

“It Pays to Advertise”

A Guide to the Artifacts



Eisenlohr's "Cinco" Cigars Sign

Pennsylvania

1900-1920

Gift of David B. Long, in honor of Beth Lander, BCHS Librarian

Eisenlohr's, maker of the "Cinco" and "Henrietta" cigars, erected factories throughout Pennsylvania, including in Upper Bucks County.



Acme Tires Sign – Charles H. Ramsey Dealer

Ivyland, Bucks County

ca. 1940

Gift of David Long, 2006



**Goodnoe's Family
Restaurant Sign**

Newtown, Bucks County
1990s

*Gift of Raymond "Skip"
Goodnoe, 2006*



Knauss Dried Beef Company Sign

Capital Signs
Colmar, Montgomery County
ca. 1960

Gift of Alderfer Premium Meats, 2006

Sign promoted the Knauss brand at
the firm's headquarters in
Quakertown, Bucks County.



**Bohmler Brothers Custom
Builders Trade Sign**

Newtown, Bucks County
ca. 1980

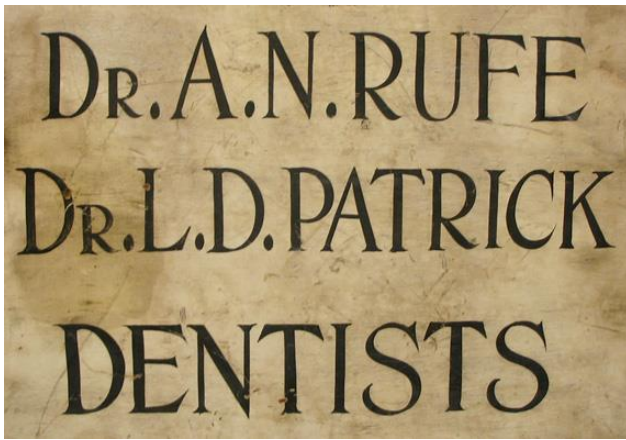
*Gift of April Ann Bohmler,
2019*



**Gardenville Farm Dairies
Thermometer**

Gardenville, Bucks County
ca. 1960

Gift of Elizabeth R. Auerbach, 2000



Dentists' Office Sign

Doylestown, Bucks County
1960-1975

Gift of Elaine W. Carroll, 2006

Dr. Aloysius N. Rufe (1910-1987) maintained a home and dentist's office on Ashland Avenue in Doylestown. L.D. Patrick, DDS,

had an office on Main Street in the 1950s. He likely moved in with Rufe later in the 1960s or 1970s.



J. F. Moore Department Store Advertising Dust Pan

Doylestown, Bucks County
Early 20th century

Gift of George M. Hart, 2005

The Moore store was located in a building, still standing, at the southwest corner of Main and State Streets in Doylestown.



William Tinsman Lumber Company Carpenter's Apron

Lumberville, Bucks County
Mid-20th century

Gift of David B. Long, 2013

*Artifact sponsored by:
Tinsman Brothers Lumber*



Barber Pole Rocket

Cross Keys, Doylestown, Bucks County
ca. 1960

Gift of Henry Suzuki and John H. Thompson, 2005

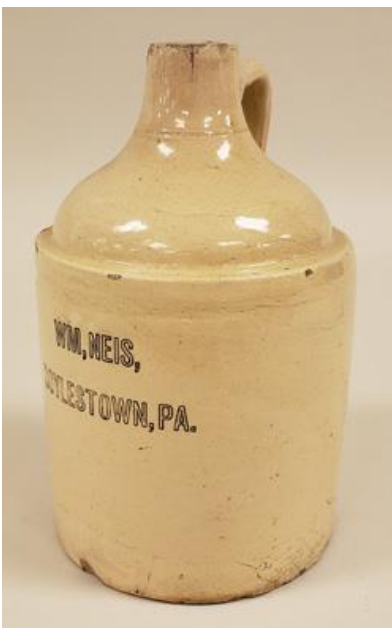
Inspired by the early space race, this creative trade sign featured a motor enabling the rocket to spin. The sign's components are in the Mercer Museum collection, awaiting restoration.



Miniature Chair with Kooker & Smith Furniture Advertisement

Quakertown, Bucks County
1900-1925

Gift of David B. Long in Honor of David and Katherine Ludwig, 2019



William Neis Beverage Jug

Doylestown, Bucks County
ca. 1920

Gift of Richard Duvall, 2020

William J. Neis (1860-1940) began manufacturing carbonated beverages in 1904. He later constructed his own bottling works and distributorship, a business that was continued by his son and grandson. It is not known what may have been sold in this particular jug.

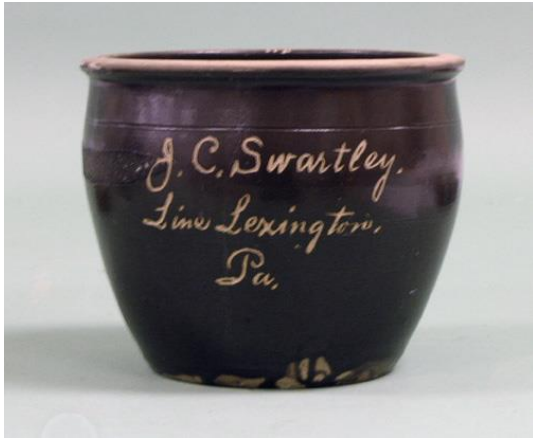


Francis S. Weisel Advertising Pitcher

Doylestown, Bucks County
1880s

Gift of David B. Long, 2013

Francis Weisel operated the Railroad House Hotel in Doylestown from 1883-1887. Previously, he had been the proprietor of hotels in Hilltown and Telford. In 1887 he removed to Philadelphia.



J.C. Swartley Store Crock

Line Lexington, Bucks County
1880s

Gift of David B. Long, in honor of Beth Lander, BCHS Librarian



Wilson Distilling Company Advertising Sign and Clock

Dura-Products Company,
Canton, Ohio (sign)

Bristol, Bucks County
(Distillery)

1930s-40s

Gift of David Long, 2006



William Kollo Trade Sign

Quakertown, Bucks County
ca. 1920

Museum Purchase, 2003



"White Ash" Cigars Advertising Thermometer

ca. 1930

Gift of David Long, 2015

White Ash cigars were produced by the H.E. Snyder Company in Perkasio, Bucks County. It is reported that Snyder's 400 employees, at four separate plants, rolled some 30 million cigars annually.



Hinkel & Biehn Shoe Store Advertising Thermometer and Advertisement

Quakertown, Bucks County

ca. 1930

Gift of Harry and Peg Hinkel, 2012

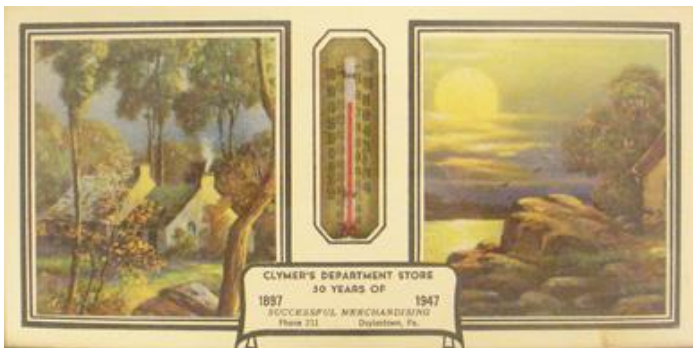


Hinkel & Biehn Shoe Store Advertising Ruler

Quakertown, Bucks County

Ca. 1960

Gift of Harry and Peg Hinkel, 2012



Clymer's Department Store Advertising Thermometer

Doylestown, Bucks County

1947

Gift of Richard Duvall and Sandra Alford, 2012



Advertising Stoneware Rolling Pin for William Holbert

Warrington, Bucks County
ca. 1900

Museum Purchase, 2003

The Holbert Family owned a general store in Warrington Township.



I.G. Rosenberger Advertising Level

Silverdale, Bucks County

1930-1950

Gift of David B. Long, 2020



Albert S. Gross Stove and Tinware Company Advertising Cup

Quakertown, Pennsylvania

1880-1900

Gift of David B. Long in Memory of Donald C. Long, 2021



Goodnoe's Restaurant Potholder

Newtown, Bucks County

1990s

Gift of Richard Duvall, 2020



Morris & Savidge Brothers Shoe Store Advertising Fan

Newtown, Bucks County

ca. 1925

Anonymous Gift, 2014



Perkasie Trust Company Promotional Coin Bank

Bank Specialties Company

San Francisco, California

ca. 1940

Gift of David B. Long, in honor of Beth Lander, BCHS Librarian



Gardenville Farms Dairy Milk Receiver

Gardenville, Bucks County
1960s

Gift of Ellsworth and Penny Spencer, 2000

Used for home delivery of bottled milk and cream.



Rutherford's Camera Shop Advertising Letter Opener

B & B Company
St. Paul, Minnesota
1940s-50s

Gift of Milton Rutherford, 2002



Wilson Distilling Company Advertising Thimbles

Bristol, Bucks County
1930s-40s

Gift of Judith A. Wells, 2002



Steinman's Pioneer Market Advertising Thimble

Newtown, Bucks County

Mid-20th century

Gift of the Estate of George M. Hart, 2009



Raymond C. Reed Insurance Advertising Thimble

Penn's Park, Bucks County

Mid-20th century

Gift of the Estate of George M. Hart, 2009



Paul W. Histand Company Advertising Ruler

Doylestown, Bucks County

ca. 1940

Gift of Richard Duvall, 2013



Gallagher and Burton Whiskey Advertising Sign and Clock

Bristol, Bucks County (Distillery)

ca. 1950

Gift of David B. Long, 2009