



## Hadley Pottery Fact Sheet

**Company Name:** Hadley Pottery

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**Number of Employees:** 25

**Years in Business:** 73 (founded 1940)

### Company History

Artist Mary Alice Hadley was born into a family of clay tile makers where her knowledge of working with clay first developed. In 1939, Mrs. Hadley made dishes for her houseboat on the Ohio River. The creative result was a set of a custom dishes that caused such a stir among her friends and acquaintances that the idea for a business was born. With the help of her husband, George, the Hadley Pottery Company was formed early in 1940.

In 1944, George Hadley purchased a building in the Butchertown area of Louisville as a birthday present for Mary Alice. The building, constructed in 1848, has been home to a wool mill, a candle factory and a cordage mill and since 1944 has served as the production location, factory salesroom and offices of Hadley Pottery Company. Many pieces of original art created by Mary Alice Hadley are still on display at the historic structure on Story Avenue, including several wall murals all hand-painted by Mary Alice herself.

### The Hadley Brand

Hadley Pottery is **best known for** its warm and whimsical pottery design patterns, including its most popular Country stoneware collection, Beach pottery designs, and hand painted personalized plates, mugs, coasters, and children's sets. The brand boasts that it has a "pattern for every passion" offering skiing, fishing, nautical, and even western pottery for sale in specialty shops across the US, online at

hadleypottery.com, and in the company's authentically rustic factory outlet store in Louisville, KY. For its enthusiasts, the pottery represents something uncommon and special, expressing their individuality and unique sense of style. It will definitely spark a conversation at a dinner party!

Hadley is ***most loved for*** the way it evokes feelings of home through its traditional designs, substance and weight, and unique ability to create family traditions around the table. Families that use Hadley Pottery recognize that not every meal is about the food, and value meaningful conversations at the table. Imprinting memories of home in her children's hearts is a priority for the Hadley collector, as these memories will be her family's most treasured heirlooms.