



San Francisco Ceramic Circle
P.O. Box 15163 • San Francisco, CA 94115

Mark your calendar for: **SUNDAY, August 11, 2013, at 10:00 A.M.**
Door will open at 9:30 A.M.

At: The Florence Gould Theater
Palace of the Legion of Honor, Lincoln Park.

For the Program Titled: ***The American Advertising Calendar Plate: A Window
on America's Rural Past***

By: ***David Hoexter***, Transferware Collectors Club past President
and SFCC member

*SFCC members, if also FAMSF members, should use their FAMSF cards for museum entry
and any guests covered by their membership. All others will have to pay for museum entry.*

About the Lecture: For a few years early in the 20th century, American merchants gave their customers small plates featuring a calendar and an image. Often the merchants were in isolated and very small towns, some of which no longer exist. David and his colleagues have documented over 900 plates and more than 170 patterns. Many of the plates show nature scenes, flowers, animals, and beautiful women (with and without elaborate hats). This talk emphasizes the breadth of cultural, geographic, demographic, historical and even geological features of the rapidly growing nation chosen as advertising icons.

About the Speaker: David spotted his first advertising calendar plate at an antique show. It was dated 1910, and was a complimentary gift from a merchant from Berkeley, California, coincidentally his home town. Wanting to learn more, he went onto eBay, and has since documented more than 1000 plates presented by merchants located throughout the United States to their customers. David is a past President and the current Internet Administrator of the Transferware Collectors Club, and is the TCC Pattern and Source Print Database Advertising Category Editor (advertising must be in his blood). In his spare time, David earns a living as an engineering geologist.

Mini Exhibit: Please bring advertising ceramics of all types and periods, FAMSF coffee mugs accepted.

CALENDAR OF CERAMIC CIRCLE LECTURES

Sunday, September 15, 2013, *English Ironstone China 1790 - 1850 - Mason's Patent Ironstone China*, Janice Paull, international specialist dealer for English Ironstone China, Portugal

Sunday, October 13, 2013 *Flowers and Faces: Painting on Lennox China*, Ellen Denker, independent researcher and Lennox archivist

November and January, mini-series on Dutch ceramics:

Sunday, November 17, 2013, *Dutch Money, German Know-How, and French Taste: Sixty Years of Dutch Porcelain, 1759-1814*: Jan Daniel van Dam, expert and author on Dutch ceramics, The Netherlands.

Sunday, January 19, 2014, *Delft Faience*. Robert Aronson, dealer and lecturer on Delftware, Amsterdam.

SFCC / FAMSF NEWS:

Library: Thanks to generous volunteers, the SFCC Library is again open the first Sunday of every month, from 1:00 to 4:00 p.m.

New Book: Members who attended SFCC member Letitia Robert's talk *Flour Power* on the Stout Collection of German Porcelain will be pleased to know that the book she co-authored on this collection, *History of 18th-Century German Porcelain: The Warda Stevens Stout Collection*, has been published. This is the first book in English in a long while to cover the history of most German porcelain manufactories.

New FAMSF Director: Dr. Colin B. Bailey, new Director of the Fine Arts Museums of San Francisco, attended a June meeting of FAMSF staff with the heads of the affiliate and collectors' groups, including SFCC. Based on his previous experience, Dr. Bailey expressed strong support for the FAMSF affiliate groups.

PORCELAIN GALLERY SPOTLIGHT

The Legion has installed two newly acquired cup and saucer sets of pioneering French soft-paste porcelain from the very early 18th century. A large set from the St.-Cloud factory is especially beautifully decorated with underglaze blue in a late-Baroque "Berain"-type pattern.

LECTURE, EXHIBITIONS, WEBSITES:

The Transferware Collectors Club Annual Meeting, October 17-20, 2013 Wakefield, (a Boston Suburb) Massachusetts. More information on the TCC web site at www.transcollectorsclub.org

San Francisco Fall Antiques Show, October 24 - 27, 2013 once again the SFCC is a cultural partner

The International Fine Art & Antique Dealers Show, October 25 - 31, 2013 New York Armory

The 2013 American Ceramic Circle Symposium at the Museum of Fine Arts, Houston. October 31 - November 3, 2013. For updates visit www.americanceramiccircle.org

Hillsborough Antiques Show, November 1st to 3rd, 2013

The Rococo and Its Influence on Ceramics in England c. 1735 - 1775. English Ceramic Circle Seminar, November 9 - 11, 2013. Victoria and Albert Museum, London. Information from Felicity Marno at stockspring@antique-porcelain.co.uk

SFCC WEB SITE at www.patricianantiques.com/sfcc.html. The SFCC web site has up to the minute program information including synopses of talks and speaker biographies (as they become available) as well as links to SFCC's Facebook, SFCC past programs, useful links to other ceramic societies and museums with ceramic collections.