

# TRENTON POTTERIES

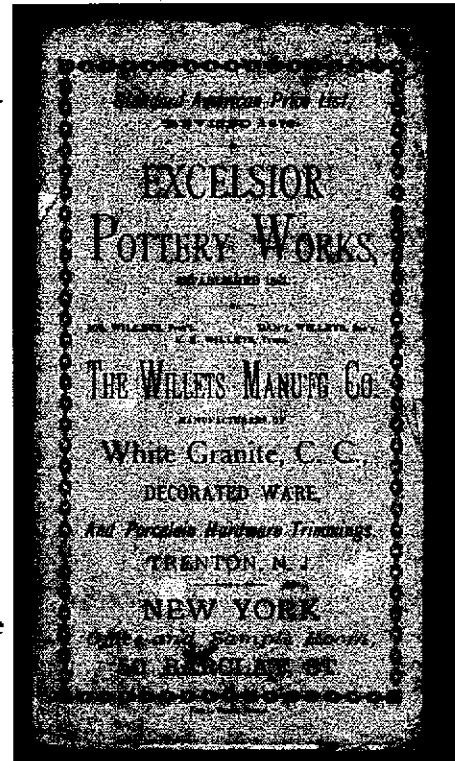


Newsletter of the  
Potteries of Trenton Society

## The Willets Manufacturing Company Price List

Reproduced here, at approximately 1/4 size, is an 1878 price list from the Willets Manufacturing Company; the original is in the collection of one of our members. In 1879 the Willets brothers (Joseph, Daniel and Edmund) purchased the Excelsior Pottery Works, at 450-500 Southard Street, from William Young's Sons. The Willets Manufacturing Company operated the pottery until 1910.

The price list is organized by ware (white granite, hotel ware and c.c., or cream colored ware) and lists the available shapes and sizes. This is a wholesale price list, for prices are given for items by the dozen or the gross, and four assorted packages for the retail trade are described at the end of the list.



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<p><i>The Potteries of Trenton Society is a non-profit organization dedicated to the study and preservation of Trenton's ceramic past. Officers: President - Patricia Madrigal; Treasurer - Amy Earls; Secretary - Christy Morganstein. Board: Ellen Denker, Barbara Goldberg, Richard Hunter, Meta Janowitz, Jay Lewis, Emma Lewis, William Liebeknecht, Molly Merlino, George Miller, Brenda Springsted, Rebecca White. Newsletter Editor: Patricia Madrigal</i></p>	

**TERMS OF SALE**

**NET CASH.**

Accounts not settled within thirty days, subject to draft at sight, unless otherwise agreed.

Goods delivered in Trenton.

Transportation Companies responsible for safe carriage. Under no circumstances will claims for breakage be allowed.

*New Jersey Pottery Co.  
1878*

**WHITE GRANITE**

White Granite	
<b>BAKERS</b> .....	24, 3 & 4 in., per doz. \$1.50
	5 in. " " " 1.50
	6 in. " " " 1.75
	7 in. " " " 2.40
	8 in. " " " 3.50
	10 in. " " " 4.50
	11 in. " " " 7.00
<b>BOWLS</b> .....	8L Denis, 24's " 1.85
	30's " " 1.50
	36's " " 1.25
	Footed, 11 in. " 15.00
	10 in. " " 12.00
	9 in. " " 9.00
	8 in. " " 8.00
<b>BREAD TRAYS</b> .....	Oval and Round, " 7.00
<b>BRUSH TRAYS</b> .....	" " 6.00
<b>BRUSH VASES</b> .....	" " 6.50
<b>BUTTERS</b> .....	Cov'd, loose drainers, 5 in., " 7.00
<b>BUTTER PLATES</b> .....	Individual 21 in., per doz. 4.50
	5 in., " " 5.50
<b>CAKE STANDS</b> .....	Pedestal foot, 5 in., per doz. 15.00
	9 in., " " 17.50
	10 in., " " 20.00
	11 in., " " 25.00
	12 in., " " 30.00
	13 in., " " 35.00
	15 in., " " 55.00

# Willets Manufacturing Company Price List

WHITE GRANITE		WHITE GRANITE	
<b>CASSEROLES</b> ... Cov'd, 8 in., per doz.	\$7.50	<b>DISHES</b> ... Oval, flat, 3 & 4 in., per doz.	\$1.20
" " 7 in.	8.50	" " 5 in., "	1.30
" " 8 in.	9.50	" " 6 in., "	1.45
" " 9 in.	10.50	" " 7 in., "	1.60
<b>CHAMBERS</b>		" " 8 in., "	2.00
Covered, pressed, 6 1/2	11.50	" " 9 in., "	2.50
" " 7 1/2	10.25	" " 10 in., "	3.00
Uncovered, 8 1/2	8.00	" " 11 in., "	1.75
" " 9 1/2	7.00	" " 12 in., "	6.30
<b>COFFERS</b>		" " 14 in., "	9.00
St. Denis, unhandled, per gr.	10.50	" " 16 in., "	14.40
handled, " " "	12.00	<b>EGG CUPS</b> ..... Double, 1 1/2	1.25
A. J. unhand.	7.00	<b>EWERS AND BASINS</b>	
" " hand.	8.75	Pressed, 9's, "	16.50
(72 Cups and 72 Saucers.)		Ewers only, 9's, "	9.50
<b>COMFORTS</b> ... Tall foot, 4 in., per doz.	7.00	Basins only, 9's, "	7.50
" " 5 in., "	8.25	<b>EWERS AND BASINS</b>	
" " 6 in., "	9.50	Mouth, " "	10.50
<b>COSPADORS</b>		Ewers only, " "	5.50
Uncover'd, hand, No. 2	31.25	Basins only, " "	5.25
unhand, No. 2	25.00	<b>FRUIT SAUCERS</b> .... 3 in., per gr.	7.00
" " No. 3	30.00	4 1/2 in., "	7.50
Cov'd, hand, No. 2	37.50	<b>ICE CREAMS</b> ..... 4 in., "	7.00
unhand, No. 2	31.25	4 1/2 in., "	7.50
" " No. 3	25.00	<b>JUGS</b> ..... Pressed, 6's, per doz.	3.00
<b>COVERED DISHES</b>		" " 12's, "	2.10
Oval, 6 in.	7.00	" " 24's, "	3.00
" " 7 in.	8.00	" " 30's, "	2.50
" " 8 in.	9.00	" " 36's, "	2.10
" " 9 in.	10.00	" " 42's, "	2.00
<b>CREAMS</b> ..... Pressed, 24's,	3.00	<b>MOUSTACHE CUPS</b>	
" " 30's,	2.50	<b>AND SAUCERS</b> (72 Cups and 72 Saucers.)	per gr. 22.50
Individual,	1.50	<b>MUGS</b> ..... Pressed, 24's, per doz.	2.00
<b>QUETARDS</b> , Hand & footed,	1.30	" " 30's, "	1.70
		" " 36's, "	1.40

WHITE GRANITE		WHITE GRANITE	
<b>MUSTARDS</b> ... Pressed, 24's, per doz.	\$4.75	<b>SHAVING MUGS</b>	
<b>NAPPIES</b>		With paritions, per doz.	\$3.00
Scalloped, 2 1/2 in., "	1.00	<b>SLOP JARS</b> ... Covered, No. 3,	33.00
" " 4 in., "	1.25	" " No. 2,	40.00
" " 5 in., "	1.50	<b>SOAPS</b> ... Oval or square,	2.50
" " 6 in., "	1.90	Hanging,	3.50
" " 7 in., "	2.50	Cov'd, loose drainers,	6.50
" " 8 in., "	3.50	Slabs,	1.25
" " 9 in., "	4.75	<b>SOUP TUREENS</b>	
" " 10 in., "	6.00	Round, notched covers, 8 in.,	14.00
<b>PAP BOATS</b> .....	3.00	" " 9 in., "	16.00
<b>PICKLES</b> .....	3.00	" " 10 in., "	19.00
<b>PLATES</b> ..... Flat, 2 1/2 & 3 in., "	50	" " 11 in., "	22.00
" " 4 in., "	70	" " 9 in., "	24.00
" " 5 in., "	80	" " 10 in., "	27.00
" " 6 in., "	1.10	<b>SOUP TUREEN</b>	
" " 7 in., "	1.80	Stands only, 9 in., "	7.00
" " 8 in., "	1.50	" " 10 in., "	7.50
Deep, 3 in., "	7.50	Complete, 9 in., "	37.50
" " 4 in., "	7.50	" " 10 in., "	41.00
" " 5 in., "	9.50	<b>SOUP LADLES</b> .....	7.50
" " 6 in., "	1.15	<b>SPITTOONS</b> ..... No. 5,	7.50
" " 7 in., "	1.30	" " 4,	8.50
" " 8 in., "	1.40	Parlor,	10.00
<b>SALADS</b>		<b>SUGARS</b>	
Rib'd, scalloped, low fl., 7 in., "	8.75	Pressed,	
" " 8 in., "	10.00	30's, "	5.25
" " 9 in., "	11.25	24's, "	5.75
" " 10 in., "	12.50	" Individual, cov'd,	1.75
<b>SAUCE BOATS</b> .....	3.20	unhand,	1.30
<b>SAUCE TUREENS</b> ... Only,	7.00	<b>TEA POTS</b> ..... Pressed, 30's,	6.50
Stands, " "	2.00	" " 24's,	7.00
Ladles, " "	3.75		
Complete, " "	12.50		



# Willets Manufacturing Company Price List

C. C.		
<b>BOWERS AND BASINS</b>		
Pressed, 12's, per doz.		\$10 00
" 9's, "		11 25
Ewers only, 12's, "		5 50
" 9's, "		6 25
Basins only, 12's, "		5 00
" 9's, "		5 25
<b>JARS</b>		
Flat top covers, 1 & 2 oz., "		.90
" " 3 & 4 oz., "		1 00
" " 6 oz., "		1 05
" " 8 oz., "		1 20
" " 10 oz., "		1 50
" " 12 oz., "		1 40
" " 16 oz., "		1 60
" " 32 oz., "		2 50
Tie-over, 1 oz., per gr.		2 80
" 2 oz., "		3 75
" 3 oz., "		5 00
" 4 oz., "		6 25
Nested, 1, 2, 3 & 4 oz., "		8 75
<b>JUGS</b>		
Pressed, 6's, per doz.		6 00
" 12's, "		4 25
" 24's, "		2 50
" 30's, "		1 90
" 36's, "		1 60
" 42's, "		1 50
Thrown, 4's, "		6 25
" 6's, "		4 50
" 12's, "		2 75
" 24's, "		1 50
" 30's, "		1 20
<b>MUGS</b>		
Pressed, 24's, "		1 20
" 30's, "		1 10
" 36's, "		1 00
<b>MUSTARDS, Pressed, han'd.</b>		
		1 25

C. C.		
<b>NAPPIES</b>		
Round and plain, 3 in., per doz.		\$ 70
" " 4 in., "		1 00
" " 5 in., "		1 05
" " 6 in., "		1 25
" " 7 in., "		1 60
" " 8 in., "		1 90
" " 9 in., "		2 50
" " 10 in., "		3 20
" " 11 in., "		4 20
" " 12 in., "		5 50
Scalloped, 3 in., "		1 05
" 4 in., "		1 05
" 5 in., "		1 35
" 6 in., "		1 60
" 7 in., "		2 00
" 8 in., "		2 50
" 9 in., "		3 25
" 10 in., "		5 00
<b>PEPPERS</b>		
		1 20
<b>RICE PLATES</b>		
7 in., "		1 05
8 in., "		1 25
9 in., "		1 50
10 in., "		1 75
<b>PLATES</b>		
Flat, 4 in., "		.45
" 4 1/2 in., "		.50
" 5 in., "		.80
" 6 in., "		.80
" 7 in., "		1 00
" 8 in., "		1 10
Deep, 4 in., "		.50
" 6 in., "		.85
" 7 in., "		1 10
" 8 in., "		1 20
<b>RICE PLATES</b>		
7 in., "		1 05
8 in., "		1 25
<b>SALTS</b>		
		.65

C. C.		
<b>BICK FEEDER, Side spouts, per doz.</b>		
		\$3 50
<b>SOAPS, Round, best drainers,</b>		
Oval or square		1 75
Slabs		1 90
<b>SPITTING CUPS,</b>		
Open top,		1 60
Fun' "		3 20
" " and spout,		3 75
<b>SUGARS</b>		
Pressed, 30's, "		3 75
" 24's, "		4 25
<b>TEA POTS</b>		
" 30's, "		5 25
" 24's, "		5 75
<b>TEAS</b>		
St. Denis, unh'd, per gr.		6 00
" han'd, "		7 50
(72 Cups, 72 Saucers.)		
<b>URINALS</b>		
Male and female,		7 50

PACKAGES		
<b>ASSORTED PACKAGES</b>		
We have selected the following Assorted Packages for the retail trade, and will keep them packed and in stock for prompt shipment.		
Assortment No. 1.		
W. G. WARE. List Price.		
21	doz. Plates, 3, 5, 6, 7, 8	\$24 50
2	" " deep, 7	2 80
3	" " Bowls, 24, 30, 36	4 60
22	sets Teas, unhandled, handled	16 00
4	Coffees	3 50
1-4	doz. Sauce Boats	.80
1-12	" " Sauce Tureens, complete	1 04
1-6	" " Covered Butters, 5 in.	3 17
1-2	" " Covered Dishes, 7, 8	4 25
2	" " Dishes, 8, 9, 10, 11, 12, 13	9 38
2-1-2	" " Bakers, 5, 6, 7, 8, 9	36 88
1-2	" " Ewers and Basins, 9	8 25
1-2	" " Square Soaps, best drainer	2 25
4	" " Jugs, 6, 12, 24, 30, 36	14 15
1-6	" " Tea Pots, 24	15 17
1-2	" " Sugars, 30	12 60
1-2	" " Creams, 30	1 25
1-6	" " Brush Vases	1 05
4	" " Ice Creams, 4	2 33
1-6	" " Comports, 7 in.	1 17
1-2-3	" " Scalloped Nappies, 6, 7, 8, 9, 10	6 22
1-2	" " Covered Chambers, D.	5 15

# Willets Manufacturing Company Price List

14 PACKAGES		15 PACKAGES	
Assortment No. 2.		Assortment No. 3.	
W. G. WARE. List Price.		W. G. WARE. List Price.	
16 doz. Plates, 2 5/8, 3, 4, 5, 6, 7, 8 in.	\$19 60	12 doz. Plates, 2 3/4, 4, 5, 6, 7, 8 in.	\$14 80
5 " " 4, 7 in., deep	5 05	6 " " 4, 7 in., deep	5 90
18 Bakers, 4, 7, 8, 9, 10 in.	5 15	12 Bakers, 5, 7, 8, 9 in.	6 07
14 Dishes, 8, 9, 10, 12, 14 in.	5 23	12 Dishes, 6, 10, 12, 14 in.	5 22
12 Scalloped Nappies, 6, 7, 8, 9 in.	3 06	12 Scallops, 6, 7, 8, 9 in.	2 17
6 Covered Dishes, 7, 8, 9 in.	4 59	4 Covered Dishes, 7, 8, 9 in.	3 90
3 Sauce Boats, 4 Pickles	1 50	3 Covered Batters, 5 in.	1 75
2 Covered Batters, 5 in.	1 17	4 Sugar, 30	1 75
4 Sugars, 30	1 75	4 Creams, 30	64
4 Creams, 30	64	36 Bowls, 24, 30, 36	3 80
6 Bowls, 24, 30, 36	3 80	4 Ewers and Basins, 9	5 50
4 Ewers and Basins, 9	5 50	4 Covered Chambers, 9	3 41
4 Covered Chambers, 9	3 41	2 Covered Soap	1 08
2 Covered Soap	1 08	24 Jugs, 6, 12, 24, 30, 36	8 09
24 Jugs, 6, 12, 24, 30, 36	8 09	12 sets Handled Teas	10 00
12 sets Handled Teas	10 00	12 " Unhandled Teas	8 50
12 " Unhandled Teas	8 50	2 " Handled Coffees	2 00
2 " Handled Coffees	2 00		
	\$90 62		\$80 11
Same Assortment Teas, all han'd.	\$92 12		
" " " " " " " "	\$91 12		

16 PACKAGES	
Assortment No. 4.	
WHITE GRANITE AND O. C.	
PACKED IN ONE CRATE. List Price.	
10 doz. Plates, 5, 6, 7, 8 in.	\$12 00
6 " " 4, 7, deep	6 05
10 Dishes, 8, 10, 12, 14 in.	4 30
10 Bakers, 5, 7, 8, 9 in.	2 94
10 Scalloped, 6, 7, 8, 9 in.	4 09
3 Covered Dishes, 7, 8, 9 in.	2 25
2 Covered Batters, 5 in.	1 17
3 Sugars, 30	1 31
3 Creams, 30	75
12 Bowls, 24, 30, 36	2 18
4 Ewers and Basins, 9	2 73
2 Covered Chambers, 9	1 75
14 Jugs, 6, 12, 24, 30	5 15
9 sets Handled Teas	7 00
6 " Unhandled Teas	4 25
	\$55 50
O. C.	
10 doz. Plates, 5, 6, 7, 8 in.	\$8 80
8 Dishes, 8, 10, 12, 14 in.	2 24
8 Bakers, 7, 8, 9, 10	1 32
8 Nappies, 7, 8, 9, 10 in.	1 75
8 doz. Bowls, 24, 30, 36	6 65
18 Jugs, 6, 12, 24, 30	5 35
2 doz. Chambers, 6, 8, 12	7 90
4 Ewers and Basins, 9, 12	2 58
6 sets Handled Teas	3 75
6 " Unhandled Teas	3 00
	\$59 51

(Continued from page 1)

The price list is of interest not only for the information it provides on wares and vessel types, but also for the propaganda on the front cover. It is dated 1878, at least two or three months, if not longer, before the Excelsior works was actually sold to the Willets Brothers (Goldberg 1998). Perhaps they had already taken possession of the property before the paperwork was finalized. The cover also states that the Excelsior pottery works was established in 1853, 26 years before the Willets Manufacturing Company began to operate the site. Apparently the Willets brothers were trying to legitimize their fledgling business by drawing attention to the founding date of the pottery works. However, even that is misleading, for the Excelsior was established in 1857. The 1853 date evidently refers to the first pottery works operated by William Young and Sons at the corner of Perry Street and Canal Street, before they moved to the location on Southard Street.

References:

Goldberg, David J. 1998 *Preliminary Notes on the Pioneer Potters and Potteries of Trenton, N.J.: The First Thirty Years - 1852 - 1882 (And Beyond)*. Privately published, Trenton, New Jersey.

The Potteries of Trenton Society and  
The New Jersey Historical Society present  
**The Second New Jersey Ceramics Symposium**

Saturday, April 9, 2005

9:00 a.m. - 4:30 p.m.

at the New Jersey Historical Society  
52 Park Place, Newark, New Jersey

For a second year the Potteries of Trenton Society (POTS) will team with the New Jersey Historical Society (NJHS) to offer a day-long series of lectures on New Jersey's ceramic industry. "Filling America's Cupboards: New Jersey's Nineteenth-Century Earthenwares" will bring together historians, archaeologists and collectors to discuss New Jersey's nineteenth-century earthenware industry and its important role in supplying sturdy table, kitchen, and sanitary wares to America's households. The program is open to the public.

Archaeologist Richard W. Hunter will present an overview of the earthenware industry in New Jersey, followed by art historian and collector Emma Lewis, who will give a virtual tour of "Fancy Rockingham," an exhibition currently on view at the University of Richmond. Rockingham is the name for kitchen and table crockery with a mottled brown glaze that was popular in America from the 1840s to 1900. Historian Jane Claney, author of *Rockingham Ware in American Culture 1830-1930*, will examine the way mundane rockingham wares, such as cuspidors, pitchers, teapots and bowls, expressed cultural identity. Copies of her book, published in 2004 by the University Press of New England, will be available for purchase in the Society's gift shop.

After a break for lunch, the symposium

will resume in the afternoon when archaeologist Rebecca White will discuss the yellow ware industry in Trenton, followed by archaeologist William Liebeknecht, who will examine Trenton's colorful majolica products, focusing on recent discoveries of the Mayer pottery. Historian Ellen Denker will finish the symposium by exploring the way independent china decorators across the country used the cream-colored earthenware blanks produced in Jersey City in the late 1800s.

The symposium will be held on Saturday, April 9, 2005, from 9:00 a.m. to 4:30 p.m. at the New Jersey Historical Society, 52 Park Place, Newark. Advance registration will be \$20 for members of POTS and NJHS or \$25 for the general public; on-site registration will be \$30. This includes all lectures, a continental breakfast in the morning, and wine reception at the end of the day. For further information and travel directions, visit the websites of these organizations ([www.jerseyhistory.org](http://www.jerseyhistory.org) and [www.potteriesoftrenton.org](http://www.potteriesoftrenton.org)) or call POTS president Patricia Madrigal at 609-695-0122.

*Handbook of Tea Leaf Body Styles: A Compendium of Body Styles Decorated with Traditional and Variant Tea Leaf Motifs and Copper Lustre Treatments*

By Nancy Upchurch.

Tea Leaf Club International, 1995 (with updated inserts). \$37.50.

The *Tea Leaf Handbook* was compiled by the educational branch of the Tea Leaf Club International to promote knowledge about the potters, shapes, motifs, and decorations used on ironstone/white granite with copper lustre and gold decoration. A preface provides background and illustrates tea leaf and related motifs. The bulk of the book is organized alphabetically by body shape, so that it is useful for those interested in white ironstone/white granite even if they are not interested in tea leaf decoration. Body shape names consist of those used by the potter as well as descriptive names invented by collectors. Each shape entry provides information on potter, dates, decoration, and functional ware type (e.g., teaware, toiletware), as well as illustrations (b/w photographs and line drawings) of shape, decoration, and mark(s). An addendum from 2000 adds newly discovered shapes and motifs. Other helpful sections are an index of shapes by British potter, definitions and illustrations of handles and finials, and a bibliography.

Why am I announcing a publication focusing on British pots? For POTS members, the handbook saves the best for last. American potters are listed in the very back of the handbook, in a nifty 2003 appendix by Julie Rich, "Handbook of Tea Leaf Body Styles: American Tea Leaf." Julie's a strong advocate for the appreciation of American pottery, as well as a POTS member. The seven Trenton tea leaf makers listed are American Crockery Co., Anchor Pottery, Crescent Pottery (Cook &

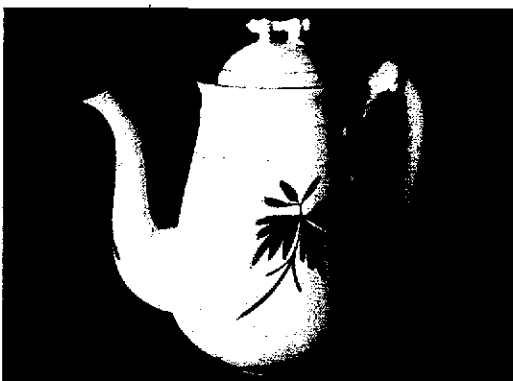
Hancock), Fell & Thropp, Glasgow Pottery (John Moses & Co.), Ott & Brewer, and Trenton Pottery Co. These are listed by potter, and body shapes are not always described, but I noticed that a lot of the Trenton examples were on the long-lived Cable shape (lasting from the 1860s into the early 20th century).

This American tea leaf appendix has been published on the Tea Leaf Club's website as a 2-part 25-pp. pdf file (requiring Adobe Acrobat Reader, available as a free download). At the Home page, click on Educational Materials and follow the hyperlinks to American Tea Leaf Handbook by Julie Rich (2003). Tea leaf motif illustrations also are included among the club's excellent online education materials.

For more information:

[www.tealeafclub.com](http://www.tealeafclub.com) <<http://www.tealeafclub.com>>  
or email [TeaLeafClubIntl@cs.com](mailto:TeaLeafClubIntl@cs.com)

*Abstracted by Amy Earls*



*A cable style tea leaf coffeepot manufactured by Fell and Thropp of Trenton.*

We're on the web! Check us out at  
[www.potteriesoftrentonsociety.org](http://www.potteriesoftrentonsociety.org)

Phone: 609-695-0122  
Fax: 609-695-0147  
Email: [president@potteriesoftrentonsociety.org](mailto:president@potteriesoftrentonsociety.org)

120 W. State Street  
Trenton, NJ 08608

Potteries of Trenton Society

## POTS Membership

Membership in the Potteries of Trenton Society is open to all interested in Trenton's pottery industry and the ceramic products manufactured here. We welcome pottery workers, historians, archaeologists and collectors. Your contribution is used to support newsletter, lecture, meeting, and conference costs.

Annual Memberships:

\_\_\_ Regular (\$20) \_\_\_ Couples (\$25) \_\_\_ Students (\$15, with ID) \_\_\_ Seniors (\$15)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

email \_\_\_\_\_

Please make your check payable to the Potteries of Trenton Society and mail to:

Potteries of Trenton Society  
Amy Earls, Treasurer  
P.O. Box 121  
Florence, NJ 08518