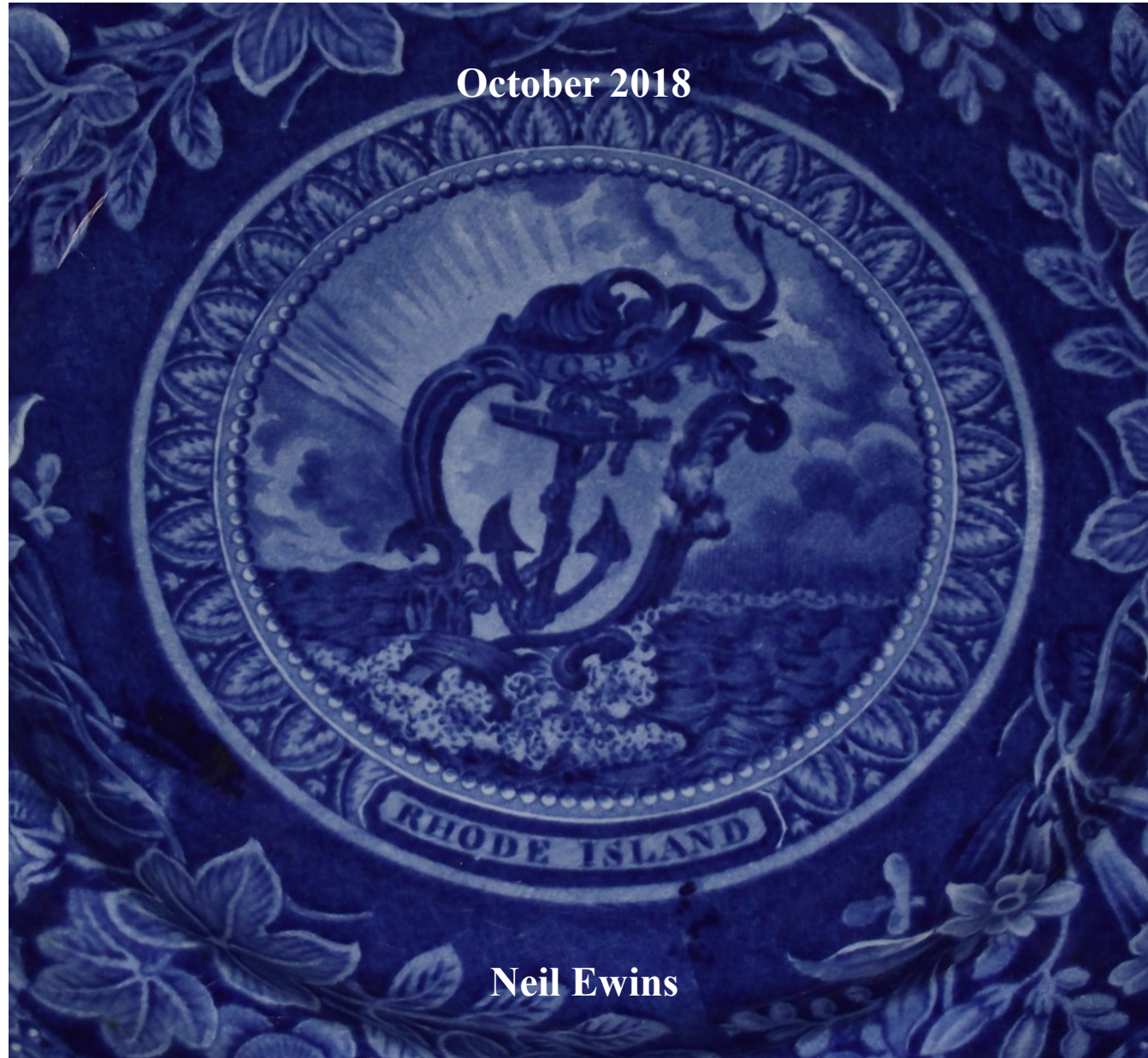


“Supplying the Present Wants of Our Yankee Cousins...”: Staffordshire Ceramics and the American Market 1775-1880.

October 2018



Neil Ewins

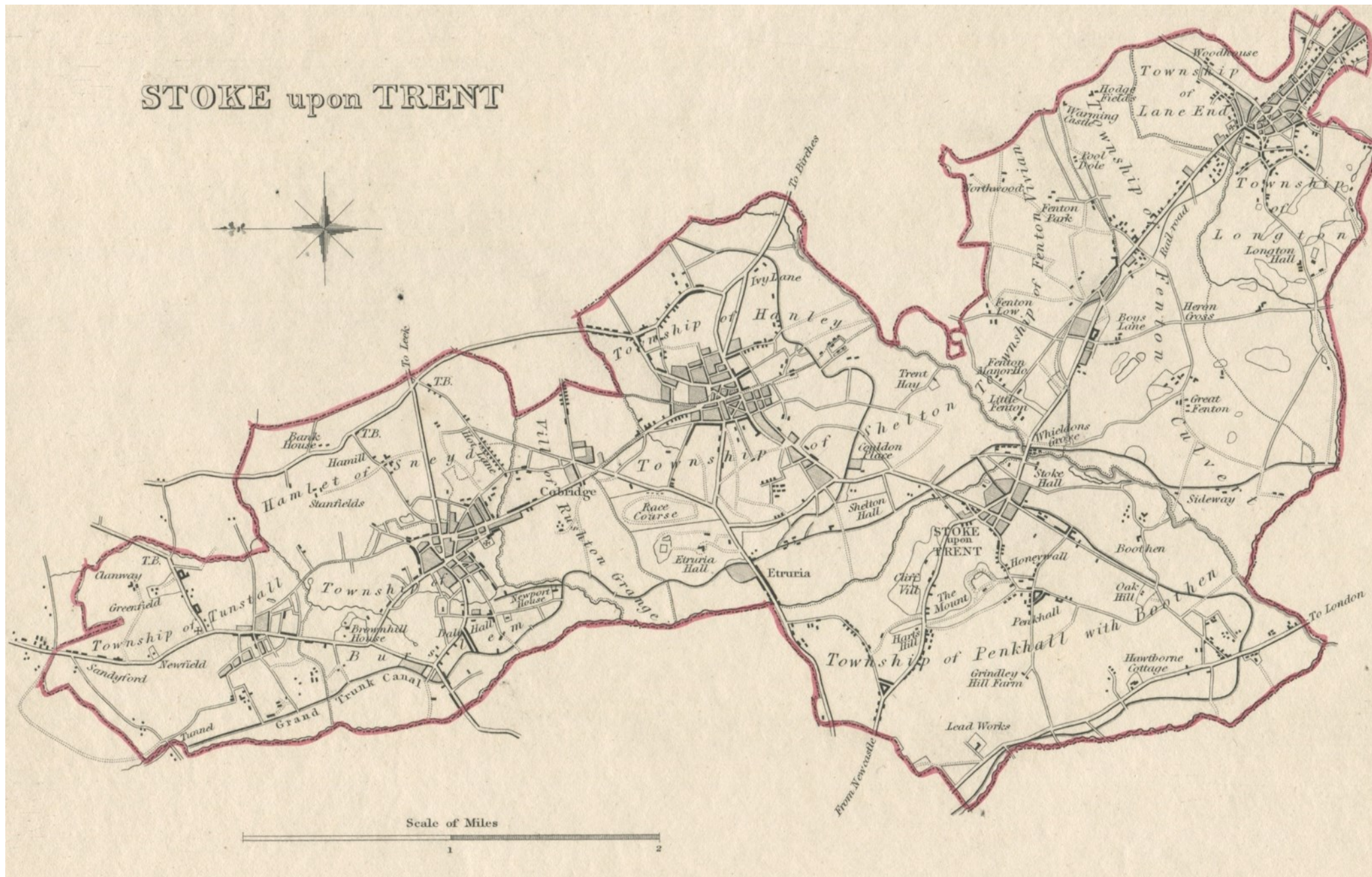


Purchased by **John Sise**, Portsmouth, New Hampshire, from **John Alcock**, Cobridge, 1856.

19	40	Portland Cement	White China Glare	5/-	10	.	.
	10	"	Blue Priory	4/6	2	5	.
	10	"	Brown Priory	"	2	5	"
						14	" 10 . 0
20	8	Port Dishes	Blue Edge		3	5	.
	8	" Nappies	bb		1	5	"
	6	" Basins	Portland		1	5	.
	4	" Nappies	French White China Glare		2	14	.
						8	" 7 . 0



'Priory', J. Alcock, Cobridge, c1856.



The Potteries, Staffordshire, 1835.

Burslem



Hanley



The Trent and Mersey Canal
(The Grand Trunk Canal)





From John Ward's *Borough of Stoke-upon-Trent*, 1843.
Detail of the East Front of the Manufactory of Enoch Wood & Sons, Burslem.



Trent and Mersey Canal, looking south.



Detail, as depicted on Enoch Wood's opening of the Erie Canal design, 1824.



Some 55 miles from the Potteries to Liverpool.

Looking north



Detail,
'View of Liverpool'
Enoch Wood & Sons,
Burslem, c1825-30.



‘Erie Canal at Buffalo.’

Ralph Stevenson, Cobridge, 1830s.

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Published in 1997.



Creamware, 'Washington in Glory, America in Tears',
Liverpool/Staffordshire, c1800.



'Philadelphia Waterworks'. The museum plate is marked RSW.
Ralph Stevenson & Williams, Cobridge, c1824-27.



St.Paul's Church site, Burslem, c1828.

‘Enoch Wood earthenware found in St.Paul’s Church, Burslem’
by Pamela Kingsbury in *The Magazine Antiques*, July 1977, p.122-27.



St. Paul's church was built in 1828.

John Ward's *Borough of Stoke-upon-Trent*, 1843.



Examples of these designs were found at St.Paul's Church, Burslem.

The growth of trade and exports

A 1762 Turnpike Petition, submitted by Burslem potters to Parliament, mentions that, ‘The ware in these Potteries is exported in **vast quantities**... to several Colonies in America...’

In 1815, **73,009 crates** of earthenware from Liverpool to the United States.

In 1816, **54,950 crates**.

In 1817, **26,514 crates** (*Staffordshire Advertiser*, January 22, 1820).

In 1836, **78,000 packages** of ceramics were shipped to the United States.
(*Staffordshire Advertiser*, January 21, 1837).

In 1853, **100, 521 packages** of ceramics were exported to the United States.

In 1854, it was **105, 944 packages** (*Staffordshire Sentinel*, November 17, 1866).

In 1860-61, **37,261 packages** of ceramics.

In 1865-66, **109, 766 packages** of ceramics (*Staffordshire Sentinel*, November 17, 1866).



Children's mug, creamware, c1820s

The debate – as trade increased, what was American ceramic demand?

How much of American ceramic demand was determined by price, or taste?

Samuel Vaughan of London ordered 53 crates of Wedgwood to be sent to **John Vaughan of Philadelphia**, via Liverpool, in 1784.

Russell & Smith, Birmingham, England, ordered 1 crate for Charleston, South Carolina, in 1787.

Plates, dishes, 2 dozen breakfast cups and saucers...

‘punch bowls with writing on for Country people...’

‘It appears to me that the *very inferior kind* is most likely to suit that market at present.’

Ceramics sold by **William Lewis**, Charlestown, to **Samuel Smith**, merchant,
Peterborough, New Hampshire, December 21, 1799.

Mr Samuel Smith
Bought of Wm Lewis Charlestown Decr 21st 1799

36 Edg. Dishes	6. 6. 6. 6. 6. 3. 3.	10. 12. 13. 14. 15. 16. 18	4 shillings	£ 3. 11. 6
15 D ^o Edg. Plates	10/ 15/ 18/ 24/ 30/ 36/ 54/			
1 st D ^o Painted Bowls	1 st size	4/9	3. 11. 3	
4 D ^o do - do - do	pts	12/	0. 18. 0	
2 D ^o Cyphered Mugs	pts	6/-	1. 4. 0	
9 Sets Plain Cups & Saucers		5/8.	0. 11. 0	
		10	0. 7. 6	
				£ 10.

Errors Excepted

Mr
Samuel Smith
Merchant
Peterborough

Invoice
William Lewis
Grocery Ware
December 21. 1799

Total value of invoice was £10. 3. 3.



Boston Almanac, 1850.



Unmarked,
c1810-20.

Unmarked,
c1825.

Adams,
Stoke,
1820s-30s.

Stubbs & Kent,
Longport,
c1828-30.

F. Dillon,
Cobridge,
c1830s.

Powell & Bishop,
Hanley, c1870s.

Francis Dillon signed a Price Fixing Agreement relating to the American trade in 1834.



Enoch Wood, Burslem, c1820s.



Impressed mark on large blue edged plate.

Blue edged plate with Lafayette and Washington motif, unmarked.



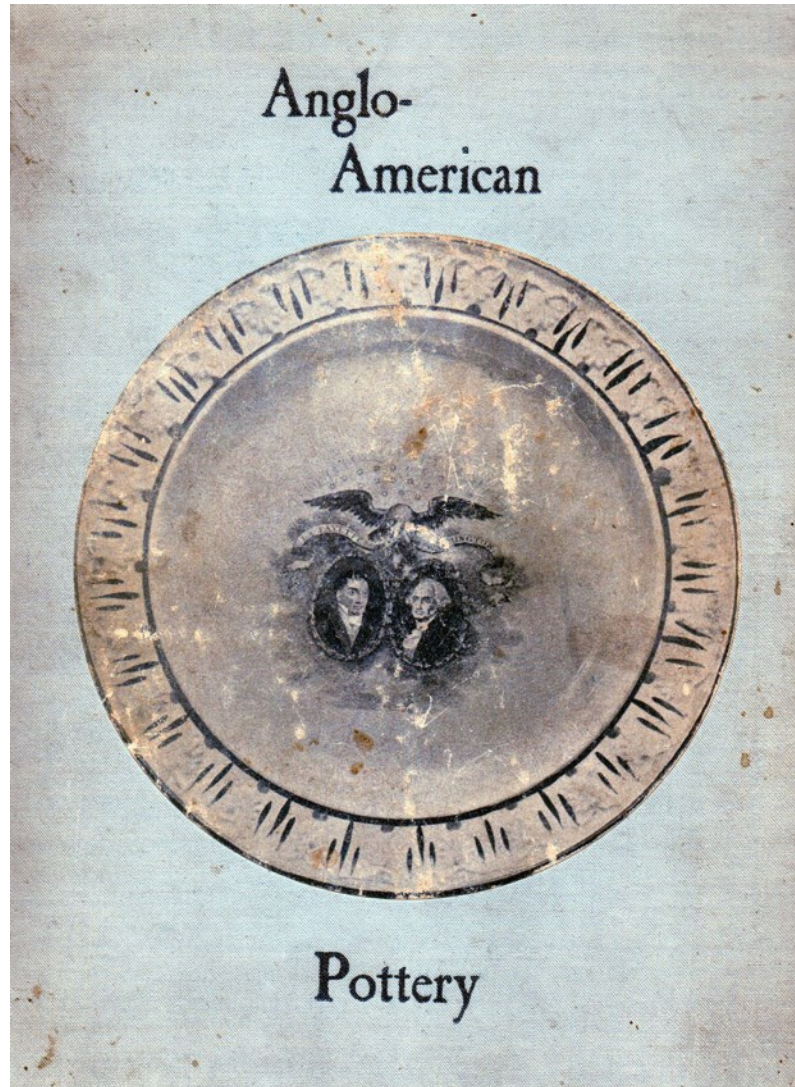
Formerly in the Detroit Museum of Art.

From the collection of **Mrs. Arthur W. Soper** of New York.

Her daughter, Mrs. Gustavus D. Pope, presented the entire collection of over 230 pieces to Detroit Museum in 1917.

Alexander M. Hudnut's, 'Some Notable Collections of Old Blue Staffordshire China', *American Homes and Gardens*, January 1907, Vol. 4, states that 'Mrs. Soper's collection easily ranks among the best in the country' (1907, p.26).

The demand for dark blue....



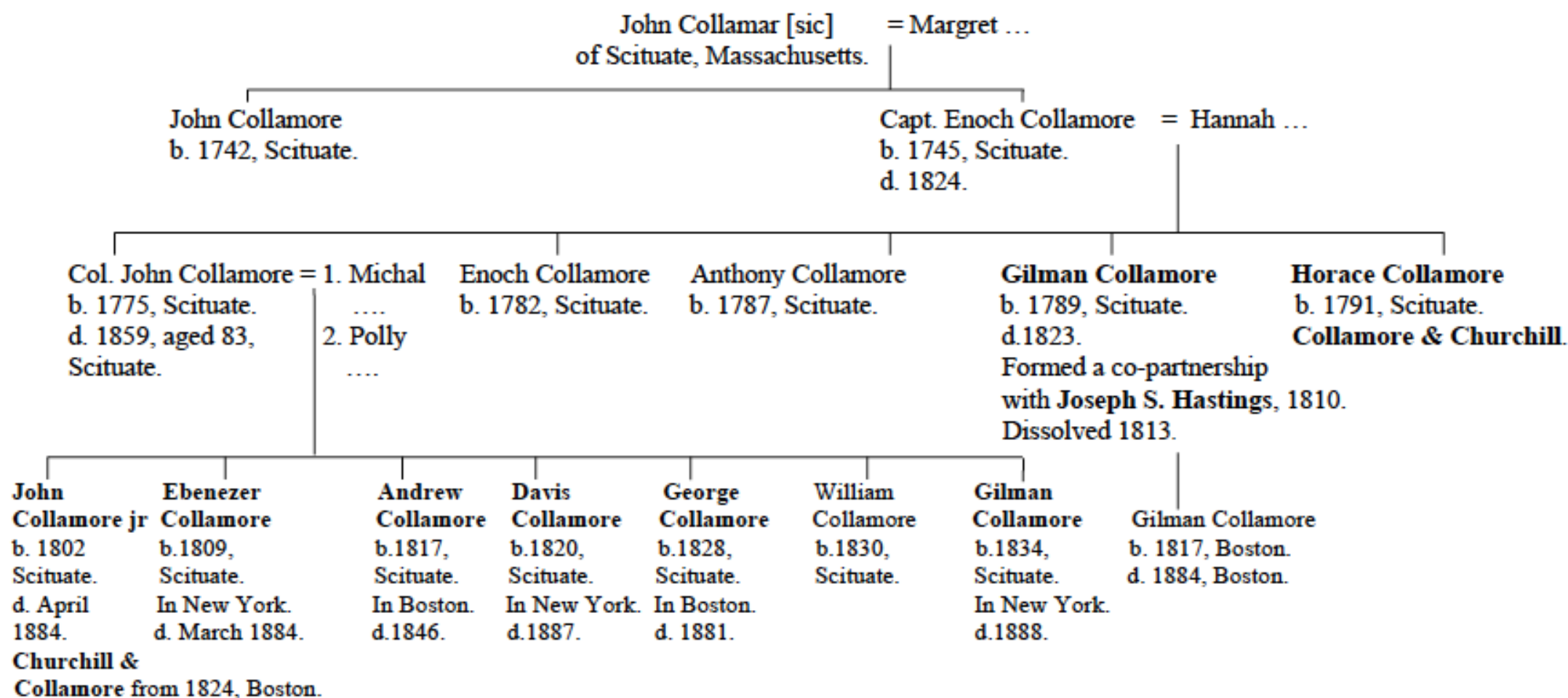
Dr. Edwin Barber, 1899.

Edwin Barber relates the demand for dark blue to covering up **blemishes** on inferior ware (p.21-22).

R. T. Haines Halsey's *Pictures of Early New York on Dark Blue Staffordshire Pottery* of 1899.

Refers to earlier research by **William C. Prime**, who determined that a demand for dark blue printed was a result of an accident... the blue colour 'overflowed' (p.16).

The Collamore family of Boston and New York.



Key: Names in bold, had connections to dealing in ceramics in the USA.

Horace Collamore ordered 'State House', from Elijah Mayer & James Keeling, ceramic dealers, Shelton, in August 1818. Therefore, should these examples be dated to c1818?



Rogers, Longport.

Enoch Wood, Burslem.

Rogers, Longport, unmarked.



‘Beauties of America, City Hall, New York’,
J.& W. Ridgway, Caudon Place,
Shelton, from c1824.



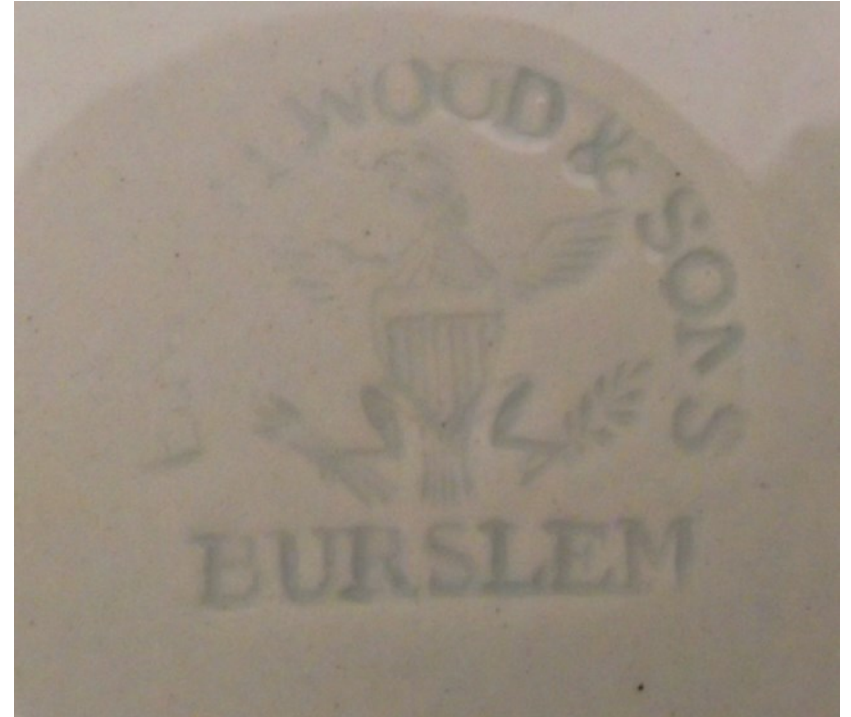
J.& W. Ridgway.

Adams.

Clews.

Enoch Wood.

American ceramic demand was complex...



Enoch Wood & Sons, Burslem, 1820s.



College Views, J. & W. Ridgway, Cauldon Place, c1822.



This series was advertised in Boston in 1822.



European view, Rogers, Longport, 1820s.



'The Holme, Regent's Park, London', Adams, late 1820s.



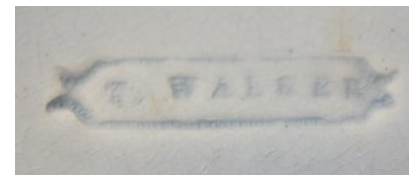
Impressed Rogers, and printed American Eagle.



Impressed Adams, and printed American Eagle.



Joseph Heath, Tunstall, c1840s.



Thomas Walker, Tunstall, c1840s.



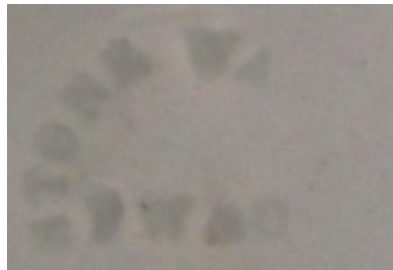
The *New York Commercial Advertiser*, May 9, 1849, had a auction notice:

‘...comprising a full assortment of edged CC dipped and **sponged Peacock**. The CC jugs, ewers and basins sponged... 100 crates printed ware, light blue flower...’

Side plate, (B&T) perhaps
Barker & Till,
Burslem, 1840s.

Side plate,
Thomas Walker,
Tunstall, 1840s.

Side plate, Davenport
Longport, 1856.



Cup and saucer, Podmore, Walker & Co.,
Tunstall, c1835-40s.



Sherds, found at Tunstall dating from 1840s to 1870s period.
Potteries Museum, Hanley.



Unmarked, c1860s-70s.



‘Washington Vase’, Podmore, Walker & Co.,
Tunstall, 1840s.



Staffordshire Advertiser, December 1870,
mentions how Messrs. Tomkinson Brother
and Co. of Columbia Works, Clarence
Street, Hanley were declining business.

Impressed 'Tomkinson Bro.', Hanley, late 1860s.



Cadmus and Fulton steamer,
earthenware (pearlware), mid-1820s.

Cadmus and Fulton steamer, bone china,
mid-1820s.



Mount Vernon, Unmarked, bone china, c1820s.

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Ralph Stevenson, Augustus Williams and Samuel Alcock, Cobridge, bone china, pre-July 1826.



John & George Alcock, Cobridge, 'Scinde' pattern, c1840s.



J.& G. Alcock, Cobridge, 1840s.

Nathaniel G. Bassett, Newburyport,
Massachusetts. Active from 1838 to 1848.

Nathaniel Bassett snr, advertised crockery, china and
glass in Newburyport, from c1816.



‘Singa’ pattern, Cork, Edge & Malkin, Burslem, c1860-71.

Purchased from **Cork & Edge of Burslem.**

H. Raymond of **Yeovil, Somerset**, ordered
April, 1861:

‘6 tall candelsticks 8 in Stanley W.Granite.’

‘4 doz **flown teas seconds.**’

‘6 **flown blue** mea [measure] jugs.’

‘6 doz moca mugs.’

April 1867. Orders for:

F. Blue Mugs 12, 2 handles.

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A Flow Blue Convention

Arnold Kowalsky died in February 2005.

Ellen Hill wrote, ‘He bought and sold flow blue; importing large quantities of the “blue” from **England** - one of the first dealers to do so.’

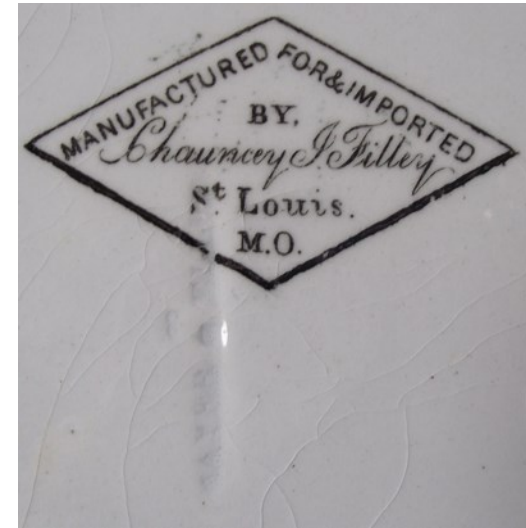


Edwards, Burslem, c1841.



‘Gentlemen’s Cabin’





‘Manufactured For & Imported
by Chauncey I. Filley. St. Louis.’

Impressed Mayer & Elliot
(successor to T., J. & J. Mayer,
Longport).

‘Victory Shape’, Mayer & Elliot, Baker & Chetwynd
Elsmore & Forster, Longport, c1860s. Tunstall, c1870s.
Tunstall.
Registered April, 1867.

So was it economy, or taste that defined American ceramic demand?



A White Ironstone Convention.

Cortlan & Co., Baltimore, 1866, advertised:

‘English White Granite Table and Toilet sets...
equal in Whiteness to French China.’

Models of Trade

Norman Buck's *The Development of the Organisation of Anglo-American Trade 1800-1850* of 1925.



John Ridgway's diary –

October 22, 1822, Boston:

‘This **Lunatic Asylum** is situated on the opposite side of the Water (to the South) and consists of three distinct Buildings forming a Centre (for the Governor &c) & a large wing on each side for the patients duly separated... I had not the opportunity to view this Charity beyond the exterior and must content myself by saying that the situation is charming...’

‘Insane Hospital Boston, Beauties of America’,
J. & W. Ridgway, Shelton, c1824.



John Ridgway's diary –
November 11, 1822, Baltimore:

‘The people are **proud** of their Public Buildings and not without cause. The Exchange, the Court House, several Banks – Churches, and Masonic Hall, Theatre, Assembly Room ... are all places that do credit to the spirit of the town.’



‘Baltimore Exchange’, attributed to Henshall & Williamson, Longport, c1820s, by W. L. Little's *Staffordshire Blue*, 1969, p.72.



‘Brooklyn Heights’, Andrew Stevenson, Cobridge, 1820s.



‘Brooklyn Ferry’, Thomas Godwin, Burslem, 1830s.

Andrew Stevenson was in New York, according to advertisements.

Spooner’s *Brooklyn Village Directory*, 1823:

Andrew Stevenson, Mansion House, Brooklyn Heights.



Peter Morton, Hartford, ceramic importer from c1823 to 1831.

The New York Business Directory, 1840-41:

Peter Morton, 127 Water, **agent** for Enoch Wood & Sons.

Cup plates, Castle Garden Battery, New York, c1823-31.





‘Peace and Plenty’, R. & J. Clews, Cobridge, 1820s.

Evening Post, New York, November 8, 1831

Mentions Passengers in the packet ship
Napoleon...sailed this morning for Liverpool:
Mr. John C. Jackson of Staffordshire.
Mr. John Mayer of Staffordshire.



‘New York’, Thomas Mayer, Stoke, 1820s.



The Wealth and Biography of the Wealthy Citizens of the City of New York, Published by the Sun Office, 1846, mentions John Mayer... A high minded, of honorable man...



University Hall, Harvard.



'Fort Ticonderoga', J. & J. Jackson,
Burslem, early 1830s.

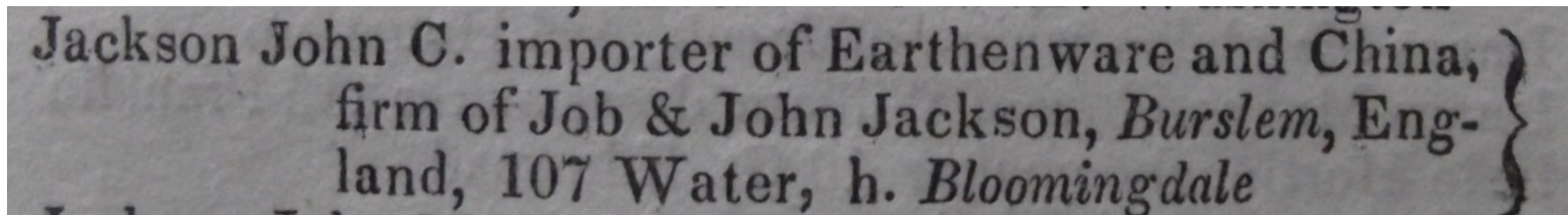


Battle Monument, Baltimore, Job and John Jackson, Burslem, c1831-35.

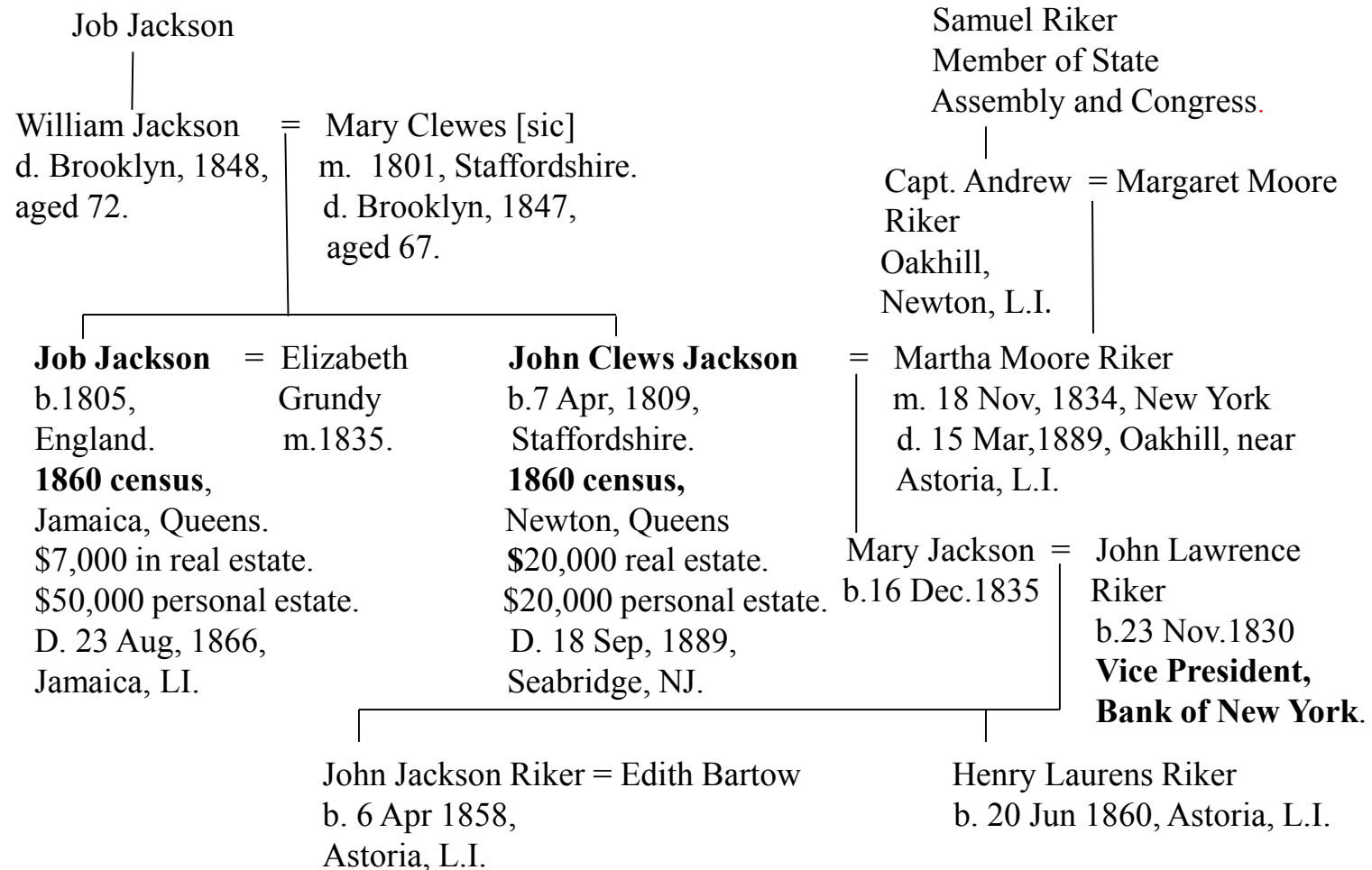


Clyde Scenery, Job and John Jackson, Burslem, 1830s.

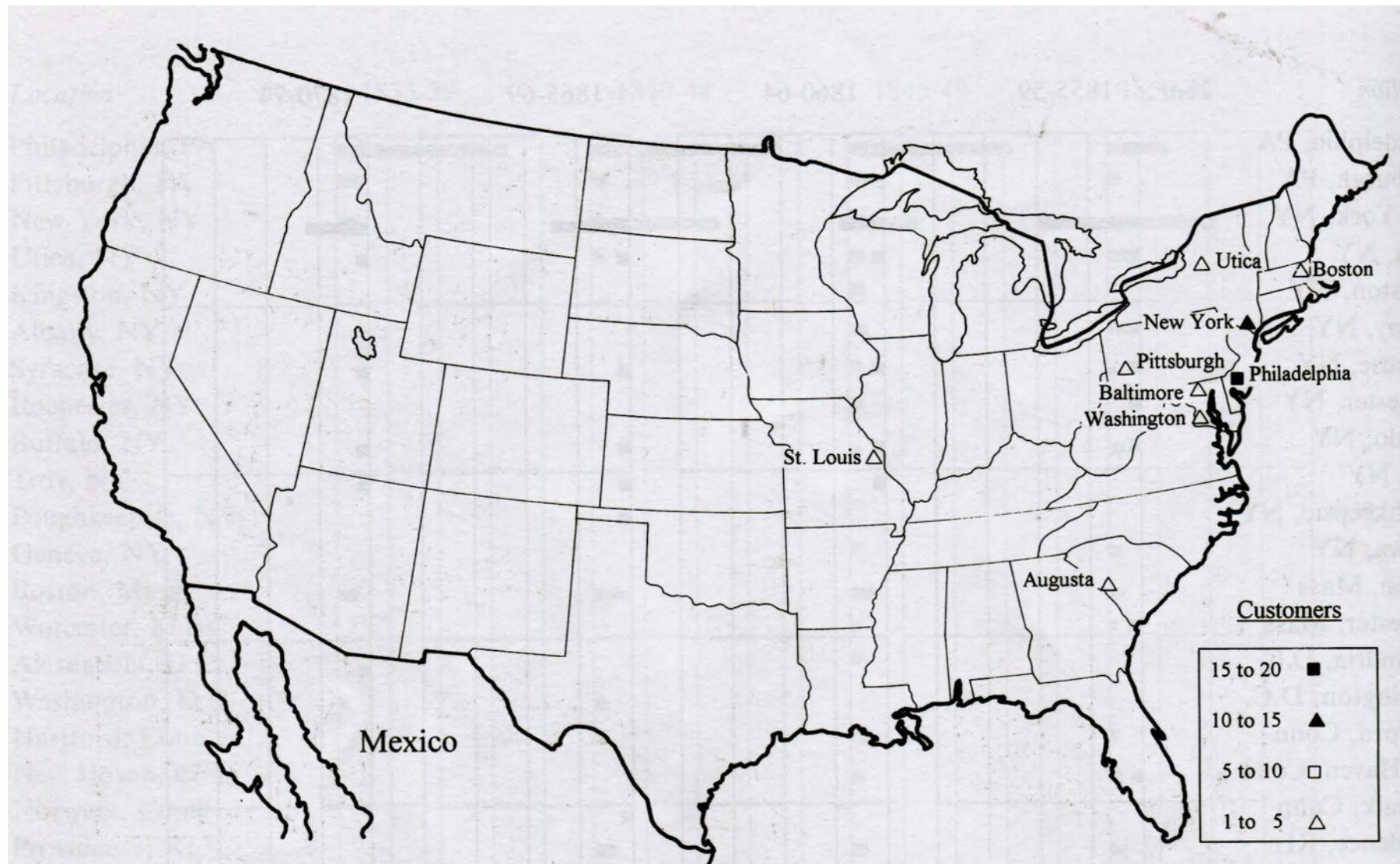
Green and Blue **Clyde Scenery** was purchased by R. Tyndale, ceramic importer, Philadelphia, from Job and John Jackson, April 10, 1834.



Longworth's *American Almanac, New-York Register and City Directory*, 1835-6.



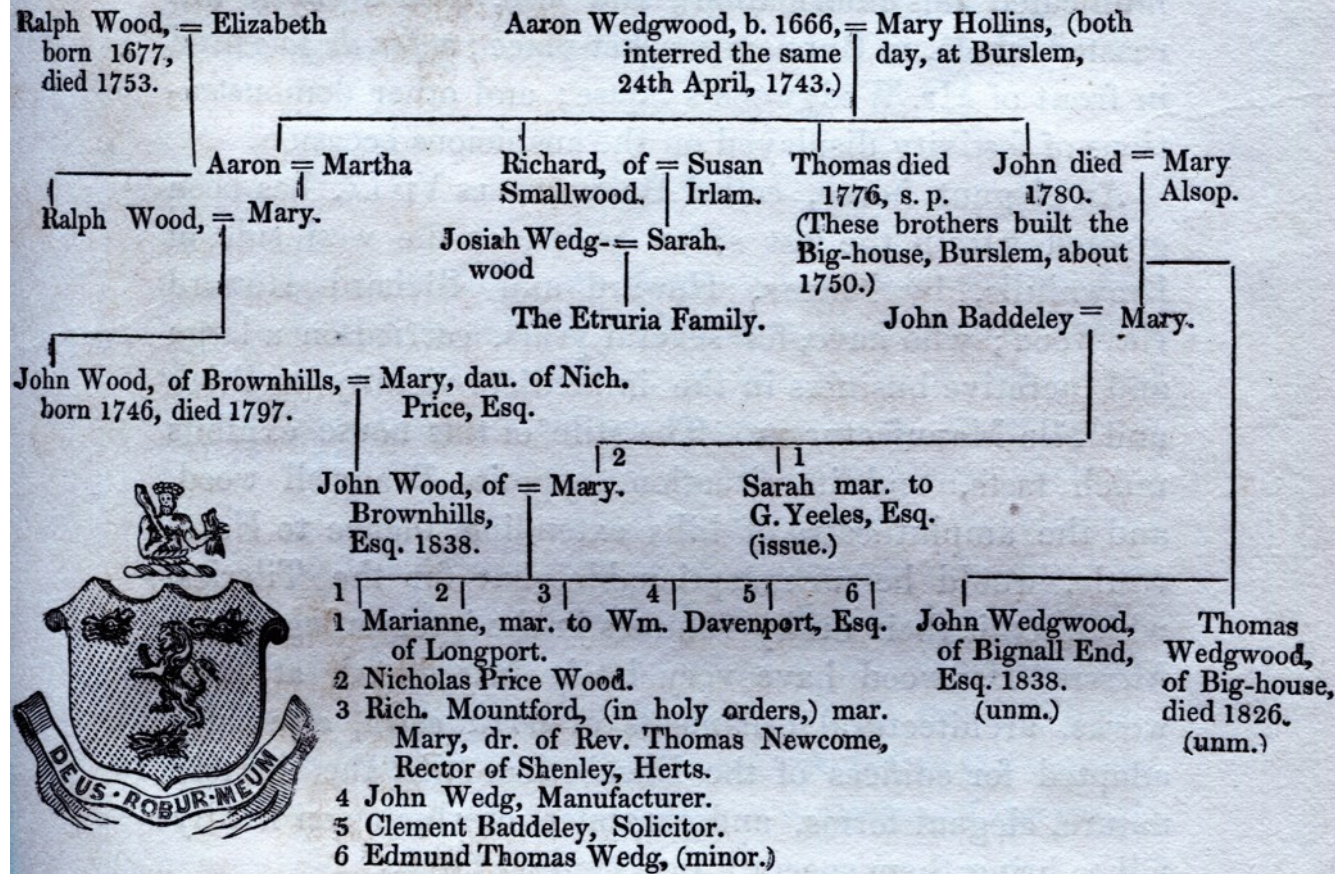
Sales ledgers of **John Wedg Wood** of Brownhills, Burslem.



Actually christened with the middle name of 'Wedg'.

Customer distribution from 1835-1844.

PEDIGREE OF WOOD AND WEDGWOOD.



ARMS OF WOOD, OF BROWNHILLS.

John Ward's *The Borough of Stoke-upon-Trent*, 1843.



Registered Designs, held by the Public Record Office, London.

Design for Dinner Service, 'Union Shape', Davenport & Co

Marianne, daughter of John Wood senior, married
William Davenport of Longport.

White granite side plate impressed 'IRONSTONE
J.WEDGWOOD CHINA', and Registration mark,
November, 1856.



‘SINGANESE, J. WEDGWOOD.’

John Wedg Wood, Brownhills,
Staffordshire, 1850s.

Sales ledgers of **John Wedg Wood** of Brownhills, Burslem.



Customer distribution from 1865-1876.

Inland demand – orders could be far more bespoke

Cleveland, 27th July 1852

Messrs. W. & D. Humphrey.



Bought of **J. & W. P. FOGG,**
IMPORTERS AND DEALERS IN
CHINA, GLASS AND CROCKERY WARE,
Lamps, Cutlery, Plated and Britannia Ware, Looking Glasses, and
HOUSE-FURNISHING GOODS.

2	Sets "Passiflora" Tea ware		
	Teapot, Sugar, Cream & Bowl	8/-	2 00
2	doz. "Passiflora" Cups & Saucers	6/8	1 67
2	" " Pitchers	3/-	75
1	" Each " plates 7/- 6/- 5/-		2 25
✓ 2	Sets "Jenny Lind" Tea ware		
	Teapot, Sugar, Cream & Bowl	8/-	2 00
2	doz. Jenny Lind Cups & Saucers	6/8	1 67
1	" Each " plates 7/- 6/- 5/-		2 25
2	" " Pitchers	3/-	75

Arnold and Dorothy Kowalsky's *Encyclopedia of Marks...* lists
'Passiflora' and 'Jenny Lind' as printed designs by **Charles Meigh, Hanley.**

Goddard, Burgess and Dale, becoming Goddard & Burgess from 1858 onwards.



John Hackett Goddard, resident of Longton Hall.

Paid Bridgwood's Packer for
packing patterns. The crate contained
the remainder of Stanleys, Goodwins & Walleys
also Maddocks & some from Masons.
Called at Stanley's works. They still have some
crazed ware. Paved the small stage Pan
re-dressed the wheel. Three new traps were put
in the centre lat. Tom Procter paved it.
Sent the remainder of the invoices for the "Mary Hale" to Wingate
WEDNESDAY, 8th.
Gave an answer to Beardmore re respecting the
24th Lustre bags to day. Paid Mr. Turner

Tuesday, January 7, 1851

‘Paid Bridgwood’s Packer for packing patterns. The crate contained the remainder of Stanleys, Goodwins & Walleys, also Maddocks & some from Mason’s. Called at Stanley’s works. They still have some crazed ware.....Sent the remainder of the invoices for the “Mary Hale” to Wingate.’



‘Niagara Shape’, Edward Walley, Cobridge.
Registered, 29th November 1856.



Lustre variation on the same shape.

Samuel Goddard, New Mills, Derbyshire

Dr. Thomas Goddard = Eliza Palmer
(c1791-1872)
Surgeon in Longton;
links to manufacturing
and coal mines.

Dr. Samuel Goddard (1805-1876)
Surgeon in Burslem.

John Hackett Goddard = Mary Ann Shaw
(1819-1885)
Longton Hall

Henry Hesketh
Goddard
(Goddard &
Burgess)

John Shaw Goddard
(1857-1939)
(Ashworths,
acquired, 1884).

John Vivian Goddard
D.1962
(Ashworths -Masons)

John Stringer Goddard
(1916-2007) Managing
Director of Masons Ironstone.

William Shallcross
Goddard
(Barrister)

Bertham Edward
Goddard (Ashworths)

Thomas Arthur
Goddard (Goddard & Burgess)



Burgess & Goddard, blue edged and white ironstones, c1870s.



T.& R.Boote, Burslem, small tureen, 1854.



‘Sydenham Shape’, registered 1854.

New York (April 8, 1858): ‘This morning Mr.Conklin called on me and Mr.Dale in his carriage & we crossed over NY to see some of his customers & the way in which Bootes goods had been latterly opening, these were most unsatisfactory. Several suggestions were made as to the **alterations advisable to be made in Bootes shapes.**’



‘Atlantic shape’, first registered, October 1857.

February 22, 1859: ‘Called upon all our houses. Both of the **Bootes** were there and were very civil. The **Atlantic shape** is nearly finished and is very good - their ware is also now very good.’

Conclusion.

Based on *Supplying the Present Wants of Our Yankee Cousins...* of 1997.

As the American market grew in significance, Staffordshire manufacturers produced goods aimed at the American market.

Apart from 'Historical Staffordshire' wares of the 1820s and 1830s, many other ceramic-types and printed views were exported – such as, Ridgway's College series.

With growing demand for flow blue, and then white ironstone, American demand really diverged from British demand in the 1840s.

Staffordshire manufacturers established agencies, or had family members in the United States.

For smaller manufacturers, merchants such as John Hackett Goddard remained important.