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Sunderland**

Ewins, Neil (2018) "Supplying the Present Wants of Our Yankee Cousins...": Staffordshire Ceramics and the American Market 1775-1880. In: Transfer Collectors Club 2018 Annual Meeting, 18-21 Oct 2018, Rhode Island Providence,., (Submitted)

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**Lecture 1** “*Supplying the Present Wants of Our Yankee Cousins...*”: *Staffordshire Ceramics and the American Market 1775-1880*, by Neil Ewins.

Mystic Seaport Museum, Connecticut, USA, Friday October 19, 2018.

Even though a broad range of Staffordshire ceramic-types was exported to the United States, it was the dark blue printed earthenwares, specifically produced to appeal to the tastes of the American market, which initially received the most attention from early ceramic historians. The purpose of “*Supplying the Present Wants of Our Yankee Cousins...*”: *Staffordshire Ceramics and the American Market 1775-1880* of 1997, was to more broadly establish what was exported, and how a growing trade with the United States was organised. How was information about ceramic demand communicated back to the manufacturers, particularly as the American nation expanded west-wards? Paralleling economic historians who had examined the organisation of the American trade, a view was that in the period of rising exports from the end of the Anglo-American War of 1812-14, British manufacturers rather than merchants, became more dominant as marketing agents. Staffordshire manufacturers followed a tendency of dealing more directly with the United States in the post-1815 era, although merchants continued to be important, dealing with the smaller, ceramic firms. This paper examines the main findings of “*Supplying...*”, and is accompanied by imagery of ceramics associated with the American market.

**Lecture 2** *Origins, Backgrounds and Cultural Identities of American Importers and Dealers*, by Neil Ewins.

Crowne Plaza Hotel, 801 Greenwich Avenue, Warwick, Rhode Island, USA, Saturday October 20, 2018.

One limitation of “*Supplying the Present Wants...*” was that while many American importers and dealers were referred to, their actual backgrounds and cultural identities were unclear. Since completing “*Supplying...*” in 1997, the ambition has been to find out more about the the backgrounds of ceramic importers and dealers, who remained important for sales and distribution. In fact, the previous proposed models of how the Anglo-American trade was organised now seem less clear when considering the origins of ceramic importers and dealers. Furthermore, whilst Staffordshire manufacturers could initiate the production of designs adapted to the American market, ceramic importers and dealers could also steer production.

Appreciating that importers and dealers marketed goods that adhered to their backgrounds and viewpoints, has implications on how we understand the relationship between production and demand. This lecture is also illustrated with transfer-printed ceramic examples.

**For more information about the Conference, go to:**

**[transcollectorsclub.org](http://transcollectorsclub.org)**