



“QUEENSWARE BY THE CRATE”

**CERAMIC PRODUCTS AS ADVERTISED
IN THE SAINT LOUIS MARKETPLACE**

1810 - 1850



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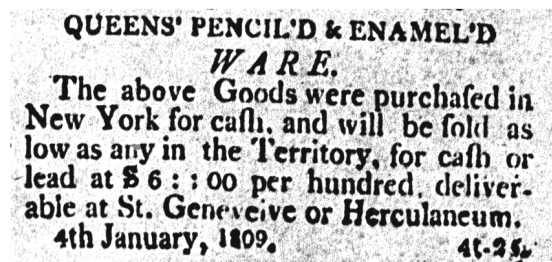
INTRODUCTION

As Americans flooded the Illinois Territory after the close of the War of 1812, the town of St. Louis served as the primary supply center for the goods needed to colonize this western frontier, eclipsing older French trading centers such as Kaskaskia and Cahokia. A network of wholesalers working at St. Louis supplied hundreds of small-scale retail merchants with goods that were hauled to the most remote frontier settlements. The dominance of the St. Louis market did not fade until the 1850s, with the coming of the railroads and the rise of new Midwestern distribution centers such as Chicago.

This paper focuses on ceramics advertised in St. Louis newspapers between 1809 and 1850. The bulk of references to ceramics in these advertisements referred to inexpensive refined British earthenwares, which were generically called “Queenswares.” While that term was coined by Wedgwood to refer to his creamware product lines, the term was soon used to refer to most inexpensive British earthenwares, including post-1780 pearlware and post-1830 whiteware. As will be seen below, merchants may have excluded some of the new ironstone products from this category, in an effort to distinguish them from more “common” earthenwares.

For a seller of imported Queensware, the principal means of communication with retail and wholesale buyers was the newspaper. During the first decades of the nineteenth century at St. Louis, the dominant newspaper was the *Louisiana Gazette* (later the *Missouri Gazette* and *Missouri Republican*). Founded in 1808 by Joseph Charless, the paper provided an important outlet (in the form of paid advertisements) for announcing and describing new arrivals of the most desirable imported goods.

Annotated ceramic product descriptions as found in random samples of the *Gazette* (sampled at four month intervals) are presented below. For reference purposes, descriptive phrases for ceramic products (or relevant sales practices) will be presented as uppercase headings for each discussion of a particular advertisement. These phrases were sometimes part of advertisement headings, but were more commonly found within the body of the ads. Examined chronologically, these advertisements offer a glimpse into the changing terminologies, tastes, and fashions that were applied to ceramic products in Midwestern markets before the Civil War.



QUEEN'S PENCIL'D AND ENAMEL'D WARE

The first ad found during this study that mentioned ceramic products specifically appeared in January of 1809. The firm of H. Austin & Company (located in Ste. Genevieve, Missouri) announced the arrival of a shipment of groceries and dry goods from New York, which included a "General assortment of Queens Pencil'd and Enamel'd Ware." The reference to ceramic products was placed at the bottom of an ad focused primarily on fabrics and clothing. "Pencilled Queenswares" may have referred to transfer printed pearlware or creamware, while "enameled" wares would have consisted of painted pearlware or creamware. Technically, enameled wares were overglaze painted, but in this context, the term may have referred to the less expensive underglaze painted wares as well.

QUEENSWARE

In the years prior to the War of 1812, most references to ceramic products simply mentioned "Queensware" as a line item along with other dry goods and groceries in short non-descriptive ads.

CROCKERY WARES

In April of 1810, George Pescay advertised "Crockery Wares" that he had purchased in Philadelphia. While "crockery" ultimately came to refer to unrefined wares, the term was commonly used in association with refined wares during the first quarter of the century.

QUEENSWARE AND CHINA

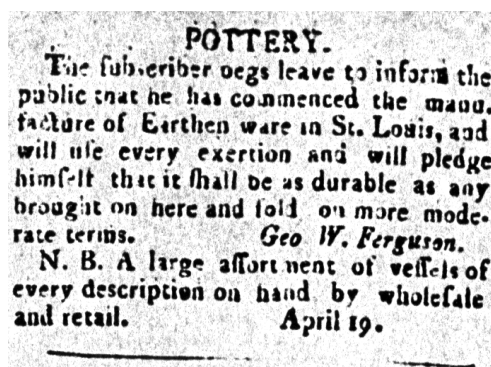
The same month, the partnership of Wood and Dunn ran one of the earliest ads to differentiate "Queensware" and "china", also purchased at Philadelphia. The Queensware (or earthenware) products of the time would have been of creamware or pearlware, while the "china" (or porcelain) products were probably Chinese.

CROCKERY

Advertised by Berthold & Choteau in April of 1813, the term crockery in this instance may have referred to unrefined wares, as the firm was also using the term Queensware for refined wares in other ads. As such, this may be the earliest actual reference to unrefined wares found during this study.

THE PRESENT DIFFICULTIES IN TRADE

During the War of 1812, few ads in the Gazette specifically mention Queensware (or other British products), due to the lack of British imports during the war. The stockpiling of Queensware products by Staffordshire potters during the war resulted in a significant decrease in prices after 1815 (e.g. Miller 1999). Thus, the pearlwares advertised after 1815 would have been more affordable to St. Louis area consumers and retail merchants.



POTTERY

In April of 1816, potter George W. Ferguson ran the first advertisement for locally made pottery (probably redware), announcing that he had “commenced the manufacture of Earthen ware in St. Louis.” He pledged that “it shall be as durable as any brought on here and sold on more moderate terms”, and that he would have “a large assortment of vessels of every description on hand by wholesale and retail.” Ferguson’s reference to products “brought on” may reflect the local sale of redwares manufactured in the upper Ohio Valley, which were shipped down river to St Louis. Ferguson’s shop was probably purchased by Christian Smith, who was advertising pottery the following year.

BLUE AND GREEN EDGED PLATES AND DISHES

In May of 1816, the firm of Smith & Spicer, “lately from New York”, advertised the first detailed list of ceramic products found in this study. This may be a result of the explosion of British imports following the close of the war. These products included “blue and green edged plates and dishes”, as well as “pitchers, coffee cups and saucers, tea cups and saucers, soup tureens, bowls, bakers, salad dishes, wash basins and chambers.”

LUSTRE PITCHERS

COMMON AND DUTCH BLUE AND GREEN EDGED PLATES PLAIN AND FIGURED BOWLS

In September 1817, Sanguinet & Bright advertised Lustre pitchers, common and “Dutch” blue and green edged plates, plain and figured bowls, and “elegant tea and coffee setts.” In 1817, luster wares were probably in silver. The labeling of edged plates as “Dutch” is notable, and is unique to the ads found for this study.

INDIA CHINA
SUPERIOR LIVERPOOL CHINA
ASSORTED LIVERPOOL AND QUEENSWARE

Also in the fall of 1818, S.R. Ober obtained five boxes of “India China”, two boxes of “Superior Liverpool China”, and 28 crates and hogsheads of “assorted Liverpool and Queensware.” India china probably refers to Chinese porcelain, while Liverpool china may refer to British porcelains. The differentiation between “Liverpool” and Queensware seems to allude to printed versus other forms of British earthenwares. Not surprisingly, the amount of porcelain obtained by Ober was dwarfed by the shipments of the less expensive Queensware.

CHINA, GLASS, AND QUEENSWARE

Even by the mid-1820s, ceramic products advertised in the Gazette were still lumped together in the large lists of goods sold by general dry goods merchants, and described simply as “china, glass, and Queensware” in a single line. In July of 1822, John Shackford placed an ad for only two forms of merchandise: “a quantity of assorted Queensware” and “assorted kegs of nails.”

EARTHEN, GLASS AND CHINA WARES

The only advertisement predating 1825 (found in this study) that focused primarily on china and glass products is one placed by Hastingson & Simpson in January of 1820. This firm announced “Earthen, Glass and China Wares” at reduced prices. These may have been purchased from an east coast jobber, or at auction in Philadelphia or New York.

STONEWARE

In April of 1820, Frederick Becker arrived at the docks of St. Louis on the keel boat *Le San Souci*. In his newspaper ad, he announced a “large assortment of STONEWARE (warranted to stand fire and frost)” as well as window glass and porter bottles, which were for sale on board the boat. This is the first ad to mention stoneware found during this study. Considering the history of glass and stoneware production in the upper Ohio Valley, Becker’s stoneware and porter bottle shipment may have been obtained at Pittsburgh.

AUCTION

Ceramic products also appeared at St. Louis auction houses in the early 1820s. In 1823, H.C. Simmons, the proprietor of the *St. Louis Auction Mart*, announced fresh goods including “Queensware [comprising] a quantity of crates expressly packed in England to suit this market.” Such crates of moderately priced assortments may have been obtained from merchants (or potters’ agents) in Liverpool, who were specializing in Queensware for the American market (e.g. Ewins 1998).

ASSORTED FOR THE COUNTRY

The first reference found during this study to assortments for the “country trade” appeared in October of 1823, when Tracy & Wahrendorff advertised 50 crates of Queensware “assorted for the country.” American wholesale Queensware dealers began packaging crates of moderately priced wares for rural retailers during the late eighteenth century (e.g. Ewins 1998). The initiation of such practices in St. Louis probably reflected the growing retail trade in rural Illinois and Missouri. Whether the firm of Tracy & Wahrendorff actually selected and packed such crates, or simply purchased them prepackaged from eastern wholesalers, is unknown.

ENAMELLED AND PRINTED TEA CUPS AND SAUCERS BLUE PRINTED PLATES AND DISHES

In April of 1825, Bernard Gilhuly advertised wares purchased in New York, Philadelphia and Baltimore. Their list included:

Enameled & Printed Tea cups and saucers
Enameled & Printed coffee cups and saucers
Sets Tea pots, sugars, & creams
Blue and Green edged plates and dishes
Blue printed plates and dishes
Printed and edged bakery, pitchers and jugs

QUEENSWARE BY THE CRATE ASSORTED FOR THE COUNTRY TRADE

In June of 1825, Henry Shaw advertised 61 crates of Queensware, which he would repack for the country trade. Based on newspaper advertisements, it appears that Shaw may have been one of the first St. Louis merchants to pack wholesale crates specifically for the rural trade.

NANKEEN AND ENGLISH CHINA SCENERY PLATES BLUE AND WHITE PITCHERS

In March 1827, W.H. Savage advertised both porcelain and earthenware products. His china selection included tea sets in Chinese export porcelain (“Nankeen China”) as well as British porcelain. Of course, he also had edged Queensware plates on hand, as well as “scenery plates” that were probably of the deep blue, printed variety popular during the 1820s.

QUEENSWARE STORE.
Deaver, Cromwell & Co.
 Importers of Queensware, Glass and China.
HAVE opened a Store in St. Louis, on Main
 street, adjoining the United States Branch
 Bank.
 The present stock on hand, consists of 40 crates
 of Queensware, assorted; 20 casks of Glassware;
 12 do. English and French China, very hand-
 some, 3 do. Earthen Furnaces, with Iron Grates.
 Just arrived, per steam boat Livingston, from
 New Orleans,
121 CRATES of Queensware, direct
 from Liverpool, which are offered, at
 wholesale or retail, at very reduced prices, for
 cash or city acceptances.
 Merchants from the upper country, or ad-
 joining towns, are particularly requested to call
 and view the assortment and prices, which can-
 not fail to please all who may favor us with their
 custom. D. C. & Co.
 N. B. Our arrangements are such as to have
 a shipment of Queensware, Glass and China, from
 Liverpool, once every three months. By the first
 of July we expect 230 crates more. Merchants
 of the Western country may rely on being sup-
 plied with the above articles, a sorted or re-pack-
 ed, as they may best suit them. Particular attention
 paid to re-packing. D. C. & Co.

Deaver, Cromwell & Co.
HAVE just received per steam boat Oregon,
 from Orleans, **560** doz. 1-2 Pint, 2-3 Pint
 and 3-4 Pint, **TUMBLERS**; 5 boxes **CHINA**
BOWLS and **SAUCERS**; 1 do. broad band do.
PLATES; 6 boxes of the real Stone China **DIN-**
ING SETS; **500** pair Evening China **CUPS**
 and **SAUCERS**; **470** do. China **COFFEE** do. do.;
 58 doz. Pint and 1-2 Pint **FLASKS**; **1000** galls.
STONEWARE, consisting of Milk Pans, with
 and without covers, Jugs, Pitchers, Pickle Pots,
 Card Jars, &c. &c. All of the above will be sold
 at wholesale or retail, low, for cash or city ac-
 ceptances. July 13

**REAL STONE CHINA DINING SETTS
 EVENING CHINA CUPS AND SAUCERS
 1000 GALLONS STONEWARE**

In July of 1829, Deaver, Cromwell, and Company became the first Queensware importers to advertise in the *Republican*, announcing the arrival of 161 crates of Queensware and 12 casks of English and French china. The company was importing “direct from Liverpool” via New Orleans, and expected shipments four times a year.

In 1829, the term “Real Stone China” may have referred to pearlware products marketed (and back-marked as such) by John Davenport. The meaning of the term “evening china” is unknown. Along with the china and Queensware, the importers also stocked a large quantity of stoneware, which was probably still shipped from Ohio or western Pennsylvania. The company also stocked “earthen furnaces with iron grates.”

LIVERPOOL EARTHENWARE

An ad placed by Henry Shaw in November of 1829 used the term “Liverpool Earthenware” as the principal descriptor for his Queensware products. These consisted of a typical selection of middle-range earthenwares, including edged, painted, and dark blue printed plates and teas.

TAMS & BROTHER, *Manufacturers and Importers of China, Glass and Queensware*, corner of Market and Sixth streets, offer for sale, at their wholesale warehouse, a full and general assortment of **CHINA, GLASS and QUEENSWARE**, at the very lowest prices, to country merchants.
 Packing carefully attended to, and merchants are invited to call and examine the above assortments.
 Goods can be imported, to order, direct from England to New Orleans, by which means they will come much lower to purchasers. [Nov 17]

MANUFACTURERS AND IMPORTERS

Also in November of 1829, the firm of Tams and Brother placed an advertisement that is significant in the history of the Queensware trade in St. Louis. The Tams family were involved in the pottery industry (possibly in Longton, Staffordshire: Kowalski 2000; 348) as well as the domestic importing business (at Philadelphia). How the Tams firm at St. Louis was related to this clan is unknown, but the ad represents an early, direct connection between Staffordshire potters and the far western American markets. It does not appear that this company remained in St. Louis for long, and may have closed by the mid-1830s.



Backmark of a deep blue printed platter recovered from 1830s contexts at St. Louis. The "Four Courts / Dublin" pattern is attributed to the Tams family (Kowalski 1999: 487).

THIS SPRING'S NEW PATTERNS BLACK, BROWN AND PALE BLUE PENCILLED WARE OF TUSCAN ROSE PATTERN

An ad placed by the firm of Rundlett & Randolph in May of 1830 announced the arrival to the St. Louis market of what archaeologists now define as "whiteware." The firm received a new shipment of "pencilled" (transfer printed) dinner sets in "black, brown, and pale blue of the Tuscan Rose pattern." Tuscan Rose was manufactured by both John and William Ridgway and James and Ralph Clews, and would have been one of the first whiteware patterns introduced by Staffordshire potters in the very late 1820s. This was almost immediately available in St. Louis. The use of "pale blue" as a description is notable, and was probably intended to separate these new whitewares from the earlier, out-of-vogue, blue-printed pearlwares. "This Spring's new patterns" highlights the importance of the oft-changing fashions in Staffordshire earthenwares.

BLUE PRINTED WARE

An auction conducted by Savage & Bostwick in January of 1831 included “blue printed ware dinner sets.” This may represent the bulk sale of deep blue pearlwares that had quickly become out of fashion with the arrival of the new color printed whitewares.



CHINA, QUEENS, LIVERPOOL, DELF

In August of 1831, Savage & Bostwick sold the contents of a store owned by the partnership of Keen & Page. In 1831, “China, Queens and Liverpool” probably referred to porcelain, earthenware, and printed ware. The reference to “delf” is a unique one, however, and its meaning is unclear. It is highly unlikely it refers to tin glazed wares. Instead, the term may refer to a form of decoration, as it is used in conjunction with the terms edged, painted, and printed in the body of the ad. If the term “Liverpool” referred to printed wares, then their separation from standard Queensware products is also notable. The term “stone” may be a reference to a product name such “stone china”, used by a variety of earthenware potters. Included in a large list of vessels types, are unusual forms such toy mugs, flower pots, and “stone stars.”

GOLD ENAMELLED WARE FRENCH PORCELAIN PLATES BROAD GOLD BAND

In November of 1832, “China Merchant “ George Ball of Philadelphia announced that he was opening a store at St. Louis. His ad offered a variety of fashionable and expensive gold gilt French porcelains, including “gold enamelled” (“a very superior article”) and broad gold band. Ball also mentioned six dozen French porcelain plates with “printed likenesses of eminent American personages in the centre.” Printed portraits were somewhat common in the Staffordshire earthenware trade during the first quarter of the nineteenth century, but such printed imagery on French porcelain would have been unusual and costly.

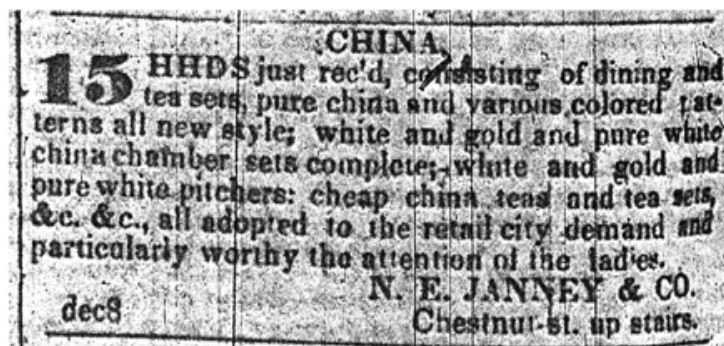
PAINTED

In the fall of 1833, the partnership of Ridgely & Billon placed a small ad that was unusual in that it consisted solely of painted wares, perhaps bought at auction:

200 doz painted dinners and twifflers
 150 do do teas
 50 sets do teaware
 60 do bowls

LATEST LIVERPOOL PACKETS, VIA NEW ORLEANS

In the fall of 1835, N.E. Janney & Company announced that they would be opening 11 of packages of Queensware and china from Liverpool, via New Orleans. By January of 1838, the firm advertised themselves specifically as importers.



PURE WHITE CHINA
 WHITE AND GOLD and PURE WHITE
 CHEAP CHINA

In December of 1837, N.E. Janney & Company emphasized a range of porcelain products. The gold gilt porcelain that they offered was probably French, while the “cheap china” may have referred to less expensive British bone chinas. The ad also mentioned “all new styles” of colored patterns, or printed earthenwares. The placement of new printed earthenware patterns alongside white porcelains demonstrates the fashionable nature of these particular earthenware products. The ad stated that such goods were “adopted to the retail city demand”, and were “particularly worthy the attention of the ladies.” Here, the firm points to a distinctively urban character of some ceramic goods, at least during this period.

FINE CHINA.

A FEW fine Blue and richly painted and Gilt dining Services real stone China, also, Blue, Brown and Green sets new patterns Earthen-ware. Just opened and for sale at Squatter's Auction prices by **N. E. JANNEY & CO.** Jan. 1st.

REAL STONE CHINA

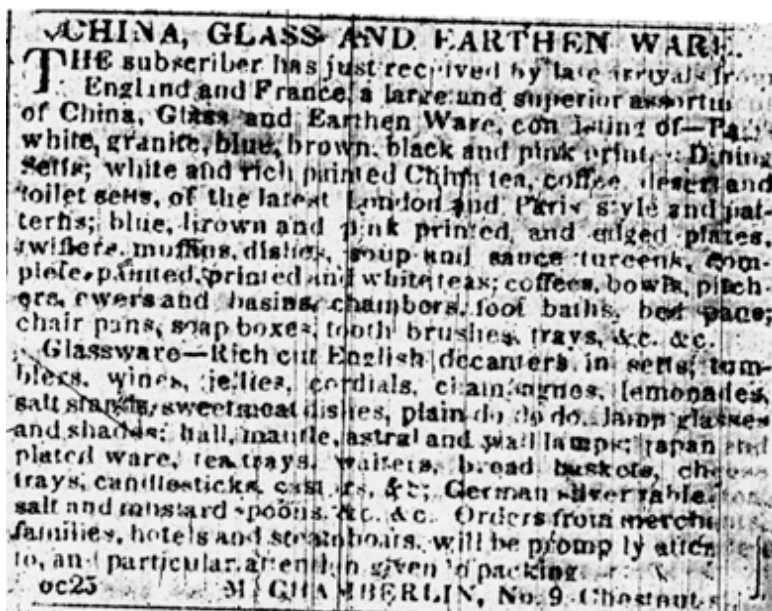
In an ad placed in January of 1838, N.E. Janney & Company announced “a few Blue and richly painted and Gilt dining services real stone China.” Given the italicization of “stone china”, and its separation from “Earthen-ware” below, this may actually be a reference to what archaeologists know as ironstone. If these were indeed semi-vitrified ironstones, then this ad probably represents the earliest appearance of such wares on the midwestern market. Janney also mentions new blue, brown, and green (printed) patterns in earthenware.



A rare example of a Janney & Company importers' mark, recovered from late 1840s contexts at Mobile, Alabama.

1000 GALLONS STONEWARE

The reliable availability of a variety of stoneware products appears to have begun in the late 1830s in St. Louis, probably in conjunction with the appearance of regional stoneware potters capable of filling large orders. In December of 1838, R.D. Watson advertised “1000 gallons stoneware, assorted as follows- jugs, jars, churns, crocks, milk pans, preserve jars, butter jars, etc.”



PARIS WHITE
 GRANITE

BLUE, BROWN, BLACK, AND PINK PRINTED
 WHITE and RICH PAINTED CHINA

From British and French shipments received in the fall of 1839, M. Chamberlain appears to have described two types of white products, which archaeologists today would define as ironstone. In the original graphic, this was done through the use of long, single sentences separated by semi colons. In the first sentence, “Paris white” and “granite” were differentiated. Granite should refer to an ironstone product. Paris white could be interpreted as white porcelain, although the seller used the term “china” in a separate line. This would suggest that Paris white and granite referred to two different types of white products, perhaps both of ironstone.

The first sentence continued to describe four printed colors that may have referred to ironstone plates. The second sentence described undecorated and painted porcelains, perhaps of both French and English origin. Tablewares were not included in this sentence. The third sentence probably referred to what Chamberlain regarded as “earthenware”, which was given less prominence in the ad. These consisted of three

colors of printed tablewares, edged tablewares, and printed, painted, and undecorated teawares. Today, archaeologists would refer to such products as whiteware.

EXPRESSLY FOR THE SOUTHERN AND WESTERN MARKETS

In December of 1839, M. Chamberlain announced the arrival of 100 crates and hogsheads of china and earthenware “of his own import.” These had been selected at potteries in England “expressly for the southern and western markets.” The western markets were those served by St. Louis, while the “southern markets” may have been those served by the Chamberlain family’s New Orleans office (Kowalski 1999; 662).

BLACK TEA POTS WHITE PRESERVE JARS

Also in December of 1839, R.D. Watson advertised several specialized ceramic products: black teapots that were described as an “imitation Wedgewood ware, a very convenient article for the sick”, and white preserve jars in “all sizes, covered or uncovered.” Watson also had “2d size bed pans” in stock.

MANUFACTURERS OF STONEWARE

In January of 1840, the A. A. Austin Company of Commerce, Missouri, announced that they were “now prepared to fill promptly, all orders for stoneware at the shortest notice.” They also pledged that their products would be “warranted fully equal to any made in the western country” and that a large assortment would be kept on hand. The ad directed readers to see examples of the company’s wares at the office of J. Austin in St. Louis



Impressed capacity and maker’s mark from a stoneware pot made by the A.A. Austin Company, and recovered from 1850s contexts in St Louis.

PARIS WHITE and GRANITE

In March of 1840, M. Chamberlain ran another ad that discussed various white porcelain and earthenware products. The products included “Rich China dining, tea, desert and toilet sets” (porcelain), as well as “Paris White and Granite dining and teawares.” Here “Paris White” is clearly portrayed as a separate type of white product,

available in both table and teawares. Chamberlain also asked for “the attention of hotel keepers, families and merchants.”

RIDGWAY’S SUPERIOR MANUFACTURE

In an April 1842 ad, R.D. Watson mentioned the wares of a particular potter specifically. Under the generic heading of “Queensware, White Granite ware, and China”, Watson advertised “Ridgway’s superior manufacture, specially put up to order.”



A common Ridgway mark found on white ironstones discarded prior to 1850 in St. Louis and Illinois.

CHINA, GLASS AND QUEENSWARE.

N. E. JANNEY & Co, No 8 Main st.

We have received from the English Potteries, by recent arrivals, 337 crates and boxes China and Earthenware, which added to their previous large stock, forms one of the best, most extensive and complete assortment ever offered in this market. These goods are selected and imported with a view to the wants of this country, and are adapted to the wholesale and retail trade, and will be sold at reasonable prices, to particular customers and low for cash. Purchasers generally are solicited to call and examine our stock, in which they will find nearly every article in the business.

jet

THE WANTS OF THIS COUNTRY

In June of 1842, the importers N.E. Janney & Company stressed that their inventory reflected regional tastes, and was “selected and imported with a view to the wants of this country.”

STEAMBOAT WARE

The same month, N.E. Janney & Company announced a line of “steamboat ware” that they evidently designed themselves.

STEAMBOAT WARE.

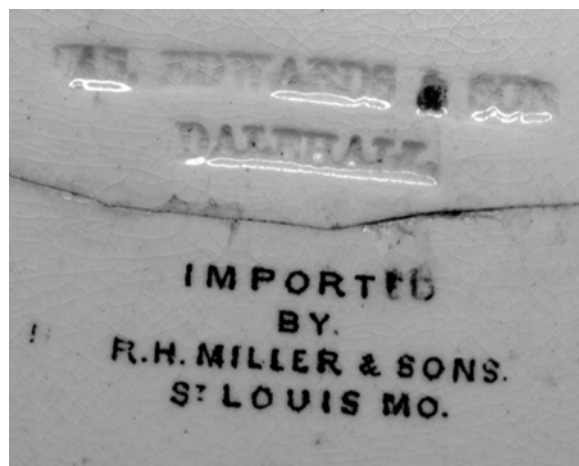
WE are now opening a beautiful and new style of ware, gotten up expressly for the western boats, from patterns and drawings sent on to the manufacturers by us.

The views represent the exterior and interior of boats of the best model, and the ware is the granite of a good strong quality, and of best shapes, admirably adapted in every respect to steamboat tables. This lot contains plates and dishes, of all sizes; coffee and tea, of all sizes; tureens; salads; bakera; butlers; covered dishes; fruit baskets; pitchers; pickle; teapots; sugars and creams, etc., all of which will be sold low by

J. E. JANNEY & Co., 80 Main st.

“STEAMBOAT WARE: We are now opening a beautiful and new style of ware, gotten up expressly for the western boats, from patterns and drawings sent to the manufacturers by us. The views represent the exterior and interior of boats of the best model, and the ware is the granite of a good strong quality adapted in every aspect to steamboat tables.”

In 1841, the partnership of James and Thomas Edwards produced a series of printed scenes depicting the interiors of several steamships, known collectively as the Boston Mails series. Janney, however, states that the wares he was offering in 1842 depicted western steamboats. Further, Janney's partner, Robert Miller, was later responsible for importing a plate depicting the “Keokuk Packet”, which was manufactured by James Edwards (see below). With this in mind, Janney and Miller may have been working with Edwards as early as 1842, to produce steamboat imagery relevant to St. Louis markets.



White granite saucer with “Keokuk Packet Co.” scene, James Edwards maker's mark, and R.H. Miller importer's mark. Recovered from 1850s contexts, St. Louis.

EARTHEN (OR QUEENSWARE)

In June 1842, J. Chamberlain announced he had bought out M. Chamberlain, and specifically defined for his customers the term “Queensware” as meaning earthenware: “Assortment of China, Glass and Earthen (or Queensware).”

Chamberlain further defined his “earthenware” products as consisting of “blue, brown, black and green printed ware, painted, mocho, edged and green colored ware.” Mocho referred to dendritic-pattern annular (or “dip”) wares specifically, and perhaps banded wares in general. Separated from edged ware, the meaning of “green colored ware” is unclear.

BLUE FIGURED TEA SETS

In July of 1842, R.D. Watson advertised “blue figured” tea sets. In the early 1840s, blue “figured” may have referred to transfer printed vessels, but may have also been a reference to the relief decorated ware sometimes referred to today as “Chelsea Ware.”

CANTON PATTERNS

In November of 1842, F. W. Southack offered “Patent iron stone china, Canton patterns” which was designed to “match Canton china...the article is much stronger than Canton china, while it resembles it in appearance.” Exactly what kind of product Southack was referring to is unclear, as the imagery of Canton porcelain is particularly distinctive. The thought occurs that this may have been a very early reference to a Chinoiserie style flown blue ware, that would have consisted of soft, diffused imagery not unlike the underglaze blues used in Canton wares. If such were the case, this would be one of the earliest known ads for flown products in the country.

YELLOW AND ROCKINGHAM WARE

In August of 1844, Southack & Company announced the arrival of “a few more crates” of yellowware and Rockingham products. They considered these to be “equal to the English manufacture” and described the products as consisting of “dishes, plates, pitchers, ewers and basins, spittoons, bowls, etc.” Importantly, this as implies that imported yellowware was already common in the Western market. This differences (and relationships between) domestic and British yellowware products are poorly understood.

FIREPROOF PUDDING AND PIE PLATES

The same month, N.E. Janney offered “fireproof pudding and pie plates” that were probably also of yellowware, which was often marketed as resistant to heat damage. Such wares were an alternative to redware cooking vessels, which could also withstand thermal shock.

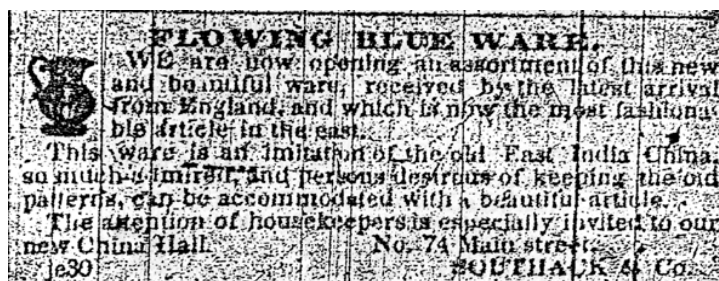
PICKLE AND BUTTER JARS

Also in August, John Leach offered for sale 800 gallons of assorted stoneware, including “pickle and butter jars (with covers), milk crocks, and jugs.”



DIRECT FROM THE POTTERIES

In September of 1844, R.D. Watson announced “Queensware Direct From the Potteries”, and requested the attention of “City and Country merchants, Hotel Keepers, Steamboats and Private families.” It was during this period that sellers of the durable white granite products began actively pursuing the hotel and steamboat markets.



FLOWING BLUE WARE

In June of 1845, F.W. Southack ran the first advertisement found in this study that clearly introduced flown wares to the city. Southack had on hand “an assortment of this new and beautiful ware...which is now the most fashionable article in the east. This ware is an imitation of the old East India China, so much admired”. The reference to the “old East India China” is an interesting one, as the East India Company is credited as having imported the first Chinese porcelain into England (Moore 1903:3). Southack had made reference three years earlier to a product that imitated Cantonese china. This merchant may have been offering flown wares since 1842, and prior to the use of the familiar term.

SUPERIOR QUALITY STONWARE

The same month, importers N.E. Janney & Company announced the arrival of 4000 gallons of superior quality stoneware, “consisting of milk pans, churns, water jars, covered butter jars, jugs, etc.”

BOONEVILLE STONE WARE

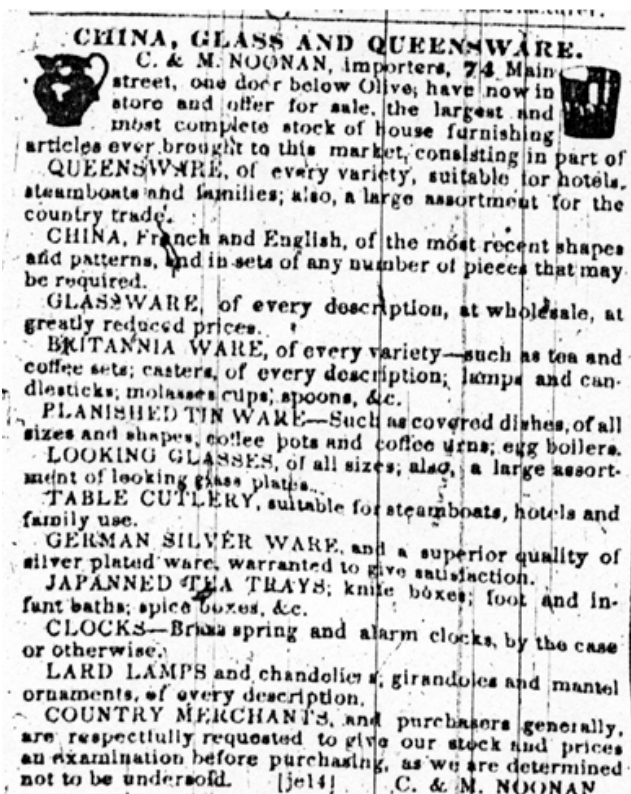
Also in June, Queensware dealers S. & W.P. Miller joined the summer’s stoneware market with a variety of vessels from Booneville, Missouri. Booneville was home to the potter Marcus Williams, who had been producing stoneware there intermittently since 1834 (Van Ravenswaay 1951: 458). The products offered by the Millers included jugs, jars, pans, pitchers, and water jars, “some of the latter extra large for steamboats.” The dealers requested the attention of the city and country retail trade, as the stoneware would be “sold by the thousand or hundred gallons.”

VERY CHEAP FLOWING BLUE WARE

In June of 1846, C. & M. Noonan advertised “very cheap flowing blue ware”, a year after F.W. Southack’s ad had announced the new product to the public. In July, Noonan received a shipment of “flowing blue ware in new and splendid shapes.”

CHINA HALL

In July of 1846, John Hall announced the arrival of 300 packages of Queensware from Liverpool, which were “selected expressly for this market”, and which included “entirely new styles.” Hall’s emporium had formerly been operated by R.D. Watson (as well as Southack & Company), and was described as “the oldest Queensware house in the city.”



CHINA, GLASS AND QUEENSWARE.
 C. & M. NOONAN, Importers, 74 Main street, one door below Olive; have now in store and offer for sale, the largest and most complete stock of house furnishing articles ever brought to this market, consisting in part of
QUEENSWARE, of every variety, suitable for hotels, steamboats and families; also, a large assortment for the country trade.
CHINA, French and English, of the most recent shapes and patterns, and in sets of any number of pieces that may be required.
GLASSWARE, of every description, at wholesale, at greatly reduced prices.
BRITANNIA WARE, of every variety—such as tea and coffee sets; casters, of every description; lamps and candlesticks; molasses cups; spoons, &c.
PLANISHED TIN WARE—Such as covered dishes, of all sizes and shapes, coffee pots and coffee urns; egg boilers.
LOOKING GLASSES, of all sizes; also, a large assortment of looking glass plates.
TABLE CUTLERY, suitable for steamboats, hotels and family use.
GERMAN SILVER WARE, and a superior quality of silver plated ware, warranted to give satisfaction.
JAPANNED TEA TRAYS; knife boxes; foot and infant baths; spice boxes, &c.
CLOCKS—Brass spring and alarm clocks, by the case or otherwise.
LARD LAMPS and chandeliers; girandoles and mantel ornaments, of every description.
COUNTRY MERCHANTS, and purchasers generally, are respectfully requested to give our stock and prices an examination before purchasing, as we are determined not to be undersold. [je14] C. & M. NOONAN

CHINA, GLASS, AND QUEENSWARE

By the late 1840s, the importers C. & M. Noonan had become one of the few wholesalers to place advertisements that described ceramic products in any detail. Ads for such products seem to have been less frequently placed by smaller-scale merchants. When described, Queensware products were often listed among a number of non-ceramic products that now received more emphasis than in the past. The ad pictured above was placed in June of 1848.

FLEUR BLUE AND MULBERRY

By January of 1851, the firm of N.E. Janney & Company had been bought out by Robert H. Miller. An ad run by Miller in January of 1851 included standard Queensware products, “fleur blue and mulberry”, as well as British and French china. “Fleur blue and mulberry” is of course a reference to flown blue and dark purple patterns. Miller and Company also announced that they had prepared a large stock of goods “ordered expressly for the Santa Fe trade”, reflecting the new, far western focus of wholesalers on the Mississippi River.



An example of a R.H. Miller & Company importers' mark, on the back of a white ironstone plate.

ENGLISH AND FRENCH CHINA AND EARTHENWARE

By the fall of 1851, the descriptions of ceramic products in the advertisements placed C. & M. Noonan and R.H. Miller are also in the minority of the product lists advertised in the Missouri Republican. White granite and flown wares still received attention in their ads, as did white, enameled, and gold-band china. Most of the products advertised, however, had been familiar to consumers for decades, such as “c.c.”, blue edged, dipt, painted, and printed earthenwares. And while “c.c.” was initially coined in the eighteenth century to describe cream-colored creamware, the term was subsequently applied to any inexpensive, undecorated earthenware. It remained in use in St. Louis newspaper ads through 1850.

SUMMARY

Ceramic products appeared in some of the first ads printed in the *Louisiana Gazette*, but they were generally listed as part of the ebb and flow of various, sporadically-available dry goods. The War of 1812 had an effect on all imported goods, but British Queenswares and Chinese porcelain were more frequently advertised after 1816. By the mid 1820s, porcelain and Queensware products received special attention in advertisements devoted solely to ceramic and glassware products. By the 1830s, the opening of crates of new ceramics was announced as newsworthy.

Locally made earthenware was available in the late 1810s, but did not become a substantial industry at St. Louis before 1850. There is evidence that German potters, working out of nearby communities such as St. Charles, stepped up redware production in the 1840s (e.g. Van Ravenswaay 1951). Stoneware was brought into the city as early as 1820, probably from the upper Ohio valley. Regionally-produced stoneware was available by the late 1830s.

The first local Queensware importer to advertise in the *Missouri Republican* may have been Deaver, Cromwell, and Company in 1829. The same year, the Tams family was present at St. Louis. What archaeologists know as whiteware was advertised as least as early as the spring of 1830, and the new colors offered by printed whiteware products did not escape attention in the paper. By 1839, white granite (or ironstone) was advertised at St. Louis, alongside the fashionable French white porcelains that they mimicked. The mid-1840s saw the introduction of flown wares to the city, as well as the increasing availability of white ironstones.

Throughout the first half of nineteenth century, the mainstays of the Queensware trade were the thousands of crates of edged, painted, and printed earthenwares. By 1850, many of the showrooms would have become drained of color in favor of fashionable white ironstones. The old Queensware products were still available, however, and a good deal of this inventory was probably kept in boxes ready to ship out to the country.

From the pages of the paper, one gets the impression that after the late 1840s, Queensware and porcelain products no longer merited detailed attention in paid advertisements in the *Missouri Republican*. The decline of such ads in the paper, and the repetitive nature of those that remained, was a principal justification for ending this study at 1850. The reason for the change in advertising is unclear, but it would seem that dealers had little new to say about ceramic products during this period. Consumers may have also been distracted by a plethora of new affordable home furnishings (such as table glass) that received more attention in the pages of the newspaper.

The transition from pearlware to whiteware, and the introduction of ironstone, are technological changes familiar to archaeologists that can be tracked chronologically in the newspaper. From the consumers' point of view, however, such glaze and paste alterations did not affect all Queensware products. The introduction of clear-glazed whitewares around 1830 made possible a new range of colors on transfer printed products. These were advertised in the paper. The new wares also affected painted motifs, but these changes do not appear to have been of particular importance to the sellers and consumers of pottery in the 1830s. Of course, changes in edged and dipt wares would hardly have been noticed. Prior to the late 1830s, changes in printed products, and the increasing availability of Chinese, French, and British porcelains, received the most attention in ceramic advertisements at St. Louis.

The first ads that clearly discussed the semi-vitrified wares known to archaeologists as ironstone, appeared in the very late 1830s. These referred to white products that were intended to offer an alternative to costly white porcelains. The elegance of white ironstone, however, was distinctly different than the off-white earthenware products known as "c.c." wares since the days of creamware. In a few years, the durability of ironstone also became a selling point, and Queensware dealers began marketing toward steamboats and hotels. New printed patterns continued to be announced, and by the late 1840s, were probably most often applied to ironstone products.

By 1850, those new ironstone products (in the vocabularies of sellers and consumers) referred primarily to white and printed vessels. The gradual thickening of edged, dilt, or painted wares would have gone unnoticed, and to a Queensware seller these were distinctly different (and unchanged) products. Fashions revolving around printed wares began to fade during the early 1850s, and the stylishness of white ironstone was no longer news. Meanwhile, warehouses continued to stock the workhorses of the Queensware trade: undecorated, edged, dilt and painted wares, as they had at St. Louis for half a century.

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