

A&E'S "Barry'd Treasure" Takes On The Pollack Advertising Museum

Written by Lindsey Clinkingbeard

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World-renowned Pollack Advertising Museum shines in the spotlight for A&E's televised show "Barry'd Treasure." Here, AFM interviews successful real estate developer and museum owner, local Michael A. Pollack.

AFM: Tell us a little about the Pollack Advertising Museum

MP: The museum is the largest collection of three-dimensional advertising memorabilia in the world. It's the home of 7,000 three-dimensional pieces and over 110 Baranger displays. To give you a comparison of the museum to others around the globe, the Louvre in Paris only had 300 pieces in their showcase of special three-dimensional advertising items. I have traveled to countries all over the world and have collected items that range from lunch boxes and slot machines, to tap handles and, of course, special Baranger pieces.

AFM: How did you get involved with collecting these special items?

MP: I was 14 years old when I purchased my first advertising sign. I would attend flea markets and pick up electric beer signs and then sell them to antique stores around the city. It started as a money adventure, but became both a hobby and passion of mine. Now, as a serious collector, when something comes in, it usually doesn't leave!

AFM: How did your career in real estate impact your hobby of collecting?

MP: My career in real estate was fast-paced; I had renovated around 10,000 unit homes by the time I was 30. I retired for one day before reinventing myself into the world of commercial and industrial real estate projects. Now that I've made a name for myself in my career path, I have more time to focus on my interests and hobbies such as my collection, music, and charity work. I am incredibly lucky to be able to invest my time in the things that I care about.

AFM: What do you love most about your collection?

MP: I am absolutely in love with the history that these pieces carry with them. Some of the items I have go back to the early 1700's. The stories of these pieces are phenomenal; one of my favorites is a German item called the Bosch Man (pictured below). When Germany was separated into East and West, the east half of the country was very neglected. After the fall of the Berlin wall, many buildings were destroyed in the old East part in order to build better structures. The Bosch Man was unearthed in the rubble of one of these buildings when he was found in a wooden coffin in the basement. He didn't have a scratch on him and still included the original batteries. There are hundreds of stories you can read on the internet, but these items carry priceless stories of real history. I have found myself bidding at all hours of the night looking for items that are special to me. My collection has brought me to all parts of the world. I've traveled as far as China, Australia, Russia, France- all in the search for unique items that carry history with them.

AFM: Are you looking forward to being featured on A&E?

MP: Of course. They came to film the collection and we went over so many things. The show focuses on the meaning of the collection, and I can't wait for the episode to premiere on April 29.

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The Bosch Man

photos by: Lindsey Clinkingbeard

Look for Pollack's collection to be featured on A&E's "Barry'd Treasure" on April 29

To take a virtual tour of the museum, click [here](#).