

Book Review**“Long Live the Occupational Stein Collector”
*Hoch lebe der Zunft Krug Sammler***

by Phil Masenheimer, SCI Master Steinologist

**Reviewed by two Master Steinologists**

Stein collectors will immediately find this book to be a wonderful pictorial survey of occupational steins. But it is also much more than that. Special effort was devoted to providing panoramic views of the full image on these steins, with side-by-side German-English translations. It also includes an extensive list of occupations, allowing collectors to readily identify these steins. The author places these artifacts into historical perspective, beginning with the guild systems of the medieval cities of Europe. He explains how the guilds were instrumental in developing the trades and encouraging high quality products. Guilds not only established a structure for a wide variety of crafts, but they additionally controlled the techniques and materials employed by the practitioners, as well as the training and progression from apprentice to craftsman to journeyman to master. The Germans' pride in craftsmanship and their determination to ensure high quality in their products was extended into the organization of the educational system. The Germans quite naturally viewed their work, their labors, as something to be done proudly, with care and diligence. The reader of this book will realize the importance of the guild structure in Germany through the centuries. It is this attitude toward their labors which made these steins, cultural artifacts of another age, not only possible but inevitable. Occupational steins honor a person's dedication to the performance of his craft over a lifetime. Who needs a gold watch

when the alternative is a personalized beer stein? This book provides the historical and social context necessary for truly understanding the beauty, variety and true significance of the steins which decorate its pages.

Lyn Ayers and Walt Vogdes

Reviewed by an occupational stein collector

Long Live the Occupational Stein Collector, a new book by Phil Masenheimer, is a source of knowledge that will add keen interest and enjoyment to the search for occupational steins. A perusal of this book will make the reader feel like he or she has stepped back into Germany during the "golden days" of steins, where their art and German script are comprehensibly pictured and translated. Thus, the reader gains appreciation of the history and period when the steins were made and used. The book enhances the knowledge of the occupational stein collector, whether a collection contains one or many.

Ken Etheridge

The book may be ordered from: Phil Masenheimer, 71 Bonney Street, Steilacoom, WA 98388. The cost is \$75.00 and can be paid with a check or PayPal, choosing family and friends option and the e-mail mplusten@comcast.net. The book will also be available at the 2017 SCI Convention for \$65.00, saving postage and packaging.