



# FRANKOMA POTTERY SAPULPA . . . OKLAHOMA TELEPHONE 789

John N. Frank • President

J. W. Daugherty • Vice-Pres.

Grace Lee Frank • Secy-Treas.

January 10, 1955

Dear Customer:

We are proud to present our finest catalog yet. We are presenting the line in attractive groups as suggestions for attractive displays.

Please destroy your old catalogs and read our new terms of sale. This will avoid confusion and misunderstandings. Please note the minimum order request. Since we do not have a packing or a package charge on regular orders, we find this necessary. You can have as many catalogs as you wish - just ask for them. At least everyone in your organization should have a catalog.

We have put the wholesale prices and terms on a separate sheet to allow you to write in your own marked up prices. Those living great distances from the plant can thus make some allowances for freight.

Last year we asked you for suggestions - and we got them. You asked for a Frankoma representative to call on you. So, we are bringing to our organization representatives to serve you as quickly as we can find qualified men for the job.

Consequently, a small raise in prices had to be made on some pieces - about 5% overall. Frankoma is still the best buy in its field, and will remain so.

We are sorry to report that Nick Schuler, our sales manager, has left Frankoma to devote his full time to his other interests, so I am going to assume his responsibilities for the time being.

1954 was good, but we promise you a "Best" 1955.

-with kindest personal regards, I am

Sincerely,

John Frank  
President

dinnerware  
sculpture  
artware

for those who like nice things \_\_\_\_\_