

# 4<sup>th</sup> Convention

June 1970

**S.C.I. CONVENTION IV**

**JUNE 25 - 28, 1970**

**GATEWAY HOTEL**

**ST. LEWIS, MISSOURI**



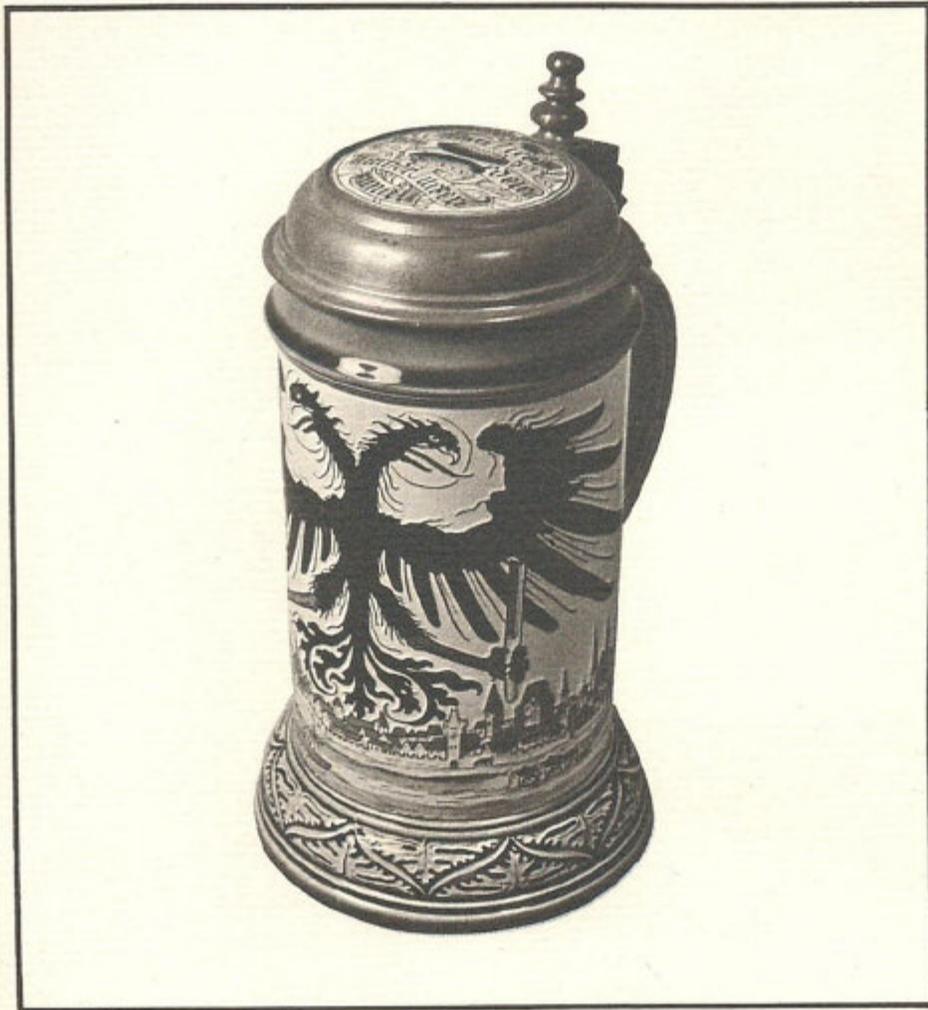
**Miss Beer Stein: Nancy Pomsel**

udweiser. *Special*



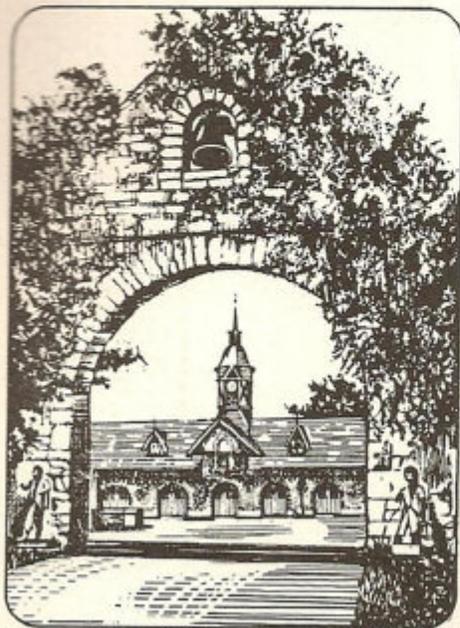
# STEIN COLLECTORS INTERNATIONAL CONVENTION NO. 4

**ST. LOUIS GATEWAY HOTEL**  
**JUNE 25-28, 1970**  
official program



METTLACH BEER STEIN No. 2727 is a printer's occupational stein. The verse on the inlay lid: "Long live the noble printing art." Right side of stein — Mainz um 1450 — this is the date the Gutenberg Bible was printed in the city of Mainz. The city depicted on the stein is Mainz. Left side of stein — a shield that was used as the sign for a printing shop. From the William Neeling collection. This same picture will appear in full color in the June 1970 PROSIT, official bulletin of Stein Collectors International.

# Grant's Farm



A visit to Grant's Farm will be one of the exciting events scheduled for this year's SCI convention. Budweiser beer will be served.

Anheuser-Busch operates and maintains this picturesque showplace on land once farmed by our 18th President, General Ulysses S. Grant. The cabin built by Grant for his family in 1854 is a carefully restored historic landmark.

Ride aboard a trackless train through the game preserve area where deer, bison, elk and other wildlife roam free. Visit the Bauernhof containing the trophy room, the riding horse stables and the colorful collection of horse drawn carriages and sleighs. A miniature zoo, an entertaining bird show and an enjoyable small animal feeding area are other highlights of the Bauernhof area.

# World's Largest Brewery

The Anheuser-Busch Brewery in St. Louis has been designated a registered National Historic Landmark by the U.S. Department of the Interior. The designation applies to the three-story administration building at 721 Pestalozzi Street, erected in 1868, the one-story stable built in 1885, the home of the world famous Budweiser Clydesdale 8-horse hitch, and the six-story brew house dating from 1891-92.

From the immaculate cleanliness of the brewery operations to the bustling activity of the packaging lines, you will want to tour the home of Anheuser-Busch, a brewery unique in its use of the most modern equipment in a setting of classic charm.

**DAILY TOURS** — 9:30 A.M. to 3:15 P.M. Monday through Friday.  
Saturday tours, May through August only.



## National Brewing Co. features steins in ad campaign

National Brewing Co. of Baltimore, Md., has been borrowing steins from the private collection of Col. John A. Ey, Jr., a retired Army officer, to use in advertising.

Colonel Ey originated the idea of tying in notable drinking vessels with the advertising campaign of a brewery.

Working closely with National Brewing's advertising agency, Colonel Ey helped coordinate a regional campaign which featured many of his unusual drinking pieces.

A series of full-page, full-color ads appeared in *Life* in the Eastern states. Many of the same advertisements—slightly altered—appeared in local newspapers and Sunday rotogravure sections.

Some of two dozen of Ey's steins were shipped to Hollywood for use in making a TV commercial. Enlarged pictures were used in billboard advertising.

The Ey stein collection consists of 450-plus pieces. He prides himself in his rarity. There are four Mettlachs in his collection, an indication by the Colonel that Villeroy & Boch's steins were not necessarily the ultimate in collecting.

### Convention No. 4

## St. Louis readies for stein collectors invasion

Convention No. 4 for Stein Collectors International will run in St. Louis from June 25 to 28, 1970.

A special committee of St. Louis SCI members has three active days scheduled, starting early on Thursday, June 25.

A get-acquainted breakfast starts things off at 9 a.m. Registration will be handled throughout the morning ending at 8:30.

Members will have a *Wurstfest* in the Tiffany Room at the Gay 90's Melody Museum on Thursday night. Cock-



A 19th Century ceremonial drinking horn from the personal collection of Col. John A. Ey, Jr., was used in an advertising campaign for National Beer. The ad copy reads, "Drinking from the horn goes back to the Fifth Century B.C. when every horn was individually handcrafted for its owner . . . slowly, carefully, devotedly. That's the way it is with National Beer. . ." This ad ran in "Life" Magazine.

tails and light refreshments will be served. A priceless collection of nickeloodeons and band organs is on display in the museum.

A one-day antique show will open in the hotel on Friday, June 26. Members and dealers will display. Trading, bickering, bartering—all will be encouraged.

A Friday trip to Grant's farm, sponsored by Anheuser Busch Brewery, is a must for out-of-towners. Beer will be served.

## AUCTION RESULTS

As a number of members wanted to know the results of the First Fun Auction (June 1969, page 71), here are the results:

No. 1—Sold for \$52.50 (actual high bid was \$75.00 but, as advertised, the stein sold for only \$2.50 over the second highest bid which was \$50.00.

No. 2—\$17.50.

No. 3—\$8.00.

No. 4—\$17.50.

No. 5—\$45.50 (actual high bid was \$58.00 but stein sold for only \$2.50 over the second highest bid which was \$43.00.

No. 6—No bids (perhaps because no lid on this glass-bottomed English style but it would have been a steal).

Fun Auction No. 2 will be listed in *Prosit* next March or June. If any members want to put items up for bid, write for details.

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The Friday evening activities will be dinner, beer tasting, and entertainment at the Falstaff Museum of Brewing. The Falstaff collection of steins will be on display along with other brewery artifacts.

Color slides and movies will be shown at Saturday meetings. The farewell dinner will be held on Saturday night, June 27, on the Goldenrod, an historic showboat on the Mississippi.

SCI Vice-President Leonard Schenk is organizing the St. Louis fun. He encourages members to plan early

MINUTES OF THE PRESIDENTS' MEETING  
STEIN COLLECTORS INTERNATIONAL  
Friday, June 26, 1970

The group of Presidents, past, present, and regional was called to order by the Executive Secretary, Tom McClelland.

The main purpose of the group was to discuss the convention site and to nominate candidates for the 1971 Convention. It was agreed at a Stein Meeting in Munich that San Francisco would be the site for 1971. Joe Durbin, President of Erste Gruppe announced that his group would work together with the Northern California to put on the convention. They would have an extended tour of Southern California with a day in Disneyland, and Open House at Durbin's.

Ray Wilkerson, President of the Northern California Group, announced that the hotel they would pick would be near the cable cars. They had thought of taking a Wine Trip through Apple Valley where instead of always breweries, we could taste wines. He also talked of getting the Von Schleinitz's collection of steins to the DeYoung Art Museum.

There would be an antique show in conjunction with the Stein Convention, but that our group as a whole should de-escalate Mettlachs.

Opening day activities were discussed. It was suggested that an afternoon registration would be better than a morning one. We would also plan for a dinner on the first night. Joe Durbin suggested that an outstanding personality be there to open activities. Mr. Heimann suggested that one of our own members, John Boller, be asked to give a presentation on his Regimental steins. As a group we should push all steins, not just Mettlach.

The dates of the next convention were to be set between June 14 and June 30th, and not include the Sunday of Father's Day. A letter should be sent out with the dates on it. The German calendar would have the dates of the convention marked on it. All copies of "Prosit" would include the dates.

Two names were put up for the Vice Presidency--Joe Durbin, from Erste Gruppe, and Ray Wilkerson from Northern California Group. These Two would be by written ballots, and the ballots counted.

Two groups put in commercials for their cities for 1972, Fred Schroeder from Texas passed out circulars for San Antonio and Petunia Scherdin presented the Twin Cities. It was agreed that the two locations would be presented in the Prosit and that the members of the SCI would write in where they would like the 1972 Convention.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Petunia Scherdin,  
Acting Secretary  
President of the Minnesota  
Society for SteinoLogists