



Eric Slater: The Practical Style Consolidating Success

In 1937 Percy Shelley retired and Eric Slater succeeded his father, Walter, as Art Director. The firm was doing well, particularly in the export market. Shelley promoted its ware as English china at its best. Their teaware was recognised as the finest bone china, stylish and hard-wearing, using 52% bone in its china compared to the 35%-50% used by other manufacturers. The 1930s also saw the production of a range of more practical and traditional china targeted at the bridal and middle-class markets. New tea ware shapes included Regent, Oxford, Perth and Richmond.

Before World War II earthenware vases were produced in a variety of colourful and stylised designs. Patterns such as Moresque, Flora, Persian and Tulips, and shapes, such as Volcano, reflected the clean lines of the Art Deco style.

