Primary Maker: Märklin
Title: Beer car
Date: 1913
Medium: Metal, paint
Dimensions: Overall: 6 × 14 × 3 in. (15.2 × 35.6 × 7.6 cm)
Credit Line: Acquired with generous support from Bloomberg Philanthropies, Richard Gilder, and an anonymous donor
Object Number: 2014.31.1276.1

Object Name: Rolling stock
Classification: TOYS

Curatorial Remarks:
Traveling far and wide, the sides of freight cars made ideal billboards to advertise canned goods, housewares, and beverages. Märklin produced a special line of advertising freight cars in 1913 to boost sales in the United States. Intricate and highly detailed, the brand names and logos were hand-painted using stencils. Beer cars proved the most popular of the line, including this example for Budweiser.

Physical Description:
Budweiser beer car. Teal car with Anheuser-Busch Budweiser advertisements stenciled on the side. Sliding roof. Eight wheels
Markings: On bottom: "Made in Germany"
Related Objects: