



NEW ZEALAND
ARCHAEOLOGICAL
ASSOCIATION

ARCHAEOLOGY IN NEW ZEALAND



This document is made available by The New Zealand
Archaeological Association under the Creative Commons
Attribution-NonCommercial-ShareAlike 4.0 International License.

To view a copy of this license, visit
<http://creativecommons.org/licenses/by-nc-sa/4.0/>.

THE AMS TRADEMARK

Sarah Macready
Department of Conservation
Auckland

A recent Department of Conservation report on the 19th century artefacts from Chancery St, Auckland, included an illustration of a clay pipe with a distinctive impressed mark: 'AMS' set within a bow (Macready and Goodwyn 1991: 72 P49; see Fig. 1 below). This could not be attributed to a maker at the time (*ibid.*: 61). However, the mark can now be identified as the trademark of the firm Silber and Fleming of London and Paris. In c.1883 this firm published an 'Illustrated Catalogue of Furniture and Household Requisites', selections from which have recently been republished as *The Victorian Catalogue of Household Goods* (Bosomworth 1991). The AMS trademark appears on every page of the c.1883 catalogue, but apparently does not feature in earlier versions (Bosomworth 1991: 6).

Founded as a small fancy goods warehouse in 1856 by Albert Marcus Silber, a naturalised Briton originally from Schleswig-Holstein, and N.H. Fleming, by the 1870s the business had expanded into a large manufacturing and import/export firm dealing in a very large range of household items. These included silver, electroplate, cutlery, china, glass, jewellery, clocks and watches, gas lamps and fittings, luggage, small items of furniture, ornaments, bathroom and kitchen equipment and utensils, birdcages, tents and hammocks, carriages and carts, agricultural implements, sports equipment, pushchairs and prams, toys, pipes and tobacconists' sundries.

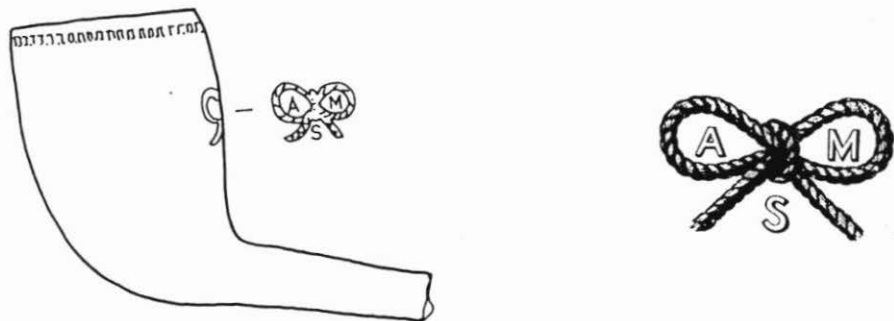


Fig. 1. Left: clay pipe from Site R11/1589 (Chancery St), scale 1:1. Right: the Silber and Fleming trademark (after Bosomworth 1991: *passim*).

Silber and Fleming boasted that almost every article in their catalogue was held in stock and could be dispatched within a few hours of receiving the order.

With such a wide range of items available for export, the AMS trademark could be found on almost any type of household goods from 19th century archaeological sites, and it therefore seems appropriate to draw attention to it here.

ACKNOWLEDGEMENT

I am grateful to Robert Brassey for showing me his copy of the *Catalogue*.

REFERENCES

- Bosomworth, D. 1991. *The Victorian Catalogue of Household Goods. A Complete Compendium of over Five Thousand Items to Furnish and Decorate the Victorian Home*. Studio Editions, London.
- Macready, S. and Goodwyn, J. 1990. Slums and Self-Improvement. The History and Archaeology of the Mechanics Institute, Auckland, and its Chancery Street Neighbourhood. Vol. 2. The Artefacts and Faunal Material. Science and Research Internal Report 92. Department of Conservation, Wellington.