

Roseville Pottery

By Mike Baltrinic

“The Nature of Clay”



A Brief History

- **January 4, 1892, the Roseville Pottery Company was incorporated. It was George F. Young, formerly a teacher, then an accountant for Singer Manufacturing in Zanesville, Ohio, who became the general manager of Roseville Pottery.**

The Little Company Grows

- **It was because of Young's leadership that the little company achieved success which started with forty five men, to a company which continued to grow, and during World War II reported an all time high volume of sales, \$1.25 million in commercial sales.**

The Little Company Grew

- **Competition continued between Weller (the other main competitor in art pottery sales) and Roseville, and experimentation in the firing process allowed for “secret formulas” in creating metallic luster lines and various impurities uniting with copper to form new colors and finishes.**

An Early Line

- **The Donatello line was developed in 1915. It had a strong Greek influence.**



Early Roseville Lines



- These patterns are part of the La Rose and the Corinthian line. Both of these lines were developed only during 1923.
- There was a Greek influence in these designs as well.

Another Early Line

- **This line is called the Florentine Line. This line was developed during 1924-1928.**



Pinecone Line Added

- **In 1935 there was a drop in sales because of the Depression, so the company needed a line they could sell which would have a large appeal to the public. The Pinecone line, which had been rejected years before, was brought back to the table. This time the line was accepted and production began. Pinecone became the most popular line ever produced at Roseville.**

Roseville's Pinecone Pattern

- The Pinecone line featured a wide variety of shapes, all featuring stems, needles, and three dimensional pinecones.
- This line was developed from 1935-1950.





Pinecone Colors



- The Pinecone Line was produced in
- green,
- brown,
- and blue.

Floral Lines Added



- **This Water Lily piece is typical of the line of Roseville developed during the 1940-'s through 50's.**
- **The various flowers were three dimensional and hand painted.**

Floral Patterns Very Popular

Below is Freesia pattern,
and Magnolia is to the
right.



Zepher Lily and Bushberry Patterns



- Floral designs were popular on vases, bookends, pots, teapots, etc.



Roseville's Marking

- The early marking was a capital “R” with a lower case “v” inside the loop of the “R”
- This marking was used in the 1920’s.



Roseville's Marking



- This marking was a script “Roseville” indented in impressed into the bottom of the piece.
- Typically the size and pattern number were also written on the bottom of the piece.

Roseville's Marking

- **The last marking used was a script “Roseville USA” along with the item stock number and size. This marking was embossed, raised relief (or stood out.)**

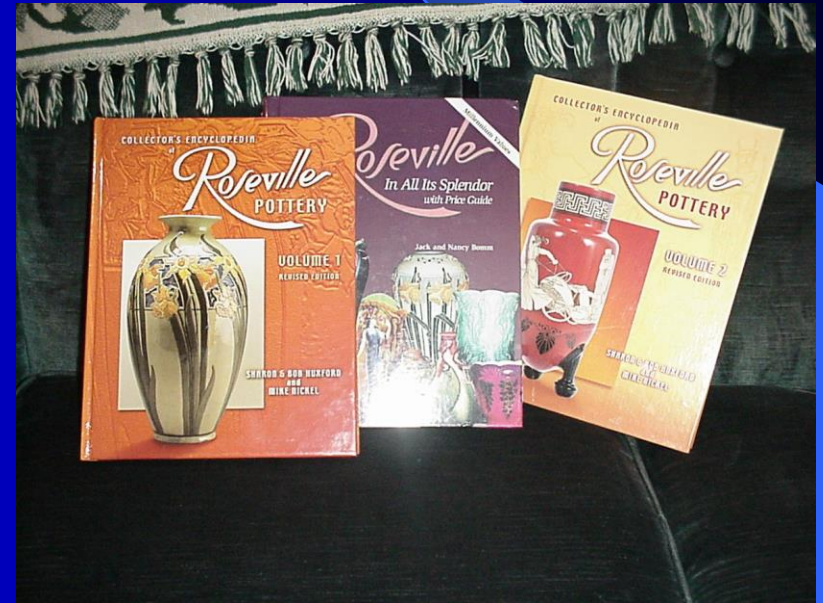


The Demise of Roseville Pottery

- **The best year of sales was in 1945, but a decline started after that. The market was flooded with imports which were marketed at a fraction of the cost of the art pottery lines produced in the U.S. Add to this the beginning of plastic production, and it was inevitable that the pottery field would diminish.**

Collectibles

- Because this art pottery is part of American art, it is very collectable today.
- Many books are available featuring pictures of the many lines



Roseville “Fakes”

- **Because of the popularity of the art pottery, reproductions were started.**
- **The reproductions (1990’s) are poor imitations of the originally produced art pottery. The artwork is not as refined, and the colors do not match. These fakes have a glaze finish compared to the matte finish of the originals.**

Roseville Pottery

A sixty-four year history was left behind as a piece of Americana history.