



Fig 1. 18thC Jugs 1790 - 1810. Hearty Good Fellow, Martha Gunn, Thin Man, The Sailor and Ordinary Toby by Ralph Wood. Picture courtesy American Toby Jug Museum.



Fig 1a. An 18thC Whieldon style pottery Toby jug, 10in high. (slight damage). May 01. Sworders, Stansted Mountfitchet. HP: £720. ABP: £847.



Fig 3. Royal Doulton D5327 John Barleycorn Large Character Jug, A Series Small & A Series White Glazed Uncoloured (3) Sep 13. Kent Auction Galleries, Folkestone. HP: £12. ABP: £14.



Fig 4. Royal Doulton Dickens small Toby Jugs Captain Cuttle D6266, Sam Weller D6265 and Sairey Gamp D6263. (3) Nov 12. Potteries Specialist Auctions, Stoke on Trent. HP: £50. ABP: £59.



Fig 2. Doulton & Watts Lambeth stoneware 'Nelson' bust jug, impressed mark, 7.5in. Dec 11. Gorrings, Lewes. HP: £160. ABP: £189.



Fig 2a. Doulton Lambeth salt-glazed spirit flask 'Lloyd George', impressed marks, c1910. This was in the style of spirit flasks produced in the 1830s to mark the Reform Act. Jul 03. Gorrings, Lewes. HP: £150. ABP: £176.



Fig 5. Royal Doulton book ends with busts of Dickens Characters. Picture courtesy of Louis Taylor, Stoke on Trent.



Fig 6. Beswick Peggotty Teapot.

Character and Toby Jugs

by Val Baynton

The most well-known maker of Character and Toby Jugs in the twentieth century was Royal Doulton, and 2014 is the 80th anniversary of the company launching its Character Jug collection. However, many other makers have ventured into this humorous and satirical genre. In the mid eighteenth century Toby Jugs were used to hold ale as it was served from the cask in the taverns of the day. Each drinker had his own jug and used this to top up his mug, often formed from the jug's detachable crown, as necessary. There are two mysteries, however, why was the jug in the form of a convivial drinker wearing a three cornered hat (which formed the spout), long coat, waistcoat, cravat, knee breeches and buckled shoes and holding a mug of ale and why were they called Tobies? There has been much debate, but, it seems likely that the jugs were named after Harry Elwes who is said to have died in 1761 after drinking 2,000 gallons of very strong ale! He was known as Toby Philpot and the name also starred in the eighteenth century song *The Little Brown Jug*. The song was published with an illustration showing a round and merry gent holding a mug of ale and this was probably the inspiration for the master potters of Stoke on Trent.

Ralph Wood, Thomas Whieldon and John Astbury are thought to be amongst the first to produce Toby jugs, although, as many of these early models are unmarked, attribution is difficult. By the nineteenth century, many other Staffordshire, Yorkshire and London potters had followed them. The typical drinking Toby is known by collectors as an Ordinary but there are many variations - look out for squires, sailors, pipe smokers and snuff takers as well as women. See Figs 1, 1a.

Character Jugs

The Character Jug, portraying just the head and shoulders of a character not the full body, came of age in the twentieth century since relatively few were made in the eighteenth and nineteenth centuries. In the 1820s and 30s London based stoneware potters, such as Doulton in Lambeth, chose the format to pay tribute to military leaders including Lord Nelson, Napoleon Bonaparte and the Duke of Wellington. See Fig 2. It was the 1930s that saw many British makers introducing designs, with Royal Doulton very much in the fore. Art Director Charles Noke's avowed intention was to revive traditional Staffordshire modelling traditions. He'd already done it with figurines and so he turned to jug production. Having earlier launched Tobies portraying Charlie Chaplin and George Robey, both now very rare, and seen the success of stoneware designs from the Lambeth Studio, Noke introduced Face Jugs. Inspired by folklore and literature the first ones depicted John Barleycorn, Sairey Gamp, Dick Turpin and Parson Brown. The jugs were described in the trade press of the time as 'splendid presents' and their instant popularity encouraged other makers such as Lancaster and Sandland, Shorter and Son, and Shelley Potteries to introduce their own designs, in fact over 175 makers modelled designs in the twentieth century. See Figs 2a and 3.

By August 1935 the more memorable term 'Character Jug' was used by Royal Doulton, and by outbreak of the Second World War around 20 different subjects had been introduced and these were available in a variety of sizes and as derivatives - as tobacco jar, musical jugs and even teapots. See Figs 4, 5, 6 and 15.

Twentieth century Subject Matter

As with Toby Jugs two centuries earlier, popular culture, contemporary and historic personalities inspired Character Jug subjects. The most popular jugs are those portraying a 'cult' personality or hero such as Winston Churchill, or reflect nostalgia for the 'golden days' of yesteryear. Thus, Queen Victoria, Henry VIII, Shakespeare, Dickens and characters from his novels have been perennial favourites and have been issued by makers as diverse as Kevin Francis, Beswick, Burgess and Leigh, Staffordshire Fine Ceramics and Kingston Pottery as well as Royal Doulton. Humour and satire are also an important part of the Toby and Character Jug modelling tradition. See Fig 7.

Values

The late twentieth century saw values rise but now values have, in the main, come down from their peaks, except for the truly exceptional and rare jug, so it's a great time to start collecting. Amongst jugs with premium values is the series of eleven Toby Jugs made by A J Wilkinson at the Royal Staffordshire Pottery, one of

the Shorter & Sons factories. This was the factory that Clarice Cliff joined as a young designer in 1916. The jugs depicting allied war leaders were designed by political cartoonist Sir Francis Gould, and were made between 1915 and 1919, although stocks remained on sale for another ten years or more. The value of these colourful and witty jugs seems to be on the increase, hardly surprising with the centenary of the Great War - all 11 jugs sold in 2004 for £4,500 at Diamond Mills & Co, Felixstowe (HP) but just six jugs realised £7,200 (HP) in September last year at Frank Marshall in Knutsford. **See Fig 8.**

The Shorter and Sons factory, however, has a stronger connection to Character and Toby Jug production producing many different designs over 45 years from 1917, with the majority launched in the 1930s and late 1940s. Amongst the most sought after of the Shorter Toby Jugs is a collection inspired by the D'Oyly Carte opera. These are said to be partly designed by Clarice Cliff and the collection comprises 14 characters from five different operas by Gilbert and Sullivan, made in two sizes. These seem to be holding their value with three of the larger jugs selling for £850 in 2011 (Gorringes, Lewes, HP), the Clarice Cliff connection no doubt helping values here. One thing worth noting is that many of the moulds for Shorter character and toby jugs have been sold to different makers since the 1960s and so newer jugs of the same models can appear on the market. These usually have different backstamps but can lead to confusion. **See Fig 9.**

It's the unusual that commands the value in the saleroom and Royal Doulton's Red Haired Clown has maintained its value over the last 10 years, selling at Hartleys in Ilkley for £1,500 (HP) in June 2013 compared to £1,100 (HP) at Gorringes in Lewes in April 2000, whilst the White Haired Clown sold for £1,900 at the Potteries Specialist Auction in May 2009. Colour and backstamp variations as well as prototypes of Royal Doulton Jugs, i.e. designs that were never put into standard production, all continue to sell for premium prices. **See Figs 10 and 10a.**

These prices make nineteenth century jugs seem exceptionally good value! The run of the mill toby jugs can be bought for tens of pounds with values increasing where jugs are marked with a maker's name or they demonstrate excellence in some other way, for their design or because of the body they are made from, e.g. pearlware. **See Figs 11, 12, 13 and 14.**

Find out more

American Toby Jug Museum
www.tobyjugmuseum.com

If you are in Chicago, USA this is the place to visit, with over 8,000 jugs on display, including 1500 Royal Doulton examples, from the last 250 years with examples from 20 different countries.

Toby and Character Jugs of the 20th Century by David Fastenau and Stephen Mullins

A Century of Royal Doulton Character and Toby Jugs David Fastenau, Stephen Mullins, Louise Irvine. First published in 2008, but has an additional supplement covering latest launches and discoveries.



Fig 7. Churchill related character and toby jugs by Royal Winton, Royal Doulton, Burgess and Leigh, Leonard Jarvis and Beswick. Picture courtesy American Toby Jug Museum.



Fig 8. 11 Wilkinson toby jugs of allied war leaders, 1915-19, by Sir Francis Carruthers Gould (1844-1925) and issued during and immediately after the First World War. 9.5in to 12.25in high. Dec 04. Diamond Mills & Co, Felixstowe. HP: £4,500. ABP: £5,293.



Fig 9. Seven Shorter and Son Ltd toby jugs of D'Oyly Carte Opera co. opera singers. Jul 02. Peter Wilson, Nantwich. HP: £1,300. ABP: £1,529.



Fig 10. Royal Doulton 'Red Haired Clown', printed mark in green, 6in high. Jun 13. Hartleys, Ilkley. HP: £1,500.



Fig 10a. Royal Doulton jug, White Haired Clown with white ruff and yellow & pink handle. (slight unglazed fault to ruff) May 09. Potteries Specialist Auction, Stoke. HP: £1,900. ABP: £2,228.



Fig 11. Four ceramic toby jugs, one with lid, late 19thC onwards. Kent Auction Galleries, Folkestone. HP: £75. ABP: £88.



Fig 12. Pair of 19thC Staffordshire Toby jugs, modelled holding a jug and glass of ale, 10.25in. Sep 11. Gorringes, Lewes. HP: £1,400. ABP: £1,652.



Fig 13. Two pearlware Toby jugs, c1820, Apr 13. Woolley & Wallis, Salisbury. HP: £700. ABP: £826.



Fig 14. Two Toby jugs 1st half 19thC, Squire type, seated on a corner stool and clutching his jug of ale. Other Ordinary type with patterned waistcoat, marked for Walton, faults, 27.5cm max. (2) Apr 13. Woolley & Wallis, Salisbury. HP: £2,000. ABP: £2,360.



Fig 15. Royal Doulton large character jug Ugly Duchess D6599 (ETC China Version). Example of a jug with an interesting modelled handle. Nov 12. Potteries Specialist Auctions, Stoke on Trent. HP: £85. ABP: £100.



Shorter 'The Mikado', with Dick Deadeye and Buttercup, tallest 9.5in. Jun 11. Gorringes, Lewes. HP: £850. ABP: £1,003.



Six Wilkinson's Ltd Royal Staffordshire, as Allied War Leaders, c1915-1919, by Sir Francis Gould: General Botha, President Woodrow Wilson, Admiral Beatty, King George V, Marshall Foch and R. Hon. David Lloyd George. Printed factory marks to base, height of largest 29cm, height of smallest 26cm. Sep 13. Frank Marshall, Knutsford. HP: £7,200. ABP: £8,630.



Doulton Lambeth salt glazed jug 'Marriage Day/After Marriage', c1925, Harry Simeon as a smiling, frowning face, half pint size, No X 8595, 12cm. Feb 07. Sworders, Stansted Mountfichet. HP: £400. ABP: £471.