



The Post-War Years: A Changing Context

Alongside its contemporary designs in the post-war period, Shelley also 'played safe', responding to consumer demand for traditional shapes and patterns. The pattern books for this period have many full-colour printed chintz designs, a fashion which started in the 1930s but which was developed in the 1950s for the American market.

Hand-painted scenes on the Ripon shape, such as Anne Hathaway's Cottage and Friar's Crag, and the Windsor Castle cabinet plate signed by Louie Allen, demonstrate the continuing skill and talent of the Shelley painters and paintresses up to the 1960s.

The cost of complying with the Clean Air Act in 1956, as well as introducing more modern manufacturing processes and technology, was considerable for a family-run business and made it easier for a takeover of the company to occur. The final turning point was 1966 when Norman Shelley died. Despite investment in new buildings and a continuing strong market in North America, the company was taken over by Allied English Potteries.

