An In-depth Look at the Firm of Johann Maresch

by Pat Manusov
Photos by Gene Manusov

Most of us who are long-time collectors of steins know of the firm of Johann Maresch because of his two plaques which incorporate steins (see figure 1). However, there is so much more to this firm than simply a few wall plaques.

Johann Maresch, who has been called Jon and Joh, began his firm with a Mr. Baehr (first name unknown) in 1841 in Aussig an der Elbe, which is now Usti nad Laben in the Czech Republic. The firm was known as Baehr and Maresch and was considered a Siderolithfabrik, or ironstone factory (see sidebar).

After the death of Mr. Baehr and until 1899, the firm was known simply as Johann Maresch, Siderolith and Terracottafabrik. From 1899 forward the factory was known as a Siderolith, Majolica and Terracottafabrik and was operated by Ferdinand Maresch, whom we believe to be the son of Johann. The factory closed its doors in 1945 due to the war in Europe.

One of the apprentices at the ironstone factory of Baehr and Maresch in Aussig on the Elbe River was Reinhold Hanke, who started his apprenticeship on May 22, 1853. Aussig was about 20 km. from his hometown. Hanke, as we know, went on to establish one of the foremost pottery firms in Höhr-Grenzhausen. However, a certificate he received from the Baehr and Maresch factory, dated May 22, 1858, shows he worked there for 5 years as an apprentice, and 10 days as a molder and mold pourer not under contract.

A Maresch business list or catalog from 1922 mentions following the articles: Vases, flowerpots, flowerstands, nativities, centerpieces, tobacco and jewelry boxes, pictures, plaques, aquarium designs, clocks, figurines, wall hangings, mirror figurines, utensils for holding ashes (after cremation), gnomes, animals and garden decorations. By this time the company went by the name "Siderolith, Majolica and Terracotta Factory, Ferdinand..."
Maresch." Curiously, the marks on the base of the articles remained J.M.

Accompanying the J.M. mark on the base of the Maresch works are a number of other marks (see figure 2), quite possibly the artist's mark, along with the mold number. The only artist-signed pieces from the factory that have been found to date are mold #1688, a vase approximately 14" high, made of terracotta covered with a slightly dull yellow finish, surrounded by a green dragon; mold #9553, which is a large lamp with polar bears on top, approximately 22" tall; and mold #11062, which is an art nouveau bust of a woman made of lightly glazed terracotta (see figure 3), all bearing the signature of a single artist, August Otto (see figure 4).

The majority of the Maresch pieces that we know about are his wall plaques, tobacco jars, and Heinzelmaennchen figures. Although his catalog did not list steins, we know that he made a few (figure 5, Mold #9757). We have also located one plaque which appears to be etched or incised and painted, which is a very different style from his dimensional plaques (figure 6). This piece may well be majolica, as it is not terracotta.

Most of Maresch's plaques are round, relief style, with plain borders. However, many of them had more ornate borders made of brass (figure 7, Mold #5804); some were rectangular (figure 8, mold #201), and some were just dimensional faces (figure 9, Mold #7177).

The firm's tobacco jars and figurines are of high interest to collectors and are in a wide variety of styles. The best book on tobacco jars is by Dr. Joe Horowitz, which includes many pieces by Maresch (figure 10, Mold #3571). The figurines come in a wide variety also, from the favorite Heinzelmaennchen, to cavaliers, Gypsies, etc. (figure 11, Mold #6804 and figure 12, Mold #6372).

As we find with any collectible, once you begin researching you find out so much more about the factories, the artists, and the owners, and how very prolific they were in those early years. If anyone has pictures of pieces made by Johann Maresch, we would appreciate receiving duplicate photos of them, along with their
mold number and any other markings on the base. Perhaps, with your help, we will be able to piece together a more in-depth catalog of the factory of Johann and Ferdinand Maresch.

References:
Figural Tobacco Jars by Joe Horowitz, M.D.
Marken Lexicon
Irene and John McGregor
Private collectors: Floyd Dietlein, Roland Henschen, Ed Kansriddle

Origin of the Term "Siderolith"

I have checked the word "Siderolith" with several people, and the best explanation of this term to date is from Irene and John McGregor, whose explanation follows:

Ironstone was developed in England in the fourth quarter of the 18th century in an attempt to make porcelain more durable and at the same time retain the appearance of fine porcelain. This was achieved by raising the amount of china clay in the mix and adding calcinated flint to give it strength and weight. Josiah Spode was one of the first to manufacture the ware successfully. The term "ironstone" is somewhat of a misnomer, as the ware contains no measurable amounts of iron. The English term owes itself to the heft and durability of the ware, rather than its composition.

The German word for ironstone, Siderolith, is a compound word with Greek roots, like many words having to do with composition. The Germans didn’t like to incorporate foreign words into their language, so instead of "cotton" you have "Baumwolle", or tree wool, which is what it looks like. Since Germans liked to use scientific terms, the word "Siderolith", composed of two Greek roots, fits that mold. The first part of this word derives from the Greek word "Sideros", meaning sidereal, star like, or from the stars. Meteors are from the stars and are composed chiefly of iron. Before man could smelt iron from ore, the first iron objects were made from meteor fragments. Therefore, the Greek word for iron is "Sideros", because it first came from the stars. "Lithos" is also Greek and is the word for stone. The combining of these two terms yields Sider / of / Nih, or iron / and / or / with / stone. Hence, a Siderolithfabrik is an ironstone factory.
On June 8 this year I attended a meeting of the Gambrinus Stein Club in Maryland. Our guest speaker was Rich Cress and his subject was Mettlach plaques, of which he has a considerable number. Although his presentation was largely by slide, he did display several actual pieces. By chance, I had brought to the meeting the plaque shown in figure 1. Rich used this plaque as part of his presentation, commenting that "down the road from Mettlach there were numerous other factories whose products were no threat to the prodigious output of Villeroy and Boen." True enough! He might also have added something like "Up the river from Mettlach, in Sarreguemines, some very collectible items were produced." Indeed, upstream from the city of Mettlach on the Saar, is the city of Sarreguemines on the Sarre, the French spelling of the same river.

Examination of the plaque in figure 1 reveals the title - Der Fliegende Hollander (The Flying Dutchman), an opera by Richard Wagner. Also shown is a bar of music with a phrase from the opera, and at bottom center, a portrait of Wagner himself. The plate is 8 1/2" in diameter and made to be hung on the wall. This is one in a set of plaques commemorating Wagner's operas.

Next, observe the two steins shown with the plaque. The one on the left has a transfer scene of children in adult clothing and playing adult roles. The lid is similar in style to those used on Mettlach PUGs, although slight larger, but the stein is comparatively squat, being just over 4" in height and just under 4" in width at the bottom. The stein on the right is similar in dimension to the usual half-liter Mettlach PUGs with just enough difference to indicate that it came from another factory. It also has a fatter handle and a taller shank. There are three scenes of a hunter's life, from mountain to home to mountain again. It has a handsome high-domed pewter lid, made in Munich, which shows small people engaged in typical German pastimes in detailed silhouette. The thumblift is a happy gentleman with beer stein in one hand and hat raised in the other. The engraved dedication is dated 1890.

Figure 2 shows the marks which identify all three pieces. They consist of the large letters "Utz," in script, superimposed over the name of the city, also in script. This is the mark of Utzschneider et Cie., a factory which made ceramics in Sarreguemines, Lorraine, France from about 1775. Most often found today are the 19th century pieces which usually have colorful transfer-printed decorations.

While Utzschneider was not the only factory in Sarreguemines that produced steins and plaques, as this brief article illustrates, its work was of high quality and compares quite favorably with that of its better known competitors in "the golden age of stein production."

Announcing: Assistance for Prosit Authors

Walt Vogdes has joined the editorial staff of Prosit and will focus on providing support to authors. Depending on the circumstances, support may take the form of keyboarding, concept review, structural review, layout, editing, proof-reading or anything else to help in the development of a publishable article. If you need specific help or would simply appreciate review and comment on an article prior to publication, send it to: Walt Vogdes, c/o Editor of Prosit, 1300 E. 66th Street, Minneapolis, MN 55423
Ye Olde Cheshire Cheese Tavern
by Martin Kiely

Fleet St. in London, England, is the center of British journalism. It was named after a river which no longer runs aboveground, but still flows in the sewer system below the street. Some wags among us might see a similarity between the fate of the river and the quality of today's newspapers. However, some of the finest efforts in journalism have been written and printed on or near Fleet St.

is a huge wheel of cheese with the pub name written inside the circle (figure 4).

The name itself is a little misleading because, for much of its history, it would be known by the British term "chophouse" denoting a tavern which serves chops, steaks, steak and kidney pie, etc. The pub is most famous for its pudding. In the nineteenth century it contained larks, oysters, kidneys, beef steak, lamb chops, mushrooms, and numerous other secret ingredients. The pudding weighed 60 to 80 lbs. It would be wheeled out over the sawdust-covered floor in a huge basin topped with a pie crust. Mr. Beaufoy A. Moore (see figure 3) proprietor, would have the honor of serving the pudding which had Jonson and Dr. Samuel Johnson, who single-handedly compiled a dictionary of the English language. This herculean task elevated him to being considered the foremost authority of his mother tongue. However he was not without a sense of humor; in his book a lexicographer is defined as "a writer of dictionaries, a harmless drudge." The chair he used still rests in the Cheese complete with commemorative plaque. One will notice Polly the stuffed parrot on display. She was a celebrity here for forty years. Her death in 1926 was covered by over 200 newspapers worldwide.

The stoneware mug in figures 1-3 was made by Royal Doulton England, marked on the bottom with the lion and crown insignia used from 1901 to 1936. Figure 2 shows a circular mark at the top which is the Royal Cypher. Inside the circle is 1 ER G7 LCC. The 1 means one pint capacity, ER is Edward Regina for King Edward VII, G7, I believe, means the seventh borough of London, which is Lambeth, and LCC is London City Council. The Royal Cypher tends to suggest this mug was made for the coronation of Edward VII in 1902. Mugs, hunting jugs, flagons and punch bowls made for the "Ye Olde Cheshire Cheese" and often with a view of the tavern and inscribed B.A. Moore (see figure 2) but without the Royal Cypher were produced by Royal Doulton from 1886 to 1910. From 1910 to 1930 the name B.A. Moore was dropped and the mugs had the name "Ye Olde Cheshire Cheese" and the date 1667. The quantity produced is unfortunately unknown, but considering the items were sold mainly at the tavern, it

Located at Wine Office Court (so named because the office which collected customs duties on wine was located there), 145 Fleet St., is Ye Olde Cheshire Cheese, a pub established in 1538 which was destroyed by the great fire of London in 1666. Rebuilt in 1667 (see figure 1) it has the distinction of being open through sixteen reigns of "British royalty." Cheshire cheese is a farmhouse cheese made in Chester, England. Popular myth states it was originally molded in the shape of a Cheshire cat. Unfortunately, the truth is more mundane; Chester County, is also known as Cheshire County. The cheese is a hard creamy cheese, coloured white or orange which crumbles when cut. The pub originally served heated cheese bubbling in tins (hence the name), which was washed down with bitter ale drunk out of pewter mugs. The sign outside the establishment has been cooking for sixteen to twenty hours. Mr. Moore was a churchwarden at St. Bride's who was slated to become Lord Mayor of London. Unfortunately he died in 1886 before this honor could be attained. One can conclude that the position of landlord of the "Cheese" was a prestigious position in Victorian society.

The building itself (figures 3 and 4) can best be described as unobtrusive. A narrow dark doorway leads to a small bar. You find yourself in a very old house complete with staircase and rooms on various floors. One's impression is that the square and plumb bob were in short supply when it was built. Thankfully the place has never been modernized and retains its sense of history. Some illustrious people have entered and supped here before you: Shakespeare, Voltaire, Pope, Congreve, Charles Dickens, Oliver Goldsmith, Ben...
Much thanks to Mr. Bernard R.C. Harrison, a British member of S.C.I. for furnishing information on the Cheese and the postcard (figure 4). He even rated the quality of the food, pronouncing it “good fare.” Perhaps the last word should go to Dr. Johnson: “There is nothing which has been contrived by man, by which so much happiness is produced as by a good tavern or inn.” The author would like to thank Sandra Baddeley, Royal Doulton Museums administrator, for her help in making this article possible.

Bibliography
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London by George Wharton Edwards
The English Pub by Michael Jackson
The Ideal Cheese Book by Edward Edelman and Susan Grodnick
Dicken’s Guide to Victorian London by the younger Charles Dickens
Doulton Burslem Beakers 1887-1935 by the Commemorative Collectors Society

New Brewery
Next time you’re in Mettlach and get that parched feeling, stop in at the new Mettlacher Abtei-Brau brewery, which opened this past spring.

Wonder if they’re serving beer in nice old “homemade” etched steins?

Seeking New Authors
by Walt Vogdes

There is understandably a natural hesitance to submit one’s first article for publication in Prosit. This may arise from a concern about the level of one’s writing skills, the use a computer, or even that one does not have the credentials entitling him or her to authorship. While we all enjoy a well-written, well-researched, historically and technically informative article, that’s not the place for most new authors to start. Every issue of Prosit includes a number of smaller articles by members who write about steins in their possession, about how a stein touches on some aspect of their personal experience, or about a mark or theme on a stein which they seek to identify. And for a short article, the photos or illustrations do much of the work!

I am offering assistance to all authors, but especially to those who are preparing their first article for publication. I will help in any way that I can, including entering a handwritten manuscript onto a computer diskette where it can be more easily edited and revised. I will be happy to work with you on the theme, organization, and construction of an article. When appropriate, I will obtain the review of subject matter experts. And the article will be published when you are satisfied with it.

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Send me your thoughts and questions about publishing an article. Send me your draft manuscript. Send me photos of a piece which puzzles you. Above all else, please, put me in a position of having to back up my offer to help new authors. All correspondence should be sent to:

Walt Vogdes
c/o Editor of Prosit
1300 E. 66th Street
Minneapolis, MN 55423
From the Executive Director

Can you believe! It has been a year since you elected me your Executive Director. Thanks to Pat Jahn and her files, schedule, and computer disks, and Les Hopper and his handbook for officers, and input from Treasurer Paratore, we’ve managed fairly well. When there are new members or LATE renewals, we are now able, unless away from home, to turn them around overnight. It sometimes takes longer to answer queries if research is necessary. Overall, I think we have a handle on our duties.

Late renewals (there aren’t great numbers) cause two problems: 1) the inability to judge how many extra issues of Prosit we will need, and 2) the extra cost of my mailing if the renewal misses the next Prosit mailing list. Rich needs the list about a month before mail-time and mails second class, while I have to pay first class. If many more new members join this year, there may be a problem of running out of March Prosits for them. Please, when the time comes, and it won’t be long, make an extra special effort to pay dues before the deadline, which is usually published in the December Prosit and also stated on the renewal literature.

Ted and I made a trip to Russia in the first part of June. We went by ship from St. Petersburg to Moscow, through rivers, lakes, and canals and a system of 18 locks. We were told that the canal from the Volga to Moscow was ordered by Stalin at a cost of over 5 million lives. Moscow was cleaning and painting up for its 850th year anniversary in September, so at least around downtown things looked pretty good. St. Petersburg, except for the tourist spots, looked unkempt. The small towns in between seemed, in general, in fair shape. Lots of repair going on everywhere to churches, many of which have reverted to the Russian Orthodox Church. There are a number on the canal north of Moscow that are closed and/or deserted due to flooding. We were in a town named Uglich when Ted took the enclosed picture with a pink and white confection of church in the background.

We saw steins, but only in museums, usually presentations to the royal house by other governments and more for show than for drinking. We didn’t get to see the steins in the "Gold Room" described by Gene Manusov. As for antiques, it is virtually impossible to get them out of Russia, so we didn’t even look.

Nowhere did we feel threatened, though warned to watch billfolds and purses. Ted rode the subways in Moscow without incident. Ones, fives, and ten dollar bills were accepted everywhere; charge cards and travelers cheques only in St. Petersburg and Moscow. In a few places, there were ATM’s. The current official exchange rate was 5600 rubles to the dollar, and coins were virtually unused.

If you have wanted to go, but have hesitated - GO! We even had a doctor aboard our ship, as well as a gift shop, buffet, sauna, movie theater, reading room, bar with small dance floor, and TV room (only CNN & BBC) in the morning. There were Russian language lessons, and a guest lecturer, a woman professor who had been head of translators at all three WWII summit meetings. She was fantastic!

By the time you read this, another great convention will be behind us and we will be looking forward to Boston next year.

Prosit!

Glenna
Pat and Gene Manusov  
3308 Butler Avenue  
Los Angeles, CA 90066

Dear Pat and Gene:

Congratulations on adding the nice very early Hanau Faience stein to my collection. Enclosed is your $100 cash reward as advertised in Prosit. It doesn't matter that you didn't buy the stein. Just leading me to the seller was enough to earn your reward.

For the record, I have offered all SCI members the following reward schedule regardless of whether they sell the item to me or just provide the lead with a phone number:

$10 for any pre-WWII lidded miniature (1/8 liter or less).  
$50 for any character stein added to my collection.  
$100 for any early (16th through 18th century) stein.

Thanks to your efforts as well as the other SCI members who have received such rewards, my collection now numbers over 2,000 steins, including 1,000 character, 500 early, and 500 miniature steins. I appreciate your calling me for my opinion regarding any stein that you happen to pick up. I also look forward to your visits and to showing off the collection to you and to any member of SCI.

PROSIT!

Les Paul
Schussenrieder Bierkrugmuseum

Every Stein in its Place

by Walt Vogdes

In the September 1995 Prosit, Pat Manusov authored an article, "Museums - A Source of Great Learning." Among those she mentioned is the Schussenrieder Bierkrugmuseum. The photographs accompanying this article will emphasize the special reasons for visiting this museum.

The collection on display features a wide variety of steins, including early Norwegian wood, fine faience, ivory, silver and silver gilt, early Westerwald and other early stoneware, enameled milk-glass, occupationalls, 4-F, studentica, regimentals and characters. However, the collection is not distinguished by size, variety or technical, or artistic execution. What sets it apart is the display technique: the steins are displayed thematically, in settings evocative of day-to-day German life of the period (see the depiction of monastic life in the earlier article). In several cases (pun intended), mannequins have been dressed in appropriate costume and arranged with old photographs, postcards, furniture and related "props." Notable among these are the young student complete with sash, cap and foil; the fireman in full uniform carrying a fire hose; and the bicyclist (Radfahrer) with an early bicycle. The effect is to see the steins as integral parts of the rich tapestry of German life in the second half of the 19th century.

The Schussenrieder Bierkrugmuseum is in the small town of Bad Schussenried in the Bavarian countryside, an easy and rewarding drive from "beer stein central" in Munich. (The road goes through Ulm, so don’t miss the chance to see one of the most beautiful medieval cathedrals in Germany and the highest church tower in the world.) Germany has many museums with fine steins on display, but this museum provides a unique learning experience and should not be missed.
Early Stoneware.

Bicyclist.

How I Started Collecting Steins
by Marty Cameli

I was born and raised in the city of New York in the borough of the Bronx. As a teenager in the Bronx, it was playing ball, going to school, and caring for my father's pigeons. Street games such as Johnny on the pony, hide-and-seek, ring-o-leave-oo, stickball, punchball, slug, scully, kick the can were games we played on the side-walks of New York. If you were a sports fan, you frequently went to Yankee Stadium, or the Polo Grounds to see the Giants play.

Not a care or worry in the world. Then one day I got that letter from my Uncle Sam which read: Greetings... need I say more. I was being drafted into the U.S. Army.

I reported to the induction center at Whitehall Street in Manhattan on December 12, 1956, where I was put on a bus and sent to Fort Dix, New Jersey for my basic training. After basic I was shipped to Fort Gordon, Georgia signal school. When I completed Signal school my orders read Böblingen, Germany, a small town outside of Stuttgart. I was stationed at the Panzer Kasern in Böblingen for one and a half years. The Panzer Kasern was the home of the Desert Fox (General Rommel). Vendors would come into the Kasern selling items to the GIs: jackets, shirts, steins etc. I bought my first stein from one of the vendors, a new military stein with my name on it and the outfit I was with, the 97th Signal Battalion. The stein cost $15.00 and I had to wait 2 weeks for the lettering to be done. I traveled through Europe and Germany visiting castles and different cities hunting for steins. But the only thing I could find were new steins, musical and non-musical. Most were made by Thewalt. I bought a few musical steins. I liked the Hümmeis and started collecting them. Also picked up some Rosenthal pieces. Upon my discharge I found a few steins here and there.

Then in 1987 I met Ingo Lange at an antique show and purchased my first Mettlach from him, a % L Pug 2271. That's when I was bitten by the stein bug. A few years later I joined SCI and the NY Thirsty Knights.

I really enjoy collecting steins, and I have made many new friends through the stein hobby. I believe every stein has a story behind it. In my opinion we have only scratched the surface. There is much more to know about steins. Someday when I retire I'll spend more time with my three favorite hobbies of stein collecting, pigeon raising and photography.

I really enjoyed my stay in Germany, and I believe if it wasn't for that first military stein I wouldn't be a collector today.
Stein Night at our Local German Lodge

by Dick Piatt

Being of German ancestry and an avid stein collector, I presented the idea of a Stein Night to our local German lodge, the Teutonia Männerchor. Our organization was founded in 1854 in Pittsburgh, PA by immigrants from the Heimatland. The Stein Night was approved by our board of directors and has been quite successful over the past five years. Basically, the membership is encouraged to bring in their antique and/or favorite beer steins for judging during this event. This historical evening includes a wonderful German band for listening and dancing pleasure and a spectacular contest of beer stein carrying (1 full liter) by the dirndl-clad ladies in attendance! Good Bavarian beer is always the vehicle in such proceedings! Many steins appear at this affair: Westerwald, faience, character, regimental, contemporary, and my personal favorite, Mettlach. My good friend and fellow SCI and Teutonia club member, Len Gebert, has been of tremendous assistance with this most enjoyable evening and a great contributor to this article. Len and I always bring a nice selection of our personal pieces for the group to enjoy!

Midway through the evening, the judging begins. Stein categories change yearly, but usually fall into four groups; the oldest, the most historical, the most humorous and the most abstract. Prizes usually range from German wine and beer to club tee-shirts and caps. Everyone enjoys this stein event, and it always proves to be very educational as well. Len and I always stay beside the stein display to explain the characteristics, origin and value of the various pieces submitted.

Festivals are Contagious Worldwide Bringing Joy To Many

by Leonce Miller

Whether it be May in Mexico or October in Germany, people like to "lose" themselves from everyday worries of monotonous routine.

Germany seems to dominate the festival period "a cut above" other countries. Here you have a sample of it on the beaker. My son, Leonce III, did the pen and ink of the all-around view of October Fest.
Who, What, Where, When, Why, How...?

This issue of Prosit contains the following first article in a continuing series which will provide a forum for readers to raise questions about steins or related items. You do not need to be an expert to have a question, and all members are encouraged to submit their questions for this series. In addition to having them considered by the entire membership of SCI, Walt Vogdes, editor of this series, will refer your questions to Master Steinologists and other experts in an attempt to unlock some of these riddles. Information received in response to questions raised will be published in a follow-up article, and all contributors will be credited. Send your questions - and answers! - to Who, What, Where, When, Why, How...?, attn. Walt Vogdes, c/o the editor of Prosit.

Who Is This Guy and What Happened on April 11, 1889?

by Walt Vogdes

Figure 1 illustrates a colorful half-liter PUG stein which I purchased several years ago. The stein features a central illustration of a man in military garb, while the sides are decorated with two crowned shields with accompanying oak and laurel branches (strength and victory), plus a scroll of hops vine and wheat (to make certain that no one thinks this is a water cup!). A decorative and colorful ribbon design encircles both the rim and base, and the motif is continued on the handle. The artist who designed this stein certainly believed in taking advantage of all the available surface! While very similar in size, shape and quality to Mettlach works, this stein was manufactured by Utzschneider of Sarreguemines (see figure 2 and the article on Utzschneider by John Gaustad elsewhere in this issue).

The side scenes on this stein (figures 3 and 4) open a can of worms: "Souvenir du H. Avril 1889" and "Mir welle bleiwe wat mer sin." Given the origin of this stein in the Lorraine and the simplicity of the first line of this inscription, it is tempting to conclude that the words are French. But the second part has refused my attempts to translate, using both French and German dictionaries, raising the likelihood that this expression is probably in a local dialect, quite possibly archaic as well. I found the date of 11 April 1889 to be particularly vexing. While it clearly establishes that this is a commemorative piece, it takes us right up to the brink of being able to identify the original purpose of this souvenir piece - and then stops. Who is this somber gentleman with glass, mustache and a collection of military awards (figure 5), and what event, presumably in Lorraine, France, does this stein commemorate? Perhaps the two different crowned shields, presumably authentic, hold a key to this question. In any event, I have thus far been unable to answer the question "Who is this guy and what happened on April 11, 1889?"
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U.S. Military Steins

by Louis Foster

Since 1945 the United States has maintained a military presence in Europe, especially Germany. Immediately after the end of hostilities, the Army of Occupation was charged with keeping peace and civil order and restoring Germany.

Many people were involved in this mission, including military figures such as General Lucius Clay who was the US governor of the American Zone, which ranged from just north of Frankfurt to the Swiss and Czechoslovakian borders and included a portion of Berlin. General Clay's contributions included ordering and directing the Berlin Airlift, which resulted in half of Berlin remaining free of Russian control during the Cold War. Another important figure was General of the Army George Marshall who served as United States Secretary of State under President Truman. General Marshall was awarded the Nobel Peace prize for his efforts to finance the rebuilding of war-ravaged Europe through the Marshall Plan. This resulted in the economic "miracle" which enabled West Germany to recover from the devastation of the war and, ultimately, the reunification of the country after the collapse of the Soviet Union in 1989. Germany today owes a great debt to the wisdom of General Marshall. Thanks to him, the mistakes following World War One were not repeated.

The military role changed from being an Army of Occupation to being an ally when civilian government was reestablished in West Germany under a new government formed in Bonn in 1949. For over half a century the troops of the North Atlantic Treaty Organization have been stationed in Western Europe to prevent another world war. The bulk of these soldiers served in Germany (President Charles de Gaulle had NATO forces withdrawn from France in 1967) and today approximately 85,000 American service personnel are stationed in Europe, the majority in Germany.

One of the customs followed by these troops is that of the Kaiser's soldiers of purchasing a personalized beer stein to commemorate their military tour of duty. As these men (and women) retire or die, their steins are finding their way into the market and are frequently seen in commercial stein auctions. While they are not as attractive as the ones of eighty to one hundred years ago, they are not as highly sought after nor as expensive either ($40-$150). What the future holds is uncertain, but it is a good bet that they will come into their own someday.

The US regimentals have many common characteristics with the originals and many differences. First, the body itself. To my knowledge, all the new ones are made of porcelain, not pottery or salt glazed stoneware as many of the originals were. The majority of them have a risque lithophane of a seminude woman, the bodies tend to flare out near the bottom, and the

![Figure 1. Stein named to Lt. Louis C. Wagner, stationed in Munich from 1955-1958.](image1)

![Figure 2. Armored officer's insignia showing that Lt. Wagner was assigned to the 68th Armored Regiment.](image2)

![Figure 3. Lt. Wagner's unit was part of the 11th Airborne and his "jump" wings are included in the decoration of his stein. Note that a US Army M-48 (Patton) tank is the finial and that the thumblift is a lion holding a Bavarian shield.](image3)

![Figure 4. Stein to an Artillery unit equipped with 155mm guns (finial and side scene).](image4)
handles have a "lump" on the inside. In short, almost everything that distinguishes a reproduction regimental from an original is present on the US military steins. I have never seen a US military regimental with a roster and they seldom, if ever, have any hand-painted decorative work to enhance the details.

On the other hand, the finials are often specialized to the unit, i.e. a soldier for an infantry unit, a tank for an armored unit, a castle for an engineering unit, a cannon for an artillery unit, and so forth. The decorations or side panels usually do not depict scenes from garrison or field duty but consist mainly of regimental insignia, crests or division patches. Often the thumblift is a US eagle holding olive branches (peace) and arrows (war) in its talons, a banner in its beak and a shield with a field of stars over its head.

Many, but not all, include the owner's name and rank and the dates he or she served. Also frequently found on the stein is the town or Kaserne (post) where the owner was stationed. One big difference is that it is not unusual to find one of those steins which belonged to a senior non-commissioned officer or an officer. This, of course, would be unheard of with the Imperial regimentals which were purchased almost solely by reservists who were the lowest ranked soldiers and served only two or three years.

At this time, the market is not defined but it is unlikely that the same things which make the older regimentals more desirable and expensive will affect the price of the post World War II US steins. There are no longer Luftschiffe (dirigibles or airships similar to blimps) in military service, Eisenbahn (railroad units) do not exist and a medic's stein does not excite me in the least. Tanks, the 1940's replacement for horse mounted units, strike me as the most attractive and desirable with airplanes, missile and artillery units following. Unfortunately, the common infantry (foot soldier) steins probably will not move up in status. Finally, I am not aware of any US service steins belonging to sailors but cannot rule out this possibility.

There is evidence that one interesting development in US Army military steins did take place between the early 1950's and the 1970's. Two of my earliest steins list the World War II campaigns in which the soldier's unit participated, but this detail has disappeared from later steins, making them both simpler and less interesting. This change is probably the result of the passage of time and the diminished lack of importance attached to old battles. To paraphrase General Douglas MacArthur, "old soldiers never die, they just fade away," but as they fade away, their military steins will go on.

I have seen mugs naming units which served in Korea but have seen nothing from Viet Nam or the Gulf War. Perhaps they do exist but are still in the possession of their original owners. One question which I was asked recently but could not answer relates to the West German Army which was organized in the 1950's. Did
those soldiers purchase regimental steins like their grandfathers did before the First World War or is this a tradition which only the Americans have continued?

Any reader with information or questions is welcome to contact me at 4165 Eastlea Drive, Columbus, OH 43214 (614) 267-2117. I will respond to all inquiries.

Figure 9. Stein named to Sgt. Charles Tice, Heavy Mortar Company, stationed at Warner Kaserne in Munich in 1952. Sgt. Tice was part of the 172nd Infantry Division. Warner Kaserne was a six story troop barracks built in the 1930’s for Wehrmacht SS units. It was capable of housing approximately 2,000 soldiers. This post was used to shelter displaced persons and refugees immediately after the end of World War II and by 1950 was the post for four American Army battalions. In the late 1970’s, it was returned to the German Army. This stein is unusual because the lid was made from a mold for a pre-WWI Imperial German mounted unit but has a thumblift depicting a US Army eagle.

Figures 11-13. Stein named to Francis P. Koisch who served from 1950 to 1953 and was assigned to the 54th Combat Engineer Battalion, part of the 7th US Army. The stein lists the unit’s World War II campaigns. The finial is the castle which is the symbol of the Engineer Corps of the US Army. Side scenes portray engineers constructing a bridge and carrying equipment to detonate a demolition charge, typical duties of engineers in a combat situation.

Figure 10. Stein named to Master Sergeant Charles S. Patrick, Company A, 13th Armored Infantry Battalion, Third Armored Division, stationed at Ayers Kaserne, Kirchgoens, West Germany in 1956. The finial is a M-113 armored personnel carrier which was introduced in the early 1950’s to move an infantry squad, approximately 10 soldiers quickly and safely into combat. This vehicle was needed to provide ground support capable of moving in conjunction with tanks. It was replaced by the Bradley used in the Persian Gulf War. The main armament on the M-113 was a .50 caliber machine gun mounted on top and used by the vehicle commander or squad leader. The M-113 was capable of floating and could cross rivers and lakes as an amphibious vehicle if necessary.

Figure 11.
Figure 14. Unnamed stein representing the 5th Missile Battalion, 6th Artillery stationed in Baumholder. Missiles were under the jurisdiction of the Artillery and the finial is a Nike missile which was deployed in Europe in the mid 1950’s. This was a medium range tactical weapon intended to destroy concentrations of enemy forces or strongholds.

Figure 15. US Air Force stein named to “Dean” stationed at Rhein Main Air Base in Frankfurt from 1966-1969 and assigned to the 6916th Security Squadron. The finial is a large four engine airplane, possibly a C-130 as this is the marking on the bottom.

Figure 16. Stein named to James M. Morgan who was assigned to Detachment 3, 615th AC&W Squadron, Air Defense Operations Center in Kindsbach, West Germany. Morgan was part of the 17th US Air Force. The central figure is a bat wearing an Iron Cross around its neck.

The Moon Man Stein
by S.J. Brainard

It seems like almost every year
A new Utica stein brings me cheer,
Each made by WEBCO I hear
For the Brewery Shop.
The newest one is mostly gray
With indentations in the clay,
Just like the moon you say.
Will wonders never stop?

He’s mostly body with no feet
And one could say he’s incomplete,
But I say he is a treat,
Especially filled with beer.
No one knows how many more
Brewery Shop steins are in store,
We just hope for steins galore
And look forward to next year.

The thumlift, too, is like the moon,
With little dents as in some spoon.
The Moon Man’s here and not too soon
And is a nice surprise.
He has the Schultz and Dooley nose
Made to smell the sweetest rose
And other things I do suppose.
He has lazy looking eyes.
Chapter & Verse

Gambrinus Stein Club

The April meeting of the Gambrinus Stein Club was held at the Rams Head Tavern, a microbrewery located in Annapolis, MD. In addition to a delicious meal and sampling some of the beer made at the brewery, the brewmaster, Allen Young, gave us a tour of the brewery and showed us his collection of occupational brewery steins.

Jim Sauer provided comments on uranium glass and showed several examples. Attending the meeting were nine new members: Wayne and Mary Fridley, Robert and Doris Moore, Werner Kaufmann, Charles Moore and Roxanne Fouts, and Annette Palm and Jeff Coriale.

Dick Strom and Leo Frene announced the kick-off for planning the 25th anniversary celebration of the Gambrinus Stein Club which will coincide with the December meeting.

Mark and Laura Fiebrandt hosted the June meeting at their home and again treated everyone with their chicken and steak barbecue.

Rich Cress, editor of Prosit, was the guest speaker. His presentation on Mettlach plaques was illustrated with numerous slides. Rich also had photographs of his collection which he shared with us after the meeting.

Joe Bent

Meister Steiners

Our May 1996 meeting was held in the Cypress Restaurant’s wine cellar which formed a perfect setting for a very enlightening talk by Stan Loula and Jack Strand. The topic was glass brewery steins with porcelain inserts which were found predominantly in the Midwest and especially in Chicago. They were used in brewery pubs, hotels and cafes and bore distinct signs of German craftsmanship in the pewter fittings.

October saw us meeting at the Chicago Brauhouse for dinner followed by a meeting hosted by Ludwig and Ella Bauer. Ludwig presented a talk on the many materials used to create steins, using examples from his collection. Ella supplied dessert in the form of her heavenly cheesecake.

December brought our traditional steins and Christmas cheer party hosted by Elaine and Wayne Pitra. A highlight of the evening was the viewing of seven decorated trees with ornaments as diverse as antique buttons to the traditional type. A wonderful buffet helped us all to begin to think of New Year’s resolutions.

March 1997 swept in to the Jahn’s home with Martin presenting us with a slide show and commentary essay on Heinrich Schlitt. This was followed by a culinary tour de force by Chef Pat, who outdid herself with a home-cooked banquet fit for a king. Ella Bauer again contributed her cheesecake dessert and all thoughts of diet (food or beer steins) have been set aside.

Al Hoch, chapter reporter

San Diego Stein Collectors

Last spring we held our first anniversary meeting, and I was proud to announce our group is now a chartered chapter of SCI.

Collectors have added several new members and continue recruitment efforts. One of our new members, John Tansil, has been elected ‘Editor’ and we look forward to initiating our first newsletter. Current officers were unanimously elected to serve a second term. They are: Fred W. Mueller, President; John Mann, Vice-President; Jon Belsha, Treasurer. John Mann will also continue as ‘Ambassador at Large’ and attend the Seattle SCI Convention for SDSC.

Jim and Jean Belsha, Bob & Collette Wilson, and Roy De Selms from Erste Gruppe were able to attend. Roy and John Castle brought a variety of steins for us to see and feel including a 1790 pewter stein of Roy’s. Many of these items were also for sale.

John Tansil also brought several from his collection, both old and new, for the membership to view and comment on. A lot of knowledge was shared that night, and much Gemütlichkeit.

Prosit,
Fred W. Mueller

Michisteiners

The chapter met on May 10 in Muskegon, MI at Gil Grevel’s home, a 1920 neo-classical house that he recently finished restoring. After a social period and an excellent meal prepared by Marsha Keyers, Gil took us on a guided tour of the home, on which he has done a beautiful job of restoration, and enroute showed us his outstanding collection of steins and other antique pieces. Gil then selected three of his steins for further discussion, one of which was a lovely opaline piece decorated with hand-enameled flowers.

This was followed by another treat, a visit to Marsha’s nearby lovely 1890 Victorian home, where we saw her large collection of stained glass lamps, art glass, humidors and other fine antique pieces. This concluded a highly enjoyable meeting, made especially so by the hospitality of Marsha and Gil.

Bo Boresch

Student Prince

The May 3 meeting of the Student Prince Chapter was held at the lovely home of Les and Charlotte Witham in Farmington, CT. The rain did not dampen the spirits of the members who enjoyed the traditional stein sale and swap, followed by a deli-
cious dinner buffet. At the business meeting, Dave Harr offered his home for a joint meeting with the newly formed New England Steiners, who have graciously offered to assist with the upcoming Boston convention.

Plans are well on the way for what promises to be an exciting fourth of July in 1998!

Following the business proceeding, Charlotte Witham and David Harr presented an excellent, informative talk on porcelain pipes, a wonderful “go-with” collection for stein lovers!

J. Marie Stevenson, Reporter

Sun Steiners

The May 3 meeting was called to order by Vice President Walt Vogdes at the Old Munich Restaurant in Orlando, FL. New members to SCI, Richard and Neida Bauer of Orlando, were introduced and received a hearty welcome to our club.

Next, we participated in a quiz prepared by Walt to test our knowledge of various steins, specifically their manufacturer and artist. While there were some rather light-hearted answers, Albert Nemeth answered all questions correctly and was given a round of applause and a small prize. Four members volunteered to prepare a quiz for a future meeting, using steins from their collections.

Jim Demars reported on the second Schwartz collection auction held in York, PA on April 26.

Our next meeting will be in Fort Lauderdale in September and the November meeting is to be held in Tampa/St. Petersburg.

Rose and Hank Naetzker were thanked for their efforts in arranging the meeting and we all expressed appreciation to Waltraud Reinfret of the Old Munich Restaurant for the delicious German meals enjoyed by all.

Betty Vogdes, Recording Secretary

Jaegerschnitzel from Die Lustigen Steinjaeger von Wisconsin

The news from Die Lustigen Steinjaeger is that on June 8 we caravanned down to Bob Groebner’s home in suburban Chicago to see his fine collection of steins and other remarkable antiques. Also in attendance were several Chicago club members. In fact, a Chicago member, Al Hoch, gave a great talk on pewter ... the casting, repair and restoration of the pewter element on steins. Great food and Sprecher Amber beer were in good supply.

I am happy to report that our President emeritus, Johanna Scott, was present and is over her illness and, in fact, looks like she could fight a bag full of wildcats.

Our next meeting will be on August 3 when we will have our annual Stein Crawl - visiting the homes of members Birschel, von Frankenburg and Fahrendorf.

This will be followed by our Stein Show and Sale at Old Heidelberg Park in suburban Glendale on September 14 from noon until 5 PM, which will be in conjunction with that old Milwaukee favorite ... Oktoberfest, which is traditionally celebrated in September not October.

Bitte, wir laden Sie herzlich ein.

Bis zum Nächstenmal!
Ersatz Berichstatter, Richard Keely

Western Ohio Stein Jägers

The Liederkranz in Dayton was the site of our May 17 meeting. We had a nice turnout, including several guests from the Liederkranz. Several of those guests enjoyed our meeting so much, they joined our club that day! The Western Ohio Stein Jägers would like to extend a welcome to the following people, who joined our club at our May 17 meeting: Wanda and Bill Wiedman (who also joined SCI), Tom Stahl, Blair House, and Ralph and Mary Steinlage. The Western Ohio Stein Jägers would also like to welcome the following...
people to our club: Ray Slyh, George and Terry Petrusko, Ray and Carol Patten, Allyn and Karen Raifstanger, James Buchanan, and Norm and Mary Lou Paratore, all of whom joined our club this year. Welcome aboard!

Louis Foster gave a nice talk on military steins at our May 17 meeting. Louis covered the 1840's to the present and had a nice selection of steins to aid his talk. Thanks for a nice job, Louis.

Our club will be having another stein raffle this year. We will hold the drawing at our October 11 meeting. Our first prize will be a 1-1/2 liter Wick Werke, and our second prize will be a 1/2 liter C.U.I. Elvis Presley Commemorative Collectors Stein (*Still the King* Post Mark Original). We will be selling tickets at the Minster Ohio Oktoberfest on October 3, 4, and 5. Look for us at the booth where steins are for sale. Winners need not be present to win, and of course, everyone is welcome to join us at any of our meetings.

See you at the convention.

Prosit!
Mark Brookey

**Thirsty Knights Chapter**

Our second meeting of the year took place June 1 at the Platdeutsche Restaurant in Franklin Square, NY. 54 members took part in the meeting; the food as usual was excellent with a choice of Sauerbraten, chicken cordon bleu or trout almondine. Approximately 275 to 300 steins were available for sale or trade, with many members going home with new pieces.

Marty Cameli, our new President, made a few announcements on the upcoming convention in Seattle. Marty presented, on behalf of the officers and members of the knights, a beautiful plaque to Steve Steigerwald, our past President, for his fine effort as President the past few years. Steve's wife JoAnne also received a plaque for the excellent job she did as secretary.

**Rocky Mountain Steiners**

The April 14 meeting was held at Fred & Pat Hansen's house in Cheyenne, WY. Fred & Pat have a wonderful collection of steins, nutcrackers & medieval items! Pat fixed a delicious lunch for us hungry Steiners, which consisted of pasta and lunch salads, as well as meatballs and homemade apple pie! Everyone was pleasantly surprised when Fred gave each attendee a handmade stained glass suncatcher in the shape of stein with "RMS" on it! We thank Pat and Fred for their hospitality, as everyone had a great time!

Fred and Pat placed an ad in the TRADER'S Shopping Guide to notify readers of our meeting. As a result, Gary brought several steins on which he wanted information. Bill Bale evaluated and appraised the steins. One was a regimental stein from 1913, another was a skull reservist stein from 1911 and the third was a glass wedding stein from 1871.

Bill Bale brought a Caroline character stein, one of three Caroline steins, which were made. This is the prettiest of the three! Bill Owsley brought two V&B vases he picked up at a recent antique show. They could not be found in the Mettlach books, but the V&B mark on the bottom indicates that they were made between 1852 & 1873. Bill got a good deal on the vases!

**Erste Gruppe**

On April 19, some 40 attendees met at Jean and Jim Belsha's Beverly Hills home for our spring general meeting. The weather was especially balmy, and a delightful respite from winter. The stein tables were loaded with steins offered by at least half a dozen members. Along with usual beverages, we were treated to Jim's Homebrew #34 (approx). Talk about "Fresh!" Jean's roulumaden-led German dinner was just mouth-watering. Many of us ignored diets and left no sausage or dessert go to waist-1 mean waste.

During the business meeting Belshas got a telephone call from the missing Claire
and Terry Hill announcing the arrival of 8 pound grand-daughter Kendall Jane to their daughter and son-in-law, Jennifer and Kyle Odermatt. That was exciting! Then we continued on and had as a program a presentation with slides, by Pat Manusov on "Contemporary Steins from Old Molds" (not to be confused with "Old Mouldy Steins"). This covered Schierholz and Bohne (Albert Stahl) production. Belshas were thanked for their hard work and great hosting. It is always a treat to meet there.

May 24 had a board meeting at Colette and Robert Wilson’s Springville home. This was attended by about 30, a few of whom had taken advantage of the Bakersfield pitstop at Scheers on the way. Again a beautiful spring day greeted us in Springville, as we munched and imbied and shared Gemütlichkeit. Bob’s high tech brick walks are almost finished in the back yard, and we wonder what he will think of next when they are done. Colette presented a delicious roasted beef dinner and the spiced fruit that we always look forward to. Even a birthday cake for member Pratibha Patel, which was shared by all. We were happy to note improving health for Floyd Dietlein, Nira Rostand and Jack Sander after their car accident, and Gale Rosenbaum after her back surgery.

We are looking forward to hearing about summer trips by some of our travelers: Mary Durben Maloney to Germany with grand-daughters Jennifer Surowiec and Emily Durban; Pat and Gene Manusov to Europe, especially Loire Valley and Paris; Scheers to Helsinki, and a St. Petersburg to Moscow Riverboat Trip. And now we’re looking forward to Skedaddling to Seattle!

Our remaining schedule is:

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<td>General</td>
<td>Oct 11 Hills, Ojai</td>
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<td>Board</td>
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<td>Dec 13 Old World Restaurant</td>
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Ted Scheer, Chapter Reporter

Gerry Morabito and Earl Wainwright for their very real interest and for being the driving forces in founding the club.

It was decided to set up a Web Page to make Uppersteiners known to a wider audience with similar interests.

We were fortunate to have Andre Ammelounx attend our meeting. He spoke about the stein market and answered a number of questions concerning his work and the stein market in general.

Bob Terray, who conducts video auctions covering beer paraphernalia, spoke about his work. He showed his auction videos which provide a wide variety of beer-related items of interest to various collectors.

Dick Milewski conducted a successful member auction. Even Andre Ammelounx picked up several choice items.

The next meeting will be held Sunday, October 12, at the Sunrise Hill Inn in Canandaigua.

**Glass Seminar**

The Corning Museum of Glass in Corning, New York, will conduct their 37th Annual Seminar on Glass October 15-18.

Included are lectures on cut and engraved glass, Venetian glass, and mid-20th-century Italian glass. Glass making demonstrations will also be featured, and participants will make their own glass objects.

Call 607/937-5371 for more information or to make a reservation.
Each SCI member in good standing is entitled to run one free ad per year. You can run an ad to either sell or buy steins and related items.

Please limit your ad to approximately 50 words. Print or type as on a 3” x 5” card or paper. There is no charge for your first ad each year. Additional ads will be billed at our classified rates.

Send to Rich Cress, 1300 E. 66th St., Minneapolis, MN 55423

Deadline for next issue is November 1, 1997

Wanted: Information on Earlyware Mettlach production items made from about 1845 to 1870. I am attempting to compile a complete listing of all numbered items under #1000 and unnumbered items made during this time frame. Will share information with all respondents. Louis Foster, 4165 Eastlea Drive, Columbus, OH 43214 (614) 267-2117.

For Sale or Trade for Regimentals: Mettlach #1737 2L; 4, #1745 .25 L; Gerz #1220, H.R. #402, Merkelbach & Wick #3002E, Cranberry glass with footing, enameled glass art nouveau, Faust brewery stein, Dumler & Breiden #27 Military frog; Girmschied #858 1.5L; All excellent to mint. Bob Laier (417) 739-4255.


Wanted: Inlaid lid for Mettlach #1932, 1-Liter. Call Ron Greve, (414) 261-8191 or Fax: (414)251-8142.

The Seattle Convention
by S.J. Brainard

Skedattle to Seattle is not just a catchy phrase, It means battle in Seattle to stem the beer stein craze. You may play and spend a day just in Gary’s room, It will be fine to touch each stein like in a Pharaoh’s tomb.

There will be more steins in store at the seller’s table You can buy til the well runs dry as long as you are able. If you want to hear of vessels for beer just listen to the speakers And you’ll grow wise from these guys dressed in suits and sneakers.

If you’re a lass in love with glass, Ronnie is your man, But if you care about stein repair you are Andre’s fan. Little Steve has no peeve against any stein that is etched, And Therese’s way about animal play will not be far-fetched.

Then there’s Les who will confess that he knows everything, Ron and Bob complete the job on steins fit for a king. If you wish to view what’s old and new, ride on the Dinner Train, Or you can sail in moonlight pale to Blake Island’s domain.

On German night tjiere’ll be a sight of brats und dunkel Bier And you can dance or seek romance at this golden time of year. On Monday not on Sunday this great convention ends, With long goodbyes and many sighs we’ll leave our hosts and friends.
The new Economics of Beer Stein Manufacturing

As I've mentioned here in the past, the beer stein manufacturing industry in Germany has for some time been in the throes of a major shake-out. Serious low-price competition from places like Brazil and China, combined with a shrinking market for traditional German steins has put enormous pressure on German manufacturers to adjust or fall by the wayside. A number of venerable companies, as many Stein collectors know, have already done the latter. Among those that remain, most have stayed ahead of the game by finding and exploiting new markets (particularly in the United States) and, more often than not, have gained access to those markets by producing licensed steins under contract to others.

A company that has been instrumental in the development of this new way of doing business is Tradex GmbH, with offices in both Germany and the U.S. Among the steins for which Tradex has been responsible in the last several years are the Corona® characters (Prosit, June 1996), Saturday Evening Post® Christmas steins (Prosit, December 1994), the Budweiser® Frog and Bud Light® Penguin (Prosit, March and June 1996) and Winchester® rifle steins.

In talking with Jim Brooks, an SCI member who runs Tradex on this side of the Atlantic, we agreed that collectors might find it both interesting and enlightening to follow the development of a licensed Tradex stein from conception through distribution. While the Tradex approach is far from the only way that a new stein gets to market in the United States, it's one that is becoming increasingly common in the industry.

Our working model for following the development process is the second in a series of hand-painted, deep-relief Winchester hunting steins. The stein, decorated with a scene depicting a duck hunt, is being produced by German steinmaker S.P. Gerz GmbH and marketed by Anheuser-Busch as one of its Gerz Meisterwerke editions (GM24). The first in the Winchester hunting series (“Pheasant Hunt,” GM20, figure 1) was released last year and is already well on its way to selling out its limited edition of 3,500. “Duck Hunt,” is also being produced in an edition of 3,500 and will likely be followed by a third stein which will complete the series.

Like all the steins with which Tradex is involved, the Winchester hunting steins are being developed and distributed under an exclusive license granted by the trademark owner (i.e., Olin Corporation).

From Concept to Finished Product

About four years ago, after negotiating a license to use the Winchester trademark, Tradex opened discussions with Anheuser-Busch regarding a new stein series. As part of their overall relationship with Tradex, A-B has a right of first refusal with respect to all licensed Tradex products. In this case, A-B exercised its option and the process of developing the series was underway.

The first step in creating a beer stein is a black and white sketch or, more likely, a series of sketches. With the “Duck Hunt” stein, since the general configuration (body and lid shape, handle, etc.) were already established by the first in the series, the sketches (figure 2) were limited to the artwork with which the stein would be decorated. The initial sketches for the stein, as well as follow-up drawings, were done by Direct Impact, Inc., a commercial art company in St. Louis which often produces the graphics for products distributed by Anheuser-Busch.

After approval of the sketches by A-B, Tradex, and Olin Corporation, the next step was a full-color rendering (figure 3). (Note that the picture is curved to fit around the shape of the stein, which is wider at the bottom than the top.) Once that had been approved, production of prototypes could begin.

Because "Duck Hunt" is a deep-relief stein, prototype development began with the creation of a three-dimensional clay model. What may surprise some readers is the fact that the model was flat (as opposed to being made in the shape of a stein), similar in appearance to a colorless topographic map.

A "master mold" was then created by pouring plaster over the model to create a negative impression (still flat) of the stein body. In this case, there were actually two master molds (figure 4) - one for the bulk of the stein body, and one for the ducks flying overhead which are applied prior to the first firing.

The next step in the prototype-making process was to pour a "plasticene" substance into the clay master mold. Once set, the flexible plasticene, containing a positive deep-relief image, was wrapped around a stein-shaped form to build a "mother mold." The mother mold was then used to create a two-part plaster "working mold" from which the prototype stein bodies were made.

In the case of the Duck Hunt stein, liquid clay was poured into the working mold and allowed to partially dry. Since the liquid dries (and sets) from the outside in, once partial drying occurred, the remaining liquid was poured off and the two halves of the working mold were separated to produce the raw stein body ("Greenware"). Any irregularities (mold joint marks, etc.) were then removed, and a separately-molded handle was applied, as were the flying duck appliques. The
greenware then got an "underglaze" and its first firing to produce a completed stoneware body ready for hand-painting, application of the Winchester logo, another coat of glaze and a final firing (figure 5).

As all this was occurring, a similar process was taking place to design and produce the stein’s pewter lid. Work was also underway to create the packaging, including a gift box and styrofoam insert.

For want of space, we'll leave the story of how these things get accomplished for another time.

Suffice it to say that overall responsibility for development and manufacture of all components belonged to Tradex, an organization which might best be described as a "beer stein general contractor." While Anheuser-Busch (the distributor) and Olin Corporation (the licensor) had approval authority at each stage of the development process, creation of the product, from the first drawings to the boxed steins ready for shipment, was the sole responsibility of Tradex and its subcontractors.

Finally, once the prototype Duck Hunt steins had been decorated and the lids applied to produce finished products (figure 6), the samples were distributed for final approval. That approval, of course, was forthcoming, and manufacturing began several months ago to produce the first batch of new steins, which already have begun showing up on dealer shelves.

If you hunt with a Winchester, you might want to go check one out.

...And From the Other "Budweiser"

A while back, in reading the "Company History" portion of the materials sent to Anheuser-Busch Collectors Club members, I was struck by a description of how the company’s best selling product was named. According to the folks at A-B, after developing the recipe for what was to become "The King of Beers," "[t]he new brew then needed a name that would appeal to both Americans and German immigrants. So [August] Busch coined the word "Budweiser." The logic behind the name was simple - it had a Germanic sound to it, yet was easy enough for Americans to pronounce."

Although A-B’s story of the creation of the name "Budweiser" out of whole cloth seemed a little far-fetched to me at the time, I had no reason to concern myself with it until I came face-to-face with the stein shown in figure 8. Produced in celebration of the 100th anniversary of the Budvar Brewery in the Czech Republic, the stein includes the name "Budweiser" prominently displayed on its face. Could it be that a Czech brewer stole the name "Budweiser" from August Busch more than 100 years ago and got away with it? Not likely.

So where did the name "Budweiser" really come from? The answer, I discovered almost by accident, was to be found in the June 1984 Prosit, which contains a letter on the subject from Peter H. Blum, then historian of the Stroh Brewing Company. In pertinent part, Mr. Blum’s letter reads as follows:

"...Far from inventing the term "Budweiser," the word is the name of a historic Bohemian brewing town, Budweis, much like the Bohemian town of Pilsen generated Pilsner (Beer), or Dortmunder, Würzburger, Kulmbacher and Münchener stand for beers from these German cities.

Budweiser was quite a common beer type before prohibition, and it is doubtful that in the early years of Anheuser-Busch there was any thought to change a town’s name into a brand name. But when Busch’s Budweiser became a best seller, and brewers of Budweiser from small breweries folded, A-B set out to adopt the name Budweiser as a legal trade mark.

While A-B had no theoretical legal right to acquire the exclusive use of a geographic name, the practical situation made it extremely difficult for anybody to deny their determined effort and resources ... Only one brewery could bring about an equitable settlement with Anheuser-Busch: the Budvar brewery of Budejovice (the Czech name for Budweis). [Budvar] imports beer into the U.S. but agreed not to market "Budweiser" in [the Czech Republic]."

As for the Czech "Budweiser" stein in figure 7, I’m sorry to report that I have been unable to locate a source in the United States. The pictured stein was ordered directly by Gambinus Chapter President Joe Bent (apparently with some difficulty) from a dealer in the Czech Republic and, to the best of my knowledge, there is no more convenient way to obtain one. If any reader is aware of a U.S. distributor, please let me know and I’ll put the information in the next issue.

The Most Expensive Modern Stein?

In honor of the 1996 Centennial Olympic Games, Anheuser-Busch commissioned a unique 22" tall commemorative stein from S.P. Gerz. (CS267, figure 8). The front features a hand-painted depiction of the Atlanta 1996 Centennial Olympic Games Collection logo and each side of the stein, as well as the top and bottom bands, contain detailed relief engravings of the official Olympic pictograms. The handle is made in the shape of a vine-covered Greek column and the unusual pyramid-shaped lid features the 1996 Olympic Games logo in raised metallic gold relief. A metallic gold replica of the Olympic flame tops off what many would agree is a truly striking creation.

Only 1,996 of the steins were made and they were offered for sale at $500 each, but only to Anheuser-Busch wholesalers. Needless to say, the small supply was quickly exhausted and, as might be imagined, they have become a hot item among A-B collectors. So hot, in fact, that only two years after they were first sold these steins now command a price (if you can find one at all) in the range of $2,000, surely ranking them well ahead of other current contenders for the title of "Most Expensive Modern Stein."

Another Information Source

Just before the deadline for the current issue, I received a nice letter from Paul Clark, an active SCI member from the St. Louis area, pointing out an excellent piece in the March-April 1997 issue of the American Breweriana Journal on variations of A-B stein CS15. The stein depicts a team of Clydesdales at the entrance to Grant’s farm, an historic St. Louis landmark and, according to the article, comes in at least ten different versions. That issue of the Journal also contained a "Market Trend" section listing average offering prices for eleven early Anheuser-Busch steins.

If you’re a collector of A-B or other brewery steins, you may want to look into membership in the American Breweriana Association (ABA), which includes a subscription to their bi-monthly Journal in the $25.00 annual membership fee. For more information write to Stan Galloway, P.O. Box 11157, Pueblo, CO 81001-0157, or contact him by e-mail at breweriana@aol.com.

Thanks for the heads-up, Paul.
We conduct six beer stein auctions annually. Our color and black & white catalogs give collectors the best photographs and descriptions so that they can buy with confidence. A one year subscription is $30.00 which includes post-sale results.

We are accepting consignments for future auctions. We also buy steins.

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