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WAGON WHEELS

The romance of the west lives on with our Wagon Wheel Set. The pitchers are quaint and practical. The cup is the hub of the wheel, and the "good luck" horseshoe makes the handles for the baker. There are bands of cattle brands on the platters and bowls. The whole set is an application of the fine designs one can find on any ranch.

A most colorful part of the history of the southwest is the cattle industry, and the rancher's "coat of arms" is his "cattle-brand." The covered wagon, "wagon wheels," horses, the cowboys, cattle, the "little dogie," and above all, the "cattle-brand" are symbols of this natural industry. The cattle-brand is the symbol of the rancher, and it identifies his proudest possessions. It is the family trademark, handed down from generation to generation.

Many of these brands are fine designs, and most of them have a definite meaning. Some are the initials of the owner, others may refer to hills on the ranch, the number of acres he owns, the number in the family, his monogram, a key, a hat, or any one of a thousand items of interest. Each brand is usually registered in the county in which it is used.

We are proud to take this opportunity to eulogize these pioneers of the southwest, and include a number of these brands in decorating some of the pieces of our Wagon Wheel Set.

FRANKOMA POTTERY

SAPULPA, OKLAHOMA

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