

# MALING

COLLECTORS' SOCIETY NEWSLETTER

Issue 38 March 2008

## History in the re-making

From July 20<sup>th</sup> to 25<sup>th</sup> 1931, at the Leazes Park in Newcastle upon Tyne, one of the most colourful of events was being staged. This was "The Historical Pageant of Newcastle and the North"

It brought together more than 6,000 of the inhabitants of the three counties of Northumberland, Cumberland and Durham. Their aim was to bring living pictures through the re-enactment of many of the most thrilling episodes of their local history with all the added charms of colour, drama, music and dance.

A souvenir handbook from the Pageant sums this up in the following paragraph: "Such a spectacle can hardly fail to impress both those who are privileged to act in it and those who come to view it. Surely they will realise as they have never done before the wealth of our Northern history in picturesque episodes and in striking characters."

As with any major event, much organisation was required in advance and this was done through the Pageant Committee, with numerous episode committees being formed. Patrons, guarantors and subscribers of high regard were all in place to provide their full backing. Costumes had to be designed and made, with some stunning examples being produced for the grand occasion. Many were designed by Theo Maling.

Official photographers, Stuart of Blackett Street, were to have a kiosk on the Pageant ground and official caterers Tilleys of Blackett Street, a marquee. The Pageant was divided into six special days. Monday, July 20<sup>th</sup> was Civic Day and opened by The Lord Mayor of Newcastle upon Tyne, Alderman David Adams. Tuesday, July 21<sup>st</sup>, Durham County Day, opened by The Marquis of Londonderry. Wednesday, July 22<sup>nd</sup>, Northumberland County Day, opened by The Earl Grey.



EPISODE 1. NEWCASTLE-ON-TYNE HISTORICAL PAGEANT. N.P. 12. THE EMPEROR HADRIAN COMMANDS THE BUILDING OF THE ROMAN BRIDGE AT NEWCASTLE, A.D. 122. QUEEN AMELDUNA SALUTING. Photo: Stuart Newcastle.

Thursday, July 23<sup>rd</sup>, Empire Day, opened by The Lord Stonehaven. Friday, July 24<sup>th</sup>, Clergy Day, opened by The Bishop of Durham and Saturday, July 25<sup>th</sup>, Cumberland County Day, opened by the Duchess of Devonshire. Episodes of the Historical Pageant were as follows:

**Episode 1.** The Emperor Hadrian commands the building of the Roman Bridge at Newcastle, A.D. 122. (Photograph of this is shown)

**Episode 2.** St. Cuthbert's body is brought to Durham, AD 995.

**Episode 3.** Edward I and Bishop Bek, A D 1296.

**Episode 4** Queen Philippa and the Battle of Neville's Cross, AD 1346.

**Episode 5.** The Marriage of the Princess Margaret to James IV, A D 1503.

**Episode 6.** Mary, Queen of Scots, in Cumberland, AD 1568.

**Episode 7.** Lord Derwentwater and Dorothy Forster, AD 1715.

**Episode 8.** An Eighteenth Century Fair at Newcastle.



*Continued on page 4*

**PLEASE SUPPORT OUR SCHOOLS PROJECT**

**Details of this initiative are on page 4 and also on the website.**

# All's right in the write-up

The "Pottery Gazette" regularly carried glowing reports of Maling's output. (So glowing that TMOE conjectures that these pieces may have been penned by the pottery's London agents as a form of "advertorial".) Judge for yourselves, as we take you back to November 1933 in this extract.

The firm supplies dinner, tea, toilet and fancies, with particular emphasis nowadays upon the last mentioned. The dealer can look to this source for anything from plain white or "CC" ware upwards, and probably nowhere can plain wares in bulk be acquired on more advantageous terms.

It is an accepted fact that long before this firm commenced to make its famous "Cobblestone" kitchen ware they had enjoyed a bulk trade for "CC" kitchen goods that many other houses might have envied.

Whilst referring to the "Cobblestone" kitchen ware, we ought, perhaps, to mention in passing that this is now supplied in three colours – brown, green and blue. We also notice that the rolling pins have been remodelled and fitted with coloured handles.

There is nothing like the same demand, of course, today as there once was for plain printed dinnerware; all the same, there are several patterns of CT Maling & Sons Ltd which are "still going strong". The old "Maltese" pattern is a case in point. Other patterns for which there is a regular demand are the "Oriental", "Duchess", "Lesbury" and "Formosa".

The majority of these are supplied in cobalt, Canton or Indian blue, and some, such as the "Formosa", are supplied at a very competitive figure.

There are some very good patterns in enamel treatments, as well as filled-in and under the

glaze. Amongst these one of the most consistent sellers is the No 3181, a rosebud border pattern. There are many dealers who regard this as one of their unfailing stock patterns, and who have good cause to hold fast to it.

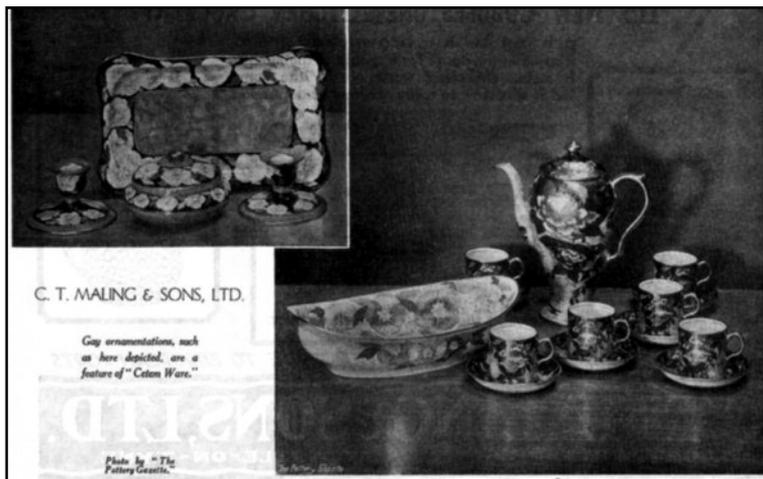
As regards fancies and ornamental wares, we cannot help looking upon this particular side of the business as the most wonderful of all. The lively colourings and measure of effect that this firm seems to have been able to introduce into their fancies are a striking feature.

It seems almost incredible that at one end of the manufacturing scale there should be a plain white jam jar or ointment pot, and at the other end some of the most ambitiously ornamented coffee sets, dressing-table sets, bowls, vases and the like.

There is a wonderful range of bowls, delicately potted and highly ornate, and these stand out in strong contrast to many of the simpler and neater styles which are ruling in certain other quarters of the industry.

Such patterns as the No 5955 on the "Chelsea" shape – a bowl now made in two sizes – is an instance of a really appealing style of decoration. In this case the pattern – an all over decoration in pink and blue – is quite china-like in appearance.

The "Tokio" bowl, made in two sizes, is



another good form; and there is also a new fluted shape known as the "Kingsley", made in three sizes. A flat bowl known as the "Dene", and offered in two sizes, is very suitable for the reception of floating flowers; this is available in a goodly number of hand-painted decorations.

Of vases also there is plenty of variety, and there are novelties without number. There is an interesting oval bread basket, as seen in our illustration. Alternatively, this can be used as a fruit dish.

Our group illustration is of a coffee set, No 5855; a four piece dressing table set, No 5970; and the bread basket or fruit bowl above referred to, No 5971. There is no need, we think, to emphasise the striking character of the decorations, as these will speak for themselves.

Dealers on the look-out for specially impressive novelties and quick-selling lines for the Christmas trade will do well to consult the full sample range of "Cetem Ware", for the variety that it reveals is truly wonderful.

## Potty pantry poser

**Can anyone with an interest in kitchenalia help out with this?**

It's a hooped pantry jar from circa 1930, and its relatives are depicted in the reproduction catalogue which members receive as a welcome gift from the society.

Labels such as Tea, Coffee or Sugar can be expected. But what on Earth is Silver? You wouldn't keep your knives and forks in a jar, so could it have been for silver polish which your maidservant would have used to shine up your dining utensils?

This sort of slightly odd enquiry is not only of interest to members, but brings up issues of social history which we explore further in our article on the education project (page 4).

Maidservants are as long gone as toilet sets and moustache cups. The fact that Maling reflected popular taste, and manufactured at different prices and qualities for different levels of society, means that the pottery is a history lesson in itself.



# Lather over a logo



**It always lifts my spirits when members respond to a newsletter article and look into their own collections to provide more information. Therefore, my thanks go to Dave and Madeleine Brooks who write:**

“We were interested in the article on shaving mugs in issue 37. We have a small number of these in our collection, including the shape shown in the article (but with the “Cyclamen” pattern). The blue and white mug has the registered number 644306.

“Can you throw any light on the trade mark on the mug with the pink border? There is a Cetem triangle on the rim, but it is hard to make out on the photograph.”

David adds: Thanks for illustrating such an interesting collection. It’s certainly added to my knowledge of Maling. The registered number on the blue and white pot (the straight-sided one) dates it to the decade 1910-1920. I can’t help a lot with the trade mark. Obviously, you know that the mark is that of a retailer, and it looks to be either RA or AR & Sons, London.

Can anyone help? Every one of you probably has something in their collection which would form the basis of a newsletter article. All I need is a couple of clues from different sources and I suddenly find myself on the trail of a new story.



Normal  
service  
may be  
resumed  
(we hope)

We apologise to members for the communication problems which the society has suffered in recent months. Things began to become apparent in October when renewals seemed to have slumped.

I mentioned this in the last newsletter but, by January, there were still reports of renewal cheques not being cashed. A complaint to the Post Office eventually generated a pile of mail dating back to September. However it still didn’t contain all the missing items.

My thanks to those of you who had to send duplicate payments. If your

original cheques ever turn up we will, of course, destroy or return them.

We are looking at alternative methods of payment, but there are cost implications. Also, remember that it was only by having an old-fashioned paper trail to follow that we were able to identify the size of this problem and take action to remedy it.

Please consider email as your first line of communication for queries, etc. It comes directly to me, and I can usually act on it pretty quickly. If you don’t have a computer, your local library should be able to show you the basics.

Continued from page 1

As well as the daily events, numerous attractions were also arranged for Monday, Tuesday, Thursday and Friday evenings on the Pageant ground, with Wrestling, Aerobatics, Boys Brigade, Gymnastics, Dancing, Ju-Jitsu, Sword Dancing, Physical Training, Male Voice Choir, Military Band, Fireworks and much more. For those who wanted to dress up for the historical occasion, a Pageant Fancy Dress Ball was also held on Friday July 24th, at The Oxford Galleries in Newcastle.



In conjunction with The Historical Pageant week was The Great Empire Fair and Exhibition held In The Palace of Arts on the North East Coast Industries Exhibition grounds. Like the North East Coast Industries Exhibition of 1929, many firms were keen to show off their products. Exhibitors Bainbridge & Co and H. Binns, of Newcastle for fashions, Cadbury Bros Ltd of Bourneville and Newcastle, for Cocoa and Chocolate, Ringtons Ltd, of Newcastle, for tea and locally manufactured earthenware containers by C. T. Maling & Sons, are to name but a few.

County Stands were also in place with displays of local glassware and pottery featuring some of C. T. Maling & Son's very own produced Pageant products in three different designs (one of those designs is pictured). It is interesting to note that a 'one off' special advertising plaque was also designed for the occasion by Lucien Emile Boulemier.

The Pageant Committee wanted a spectacle long to be remembered. The fact that this article is appearing some 76 years after the event is testimony that they most certainly achieved what they had intended.

*The photos show:*

Original design by Theo Maling for the costume worn by A Court Lady, Episode 1V.  
The Emperor Hadrian commands the building of the Roman Bridge At Newcastle. AD 122.  
Queen Amelduna saluting. Episode 1.  
Maling beaker showing a mounted herald.

By David Johnson of Tyne & Wear.

# School help wanted

**Looking around at the last collectors' day it struck me that we are all "of a certain age" as they say. Also, we have seen quite a dip in membership this year. Where is the next generation of Maling collectors who will carry the torch onwards?**

It's a question I've been mulling over in the intervening months. Could we, I wondered, somehow get schools involved with the society? So, since Christmas, there has been a new page on our website.

It's aimed at teachers and tries to demonstrate some of the ways in which Maling could form the basis of a project for pupils. We can't afford to mail every school in the country (let alone produce materials for them) but this seemed a good way of testing the water.

This isn't a cynical attempt to take kids' money in the form of a membership fee. I see it as a genuine opportunity. So, if you have any contacts in education perhaps you could pass this on to them.

Of course, this is more likely to appeal to schools in the North East, but I came up with a few ideas which could apply nationwide. If you're still not convinced that Maling is appropriate for this kind of study, have a look at where it could fit into the curriculum.

## History

- What were working conditions like in earlier days? (e.g. why would Maling's workers be known colloquially as "White Mice"?)
- What were living conditions like in earlier days? (e.g. what was a toilet set and why do we no longer have them today?)
- What can Maling's extensive range of royal commemorative wares tell us about history? (e.g. why might the pottery have lost money over the Coronation of Edward VIII?)

## Local History

- Which fashionable Newcastle cafes and tea rooms did Maling make pottery for? Are they still there? (e.g. Tilleys, Lockwoods.)

**Teachers are welcome to contact us to request further information, or to contribute their own ideas.**

  
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• What local events did Maling make souvenirs for? (e.g. 1929 North East Coast Industries Exhibition, 1931 Historical Pageant.)

• Do family members have recollections of working at the pottery or of buying and using Maling wares? (e.g. kitchenwares.)

## Geography

• Maling built four potteries. Where were they located, and why were they there? (e.g. convenient access to transport facilities, originally by sea and then by rail.)

• The Ford B pottery was the biggest in the world. Why was it so big? (e.g. lack of local supporting industries meant that Maling had to do everything themselves.)

• Maling had a huge export trade. Where did the pots go? (e.g. agencies were established in many parts of the then British Empire.)

## Maths

• What was Britain's currency before decimalisation, and what would it buy you? (e.g. how much change would you get if you paid a pound for an item costing 17/6?)

• What system(s) of measurement were used by Maling? (e.g. pantry jars were sold both by external measurement in inches and internal capacity in pints.)

## Design & Technology

• What are the pottery making processes? (e.g. vases and jugs would be cast, while flatware such as plates would be pressed out in a process called jolleying.)

• How did Maling's designers ensure that items were fit for purpose? (e.g. a Jumbo teapot held 8 pints and was designed to be used two-handed – but how?)

• Do Maling's 16,000+ patterns reflect changes in popular taste? (e.g. restrained Cetem wares for the post-Victorian generation or Art Deco exuberance.)

Secretary: David Holmes

Patrons: Roger Allan,

Tony Boulemier, Fred Hoult, Caroline Kirkhope, Heather Maling

Dr John Maling,

Steven Moore

Joining fee: £20 (UK); £25 (overseas)

Includes FREE Maling catalogue

Renewals: £10 p.a. (worldwide)