



## HOMER LAUGHLIN PLANT NO. 4

RIVER-FACING ELEVATION • NEWELL, WEST VIRGINIA • c. 1910

### THE VIEW, THEN AND NOW

Although captioned simply 'Newell Pottery,' this is the river-facing elevation of the Homer Laughlin China Company's Plant No. 4, photographed about 1910. The plant was completed in 1905-06 after the company acquired former riverside farmland.

The dirt road in the foreground survives today. Behind the photographer, it probably continued toward the railroad tracks and a river landing. The awning-covered entrance at left remains recognizable as the entrance to today's onsite showroom.

For Fiestaware collectors, the postcard therefore preserves a visible doorway into Fiestaware's physical home in the Crockery Valley - although the Fiestaware line would not be introduced until 1936. Plant No. 5 followed in 1914 as Newell grew into one of the world's great pottery-manufacturing complexes.



ORIGINAL POSTCARD

RIP my friend Bobby Kelly, who brought Fiestaware back into the marketplace.