

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.

dinnerware sculpture artware

-with kindest personal regards, I am

track John Frank

President

Sinderely,

tor those who like nice things ___

www.frankomacollector.com

James Marie Comment



Thus is

FRANKOMA POTTERY

A fine example of the potter's art, preserved forever in fired clay!

To say, "There is nothing new under the sun", is not quite true. Having been created in His own image, we all have been endowed by our Creator, among other important things, with the ability to create - to take the natural raw materials of God's creation and by applying these gifts of creation, present to the world a new thought, if not a new material, which we can say is ours! This is the artists' challenge!

True it is, that we are affected and influenced by all that we have seen and been taught from birth. But, we can by choice, reject the bad and irrelevant, choose and combine new associations of lines, masses and colors into inspiring new forms, yes, new *creations* - and present to the world a "thing of beauty" which will enhance our surroundings "forever". Frankoma accepts that kind of a challenge.

We have endeavored to tell our story simply, in the oldest of all art materials - clay. We have used as inspirations the materials at hand here in the Southwest - wagon wheels, cattle brands, the plains, Indian lore, cactus and other natural forms, as well as just pure simple beautiful lines and masses that are relevant only to themselves - "Free Forms", if you please. We inherited the traditional art of the Indians, the spirit of the American pioneer, and the creative tendencies of the youth of the great Southwest and molded them into good pottery forms. Each piece is designed by Frankoma, to be a contribution to the art of potting and fine ceramics and to be both useful and beautiful.

Our blended colors are created and ground by us, and they also reveal their natural surroundings and heritage - Prairie Green, Desert Gold, Red Bud, Onyx Black, White Sand and Clay Blue. They are fired high and long to be hard, lustrous and ovenproof - to serve you well.

We sincerely hope you will enjoy living with Frankoma Pottery as much as we do creating it. Frankoma is more than a name of a pottery, it is the embodiment of our personal artistic philosophy. It can only serve one purpose - whether it is a plate, pitcher or flower bowl - that by its association your life and surroundings might be a bit happier.

Saw Lew Frank) Alux Frank

FLOWER ARRANGEMENTS AND CONTAINERS

Flower arranging is placing on exhibition the beautiful flowers, folliage, and branch forms that only God can sculpture and paint. When the exhibitor sees the beauty of his composition penetrate through the room it occupies, there is a joy and satisfaction that truly feeds the soul.

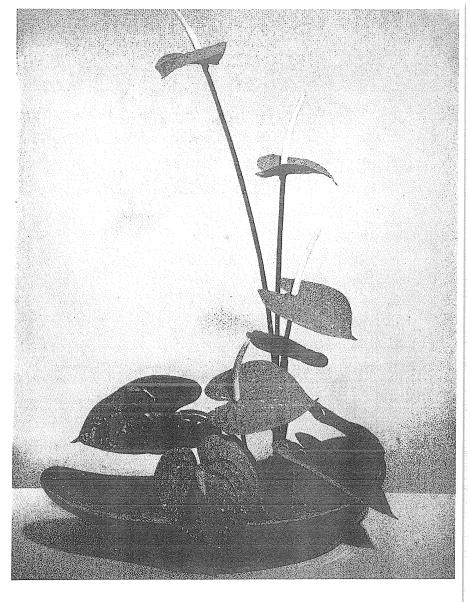
Flowers sound the color note in your room, and if you go about arranging them in a happy mood you can make the line of your composition swing to the tempo you desire.

To build a flower arrangement you must first have a foundation and your container should serve you in that capacity. Although it is not the most prominent feature it is of utmost importance. Therefore, you should select containers in quiet, subdued colors. Frankoma's earthen matt glazes are ideal for color and texture.

A container should have simple, sculptured shapes to allow one more freedom in bringing out the desired line accent. The lines of your container should be subtle, yet strong enough to give the arrangement security. Frankoma containers are designed with this in mind. If simplicity is your keynote you will not be disturbed by confusing lines and intricate patterns.

Good taste bids us keep the flowers in an environment suitable to their type for the background is to an arrangement what the frame is to a picture. Choose your flowers carefully as to color, for it creates the first emotional effect. They should also be interesting in form and character. For a bouquet to qualify as an arrangement it should have line, color and pattern. Textures should be combined to harmonize and justify their association together. Check the combination of materials and textures to be sure there is a relative harmonious relationship.

Your foliage should be selected with equal care and placed as purposefully. You will find many surprises and thrills when you look through the large variety of intense colors and gorgeous shapes of plant foliage. It is very important that you cut out all unnecessary leaves or



branches that will make your arrangement look cluttered. It is everyones desire to make their arrangement look fresh and clean-cut.

A well-balanced composition should have a main line that will govern the other two basic lines of the design. Sometimes it is the foliage, sometimes the flowers themselves, and often the branches that produce these lines. If you allow the stems to cross each other they are liable to cause friction and you lose your harmonious and rhythmic feeling.

To make this exhibit we have talked about, you will need some tools — as much so as you need pots and pans to cook a meal. It is well to have a small basket to keep your clippers, flower holders, floral clay, and wire conveniently together, and then there is no time lost in looking for misplaced equipment.

It might be fun to think of your container as a stage. Pick your leading characters and make them your center of interest. The less important flowers and foliage complete your show and together they can tell a beautiful and romantic story.

WAGON WHEELS

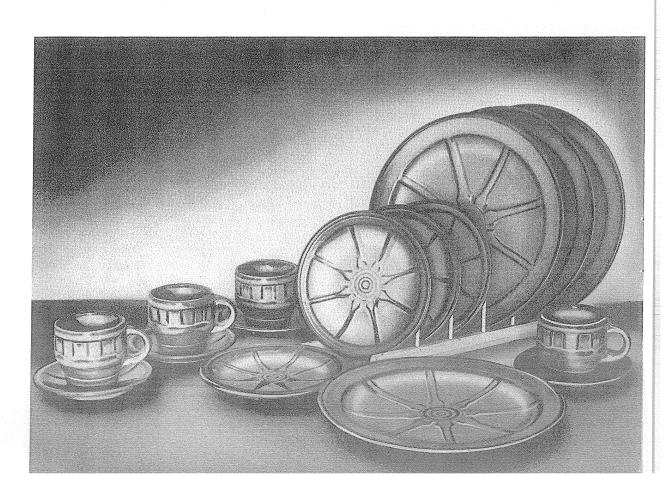
THE ROMANCE OF THE WEST lives on with our WAGON WHEEL Pottery! The pitchers are quaint and practical. The cup is the hub of the wheel, and the "good luck" horseshoe makes the handles for the baker. There are bands of cattle brands on the platters and bowls. The whole set is an application of the fine 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 "cattlebrand." 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.

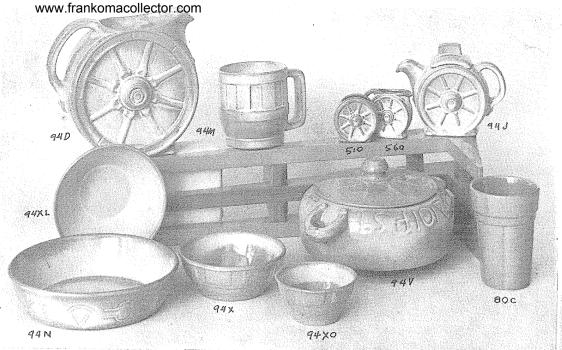
Many of these brands are fine designs, and most of them have a definite meaning. Some are the initials of the owner, others may refer to hills on the ranch, the number of acres he owns, the number in the family, his monogram, a key, a hat, or any one of a thousand items of interest. Each brand is usually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

Available in Prairie Green, and Desert Gold.



16 piece starter set individually boxed



CAPTURING

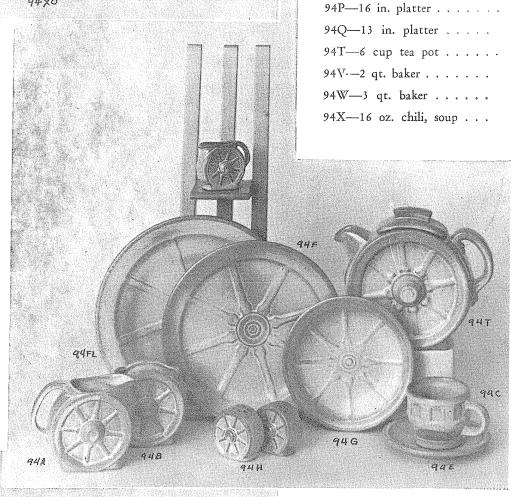
the hospitality of our early pioneers, for those who have learned the pleasures of casual living.

WAGON WHEELS

Oven-proof Dinnerware

94W

4K



94 Q

MAY P

94N-1 qt. service dish

94XL-24 oz. bowl

94XO-5 oz. dessert bowl . . .

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.

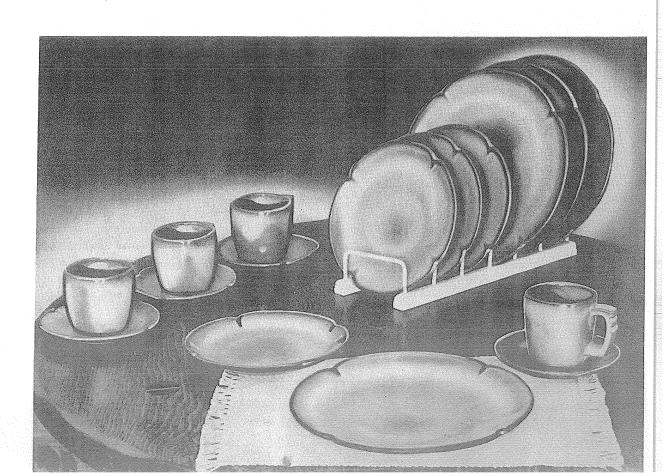
Men have always managed to devise some sort of receptacle to hold food. either raw or prepared, and the quality and value of his utensils depend more on his love of beauty and ability to create than the size of his purse. Of the many materials used throughout the centuries, in all countries of the world — 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. Although we would not eliminate "whitewares," we love our modern pottery tableware. Why not? It is gay, happy, and colorful, and surely into our modern mode of living. It is with this in mind that we have created FRANKOMA TABLEWARE.

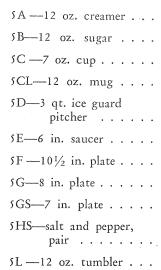
For one design we have gone to the Great Plains of the Southwest and offer you the "OKLAHOMA PLAINSMAN" pattern. Its well chosen, simple lines and sturdy shapes create an atmosphere befitting its heritage. It is most appropriate "for fun or fashion." Every piece is oven-proof.

Available in Prairie Green, and Desert Gold.



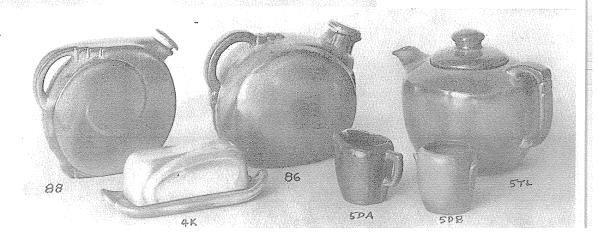
16 piece starter set individually boxed







www.frankomacollector.com



LAZYBONES

Sculptured Free Form Tableware

Our American homes are being designed and built so that home makers can take advantage of the many modern conveniences, yet develop their own personalities in color and styling.

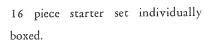
The furnishings for these contemporary homes are practical and simplified. They must be selected carefully to preserve a cordial atmosphere, which we all wish for our family and friends.

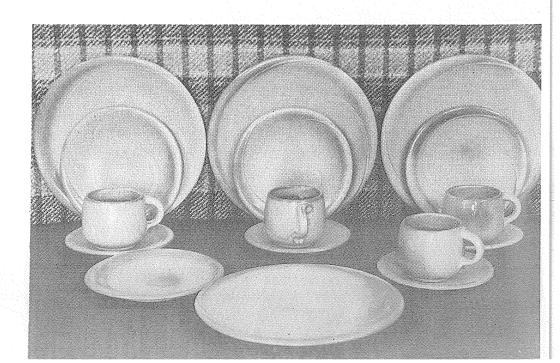
Frankoma was sensitive to these trends when this new dinnerware was being designed. The atmosphere surrounding Lazybones is relaxing, for you are influenced by its free flowing sculptured lines. As you accept the invitation to handle and caress each piece, you will love the way they fit the contour of your hands, for immediately they become a part of you.

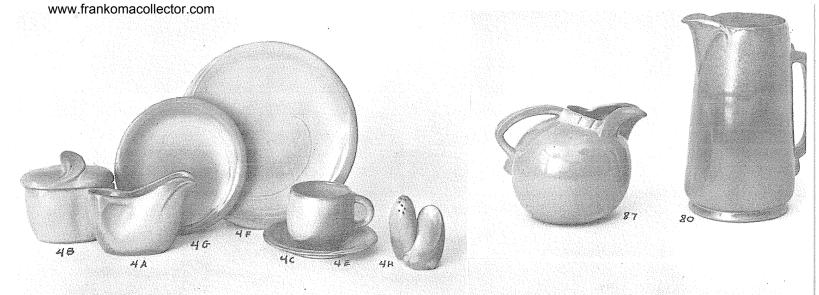
Food cooked in Lazybones can go from the oven to the table — and there are so many uses for each piece. They are designed to serve!

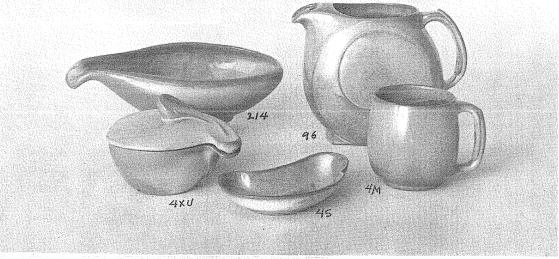
Notice the array of Frankoma's colors. They are the gourmet's delight, for they all compliment your food and share in making every meal an occasion. The shapes themselves are both practical and beautiful.

When you set your table with Lazybones, you are set to relax, and enjoy your share of casual living. It will be the "Talk of the Table" with your family and friends. Available in Prairie Green, Desert Gold, Clay Blue.











4K —covered butter dish

4M—16 oz. mug

4N —service bowl

4P —13 in. platter

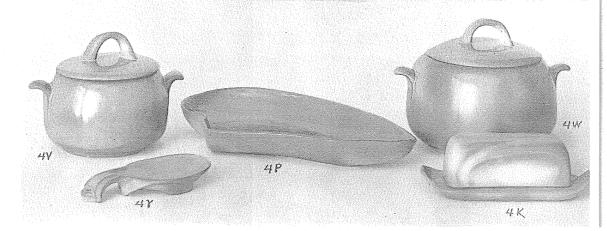
4S —bone dish

4V —1½ qt. baker

4W—3 qt. baker

4X —16 oz. bowl

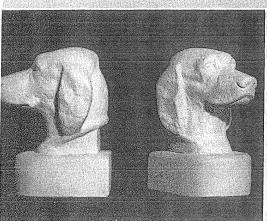
4XU—covered bowl

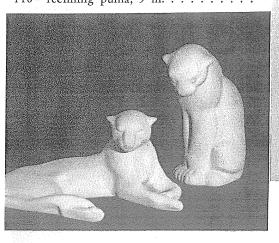


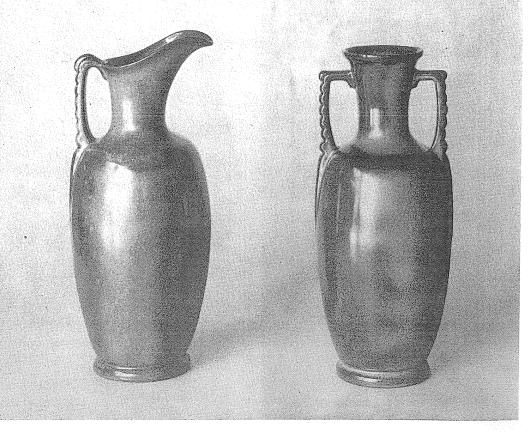


CLASSIC

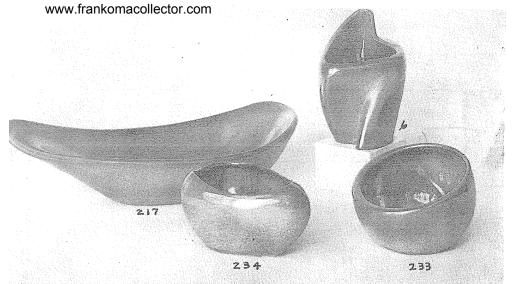
refined, sculpturedtraditional, forms.outstanding treasuresof fine ceramics.







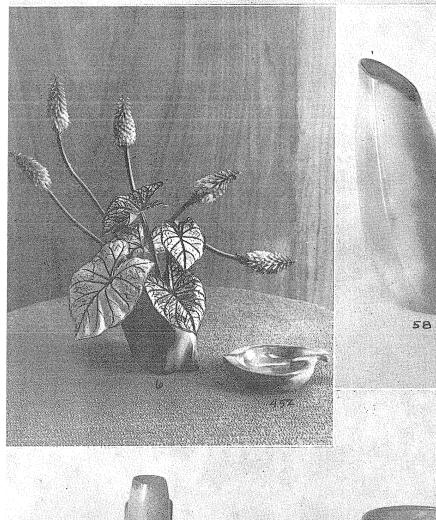


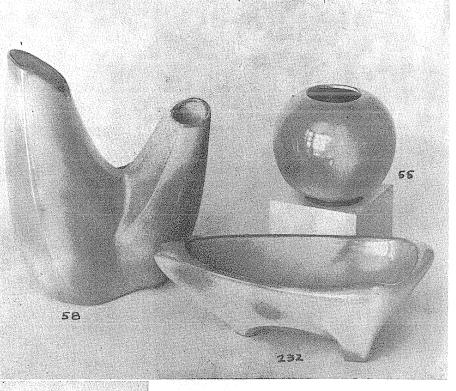


Sculptured

Free Forms

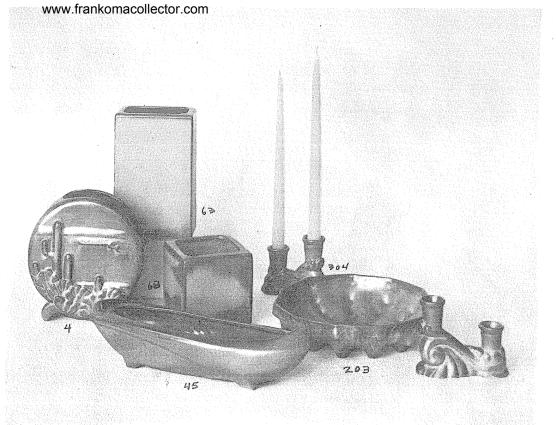
modelled in the casual modern trend.





	42		
The last			52
455	1169	420	

6 —deep free form vase, 7 in
43 —large bud vase, 8 in
52 —pedestalled urn vase, 8 in
55 —ball vase with black foot, 5 in
58 —free form, 3 level vase, $9\frac{1}{2}$ in
217—large free form centerpiece, 18 in
232-triangle free form bowl, 11 in
233—round bowl
234—deep free form bowl, 8 in
420—charger horse book ends, pair
452—free form ash tray
455—draft proof ash tray , ,



Beautiful Practical Serviceable

·				
4 —desert cactus vase, 7 i	n.		•	٥
45 —slender bowl, 12 in		•	•	
63 —pillow vase, 7 in		•		٠
68 —cube vase, 5 in				
203—knobby cactus bowl, 10 in				
304—double candle holders,				
pair		•	۰	

60B—goose vase, 6 in.

97D—2 qt. barrel pitcher . . . 97M—16 oz. mug

97V-2 qt. barrel baker

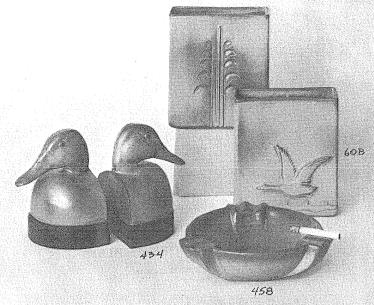
felted

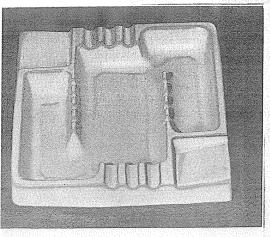
ramkin

458-8 in. ash tray,

97U —10 oz. covered

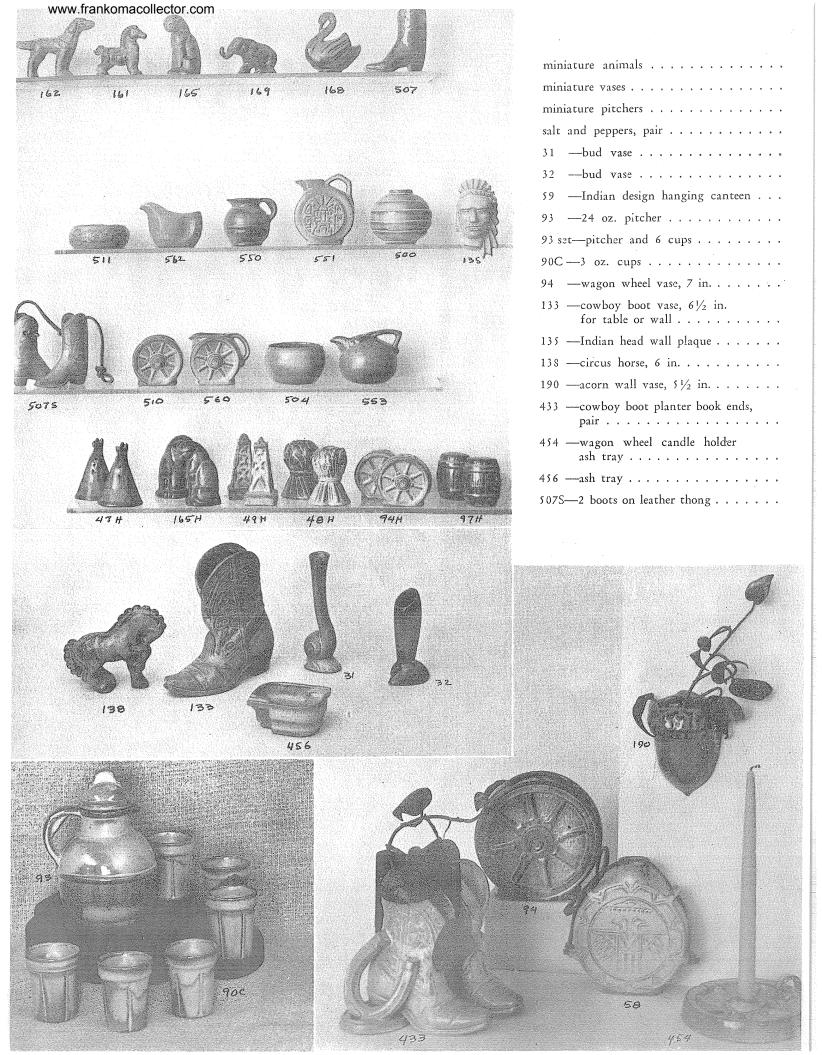
434—mallard duck book ends on black walnut bases, felted, pair





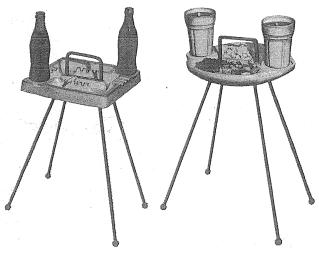








36M—With magazine rack, as shown 34M—Same with square tray



 $34-10\frac{1}{2}$ in. square

36—12 in. long

1955

CERAMIC AWARD WINNER

Hess Bros. National Contest for Versatility in Design and Use

FRANKOMA'S

"SERVA-TRAY"

- Designed for the Sheer Pleasure of Casual Living.
- Beautiful Hi-Fired Ceramic Tray. Washes Like
 a Dish. Will Not Stain or Spot.
- Sturdy Bonderized Wrought Iron. Will Not Rust.
- Refreshment Corners for Drinks.
- For Smokers and Snackers at the T-V. On the Patio—or Anywhere.
- Tray Can't Fall Off When Carrying the Stand.
- Not Top-Heavy A Joy With Children Around.
- Chair-High, 20 in., Large and Roomy.
- Magazine Rack For Convenience.
- Either Shape in Black, White, Green or Gold.

The colors on the cover are quite accurately reproduced.

FRANKOMA is ovenproof but does not claim to be flame-proof. You will find it very durable and serviceable wherever china or pottery can be used. It is designed to be entirely satisfactory and we would appreciate letting the factory know of any deviation from this standard.

You are a welcomed guest at the factory any time. Should you come during working hours, we will be glad to conduct you through the plant to see FRANKOMA made.

FRANKOMA POTTERY

—ON OLD KILN ROAD— SAPULPA, OKLAHOMA

FRANKOMA POTTERY

SAPULPA, OKLAHOMA

Wholesale Prices as of January 1, 1955

Please destroy old catalogs. You may have as many of these new ones as you wish.

TERMS OF SALE: 2% discount in 10 days from date of invoice, net 30 days, f.o.b. factory, Sapulpa, Oklahoma. All invoices come to you with proof of shipment - a "Bill of Lading". In order to gain advantage of the discount, an invoice should be paid within 10 days - it is a CASH discount.

PLEASE NOTE THIS NEW SERVICE: All orders are shipped "cheapest way", unless otherwise specified. Should there be any breakage in the shipment, have the delivering carrier inspect the damage and give you a "concealed damage report" immediately. If you will send us that report and a copy of your paid freight bill, we will give you full credit for the damaged goods, or replace it if necessary. We will be responsible for filing the claim. This new service will take the grief out of "filing claims" and save up to 25% of your freight costs.

Open account credit extended to those with established trade credit; others, C.O.D. or check with order.

Special orders for discontinued ware or colors, not offered in the catalog, may be had at 50% over wholesale prices.

No packing or package charge, except on orders under \$10.00, on which a charge of 10% is made for package, packing and handling.

Per Doz.	Per Doz.	Per Doz.	Per Doz
Page 4 and 5	Page 6 and 7 (Cont.)	Page 11	Page 14
-	5W-3 qt. baker 21.00	27 —round vase 9.00	A4-4 in. pot 3.00
16 piece starter set 84.00	5X—bowl 3.60	44 —centerpiece 30.00	A5-5 in. pot 4.50
94A—8 oz. creamer 6.00		54 —shell vase 9.00	A6—6 in. pot 6.00
94B—8 oz. sugar 6.00	5XL—bowl 6.00	71 —handled vase 18.00	A7—7 in. pot 7.50
94C—5 oz. cup 4.50	5XS—10 oz. bowl 3.60		A8—8 in. pot 9.00
94D—2 qt. pitcher 12.00 94E—5 in. saucer 4.50	5DA—small creamer 4.50 5DB—small sugar 4.50	202—deep bowl 12.00	7 —free form vase 9.00
94F—9 in. plate 9.00	4K—butter dish 9.00	205—low bowl 9.00	9L —low bowl 12.00
94FL—10½ in. plate 9.60	86—2 qt. jug 12.00	211—crescent bowl 15.00	
94G—7 in. plate 4.80	88—1½ qt. jug 12.00	214—free form bowl 12.00	35 —bowl 6.00
94H—salt and pepper 6.00	2/2 100 100	228—swan vase 9.00	53 —nautilus vase 9.00
94J —2 cup tea pot 7.20	(A) County Count	229—swan vase 21.00	57 — cornucopia 9.00
94M—16 oz. mug 6.00	Page 8 and 9	231—shell bowl 12.00	200—wedding ring 21.00
94N—service dish 9.00	16 piece starter set 84.00	305—candle holder, pr 12.00	212—round bowl 9.00
94P—16 in. platter 30.00	4A—8 oz. creamer 6.00	804—cross 6.00	215—cornucopia 42.00
94Q-13 in. platter 15.00	4B—8 oz. sugar 6.00	007	218—swirl bowl 12.00 219—centerpiece 30.00
94T—6 cup tea pot 12.00	4C-5 oz. cup 4.50		222—cornucopia 15.00
94V—2 qt. baker 15.00	4D-2 qt. pitcher 12.00	Page 12	305—candle holders 12.00
94W—3 qt. baker 21.00 94X—16 oz. soup 3.60	4E-5 in. saucer 4.50	6 —free form vase 9.00	453—ash tray 6.00
94XL—24 oz. bowl 6.00	4F-10 in. plate 9.60	43 —bud vase, 8 in 6.00	1,7,5 4,511 52,617 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
94XO—dessert bowl 3.00	4G—7 in. plate 4.80		
K—butter dish 9.00	4H—salt and pepper 6.00	52 —pedastalled urn 15.00	Page 15
30C—12 oz. tumbler 4.50	4K—butter dish 9.00	55 —ball vase 9.00	miniature animals 3.00
10—ind. sugar 3.00	4M—16 oz. mug 6.00 4N—service bowl 7.50	58 —free form vase 21.00	miniature vases 3.00
60—ind. creamer 3.00	4P—13 in. platter 15.00	217—centerpiece 30.00	miniature pitchers 3.00
	4S—bone dish 4.80	232-triangle bowl 12.00	salt and peppers, pair 6.00
	4V—1½ qt. baker 15.00	233—round bowl 9.00	31 —bud vase 3.00
	4W-3 qt. baker 21.00	234—free form bowl 9.00	32 —bud vase 3.00
	4X—16 oz. bowl 4.80	420—horse book ends 24.00	59 —hanging canteen 9.00
	4XU—covered bowl 9.00	452—ash tray 9.00	93 —24 oz. pitcher 9.00
C—7 oz. cup 4.50	4Y—spoon holder 6.00	455—ash tray 9.00	93 set—pitcher & 6 cups 21.00
CI_12 oz mug 5.10	4Z—salad bowl 6.00		90C—3 oz. cups 2.40
D_3 at pitcher 18.00	5L —tumbler 4.50	Page 13	94 —vase, 7 in 9.00 133 —cowboy boot vase . 9.00
F_6 in sourcer 450	80—2 qt. pitcher 12.00		135 —wall plaque 3.00
E 101/ in plate 960	87—1 qt. pitcher 9.00	4 —cactus vase, 7 in 9.00	138 —circus horse, 6 in. 6.00
G-o m. place	205—service bowl 9.00	45 —slender bowl, 12 in. 12.00	190 —acorn wall vase 6.00
G3-/ III. plate 7.00	214—service bowl 12.00 231—service bowl 12.00	63 — pillow vase, 7 in 9.00	433 —book ends 30.00
sait and pepper o.oo	Z31—service bowr12.00	68 — cube vase, 5 in 9.00	454—c. h. ash tray 9.00
L—12 oz. tumbler 4.50		203—cactus bowl, 10 in. 12.00 304—dbl. candle hlds., pr. 12.00	456 —ash tray 3.60
M—16 oz. mug 6.00	Page 10	60B—goose vase, 6 in 9.00	507S—2 boots 6.00
ND—cheese dip 15.00	113—fan dancer 30.00	458—8 in. ash tray 9.00	
\$	304—candle holders, pr 12.00	97D—2 qt. pitcher 12.00	Dag 16
	430—book ends, pair 24.00	97M—16 oz. mug 6.00	Page 16
	114—seated puma 9.00	97U—10 oz. ramkin 6.00	36M-with mag. rack . 45.00
	116—reclining puma 21.00	97V-2 qt. baker 12.00	34M—same/w sq. tray . 45.00
	77—tall vase 42.00	434—duck book ends 48.00	34-10½ in. square 39.00
V—2 qt. baker 15.00	77A—tall pitcher 42.00	464—10½ in. ash tray . 30.00	36—12 in. long 39.00

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RANKOMA POTTERY	DATE	
APULPA, OKLAHOMA	SHIPPING DATE	
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		F.O.B. Sapulpa, Oklahoma

Form 102	10m6-	-26NI	PC				4-1-7-1-7-1-7-1-7-1-7-1-7-1-7-1-7-1-7-1-		F.O.B. Sapu	-			
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