

## POTTERS OF TO-DAY

WE have been privileged and fortunate enough to meet with many eminent men during the course of our career, men who earned the admiration and respect of their fellows, great men in their own way, impressive and inspiring many of them were, and are, and we have seen in their characters traits, which to a degree accounted for their superiority over others. We have learned that many of them were men who started lower than the bottom rung of the ladder, and it was solely by their own efforts that they had progressed from that stage, and step by step gradually attained positions of importance and in some cases of eminence.

IN this series of articles "Potters of to-day" we have been made acquainted with the early struggles some of them met with, and the subject of this article, Mr. A. G. Harley Jones is not an exception, his forebears were not strictly speaking the poorest of their type, still we understand he had to make good for himself from an inauspicious and unsupported commencement. To trace his history back a little way we find his paternal grandfather, Mr. William Jones, married a Miss Harley, of Salop (hence the hyphen name to-day) who was closely related to the Chetwynds. This gentleman, in his business life, was closely associated with the firm of Hardmans, of Milton. When the Smallthorne Council was first formed Mr. William Jones was its first chairman.

THE father of Mr. Harley Jones resided at Smallthorne at the time of the birth of his son in 1874, and was earning his livelihood at a factory, now in the occupation of Weatherby's, High Street, Hanley, owned then by a Mr. Samuel Lear, and it was at this works that Mr. Jones, senior, learned his potting. In 1882 he entered into partnership with a Mr. Brough, and they set up business on their own account at a works in Wharf Street, Stoke-on-Trent, now known as the Imperial Pottery, and this partnership lasted until 1898, at this date Mr. Jones, senior, retired from business.

THE subject of this biography spent the early part of his career at Smallthorne, and he obtained his education at the Smallthorne Board School, the educational fee at this establishment at that time was but 3d. per week. He remained at this school until he was 13 years of age, immediately upon leaving he was sent to work at the factory in Wharf Street, for which he was paid 4s. per week. In those days clay flower and leaf decorations for vases were in vogue, and his occupation was making and fixing of these clay ornamentations. For the next four years his time was occupied at this and other branches of making. Just before his 18th birthday he was transferred to the commercial side of the works. After his father retired in 1898 he went to work at Kirklands, of Etruria, where he was engaged for the specific purpose of introducing the manufacturing of fancy goods, previously the output of the factory was just utility ware. Here he remained for three years.

DURING the period from when he left the day school until he was about 20, he attended the Wedgwood Technical Institute at Burslem, and the good wrought in his life by the influence and instruction he enjoyed at this worthy Institute he speaks of in the highest terms

of affection and praise, as a matter of fact he esteems the advantages gained at the Wedgwood Institute to be the most predominating factor in his early life, and contributed largely to the success he has since met with. It presaged so much good for him that his language was almost devotional when speaking of the Institute and its teachers. A Mr. Pickering was then the science and chemistry master and a Mr. Watkin the teacher of pottery technique. (Mr. Watkin was the Managing Director of Messrs. MacIntyres, of Waterloo Road, Burslem). Mr. Harley Jones still holds a most affectionate regard for this gentleman. Since writing this article we have received the information that this gentleman has passed away, his death taking place quite suddenly. We regret the necessity of having to record this fact.

THERE is no doubt he was a very apt pupil, for in the year 1899 he obtained the highest local honour at the school and he won the silver medal of the London City and Guild Institute. During this period of his then studious life, it was no unusual thing for him to rise at four o'clock in the morning, and later go to the works, where he spent the whole of the day, then he went to the Technical Institute in the evening remaining there at times until 10 o'clock, which frequently necessitated a walk of five miles to his home, The Villas, West End, Stoke-on-Trent, where his parents then resided; for travel facilities were not so common or as cheap as at the present time.

AFTER leaving Kirklands in 1901 he set up business for himself at a small factory in Fenton, a venture which necessitated a lively enterprise, and a considerable and well sustained physical and mental efforts. He was at one time his own modeller, dipper, decorator, firing his own ovens, doing his own clerical work, and at the same time was his own manager. He was however assisted by several workpeople who had previously been in the employ of his father. A number of them have been in the service of father and son for over 40 years, two of these employees are still with him; this may be taken as an indication of the goodly relations which have existed between master and workpeople under Mr. Harley Jones's regime.

THE articles which he manufactured were of the ornamental kind, and he restricted his output solely to this branch of potting. As a result of the manner in which he applied himself to his task and the efficient way in which the whole of his arrangements were made, that is not only the factory organisation but that of seeing the goods were placed into saleable surroundings, rapid progress resulted, there is no doubt that at this early stage of his commercial career he sensed the market requirements and saw to it that the best selling class of goods were available. Here we have a combination of business acumen, energy, enterprise and the right temperament and an individual whose soul was in his work. After three or four years of continual effort at Biltons Old Works (such was its title) Mr. Harley Jones realised that the time was ripe and circumstances opportune to make further developments, land in Duke Street was purchased and in 1903 a start was made in erecting the present Wilton Pottery, which he first named the Royal Vienna Art Pottery, it was but a two oven manufactory. Gradually the

Potters of To-day—*continued*

An illustration of the new Showroom of Messrs. A. G. Harley Jones, Witton Pottery, Fenton, Stoke-on-Trent, showing a variety of ware, including the firm's famous lustre.

works were transferred from the old to the new establishment, and in 1905 the transference was complete, he still retained his original idea of supplying goods which appealed to the æsthetic sense rather than utility ware, and on these lines he built up a business of considerable proportions. Five years ago, however, he commenced to make general earthenware and later Parian and oldie China also.

**H**IS commercial career for twenty years has been one of steady progress. Recently his output has been on a more ambitious scale and from his catalogue we gather that lately further extensions have been made, and the following productions have been added to the list already given. As we have previously said the title of the factory was changed from that of the Royal Vienna Art Pottery to that of Wilton Pottery, we take it that the first title implied a restricted class of ware was manufactured which was more or less true, but when the utility lines were added a new title became necessary, hence the change. Claims are made by Mr. Harley Jones for his Wilton Ware which are very far reaching, dinner sets, toilet sets in powder blue, and Lascelles Lustres and Rouge Flambe are included. Mr. Harley Jones claims that his Lascelles Lustres are made by a special process, and he describes them as supreme, several colour effects have been introduced in these Wilton Lustres, viz., turquoise, orange, green and yellow; other styles of decoration we noticed are the Fish, the Mikado and the Butterfly, all of which are attractive selling propositions. The ware he manufactures which he describes as Futurist is somewhat an ingenious style of decoration, and we venture to think

this line of goods will appeal to all "lovers of the extraordinary." Toilet, dinner and tea ware are made in this style. When Mr. Harley Jones made art ware only, his efforts met with more than a modicum of success, now that he has such an immense variety to offer there is no doubt that he will still achieve further success.

**W**HEN the Duke Street Works were first occupied there was, as we have already said, but two ovens. The works generally have been extended, and a number of ovens have been added. At the present moment there are six, and altogether Wilton Works is a very extensive property. Being a totally new pot works of distinctively modern production, it is quite up-to-date. We had the privilege of making a tour of some portion of the factory, and we noticed that there has been a continuous firing kiln erected of the Furbringer type and from the details supplied to us, the installation has justified the outlay made by the owner in having it constructed, for the simplicity of working the kiln and the low cost of fuel used, shows an astounding saving over the open mouth style of kiln, and the rapidity in dealing with special orders renders the kiln invaluable, for an order received by first post in the morning if not too extensive, can be dispatched by the evening of the same day.

**W**E were conducted through several departments, including the warehouse, and finally the show-room where many examples of the goods manufactured were on view, the spaciousness of the show-room may be observed in the photograph we reproduce in these pages.

## Potters of To-day—continued

THE energies of Mr. Harley Jones in these days are not confined to the Wilton Works, for in 1912 he was induced to become interested in a china factory, the Atlas Works, Fenton. A Mr. F. Hughes and Enoch Massey were the then partners and Mr. Harley Jones bought out Mr. Enoch Massey. When he entered into this partnership he immediately took a very active part in the general management of the works, he made his personality a factor for good, with characteristic vigour, he moulded its affairs more after his own liking and bending all his energies to the creation of a livelier organisation, a progressive business resulted, and the general development since he joined the firm has been considerable, the goods made are of a high standard of quality, as a matter of fact the slogan of the Atlas Works is "Quality Tells," and they make it.

A STRENUOUS worker frequently is as energetic in his pastimes as at his work, and this remark fitly applies to Mr. Harley Jones. Many branches of sport appeal to him, and in that of competitive motoring he has on many occasions demonstrated his expertness. He has succeeded in winning many trophies—challenge cups, gold, silver and bronze medals have been won by him. He is also a keen member of the Izaak Walton Clan, he has a fondness for tennis, shooting and golf, and is a member of Trentham Golf Club. The Masonic Order also claims him as a brother, he is at the present time senior warden of his Lodge (The Foresters Lodge), Uttoxeter, and it is his privilege to look forward to being the occupant of the chair next year, which by the way will be during the 50th year of his life. He has been a member of the Foresters Lodge for the past 12 years.

MR. Harley Jones at the present resides at Heath House, Uttoxeter, his wife whom he married in 1900, who previous to their marriage was a Miss Edmunds, of London; their family is made up of four daughters and one son, who is now employed at the Wilton Works, after having, for several years, received special instruction at the School of Science and Technology, Stoke-on-Trent.

BEFORE we left Mr. Harley Jones, we learned that he is somewhat devoted to the collecting of pieces of pot by the old masters. We were favoured with an expression of his opinion concerning the present state of the potting industry and what the industry can look forward to in the near future and its relative position in the world's markets, and we may say Mr. Harley Jones is somewhat of an optimist in his opinions.

### THE TURIN EXHIBITION

THE International Patent and Industrial Improvements Exhibition which is to be held in Turin, September 8th to 30th, will offer manufacturers in this country facilities of showing their wares and proving the sterling value of British productions. Group 6 will embrace glass, pottery, porcelain and all materials and inventions inherent to the group. This will be a very important section, and it is anticipated that exhibitors from all parts of the world will be present. The Exhibition is open to inventors and manufacturers everywhere.

WHEN WRITING ADVERTISERS, KINDLY MENTION THE POTTERY & GLASS RECORD

## The Salesman's Art

THE theme is old yet ever new. It seems as if the selling of goods which dates from remote antiquity was in all ages understood by the few rather than the many. The dealers in some countries and the peoples of certain nationalities appear to have excelled as salesmen when others were greater adepts at production. It is not often that we find all round business men who are equally clever at manufacture and at the disposal of their wares. We know that in olden time the maker practised his craft and then turned out to sell, but as the intricacies of manufacture increased the difficulties of concentrating on the dual employment became greater, and little by little the duties of the salesman were taken up by others.

IT is recognised that commerce is universal, it is part of the life of every community, and we must sell as well as make. There must be proficiency in the one as in the other. The larger affairs of commerce are considered by men of varied interest and calmly viewed by those whose broader outlook enables them to see and admit national weakness. It is felt that Britain excels in manufacture, her great engineers are equal to their tasks, and given the most advanced machinery, expert chemistry, and the best labour-saving tools British makers and their employees can compete in quality and value with any market in the world. This is especially so in ceramics. It is not, however, so readily conceded that we excel in salesmanship, and British delegates when they left England a few weeks ago for the Convention of the Advertising Clubs of the World at Atlantic City were very full of hope that the art of selling in this country would be advanced, for they felt that they had much to learn from those on the other side of the Atlantic.

THE advantages of discussion and comparison of methods are great, and the decision of the world's representatives to hold next year's Convention in England, in the great hall of the British Empire Exhibition at Wembley, will still further add to the chances of Great Britain becoming an A 1 seller, just as she is a first-class manufacturer. The Convention of Advertisers next year will in itself prove a vast advertisement of British goods, for the displays of pottery and glass and other British manufactures which we know will be made will convince these advertising experts that we have the goods ready to deliver. It will be their business to carry the news through their various advertising agencies to the world's remotest bounds, and as the exponents of the highest proficiency in advertising we feel sure that they will do much to increase our trade abroad.

IN like manner what we shall learn will be an education from which British advertising firms will benefit. Trade mediums will benefit too, for if they learn little from the columns of their contemporaries they will at least derive some benefit from the keen sense of the importance of advertising to the home trade, and thus individually receive direct benefit. The stronger the medium the better the results to advertisers and buyers alike!

THE Old Vestry Hall in Lambeth Road, which contains several old glass windows, is to be pulled down shortly. Arrangements are being made, it is understood, for removing some of the panels to Lambeth Church, already rich in beautiful old glass.