

WOODLAND MOSS

FRANKOMA POTTERY for 1960

Why Frankoma-?

Archeologists say that the Great Southwest was the cradle of the American Indians' culture. As the various tribes dispersed in all directions, their art and potting developed according to the materials and inspirations at hand. Most Indian tribes made pottery of some kind because of the universality of clay, and the ease with which it could be prepared and fashioned into so many useful items.

All tribes of the Southwest were potters, producing grain storage jars, water pots, serving bowls, pitchers, plates and such pieces as they needed to store, prepare and serve their food. Ceremonial objects, including sculptured figures, handled pots and bowls were common. Their decorations were slip painted earthen colors, applied with a brush, or incised designs. Their motifs were taken from daily surroundings — animals, plants, flowers, trees, clouds, hills, weapons, figures, etc.

Our pottery of today differs very little from theirs regarding materials, inspiration and uses. While they were limited as to firing methods and refinement of raw materials, we have added glazes and controlled temperatures and developed complex body compositions. But our common uses for pottery are the same — for the preparation, storage and serving of foods. Naturally, we have enlarged our scope of uses — flower containers, decorative tile, lamps and other art objects germane to our modern homes.

"Pottery" has been refined, and developed in so many directions that one's selection of dishes, for example, becomes one of discrete choice according to the mode of living one chooses. America's conception of Freedom and Free Enterprise makes it possible for all classes and strata of its people to select a "dinnerware" or "tableware" from these general classes:

Pottery
Earthenware
China
Fine China
Porcelain

Glass — as well as countless other materials.

Frankoma entered the field of ceramics in 1933, utilizing the heritage left it by its predecessors, the Southwest Indians, by choosing POTTERY as its field of endeavor. Our aim was to combine the traditional art of the Indians, the spirit of the American pioneer and the creative tendencies of the youth of the Great Southwest, and mold them into good pottery forms.

John Frank originator of "Frankoma" came to Oklahoma from Chicago in 1927. His teaching Art and Pottery at the University of Oklahoma and his work with the geological survey — unearthing Oklahoma clay deposits — brought together valuable material for his future venture of "potting." The natural inspiration of the Indians and the opportunities in the new state that had never had a pottery was too much of a challenge to let pass. In 1933 he started a "studio" pottery in Norman, Oklahoma, — equipped with one small kiln, a butter churn for mixing clay, a fruit jar for grinding glazes and a few other crude tools and tables. Help was easy to get in 1933, but it was still

necessary to continue teaching until enough ware was produced to prove that a product could be made of Oklahoma clays that was a contribution to Art and Ceramics and still salable — at a profit.

Resigning his teaching in 1936 he and his wife, Grace Lee, set out on a venture of creating beautiful pottery for everyday living. They felt the need of using Oklahoma clays, if possible, for Oklahoma's first pottery. First a clay from Ada was used, then in 1954 a red burning clay dug at Sapulpa became the bases for all Frankoma ware. In 1938 the "studio" grew into a small factory as it moved from Norman to Sapulpa, where it is now.

Frankoma chose to stay as a "pottery" as it grew, and demanded of itself to make as fine a pottery as could be made considering the limitations of its materials. This means constant research to take advantage of raw materials and processes as they are brought to light.

Pottery enjoys so many advantages over the more "refined" and delicate ceramic wares. Frankoma pottery is manufactured by its unique once-fired process — clay body and colored glaze are fused and fired at the maturing point of the clay, and tempered as it slowly cools. It can be used "indoors — outdoors" because of its ruggedness and durability. It can really "take" the handling of every day use. It is ovenproof and food can be served in the same dish in which it is baked or prepared.

Color is such an indispensable part of today's decor — and nothing allows the wide range of colors and textures in ceramics as pottery. Eating from lovely textured and beautifully colored dishes is a fascinating experience. Some colors such as the "Rutile Art Glazes" which have identified Frankoma's unique tableware around the world, can only be produced on colored earthenware clays. By applying these unique glaze colors in various thicknesses according to pattern and design, the red body shows through the glaze giving a beautiful mottled effect when fired.

No ceramic product seems so close to the artists as pottery — so much so that one can almost trace the potter's fingerprints as he originally formed the body, lips, handles, and designs of a piece. This is an important consideration with Frankoma, for we are artists first, and clay is only the medium of expression.

The uses to which pottery can be put are myriad. Serving bowls double for baking or cobbler dishes, open bowls and platters can be used for hot rolls or upside-down cakes, or keeping the barbecue hot in the oven until ready to serve. Many table service pieces double for table centerpieces or a whole Mexican main course can be served on one. The chop plate can also hang as a wall plate. Pottery keeps food or drinks hot so much longer than other materials.

Frankoma with its modern plant and latest equipment has been able to maintain its very popular price range in the face of higher materials, taxes and labor costs and the influx of foreign goods; yet, it maintains the original concept that made it accepted as a standard of fine "Pottery" — "every piece should be both useful and beautiful and be a contribution to both art and ceramics." We will continue to do just that, so that every piece will add to your daily pleasure of casual living.

www.frankomacollector.com

A Z T E C



16 piece starter set \$14.00

1,000 YEARS . . .

before Columbus "discovered" America, there flourished a civilization in this country whose artistic, social, and religious standards far surpassed any European peoples up to that time. Many archaeologists not only compare the art and architecture of the Mayans and Aztecs favorably with that of ancient Egypt, but in many respects prefer their achievements in art importance. THESE were the FIRST Americans. We don't know just when they came, or from where, but we do know that their cultures were quite well established by the time of Christ.

It is well established that the nucleus of American Indian tribes spread from the Great Southwest region. Those that stayed there were the Pueblos; others wandered in all directions according to their likings and interest. Those who went south came to be known as the Mayans and Aztecs. Our particular interest is in this group for it is they who have given to the world some of its richest art treasures. Their fine creations are coveted by the leading Art Museums throughout the world.

The "golden age" of Mayan Art, in which they developed their pantheon, built their temples, perfected their Arts, social structure and government, occupied the first few centuries after Christ. Pyramids and temples unearthed at Chichen and Copan, Yucatan, reveal a grandeur in architecture and wood and stone carving unsurpassed by any ancient people.

The Great Temple, built to the War Diety, was a tradition running through the entire life of the Aztecs, being completed in 1487, just before the Spanish invasion. The temple compound covered almost a quarter square mile, comprising seventy-eight buildings—a most stupendous achievement and a monument to architectural beauty.

The most widely known of the Mayan and Aztec arts are the numerous hieroglyphs. They were used profusely on buildings, altars, monuments, and other such places, not only for embellishment, but for the recording of information. The decorations on the stairway of Copan alone were composed of over 2,500 different glyphs. Freehand methods prevailed entirely over any mechanical, and ever present was the sacred Plumbed Serpent—likened to the Thunderbird of our later Indians. As they recorded history, or sang songs, or worshiped their Gods, these symbols were gems of carefully planned, beautiful designs. Their art was their only written language.

Pottery always evidenced every strata of culture. Fragments of pottery have been found where all other records have been destroyed, even in prehistoric times. Throughout the long history of all Indian tribes pottery has been the universal art. The pottery of the ancient Southwestern Indians challenges comparison in color, form, and mastery of line with that of the Greeks and Orientals. The universality of clay, the life that is evident in the plasticity of clay, and the ease with which it conforms to the slightest will, have been contributing factors in making pottery the "personal craft"

These two cultures embody the greatest achievements in Indian Art, and cover about 15 centuries of development. Their influence was dominant throughout the Southwest Indian country, from New Mexico and Colorado to the plateaus of Guatemala and Yucatan.

It is through the inspiration of this wealth of beauty that FRANKOMA has created its new Mayan-Aztec line of tableware. Every piece oven-proof. Available in Prairie Green, Desert Gold, and White Sand.



7V-2 qt. BAKER-2.75

7FL-101/2" PLATE-1.60



7W-3 qt. BAKER-3.75

7F-9" PLATE-1.50



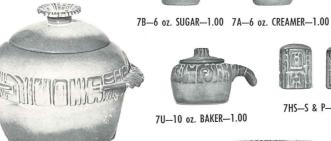


7D-60 oz. PITCHER-2.50



7C-5 oz. CUP-.75









7CL-8 oz. MUG-.80







7WL-5 qt. BAKER-5.00



7FC-15" CHOP PLATE--7.00



7XL-24 oz. BOWL-1.00



7N-1 qt. BOWL-1.50



7T-6 cup TEA POT-2.50



7Q-13" PLATTER-2.50



7P-17" PLATTER-5.00



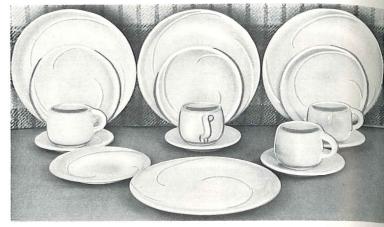
7J-2 cup TEA POT-1.20

LAZYBONES

Sculptured Free Form Tableware

16 piece starter set individually boxed

\$14.00



Available in Prairie Green, Desert Gold, Clay Blue, Sunflower Yellow.

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.

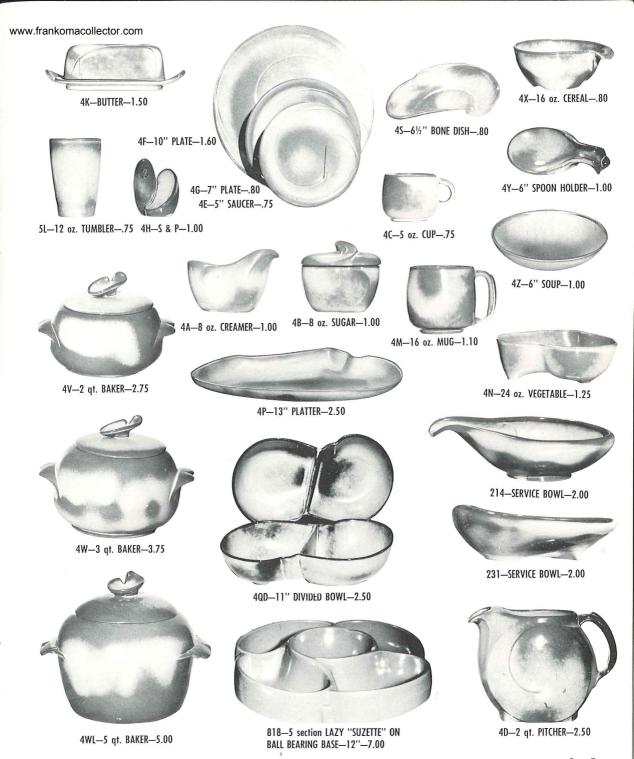
The furnishings for these contemporary homes are practical and simplified. They must be selected carefully to preserve a cordial atmosphere, which we all wish for our family and friends.

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.



THIS PAGE AVAILABLE IN PRAIRIE GREEN, DESERT GOLD, CLAY BLUE

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WAGON WHEELS

16 piece starter set individually boxed

\$14.00



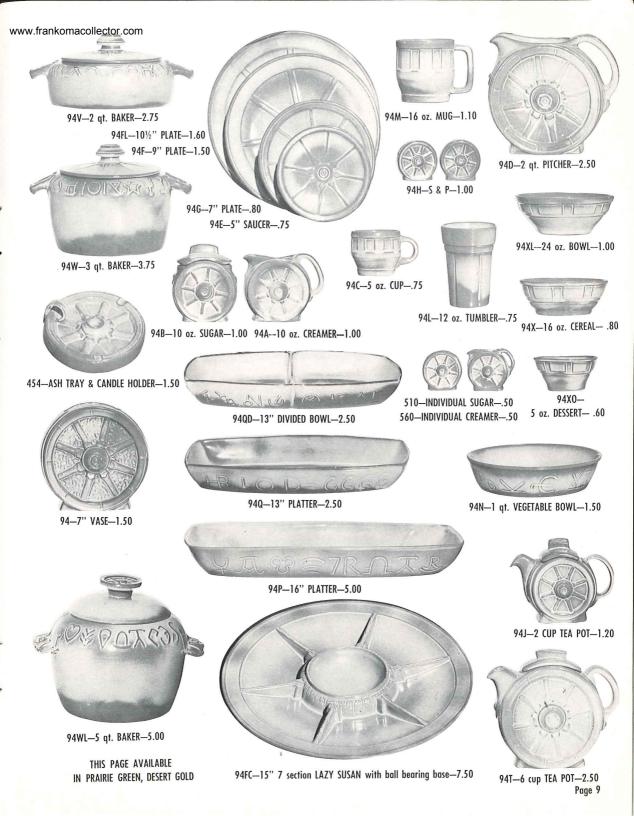
Available in Prairie Green, and Desert Gold.

THE ROMANCE OF THE WEST lives on with our WAGON WHEEL Pottery! The pitchers are quaint and practical. The cup is the hub of a 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.

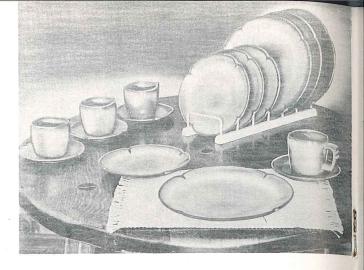
We are proud to take this opportunity to eulogize these pioneers of the Southwest, and include a number of these brands in decorating some of the pieces of our WAGON WHEEL set. Every piece is oven-proof.



Plainsman Pattern

16 piece starter set individually boxed

\$14.00



Available in Prairie Green, Desert Gold and Brown Satin.

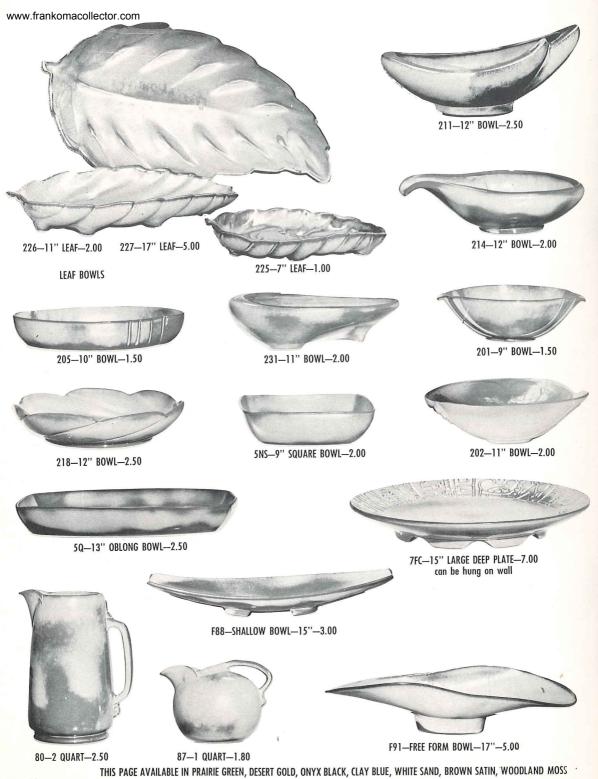
For thousands of years men have gloried in creating "atmosphere" around their favorite sport — eating. Harmonious and beautiful surroundings not only add to the pleasure of eating but make it a healthier pastime. We still lavish all we possibly can on our banquets and feasts, for we love to eat.

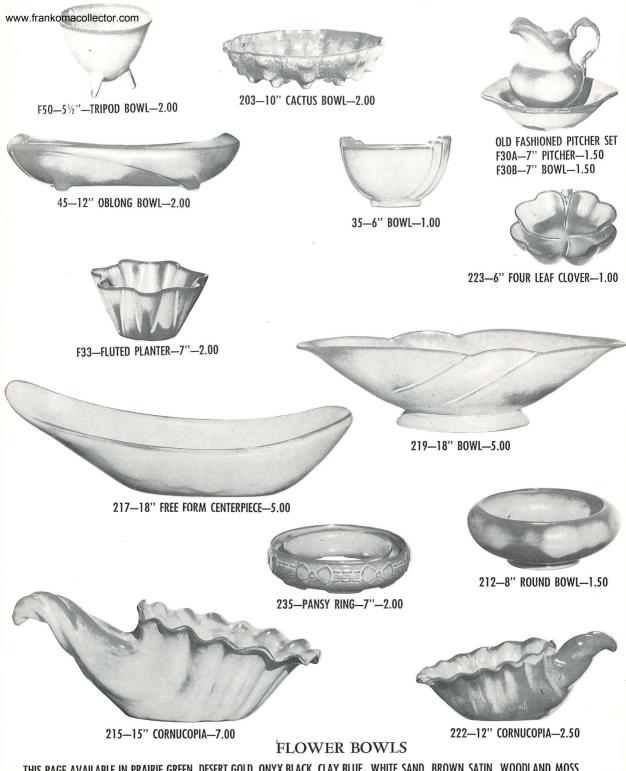
Men have always managed to devise some sort of receptacle to hold food, either raw or prepared, and the quality and value of his utensils depend more on his love of beauty and ability to create than the size of his purse. Of the many materials used throughout the centuries, in all countries of the world — 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 fits into our modern mode of living. It is with this in mind that we have created FRANKOMA TABLEWARE.

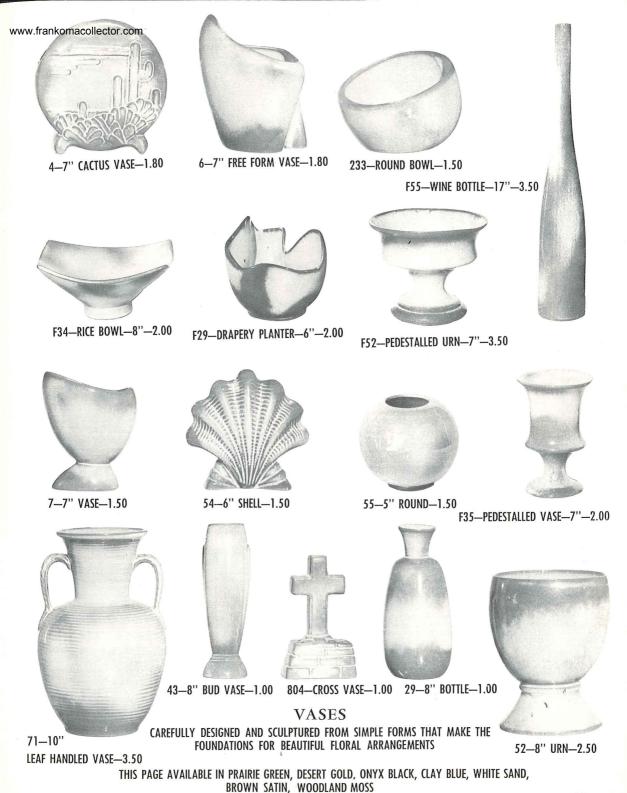
For one design we have gone to the Great Plains of the Southwest and offer you the "PLAINSMAN" pattern. Its well chosen, simple lines and sturdy shapes create an atmosphere befitting its heritage. It is most appropriate "for fun or fashion." Every piece is oven-proof.



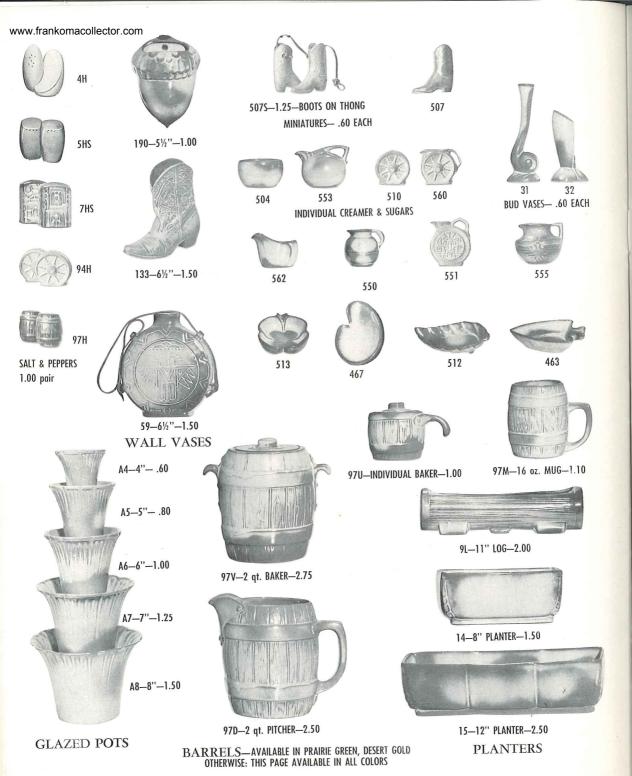


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8-24 oz.-1.50



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831-16 oz.-1.50

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ASH TRAYS



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F204-RHYTHM-10"-2.50



464-101/2"-5.00





466-FREE FORM-7"-1.00 454-5" WAGON WHEEL-1.50



For smokers and snackers, anywhere; with refreshment corners; on sturdy wrought iron.

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36-12" LONG-7.50 36-12" TRAY ONLY-5.00

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B6-B0WL-13"-3.00



B8-LONG PLANTER-12"-3.00



B5-B0WL-10"-2.00



B3-PLANTER-6"-1.50

78—19"

DECORATIVE VASE—10.00 DECORATIV

AVAILABLE IN ALL COLORS

78A—19"
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58—9½" FREE FORM, THREE LEVEL VASE—3.50
AVAILABLE IN ALL COLORS



B7—ROUND BOWL—10"—3.00

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BOWLS and PLANTERS

PRAIRIE GREEN, DESERT GOLD, Only



114—7" SEATED PUMA—1.50 116—RECLINING PUMA—3.50

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433-PLANTER BOOT BOOKENDS-5.00



THE "PARTY POW-WOW"

The table Bar-B-Q for hot hors d'oeuvres, sausages, cheese chunks, marshmallows, etc.

POW-WOW POT

93-24 oz. PITCHER-1.80

1 CAN STERNO HEAT

825—with 24 WOOD SKEWERS—4.00 825—with 12 ALUMINUM SKEWERS—5.00

826—EXTRA BOWLS—each 1.00



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25-TEA-2.00



25-COFFEE-2.50

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TRIVETS-6"-1.00 each

94 TRC-CATTLE BRAND

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82—6 CUP COFFEE CARAFE WITH WARMER, LID & 2 CANDLES—5.00 CARAFE & LID ONLY—3.50



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818—5 SECTION, ONE PIECE "SUZETTE" ON BALL BEARING BASE—12"—7.00 SUSAN ONLY—6.00

ACCESSORIES WHICH CAN BE USED WITH ALL DINNERWARE PATTERNS "FOR THE SHEER PLEASURE OF CASUAL LIVING" 94FC 7 SECTION, ONE PIECE SUSAN ON BALL BEARING BASE—15"—7.50 SUSAN ONLY—6.50







BROWN SATIN

FRANKOMA is ovenproof but does not claim to be flameproof. 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. Prices subject to change without notice.

FRANKOMA POTTERY

—on Old Kiln Road— P₄ O. Box 789 Sapulpa, Oklahoma