



VOL. 34 NO. 6

NEWSLETTER

DECEMBER 2009



**DINNERWARE: THE
FIRST IN A SERIES**

Pages 7-9

**WISCONSIN
STONEWARE**

Page 10

**BEWARE OF FAKE
ADVERTISING**

Page 12

RWCS CONTACTS

RWCS BUSINESS OFFICE

PO Box 50 • 2000 Old West Main St. • Suite 300
Pottery Place Mall • Red Wing, MN 55066-0050
651-388-4004 or 800-977-7927 • Fax: 651-388-4042
EXECUTIVE DIRECTOR: STACY WEGNER

EXECUTIVEDIRECTOR@REDWINGCOLLECTORS.ORG
ADMINISTRATIVE ASSISTANT: KATIE HARDYMAN
MEMBERSHIP@REDWINGCOLLECTORS.ORG
Web site: WWW.REDWINGCOLLECTORS.ORG

BOARD OF DIRECTORS

PRESIDENT: SUE JONES TAGLIAPIETRA
2219 Lakeland Ave. • Madison, WI 53704-5636
608-241-3072 • PRESIDENT@REDWINGCOLLECTORS.ORG

VICE PRESIDENT: JOLENE McKOON
3124 4th St., Unit 8 • Moline, IL 61265
309-797-3894 • VICEPRESIDENT@REDWINGCOLLECTORS.ORG

SECRETARY: PAULETTE FLOYD
208 E. Somonauk • Yorkville, IL 60560
630-553-9234 • SECRETARY@REDWINGCOLLECTORS.ORG

TREASURER: MARK COLLINS
4724 N 112th Circle • Omaha, NE 68164-2119
605-351-1700 • TREASURER@REDWINGCOLLECTORS.ORG

HISTORIAN: STEVE BROWN
2102 Hunter Ridge Ct. • Manitowoc, WI 54220
920-684-4600 • HISTORIAN@REDWINGCOLLECTORS.ORG

REPRESENTATIVE AT LARGE: RUSSA ROBINSON
1970 Bowman Rd. • Stockton, CA 95206
209-463-5179 • REPATLARGEWEST@REDWINGCOLLECTORS.ORG

REPRESENTATIVE AT LARGE: JERRY ERDMANN
W15416 Fair-Morr Rd. • Tigerton, WI 54486
715-535-2094 • REPATLARGEEAST@REDWINGCOLLECTORS.ORG

AUCTION MANAGER: TODD AVERY
29361 Flower Valley Rd. • Red Wing, MN 55066
651-592-3008 • AUCTION@REDWINGCOLLECTORS.ORG

COMMEMORATIVE MANAGER: BOB MORAWSKI
2130 S. Ridgeway Dr. • New Berlin, WI 53146
262-853-8269 • COMMEMORATIVE@REDWINGCOLLECTORS.ORG

EDUCATION MANAGER: GLENN BEALL
215 W. 7th St. • Logan, IA 51546-1221
712-644-2256 • EDUCATION@REDWINGCOLLECTORS.ORG

JULY CONVENTION SUPPORT PERSONNEL:
Pre-registration – JIM & JOYCE SUTHERLAND
AND JIM & KAREN KEYS

Show & Sale – CINDY & PETE MAY
423-639-2477 • SHOWANDSALE@REDWINGCOLLECTORS.ORG

Display Room – LAURA BEALL
605-464-5941 • DISPLAY@REDWINGCOLLECTORS.ORG

IN THIS ISSUE.....



- PAGE 3 NEWS BRIEFS, ABOUT THE COVER
PAGE 4 CLUB NEWS, 2010 MIDWINTER SCHEDULE
PAGE 5 OLMTSTED COUNTY CO-OPERATIVE ASSOCIATION
PAGE 6 CHRISTMAS GREETINGS FROM WILL H. SCHALLERT
PAGE 7 AN INTRO TO RED WING DINNERWARE
PAGE 8 EARLY RED WING DINNERWARE & GYPSY TRAIL
PAGE 10 COLLECTING WISCONSIN STONEWARE
PAGE 12 IDENTIFYING FAKES: OLD STONEWARE WITH NEW ADVERTISING
PAGE 14 CLASSIFIEDS
PAGE 16 FALL UPDATE FROM YOUR RWCS FOUNDATION

MEMBERSHIP

A primary membership in the Red Wing Collectors Society is \$25 annually and an associate membership is \$10.

There must be at least one primary member per household in order to have associate membership. Members can pay for more than one year when renewing their membership. Contact the RWCS Business Office for additional details.

NEWSLETTER EDITOR

RWCS MEMBER RICK NATYNSKI

PO Box 198

PEWAUKEE, WI 53072

NEWSLETTER@REDWINGCOLLECTORS.ORG • 414-416-WING (9464)

The Red Wing Collectors Society, Inc. Newsletter is published bi-monthly by the Red Wing Collectors Society, Inc. Suite 300 • 2000 West Main Street Red Wing, MN 55066.

Phone: 651-388-4004 Fax: 651-388-4042

WWW.REDWINGCOLLECTORS.ORG

Postmaster: Send address change to: Red Wing Collectors Society, Inc. Newsletter
PO Box 50 • Red Wing, MN 55066. USPS 015-791; ISSN 1096-1259.

Copyright © 2009 by the Red Wing Collectors Society, Inc. All rights reserved.
The Red Wing Collectors Society, Inc. does not guarantee the accuracy of articles submitted by individual members.

NEWS BRIEFS

ONLINE SOCIAL NETWORKERS NEEDED

The RWCS is seeking members to write about their RWCS experiences at MidWinter, Convention and chapter meetings on Facebook and iAntiqueOnline websites. We're looking for as many members as possible to consider taking time to post on our group pages about the RWCS, especially regarding MidWinter and Convention. Contact RWCS Executive Director Stacy Wegner for more information.

RWCS FORMING MEMBERSHIP COMMITTEE

The RWCS Business Office is forming a Membership Committee to focus on retention of current members and recruitment of new members. If you have ideas or would like to join our forces, we'd love to hear from you. No suggestion is too small. We want to hear your ideas and feature your recruiting stories in a new "Building Your Red Wing Network" column (see page 4). Contact the business office for more information.

2010 CONVENTION ONLY 30 WEEKS AWAY

Yes, it's true! Mark your calendars for July 8-10, 2010. We're looking assistance with the planning for the Friday night and Saturday night social events, so if you're interested in helping, please contact Stacy Wegner. We appreciate all the volunteers that make Convention and MidWinter possible.

2010 RWCS BUSINESS OFFICE HOURS

The RWCS Business Office staff hours will change in 2010. Stacy Wegner will continue to be in the office full-time – 8:30 a.m. to 5 p.m. CST Monday through Friday. Katie Hardyman, however, will only be part-time Monday through Thursday. This change will not affect the level of membership service that you have come to expect.

MEMBER E-MAIL ADDRESSES WANTED

If you have recently changed your e-mail address or did not receive any Convention announcements this year via e-mail, please contact the business office to verify your e-mail address. Having your e-mail address helps us remind you about membership expiration and ordering your commemorative, and enables us to tell you about new information on the RWCS website, etc. The easiest way to get your e-mail address into our database is to contact Katie Hardyman at MEMBERSHIP@REDWINGCOLLECTORS.ORG.

DESIGN FLAW IN OCTOBER NEWSLETTER

About a dozen members contacted me after receiving their last *RWCS Newsletter* to share that they had problems reading the "Sieg & Dahl's Barrel House" and "Dahl's Grocery" articles due to the dark brown backgrounds. I'd like to thank those members for taking the time to contact me. Dark-colored backgrounds will not be used with black text in the future. – *Rick Natynski, RWCS Newsletter Editor*

CALL FOR NOMINATIONS: SEVEN RWCS BOARD POSITIONS UP FOR RE-ELECTION IN 2010

There is still time to put your name in the hat for the 2010 RWCS Board of Directors elections. The deadline for submitting nominations so that your name can appear on the ballot is Jan. 15, 2010. The four-year terms of all current RWCS Board members (President, Vice President, Treasurer, Secretary, Historian and Representatives at Large) end as of the 2010 Convention. The RWCS Nominating Committee is seeking members to be candidates for nomination for these Board positions for the upcoming election. We have a particular need for candidates for the Secretary position, but interest in any of the Board positions is welcome.

Board meetings are held during MidWinter and the July Convention, with an occasional conference call if needed, so extra travel isn't required. The job descriptions for all Board positions are posted on the RWCS website, and can give you an idea of what is involved with being a Board member. In addition, if you have any questions about what any of the positions entail, any Board member would be happy to talk to you about Board service, or you can contact RWCS Vice President Jolene McKoon. Board contact information is available on Page 2 of the newsletter. 3



ABOUT THE COVER My "New" Jug

I was visiting a good friend one day who collects early American primitives from the East coast, but doesn't collect Red Wing. We were sitting and visiting about primitive painted furniture when I notice a jug sitting in the corner with its back to me.

I went over to the jug and peeked over the top. At this point all I could see was a "5" and part of a large leaf. But as I spun it around, I nearly hit the floor.

As a Red Wing collector I had never owned a salt glaze beehive jug, but here I was shocked to be standing face-to-face with a five-leaf beehive!

My friend went on to tell me that it has been on his back porch the whole time I had known him, which was 15+ years. He and his wife took a trip to celebrate their anniversary one year and he found it in a shop back East for only 50 bucks!

While I did not get the jug bought that day, we shook that if he did decide to sell it, he would call me. Well, that call came a couple months ago, and I was ecstatic. He was getting ready to move it from his back porch to his basement storage room, and thought it was time for the jug to go to the home of a Red Wing collector.

NOTE: Please understand that I am sharing these photos only so my friends and fellow collectors get a chance to see it. The jug is not for sale.

Thanks and happy hunting,
RWCS Member Chris Tincher



**STACY
WEGNER**

*Executive
Director*

Happy holidays from the RWCS Business Office! Katie and I wish everyone “Seasons Greetings” and we look forward to working with you all in 2010.

People like to look back and “count their blessings” at this time of year as Bing Crosby would say. I feel fortunate to be working for a passionate organization like the RWCS. I hope that as you prepare for the holiday season and look back on 2009, you have fond Red Wing memories and look forward to making new ones just as I do.

Can you believe we’re just a few weeks away from “Fiesta in February” – the 2010 MidWinter GetTogether? We have a weekend jam-packed with room sales, education sessions, the Show & Sale and other opportunities to keep your passion for Red Wing from taking a siesta this winter.

Friday night’s MidWinter kicks off with a fiesta in the ballroom and Jerry Mounts as our emcee. We thank the Trails West Chapter, which has teamed up with Wyn Painter to create “Meet you at the Red Wing Cantina” jugs as door prizes.

New at MidWinter 2010, the Commemorative Manager will have a silent auction for a set of all three versions of the 2009 Commemorative at the registration table. Here is your chance to own all three. The winner will be announced during the Show & Sale.

Saturday’s general session will start at the earlier time of 8 a.m. to fit some exciting news from the RWCS Foundation and the keynote presentation by Dan DePasquale. I am excited to announce that we have a guest speaker this year. Diane Roupe, author of the Blue Ribbon Cookbook, will present “Canning: From the Crock to the Jar”. KidsView participants will learn about Red Wing’s “south of the boarder” designs, plant cactuses and participate in much more. Check out the other hot education session topics on the RWCS website.

We are still looking for volunteers to help with registration, set up and tear down for MidWinter. Please contact the business office today...no amount of volunteer time will be turned away!

Room sellers, it’s time for you to get creative to promote that your room is open during MidWinter. Find a sombrero, Mexican flag or siesta blanket to mark your door this winter. While you’re at it, don’t forget to bring your red badge holders, old plastic badge holders, volunteer pin, margarita glasses and ponchos.

Visit the RWCS website to learn more about MidWinter. See you all at the cantina in Des Moines!

BUILDING YOUR RED WING NETWORK

New collectors are the future of the Red Wing Collectors Society, so it’s important that current members reach out to people who show interest in Red Wing and encourage them to join the Society. Why? Because whether your primary reason for being a RWCS member is to enhance your Red Wing pottery knowledge, develop friendships with other collectors or find more Red Wing for your collection, the future of RWCS hinges upon its growth.

Some people feel that boosting the Society’s membership could increase competition and cause prices to go up. Instead, think about it this way: if membership decreases and interest begins to wane, values could drop. Whether you’re a major Red Wing aficionado, a casual collector or somewhere in between, nobody wants to see the value of their collection go down. That’s why it’s important to keep the demand for Red Wing strong, and maintaining the strength of the Red Wing Collectors Society is an important part of that.

Therefore, upcoming issues of the *RWCS Newsletter* will share stories about members who encourage new people to join the Society and increase the enthusiasm around Red Wing stoneware and pottery.

Some collectors who set up at flea markets or have their own antique shop strike up conversations with customers who purchase their Red Wing pieces. They find out if their customers are RWCS members, and if they’re not, they give them a RWCS brochure and share the benefits of becoming a member. Other collectors talk to people who they see bidding on Red Wing at auctions, which is another effective way to recruit new members for the Society.

Do you have a recruiting success story to share? If so, contact *RWCS Newsletter* Editor Rick Natynski.

MidWinter GetTogether
FIESTA in FEBRUARY!

Red Wing Collectors Society Inc.
HOLIDAY INN & SUITES DES MOINES, IA
FEBRUARY 12-14, 2010

FRIDAY		
BOARD MEETING	8:00 AM to 3:00 PM	IOWA BOARD ROOM
REGISTRATION	1:00 - 8:00 PM	HOTEL LOBBY
ROOM SALES	AFTERNOON/EVENING	
FIESTA		
	7:00 - 9:00 PM	HEARTLAND BALLROOM
SATURDAY		
REGISTRATION	7:00 - 10:00 AM	HOTEL LOBBY
CONTINENTAL BREAKFAST	7:00 - 8:15 AM	HEARTLAND BALLROOM
WELCOME / GENERAL SESSION	8:00 - 9:30 AM	HEARTLAND BALLROOM
KEYNOTE SPEAKER: DAN DEPASQUALE, THE INS AND OUTS OF WRITING A BOOK		
EDUCATION SEMINARS		
	SESSION 1 9:40— 10:30 AM	
	SESSION 2 10:40— 11:30 AM	
CHECK SCHEDULE - NOT ALL SESSIONS ARE REPEATS		
SHOW & SALE (OPEN TO PUBLIC- FREE)	1:00— 4:00 PM	HEARTLAND BALLROOM
HOUGHTON'S AUCTION	6:00 PM	HEARTLAND BALLROOM
SUNDAY		
CONTINENTAL BREAKFAST	7:00 - 9:00 AM	
	HOSTED BY IOWA CHAPTER	ROOM 513

OLMSTED COUNTY CO-OPERATIVE ASSOCIATION

Story by *Chuck Hanson, RWCS Member*

When I got the Red Wing collecting “bug” back in the early 1980s I attended a local auction and found a ½ gallon jug with advertising for “OLMSTED COUNTY CO-OPERATIVE ASSOCIATION, Rochester – Minn.” Being new at collecting, I quit bidding too early and didn’t get it. I thought, “Oh well, I’ll find more advertising pieces from my hometown of Rochester in the future.” Would you believe it took until October 1989 before I found another one?

At a farm auction just west of Rochester, the pictured ½ gallon jug was sitting in the yard with all the other auction items. It was covered by old dried oil – both inside and out – so much that only the corner of the advertising was visible. But I could tell it said Rochester. Finally, I found another one. I told myself that this jug was going home with me, and thankfully it did.

After that day I kept wondering why it was so difficult to find Rochester advertising pieces made by the Red Wing Stoneware Company. I’ve never been able to completely answer that question. Perhaps there was never a Red Wing salesman assigned to the city of Rochester, but the close proximity of the two towns makes that unlikely. I don’t know.

At another auction near town in April 1992, I ran into the pictured beater jar with advertising for the same business on it, but a different town. Now I had two pieces from the Olmsted County Co-Operative – one from Rochester and one from Eyota, Minn.

Now I was wondering why the same co-operative association was located in two different towns. A trip to the History Center of Olmsted County gave me the answer. There was a satellite store located in Eyota, which is just a few miles east of Rochester. The folks at the history center gave me a photo the co-operative’s Rochester building (at right), which was built in 1917. The general store sold dry goods, shoes, yard goods, linens, men’s and women’s clothing, groceries and meats, etc. on the corner of South Broadway and College (College is now known as 4th Street).

The business closed in 1922 and the building was sold to the Riverside Holding Company. The building still stands today and has been used for many different businesses throughout the years. Today it contains a law office, a beauty salon, a skin clinic and the Rochester Symphony Orchestra & Chorale office.



After doing this research, a whole year went by until the 1993 RWCS Convention, where I found the pictured 1 gallon Olmsted County Co-operative jug. Since making that acquisition I have seen a butter crock and a 2 gallon crock with the same advertising, but neither one is in my collection yet. Now I’m wondering if the Olmsted County Co-operative had a 2 gallon jug made. Other than a butter crock with advertising for “Queen City Creamery Co. Jersey Brand Butter”, the Olmsted County items are the only pieces of Red Wing advertising stoneware from Rochester that I’m aware of.

I guess if there’s a moral to my story, it’s to keep looking for the pieces that you want for your collection. Even though it’s difficult to find, Rochester advertising was definitely produced, which means my hunt continues! ■

Contact Chuck at CDHANSON302@MSN.COM.



Rochester’s Olmsted County Co-operative Association, circa 1917.
Photo courtesy of the History Center of Olmsted County.

Christmas Greetings from Will H. Schallert



Will H. Schallert (left) poses with one of his sons and two employees in his store in the late 1920s.

Story by Rick Natynski,
RWCS Newsletter Editor



For the past 15 years, Red Wing High School Instructor and Athletic Coach Neal Newman has run the snack bar during the RWCS July Convention Auction and Show & Sale as a fundraiser for the volleyball team, but he never had any interest in perusing the gymnasium during the events. That changed in 2008, when he scoured the Show & Sale for a piece of his family's history.

About two years ago, Neal and his family were visiting his uncle, who lives in Madison, Wis. When they got to talking about the general store Neal's grandfather owned in Sullivan, Wis., his uncle pulled out a Red Wing bean pot that had advertising for the store. As the story goes, Neal's mother and uncle worked at the store as kids, and were told to give the bean pots to regular customers as a Christmas gift to thank them for their business. If they didn't recognize a customer, they were to give them a calendar instead.

"I couldn't believe it," Neal recalls. "Here I had been living in Red Wing for the last 30 years, but never knew that the old pottery had a connection to my grandpa. Even though I didn't collect Red Wing, I really wanted one of those bean pots."

Neal's grandfather, William H. Schallert, bought the general store in Sullivan in 1925, when the town's population was about 320 people. He named it "Will H. Schallert, Groceries, Dry Goods and General Merchandise". The store occupied the first floor and the family lived upstairs.

"According to a story my mom wrote, Grandpa always gave food to people who had fallen on hard times," Neal says. "My grandma frequently found slips in his pockets that simply said 'IOU' with first names, but no last names attached."

All five of Schallert's children worked at the store. In her story, Neal's mother wrote that there wasn't much else to do in the small town other than to walk down to the train depot. At night they sat around and listened to the radio; shows like *The Lone Ranger*, *The Shadow* and *One Man's*

Family were their favorites.

"Grandpa used to tell my mom and her siblings to be nice to all customers because they were their bread and butter, and they needed them," Neal says. "The last paragraph of my mom's story says: 'Growing up in the store was good for all of us. We learned many lessons there, such as the value of hard work, the joy of serving people and how to deal with people of all opinions and persuasions.'"

Schallert died in 1945 and his wife sold the business a year later.

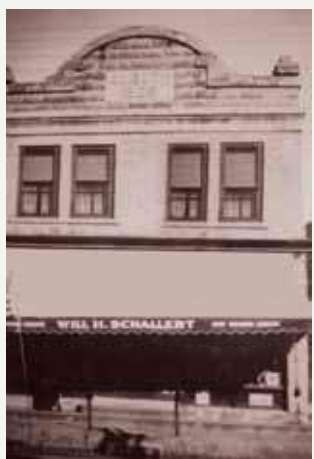
Neal and his wife, Kim, started looking for the bean pot at local antique shops, but didn't find anything until the 2008 RWCS Convention. Kim was searching dealer tables at the Pottery Place parking lot early in the week when she found the bean pot, which says "Christmas Greetings from Will H. Schallert General Mdse. Sullivan, Wis." She called Neal and he told her to buy it.

Then during the Saturday Show & Sale, Neal found another Schallert bean pot being sold by some dealers from Nebraska. When he told them it was his grandfather's store, they got excited.

"It was great – I think they were more thrilled than I was," Neal says. "I didn't have any money on me at the time, but they marked it 'sold' and put it off to the side. They also said they'd keep an eye out for more. I looked for them during the show last summer, but didn't see them."

In addition to the two bean pots – one for each of their kids – Neal and his wife found a pink and blue-banded Red Wing bowl that says "Make Our Store Your Store, Will H. Schallert, Sullivan, Wis." Now Neal's cousins would like to have Schallert advertising stoneware of their own, so he's looking for as many pieces as he can find. ■

If you have any Will H. Schallert advertising from Sullivan, Wis. that you're willing to sell, please contact Neal at NPNEWMAN@REDWING.K12.MN.US or 651-388-7977. Or, catch him at the RW High School gymnasium snack bar during Convention.



The Will H. Schallert General Store in the late 1920s.



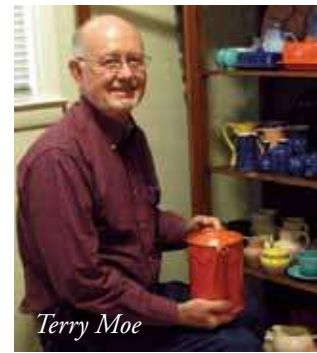
Neal Newman poses with two bean pots from his grandpa's store.



Introduction to Red Wing Dinnerware



Larry Roschen



Terry Moe



Longtime Red Wing dinnerware collectors Larry Roschen and Terry Moe have produced one of the best resources for dinnerware collectors ever created, and they have graciously allowed for their work to begin appearing in the *Red Wing Collectors Society Newsletter* beginning with this issue. But before we dive in to their massive research, let's take a look at how it came about.

Larry's quest for finding original Red Wing dinnerware documents began in the late 1990s. When looking on eBay for pieces to fill the gaps in his growing dinnerware collection, he occasionally purchased Red Wing brochures and found them interesting. Over time he acquired several different brochures from a given pattern and noticed that the pieces available sometimes changed over the course of time.

Larry says the light bulb went on after purchasing an undated Provincial Luncheon Ware catalog that included a November 1946 price list. The catalog included photos and text describing Orleans, Brittany, the early version of Ardennes, Harvest, Lexington and the Fruit or Salad set (bowls and plates with fluted rims). The catalog had been printed some time prior to November 1946 because the price list stated that Ardennes, Harvest and Fruit or Salad were no longer available. This made it clear that that these three patterns had been discontinued at some point before November 1946.

"Also, the catalog did not include Normandy, which told me the early version of Normandy had been discontinued before the catalog was printed, and thus before early Ardennes was discontinued," he says. "None of this information was included in the existing dinnerware references. These new tidbits of information fascinated me."

Terry traces his connection to Red Wing back to when his mother's family sold Red Wing dinnerware at their Rexall Drug Store in Laurens, Iowa. He also recalls eating his Wheaties as a young boy from a 6-inch Gypsy Trail Hostess Ware bowl (number 979). He inherited the partial set of Gypsy Trail when his mother died and has been adding to it ever since.

Terry and his wife, Marilyn, often found items in antique shops that looked like they should be Gypsy Trail, but couldn't locate them in any of the books available on Red Wing. That's when he started researching on his own.

"I decided there had to be more information if I could only find it," Terry says. "My academic training is as a historian, so I viewed it as another historical mystery that could be researched and perhaps solved."

When Larry and Terry realized they had a mutual interest in Red Wing dinnerware and documents produced by the company, they began to share their brochures and price lists with each other. Visits to the Minnesota Historical Society and the Goodhue County Museum yielded photocopies of additional material, and Red Wing ads in trade journals and homemaker magazines were another source of info. They also integrated information that they had gathered from fellow collectors. After several years they realized they had a wide range of documents that covered all eras of Red Wing dinnerware production, but how to share it all in an effective manner proved to be a challenge.

Over the past few years, Larry and Terry have presented educational seminars at the annual RWCS Convention and MidWinter that included some of the new information they had picked up from the documents. They also started a spreadsheet that attempted to document the introduction and exit of every piece made in each dinnerware pattern. But Larry says the gaps in their knowledge made it difficult to complete the spreadsheet with any certainty.

"It didn't seem right to simply regurgitate the information already available in existing references," Larry adds. "I wanted to share some of the facts Terry and I learned in our research of old documents – something new that most collectors wouldn't know. Then we finally settled into a format that seemed to work well."



The result was "An Introduction to Red Wing Dinnerware" – a 30-page document that chronologically covers information on every known line of dinnerware. Value estimates were intentionally excluded to keep the information from becoming outdated, but availability and collector interest ratings were created for each pattern. Obviously this expansive material must be divided into segments so it can be featured in the *RWCS Newsletter* over time, but once the information has been printed there are plans to post it on the RWCS website.

Dinnerware photos courtesy of WWW.REDWINGDINNERWARE.COM.



Early Red Wing Dinnerware & The Gypsy Trail Line

© Copyright 2009 Terry Moe and Larry Roschen

The information presented here has been gleaned from vintage Red Wing brochures, catalogs, price lists and internal documents as well as trade journals and magazines. In this discussion, a "pattern" is a dinnerware set in a particular shape with a unique handpainted design or color scheme. A "line" is a group of patterns that share the same shapes but have different handpainted designs or colors. Some of the introduction and exit dates presented have not been verified because of gaps in available documentation. When uncertain, an estimated date is provided. The end point of a pattern can be difficult to ascertain. In the 1940s and 1950s a discontinued pattern no longer appeared on price lists; in the 1960s patterns that were no longer in production remained on price lists as "limited stock" with only a few pieces listed. Here a pattern is considered to be discontinued when a full range of items was no longer available and orders were limited to remaining stock.

Each pattern has been assigned an Availability rating and a Collector Interest rating as described below. Availability represents an average for the pattern in question, however the scarcity of certain pieces within the pattern may differ. Collector Interest refers to the pattern in general, but there may be specific pieces in any pattern that are of greater interest to specialty collectors (teapots, pitchers, salt & peppers, etc). Please keep in mind these ratings are the authors' observations; your experience may vary.

Availability

- 1 – Rare
- 2 – Very scarce
- 3 – Hard to find
- 4 – Average
- 5 – Readily available

Collector Interest

- 1 – Highly sought, demand exceeds supply
- 2 – Primarily of interest to specialty collectors
- 3 – Above average
- 4 – Average
- 5 – Below average

EARLY RED WING DINNERWARE

"Wreath" Availability: 2 Interest: 1 Years: Unknown (1930s)



Red Wing dinnerware production began in the mid-1930s. The first pattern produced is most likely the one known to collectors as Wreath. No documentation of this rare pattern has been found, so we cannot confirm production dates or even its official name. But several pieces marked with a blue Red Wing Potteries ink stamp have been found. This mark is also found on early blue, black and blue-green Gypsy Trail coffee servers, which leads us to believe Wreath predates Gypsy Trail. This theory is further supported by several Wreath pieces

glazed in bright Gypsy Trail colors. Standard Wreath colors are ivory, light yellow and light green. Above: Wreath plates. Below: Wreath mixing bowls.

Ivanhoe Availability: 2 Interest: 1 Years: 1937

The February 1937 issue of *Crockery and Glass Journal* included an announcement for the new Ivanhoe dinnerware pattern sold by RumRill Pottery Co. Ivanhoe was made by Red Wing, but sold exclusively by the RumRill Pottery Co, owned by George RumRill. This ad is the



only known documentation for Ivanhoe. The announcement stated Ivanhoe has "a matt glaze finish in ivory, suntan, alpine blue and ocean green". Ivanhoe pieces feature a raised laurel pattern around the rims, they are not marked and often are not recognized as being made by Red Wing. Not long after the introduction of Ivanhoe, a dispute arose between George RumRill and the Red Wing Potteries, and their partnership soon ended. The remaining unglazed

Ivanhoe pieces were glazed with Gypsy Trail colors. Above: Ivanhoe plates. Below: Ivanhoe cup, saucer, sugar, creamer and salt & pepper.

GYPSY TRAIL Line

A brochure dated June 1935 introduced the Gypsy Trail line. This brochure included 19 items, most of which would later be part of the Reed pattern, but at this point were simply called "Gypsy Trail". An updated brochure in September 1935 added 15 more pieces. The colors available at this time were white, yellow, turquoise, blue and orange. These colors continued to be available for the duration of Gypsy Trail production. Two additional colors, black and blue-green, were available for only the 565 coffee server. The Reed mixing bowl was also available in mulberry. These three colors only appeared in this 1935 brochure.

An undated brochure (probably from 1936) introduced many more items, including the Chevron pattern. All items that were not Chevron continued to be called Gypsy Trail, with some items identified as Plain or Reed. This brochure was printed in two versions, identical except for the company name. One version had the Red Wing Potteries name, the other stated "RumRill Pottery Company, Little Rock, Arkansas". George RumRill partnered with Red Wing and introduced new designs and glazes. Today he is better known for his work with art pottery, but he also had an influence on the development of Red Wing dinnerware. In exchange for his expertise, RumRill was allowed to market Gypsy Trail in parts of the country outside Red Wing's usual distribution area.

The January 1939 issue of *Crockery and Glass Journal* had a full page ad for Fondoso, "the new member of the Gypsy Trail Hostess Ware family." An undated brochure, likely from the same time period, divided all Gypsy Trail pieces into four distinct patterns: Reed, Plain, Chevron and Fondoso. This brochure was used by existing Red Wing reference books to define the Gypsy Trail line. However, this brochure was merely a snapshot of the Gypsy Trail line at that particular time, thus many collectors see only part of the Gypsy Trail story. The ad and the brochure both made clear the Fondoso design was copyrighted, and the copyright mark can be found on many Fondoso pieces themselves. This may have been because of concerns about the broken partnership with George RumRill. Fondoso was designed by Belle Kogan, a well-known designer who developed many art pottery designs for Red Wing, but also worked on several dinnerware designs over the years.

Markings: Most early Gypsy Trail pieces were not marked. Quite likely this was because of the co-marketing agreement with RumRill, who would not want his wares marked with the Red Wing name. Most marked Reed, Plain and Chevron pieces likely were formed by molds created after the end of the partnership with RumRill. Early marked pieces had simply

“RED WING” on the bottom. Later pieces were marked “RED WING USA” along with the shape number from the Gypsy Trail catalog. The three-digit number is similar to the shape numbers used on art pottery, causing some collectors to believe these dinnerware items were from the art pottery lines. There were three art pottery items which had Fondoso markings, but were not dinnerware – candleholders and two bowls.

Colors: Although specific colors were associated with specific patterns in price lists and brochures, any Gypsy Trail item may be found in any of the 30 listed colors. But, some may have different names for the same color at different times in the life of the line.

Resources: Collectors will discover that there is no single resource or reference book that will include all of the individual Gypsy Trail items shown in the Red Wing brochures and price guides. There were at least 189 individual items in the line and that count does not include the different sizes listed for many of the items such as plates, pitchers and bowls. A Gypsy Trail collection is never complete, and that is what makes it such fun to collect.

Reed Availability: 4 Interest: 3 Years: 1935 - post WWII



Reed items had vertical ribs on the exterior of most pieces. For plates, the ribbed effect was found around the outer rim. For other items, the ribbed effect was on the outside of the piece. Reed was available in the five standard Gypsy Trail “bright” colors: white, blue, yellow, turquoise and orange. Some mixing bowls were also available in russet (brown) and mulberry. The pastel colors introduced with Fondoso may rarely be found on Reed pieces. Above: Reed artichoke plates. Below: Reed ball pitchers.



Plain Availability: 4 Interest: 3 Years: 1935 - post WWII



The name says it all. Some Plain items had swirls or a trim line, but most were smooth. There was not a consistent design that could be used to identify Plain pieces. An unusual aspect of Plain was the lack of plates; there were platters, divided grill platters and a sandwich tray – but no plates. Plain was available in the five standard Gypsy Trail “bright” colors: white, blue, yellow, turquoise and orange. The pastel colors introduced with Fondoso may rarely be found on Plain pieces. Above: Plain 565 coffee servers. Below: 10 oz. mug, plain mustard, chocolate cup & saucer, oil cruet, duck ashtray and syrup jug.

Below: 10 oz. mug, plain mustard, chocolate cup & saucer, oil cruet, duck ashtray and syrup jug.

Chevron Availability: 3 Interest: 3 Years: 1936 - approx 1940



Zigzag lines (chevrons) around the rims identified pieces from the Chevron pattern. Some non-collectors describe it as rickrack. Chevron was available in the five standard Gypsy Trail “bright” colors: white, blue, yellow



turquoise and orange. The pastel colors introduced with Fondoso may rarely be found on Chevron pieces. Chevron was discontinued shortly after the introduction of Fondoso and did not appear in the 1940 price lists. Previous column: Chevron compote and low jelly. Left: Chevron cocktail sets.

Fondoso Availability: 4 Interest: 3 Years: 1939 - approx 1942



Fondoso pieces had a raised art deco leaf design. The design was found on the exterior of hollowware and around the rim for flatware. Fondoso was available in several newly introduced colors (powder blue, pastel blue, pastel green, pastel pink and pastel yellow), as well as four of the Gypsy Trail bright colors (blue, yellow, turquoise and orange). Fondoso mixing bowls were available in russet (brown).



Above: Fondoso coffee server, oval platter, tea pot, low marmite, sugar and creamer. Below: Fondoso canisters.

Gypsy Trail Hostess Ware (Availability and Collector Interest vary because of the wide range of items produced)



By 1940, Gypsy Trail Hostess Ware became the name used on company catalogs to represent the entire line, which continued to expand in the ensuing years. New items that did not belong to any of the four patterns were added, intended to be accessories that could be used with any of the patterns or on their own. Metals for consumer use were scarce during World War II; to fill the void Red Wing developed a wide and colorful variety of pottery substitutes shaped in art deco, fruit and figural designs. The items included casseroles, bowls, cookie jars, marmalade jars, pitchers, teapots, canister sets, dripolators, butter dishes, a juicer, bakers, ice tubs and even a watering can. During this period, items that did not sell well were promptly dropped and replaced by something new. The well-known Chef, Katrina and Friar cookie jars were introduced as Gypsy Trail Hostess items in 1941. During the war years, the four distinct dinnerware patterns faded and most pieces from those patterns were dropped. All remaining items were marketed under the Gypsy Trail Hostess Ware name. The last known Gypsy Trail catalog was dated January 1944, and with the end of World War II came the end of production for most Gypsy Trail pieces. Above: Hostess Ware canisters. Below: Hostess Ware rooster casseroles.

Below: Hostess Ware rooster casseroles.

Photos courtesy of WWW.REDWINGDINNERWARE.COM

Wisconsin Stoneware

Collecting

Wisconsin Stoneware



Left: A grouping of stoneware made by C. Bachelder (Menasha). Below: Some nice pieces of C. Hermann (Milwaukee) salt glaze, including a churn with a hand-drawn bird decoration.



Story by Al Kohlman, RWCS Member

When I started collecting Red Wing about 20 years ago, it was the zinc glaze pieces I adored. I loved the creamy white glaze, great sheen and perfect stenciling. While all the seasoned collectors were screaming for salt glaze, I thought they were in the early stage of losing their minds.

So, I thought I was taking advantage of those collectors when I began trading and selling my salt glaze finds for those perfect zinc glaze pieces they had in their collections.

In my early years of collecting, seasoned salt glaze collectors invited me to their homes to show me the zinc glaze they had to sell or trade. They showed me their salt glaze while I was there, and a few of them collected Wisconsin stoneware in addition to Red Wing. I remember saying to myself, "Red Wing salt glaze is crude the way it is, but this Wisconsin stuff should be buried and never seen again."

After 10 years of collecting zinc glaze, I began to drift ever so slowly to appreciating primitive salt glaze, the hand-drawn decorations and the potters who fabricated them. As my salt glaze

collection began to grow, so did my desire for pieces that were even more primitive. I think that's when the mule kicked me in the head and I reconsidered my prior feelings that those old Wisconsin stoneware pieces should be buried in a deep hole.

Around 2002, I began gathering all the information I could find on Wisconsin stoneware. The more I read, the more intrigued I became. It was the short period of production, the glazes, the history and the rarity that fired the furnace inside me. After finding a few nice pieces of decorated and signed Wisconsin stoneware, I was extremely impressed about how well they displayed along side my Red Wing salt glaze.

It's been 7 years since I started collecting Wisconsin stoneware in addition to Red Wing and I love each and every piece I have found and fought for. Collecting Wisconsin stoneware is unlike collecting Red Wing. Fewer pieces are out there and collectors have no books or information on values to look to for advice.

With 1885 being the latest date that salt glaze stoneware was produced in Wisconsin, its history is much shorter than that of Red Wing. Gray and tan salt glazes are common on these Wisconsin pieces and like the early Red Wing pieces, the interiors are coated with dark brown Albany slip. Many of the crocks, churns, cream pots and jugs are adorned with floral decorations. Wisconsin pieces have been found with hand-drawn bird decorations, but like Red Wing, they are quite rare and seldom offered for sale. Most of the clay used to fabricate wares in Wisconsin was imported from Ohio, but a few companies imported from New Jersey or Illinois, or dug clay locally. Here is some brief history on Wisconsin's most notable stoneware manufacturers, which I gathered from www.mrbottles.com and other sources:

of crocks, jugs, churns and jars and is signed "C. Hermann & Co, Milwaukee". Of all the stoneware firms in Wisconsin that produced decorated salt glaze, Hermann produced some of the most unique decorated pieces. Most are floral, and some pieces are decorated with dotted flowers, which collectors love. A few Hermann birds have been found as well, and are highly prized. At one point Hermann employed Christian Dauffenbach, who later started his own pottery in New Ulm, Minn.



L.M. Pierron, Milwaukee – Pierron partnered with his stepfather, Chas. Hermann, in 1882 and became the sole owner of the company

in 1886. The company was in business for nearly 50 years when it closed in 1935. In its later days, the business sold stoneware for Red Wing. Generally speaking, Pierron pieces are found without hand-drawn decorations.



O.F. Baker, Milwaukee – Oscar Baker made stoneware at the Milwaukee

Stoneware Co. (formerly L. Ransom) from 1851 to 1853. He manufactured jugs, crocks, churns, jars and cream pots. He sold the business to his brothers-in-law John & Amos Maxfield in 1853 and died only a year later of cholera. Baker pieces are signed "O.F. Baker & Co, Milwaukee". Signed and decorated Baker pieces are extremely challenging to find. If you're fortunate enough to locate one, you'll probably have to dig deep in your wallet if you want to own it.



J.B. & A. Maxfield, Milwaukee – John B. & Amos Maxfield purchased the pottery works of O.F. Baker in Milwaukee in 1853. In 1855,

Amos sold out to his brother John. In 1858, John stopped making stoneware. It appears that all of their decorated stoneware was signed "J.B. & A. Maxfield, Milwaukee" on

C. Hermann, Milwaukee – Charles Hermann produced huge amounts of stoneware from



1856 to 1886. Unlike other companies, a great majority of Hermann's decorated pieces were signed. Hermann's stoneware consists

The 6 gallon churn at left is an excellent example of Gunther & Berns' (Sheboygan) best work. You can't ask for a much better decoration than the huge double tulip found on this churn. Sheboygan is located about an hour's drive north of Milwaukee on the shores of Lake Michigan.



the early pieces and “J.B. Maxfield, Milwaukee” on the later pieces. Most pieces are decorated with a large blue floral design which shows remarkable consistency to the Baker pieces. A 3 gallon jug decorated with a double tulip signed “J.B. & A. Maxfield” is one of very few decorated pieces ever found with this flower, and I’m lucky to own it!



C. Bachelder, Menasha – Carlton and Calvin Bachelder operated a stoneware manufacturing business in Menasha from 1855 to 1868. Products were branded as “OHIO STONE”. Bachelder’s early decorated pieces are signed “Ohio Stone, Manufactured by C. Bachelder, Menasha, Wis.” The later decorated stoneware was not signed. The company produced crocks, jars, churns and jugs. Bachelder shipped pottery by a team of horses to Green Bay, by boat to Oshkosh and by sleigh to Seymour. When it comes to having a nice piece of decorated Wisconsin stoneware, the beauty of a vibrantly decorated Bachelder piece is hard to beat.

Whitewater Pottery, Whitewater –

Whitewater is the one type of Wisconsin stoneware that stands out from the rest. In production from 1845 to 1882, the pottery produced standard lead-glazed household jugs, jars and crocks. Their clay was dug locally while pure lead for glazing came from Wisconsin’s Grand County. Glaze colors range from yellow to gold to orange and may have specks of light green, mustard or burnt orange. Decorations were applied by hand with a brush before the piece was glazed and while the clay was still wet. Magnesium tulips, leaves, capacity numbers and hash marks appear in a bold, purplish-black to dark brown hue, but not all pieces are decorated. A decorated piece of Whitewater pottery has never been found signed.



Gunther & Berns, Sheboygan – In 1863, Theodore Gunther bought an interest in the earthenware company that was started by Peter Berns in Sheboygan. Together they built a new factory and kiln and started producing stoneware using clay from Ohio. Berns left the partnership in 1866. Stoneware pieces decorated and signed “Th. Gunther & Berns” were only produced for 3 years, making them extremely difficult to locate.



Left: Stoneware made by the two Maxfield companies of Milwaukee. Right: A super 5 gallon cream pot made by Spague, Russell & Co. (Portage City).



Th. Gunther, Sheboygan – Theodore Gunther operated the Eastern Stoneware Factory from 1866 to 1885, making decorated stoneware and other crocks, jugs, bottles, etc. Gunther had previously worked for Charles Hermann in Milwaukee for 4 years before starting the company with Berns. Gunther mostly made stoneware crocks and churns. The crocks and churns which are decorated and signed “Th. Gunther, Sheboygan” are usually found with a simple floral tulip design. Gunther peddled his wares with a fleet of blue wagons and employed 15 men.

Mineral Point Pottery, Mineral Point – The pottery turned in Southwestern Wisconsin’s Mineral Point around the 1850s is difficult to differentiate from the wares made in Galena, Ill. Potters dug their red and yellow clays locally and mixed glazes from the lead mined nearby. Most of the pieces made in Mineral Point were smaller jars, jugs, bowls and flower pots. No signed or decorated examples are known to exist.

There are other Wisconsin stoneware companies from which I have yet to acquire decorated and signed examples of, but I will die digging to obtain. They are:



Wm. Cunningham, Milwaukee – Cunningham was a druggist and merchant in Milwaukee. Signed pieces are marked “WT” for Wisconsin

Territory, because they were made before Wisconsin became a state in 1848. While it’s not clear who manufactured stoneware for Cunningham, it is possible that it was made by Isaac Brazelton, who started producing stoneware in Milwaukee in 1844. I owned one of these pieces once, but sold it before my brain fully developed. I wish I had that one back.



Three pieces made by Th. Gunther (Sheboygan).



Left: A nicely decorated Whitewater preserve jar. Right: An extremely scarce 6 gallon L. Ransom (Milwaukee) churn.



L.J. Farwell, Milwaukee – Leonard Farwell was a merchant in Milwaukee from 1840 to

1847 who served as Wisconsin’s governor from 1851 to 1854. Although his stoneware is not marked with “territory”, it was made before Wisconsin became a state. As was the case with Cunningham’s wares, the maker is unknown, but might have been Isaac Brazelton. Farwell and Cunningham pieces are so old that they use the German spelling of Milwaukee: “MILWAUKIE”.

L. Ransom & Co., Milwaukee – Ransom operated the Milwaukee Stoneware Co. from 1848 to 1850, when he sold out to Oscar Baker. Many of his decorated pieces bear the same flower used by Baker and the Maxfield brothers, so it’s possible that the Maxfields or another potter worked for all three companies.

W.D. Mosier, Wautoma – Very little information exists on Mosier pottery. It was a small shop that didn’t produce a high volume of wares. Most of the known signed pieces, which say “W.D. Mosier” or “W.D. Mosier & Co.” are fairly unattractive, small brown jars and jugs, but there are a few decorated examples in existence.

Portage City, Portage – There were several pottery businesses in Portage City in the 1850s and 1860s, including Farrar & Russell, Sprague & Russell and Farrar & Co. Portage City is now known simply as Portage. These pieces are very difficult to find.

The one area that I have not addressed is value. As we all know, the fight for good Red Wing can bring an old collector to their knees and there are lots of competitors. In collecting signed and decorated Wisconsin stoneware, I can usually count my competition with three or less fingers. So, you can’t blame me for wanting to keep it this way for awhile!

Generally speaking, however, values for the rarest of the rare pieces of Wisconsin stoneware are considerably less than what the best pieces of Red Wing bring. This is mainly because the collector base is smaller. Of course, there are always exceptions to the rule. And whereas Red Wing salt glaze routinely brings high prices even when it’s not signed, much of the value of Wisconsin stoneware lies in the piece having a signature (except for Whitewater and Mineral Point pottery). ■



Left: One of few decorated Mosier (Wautoma) pieces known to exist. Right: A nice 6 gallon L.M. Pierron (Milwaukee) crock, likely made shortly after Pierron took over the firm of his father-in-law, C. Hermann.

Contact Al at AKOHLMAN@YAHOO.COM.

IDENTIFYING FAKES: OLD STONWARE WITH NEW ADVERTISING

Story by Rick Natynski, RWCS Newsletter Editor



**GLENN
BEALL**

*Education
Manager*

MidWinter is near and several folks are ready to share their knowledge with you. The speaker lineup is posted on the RWCS website, where you'll see that we've tried to meet the demand for interesting topics in 2010.

Author Diane Roupe will give a new presentation on how to use crocks for their original purpose – the creation and storage of food. Dan DePasquale will talk about Red Wing paper products; he made the presentation for the first time at last year's Convention, where it was a hit. Dan will also present our keynote presentation this year, discussing the challenges and rewarding experiences that come with creating a book.

Also returning from Convention will be Tammi Hawley's talk on Red Wing's Saffron Ware line. And as he did for last year's MidWinter keynote presentation, Bob Kubes will explain how to insure your collection against catastrophes or small children. The Iowa Stoneware presentation put on by Iowa Historical Society Curator Michael Smith will also return, as will Red Wing Dump Digger Steve Showers to give his always popular presentation on Red Wing dump finds.

KidsView will entertain the younger members of our group while their folks attend the talks mentioned above. RWCS President Sue Jones Tagliapietra loves working with the little tykes, who will participate in activities based around MidWinter's fiesta theme.

Please contact me if you have topic suggestions or you would like to speak. We are always looking to build the group of speakers we can draw from.

Finally, since this is an education article, let me leave you with this. I'm usually leery of using candles, but they sure came in handy during a power outage we had in November. I put them in 2 and 3 gal crocks, which allowed them to sit on the floor and have their light bounce up. I didn't have to worry about them being tipped by critters or kids, and they would burn all the way down and not escape the crock after I went to bed. We put a large candle in a 15 gallon crock and it really threw the light. You might want to try it yourself next time the lights go out.

The last time we reported on reproduction advertising stamps appearing on old stoneware was in the June 2009 issue, when the Trails West Chapter submitted an article about the topic. Since then, several pieces have appeared on eBay and some have been found at auctions.

This reproduction advertising stoneware is so well done that it's fooling even the most advanced collectors. After seeing some photos, longtime Red Wing collector and dealer Bill Prock recently purchased a 1 gallon crock with Nebraska advertising for \$2,000. He had never seen or heard of this particular advertising before, so when it arrived in the mail and looked good, he called up one of his best customers and sold it for a fair profit.

About a week later, however, the customer forwarded Bill an e-mail he received from someone who told him the crock was a fake. Bill still had the crock in his possession at this point, so he grabbed his jackknife and scratched at a small corner of the advertising. Sure enough, the advertising scraped off.

"I couldn't believe it," Bill says. "I've been buying and selling stoneware for many years, and I've never seen anything like it. Even looking at it right now, I wouldn't know it was fake unless my customer hadn't received that e-mail. It's got that shiny glaze over the advertising that all Red Wing pieces have."

Bill refunded his customer, who graciously offered to split Bill's loss with him. But Bill wouldn't hear of it. "This is my problem – not his," Bill says. "I'm still hoping to get my money back from the guy I bought it from, and I think I will, even though it might take awhile. I'd like people to learn from this."

After doing some digging, one person told me these pieces are being made by a guy in Hastings, Neb., but they didn't know the name of the person making them. Although



The crock with fake Nebraska advertising that Bill Prock bought.

I haven't been able to verify that Hastings is the originating location, here's what I've been told:

- The person that makes this fake advertising sells it as new. He includes a waiver that

discloses that the piece of crockery is old, but a new advertising stamp has been fired on it.

- The stoneware itself is not marked as being reproduced. These "waivers" are printed on paper, so there's nothing from stopping a person who knows they're fake from discarding the waiver, representing the items as authentic and reselling them to unsuspecting buyers.
- These fakes have shown up at flea markets throughout the Midwest and at auctions in Nebraska and Kansas. Numerous fake advertising items were also offered for sale at Western Nebraska's Junk Jaunt in September. They were not marked as fakes and they were priced as if they were originals. There are also supposedly a couple dealers who sell them out of Beatrice and Sargeant, Neb.

So how can you identify these pieces as being fake? If you have the advantage of looking at an item in-person and you doubt its authenticity, the advertising will scrape off if it's not original. Applying advertising over original glaze is much like painting a piece of glossy glass...the paint might stick just fine, but if you scrape it with a razor blade, it will come off with little effort.

Before you start scratching a jug in front of its owner, however, explain to them that scratching at the glaze won't damage the crock or the advertising if it's original. The glaze on original zinc-glazed Red Wing stoneware pieces is extremely strong, and provided the glaze hasn't pitted due to acid damage at some point in the past, scratching it with a knife will not harm the piece.

If you only have photos to look at when deciding whether to buy a piece, as is the case when bidding on eBay, you might notice that something about the advertising stamp just doesn't look quite right. As each of the fake crocks and jugs pictured show, the font has a slightly different look to it. In some cases, the size of the type and shape of the ad is different than on original Red Wing pieces.

Also, think about what the advertising says and where it's from. If you consider yourself to be well-versed in the advertising that Red Wing and other stoneware companies made, but have never seen this particular advertising stamp before, it might be too good to be true. Sure, rare pieces exist that you have never seen before, but you might be able to verify the level of rarity by reaching out to fellow collectors and asking them if they've ever seen examples of the advertising in question. If you

talk to 10 of the most-advanced collectors you know and they've never seen it, it doesn't mean it's fake, but it should at least make you proceed more cautiously when making an expensive purchase. This is another example of when being a member of a club like the Red Wing Collectors Society is beneficial; it helps you network with other collectors.

Many are concerned that this fake advertising will affect the value of original pieces. I believe that while it's possible the values of original advertising could dip slightly, the more we educate collectors about fakes being out there, the less chance that values will decrease.

Keep in mind that a piece of stoneware that's bottom-signed by the manufacturer doesn't make it immune to having new advertising fired on it. If anything, the person who's making these pieces might be more likely to fire new advertising on signed pieces, because buyers would be more likely to believe they're real.

Nobody likes getting ripped off, so if you see these pieces at auctions, tell the auctioneer that they're fake; he or she will often announce this when the piece is being sold or pull it from the auction completely. And don't be surprised if you find one of these pieces covered with dirt at a farm auction... a shifty seller trying to trick you into sinking your hard-earned cash into one of their pieces might try to consign it to a sale

and do everything they can to make it look old. Also, don't be afraid to inform

dealers and 'eBayers' when they're selling a piece that might have fake advertising. Most of the time they're honest people who don't want to deceive their customers... they just don't know the piece is fake.

Other fakes that have been seen include a beater jar with new advertising for "The Bee Hive" of Grand Island, Neb., a butter crock with Storm Lake, Ia. advertising, a Henry Hiller, Omaha jug and stoneware from Kaysville, Utah. ■

If you have photos or more information about this fake advertising stoneware, please contact me so we can continue to keep fellow collectors informed.



RED WING STONWARE ENCYCLOPEDIA

Dan DePasquale and Larry Peterson say

“Thank you!”

Because of your overwhelming support, the first printing of the book was sold out by the publisher. The second printing will be available in January of 2010.

We still have a limited number of the first printing books available. ORDER NOW!

- 8½ x 11
- 224 pages
- Makes a great gift
- Many unique pieces pictured for the first time
- Hardcover
- 800 color photos with pricing
- Autographed by an author

\$29.95 plus S & H totaling \$35.00

Mail checks to: Larry Peterson
26425 Galaxie Ave. West
Farmington, MN 55024

OR Dan DePasquale
404 Ridgeway Dr.
Norfolk, NE 68701



For dealer pricing, call Larry at 651-463-7070.

Classified ads are 20¢ per word; \$4 minimum charge and are accepted on a first-come, first-served basis. In addition to appearing in the newsletter, classifieds and display ads are posted on the RWCS website.

Ads are divided into the following sections: Red Wing For Sale, Red Wing Wanted, Other Pottery For Sale, Other Pottery Wanted, Events, Auctions, Clubs & Publications and Websites, Announcements and Services. You will not be charged for these words, but please indicate which section your ad should be placed in. If ad is to run in more than one issue, please indicate at time of placement. (Note: the small number at the end of an ad tells when the ad expires, e.g., 12/09. Ads without dates are one-time ads.) Please type or print clearly and proofread before submission.

DISPLAY ADS

Display Ad Size	1x	6x
Full page	\$425	385
1/2 page (<i>horizontal or vertical</i>)	225	205
1/4 page	125	115
1/8 page	85	70

Display Ad Dimensions

Full Page	7 1/2 x 10
1/2 page (<i>horizontal or vertical</i>)	7 1/2 x 4 7/8
1/4 page	3 5/8 x 4 7/8
1/8 page	3 5/8 x 2 1/4

Display ads are accepted on a first-come, first-served basis. The publisher reserves the right to refuse ads for any reason.

Ads must be supplied electronically as an EPS or PDF file for PC. If you are unsure about acceptability, inquire with the editor. There is an additional 10 percent fee for design and makeup if needed.

DEADLINES

Issue	Ads	Editorial	Mail Date
February	Jan. 10	Jan. 1	Feb. 15
April	March 10	March 1	April 15
June	May 10	May 1	June 15
August	July 25	July 15	Aug. 31
October	Sept. 10	Sept. 1	Oct. 15
December	Nov. 10	Nov. 1	Dec. 15

EDITOR ADDRESS

Make checks payable to RWCS and mail with ads to:

NOTE: New Address Rick Natynski
as of Feb. 2009 PO Box 198
Pewaukee, WI 53072

Or e-mail ads to NEWSLETTER@REDWINGCOLLECTORS.ORG with checks sent separately. Or, call Rick at 414-416-WING (9464).

RED WING FOR SALE

Handles and wooden lids. Send SASE for flyer to Larsen's Collectibles, 757 120th Street, Hampton, Iowa 50441-7555. Phone 641-866-6733. 8/10

Are you looking for an unusual piece of art pottery or a particular 2 gallon churn? Leave a message at 952-922-9169 for Ron Linde. 12/09

Retired and selling the following: Albany cow/calf, three bulldogs and four pigs, \$10,000 for all eight; six 2 gallon cooler w/lids for \$8,000; collection of 35 mini jugs for \$8,000; blue/white and blue/red sponge-ware umbrella stands, \$5,000 for the pair; "Peterson Co." spongeware cherryband pitcher, \$2,000; 1 gal blue/white spongeware shoulder jug, \$2,000; small & large wing 20 lb. butter crocks, \$1,800 for the pair; 3 black-lettered Mason jars (qt, 1/2 gal & 1 gal), \$1,400 for the set; 3 blue-banded jugs (qt, 1/2 gal & 1 gal - bottom-marked M4), \$1,200 for the set; 4 gal wing beehive, \$1,100. Also, lots of salt glaze, adv. crocks, mugs & jugs, blue/red and blue/white spongeware butter crock and bowls, Commemoratives and misc. Also, #62 Watt creamer collection, Roseville, Hull, Weller and Van Briggie art pottery. Serious inquiries only. Delivery possible. Call 772-460-7920 for more information. 2/10

1965 All-Star Game home plate, 1965 "Win Twins" ashtray, 1965 Minnesota Twins World Series ashtray, "Pretty Red Wing" ashtray, gopher on a football, badger on a football, gopher on a stump, Random Harvest dishes (setting for 12 - 115 total pieces). Contact DEWEYDORIS@BRESNAN.NET, 406-656-1709 or 406-670-8277.

Commemoratives in box: 1995, \$80; 1997, \$100; 1998, \$90; 1999, \$75; 2002, \$75; 2004, \$80. Commemoratives out of box: 1986, \$200; 1987, \$185; 1988, \$110; 1990, \$95; 1994, \$75. Sell all 11 items for \$890. Please call Grace after 5p.m. at 507-645-4660.

3 gal birchleaf Ice Water cooler, \$300; 3 gal water cooler lid, \$150; the 3 stacking refrigerator jars, \$700; Rush City, MN adv. cherryband pitcher, \$275; 1 gal pantry jar w/lid, \$1,000; 2 gal pantry jar, \$1,000. Call Sid at 701-749-2586.

Commemoratives: 1995 giraffe, 1996 cookie jar, 1997 butterfly crock, 1998 iris pitcher, 1999 Koverwate, 2000 Hamm's pitcher - all mint, last four in boxes. All six for \$250. Call Paul at 320-589-0045.

Rarest of rare - Cowboys A & B (see photo). Perfect condition, make offer. 1995 value was \$6,000 for the pair. Call John at 651-457-2406.



OTHER POTTERY FOR SALE

Artists In The Park now has a beautiful display in Red Wing. Stop in at Pottery Place Antiques, 2000 Old W. Main * 2nd Floor * and see some of our new special editions. 6/10

RED WING WANTED

Wanted: Old Racine, Wis. advertising items wanted. E-mail HORLICK@WI.RR.COM or call 262-554-0488. 12/09

Wanted: Knapp, Wis. advertising. Want to learn of the existence of any advertising pieces even if not for sale. To sell or share information contact Tim at 715-263-2118 or TWYSS@CLEARLAKE.K12.WI.US. 6/10

Wanted: 4, 5, 6 and 8 gal salt glaze, button top, crock lids with petals in good shape. E-mail Rick at RTKLEMM@COZADTEL.NET or call 308-784-3994. 12/09

Wanted: Queen City Creamery Co. Jersey Brand adv. butter crock (see photo). Business was owned by my wife's family and we would like to purchase it and gift it to her parents. If anyone knows the whereabouts of a crock like this, contact Doug at 320-290-3194 or DD.EVANS@CHARTER.NET.



Wanted: Advertising crocks, jugs & churns from NE, ND, SD, KS & others - especially pieces that have a wing, birchleaves or Elephant Ears with the advertising. Willing to pay top \$ for the right piece. Contact Scott at COBE142@AOL.COM or 402-331-4749.

Wanted: Red Wing advertising jugs from Vancouver and Victoria, British Columbia. Please send photos even if not for sale to be used for future newsletter article. Contact Rick at NEWSLETTER@REDWINGCOLLECTORS.ORG or 414-416-9464.

WEBSITES

Visit WWW.RAREREDWINGCOLLECTABLES.COM - a unique, new approach to buying and selling. Open to marketing your rare Red Wing pieces. Check it out! 12/09

CLUBS AND PUBLICATIONS

Stoneware book (*Antique Trader Stoneware Price Guide*); includes Red Wing; Monmouth-Western; Blue/White; Eastern U.S. 288 pages; colored photos; \$20 postage paid. Gail Peck, 2504 E. 21st, Fremont, NE 68025; 402-721-5721. 12/09

NEW 2009 values for Red Wing Stoneware for \$12.95 and 2008 values for Red Wing Collectibles for \$9.95 or \$19.95 for both plus \$2/\$2.50 postage, respectively. Gail Peck, 2504 E. 21st, Fremont, NE 68025; 402-721-5721. 12/10

Blue & White Pottery Club - Visit the club's website at WWW.BLUEANDWHITEPOTTERY.ORG.

McCoy Pottery Collectors Society - For full details, see the club's website at WWW.MCCOYPOTTERYCOLLECTORSSOCIETY.ORG.

Collectors of Illinois Pottery & Stoneware - Visit the club's website at WWW.COIPS.ORG.

RECENT FINDS & DEALS

Did you find a rare piece or a great deal worth sharing? Briefly describe the item, where it was sold, date purchased, venue (store, auction, etc.) and price paid. Send on a post card, or e-mail RWCSNEWSLETTER@WI.RR.COM, or enclose in an envelope if you'd like to include a photo for publication. Multiple submissions result in multiple entries in the Newsletter Special Commemorative Lottery at the 2010 Convention. Send to the editor at the address on page 2. All entries received between July 2009 and June of 2010 are eligible whether published or not. Please keep submittals with purchase dates within six months of the newsletter issue.

ITEM	LOCATION	DATE	VENUE	PRICE
RW Decorator Line vase #M3013, mint	Waterloo, IA	9/09	Family estate	Gift
Complete 12-place setting of Two-Step dinnerware, plus many extra pieces	Fergus Falls, MN	9/09	Estate sale	\$250. ⁰⁰
5 pieces of Chromoline art pottery	Fergus Falls, MN	9/09	Estate sale	\$50. ⁰⁰
50 gal bail-handled lid, two rim chips	Rock Falls, IA	10/09	Auction	\$85. ⁰⁰
RW brown sponge mottled pitcher, mint	Sumner, WA	10/09	Antique shop	\$42. ⁰⁰
20 gal Elephant Ear crock w/oval & hand-drawn "20", inner rim chip	Red Wing, MN	11/09	Antique shop	\$375. ⁰⁰
Salt glaze salesman's sample crock (hairline) and 1/8 pt. fancy jug, mint		11/09	eBay	\$43. ⁰⁰ shipped
15- x 24-inch salt glaze sewer tile stamped "Red Wing", unique glaze	Springfield, MN	11/09	Farm auction	\$5. ⁰⁰



RED WING POTTERIES LEDGER AVAILABLE

The Red Wing Collectors Society Foundation has completed a second printing of the Red Wing Potteries Ledger and it's available for RWCS members to purchase.



- Covers the years of 1892 to 1893 & 1906 to 1914.
- Includes general expenses of the day and special orders for advertising pieces taken almost daily.
- Contains 290 pages of information.
- Makes a great gift, especially for those who have an appreciation for advertising stoneware.

To purchase: Credit cards and checks made out to RWCS are accepted; call Diane Hallstrom at 651-388-7178 (daytime) for the exact cost. (The total including tax and shipping will be \$56 or less.)

RED WING STONEWARE MIDWINTER AUCTION

Saturday, Feb. 13, 2009 – 6 PM
HOLIDAY INN & SUITES – DES MOINES, IA

3, 4, 10 gal birchleaf crocks, 10 gal transition crock, 20 gal salt glaze crock, 30 gal Western crock, lids, 6 gal threshing jug, 5 gal salt glaze churn, jugs, butter crocks, chamber pots, Sleepy Eye (salt crock, butter crock & pitcher), advertising bean pots, advertising mini jugs, Red Wing postcards, bowls, blue milk pans, art pottery, dinnerware, sample plate-flower & bird design, prints, Commemoratives and much more!

A portion of the auction will include donated items for the Red Wing Collectors Society Foundation.

Catalogs available after Jan. 1 at \$5.00 each. See website for photos.

HOUGHTON'S AUCTION SERVICE
1967 LAUNA AVE. RED WING, MN 55066
651-388-5870 WWW.HOUGHTONAUCTIONS.COM

The RWCS Foundation Board was treated to magnificent fall weather in Red Wing during the Foundation's annual and regular fall meetings November 6-7. However, the agendas were full, leaving little time to enjoy the shops we so eagerly visit during Convention.

The Foundation Board has invested a great deal of time exploring options for a future location for the Red Wing Pottery Museum. A site has been identified, which fulfills the physical needs of the Museum and the desires of the RWCS membership, as expressed to us individually and during educational seminars presented by the Foundation Board at Convention. A purchase agreement is currently being reviewed by an attorney retained by the Board and a vote will come later. This is an exciting moment in the evolution of the Museum that will be reported on with more detail soon.

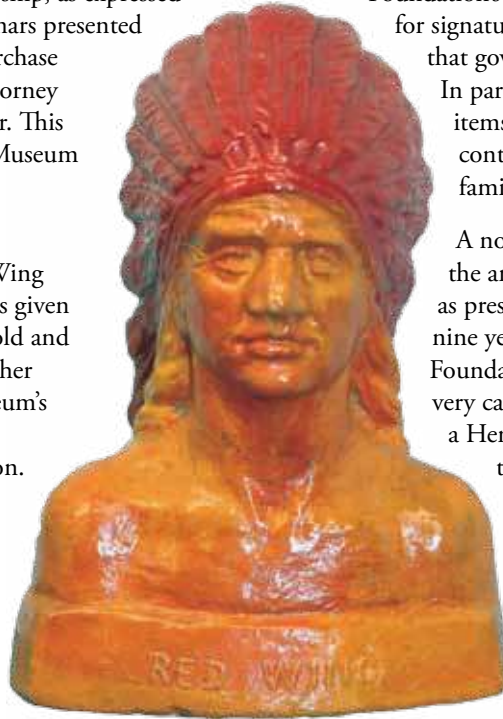
The Foundation was recently given a donation consisting of a relatively large amount of Red Wing ware – primarily dinnerware. This donation was given with the expectation that the items would be sold and the proceeds would benefit the Foundation, rather than the items being accessioned into the Museum's collection. The first installment of these diverse items will appear during the MidWinter Auction. The Foundation Board is very grateful to the generous donor and to Dick Houghton, who has volunteered to assist with the sale.

The RWCS Foundation Award recipient for 2009 is Peter Jadoonath. In contrast to prior award recipients who were promising

students in the arena of ceramic arts, Mr. Jadoonath is already an accomplished potter who has maintained a studio in St. Paul since 2000. He embraces the pottery traditions of Minnesota as he combines functionality with aesthetics. He also shares his excitement and knowledge of pottery as an instructor at several arts venues, including the Northern Clay Center. Congratulations, Mr. Jadoonath!

After months of discussion and consideration, the RWCS Foundation's Collection Management Policy was presented for signature. This is a comprehensive 14-page document that governs the oversight of the Museum's collections. In part, it addresses procedures to be followed for items donated or loaned to the Foundation, so those contemplating such a gift or loan are encouraged to familiarize themselves with this document.

A notable "changing-of-the-guard" occurred at the annual meeting. Ron Linde, who has served as president of the RWCS Foundation Board for nine years, had to step down as required by the Foundation's bylaws. He passed the gavel to the very capable hands of Dave Kuffel. Ron has done a Herculean job guiding the Foundation and the Board during these past nine years of tremendous growth. He has never failed in keeping track of small details, while at the same time never lost sight of the larger picture. His foresight and dedication to the Foundation has indeed been impressive and he deserves our heartfelt thanks. Thank you, Ron! ■



COMING IN THE FEBRUARY ISSUE...



VANCOUVER
ADVERTISING:
JUST IN TIME FOR
THE OLYMPICS

A GARAGE MADE OF
RED WING SEWER TILES?

