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# Doulton descendant promotes family heritage, china on tour

By DONNA OLENDORE

By JOUNGA CLEMPORT

Judging from appearances, Englishman Michael Doulton has it made. As a failing generation descendent of the second control of the seco

taxation and, like the American of 2300 years before him, he is on the verge of a revoit.

"Whether or not 171 stay in England is really the hundred-dollar question right now," Doubton said in his British accent. "I really like America tremendousty. I like what people do here.

"I find it very stimulating," he commented. "There's such a tremendous rink in America, I just think the stimulatis is much greater. And the incentives have been taken away from the people of England."

Doubton's duties as traveling ambassador for Royal Doubton Company make him more acutely aware of his predicament. He crisscrosses the list predicament. He crisscrosses the List and Canada to promote the china canada and the control of the control of the crisscrosses that the control of t

and ceramics that bear his family rame.

This week, for instance, he will be at Hudson's Northland store to introduce a new book on the figurines that made hiscompany famous. During his appearance from July 8—15, he is talking with hundreds of Doulton customers and autoraphing figurines are

ing with hundreds of Doulton customers and autographing figurines purchased in the store.

Although trips like this leave him politically dissatisfied, they afford him a great deal of personal delight.

"I'm 100 percent behind what I'm doing, and I'm behind the company as well, 'Douldon asserted." If think we produce a really super product. We probe as really super product. We probe the world and the world. The world was the world with the world

PROOF OF HIGH ARTISTIC quality of Doulton ceramics is the number of honors awarded to the firm. The company, which was founded by potter John Doulton in 1815, won the Grand Prix at the Paris Exhibition in 1887. That sameyear, John's son, Henry, was knighted by Queen Victoria in appreciation of his service to the art of ceramics.

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In 1901, the royal warrant was given to the Doulton firm. And as recently as 1958. a Doullon sculpture entitled "Marriageof Art and industry" was awarded the grand prize at the Brussels InternationalExhibition.

Because his younger brother is a farmer and his family is quite small. Michael will probably be the last Doulton affiliated with the company, which was purchased by a large corporation several years ago. Even though her nolonger controls the business, he is confident about the continued quality of the Doulton lines.

"This was one of the things that was set down when the merger took place," he explained. "My father, especially, was very keen thatthe company wouldn't change drastically.
"After all, we as a company were merged with this other company because of our expertise. And when you consider that every single figurine is hand-painted, and that it takes two

years to train an artist to paint a face on a figurine, that in itself is a good control over quality. Each piece is also individually checked before it leaves the factory," he added.

But the most effective regulation of quality is the public's all-knowing eye

"There's no way you can sell prod-ucts like this without keeping the qual-ityrigidly high. If you don't, people simply wort boy them," Doulton said. "People are very much aware of the quality of a product.



Michael Doulton, fifth-generation descendant of the founder of the Royal Doulton China Co., will autograph any Doulton merchandise purchased during the exhibition of figures at Northland this week. He also will autograph copies of the new collectors' book, "Royal Doul-

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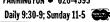
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