

## OKLAHOMA PLAINSMAN

*For thousands of years men have gloried in creating "atmosphere" around their favorite sport—eating. Harmonious and beautiful surroundings not only add to the pleasure of eating but make it a healthier pastime. We still lavish all we possibly can on our banquets and feasts, for we love to eat.*

*Men have always managed to devise some sort of receptacle to hold food, either raw or prepared, and the quality and value of his utensils depend more on his love of beauty and ability to create than the size of his purse. Of the many materials used throughout the centuries, in all countries of the world—iron, copper, brass, stone, wood, silver, and even gold, ceramics has remained the favorite of all eating vessels.*

*Since the acceptance of "whiteware" in the sixteenth century, most fine tables have been set with "dinnerware" or "china." This is sometimes a white earthenware, or a compounded china body, or even a translucent true porcelain. Its quality depends on the selection and handling of the materials plus its Art value expressed in line, form and color.*

*Today, from the crudest earthenware to the finest porcelain, we still choose CERAMICS of some kind for our table. Altho we would not eliminate "whitewares," we love our modern pottery tableware. Why not? It is gay, happy, and colorful, and surely fits into our modern mode of living. It is with this in mind that we have created FRANKOMA TABLEWARE.*

*For one design we have gone to the Great Plains of the Southwest and offer you the "Oklahoma Plainsman" pattern. Its well chosen, simple lines and sturdy shapes create an atmosphere befitting its heritage. It is most appropriate "for fun or fashion."*