

The Wedgwood  
Illustrated Catalogue of  
Ornamental Shapes  
1878

With an Introduction by  
J. K. des Fontaines

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Published by the Wedgwood Society  
London

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THE WEDGWOOD ILLUSTRATED  
CATALOGUE OF ORNAMENTAL SHAPES

1878

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London

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1984

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Unit 5, Ringwood Trading Estate,  
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# THE WEDGWOOD ILLUSTRATED CATALOGUE OF ORNAMENTAL SHAPES

1878

## INTRODUCTION

J. K. des Fontaines, FRSA  
Chairman, The Wedgwood Society

The ILLUSTRATED CATALOGUE OF ORNAMENTAL SHAPES was issued by the Wedgwood Company some time between 1878 and 1880, as a companion to the 1880 ILLUSTRATED CATALOGUE OF SHAPES which showed only useful wares. (The latter was reproduced and published by the Wedgwood Society in 1971.) Neither catalogue shows a date of publication, but the address of the 'Permanent London Showrooms' is given as St. Andrew's Buildings, Holborn Circus, and this is where the firm opened business in 1875 after having been absent from the metropolis since 1829. Another date indicator for the Ornamental Shape Catalogue is the Portland Vase trade mark appearing on the cover: this was registered by the firm in 1878, the year of the reintroduction of bone china manufacture after a gap of fifty years. A printed price list dated 1877 is bound together with the copy of the Catalogue belonging to the Wedgwood Museum at Barlaston. It is this copy which is here reproduced with the kind permission of the Trustees of the Museum.

The decades between 1860 and 1880 saw many significant changes at Wedgwood's Etruria factory, continuing the gradual recovery of the fortunes of the firm following the decline after the death of the founder Josiah Wedgwood in 1795. A new generation of Wedgwoods (the fourth), the brothers Godfrey, Clement and Lawrence took over the management from their father Francis who had retired in 1870. The production of ornamental and art wares became an increasingly important part of the manufacture, enabling the factory to hold its own against the great rival Staffordshire potters Minton, Copeland, Davenport and many others. The work of the French free-lance artist Emile Lessore (1805-76) and the employment of the gifted artist and designer Thomas Allen (1831-1915) who joined Wedgwood from Minton in 1876, enabled the firm to compete successfully in supplying the public with the kind of decorative ceramics that were becoming fashionable.

New ceramic bodies and decorating techniques served to cater for the growing demand of the rising middle classes for ornament and colour in the home. The marble-like Parian ware or Statuary Porcelain (Wedgwood called their version Carrara) was mainly used for figures and busts, whilst the brilliantly coloured Majolica brightened the softly illuminated gas-lit interiors.

The Illustrated Catalogue of Ornamental Shapes here reproduced contains mostly Majolica wares. This decorating technique aimed at achieving the strong colours of the 16th and 17th century Italian maiolica by using opaque or translucent coloured glazes painted on top of plain once-fired earthenware. It was first developed by Minton and shown at the Great Exhibition of 1851. Wedgwood did not introduce Majolica until ten years later. However, once production started, the range and quantity manufactured was astonishing: ornamental table centres, vases, useful wares like dessert services, jugs and mugs, trinket and ash trays, and even garden seats and umbrella stands. Most of the shapes we would now label as typically 'Victorian', but a few 18th century shapes were revived for Majolica, e.g. the well-known Wine and Water Ewers supplied to Josiah Wedgwood by John Flaxman Senior. It is

curious that a few pages illustrating strictly useful wares have strayed into the Catalogue. The teapots, the Shell 'comports' and tureens or 'coverdishes' keep very odd company with the ornamental Majolica and Blue Bas-Relief wares. The latter was a revival of the blue and white jasper, made from a modified stoneware body of a cheaper composition than the true jasper. The teapot page is particularly intriguing as it includes shapes (Nos. 43, 129 and 159) that were also included in the 1880 Illustrated Catalogue of Shapes of useful wares, where shape No. 129 is perhaps more appropriately described as a coffee pot.

Although a wide range and a large quantity of Majolica was manufactured by Wedgwood, surviving examples are surprisingly scarce. It is possible that they are not recognised or else taken to be Minton, the most prolific makers of this ware. Wedgwood's Majolica should bear the impressed mark WEDGWOOD, but it is not uncommon for the glaze to have covered the lettering, making it difficult to see or even completely illegible.

For further detailed information about Wedgwood's Majolica and other Victorian and later wares, the reader is referred to WEDGWOOD CERAMICS 1846-1959 by Maureen Batkin, published in 1982 by Richard Dennis, 144 Kensington Church Street, London W8.

*ACKNOWLEDGMENTS.* My thanks are due to the staff of the Wedgwood Factory Museum at Barlaston, particularly Mrs Sharon Gater, Assistant Curator, for helpful information. The reproduction of the Catalogue would not have been possible without the permission of the Trustees of the Museum.

London, February 1984.



*JOSIAH WEDGWOOD & SONS,*

ETRURIA,

*STOKE-UPON-TRENT, STAFFORDSHIRE.*

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ILLUSTRATED CATALOGUE

OF

*ORNAMENTAL SHAPES.*

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TRADE MARK.

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*PERMANENT LONDON SHOW ROOMS:*

ST. ANDREWS BUILDINGS,

*HOLBORN CIRCUS, E.C.*

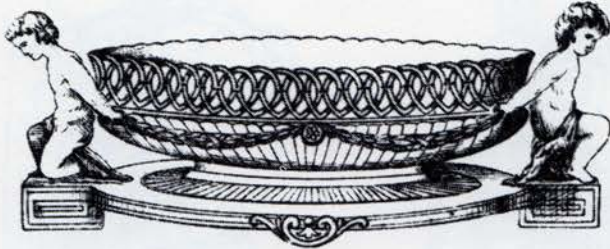
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The Show Rooms at the Manufactory, in Etruria, are easily accessible from the North Staffordshire Railway Station, Stoke-upon-Trent, Trains running between the two stations every Half-Hour throughout the day.

ALBUT AND DANIEL, PRINTERS, PERCY STREET, HANLEY



CENTRES



EUGENIE



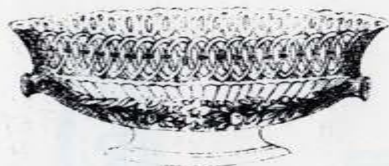
SATYR



ARGENTA



LOW FLOWER HOLDERS



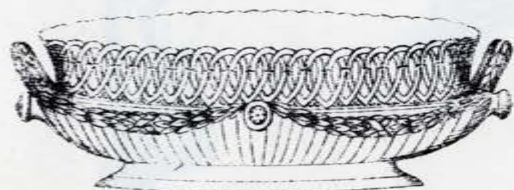
TRENTHAM BASKET



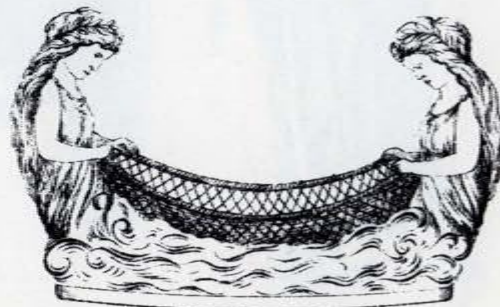
VERSAILLES BASKET



MAYO BASKET



ST. CLOUD BASKET



LOW NAIAD CENTRE

CENTRES



DOUBLE DOLPHIN



RUSTIC



SUTHERLAND



ST. VINCENT

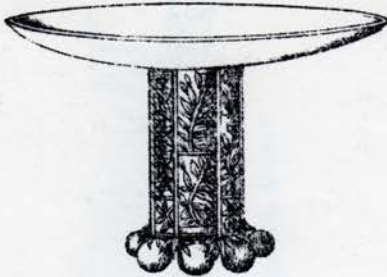


TRITON, KEY TOP

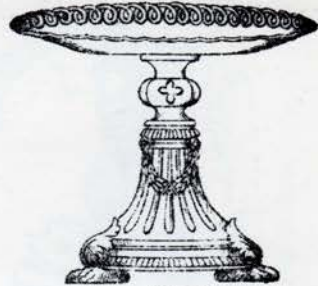


BOUCHER, SINGLE FIGURE

DESSERT WARE



JAPAN



LORNE



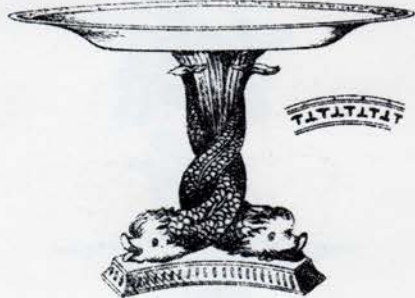
GRIFFIN



PROTAT



WATTEAU



KEY



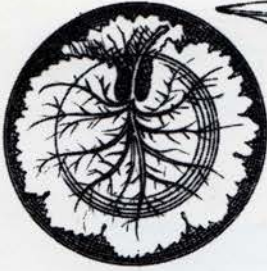
SATYR



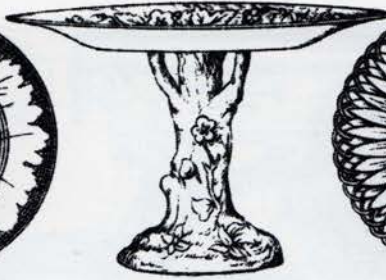
WICKER



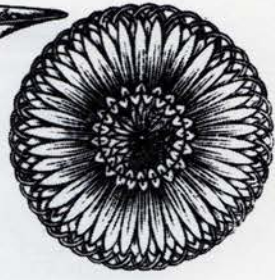
DESSERT WARE



O. PLATE

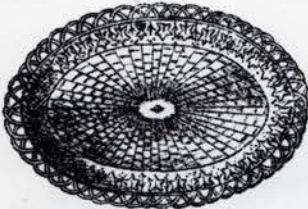


VINE AND STRAWBERRY  
RUSTIC FOOT

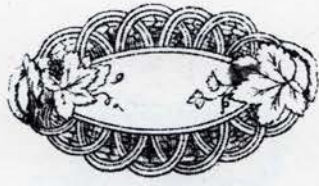


F. PLATE

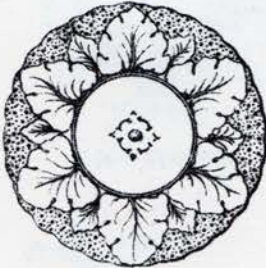
BREAD TRAYS



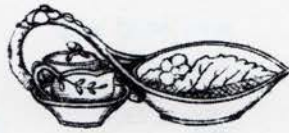
SATYR



GRAPE



ROUND LEAFAGE



STRAWBERRY DISH

BONBONNIERS

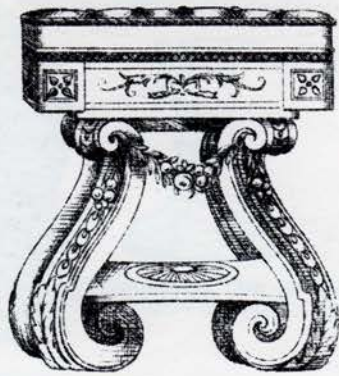


3 LEAF



DOLPHIN





RUBENS GARDEN SEAT



RAMS HEAD VASE



MERMAID VASE

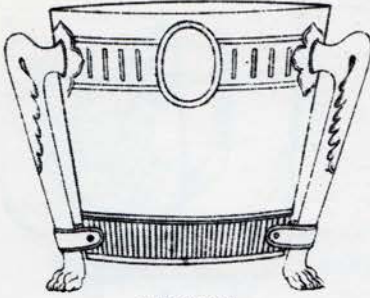


LOUIS XV. VASE



WINE AND WATER VASES

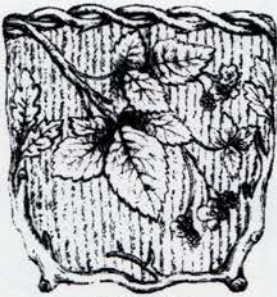
GARDEN POTS



LEOPARD



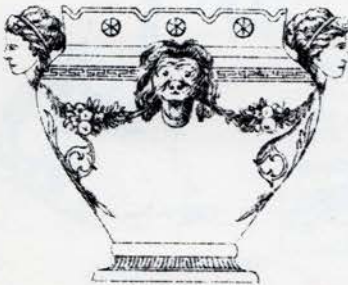
PRIMROSE



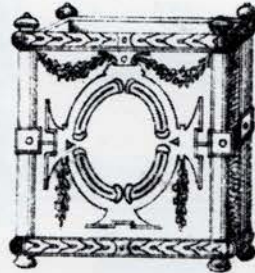
BRAMBLE



AQUARIUM



LEO. WITH WREATH

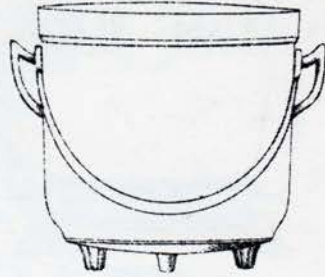


JARDINIER

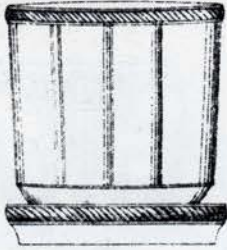
GARDEN POTS



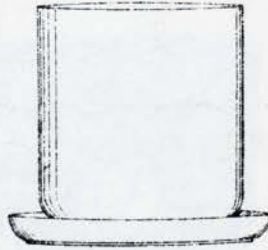
RALEIGH



CAULDRON



WAVE FLUTE



IMPERIAL



CRANE JARDINIERE



HOP BEER SET



JUGS



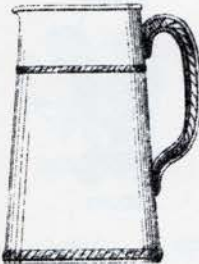
PRIMROSE



NAPIER



BRAMBLE



ROPE



ELIZABETHAN



BURTON



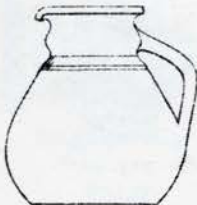
SEA HORSE



CATERER



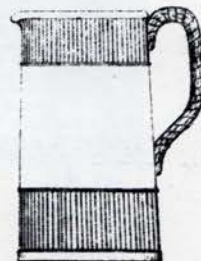
FLOWERING RUSH



CAMBRIDGE



IVY



BREWSTER



FLOWER HOLDERS



REED



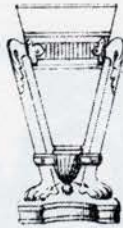
SIESTA



AMPHORA



DANTE



LEOPARD



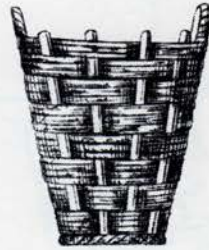
DELHI



ACORN



THISTLE



VINEYARD



MAIZE



NARCISSUS



VOLUTE

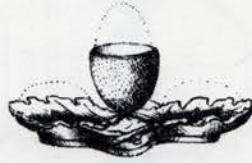
ASH TRAYS



ASH VASE  
1,008 WITH BAR



ITALIAN



OAK EGG CUP



GERANIUM



WATER LILY



LIZARD

SALTS OR TRINKET HOLDERS



DOLPHIN, LARGE



BIRD'S NEST

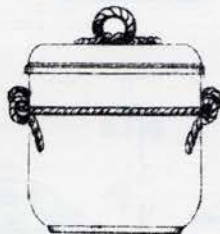


TRIDACNA

TOBACCO JARS



RALEIGH



ROPE



ROSETTE

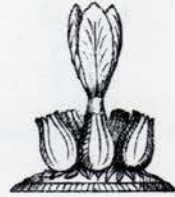
CANDLESTICKS



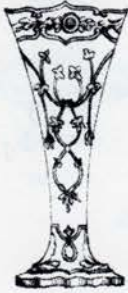
OAK AND VINE



PHILAE



CROCUS FLOWER HOLDER



ELIZABETHAN VASE



FLAT CANDLESTICK



SUNFLOWER VASE

BUTTERS



STANLEY

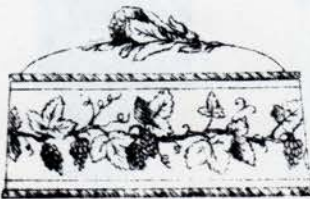


WICKER

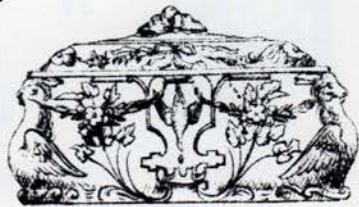


DORSET

PIES

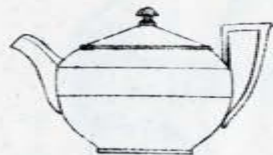


GRAPE

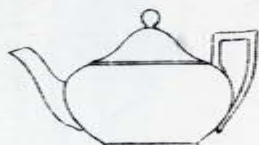


PARTRIDGE

TEAPOTS



NO. 43



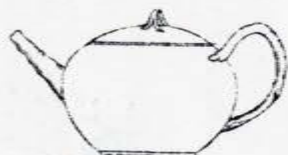
NO. 146



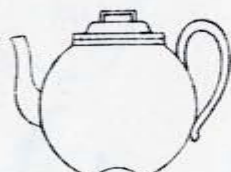
NO. 159



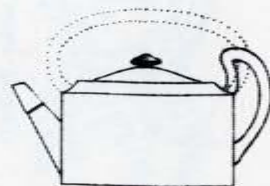
NO. 129



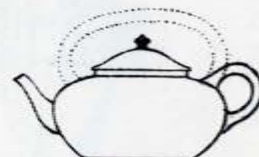
RUSTIC



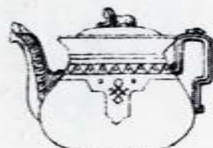
SATSUMA



OVAL  
(KETTLE HANDLE DOTTED)



PEKIN  
(KETTLE HANDLE DOTTED)



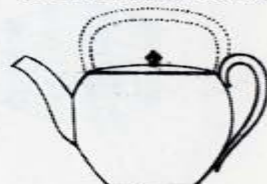
CLEOPATRA



ORIENTAL KETTLE



DRAGON KETTLE



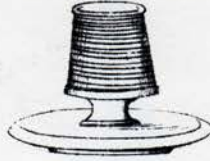
GLOBE  
(KETTLE HANDLE DOTTED)



MATCH POTS



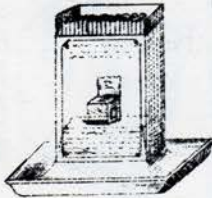
FISH BARREL



BERLIN



FISH BASKET



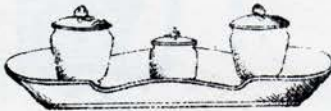
MATCH BLOCK  
FOR SAFETY MATCHES



DOUBLE MASK



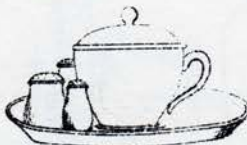
MASK MATCH HOLDER



BRANDON INK



PIGEON TRAY



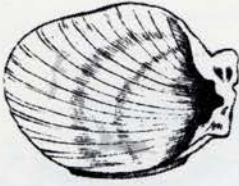
BROTH SET



CARLTON SET, ROSETTE

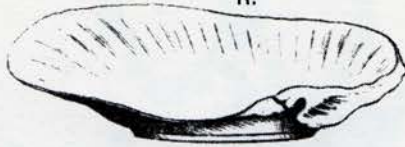
COMPORTS

V.



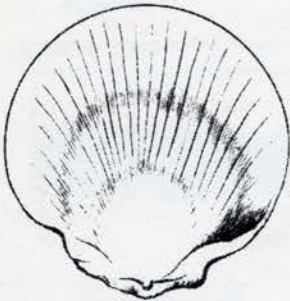
PECTEN MAXIMUM

R.



PHOLAS AESTATUS

V.

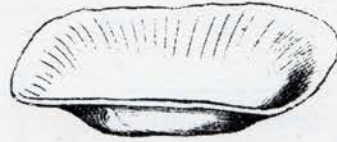


PECTEN JAPONICUM PLATE

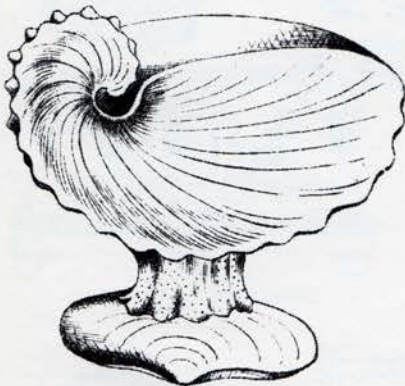
T.



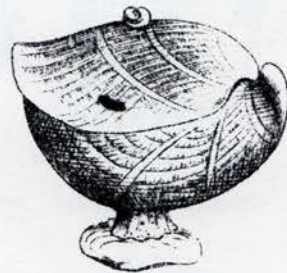
TELLINA RADIATA



ARCA ANTIQUATA



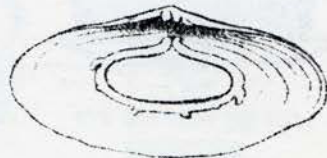
ARGONAUTA ARGO CENTRE



ANORNIA



BON-BON TRAY

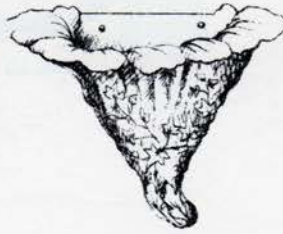


SUGAR OR CREAM BOWL

BRACKETS



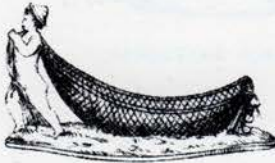
CUPID



FUNGUS



BIRD'S NEST



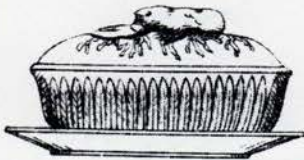
NET JEWEL STAND



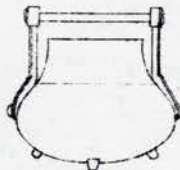
DECK  
FLOWER HOLDER



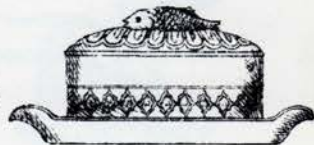
BOW HANDLE BASKET



LOBSTER POTTING POT



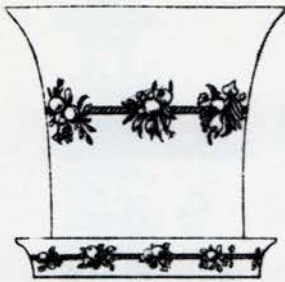
CAULDRON  
FLOWER HOLDER



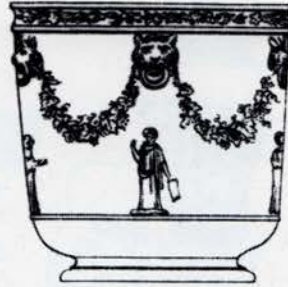
SARDINE BOX



BLUE AND WHITE GARDEN POTS  
BAS-RELIEF



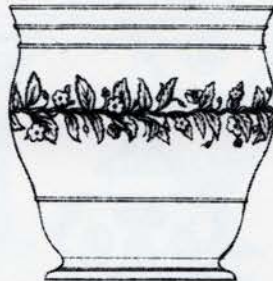
BELL



NO. 317



NO. 1060, BORDERED



NO. 1061, BORDERED

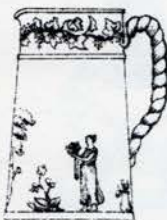


LOUIS XV., JARDINERE

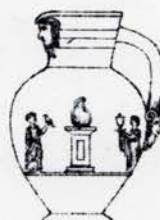


NO. 1058, WINE COOLER

JUGS



UPRIGHT



DORIC



TANKARD



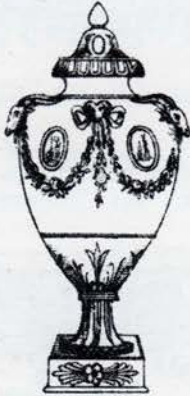
BLUE AND WHITE VASES



PORTLAND



NO. 43



NO. 381



NO. 1153



NO. 489



NO. 1009

BLUE AND WHITE VASES  
BAS-RELIEF



NO. 495



NO. 1110



NO. 393



NO. 1015



NO. 384



NO. 352



NO. 1202



NO. 130



NO. 350



NO. 496



NO. 1010

TOBACCO JARS



749 BASKET



TAPER TOBACCO



FROGMORE BASKET



BARREL



FLAT TOP



PLAIN UPRIGHT

OAK TRINKET SET



CANDLESTICK



MATCH BOX



JEWEL STAND



PIN TRAY



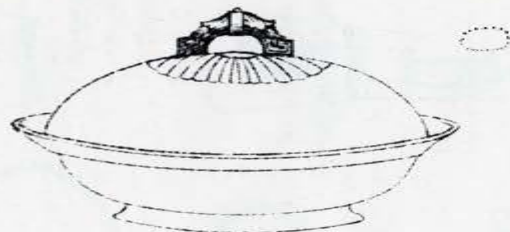
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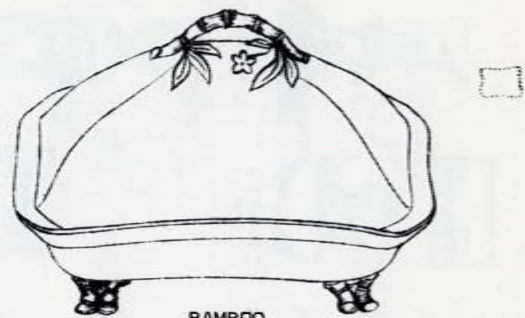
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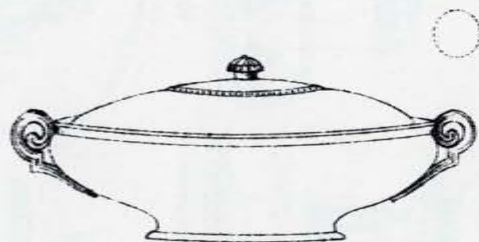
POMADE



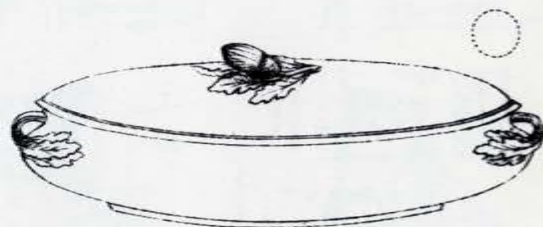
CAPRICORN



BAMBOO

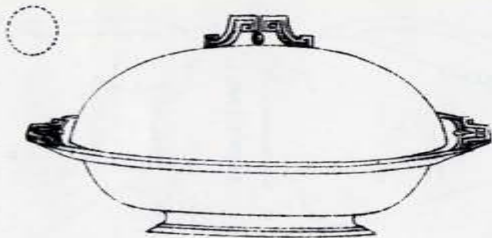


VIENNA

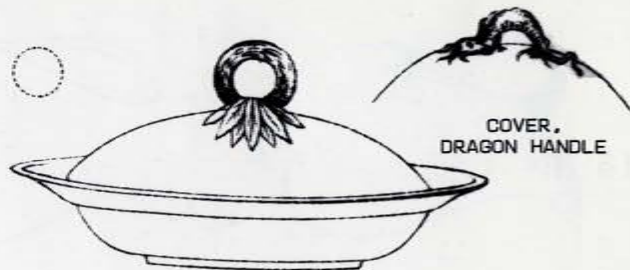


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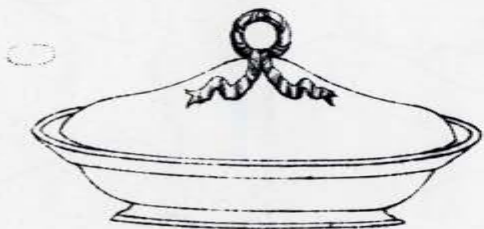




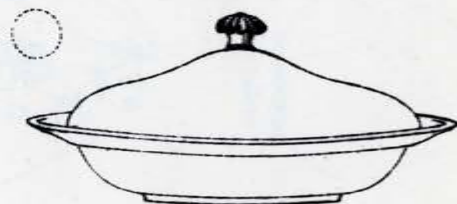
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PARIS

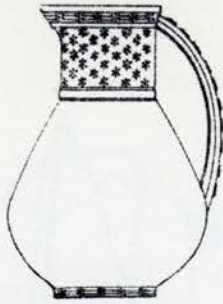


FRENCH



ROUND ETRUSCAN

EWERS



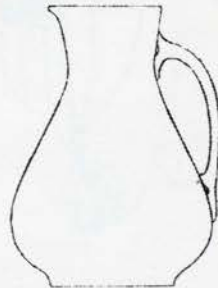
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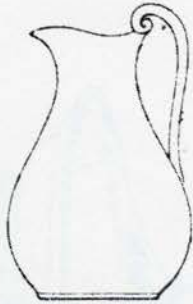
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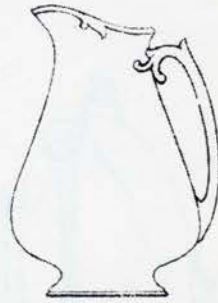
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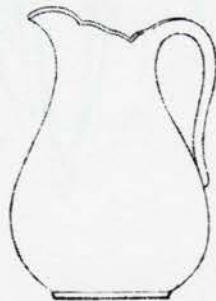
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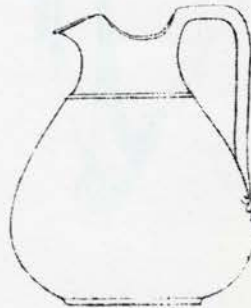
ROMAN



POMPEIAN



OSBORNE



COTTAGE

