



*‘Oktoberfest: Texas Style’*

**Nov. 4 – Nov. 13, 2011  
New Braunfels, Texas**

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**Wurstfest Association, P.O. Box 310309, New Braunfels, TX 78131-0309**

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**WURSTFEST MUGS AND STEINS PRESENT SPECIAL  
VIEW OF WURSTFEST THROUGH THE YEARS**

Behind every good Prosit – the salute where one lifts one’s drink up high in the air – is a good mug or stein. This year’s special 2011 Wurstfest Mug and Stein feature the artwork of local muralist Brent McCarthy. The scene depicted on the mug displays the Wurstfest grounds, dancing couples and a musician playing a tuba made out of sausage links.

“This year’s stein is special because it has a 24K gold-plated lid,” said Ken Armke, owner of OHI Collectibles, producers of the Wurstfest mugs.

Since 1969, there has been a specially-designed mug for every year of Wurstfest.

“My sister made the first mug,” said Herb Skoog, director of Wurst Relations, who was president of Wurstfest in 1969.

Doris Wallace made about 50 of the ceramic mugs. In the early 1970s, both Opa’s Haus (the former partner company to which Armke belonged that is now OHI Collectibles) and Walter Zeisig, who succeeded Skoog as Wurstfest president, produced undated mugs as well.

“He (Zeisig) reproduced the Wurstfest parking sticker on the mug,” Skoog said.

The first dated Wurstfest mug was a 1972 mug, made in .5 and 1 Liter sizes and offered in gray or cream-colored earthenware. W.J. (Bill) Kneuper produced the artwork of a stout Opa, and the mug was produced by Opa’s Haus.

What has followed since has been all kinds of variations of artwork for the prestigious yearly dated Wurstfest mug and the adventures surrounding the production of the mug each year. Armke documents some of this on his Web site at [www.ohiexchange.com/steins/](http://www.ohiexchange.com/steins/).

“I can tell you that 1971 to 1976 have been some of the scarcest years for collectors,” Armke said. “Those mugs are hard to find for their collections. The reason is because prior to 1976, few of those mugs were circulating around town. But in 1976, we began having an Open House to the Opas where the mugs were given to the members of the Wurstfest Association. That meant there were more mugs circulating around town.”

Armke notes on his Web site that the 1975 mug, the first mug to feature multicolored artwork, sold for a record \$400 in 1994.

The 1983 mug, featuring a dancing couple, has gone up in price. The artist, Georgia Brooks, a teacher, was well-known for her knowledge and helpfulness, according to Armke. The next year also brought with it another popular mug, when Pat Ford added her own unique interpretation of the chicken dance to the mug.

In 1991, patrons could begin buying steins – mugs with the decorative pewter lids added.

Missouri Artist Lowell Davis, known for farm animal figurines, designed artwork for several mugs. As Armke noted: “For the 1992 mug, we finally got Lowell Davis to do the animal orchestra theme we’d been wanting for years.”

“In 1993, my really good friend Paul Tadlock, who is a nationally-known sculptor, was asked to do the series,” Armke said.

Tadlock’s “Fritz and Friends” was an instant success, and it was the first time a design was given a name.

Armke, a Senior Opa who has a journalism and advertising background, has designed several of the mugs as well.

“But those were more from an ad layout perspective,” he said. “In 2006, we started using artists from the New Braunfels Art League to design the mugs.”

That year was a banner year as the mug sported the designs of the giant steins that were seen all around town as part of the art league’s Parade of Steins.

“We sold out of those real quick,” Armke said.

It’s a good reminder to get your 2011 Wurstfest mug now!

Ein Prosit der Gemütlichkeit!

The Wurstfest Association of New Braunfels is a non-profit corporation whose purpose is to promote the local economy through tourism and promote and preserve the community’s rich German heritage. Proceeds from the event benefit a wide variety of projects.

Admission to the Wurstfest grounds will be free from 4 to 7 p.m. on opening night, Nov. 4. After 7 p.m., admission to the festival is \$8 at the gate; and children ages 12 and younger will be admitted free at all times. Wurstfest continues through Nov. 13. Group rates, advance discounts

and special weekday promotions are available. For information about Wurstfest, call 830/625-9167 or 1-800-221-4369, or visit the Web site at [www.wurstfest.com](http://www.wurstfest.com).