



The Cone Top Brewery Museum & NABA Present:

“NORTHERN LIGHTS”

by Ken Quaas

All photos are from the collection of the Cone Top Brewery Museum in Vicksburg, MI.

Post-World War II advertising celebrated fishing, hunting, and camping in the “Great Outdoors”



Overhead hanging light, Genesee Beer, Genesee Brewing Co., Rochester, NY, 39 x 13 in., no mfg. mark, c. 1960s.

Editor’s Note: This is the second in a series of three articles that will showcase examples of the immensely popular post-World War II outdoors activities of fishing, hunting, and camping as portrayed in beer advertising.

Our first installment in the last issue focused on fishing-themed beer advertising. In this issue, we feature an assortment of period breweriana focused on the “camping” theme from the outstanding collection of NABA’s partner, the Cone Top Brewery Museum.

Parts of this collection will be highlighted in Cone Top’s “Northern Lights” exhibit at the NABA convention from August 1-5 in Suite 4321 at the Hyatt Regency in Schaumburg, IL.

Post World War II—a new era

As detailed in the last issue, following World War II, Americans had a strong desire to put the war behind them and look ahead to a brighter future.

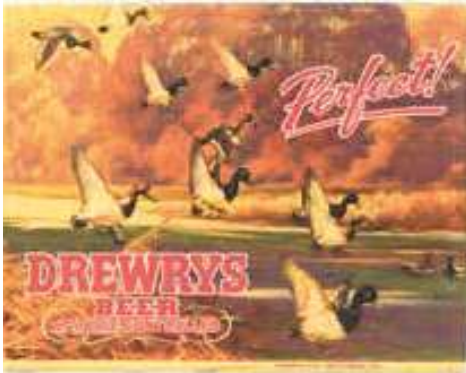
The country’s industries had shifted into overdrive to fuel the needs of the war, putting the Great Depression in the rearview mirror. What followed in the late 1940s were the “boom” years—the economy was flourishing, jobs were plentiful, and new technologies abounded. All of this ushered in a new era of consumerism.

Advertisers had pushed a “we can do this” theme during the war years. This was replaced by “you can have this” messaging that presented a peacetime world infused with a cornucopia of

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Typical examples of Post World War II beer advertising featuring outdoor leisure scenes.

Three different cardboard signs for Drewrys Beer, Drewrys USA Ltd., South Bend, IN. This group was part of a series by artist Ralph Crosby Smith, who was well-known for his 1950s illustrations commissioned by the then-popular *Outdoor Life* magazine. All three signs are c. late 1950s. Donated to the Cone Top Museum by Stevan Miner.



13.25 x 10.75 in.



15 x 11 in.



Self-framed, 14 x 11.5 in.

Camping scenes by popular 1940s artist Hy Hintermeister



Two tin-over-cardboard signs, Champagne Velvet, Terre Haute Brewing Co., Terre Haute, IN, 19 x 14 in., by American Art Works Inc., Coshocton, OH, c. late 1940s.



Tin-over-cardboard sign, Burger Bohemian Beer, Burger Brewing Co., Cincinnati, OH, 20 x 15 in., by American Art Works Inc., Coshocton, OH, c. late 1940s.



Cardboard sign, Hudepohl & Hudepohl Chevy Ale, Hudepohl Brewing Co., Cincinnati, OH, 22 x 18 in. c. 1940s.

modern consumer goods and enhanced by the leisure time in which to relax and enjoy them.

Beer and “The Great Outdoors”

A pivotal theme in this new era was the opportunity to enjoy (and find peace in) “The Great Outdoors.” Advertising abounded with scenes of people enjoying outdoor pursuits like fishing, camping, and hunting.

Advertising from the brewing industry was at the forefront of promoting these themes—and advocated beer as an ideal companion to these pleasurable pastimes.

From the late 1940s through the early 1960s, there was a preponderance of point-of-sale materials

highlighting fishing, hunting, and camping imagery and their association with the enjoyment of beer.

Cone Top exhibit at the NABA Convention

To celebrate the great outdoors as it was featured in historic beer advertising, the Cone Top Brewery Museum has assembled an engaging, traveling exhibit for the NABA convention called “Northern Lights.” This display, which also has been featured at the museum in Vicksburg, MI, is designed to “transport you to another moment in time when camping, fishing, hunting, and brewing came together to make history.” Some of this beautiful breweriana is presented in the following article.

The “Great Outdoors” in lights



Lighted motion sign, Rainier Beer, Sicks' Rainier Brewing Co., Seattle, WA, 18.5 x 13 in., Neon Products, Inc., Lima, OH, c. 1960s.



Lighted sign, Burger Beer, Burger, Cincinnati, OH, 29 x 10 in., by Neon Products Inc., Lima, OH, 1957-1963.



Lighted sign w/clock, Grain Belt Beer, Grain Belt Brewing Co., Minneapolis, MN, 30 x 12 in., by Tel-A-Sign, Chicago, IL, c. 1960s.



Hanging lighted sign, Schmidt's Beer, C. Schmidt & Son, Philadelphia, PA, 13.25 x 18 in., by Display Corp., Milwaukee, WI, c. early 1960s.



Lighted sign, Augustiner Beer, Pittsburgh Brewing Co., Pittsburgh, PA, 18 x 16 in., by Cincinnati Advertising Products, Inc., Cincinnati, OH, c. mid 1970s.



Self framed cardboard sign, Falstaff Beer, Falstaff Brewing Co., Omaha, St. Louis, New Orleans, 28 x 36 in., Simmons Sisler Co., St. Louis, MO, c. 1940s.



Cardboard self-erected sign, Hauenstein Beer, John Hauenstein Co., New Ulm, MN, 13.5 x 10.5 in., no mfg. mark, c. 1950s.



Cardboard sign, Rams Head Ale, Adam Scheidt Brewing/Valley Forge Brewing Co., Norristown, PA, by R.J. Cavaliere, 24.75 x 21.5 in., no mfg. mark, c. 1960-1964.

FROM "THE LAND OF SKY BLUE WATERS"

"Dusk to Dawn"



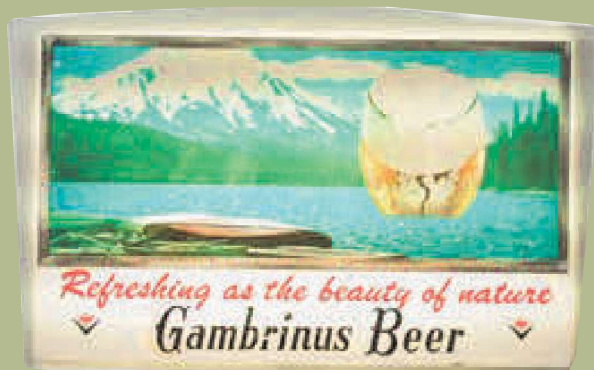
"Starry Skies with Dancing Goblets"

Minnesota in Motion:

Beginning in the early 1960s, Lakeside Plastics of Minneapolis, MN was commissioned by the Theo. Hamm Brewing Co, of twin city St. Paul to create a series of captivating, lighted motion signs that linked Hamm's Beer with the natural beauty of Minnesota. These enchanting signs include "Dusk to Dawn," which includes a clock and measures 29 x 10 in.; "Starry Skies with Dancing Goblets," 17.5 x 12.5 in., and "Flipping Barrel," 21 x 15 in. They also include the now-famous "Scene-o-rama." These dramatic signs will be profiled in the next issue of this magazine.



"Flipping Barrel"



Lighted sign, Gambrinus Beer, August Wagner Breweries/Iroquois Brewing Co., Columbus, OH, 21 in.x 13 in., Advertising Product Inc., Cincinnati, OH, c. late 1970s.



Lighted sign, Budweiser Beer, Anheuser Busch, St. Louis, MO, 20 x 13 in., Raymond M. Price & Assc's, Chesterton, IN, c. 1950s.