

## What made Josiah Wedgwood successful?

1 – Josiah Wedgwood started work as a potter in the family business at the age of 9 after his father died.	2 – After an attack of smallpox at the age of 12 his health was damaged. He had a problem with his right leg. Unable to work, he studied pottery.	3 – He spent £20 and set up a pottery in Staffordshire. He produced the best quality pottery to buy it.	4 – He produced high-quality pottery at low prices. He produced the best quality pottery to buy it.	5 – He produced high-quality pottery at low prices. He produced the best quality pottery to buy it.	6 – He produced high-quality pottery at low prices. He produced the best quality pottery to buy it.	7 – He produced high-quality fine china. After selling a tea service to Queen Charlotte he was able to call himself 'Potter to Her Majesty'.
8 – At the age of 38 the problems with his right leg became so bad that it had to be amputated. Surprisingly he survived the operation and had to have a wooden artificial leg.	9 – He built his new Etruria factory next to the new canal. This made it cheaper to bring in Clay from Cornwall and Devon and coal to fuel his kilns, and to transport his pottery.	10 – He built his new Etruria factory next to the new canal. This made it cheaper to bring in Clay from Cornwall and Devon and coal to fuel his kilns, and to transport his pottery.	11 – In his new, bigger factory he could employ more people. He developed the system of the division of labour. He employed famous artists to decorate pots.	12 – He invested his profits in a grand house for his family and in good housing for his workers. He was also a founder member of the Society for the Abolition of the Slave Trade.	13 – He knew the value of good publicity. He had a showroom in London, published a catalogue and employed salesmen to sell his china at home and overseas.	14 – His greatest success was selling a 952-piece dinner service to the Russian Empress Catherine the Great. He was the most famous potter in Europe.