

Makers of Porcelain Pottery & Purveyors of Contemporary Artifacts



609 Sutter Street
Folsom CA 95630
1-800-472-4591
(916) 985-3411
FAX (916) 985-7980

Internet Address: www.cloudsporcelain.com

At The Cannery
2801 Leavenworth
San Francisco CA 94133
(415) 674-3800
FAX (415) 674-3881

1331 Terminal Street
West Sacramento CA 95691

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POTTERY POST AND DISHWARE DISPATCH

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WE MAKE 'EM YOU BREAK 'EM

As Always...
It's Our

**BIGGEST
SECONDS
SALE EVER!**

June 20-July 6
Savings 33% to 80%
Entire Stock—10% Off



With apologies to Renoir, we present our vision of a perfect summer picnic. Of course, pieces from Clouds Porcelain complete the picture.

BULK RATE
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It's the same story every time: "The Biggest Seconds Sale Ever!" Boy, the copywriters at Clouds can't expect people to believe that time after time. But it is true. We are going through our stock every few weeks and culling out hundreds of pieces in an attempt to upgrade our body of work. It is a mysterious process, making the porcelain behave, and not every try makes a work of art. And it is true that we get a lot that are close. It is those close calls that are on the tables at the seconds sale, along with the true disasters—pots so ugly that only a blind mother could love them. The sale will feature stuff with tiny flaws or gaping chasms (but which will make great planters), pots with stuck-on tops to fill up the display cabinet, and things that are dated 1996 or before, even if they are fantastic. All of this stuff is 33% to 80% off.

In another first, this sale will feature numerous other patterns besides Iris. As this is being written we are trying for the greens in our eighth firing to get the greens in our designs to "behave." For seven previous firings in the big kiln (each firing contains about four days' work) the cool-fire areas have produced a bubbling of the copper carbonate, causing a slight problem. This has rendered many hundreds of great pots as seconds. On some of the pieces the bubbling has produced a very nice raised area. These pots will go down in history along with the "mouse masterpieces" seconds of 1984 when a herd of wild mice wandered the shop, tracking thousands of tiny, cobalt blue footprints across the pots.

The sale will also feature two Dog Rose sink and tile sets and

several individual sinks. There are three special murals and one great backsplash mirror surround done in the Raised Grape pattern.

El Niño has rained out every sale, every special event and most of the weekends since November. We have quite a reserve from our last seconds sale that will be marked even further down. And this time we are getting large tents ready in case El Niño decides to become a midsummer phenomenon.

We have purchased extra tables and shelves to spread the sale out so there will be a more relaxed atmosphere for the opening moments. The store opens at 8:00 a.m. for regular stock, and we magically unveil the seconds at the stroke of 10:00 a.m. An extra cash register and more help should shorten the lines.

Even with expanded shelving, only a portion will be set out on the first day, and more will come out throughout the sale.

This is also a great time to get that 10% discount on those first-quality wonderful wares that you need for weddings and anniversaries, showers and bunko parties. The 10% discount includes glass, wood, pewter, and Robert Howard's absolutely amazing

Dutch Table (in oak, with a shiny new top, in stock at the San Francisco store, \$1,500 regular price. Save \$150 and get it locally delivered.)

The sale is not the time to get 10% off special orders or requests. We cannot afford to give the discount on these because they already cost us over 20%

extra to do. We do them only as a courtesy to our regular customers. Thank you for your understanding and courtesy in not browbeating us about this matter. ☺

A Walkway Grand Opening—June 26, 5:00 to 8:00 p.m.

Last year we built a walkway on our property from the new parking lot, past our studio on up to Sutter Street. The walkway was our first public works project, and as it seemed simple in concept, we embellished it. Now, after two years, we are so proud of it, this, our last public works project.

After 27 dump trucks of dirt and rock we finalized the shape. Ninety yards of concrete later the roadway and planters were in. After dumping in 40 yards of topsoil, we are ready to plant. And we are ready to add several thousand tiles in a three-dimensional Grapevine pattern as murals on the walls. Mix all this together and we have the beginnings of an art park.

The little park—this special passageway in a special place—will feature

tables and benches, a place for small concerts, and a place to do Raku pottery with our customers.

Join us, along with members of Folsom's Redevelopment Agency and members of the Folsom Arts and Cultural Council for an evening of music, wine, food and fun.

The grand opening will take place in the middle of our summer seconds sale, and there will be special "incentives" for the evening.

Tours of the studio and an "open house" will be going on. We hope to see you there. ☺

Take away 27 dump truck loads of dirt, add 90 yards of concrete, and you get a great walkway and walls just crying out for tile. Paul Zanetta installed the tile on May 30 shortly after this photo was taken. The mortar arrives June 6, and planting should be done in time for the June 26 grand opening.

