



## **Hadley Pottery, founded in 1945** **Exhibits First Time at Major Gift Show**

Hadley Pottery, LLC, will be presented for the first time at the International Gift Show in Atlanta, January 8-12, 2010.

Hadley Pottery, maker of fine, hand-crafted stoneware, has been producing distinctive pottery for nearly 70 years. Inspired by the designs of renowned artist, Mary Alice Hadley, the pottery is an American classic, cherished by everyday users, enthusiasts, and collectors across the United States and around the world.

### **The Product**

What distinguishes Hadley from all other pottery and what has created a long and loyal following? It is the originality and charm of the decoration. Often described as simple, whimsical, and warm, the hand-painted Hadley designs are remarkable in their ability to capture the essence and emotion of a time, a place, or a memory.

Hadley stoneware is extremely durable. Made from clay native to Kentucky and Indiana, the stoneware is hand-painted, glazed, and then kiln-fired at 2100 degrees Fahrenheit, making it highly resistant to chipping and scratching. It is lead-free and oven, microwave, and dishwasher-safe. Each hand-crafted piece is signed by an artist trained by a protégé of Mary Alice Hadley. The hand painted signature is the mark of genuine Hadley stoneware.

### **Founder –Mary Alice Hadley**

Early in 1940, Mary Alice Hadley, a respected watercolorist, painter, and muralist, applied her talents to the creation of a custom set of dinnerware for her family's cruiser on the Ohio River. As the daughter of a building tile manufacturer in Terra Haute, IN, she found painting on clay to be a natural extension of her artistic ability.

Prior to 1939, Mrs. Hadley's talents had been devoted entirely to the field of painting, for which she received numerous awards and recognition. Her pottery originals and paintings in watercolor and oil have been exhibited in New York, Boston, Los Angeles, and other cities.

Her stoneware collection created solely for her family caused such a sensation that Mrs. Hadley yielded to the demand and a new career was born. By 1945, a new business was founded to fulfill the orders streaming in throughout the nation.

In 1944, the current Hadley Pottery building in the historic Butchertown area of Louisville, Kentucky, was purchased by the Hadleys as a birthday present for Mrs. Hadley. The building, built in 1848, had been home to a candle factory, a wool mill, and a cordage mill. Mrs. Hadley painted all of the murals on the walls in the building, and her original artwork is still on display in the windows of the sales room.

Mrs. Hadley worked at the Pottery until her untimely death in 1965. Mr. Hadley continued to run the company until 1979, when it was sold to Louisville natives, Mr. and Mrs. Ken Moore, who stewarded the operations for 30 years and ensured Mrs. Hadley's inspiration continued to drive the business.

Since Hadley Pottery's serendipitous beginning in 1940, its founder's unique vision and style have been widely imitated. But the original spirit and creative energy of Mary Alice Hadley is still alive in the historic pottery on Story Avenue in Louisville. Artists trained by protégés of Mrs. Hadley continue the tradition of creating the pottery that evokes wit, whimsy, and warmth.

### **Today**

In September, 2009, Enterprise Growth Partners completed the purchase of the assets of Hadley Pottery Company, Inc., through its subsidiary Hadley Pottery LLC. The previous owners of Hadley Pottery Company, Inc. are continuing on as investors in the new company. This transaction ensures that the iconic Louisville company will have the resources, management and financial capabilities to grow and succeed in the future and preserve the legacy of Mary Alice Hadley.

Visit us at our new web site [www.hadleypottery.com](http://www.hadleypottery.com) and download catalog.

### **Contacts**

Hadley Pottery, LLC  
Elaine A. Burkhardt  
Director-Sales and Marketing  
14500 S. Outer Forty-suite 206  
St. Louis, MO 63017  
314-392-9240  
Fax: 314-392-9447  
[elaine@hadleypottery.com](mailto:elaine@hadleypottery.com)

Hadley Pottery, LLC-Factory  
1570 Story Avenue  
Louisville, KY 40206  
502-584-2171  
Toll free: 866-584-2171  
[www.hadleypottery.com](http://www.hadleypottery.com)



·HANDCRAFTED·

# M.A. Hadley

AMERICAN POTTERY  
.....

Welcome to the warm and whimsical world  
of Mary Alice Hadley.

Handcrafted stoneware for everyday use,  
decorating and collecting.

**BUILDING 3: 2nd FLOOR, BOOTH 908**  
[www.hadleypottery.com](http://www.hadleypottery.com) 866-584-2171



HANDCRAFTED.  
**M. A. Hadley**  
AMERICAN POTTERY  
.....

HANDCRAFTED

M.A. Hadley

AMERICAN  
POTTERY



· HANDCRAFTED ·

M. A. Hadley

AMERICAN POTTERY

.....