



The Sun

WEDNESDAY
JANUARY 27, 1999

VOLUME 1, NUMBER 20

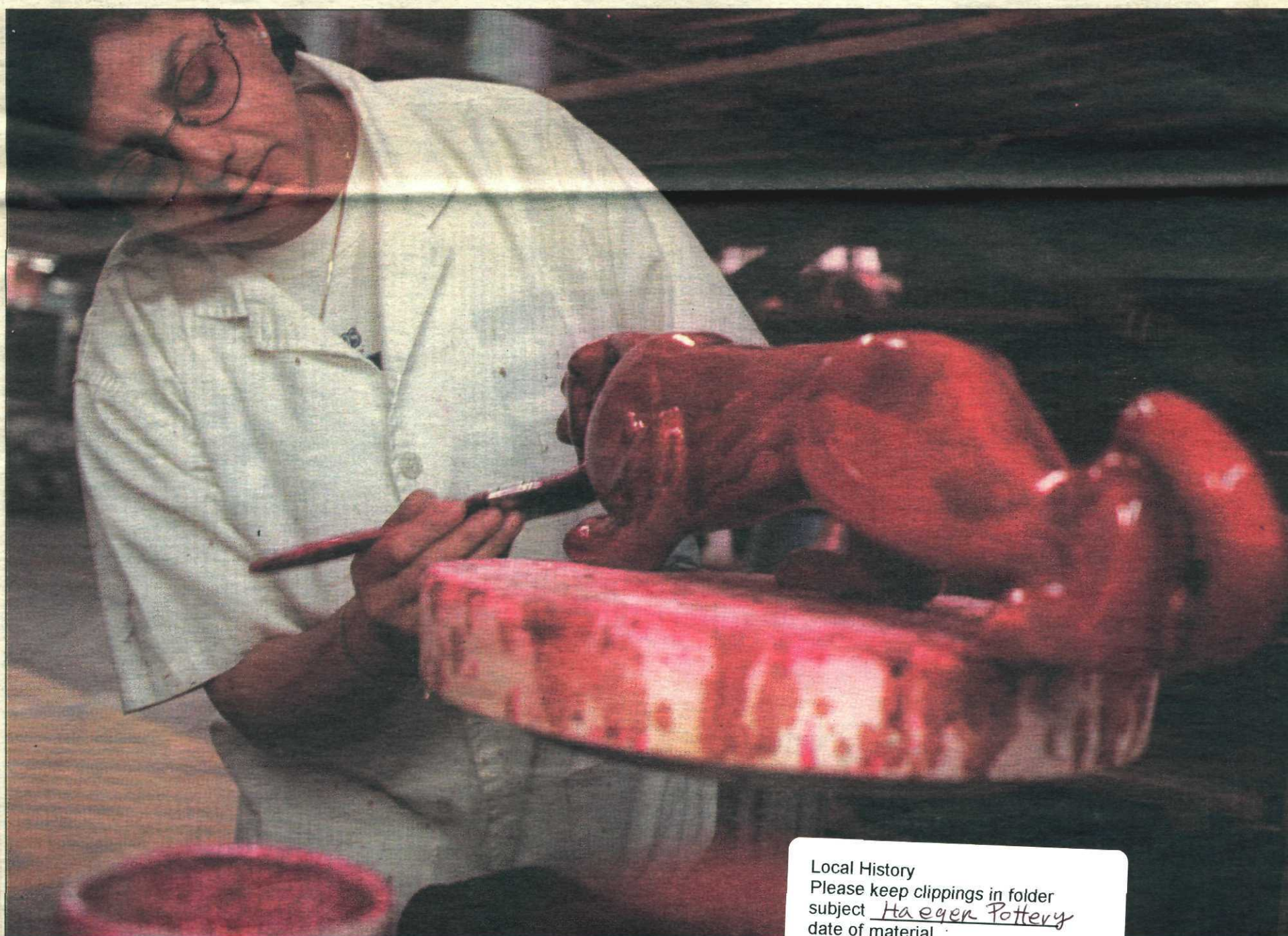
CARPENTERSVILLE ♦ EAST DUNDEE ♦ WEST DUNDEE

Crafting a legacy

Haeger Potteries makes business success an art form. **Community, Page 7**

DUNDEE LIBRARY
555 BARRINGTON AVE
EAST DUNDEE IL 60118

BULK RATE
U.S. Postage
Paid
Plainfield, IL
Permit No. 51



Eva Alcantar puts the final coat of glaze on a stalking panther in the Haeger Potteries factory in East Dundee.

Local History
Please keep clippings in folder
subject Haeger Pottery
date of material _____

Jodi Hilton / Staff photographer

World-renown workmanship



Haeger Potteries a landmark in East Dundee

By Jill Short
STAFF WRITER

Tom Short peers out the Haeger Potteries' storefront windows from time to time and wonders what those driving by the East Dundee factory are really thinking.

He sees brake lights flash on occasion, and has witnessed drivers and passengers alike gazing at the trio of smokestacks extending from the building's rooftop. He sees people pull in and park beneath the factory's massive water tower - if only for a moment - and then continue their journey onto Van Buren Street.

He says it's as if they stop to study the golden letters on the building's brick front, trying to determine whether the name is synonymous with the world-renown Haeger pottery pieces sought after by those with what Short calls a love for the ancient art form.

Sometimes he even sees cars circle the entire city block on which the facility has stood for more than a century, perhaps contemplating a quest through the factory outlet store's double doors.

"It's kind of funny," says Short, the factory's director of manufacturing. "We've been here for many years, but there are a lot of people who have no idea we're here or what really goes on inside. They just don't think about it."

A multimillion-dollar business located off the beaten path in the heart of East Dundee, Haeger Potteries has become a landmark of sorts for this village of less than 3,500. Its giftware and floral industry items are marketed around the world, each piece accompanied by a "hang tag" revealing its point of origin - Dundee, Illinois.

"We're very happy to be in East Dundee," says Short, who joined the company four years ago. "The village treats

us very well, we're pleased to be a part of the community and we try to be good citizens, too."

Situated along the banks of the Fox River, the business is rich in heritage, having been established by the late David Haeger as a brick plant in 1871. Its clay products helped rebuild downtown Chicago after the Great



Top, Inspector Edith Bineda checks over finished vases before loading them into boxes for shipping.

In photo at left, Reyes Zepedo, left, and Juan Vivanco remove the plaster from a prototype. The plaster mold is later filled with a liquidified clay to form the piece.

Haeger offers tours Mondays

Visitors to the historic Haeger Potteries in East Dundee can enjoy guided factory tours, conducted Mondays only.

The walking tour will lead visitors on a 30-minute stroll through the world's largest art pottery. Walk-ins are welcome, and children must be 4 or older to tour the factory.

The Haeger Factory Outlet, which offers an array of giftware and floral industry pieces, is on Van Buren Street, two blocks south of Route 72 in East Dundee. Store hours are: 10 a.m. to 6 p.m. Mondays, Thursdays and Fridays and 11 a.m. to 5 p.m. Saturdays and Sundays. The store is closed Tuesdays and Wednesdays.

For further information or to make group reservations, call (847) 426-3441.

Crafts

From Page 7

Fire for which Mrs. O'Leary's cow has been blamed, laying the foundation for what has been billed as the

world's largest art pottery.

"Haeger is known as the leader in the artwork field, and we try to stay that way by coming up with the newest trends," Short says. "Every piece is a little different; they're unique, like a work of art."

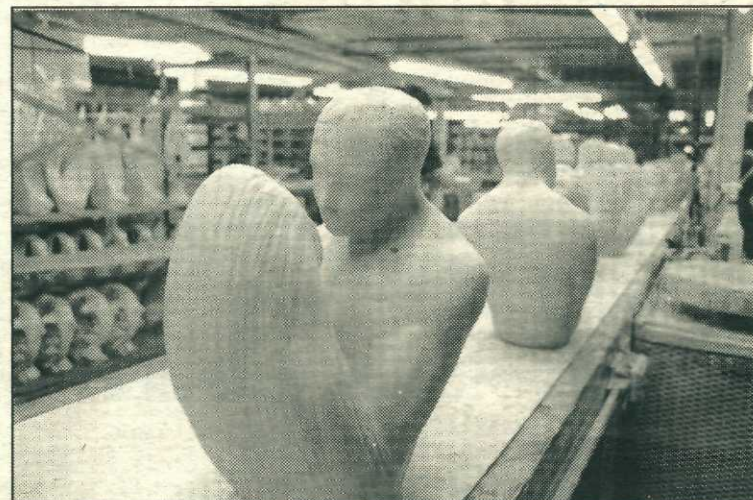
From swordfish, lions and stalking panthers to candle lights, vases and soap dishes in various colors and motifs, the product line created by the facility's 150 employees is universally accepted, Short says.

"We have about 800 different items, and a real significant portion of that changes every year," says Short, noting the company also has a facility in Macomb. "Obviously you don't get rid of the ones that sell well, but the ones that are waning you replace with something new. Colors change and tastes change, and we have to adapt to that. We're very fashion-conscious."

But there's more to Haeger's success than meets the eye. Now under the direction of the fourth generation of the Haeger family, the company has every intention of maintaining its solid foundation. Short says a friendly work environment, commitment to its employees and the town it calls home are what will keep the factory thriving.

"We're entering our 128th year of business, and you could probably count on the fingers of one hand the number of companies in Illinois that have been in business that long," Short says. "Our owners are very much visible in the community and very much like the people who work here. You've got to be interested in people, and you've got to care about people."

Craig Rakow grew up on East Dundee's Van Buren Street, about four blocks from the pottery factory that he feels gives his native town an identity all its own. He remembers the days when the noontime whistle



Jodi Hilton / Staff photographer

At an assembly line in Haeger Potteries, a decorative piece called The Lovers is trimmed in preparation for the first firing.

used to blow, and he recalls a time when Haeger's was the place to go for a summer job.

"At one time it seemed like the majority of people from East Dundee were working at the pottery," says Rakow, an area businessman and chairman of the Cardinal Area Chamber of Commerce's board of directors.

Longtime East Dundee resident Sandra Beck agrees.

"We've had many, many of our local people employed at Haeger's over the years, especially in the summer," Beck says. "It gave a lot of the kids in the community a good start into business and helped to further their education."

Although suburban sprawl has increased the number of employment options for area youths, Rakow and chamber President Donna Grimmitt still see the factory as one of the community's highlights.

"It has a fantastic reputation na-

tionally and internationally," Rakow says. "They're a very positive influence for the Dundee community as far as business is concerned because they bring a lot of people to town."

From tour buses full of out-of-state visitors to shoppers from throughout Chicagoland, Haeger Potteries continues to be a northern Fox Valley hot spot.

"It's definitely a tourist attraction," Grimmitt says. "People call all of the time wanting to know where Haeger's located and when they're having their tent sale."

But Grimmitt says it's also the foundation of a community that has grown around it.

"Having a 128-year-old institution like Haeger Potteries is a great marketing tool," Grimmitt says. "That really says a lot about East Dundee."

Editor's note: Staff writer Jill Short is no relation to Haeger Potteries' Tom Short.

WONDER HOSTESS BAKERY OUTLET
425 AIRPORT RD., ELGIN, IL (847) 695-1871
 Hours: M&F 9am - 7pm; Sat. 8:30am-7pm; Sun. 9am-6pm

SUPER BOWL SPECIALS

- Beefsteak Rye **2/99¢**
- Box of Hostess Cupcakes **99¢**
- 16 oz. White bread **29¢**

FREE REFRESHMENTS SAT. JAN 30TH

ONE FREE BOX OF HOHO'S w/ \$1.00 Purchase

Valid 1/24-1/30

SATISFACTION GUARANTEED
 We guarantee that you will be completely satisfied with every purchase made in our Wonder Hostess Bakery Outlet. If for any reason you are dissatisfied with your purchase we will cheerfully refund your purchase price.

WINTER WINDOW COVERING SALE

Thru February 28

- Vertical Blinds
- Mini Blinds
- Pleated Shades

30-60% OFF

Draperies

30% OFF

**100 N. River St.
E. Dundee
(847) 426-3522**

Mon.-Thurs. 10-8
Tues., Wed., Fri. 10-6
Sat. 10-5, Sun. 12-4

90 DAYS SAME AS CASH

Discounts:

- 2nd Child is \$5 off
- 3rd Child is \$10 off
- 4th Child is \$15 off

TRI-CITIES LITTLE LEAGUE

Local History
 Please keep clippings in folder
 subject Haeger Pottery
 date of material _____

Tri-Cities Little League registration from 5:00 pm to 7:00 pm at the VFW Hall, First & Oregon Streets in West Dundee.

Tri-Cities Little League covers East and West Dundee, Sleepy Hollow, Gilberts and western Carpentersville. All new players must bring in birth certificates for age verification. (We do not keep birth certificates.) Birthday cut-off is July 31, 1999. Whatever age your child is on this date is the age that they play at. Fees are listed below, and include \$15.00 in raffle tickets. For more information, please call 551-1750. **Registration Late Fee is \$5.00 after February 2, 1999.**

Tee-Ball (6,7)	\$60
Instructional (8)	\$70
Minor (9,10,11)	\$80
Major (10,11,12)	\$80
Junior (13,14)	\$85
Senior (15,16)	\$85