

IDENTIFICATION MARKS & SPECIAL STAMPS

GLADDING, McBEAN & CO - FRANCISCAN DINNERWARE DIVISION

The following pages contain an attempt to establish a record of trade-marks and other identifications, used on products manufactured by Gladding, McBean & Co. at the Franciscan Dinnerware Division.

Sources of information include the Archives, the Franciscan Shop, the Pottery Deco Department, the China Deco Department, the Mold Shop and the Decal Vault.

Individual persons contributing to this survey are: William A. Newhall, Verne W. Boget, Frank A. Dick, Joseph Lutge and Florence Barnes (Decal).

All backstamps and trade-marks listed herein has been found on the products, except otherwise stated. This does not include special stamps, since no samples are available. In such cases, we depend on records only.

Pottery and China made for Max Schonfeld was shipped out without identification, although one Earthenware sample found in the archive, suggest that some ware may have been stamped. His trade-marks was MS in script.



Earthenware backstamps from 1940 onward were reported in an inter-office memorandum signed by George Najar, November 2, 1954, and again in another memorandum signed by Cliff Stowell, April 23, 1959. When no other description is given, the stamps are printed in ink.



MADE IN
U.S.A.

MADE IN
U.S.A.

The stamps at the left are found on ware manufactured by Gladding, McBean & Co. since 1934. Two sizes are identified with, or without, the additional "Made in USA." The stamp "Made in USA" is also found in two sizes, very often without other identification. The smallest is still in use in the Earthenware Department.

The following listing include all ware made prior to 1941, on which these stamps most likely may be found.

CLADDING, McBEAN & CO. PRODUCTS AND PATTERNS

MADE FROM 1934 TO 1940

	<u>Year Discontinued</u>
1934 - Tropico Art Ware	1937
Garden Ware	1936
Cielito Art Ware	1937
Cocinero Ware	1938
Florist and Florist Special	1941
Coronado Art Ware	1942
Coronado Table Ware	1954
El Patio Table and Art Ware	1953
1935 - El Patio Nuevo	1936
Franciscan Ruby Art Ware	1936
1936 - Capistrano Art Ware	1942
1937 - Avalon Table Ware	1938
Avalon Art Ware	1942
Aurora Art Ware	1942
Catalina Art Ware	1941
Encanto Art Ware	1939
Montecito Table Ware	1942
Padua I (Underglaze deco, MP7)	1942
Rancho Table Ware (Catalina)	1940
Del Mar	1938
Del Oro	1938
Mango	1938
Willow	1942
1938 - Kitchen Ware (succeeds Cocinero)	1941
Ox Blood Art Ware	1942
Hawthorne	1942
Fruit (light blue and blue decal)	1939
Encanto Art Ware	1940
1939 - Geranium	1942
Padua II (Overglaze raised enamel)	1942
Rancho Ductone	1941
1940 - Floral Art Ware	1942
Saguaro Art Ware	1942
Metropolitan Table Ware	1942
Victoria Service	1941
Apple Table Ware	To Date



TROPICO POTTERY, located on Los Feliz Boulevard, Los Angeles County, made a line of sewer pipe and garden items, competitive to Gladding, McBean & Co. in the Southern California area. It was acquired by Gladding, McBean & Co. in 1923. From April 15, 1935, to December 31, 1937, Tropico Pottery produced a line of art ware, mostly large mixing bowls, some of which were stamped with the stamp illustrated at left. One such bowl is found in the archive.

Catalina Pottery originally started on Catalina Island in 1930. The name CATALINA ISLAND was inscribed with a pointed tool individually on each piece of ware produced. Other impressions were made in case-molds at a later date. Gladding, McBean & Co. purchased Catalina Pottery on April 1, 1937. This included the ware in stock, the molds and the right to continue the name. From then on the Catalina identification also appeared printed in ink.

Catalina Catalina
Island CATALINA

Impressions made with a pointed tool

CATALINA CATALINA
CATALINA ISLAND TALI
624 60

Impressions made in case-molds. Also a cactus holder in the form of a cat, imprinted LINA on the side (C-552).

CATALINA
C 806
POTTERY

CATALINA
RANCHO

Impressions made 1937

CATALINA
MADE IN
U.S.A.
POTTERY

CATALINA
POTTERY

CATALINA
REG. U.S.
PAT. OFF.
RANCHO

Backstamps printed with ink 1937 to 1942

The trade name "FRANCISCAN POTTERY" was in use in 1934, and the first picture catalogue by that name came out in 1935.



MADE IN
U. S. A.



MADE IN
U. S. A.

The first backstamp to indicate the Franciscan name was a square box with the capital letter "F."

Two sizes of this stamp were used on all Earthenware lines for a period of nine months in 1938.

FRANCISCAN
POTTERY

FRANCISCAN
+ + + WARE
MADE IN U. S. A.

The stamp FRANCISCAN POTTERY replaced the big "F" (not found on any product). It was later changed to read "FRANCISCAN WARE" which supposedly added higher prestige to the product.

The stamp spelling out Franciscan Ware was used on Earthenware dinnerware in 1939.

2nd
RK

Two stamps were used in 1939 with acid on decorated second grade ware by the Franciscan Shop, to protect our dealers against false claims. The first stamp was replaced with the less conspicuous RK, which stands for "run of kiln." The acid partly dissolved the glaze and left a colorless imprint. This practice was discontinued after only one or two months, when it was found that acid fumes also left marks on the face of the ware when stacked for storage.

From 1941 to 1950, Franciscan added the following ware to the existing Earthenware lines:

	<u>Year Discontinued</u>
1941 - Wishmaker Table Ware	1941
Tiger Flower (MP 21 and MF 24)	1942
Desert Rose Table Ware	To Date
1942 - Wild Flower Table Ware	1942
Reseda Art Ware	1942
Angeleno Art Ware	1942
Polynesian Art Ware (revival of Encanto)	1942
1948 - Ivy Table Ware (1500 line)	To Date
1949 - Fruit Table Ware (1400 line hand deco)	1954
Tiempo Table Ware	1954
1950 - Poppy Table Ware (1600 line)	1952



These stamps were used from 1940 to 1947.



These stamps are the same as above except that numbers were added to the bottom for identification of the worker. They were used from 1947 to 1949.



This stamp was used from 1949 to February 1953.



Artwork for this Earthenware back-stamp was found in the design file. Traced through a purchase order number, it has been dated midyear 1952. It has not been used.



This stamp was used from February, 1953, until July, 1958.



This stamp started in 1953 and was discontinued in 1958. The patent number is used on the 1811 dinner plate only.



This stamp was added in February, 1954, and was used until July, 1958.



These two stamps were found in the design file and may never have been used. It is possible, though, that the one marked "Coronado" could have been used with the insert:

Made in California U.S.A.

Gladding, McBean & Co.

Dated 1954

MADE IN
CALIFORNIA
U.S.A.
GLADDING,
McBEAN
& CO.



This stamp was used on Coronado only from 1954 to 1956.

*This is my
first piece of
Franciscan
Ware*
MADE IN
U. S. A.

This stamp was used on the child's cup and the child's plate, sold only as special prepack. (734 and 759 Apple, and 834 and 859 Desert Rose)



With the expansion of the Dinnerware Division in 1958, this stamp became one of a group of five more distinctive trademarks, emphasizing the name FRANCISCAN.



This stamp with relocation of © and ® was in use late 1960. The patent number is used on the 1811 dinner plate only.



The stamp was revised again and used in this form beginning January, 1961. The © and ® is moved to the upper part of the stamp. The patent number is used on the 1811 dinner plate only.

7 27 6 2

This stamp is used on hand painted Earthenware only. The letter identifies the day of a month, each month beginning with the letter A. The following two numbers refer to the decorator, and the last two numbers give the year. This system started in 1944 or 1945.

The first China patterns came on the market May 1, 1942, they include:

	<u>Year Discontinued</u>
Arcadia Blue	1952
Arcadia Green	Inactive
Arcadia Maroon	1952
Arden	1952
Beverly	1952
Cheyokee Rose (three patterns)	1952
Crenoline	1951
Del Monte	Inactive
Fremont	1951
Gold Band 301	To Date
Laguna	1951
Mountain Laurel	1951
Northridge (groundlay spray)	1949
Shasta	1952
Westwood	1961
Woodside	Inactive

Masterpiece China succeeds Franciscan fine China and came on the market in 1958 with two patterns:

Acacia (yellow rim)	Inactive
Debut (coupe)	Inactive

Family China came on the market January 1, 1958. The initial patterns include:

Radiance	Inactive
Sycamore	Inactive
Indian Summer	To Date
Spring Song	To Date
Winsome	To Date

Cosmopolitan China came on the market in January, 1959. The initial patterns include:

Capri	1961
Lucerne	1961
Malaya	1961
Nassau	1961
Newport	1961
Tara	1961
Trianon	1961
Valencia	1961

Whitestone Ware came on the market in January, 1959. The initial patterns include:

	<u>Year Discontinued</u>
Happy Talk	To Date
It's A Breeze	To Date
Mexxy-Go-Round	To Date
Pink-A-Dilly	To Date
Swing Time	To Date
Twice Nice	To Date

Franciscan Porcelain came on the market January, 1961. The initial patterns include:

Glenfield	To Date
Melrose	To Date
Simplicity	To Date
Snow Pine	To Date
Talisman	To Date

On the following pages are listed all the stamps used on the lines mentioned above. On most of them the actual decal is available. For Cosmopolitan China, Whitestone Ware and Franciscan Porcelain, we have used illustrations from the design file or from advertizing material.

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Under special stamps, we have listed all the trade-marks used on Gladding, McBean & Co. products, that we know of at this date.

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The last pages are reserved for a description of Name Plates used for identification at point of sale and for Company gifts made by the Franciscan Dinnerware Division.



This stamp was used on all China from 1941 to 1947. (decal)



This stamp was used from 1947 to 1953. (decal)



This stamp was used beginning 1953. (decal)



In 1954 copyrights and registration marks were added to all Earthenware stamps. The first China stamps to carry the © and ® came out January, 1955. (decal)



This stamp was used on China Art Ware named "Contours" from July, 1955, to December, 1956. (decal)



This stamp started in 1958 as one of the originals in a group of five more distinctive trade-marks, emphasizing the name FRANCISCAN. (decal)



Relocation of © and ® came into effect January, 1962. (decal)

Family China



This first stamp for Family China may not have been used. It was recommended as one of the original five, started in 1958.



All initial Family China patterns carry this stamp with the © and ® located at the bottom. It was used from 1958. (decal)



With © and ® moved to the upper part of the stamp, this stamp came out April, 1961, and is now in use. (decal)

Cosmopolitan China



This stamp, one of the original five, was used from 1959 to July, 1961, when the line was discontinued. (decal)

Whitestone Ware



This stamp, used from 1959 to 1961, is one of the original five, emphasizing the name FRANCISCAN.



The © and ® were relocated in 1961 and is now in use.

Franciscan Porcelain



This stamp in use from July, 1961, to date. (decal)

OVEN
NASCO
PROOF

T. P. Co.

PARMA

S P Co

PUEBLO
MADE IN
U.S.A.
POTTERY



PULLMAN
CO.

SPECIAL STAMPS

Records found in the Mold Shop list ware made for National Silver Co. since 1934. (Casseroles and lids, and also a pie plate)

Special ware sold to Florist, 1935 to 1939.

Par Soup (cup, lug soup and ramekin) made for Gordon-Allen in 1937 as premiums only. Impressed in ware.

Special Ware made for Southern Pacific Railroad 1937, the "Daylite" trains between San Francisco and Los Angeles. (The 1000 line MP 21, coral)

The Pueblo Pottery stamp was used on ware sold as premiums only 1938 and 1939. The stamp is similar to the Catalina stamp.

This paste-on sticker was used as additional identification, on all ware marked "Catalina" from 1937 to 1941. (Blue on silver)

This paste-on sticker was used, as additional identification, on Earthenware from 1937 to 1941. (Red on gold)

Possibly used on a special vitreous hotel line, the 1100 series, sold in 1939.

MARY LOUISE

Made for J. W. Robinson's Tea Room,
Los Angeles, in 1939.

FRANCISCAN
MADE IN CALIFORNIA
BARKERTONE

Montecito Ware (two-tone) made exclusively
for Barker Brothers in 1939 and with spe-
cial glazes sold at the Golden Gate Inter-
national Exposition.

"California Manor"

Special China backstamp in script. Approx-
imately 3 inches long - is not available. It
was used on a special pattern made for a
local designer "Fay Elleston?" Probably
around 1939 or 1940.



El Patio, matt glaze earthenware, shipped
to New York in 1940.

carole stupell inc.

Also a decal backstamp used on groundlay
china patterns.

TIFFANY
Arcadia Gold

Decal backstamp used on china made for
Abbey Rents, Los Angeles, in 1947. Not
available.

WILSHIRE
EL CAMINO CHINA
MADE IN U. S. A.

This stamp is used on gold banded china
made for Franciscan Shop only. Stamped
in gold.

EL CAMINO
CHINA
MADE IN U. S. A.
"California Wheat"

This stamp is used on second grade china,
California Wheat, hand decorated in gold,
and sold in the Franciscan Shop only,
stamped in gold.

EL CAMINO
CHINA
MADE IN U. S. A.

The larger stamp, found in the China Deco
Department, has not been used.

"California Wheat"

EL CAMINO
CHINA
MADE IN U.S.A.

This stamp is used on Encanto Nuevo second grade blanks, decorated with machine band platinum, dinner plate only. Started in 1955, it is sold in the Franciscan Shop. Stamped in platinum.

MADE IN
U.S.A.

This stamp is used on El Camino China, platinum band 606. Sold in the Franciscan Shop from 1955 to present. Stamped in platinum.

FRANCISCAN NAME PLATES

Franciscan products were identified at point of sale by placement of Name Plates or Plaques, carrying the name of the line, and also the name of a pattern.

FRANCISCAN CHINA RENAISSANCE

The first name plate to identify Franciscan China was used from 1941 to 1947. This plaque was a cast triangular tube, closed at both ends. One side had a hole in the center and was not glazed, the two other sides were glazed, and one of them carried the decal, including the name of a pattern. The size of this plaque was 4 1/4 inches long, 1 1/2 inches wide and 1 inch high. A sample of this plaque with the name "Frank Dick" is found in his office.

FRANCISCAN *Fine* CHINA MESA

The Franciscan China decal was revised to read: FRANCISCAN fine CHINA, plus the pattern name. The new decal was used on the same plaque as above from 1947 to 1953.

A new plaque, 7 1/2 inches long, 1 3/4 inches wide, and 1 1/8 inches high, was cast in 1954. Samples were made, but never put into production. This plaque was later (at the request of J. W. Mahoney) used as desk plates for secretaries in higher office and for receptionists. One sample is in the main lobby and a few blanks are in the Design Department.

Preliminary artwork for a new type name plate was done in 1954. Some of that artwork was found in the design file.



A flat cast with a brace stuck on to the back was considered for Franciscan Ware (possibly X-568). This was never made.

A flat cast, similar to the one mention above, with shrinkage for china was made (possibly X-569). The writer recalls seeing samples of this plaque, but no artwork for the decal was done.



A larger name plate (X-548 R) had rounded ends. It was originally started as a round disk, but had been elongated. Two suggestions for decals to be used on this plaque were found in the design file and are illustrated above. Samples of this plaque were made but never put into production.



FRANCISCAN WARE

A new plaque for Earthenware (S-178 and/or B-5) was placed in production in 1954. It carried the name FRANCISCAN WARE below a picture of a mission. Decals were made for underglaze application as well as for the Color Seal process.

In 1955 it was suggested (by Norman Hansen) that the mission be left off, but no new decal has ever been made.



The enlargement of a china backstamp was made into a new plaque in 1954 (X-564 and/or S-175). Samples were made and decals proofed, but only a few plaques were produced.

Franciscan *fine* China

A new plaque for china was made in 1955 (S-177 and/or A-10).
The decal "Franciscan fine China" was redesigned to fit this shape.

Contours



The "Contours" decal was designed for the same plaque as above, to be displayed along with the Art Ware of that name in 1959.

COMPLIMENTS OF GLADDING, McBEAN & CO.

FRANCISCAN + + POTTERY

This large stamp was used on Gladding, McBean & Co. earthenware ash trays as a gift to dealers in 1939.



GLADDING, McBEAN & CO.

OFFICE

This decal, found in the Decal Vault, was used on a small ash tray for office use only, probably one of Max Schonfeld's shapes, somewhere between 1941 and 1947.



Gladding, McBean & Co. invited employees, their families and relatives to see the plant at an open house in 1950. All visitors received an Ivy ash tray with this backstamp.

The "75th year" decal was used on an ash tray (C-91) as a Company gift in 1950.



This decal (GMB) was used on an ash tray (C-1) as a Company gift, Christmas 1953.

Otto Lund

Otto Lund
April, 1962