

## 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.



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.

## 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.

## 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 starting at 8:30.

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

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.

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

June 25 - 28, 1970

# STEINS ARE fascinating!

By J. JOSEPH HERSH, M.D.

*Photographs by courtesy of Author*

AS WE know them, steins originated in Germany, where they have been made for about five centuries. Through the years, striking examples have been produced not only in Germany but in other European countries and elsewhere. Today, there are collectors of steins around the world, a substantial proportion of them in the United States.

The most popular steins among today's collectors are the Mettlach steins, which were originated in a monastery founded more than 1,200 years ago by the Sons of St. Luitwinus and located on the Mozelle River in Germany. This monastery was converted into a pottery in 1809 by Jean Francois Boch, whose father, Pierre Joseph Boch, had founded a pottery at Septfontaines in 1767. Nicholas Villeroy had been operating a pottery in Wallerfangen since 1789. In 1841, these three firms consolidated.

At its peak in 1909, Villeroy and Boch employed about 10,000 artists and other workers. The Mettlach Old Abbey is the prototype of the now-famous "castle mark" found imprinted on the bottom of most Mettlach steins.

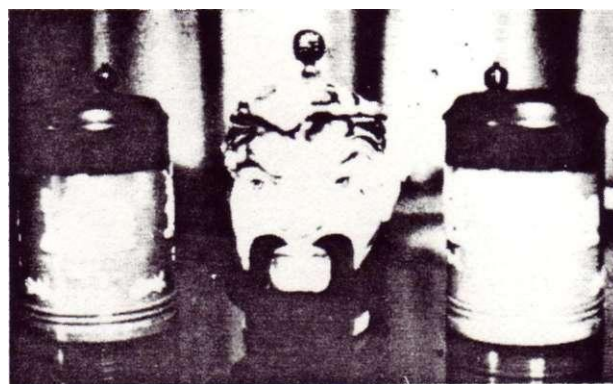
Villeroy and Boch produced their famous Mettlach steins until the establishment was destroyed by fire shortly after World War I. This pottery reputedly was the first to introduce underglaze printing on earthenware on a large scale by transfers from copper plates.

Most steins have covers—a tradition that dates back to the late sixteenth century when German law decreed covers for food and drinking vessels to protect them from flies.

Salt-glazed stoneware, so hard and vitreous that liquids could not penetrate it, was utilized for tankards, steins, jugs and other vessels that held liquids, first in areas along the Rhine River and later elsewhere in Germany. Huge quantities of such ware were shipped out from the port at Cologne. A similar stoneware industry also was developed at Kreussen, near Bohemia.

Steins have been made through the years of stoneware, glazed pottery, porcelain, glass, pewter, Britannia, silver, and other materials in a fascinating variety of shapes and designs. Numerous early steins are decorated or embossed with Biblical scenes, mythological creatures, coats of arms, scrolls and flowers, historical por-

**THE AUTHOR, a long-time collector of steins, is vice president of Stein Collectors International. He resides in Pittsburgh. Stein Collectors International will hold its annual convention in Pittsburgh July 10-13.**



THREE CREATIONS by anonymous artist. Left and right is a pair of antique Doulton mugs converted into steins with pewter tops and thumb-lift hinge and strap. Center is bisque head made into character stein; ceramic handle and matching top. Pewter strap, hinge, and acorn thumb-lift.



CHARACTER STEINS. Left shows maiden holding kitten and stein, leaning on barrel. Barrel contains names of club members, has lithophane in base. Fish forms stein handle. Marked "Musterschutz" (late 1800s). Right Elephant stein, one-half liter. At base of handle is the "Sad Radish" character in miniature; also "Musterschutz" (means "copyrighted").



AT LEFT is No. 2038 Mettlach stein, 4 liters, called "The Black Forest Stein." Mettlach Abbey forms the lid. This has been called "the dream of all stein collectors." At right is a Mettlach No. 2765, "Knight on a White Horse," signed by H. Schliff, and a Mettlach No. 2917 with Munich maid, lion and shield on top.



traits, and depictions of their original owners' occupations.

Steins once reflected the social status of their owners (the wealthier the owner, the more costly and elaborate his stein) and even the owner's drinking capacity (sizes ranged from vessels large enough to contain only a swallow or two to two and one-half gallons).

Collectors should know that steins are being widely reproduced today and that these include those once made at Kreussen between 1650 and 1700. Originals are primarily in museums and substantial private collections. Were one available today, it might cost more than \$1,000.

Many collectors now specialize in specific types of steins, such as regimental ones or steins with lithophanes in their bottoms. Although some Mettlach steins may be found for as little as \$35 or \$45, others will fetch \$250 to \$350 or more. A brief history of Mettlach steins is included in R. H. Mohr's book *Mettlach Steins*.

An idea for the formation of an international correspondence club for stein collectors originated with a school teacher-organizer, Tom McClelland, of Santa Maria, Calif., who first placed an advertisement in *The Antique Trader* and promptly obtained 23 charter members. The organization that evolved on September 1, 1965, was named Stein Collectors International, and Mr. McClelland, who is public relations director for Hancock College, has served as executive secretary since its founding.

Mr. McClelland also founded and edited a quarterly bulletin, *Der Gemütlichkeit* (called *der Gem* for short), the first issue of which appeared in September, 1965. Jack K. Heimann, of St. Paul, Minn., an industrialist, was the first president of Stein Collectors International.

In the three years since its founding, the organization has grown to a membership of more than 500, and to date, the 14 quarterly publications that have been issued have contained much information relative to the historical background and classification of steins. Current officials, in addition to Mr. McClelland, are Kurt Sommerich of the Probate Court of Milwaukee County (Wis.), president, and Dr. J. Joseph Hersh, Pittsburgh surgeon, vice president.

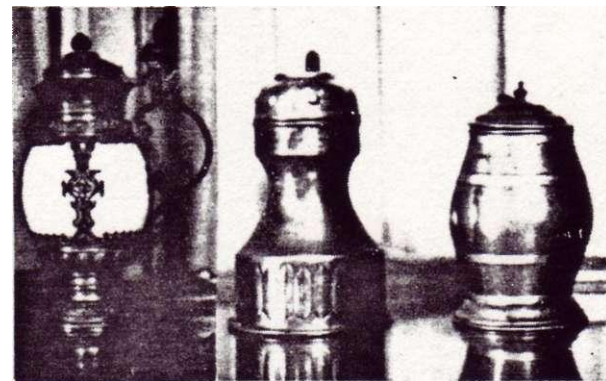
Among the members of the organization is a collector whose hobby is the creation and restoration of steins. This artist, currently anonymous, will be revealed at the organization's Pittsburgh convention July 10-13. His artistic ability is reported to be on a par with that of Heinrich Schmitt of Mettlach fame.



MUSTERSCHUTZ CHARACTER stein (left) in which body and tail form handle and tail extends through stein top. At right is wooden tankard from Holland, dating around 1700.



WHITE CAMEO decorations on blue background (left) on a pitcher converted into a pitcher-stein. Has pewter top and decorative birds thumb-lift. At right is stein of ivory carved from elephant tusks; silver base and top (late 1700s).



BEAUTIFUL PEWTER work surrounding ostrich egg features stein at left (early 1800s). At right two old copper steins (early 1800s).



ROYAL VIENNA stein (left) with bee hive mark (early 1800's). At right is tipsy Cavalier made from Parian and representing the top of an old glass stein (middle 1800s). The barrel is Mettlach stein No. 675. This modern combination was created in 1969 by an anonymous artist.

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# Regional stein clubs are active

Tom Crocker reported a meeting for the Society for Minnesota Steinologists *Steinverein* took place near Stillwater, a town northeast of St. Paul in the St. Croix River Valley on the night of Jan. 23.

Eighteen members braved the elements of wintry Minnesota (temperatures recently have been as low as 34 degrees—and that's BELOW).

Star of the show was Art Maethner, a teacher of high school German in St. Cloud. Clad in German vest and coat, Herr Maethner delighted the "Steinologists" with his dazzling communication to restaurant owner Karl Schoene.

Forty-five stein fanatics gathered at the home of Chuck and Alice McKittrick in Los Angeles on January 24. The occasion was the regularly scheduled quarterly meeting of *Erste Gruppe*—SCI's first and biggest chapter. Joe Durban presided over the business session.

The home of Pete and Jeanne Spirito of Manchester, Conn., was the site of

## Stein Exchange

FREE ADS in "Stein Exchange." If your message does not reek of commercialism, put it in the traders' column—right here. If it is a trifle commercial, run it at \$1.50 per column inch space—a bargain. Your message in "Prosit" reaches the world's greatest concentration of free-wheeling stein collectors.

**WANTED**—Mettlach Plaque No. 2323—mint condition only. Frederic L. Hodes, Box 241, Sharon, Mass. 02067.

**NEW YORKERS**, let's form a chapter. Give me a call and we'll get under way. Dr. Norman Medow, 2500 Johnson Avenue, Riverdale, New York 10463. (212) 796-1395.

**NORTHERN CALIFORNIANS!** We must unite to show our strength. The initial meeting will take place in Sacramento in April; after that we will probably convene somewhere in greater Bay Area. Write for details: Tom McClelland, 15 Haven Court, Sacramento, Calif. 95831. (916) 391-2617.

**METTLACH** steins wanted! No description needed, just send impressed number on bottom, size and price. Also buying Mettlach plaques. Give price for quick reply. Richards, 85 Admiral Drive, New London, Conn. 06320.

*Prosit* formerly *der gemutlichkeit*

This quarterly bulletin for collectors of antique steins and other drinking vessels is published quarterly (March, June, September and December) and is mailed first class to members of Stein Collectors International. Dues are \$4 per year. Back copies of *Prosit* are available at 50 cents each. Extra copies: \$1 per year for an extra copy per edition. Published by Tom McClelland, executive secretary and founder, 15 Haven Court, Sacramento, Calif. 95831. (916) 391-2617.

a meeting of SCI's newest chapter—the *Studenten Prinz Gruppe*—on January 24.

Other regional chapters are now being considered in New York and Northern California.

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## REGIMENTAL STEINS

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Am looking for military Mettlach steins or unusual regimentals of any type. Also want anything in military items: Helmets, Swords, Uniforms, Medals, Horn Drinking Items, Statues, etc.



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