



ORCHARD PARK ANTIQUE MALL

January Newsletter

Jan Vendor checks will be ready on Feb 7th after 2:00

HAPPY NEW YEAR!

We want to thank all of our Vendors for a great year! In December the mall was rented full to capacity and even had a waiting list to rent cases. We had the best December (total sales), the best month and the best year ever! We have had a steady flow of customers and they are buying! Be sure to keep your cabinets stocked to take advantage of the sales opportunities right now.

Theme Months

We have provided the following list to help you plan for upcoming themes. If you have a high end piece, please bring it to the front counter for approval.

February: Jewelry

March: Books, records, ephemera

April: Retro

May: Flower/Garden

June: Buffalo/Brewery

July: Christmas in July!

Sep & Oct: Fall/Halloween

Nov & Dec: Vintage Christmas

Porcelain repair and restoration by Joyce Scheetz Sunday, Jan 29, 11-1

Did you know we have a vendor who is an expert in porcelain repair and you can bring your items here for her to fix? She specializes in de-bonding and re-assembly of old or poor repairs, molding and casting of missing parts, repair of cracks and glaze flakes, re-assembly of broken items, hand painting of details, application of false glazes. Just bring your items up to the front counter and we will make sure Joyce gets them!

Joyce will be available for consultations at the Orchard Park Antique Mall one Sunday of each month. My next visit will be posted on a sign located in case W-2. I can also be reached thru the Mall or by calling (716) 432-2482 to schedule an individual appointment.

Vintage Clothing Area

We are changing our vintage clothing area to include furs only. We will now be accepting quality furs (no rabbit fur) in this area. If you had any other clothing items in this area, please see Debbie to pick them up.

On-line Marketing

We are aggressively pursuing getting our name out there in cyber space and it has been working for us. We are getting a lot more visits to our website and a lot more out of town customers. We would like to post articles of interest to our customers/followers. If anyone has an article they have written or would like to write on a subject of which you have expertise, we would love to post it on our web site, link it to our Facebook account, etc. If you have an article please see Sarah or Bill, or email it to us at inquiry@opantiquemail.com. Thank you!

Please call ahead for approval before you bring in vendor consignments or pictures if renting wall space

As you know, the vendors may bring in single furniture items under our vendor consignment program, as well as rent wall space for pictures. If you haven't noticed, we are getting very full and have limited space for vendor consignments and Wall spaces. If you would like to bring an item in, please call ahead and get approval from Bill Hartung. Thank you.

Vendor Consignment

As you know you may bring in one piece of furniture or larger item at a time for vendor consignment. The items must be approved by Bill Hartung and we take a 20% commission on the items. Since we have very limited space, we are going to only allow the items to stay in the mall for 90 days and then they must be removed. We will also reduce the price of the item by 10% every 30 days.

Example:

VCON STOCK # <u>A22</u>			
Date In	30 Days	60 Days	OUT
2/10/11	3/10/11	4/10/11	5/10/11
Price			
\$100.00	\$90.00	\$81.00	

In this example, the item was brought in on Feb 10, 2011 at a price of \$100.00. On March 10, the price is reduced to \$90.00; and on April 10, the price is reduced to \$81.00. If the item does not sell by May 10, it must be removed from the store on that date. We will not allow items on Vendor Consignment to be FIRM, and we encourage you to accept reasonable offers made on your items, so you don't have to take them back home, as we can no longer let items sit here for more that 90 days.

When you give notice to move out

You are required to give 30 days notice if you would like to move out. This is so that we can re-rent the cabinet on the 1st of the following month. We have been having several instances where Vendors have given notice and then failed to remove their merchandise at the end of the month. We had new Vendors trying to move in on the 1st and we have to empty the cabinets so the new

Vendors could move in. From now on if we have to pack up a case we will charge a \$10.00 fee and a \$5.00 fee each week if the merchandise is not picked up.

Posting items on "Craig's List"

Thank you everyone for posting items on Craig's List". It's great advertising and attracts customers from all different areas and with different interests. Please make sure that you include our contact information when you post an item including our **address, phone number, hours, and web site.** This is very important so the customers can actually figure out how to get here!

Example:

Many early 20th Century Walking Liberty Coins Specific Location: Orchard Park Antique Mall
Find many early 20th Century Walking Liberty Coins in cabinet A20 at the Orchard Park Antique Mall!
.... (Description of item)

Orchard Park Antique Mall
3025 Orchard Park Rd.
Orchard Park, NY 14127
716-677-9566
www.opantiquemall.com

M-T 11-7, F-S 10-7, Sun 11-5

UPCOMING EVENTS:

20 % Off Sale Days

Upcoming Sale Dates:

Tues Jan 10: 2nd Tues of the month

Sat-Mon, Jan 14-16: Martin Luther King Jr. Sale Weekend!

Tues Feb 14: 2nd Tues of the month

Discount applies to items over \$10 each, not marked firm and not already discounted.

Wish List (Updated 1/8/2012)

- 12" Griswold or Wagner (frying pan in good shape)
- Antler light or horn chandelier
- 1960-1 cup transition pc color tangerine/white Hull/ McCoy marked w made in USA 1 of 5
- 3 prong whirly gig sprinkler
- Tobaggon (smaller)
- Small wall lamp
- Buffalo Braves T-shirt
- Ritleman toy on horse
- Cartoon or character or peanut butter & jelly jars
- Time Life 1986 Treasury of Christmas CD (22 tracks - 1 disc, 23 tracks - 2 discs)
- Tinkerbell cologne
- Black & white Lanequin clowns
- Rock maple dry sink 36"
- Hitchcock rocker
- Hummel lamp
- 1800's guns
- 8" raggedy Ann & Andy dolls
- "Smoking" elf
- Old springerly rollin pin with pattern
- Kitchen Aid K5 form 1950's meat grinder attachment (metal)
- Silver Christmas tree
- Cast iron, porcelian, or earthenware Dutchoven with lid
- Sizzlers race track from 1970's

- 2 plant stands (3-4 ft high with 3 shelves each)
- Polish Barbie
- Vintage owl ornament (white or brown)
- Scoop for hanging scale
- 3 quarter Iron bed (head and foot board)
- Ullr (snow god) coin or necklace
- Twilight zone board game
- Wall mount umbrella style linen or clothes dryer
- Chemyor dark oak or walnut bedroom set from 20's (ornate) 2 dressers/vanity/bed
- Small strawberry shortcake dolls (\$2.00 or less)
- American girl dolls
- Ruby glass shade 7"
- Schusler Beer memorabilia
- Jones Dairy Milk caps 1960's
- 1960's Buffalo Bills items
- Black top hat in good condition
- Hall butler with hooks, mirror & seat
- Pewter hour glass



ORCHARD PARK ANTIQUE MALL

New Vendor Information Sheet

- 1. How the Mall Works:** It is our mission to provide complete services to the antique and collectible world by offering monthly cabinet and booth rentals, consignments, appraisals, and estate services while providing the best customer service in town! The Orchard Park Antique Mall provides a full time staff. Our staff has keys to open the cabinets. The vendors are required to bring in merchandise, properly tagged.
 - a. ID Cards** - On the day a vendor moves in, they are required to come to the front counter and get an ID card. Anyone that you would like to be able to get into your case needs to have their own ID card. You need this card to get into your cabinet. The vendor is also required to turn in the ID card when moving out.
 - b. Customers** - When a customer wishes to see an item in a cabinet, one of our staff will open the cabinet for them. If they would like to purchase the item, our staff carries the item up to the cashiers and gives the customer a numbered card. All the items they would like to purchase will be put up at the cashier's area with that number.
 - c. Acceptable merchandise** - The Vendor contract you all have signed states in section 2.1 that the, "Antique Mall has the right to refuse to sell any merchandise". We want to clarify some of the items that are illegal to sell, as well as items we do not wish to sell. We are trying to make the list as complete as possible and apologize if we missed a category that may apply to you.

We do not have a license to sell: alcohol or tobacco (even an old beer can can't have beer in it), anything (fire arm or anything else) that can fire a round, anything explosive such as gun powder and live bullets or shells, any item that contains anything from an animal on the endangered species list, anything considered a concealed weapon (a sword that is hidden in a cane), switchblades, any food items (including old coke bottles), civil war "GAR" grave markers (real or new), any item that has a copyright (sports items that must have an official seal), any knock off designer items (purses, watches, shoes, jewelry).

Items that we do not want sold in the mall: any gun that looks real (without orange on them to indicate they are a toy), air soft guns, any type of official badge or badges that look real, anything pornographic or suggestive item that is not art or an antique, flea market or rummage type items.

If you have any items mentioned above missing from your case, please come to the front counter and we will return them to you. Thank you.

- d. Bringing in merchandise** - We are open 56 hours each week, 7 days a week. We would appreciate our dealers stocking their cabinets and/or booths during our store hours, not only because we have a lot of work to do, but because of insurance reasons.

2. Tags: All tags must be legible. Tags continue to be a problem. Please do not leave any merchandise in your case if it is not tagged. If these items get removed from your case we have no idea where the merchandise came from. Also make sure that your booth or cabinet number, vendor ID number, description,

price and stock number are on every tag. When using string tags, it is helpful if you add the price to the back of the tag. Customers feel as if they are bothering us when they have to ask us to check a price. If they can not see the price, you may lose a sale.

We require that removable sticky tags or string tags be used on merchandise that can be damaged. We have had several instances where sticky tags have damaged merchandise and then the customer refuses to purchase the item. Also, the cashiers remove all tags & stickers from the items when they are being purchased. If we can not remove a tag from an item, we will have no record of the sale and will not be responsible for any clerical error we may make concerning your merchandise. Any damaged item should be marked "AS IS". If it is not marked, customers will ask to call you for a better price, because they think that you didn't take the damage into consideration when pricing it.

If you have a large display of similar items that are all the same price, either each item needs its own tag, or you need to put a pile of tags next to the item. (Example: tray of buttons \$2 each). Putting a sign up is not sufficient. We recommend using the computer to make out a tag and then copying the info over and over. Then you can cut the paper and leave a stack of tags in your case that we can bring up to the register when someone wants to purchase the item. If you need help doing this, please come up to the front counter and we will be happy to help you.

Due to the high cost of bookkeeping, we will no longer accept sales under \$1.00. Feel free to group books, toys, etc into groups for \$1.00 or more.

Stock numbers on tags: Please do not use stock numbers that are the same as our cabinet numbers. For example, using D2 or F27 as a stock number causes much confusion for the cashiers at check out time and your items could be credited to someone else's case.

We would like the vendors to make us aware of other high-end items brought into the mall. We have had some instances where Vendors have brought in items that are not in line with the rest of their merchandise and there has been confusion as to the asking price when one item in your case is \$1,000.00 and everything else is under \$100.00. **Please make sure that the tags on these items are legible and the price is absolutely, clearly marked (including commas and decimal points – see example below).** We would also appreciate knowing that these items are in the mall. Thank you.

		<u>Correct:</u>	<u>Incorrect:</u>
Example:	\$250.00 item:	\$250.00	250
	\$1,000.00 item	\$1,000.00	1000

Misrepresenting Merchandise:

The Board of Directors has been discussing what to do about misrepresenting merchandise. We know that it can be honestly very difficult to even tell reproductions from original pieces these days! But, the fact is, is that customers get very angry when they purchase an item thinking it is one thing only to find out it is a copy or reproduction. This is terrible for the mall and its reputation! When this happens, we lose customers. We want to try to help out by pointing out items that vendors may feel are authentic, but may not be. We have also provided a list of terms below to help you know how to properly describe the items you are selling to the customer.

Repro items: Any "repro" or "new" should be clearly marked. We realize that many items are hard for even experienced vendors to distinguish between authentic and reproduction items. If we identify an item as new and it is not clearly marked, we will mark the tag for you. We feel we have an obligation to our customers to make sure they understand what they are buying.

If you do not know if an item is old or new, or need help writing a proper description of an item, please don't hesitate to ask the staff for help! You may also bring your items to our "Free Appraisal Days" for expert advise!

Gold: Authentic gold item will be stamped with 10K, 14K or 18K. If the item does not contain this symbol, the term, “gold tone” or “gold plated” should be incorporated in the item description.

Silver: Sterling silver will be marked with either “925”, “SS”, or “Sterling Silver”. If the piece does not contain this symbol, the term, “Silver Plated” should be used.

If **stones in jewelry** or other items are man made, the term, “created” should be used. For example, “created sapphire”. It may seem obvious to us that a ring for \$15.00 is not made from a stone that was mined out of the earth, but the customers do not necessarily know this. In fact, we have had many customers ask us, “Is this a real sapphire?” **Costume jewelry** and **rhinestones** should be labeled as such.

Vintage is a term the means, “of the era.” For example, if a picture was printed in 1950, it is an authentic “Vintage print”. If it is a copy of a print (made in 2005) of something that was originally printed in 1950, it is not vintage and should be tagged as a “new” item.

Antique – 100 years old or more.

3. Monthly settlements will happen for every Vendor at the end of each month. You will be able to pick up your check or bill on the 5th business day of each month. We will no longer mail bills. **On the 5th business day of each month**, there will be a check for each Vendor to pick up.

4. Rent is due on the 1st of each month with a grace period of the 5th business day of the month. We will provide a rent lock box at the front counter, so you don’t need to wait in line.

You may call in your rent, or mail it in

Just a reminder, vendors are always able to call in your monthly rent over the phone using a credit card, or you can mail in a check. Vendor rent is due the first of each month, with a 5 business day grace period. The Vendor checks are here at the mall to pick up on the 5th business day. On the 6th business day, your rent is late and a late fee will be added to your rent (the first heading on each newsletter will tell you when the 5th business day of the following month will be). Vendor checks will not be distributed until rent is paid. The fee is \$5/cabinet/month, \$20/ booth/month, \$10/ ½ booth/month.

You are required to give 30 days notice when you move out!

When you sign the contract to become a vendor here at the Mall, you are required to give us 30 days notice to move out. We know that these are financially tough times for everyone, but we have to hold you to your contractual agreement. It is the same thing as renting an apartment, if you don’t give notice, it is very hard to re-rent the space. If you give us notice, we are able to rent the space the following month. When you don’t give us notice, we end up losing rent the following month. Thank you for your cooperation and understanding in this matter.

5. Consistent Sale Policy’s: Our team goal is to develop a more consistent discount policy. This helps to keep vendor costs down by minimizing bookkeeping cost and clerical errors.

a. Everyone will be REQUIRED to participate in 20% Sale Day & offer a 10% discount on items over \$10, but still have the opportunity to eliminate an item by marking the tag FIRM.

b. Individual sales prices must be marked on EVERY tag. Once these tags are marked, you may include a Sale sign within your case. Cashiers will charge exactly the price that is marked on the tag. You may still run any sale you wish on your merchandise. The difference is your tags have to clearly indicate the discounted price. A “Sale” sign can still be placed in the booth stating, “50% Off All items”, but now, the tags themselves have to have the original price crossed off with a red marker and the new price indicated on the tag. Examples sale tags are shown below:

Correct Sale Tag:

Booth <i>A20-10003</i>	<i>\$100.00</i> <i>\$50.00</i>
<i>Student Lamp</i>	
Stock# <i>12345</i>	

**Right!
Right!**

The original price was \$100 and it has been reduced by 50%. The new price is clearly indicated on the tag. We **will not accept** tags as shown below:

Incorrect Sale Tag:

Booth <i>A20-10003</i>	<i>\$100.00</i>
50% Off	
<i>Student Lamp</i>	
Stock#	<i>12345</i>

**Wrong!
Wrong!**

We would not know if it was originally \$200 and now it is marked half off (\$100) or if it was originally \$100 and now the price is \$50.

6. Consignee Pay Period: Payment will be made between two and three weeks after the item is sold. Checks will be cut at the same time as our vendor checks.

7. On-line Sales Reports: The sales database updates every hour.

- a. Log on to our web site at www.opantiquemall.com
- b. Click on "Dealer Log In"
- c. Enter your 5 digit vendor number in the box that says, "Your Dealer ID Number"
(Ex: 10052)
- d. Enter any booth or cabinet number in the box that says, "Any one of your Booth Numbers"
- e. Enter the last 4 digits of your phone number in the last box.
- f. Select "This month", "Last month", or "Input dates" that you would like to run the report for.
- g. Click on "This Booth Sales" for a summary. This will be similar to the report we run here at the store for you. When you click this, the following will also be displayed:

Booth is OPEN (opened 11/14/02)

Last Settle: 4/18/03 Next Settle: 5/16/03

April 2003: 3 Items sold over 25 days. Total sales of \$17.93

Invoice	Date	Stock #	Description	Qty	Unit Price	Discount %	Item Total
5548	4/12/03	X1X1	ANTIQUUE MUG	1	\$3.95	0	\$3.95
5489	4/11/03	X2X2	SARAH COV. PIN	1	\$7.95	50	\$3.98
5445	4/11/03	X3X3	GLASS COFFEE POT	1	\$10.00	0	\$10.00

h. If you see an item in your sales report that is not yours, please let us know Please review the items sold from your booth on your monthly statement that come with each check. Every so often we have trouble reading a tag, a tag is mislabeled or we make an error when keying in an item. Usually the vendor missing the item from their case or booth will let us know, we look up the tag and make the necessary corrections. If you have already been paid for an item that is not yours, we have to take that amount of money out of your next check. If you let us know ahead of time, it just causes less confusion and we can get each vendor paid for their items in a timely manner. Thank you

- i. If you have more than one booth or cabinet here, all of your cabinets will be loaded by logging on. You can get a summary of all of your sales for a given period by clicking "My Booth Summary".

8. Fire Regulations: Fire regulations require that we have at least 6 foot of clearance in all aisles. If you are renting a booth, please make sure you are within your rented space, if you go beyond that, (and are within the 6 foot limit) we will charge you for the additional space.

9. Vendor News:

20% Off All A20-A30 items to Vendors! Just a reminder that all items in the mall with tags from booth A20 – A30 are available to all Antique Mall Vendors at a 20% discount everyday (items must be over \$10 each, not marked firm, and not previously discounted).

Please help promote the Mall! If you are going to any shows, flea markets, etc in the upcoming months, please ask at the front counter for some Antique Mall brochures to take with you. Pass them out when you are there and help to bring more customers into the store! Thank you.

Orchard Park Antique Mall Business Cards for Sale! Available with a space to write your name and cabinet/booth number! We ordered 50,000 business cards for vendors to purchase with a location for your name, cabinet or booth number and cell phone number for vendors to pass out to help promote both your own merchandise and the Antique Mall in general! You may purchase 50 business cards for \$2.00 or a box of 250 for \$10.00.

Check Out Our New FaceBook Page! Become A Fan & Spread The Word! Become a fan and you will always be up to date on what's happening here at the mall! We will list special events, sales, and what's new on our FaceBook page! Search for "Orchard Park Antique Mall" and become a fan! Underneath our logo on our page, click on "suggest to friends" and all your friends will be able to see our page and learn about our mall!

Appearance of the Mall. Just a reminder, you are only allowed to have 3 items under 5 pounds each, on top of your cabinet. This policy was put in place to improve the look of the mall, and also for safety reasons. Large heavy items are a hazard to employees and customers. We will be holding checks from now on until people not in compliance with this policy clear off the top of their cabinets.

When restocking your cabinet or booth, please be considerate of others and do not block the isle or put carts and merchandise directly in front of someone else's display. Thank you for your cooperation!

20% Commision on Single Furniture Items – Vendor Consignment. If you have a cabinet and would like to sell a single piece of furniture, we will consign the item at a lower commission rate for our vendors. We only ask the furniture be quality, high end furniture, not in need of repair.

Wall Space for Rent to Hang Paintings \$5 per spot. You may now rent wall space to hang paintings or prints for \$5 for 1 month (no larger than 2ft x 3 ft space, larger items will be charged more according). The wall space is located in the back of the mall. We are asking that you bring in good quality art work. The charge for the spot is \$5 for the entire month, even if the item sells the 1st day. If that happens, we will re-rent the space for the remainder of the month. At the end of each month, if an item doesn't sell, it must be removed.

We do not want the same items to be there month after month, items may be brought back after a period of time, but we would like the merchandise to be rotated and fresh each month. If you would like to sign up, please come to the front counter. You may also rent a 4x8 wall for \$30/month (due to limited space available, you will only be able to rent one 4x8 space per month).