**Schicht’s World and His Soap with a Stag**

**25th Colloquium in Ústí nad Labem, 17–18 May 2018**

It is our pleasure to hereby invite you to participate and contribute to the colloquium ‘The World with a Stag’, a meeting dedicated to the history of the Schicht/Setuza factory, which will take place in the Museum of the City of Ústí nad Labem.

The name Schicht was once known equally well as Škoda or Baťa. This family of entrepreneurs from Ústí had built an industrial empire whose still active heir is the transnational concern UNILEVER, a producer of foods, personal care products, but also detergents and other goods. In 2018, it will be 170 years since the foundation of the Schicht company.

The Schicht Company used to produce many well-known products such as the soap with a stag, Elida cosmetics, Ceres and Vittelo cooking fats, Vegetol oil, Thymolin toothpaste, etc. Its products dominated the vast market of Austria-Hungary and throughout the empire one could find dozens of its factories and countless enamel signs with the stag in many different languages. The company had expanded to Germany and to The Netherlands, and owned coconut plantations in Africa. It brought to Europe new marketing trends. Its first international advertising campaign in 1928 made history not only in Czechoslovakia, but also in Austria and Germany. Schicht was among the first in Czechoslovakia to use film advertisement and the very first to use sound film ads. The first airplane race in Austria-Hungary, established in 1914, was called ‘Schicht’s Flight’ in honour of its main sponsor. The Schicht Company had built bridges and developed its own automobile prototype. It owned a large shipping company, including a fleet of passenger steam ships, which operated on the Elbe River. In 1911, it opened in Ústí a factory dedicated to the production of hydrogenated fats, the first such enterprise in Europe and fourth in the world. The factory had the tallest chimney in the Austria-Hungary. The company provided for its workers a canteen already in 1894. In 1931, it also opened its own covered spa with a 25-meter-long swimming pool. The company’s growth was limited by competition from The Netherlands and Great Britain. In 1929, the Schicht family united with these competitors and formed a transnational concern Unilever, whose first president was Georg Schicht, a native of Ústí, who then settled in Britain. After 1945, the Schicht Company was nationalised and its name changed to Severočeské tukové závody (North Bohemian Fat Industries, aka Setuza). The new company largely continued in the existing production.

Despite all of the abovementioned pioneering deeds, and although its importance is fully comparable with that of companies such as Škoda or Baťa, the Schicht/Setuza Company’s development had so far escaped the attention of scholars who focus on Czech/Czechoslovak industrial history. This colloquium’s goal is to try and rectify this undeserved omission.

Suggested subject areas:

1. History of the Schicht Company from its foundation until the present day
2. Important personages of the company and the Schicht family
3. Schicht’s marketing and advertisement
4. The company’s social and cultural policy
5. History of science and technology
6. Architecture and construction.

You are invited to register and send the name of your contribution with a brief summary by **31 January 2018** to [usgs@ujep.cz](mailto:usgs@ujep.cz). Information regarding the acceptance of your contribution will be sent to you shortly thereafter. The languages of the conference will be Czech, German and English.

On behalf of organisers (Institute of Slavonic and German Studies and Department of History of the Faculty of Philosophy of Jan Evangelista Purkyně University, Museum of the City of Ústí nad Labem, Society for the History of Germans in Bohemia, and Archive of the City of Ústí nad Labem)

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