

comprehensive list of the shape numbers, what the shape is, and a price guide for the shape.

We have included some archival black and white photographs that show the 1959 retail prices of Carlton Ware. Furthermore pages 11 and 12 of the book, shown in vivid green, are a reproduction of the original cover of a 1959 Carlton Ware retail catalogue. These advertisements and the price lists have been included in the appropriate sections of this book along with some original colour advertising photographs produced for Carlton Ware.

The book retails at £17.95. Postage & Packing will be about £1 within the UK for First Class Post and about £3 to other parts of the world by Almail. We are giving you, our VIP members, an opportunity to pre-book your copy of the book by sending us an email. This will guarantee early dispatch AND will include a **VIP Member Discount of £3 per book provided you place your order before the end of June 2006**. This special offer of the book for £14.95 will only be available until the end of June. We expect to start shipping in July.

Please email us with the number of books you require. Further discounts may be available for five or more copies. **We will not expect payment until the book is ready for dispatch.** We'll email you with payment details once the book is ready for dispatch.

carltonware.com newsletter

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Buttercup

The *Buttercup* pattern is a very popular and very collectable design. Why did Carlton Ware use such a common plant which most consider a weed? This could have been due to the influence of 17th century rococo designs. During this period Josiah Wedgwood was also producing tea pots using the naturalistic designs of fruit and vegetables. Many other potteries followed this trend in the 1830's, the 1930s and 40's.

The pattern was introduced by Carlton Ware in about 1936 and continued until the 1940's and maybe a bit later. It was produced in two colourways: pattern number 3993 in yellow and 3994 in the much rarer pink.

The *Buttercup* pattern is a very pleasing and aesthetic design.

Basket

Carlton Ware introduced the embossed range of *Basket* in 1939. This range was produced in the popular colour ways of green and yellow, which is replicated in many of Carlton Ware's embossed Floral and Fruit embossed ranges.

The design has pretty spring flowers that are very realistic in appearance. They resemble varieties of Primula flowers in full bloom. The leaves are also very realistic looking and are the shape that you would expect for a Primula leaf. A bell shaped flower that looks similar to a Fritillary usually accompanies the blooms.

The embossing on the design is a very unusual basket weave which resembles a twine or rope effect. This is replicated in the handles. Some pieces such as bowls and servers have a more traditional basket weave effect in the base of the design.

The green colour way pieces are decorated with yellow handles and similarly the yellow colour way has the

Guinness

Carlton Ware were commissioned by several companies to produce advertising ware. The range produced for Arthur Guinness is probably the most well known.

The first piece to be produced was the Toucan in 1955. The beak of the Toucan is orange changing to deep yellow at the top.

In 1956 the Zoo collection was introduced. This consisted of a Zoo Keeper, Ostrich, Tortoise, Kangaroo, small Toucan and Sea Lion.

The Toucan Lamp, the Flying Toucans and the Drayman were introduced in 1957. The Toucan lamp is like the Toucan but has a hole in the Toucan's head for the electrical fitting.

Tapestry and Daisy Chain

The *Tapestry* range was introduced in 1968. The principal pattern is a frieze containing a decorated band with a colourful pictorial design. It was produced on a number of different colourways.

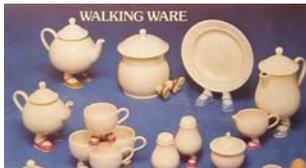
Daisy Chain was introduced a little later on and used the same shapes as *Tapestry*. A Daisy Chain traditionally is flower chain consisting of a string of daisies linked by their stems. The pattern made by Carlton Ware is basically a frieze or part of a frieze that contains a pair of circular designs which are

Walking Ware

In 1967 Carlton Ware was sold to Arthur Wood & Sons who operated it independently of the group. Under their direction sales rose dramatically in the 1970's due to designs of the *Walking Ware* range introduced and designed by Roger Michell and Danka Napiorkowska. The *Walking Ware* gained immediate popularity, and it was probably this range that kept the company afloat during the 1970's.

Roger Michell and Danka Napiorkowska owned a small pottery in Yorkshire called Lustre Pottery. They were studio potters and exhibited a *Walking Ware* Dinner and Tea service at an exhibition in London. This received rave reviews and orders poured in from all over the world. But, Lustre Pottery could not cope with the demand and had to consider sub-contracting to a larger manufacturer. After a few rejections from some Staffordshire potteries, Anthony Wood from Carlton Ware expressed an interest. This resulted in a working relationship for about eight years.

The initial range of *Walking Ware* included various sizes of tea pots, sitting sugar bowls, mugs, cups, egg cups etc.



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Carlton Ware