasters, and much more.

A 5ft-tall wooden cigar store figure depicting an African-American man on a wooden base advertises "Uncle Joe's Cigars" and accompanies two hand carved carrousel figures. A 53-inch-long Dr. Pepper sign, which is new/old stock, is entered with a \$2,000-\$4,000 estimate; while a Pepsi-Cola salesman's sample cooler in excellent condition is on target to sell for \$1,000-\$2,000. On the medicinal side, a Pratt's Veterinary Remedies store display cabinet carries a \$1,000-\$1,500 estimate.

Automobile dealership signs are always in demand. A 42-inch round "Authorized Buick Dealer" sign, described as "excellent" carries a \$2,000-\$3,000 estimate; and a 1951 Firestone sign, new/old stock and measuring 71 inches long, is estimated at \$1,200-\$1,500. For bicycle fans, a French "Cycles Le Globe" poster is assigned a \$1,200-\$1,800 estimate, and for those who have a fascination with the golden era of railway travel, there's a special 40-lot section of framed transportation art from the collection of noted toy train collector Rick Ralston.





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Bertoia's May 11-12 hybrid auction will take place at Bertoia's gallery located at 2141 DeMarco Drive, Vineland, NJ 08360. Live attendance is by reservation only. Preview the week before the auction by appointment only. Remote-bidding options 1 include absentee, by phone, or live online through Bertoia Live or LiveAuctioneers. Day 2 bidding is through Bertoia Live or LiveAuctioneers. Start time on both days is 10 a.m. ET. For additional information on any item in the two-day sale, to leave an absentee bid, reserve a gallery seat or telephone line for bidding, or to make a private-preview appointment, please call 856-692-1881, email toys@bertoiaauctions.com.