



Joniece Frank—Ceramic Artist, President · Donna Frank—Author

FRANKOMA POTTERY - 1978



LAZYBONE PATTERN shown in Brown Satin

FRONT COVER

Pictured left to right: Joniece Frank, President and Ceramic Artist of Frankoma Pottery; Donna Frank, of Los Angeles, California, author of "Clay in the Master's Hands": daughters of Grace Lee and the late John Frank.



OKLAHOMA PLAINSMAN PATTERN shown in Woodland Moss



WAGON WHEELS PATTERN shown in Prairie Green

MAYAN AZTEC PATTERN shown in Desert Gold



See page #27 for other Dinnerware patterns and Color Chart.

Why Frankoma-?

THE FRANKOMA STORY

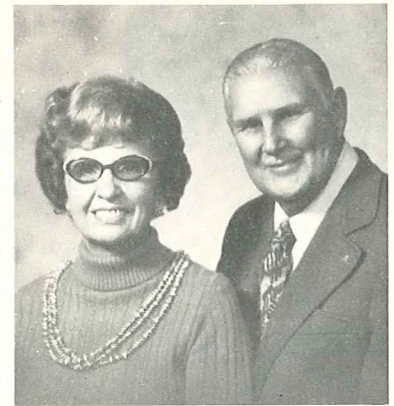
FRANKOMA POTTERY has rightfully earned its position as America's outstanding creators of "useful and beautiful" earthenware. The colors, textures and crafted designs are created at Frankoma, and are unique in American ceramics. Frankoma entered the field of ceramics in 1933, utilizing the heritage left it by its predecessors, the Southwest Indians. 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 the Oklahoma clay deposits—brought together valuable material for his future venture of "potting." 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. It was 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. Resigning his teaching in 1936 he and his wife, Grace Lee, working side by side, set out on a venture of creating beautiful pottery for every day living. They felt the need of using Oklahoma clays for Oklahoma's first pottery. First a clay from Ada was used, then in 1954 a red burning clay dug at Sapulpa became the basis for all Frankoma ware. In 1938 the "studio" grew into a small factory as it moved from Norman to Sapulpa, where it is now. (Original plant 5,500 square feet; through the years it has grown to the existing 79,000 square feet.)

Frankoma 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 can be used in a dishwasher. It is also ovenproof and food can be served in the same dish in which it is baked or prepared. It also keeps foods and drinks hot much longer. Color is such an indispensable part of today's decor, and Frankoma creates an exciting wide range of colors and textures. Our "Rutile Art Glazes" which have identified Frankoma's unique tableware around the world have successfully been produced only on our colored earthenware clay. The first to introduce colored dinnerware on the market in the 1940's was one of the basic reasons John Frank was presented the award "1972 Marketing Man of the Year."

Grace Lee and The Late John Frank exemplify true American determination and the Free Enterprise System. They started with only a dream, and through hard work created one of America's most unique potteries recognized the world over. 1971 they were named, "National Small Businessman of the Year" and personally recognized by the President of the United States for their accomplishments. The business has continued since Mr. Frank's death, November 10, 1973, in the same tradition by their daughter Joniece Frank and a trained, dedicated staff.



Grace Lee and The Late John Frank
(pictured January 1973)

"If art is good, it will live" was a statement made by John Frank, which has been proven many times over. One piece has been produced since the first studio pottery 45 years ago; others almost as long and still remains in demand. Yet Frankoma Pottery constantly creates new designs. Frankoma is versatile. Bake beans in a flower pot or arrange flowers in a gravy boat. What fun you can have by serving salad in a cornucopia. Your imagination creates its use.

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. "Frankoma" which includes its Frankoma Family of Employees and Accounts, and the family of John Frank will continue to do just that, so that every piece will add to your daily pleasure of casual living.



"CLAY IN THE MASTER'S HANDS"

The **STORY** of John Frank
and Frankoma Pottery.

PRICE — \$6.95

The story of John Frank and the legend he became comes to life in the newly published book, released in November, 1977.

Affectionately told by his eldest daughter, Donna Frank (pictured with Joniece on the cover) "Clay In The Master's Hands" is both profound and humorous. It translates the beginning of a dream through joys, sorrows, near discouragement, and tells of the faith that made it all come true. From a poor boyhood in the slums of Chicago, he rose to become one of America's most loved humanists, and in 1971 was honored by the President of the United States as "Outstanding Small Businessman In America."

This book is a warm and loving introduction to Frankoma Pottery and to John Frank for those who did not know him—the artist, the Christian, the humanitarian, the man. If you knew him you will relive each moment of this moving story.

FRANKOMA

CHRISTMAS MEMORIAL PLATES

AMERICA'S FIRST ANNUAL LIMITED EDITION CHRISTMAS PLATE SERIES



1965

"Good Will Towards Men"



1978

"ALL NATURE REJOICED"

7.50 — Boxed



1977

"Birth of Eternal Life"



1966

"Bethlehem Shepherds"



1976

"The Gift of Love"



1967

"Gifts for The Christ Child"

In 1965 The Late John Frank, Artist and Founder of Frankoma Pottery created the first annual Christmas plate made in America. They were inspired by the Christmas story and the fact that the life of Christ has been the inspiration of more "Art" in all of its mediums, than any one subject in the history of the world. A self imposed demand was that every plate should have a scriptural background for each years renderings. No other pottery to our knowledge has attempted such a religious annual commemorative plate in the history of America.

They are done in low bas-relief, with sharp enough detail, and sufficient good modeling as to make each plate a treasured piece of **sculpture**, as well as tell a story relative to Christmas time and the life of Christ. They are done in a semi-translucent "Della Robbia" white glaze. The plate is 8½ inches in diameter; the master mold was signed by Mr. Frank through 1973. Beginning in 1974 the master mold is signed by his daughter Joniece Frank; all plates are copyrighted. The production is limited to those that are actually sold up till about the 10th of December. The master mold is destroyed on Christmas eve, and there are none made after that. The edition is limited to that year.



1975

"Peace on Earth"



1968

"Flight Into Egypt"

These plates are introduced in early spring and only sold through Frankoma Pottery dealers, for it was created as a bonus for their participation and selling Frankoma Pottery. We have tried to keep the price very reasonable so that more people can afford to own them, collect and enjoy them.

We hope they will be a spiritual inspiration and reminder of the lasting value of the scriptures, and a blessing to all those who possess them.



1974

"She Loved and Cared"

PAST ISSUES NO LONGER AVAILABLE FROM FACTORY



1969

"Laid in a Manger"



1970

"King of Kings"



1971

"No Room in the Inn"



1972

"Seeking The Christ Child"



1973

"The Annunciation"

CREATIONS

BY GRACE LEE



GRACE LEE



"THE GRACE MADONNA"©

12.50 Boxed

Grace Lee Frank Smith known for her artistic talents in poetry, floral designs and possibly best known for her inspiration and guidance of her late husband—John Frank—in his design and artwork of Frankoma Pottery: now enters the field of design and sculpture as an artist in her own right.

The Madonna has been a favorite subject of artists throughout the centuries. In "The Grace Madonna" one can see The Simplicity of the Western Plains Heritage of the artist, together with the refined beautiful influence of the great Renaissance.

"The Grace Madonna" is signed by the artist, NUMBERED IN ROMAN NUMERALS, Limited Edition Plate. It is presented to you as the first of its kind in the pottery field in a **Hand Stained Rubbed Bisque** Finish. 8½" Plate, Foot drilled for hanging.

© F.P. 1977



110—7" OWL—7.50



108—MOTHER BIRD—3.50



109—BABY BIRD—3.50

AVAILABLE IN ALL COLORS PLUS COFFEE, ADD 50% FOR FLAME

"TEEN-AGERS OF THE BIBLE"

7.50 — Boxed



1978

"MARTHA THE HOME MAKER"

ONE OF THE MOST UNIQUE "COLLECTABLE PLATES" PRODUCED IN ANY COUNTRY TODAY. Not in 2,000 years since Christ have "teen-agers" of the Bible as such been featured in either Art or Literature to our knowledge. — Until we started this series of plates.

We produce one plate each year, featuring different teen-agers, for ten years. The mold is destroyed Christmas eve. The plate is 7" in diameter: color — Desert Gold: Foot drilled for hanging: The master mold is signed by the artist; Mr. Frank signed the first one. Beginning in 1974, the master mold is signed by his daughter, Joniece Frank, and copyrighted.

The Late Mr. Frank loved teen-agers and young people and through his interest in them did he conceive this idea. It will prove to be one of the greatest collector items ever produced. A great gift for young people and a treasure for all ages.

PAST ISSUES NO LONGER AVAILABLE FROM FACTORY.



1973

"Jesus The Carpenter"



1974

"David The Musician"



1975

"Jonathan The Archer"



1976

"Dorcas The Seamstress"



1977

"Peter The Fisherman"

Appropriate Containers for Flower Arrangements and Planters



31-6" BUD VASE
1.50



20-6" BUD VASE
2.50



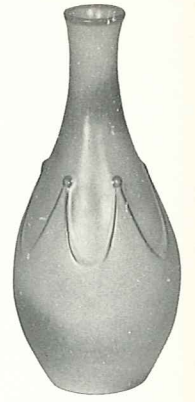
38-6" OCTANGLE VASE
2.50



28-6 1/2" BUD VASE
2.00



43-8" BUD VASE
3.00



330-9 1/2" VASE
4.00



37-4" HEXAGONAL PLANTER
1.50



35-4x6" FOOTED PLANTER
2.50



T7-3 1/2" COCONUT PLANTER
2.00



B3-4 1/2" CORK BARK PLANTER
3.00



F33-3 3/4x7" FLUTED PLANTER
3.00



26LC-4 1/2"-6 OZ.
TUMBLER VASE-2.00



97M-4 1/2"-16 OZ.
MUG-3.00



4M-4 1/2"-18 OZ.
MUG-3.00



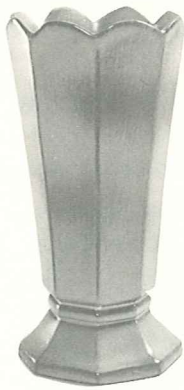
5M-5 1/2"-16 OZ.
MUG-3.00



M2-6"-18 OZ.
MUG-3.00



72-10" RINGED CYLINDER
VASE-4.00



64-9 1/2" OCTAGONAL
VASE-4.50



65-6 1/2" HEXAGONAL
VASE-3.50



23A-6" SQ. PEDESTALLED
VASE-4.00



F52-7" PEDESTALLED
URN-4.00

THIS PAGE AVAILABLE IN ALL COLORS — ADD 50% FOR FLAME.

SEE PAGE #27 FOR COLOR CHART.

SIZES ARE PROPORTIONATE BUT MAY VARY SLIGHTLY.

Appropriate Containers for Flower Arrangements and Planters



22—7" FOOTED ROUND VASE—4.00



22A—5" FOOTED VASE—2.50



302—6" CANDLE VASE—3.00



F36—4½" TRI-POD VASE—3.50



57A—6" CORNUCOPIA—3.00



235—6" FLOWER ARRANGER—3.50



F29—6" DRAPERY VASE—3.50

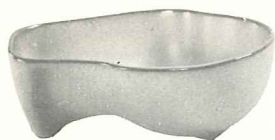


39—6" TRIANGLE PLANTER—3.50



234—7½" FREEFORM BOWL—3.00

AVAILABLE IN WHITE, BLACK,
YELLOW, COFFEE AND FLAME ONLY.
ADD 50% FOR FLAME.



4N—8" BOWL—2.50



212—8" ROUND BOWL—3.50



224—8" ROUND BOWL—3.50



17—8 x 3" PLANTER—3.50



218—12" SCALLOPED BOWL—5.00



201—9" BOWL—3.00



205—10" BOWL—3.00

Appropriate Containers for Flower Arrangements and Planters



4SC—5" CUP-BOWL—3.00



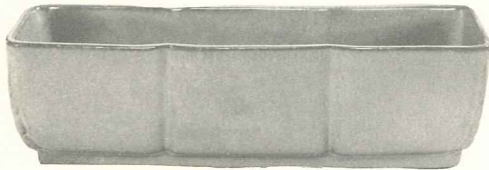
F34—8" RICE BOWL—3.00



4XL—7" BOWL—2.50



6N—7½" BOWL—3.00



15—12" PLANTER—5.50



14—8" PLANTER—3.50



59—CANTEEN/W HANGER—3.50



45—12" OBLONG PLANTER—4.50

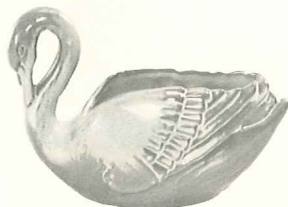


F30AB—PITCHER & BOWL SET—6.00
F30A—5½" PITCHER—4.00
F30B—7" BOWL—2.00

NOT AVAILABLE
IN FLAME



40AB—PITCHER & BOWL SET—4.50
40A—4" PITCHER—2.75
40B—5" BOWL—1.75



228—8" SWAN PLANTER—4.00



208A—9½" MALLARD PLANTER—4.00



208—12" MALLARD PLANTER—5.50



913—9" DUTCH SHOE PLANTER—3.00



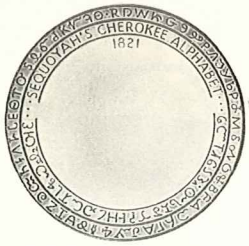
433—BOOT BOOKENDS—12.50 pr.



133—6½" BOOT VASE—3.00



134—4" BOOT—1.50



7FS—CHEROKEE
ALPHABET PLATE
3.00



C1R—ROAD RUNNER
MUG—2.00



466R—ROAD RUNNER
ASH TRAY—2.00

AVAILABLE IN GREEN, GOLD WHITE & FLAME ONLY — ADD 50% FOR FLAME.



461—3½" OKLAHOMA
ASHTRAY—2.00

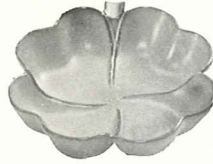


459—4½" TEXAS
ASHTRAY—2.00

TRAYS SUITABLE FOR

RELISH, NUTS, JELLIES, SALADS AND CANDY

Beautiful for Soap Dishes and Bathroom Accessories



223—6" FOUR LEAF CLOVER—2.50



T9—7" SHELL BOWL—2.50



204—6½" DOGWOOD TRAY—2.00



225—7" LEAF TRAY—2.50

HONEY JUGS — SYRUP PITCHERS — FLOWER CONTAINERS



803—Honey Jar
W/LID—3.00



838—10 Oz. Pitcher
2.00



831—16 Oz. Pitcher
2.50



833—24 Oz. Pitcher
2.50



835—24 Oz. Pitcher
2.50



8—24 Oz. Pitcher
2.50

TABLE CENTER PIECES

MANY OF FRANKOMA'S BOWLS MAKE LOVELY CENTER PIECES. THE CANDLE HOLDERS SHOWN HERE MAY BE PLACED WITH MANY OTHER BOWLS PICTURED IN OTHER PARTS OF THE CATALOG.



305—SINGLE CANDLE HOLDER
5.00 pair



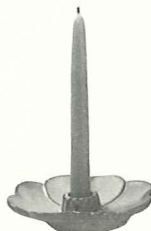
211—12" CRESCENT BOWL—5.00



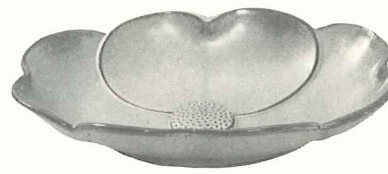
F88—15" CENTER PIECE, FRUIT BOWL,
BREAD TRAY—5.00



312—4½" CANDLE HOLDER—2.00
SUITABLE FOR FREE FORM ART CANDLES
& 3" CYLINDER WITH CANDLE RING



300—DOGWOOD CANDLE HOLDER
4.00 pair



200—12" DOGWOOD
FLOWER BOWL—6.00





227—17" LEAF TRAY—12.50

226—11" LEAF TRAY—3.50

Not Available in Flame



225—7" LEAF TRAY—2.50



71—10" LEAF HANDLED VASE
8.00



52—8" URN—6.00



A10—10" JARDINIERE—7.50

Not Available in Flame



A8—8½" JARDINIERE—5.00

Not Available in Flame



A7—7" JARDINIERE—4.00



A6—6" JARDINIERE—3.00



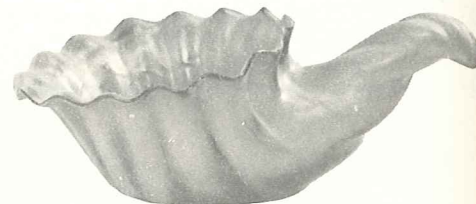
Universal Macrame Hanger which can be used with many shapes and sizes of Frankoma. Pictured here is just one of many ideas.

MH—Macrame Hanger only—6.00
Approximately 36" Long

#70—Ringed Jardiniers—with Hanger—14.00



222—12" CORNUCOPIA—6.00



215—15" CORNUCOPIA—15.00

Not Available in Flame



70—8½" RINGED JARDINIERE—8.00
Not Available in Flame



70-A—7" RINGED JARDINIERE
6.00



70-B—5½" RINGED
JARDINIERE—4.00



fine ceramic sculpture for today's home

REPRODUCTIONS OF WILLARD STONE'S
WOOD CARVINGS

These pieces available
ONLY in:
Rubbed Bisque

Today's homes are "confines around our treasures", no matter what they "cost". Only a few can afford the "originals" of masters, but even the meagerest of homes are entitled to be enriched by living with good reproductions of them. All of the originals of the items we reproduce, are owned by Frankoma.

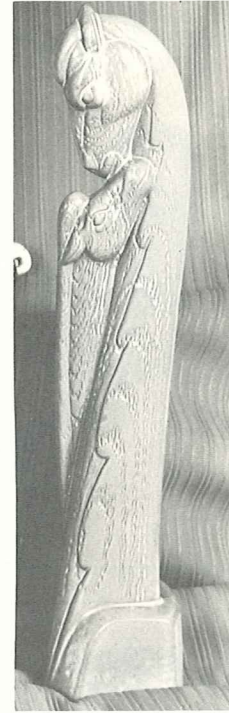
The wood sculpture of **WILLARD STONE**, a Cherokee, is a part of most museums, especially of the Southwest. His unique down to earth and humanistic style has brought him into many of the leading art galleries in America. We try to faithfully reproduce the few we are privileged to own.



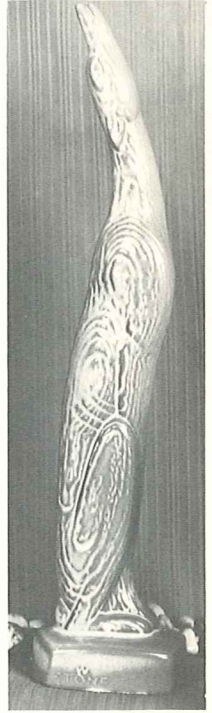
SQUIRREL — #105
6" Tall — 4.00



INDIAN MAIDEN — #101
12" Tall — 7.50

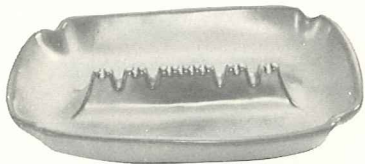


MARE AND COLT — #103
12" Tall — 7.50

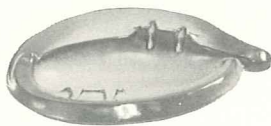


COYOTE — #102
12½" Tall — 7.50

ASH TRAYS AND ACCESSORIES



489—10" Ash Tray with Safety Rest—5.00



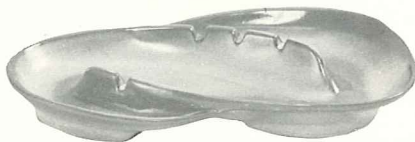
452—7" FREEFORM—3.00



453—7" ARROWHEAD—3.00



469—4½" SAFETY ASH TRAY—2.00



F203—13½" TEAR DROP—5.00



490—7" SAFETY ASH TRAY W/CORK CENTER FOR PIPES—4.00



458—7" THREE SIDED—4.00



474—4" ROUND ASH TRAY—2.00

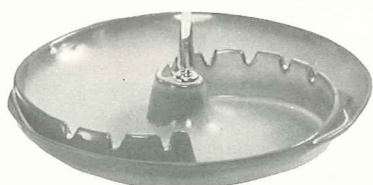


513—4" Clover—1.50



477—4" Dogwood—1.50

MINIATURES:
APPROPRIATE FOR PIN
TRAYS: NUT CUPS: ASH
TRAYS: etc.



30—10" ROUND ASH TRAY—6.00



463—4" Arrowhead—1.50



512—4" Leaf—1.50



170—TURTLE PAPER WEIGHT—1.50

Accessories for All Dinner Ware Patterns

"TOBY MUGS"

CREATED FOR THE COLLECTOR OR THE EVERY DAY USER, THESE MUGS ARE A REAL CONVERSATION ITEM. EACH YEAR A NEW ONE IS DESIGNED, COPYRIGHTED AND DATED. THE PAST YEARS ARE STILL AVAILABLE BUT ARE NOT DATED.



602—BASEBALL PLAYER MUG
Dated 1978



600—UNCLE SAM MUG

Available in Green, Gold, White & Flame Only
3.00 Each



601—Cowboy Mug

4.50 in Flame



4SC—11 Oz. Soup Cup—3.00



M2—18 Oz. Stein—3.00

6" Felted Trivets — Hot Plates



BTR—Butterfly



94TR—Rooster



3TR—Spanish Iron



94TRC—Cattle Brand



FLTR—Flag Trivet



LBTR—Liberty Bell



AETR—American Eagle

Available in all Colors — \$2.00 Each — \$3.00 in Flame



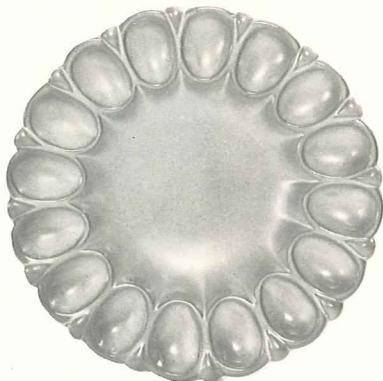
OK3—5 Civilized Tribes Trivet

Available only in Gold, Green, White & Flame



7TR—Cherokee Alphabet

\$2.00 Each — In Flame \$3.00



819—12" Egg Plate—7.50
Not Available in Flame



818—12" Lazy-Susan
with Ball Bearing Base—12.50

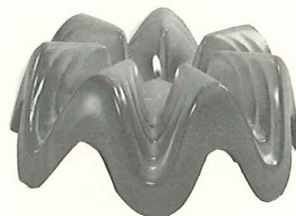
PLATTER,
STEAK PLATE,
LUNCHEON
or SNACK TRAYS



5QS—13" Platter—3.50
Not Available in Flame

6P—11" Platter—3.00

5PS—9" Tray—2.50



WA1—8" Warmer w/Candle—5.00



83—12" Division Relish Dish—4.00

THIS PAGE AVAILABLE IN ALL COLORS EXCEPT WHERE NOTED — ADD 50% FOR FLAME.



C1



C2



C3



C4



C5



C6



C7



C9



C10

"MUGS" for coffee, tea, milk, chocolate, soup, soda,
YOU NAME IT! Available in all colors (see page 27 for
color chart) — 8 to 11 Oz.

2.00 each — 3.00 in Flame

Mugs boxed 4 to a box, if requested .



C12



C13



553—Creamer—2.00
504—Sugar—1.50



1A—CREAMER—2.00
1B—SUGAR—1.50



1T—TOOTHPICK
HOLDER—1.50



1C—3 Oz.—1.50



5CC—5 Oz.—2.00



26DC—3 Oz.—2.00

INDIVIDUAL — MINIATURE — SUGAR & CREAMERS

DEMITASSE CUPS FOR COFFEE, TEA AND JUICE



5DB—6 Oz.
Sugar—2.00



*5DA—6 Oz.
Creamer—2.00



4Y—6" SPOON HOLDER—2.00



6J—2 Cup Teapot—4.00



6T—6 Cup Teapot—6.00



5LC—6 Oz.
Juice—1.50



5L—12 Oz.
Tumbler—2.00



26LC—6 Oz.
Tumbler—2.00



26D—1 Qt. Pitcher—4.00



81—1 Qt. Pitcher—4.00



80—2 Qt. Pitcher—6.00

*Gift
and
Set
Suggest*

26 SET—
RINGED CANNISTER SET
30.00 SET



26F—FLOUR, COOKIES
CORN MEAL—10.50

26S—SUGAR—8.00

26C—COFFEE—6.50

26T—TEA—6.00



26G—SUGAR/GREASE—6.00 26H—SALT & PEPPER—4.00 PAIR
4-PIECE SET/BOXED—10.00



6S—TWO-SPOUT GRAVY—4.00
5PS—9" PLATTER-TRAY—2.50
6S/ST—TWO-SPOUT GRAVY/W TRAY—6.50



4SC—11 OZ. SOUP CUP—3.00
6P—11" PLATTER-TRAY—3.00



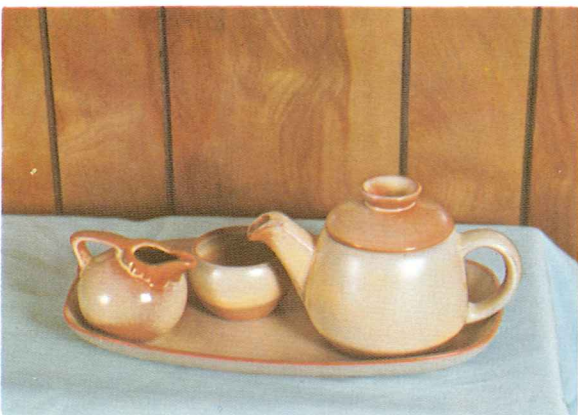
C12— 7 OZ. MUG—2.00 EACH 82—6-CUP CARAFE & LID—8.00
82W—WARMER—4.00
82 SET—12.00



G2—10 OZ. MUG—2.00
5PS—9" PLATTER-TRAY—2.50



6VS—1½ QT. BAKER—6.00
(FOR FLAME AS SHOWN
ADD 50% TO ABOVE PRICE)



6J—2 CUP TEAPOT—4.00
504—INDIVIDUAL SUGAR—1.50
553—INDIVIDUAL CREAM—2.00
6P—11" PLATTER TRAY—3.00
6J SET—TEA SET—10.50



6A—9 OZ. CREAMER—2.00
6B—SUGAR WITH LID—3.00
6AB—CREAMER & SUGAR SET—5.00



6T—6-CUP TEAPOT—6.00

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5D—3 QT. PITCHER—7.50 5M—16 OZ. MUG—3.00 EACH
5D SET—PITCHER & MUG SET—19.50



81—1 QT. PITCHER—4.00 5LC—6 OZ. JUICE—1.50
91—TRAY—3.00
5LC SET—13.00



26D—1 QT. PITCHER—4.00
26DC—3 OZ. JUICE—2.00
91—TRAY—3.00
26DC SET—15.00

(FOR FLAME AS SHOWN ADD 50% TO ABOVE PRICES)



97D—2 QT. PITCHER—6.00
97M—16 OZ. MUG—3.00 EACH
97D—PITCHER & MUGS SET—18.00
97 SERIES ALSO AVAILABLE IN "COFFEE" AS SHOWN.



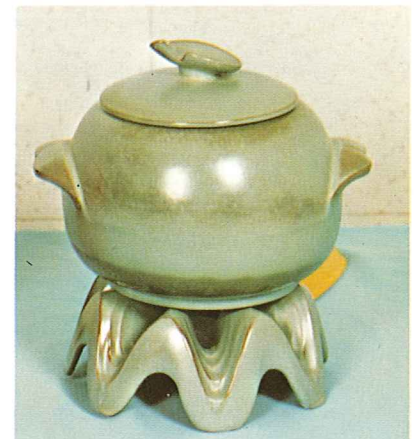
80—2 QT. PITCHER—6.00
5L—12 OZ. TUMBLER—2.00 EACH
80 SET—PITCHER & TUMBLER SET—14.00



97V—COOKIE JAR—7.00



5TL—12-CUP TEAPOT—8.00
WA1—WARMER—5.00
5TL/W—TEAPOT & WARMER SET—13.00



4W—3 QT. BAKER—7.50
WA1—WARMER—5.00
4W SET—3 QT. BAKER & WARMER SET—12.50

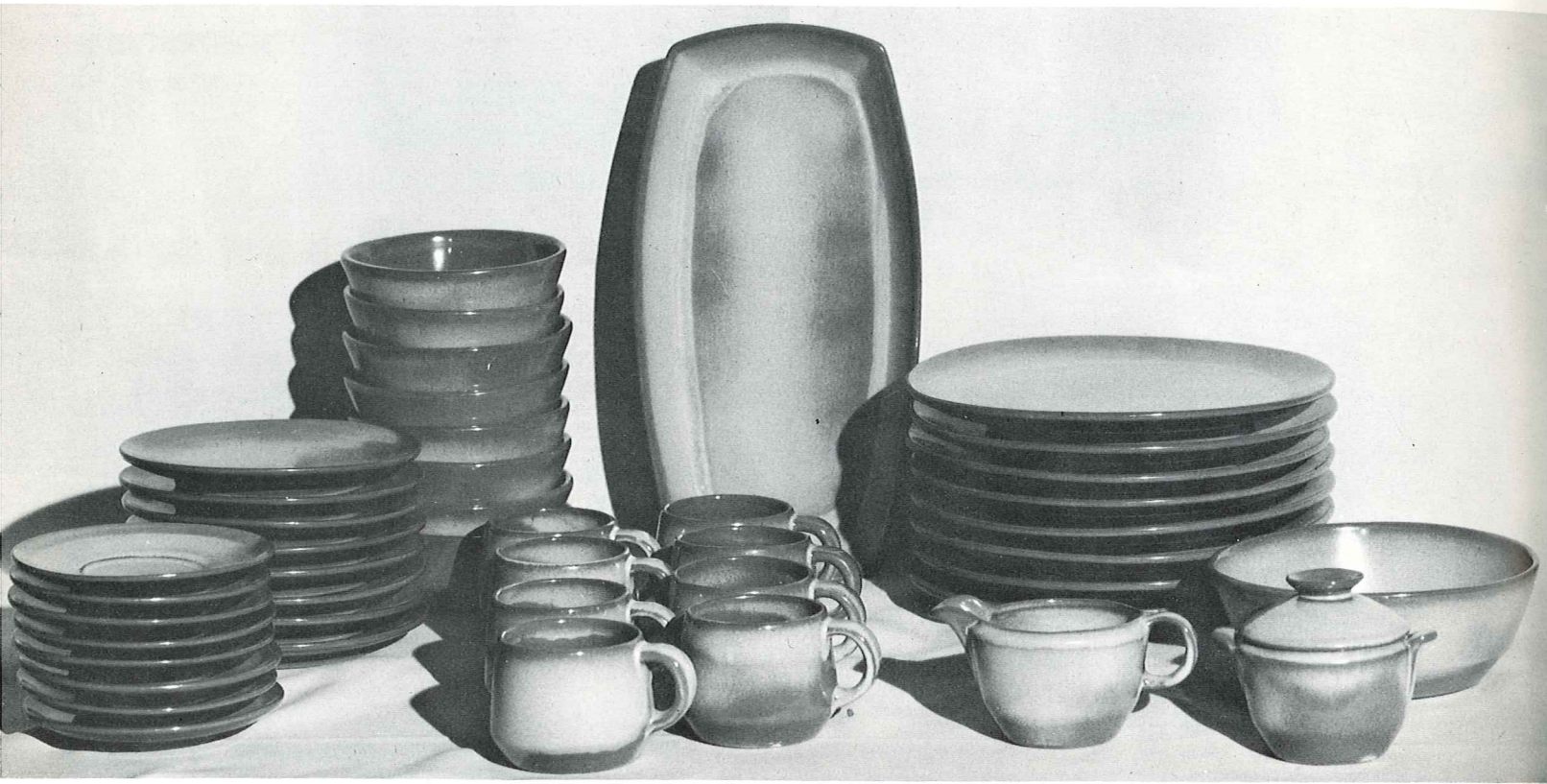
COLORS — ADD 50% FOR FLAME

(FOR FLAME AS SHOWN ADD 50% TO ABOVE PRICES)

Westwind

PATTERN

AVAILABLE IN: Woodland Moss, Prairie Green, Autumn Yellow and White Sand: Black & White; Flame & White.



6LS-45 PC. SERVICE SET, BOXED—\$79.50

(Open Stock Price — \$102.00)

FLAME & WHITE SET — \$99.50

(Open Stock Price — \$122.00)

- | | |
|-------------------|-------------------|
| *8 — Cups | 1 — 13" Platter |
| 8 — Saucers | *1 — Creamer |
| *8 — 14 Oz. Bowls | *1 — Sugar |
| 8 — 7" Plates | *1 — Sugar Lid |
| 8 — 10" Plates | *1 — Serving Bowl |

6TS-20 PC. STARTER SET, BOXED—\$35.00

(Open Stock Price — \$44.00)

FLAME & WHITE SET — \$42.00

(Open Stock Price — \$52.00)

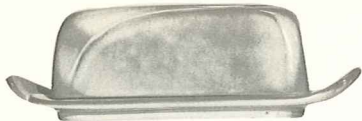
- | |
|------------------------------|
| *4 — Cups |
| 4 — Saucers |
| 4 — 7" B & B Plates |
| 4 — 10" Plates |
| *4 — 14 oz. Chili-Soup Bowls |

Set your table with these lovely color combinations: Black and White or Flame and White. They create new exciting table decor without being repetitious. The standard sets come with cup, bowl, sugar and creamer, serving bowl in black or flame (as depicted with asterisk*) and dinner plate, salad plate, saucer, platter in white. Use your own creative imagination when ordering other accessory pieces. Truly a new concept in eating fun.

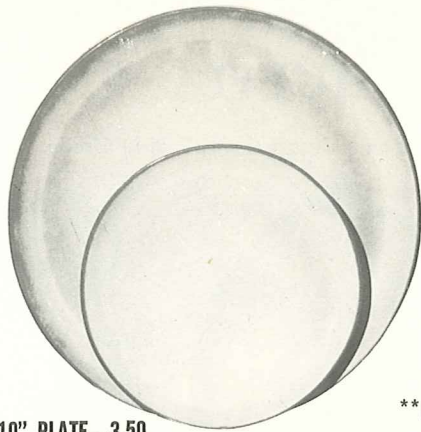
SIMPLICITY in its truest form — that's "Westwind." The carefully broken line of the shallow coupe shape is the key to the pattern. The simple unbroken line of the cup handle, with its broad thumb rest, combines grace and security.

The large and small open bakers have rolled rims for safety and ease of handling. Cleaning is no task. Much care is exercised in making these "easy-grip" knobs on the lids. This oven-to-table pottery is truly the gourmet's delight.

The homemaker today appreciates the warm, cordial earthen colors in this unique pottery. Its waxy textures are so lovely to the touch. Such tableware should be selected for its artistic qualities as well as its serviceability. "Westwind," with its basic simple lines, permits freedom in expression of personality which is so important in smart contemporary homes. You'll LOVE "Westwind"—and, of course, it is all ovenproof and dishwasher proof.



*4K—BUTTER DISH—4.00



6F—10" PLATE—3.50

6G—7" PLATE—2.00



*6B—SUGAR WITH LID—3.00



*6A—9 OZ. CREAMER—2.00



**6C—CUP—2.00

6E—5" WELLED SAUCER—1.50



*6H—SALT & PEPPER—3.00



*6V—2½ QT. BAKER—7.50

6V/W BAKER & WARMER SET—12.50



*5LC—6 OZ. JUICE—1.50



*5L—12 OZ. TUMBLER—2.00



*6VS—1½ QT. BAKER—6.00

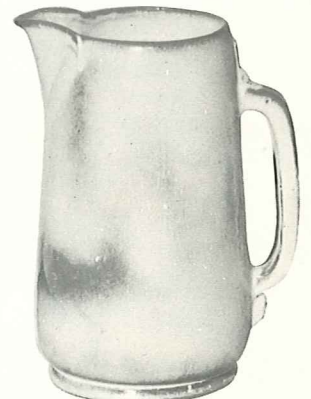
6VS/W BAKER & WARMER SET—11.00



*6T—6 CUP TEAPOT—6.00



*81—1 QT. PITCHER—4.00



*80—2 QT. PITCHER—6.00

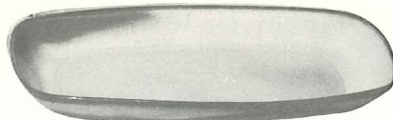


*6J—2 CUP TEAPOT—4.00



*6U—18 OZ. BAKER FOR TWO—4.00

A COVERED CANDY DISH
6U/W BAKER & WARMER SET—9.00



5QS—13" STEAK PLATE (SHALLOW PLATTER)—3.50

*6P—11" STEAK PLATE—3.00

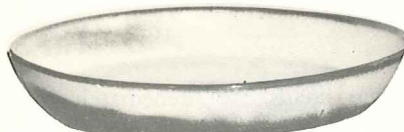
*5PS—9" TRAY—2.50



*BP—6 OZ. BEAN POT
OR CUSTARD—1.25



XO—3 OZ.
SINGLE SERVING
BOWL—1.00



*91—10" BAKING DISH—3.00

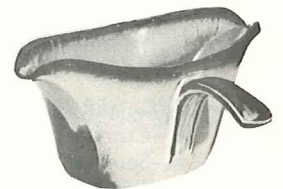


*6N—1 QT. BOWL—3.00

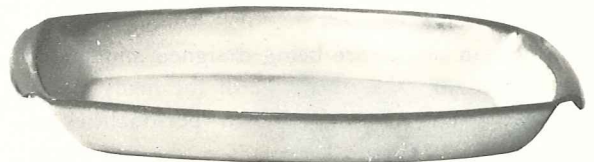


**6X—14 OZ. CHILI SOUP—2.00

**6XS—10 OZ. FRUIT—1.50

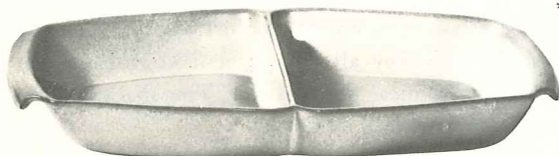


*6S—2 SPOUT GRAVY—4.00

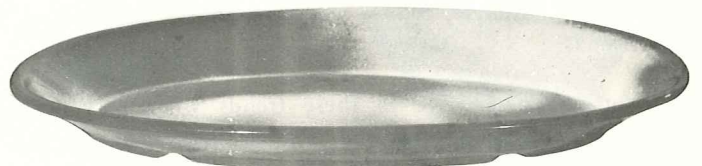


5P—17" DEEP PLATTER—12.50

*5Q—13" DEEP PLATTER—6.00



*5QD—13" DIVIDED BOWL—6.00



*TP—17" OVAL PLATTER—12.50

THIS PAGE AVAILABLE IN PRAIRIE GREEN, WOODLAND MOSS, AUTUMN YELLOW AND WHITE SAND EXCEPT WHERE NOTED

*AVAILABLE IN ALL COLORS

**AVAILABLE IN BLACK & FLAME ALSO. — ADD 50% FOR FLAME

SIZES ARE APPROXIMATE AND MAY VARY SLIGHTLY.

LAZYBONES

Pattern

AVAILABLE IN: Brown Satin, Desert Gold, Prairie Green.



4LS-45 PC. SERVICE SET, BOXED—\$79.50

8—Cups	1—13" Platter
8—Saucers	1—Creamer
8—14 Oz. Bowls	1—Sugar
8—7" Plates	1—Sugar Lid
8—10" Plates	1—Serving Bowl

(Open Stock Price — \$101.50)

4TS-20 PC. STARTER SET, BOXED—\$35.00

4—Cups
4—Saucers
4—7" B & B Plates
4—10" Plates
4—14 Oz. Chili-Soup Bowls

(Open Stock Price — \$44.00)

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.

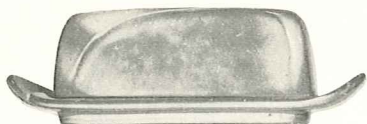
Frankoma was sensitive to these trends when this new dinnerware was being designed. The atmosphere surrounding LAZYBONES is relaxing, for you are influenced by its free flowing sculptured lines. As you accept the invitation to handle and caress each piece, you will love the way

they fit the contour of your hands, for immediately they become a part of you.

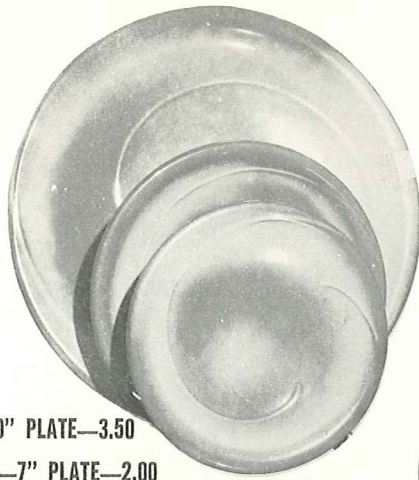
Food cooked in Lazybones can go from the oven to the table—and there are so many uses for each piece. They are designed to serve!

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.



*4K—BUTTER DISH—4.00



4F—10" PLATE—3.50

4G—7" PLATE—2.00

4E—5" SAUCER—1.50



*5L—12 OZ. TUMBLER—2.00



*5LC—6 OZ. JUICE—1.50



*5CC—5 OZ. TEACUP—2.00



*4X—14 OZ. CEREAL—2.00



4C—CUP—2.00



*4Y—6" SPOON HOLDER—2.00



*4H—SALT & PEPPER—3.00



4A—8 OZ. CREAMER—2.00



4B—SUGAR WITH LID—3.00



*4M—18 OZ. MUG—3.00



*4Z—6" SOUP—2.00



*4V—2 QT. BAKER/BEAN POT—6.00

*4V/W—BAKER/W WARMER SET—11.00



*4P—13" PLATTER—6.00

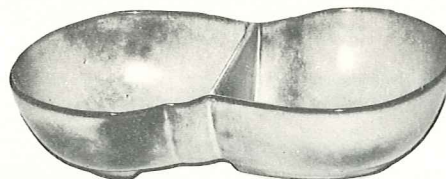


*4N—24 OZ. VEGETABLE—2.50



*4W—3 QT. BAKER/BEAN POT—7.50

*4W/W—BAKER/W WARMER SET—12.50



*4QD—11" DIVIDED BOWL—5.00



*224—8" ROUND BOWL—3.50



*201—9" BOWL—3.00



*BP—6 OZ. BEAN POT OR CUSTARD—1.25



*4SC—11 OZ. SOUP CUP—3.00



*4XL—24 OZ. SALAD OR GUMBO—2.50



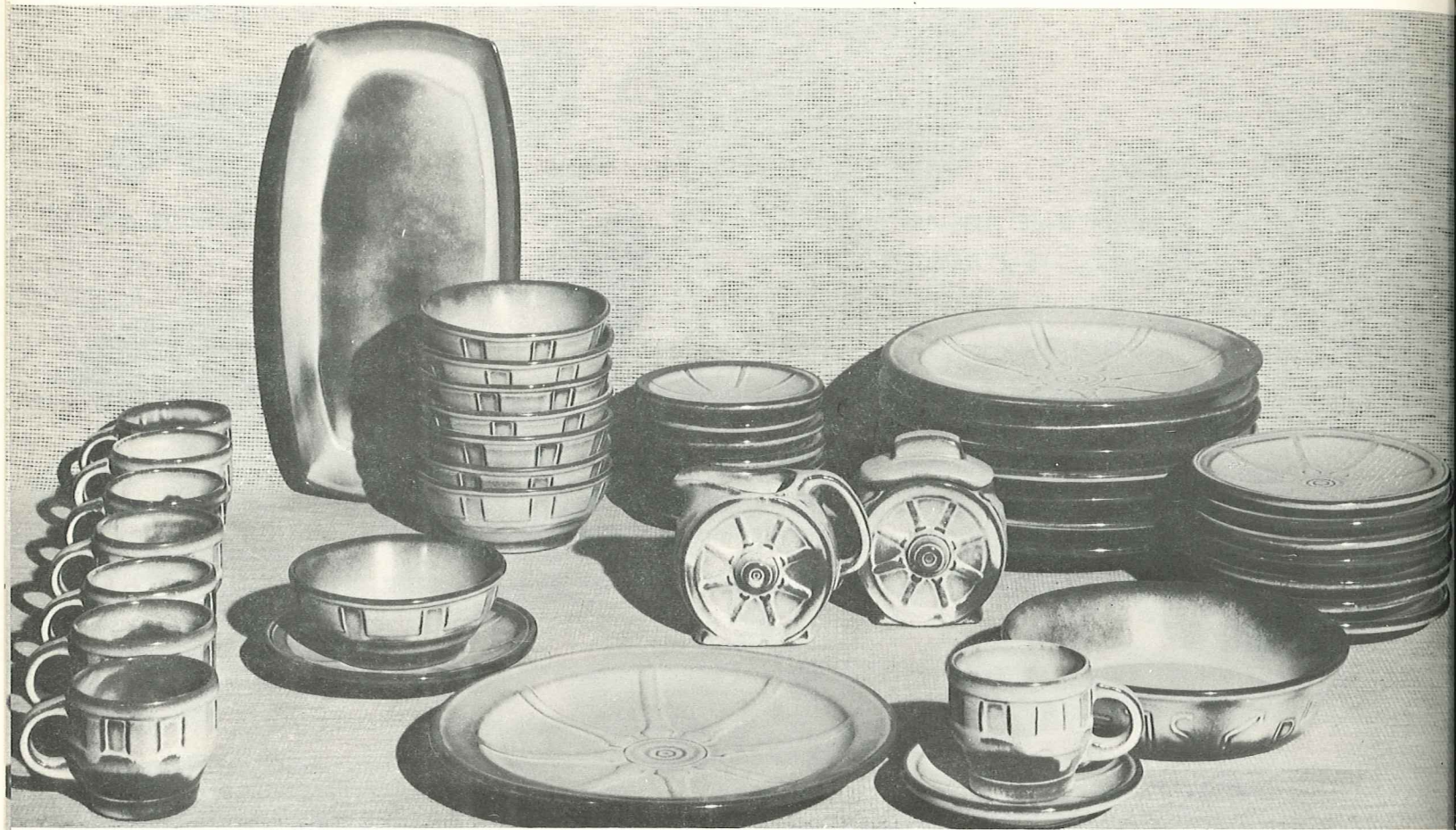
*M2—18 OZ. STEIN—3.00



*4D—2 QT. PITCHER—6.00

WAGON WHEELS Pattern

AVAILABLE IN: Desert Gold and Prairie Green.



94LS—45 PC. SERVICE SET, BOXED—\$79.50

- 8—Cups
 - 8—Saucers
 - 8—14 Oz. Bowls
 - 8—7" Plates
 - 8—10" Plates
 - 1—13" Platter
 - 1—Creamer
 - 1—Sugar
 - 1—Sugar Lid
 - 1—Serving Bowl
- (Open Stock Price — \$102.00)

94TS—20 PC. STARTER SET, BOXED—\$35.00

- 4—Cups
 - 4—Saucers
 - 4—7" B & B Plates
 - 4—10" Plates
 - 4—14 Oz. Chili-Soup Bowls
- (Open Stock Price — \$44.00)

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.

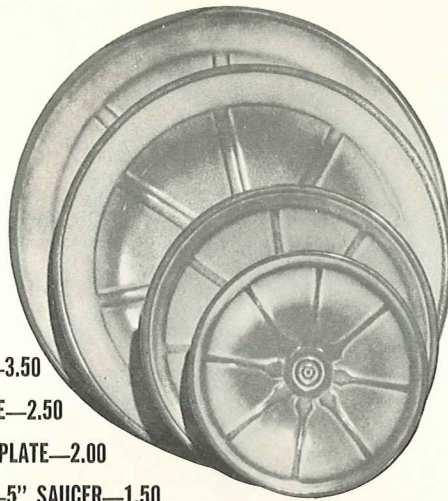
A most colorful part of the history of the Southwest is the cattle industry, and the rancher's "coat of arms" is his "cattle-brand." The covered wagon, "wagon wheels," horses, the cowboys, cattle, the "little dogies," and above all, the "cattle-brand" are symbols of this natural industry.

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, 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 and dish-washer proof.



167—3½" MINIATURE HORSESHOE—1.50



94FL—10" PLATE—3.50

94F—9" PLATE—2.50

94G—7" PLATE—2.00

94E—5" SAUCER—1.50



94H—SALT & PEPPER—3.00



94M—16 OZ. MUG—3.00



94B—SUGAR WITH LID—3.00



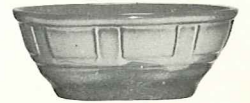
94A—8 OZ. CREAMER—2.00
94AB—CREAM & SUGAR SET—5.00



94C—5 OZ. CUP—2.00



94XL—20 OZ. BOWL—2.50



94X—14 OZ. CEREAL—2.00



94V—2 QT. BAKER/BEAN POT—6.00
94V/W—BAKER W/WARMER SET—11.00



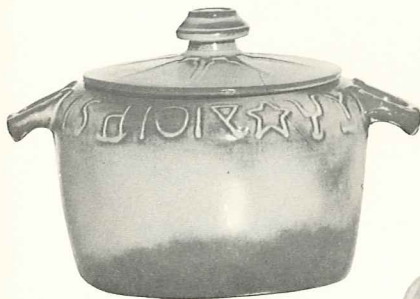
94L—12 OZ. TUMBLER—2.00



94XO—6 OZ. DESSERT—1.50



94QD—13" DIVIDED BOWL—6.00



94W—3 QT BAKER/BEAN POT—7.50
94W/W—BAKER/W WARMER SET—12.50



94Q—13" PLATTER—6.00



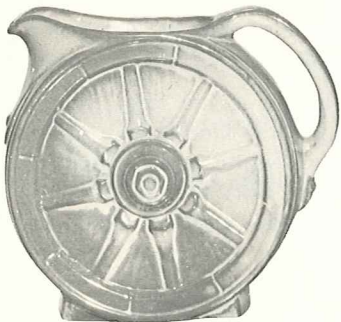
94N—1 QT. VEGETABLE BOWL—3.00



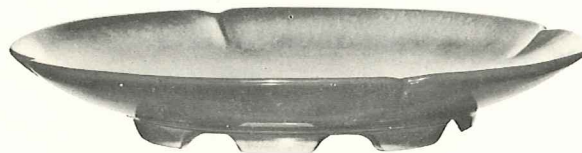
94P—17" PLATTER—12.50



94J—2 CUP TEAPOT—4.00



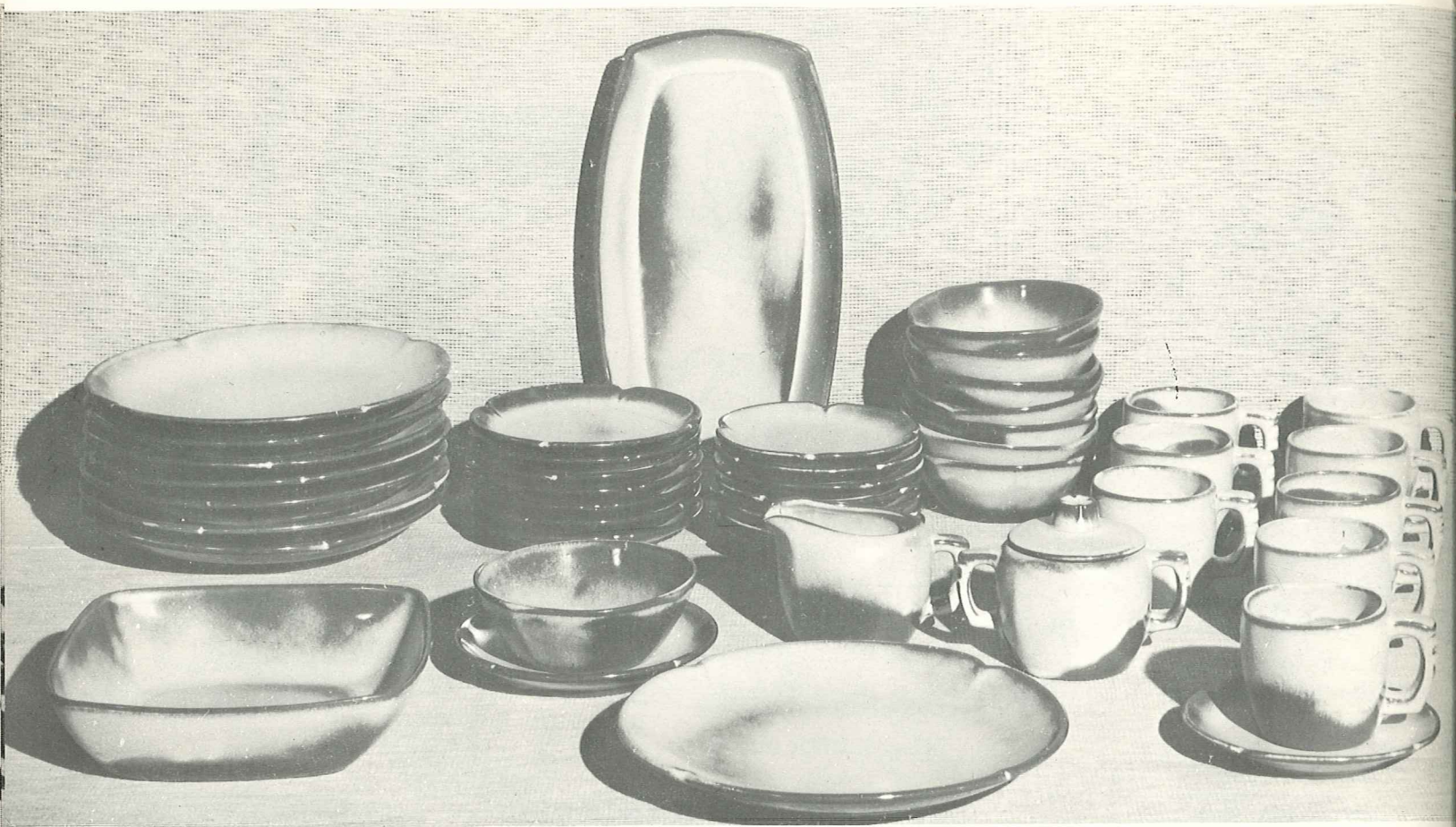
94D—2 QT. PITCHER—6.00



5FC—15" CHOP PLATE—15.00

Plainsman Pattern

AVAILABLE IN: Woodland Moss, Desert Gold, Brown Satin and Prairie Green.



5LS-45 PC. SERVICE SET, BOXED-\$79.50

8-Cups	1-13" Platter
8-Saucers	1-Creamer
8-14 Oz. Bowls	1-Sugar
8-7" Plates	1-Sugar Lid
8-10" Plates	1-Serving Bowl

(Open Stock Price - \$102.00)

5TS-20 PC. STARTER SET, BOXED-\$35.00

4-Cups
4-Saucers
4-7" B & B Plates
4-10" Plates
4-14 Oz. Chili-Soup Bowls

(Open Stock Price - \$44.00)

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 "dinner ware" 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.

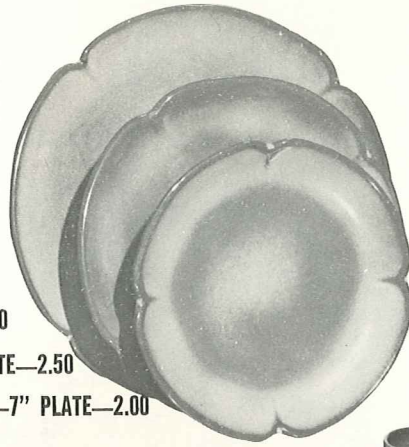
Today, from the crudest earthenware to the finest porcelain, we still choose CERAMICS of some kind for our table. Although we would not eliminate "whitewares," we love our modern pottery tableware. Why not? It is gay, happy, and colorful, and surely fits into our modern mode of living. It is with this 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 benefitting its heritage. It is most appropriate "for fun or fashion." Every piece is oven-proof and dishwasher proof.

*5AB—CREAM & SUGAR SET—5.00



*5V—2 QT. BAKER/BEAN POT—6.00
*5V/W—BAKER/W WARMER SET—11.00



5F—10" PLATE—3.50

5FS—9" PLATE—2.50

5G—7" PLATE—2.00



*5M—16 OZ. MUG—3.00



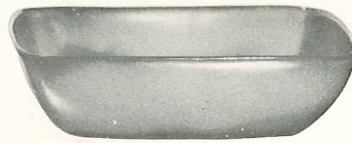
*5A—12 OZ. CREAMER—2.00



*5B—SUGAR WITH LID—3.00



*5W—3 QT. BAKER/BEAN POT—7.50
*5W/W—BAKER/W WARMER SET—12.50



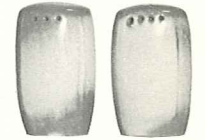
*5NS—9" VEGETABLE—3.00



*5CC—5 OZ. TEACUP—2.00



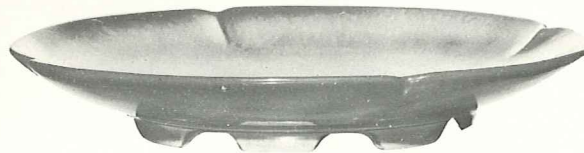
5C—CUP—2.00
5E—5½" SAUCER—1.50



*5H—SALT & PEPPER—3.00



*5N—4½" QT. BOWL—12.50



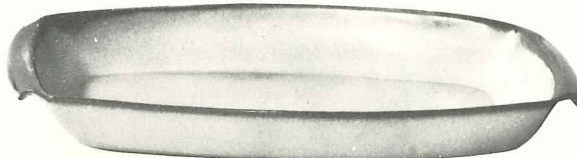
5FC—15" CHOP PLATE—15.00



*5LC—6 OZ. JUICE—1.50



*5L—12 OZ. TUMBLER—2.00



5P—17" PLATTER—12.50

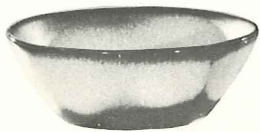
*5Q—13" PLATTER—6.00



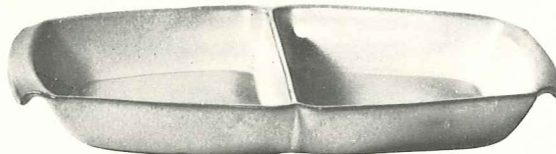
*5DB—6 OZ. SUGAR—2.00



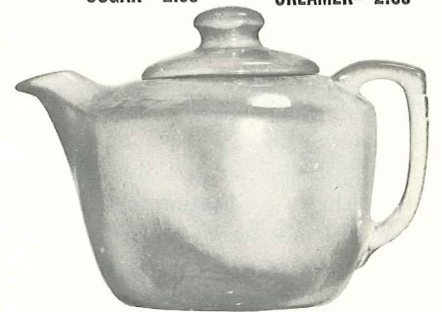
*5DA—6 OZ. CREAMER—2.00



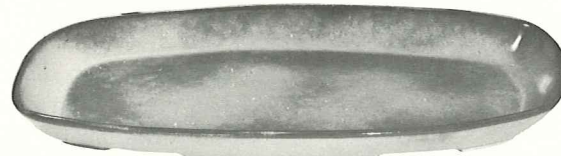
5XL—20 OZ. BOWL—2.50
5X—14 OZ. CEREAL—2.00
5XS—9 OZ. FRUIT—1.50



*5QD—13" DIVIDED BOWL—6.00

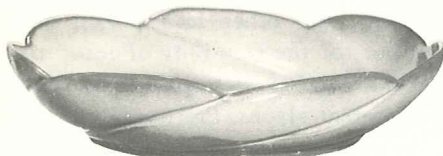


*5TL—12 CUP TEAPOT—8.00



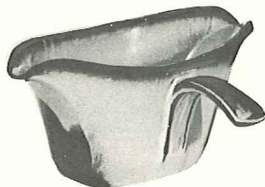
5QS—13" PLATTER—3.50

*5PS—9" TRAY—2.50



*218—12" BOWL—5.00

*6P—11" PLATTER—3.00



*6S—TWO SPOUT GRAVY—4.00



*6T—6 CUP TEAPOT—6.00



*6J—2 CUP TEAPOT—4.00



5D—3 QT. PITCHER—7.50

THIS PAGE AVAILABLE IN BROWN SATIN, DESERT GOLD, PRAIRIE GREEN & WOODLAND MOSS, EXCEPT WHERE NOTED*.

*AVAILABLE IN ALL COLORS—ADD 50% FOR FLAME.

SIZES ARE APPROXIMATE AND MAY VARY SLIGHTLY.

MAYAN-AZTEC Pattern

AVAILABLE IN: Desert Gold, Prairie Green, White Sand and Woodland Moss.

7LS-45 PC. SERVICE SET, BOXED—\$79.50

- 8—Cups
- 8—Saucers
- 8—14 Oz. Bowls
- 8—7" B & B Plates
- 8—10" Plates
- 1—13" Platter
- 1—Creamer
- 1—Sugar
- 1—Sugar Lid
- 1—Serving Bowl

(Open Stock Price — \$99.50)



7TS-20 PC. STARTER SET, BOXED—\$35.00

- 4—Cups
- 4—Saucers
- 4—7" B & B Plates
- 4—10" Plates
- 4—14 Oz. Chili-Soup Bowls

(Open Stock Price — \$44.00)

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 embellishments, 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, for their art was their only written language.

Pottery has 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 Greek and Orientals.

It is through the inspiration of this wealth of beauty that FRANKOMA has created its Mayan-Aztec tableware.

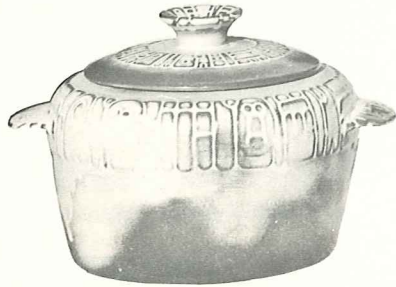
1,000 YEARS before Columbus "discovered" America, there flourished a civilization in this country whose artistic, social, and religious standards far surpassed any European peoples up to that time. Many archeologists not only compare the art and architecture of the Mayans and Aztecs favorably with that of ancient Egypt, but in many respects prefer their achievements in art importance. THESE were the FIRST Americans.

It is well established that the nucleus of American Indian tribes spread from the Great Southwest region. Our particular interest is in those who went South—the Mayans and Aztecs. They have given to the world some of its richest art treasures. 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.

The Great Temple in Copan, Yucatan, built to the War Diety, was completed 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.



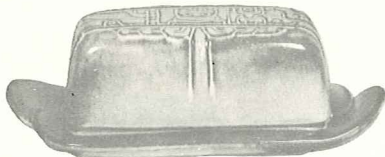
7V-2 QT. BAKER/BEAN POT—6.00
7V/W-BAKER/W WARMER, SET—11.00



7W-3 QT. BAKER/BEAN POT—7.50
7W/W-BAKER/W WARMER, SET—12.50



7H-SALT & PEPPER—3.00



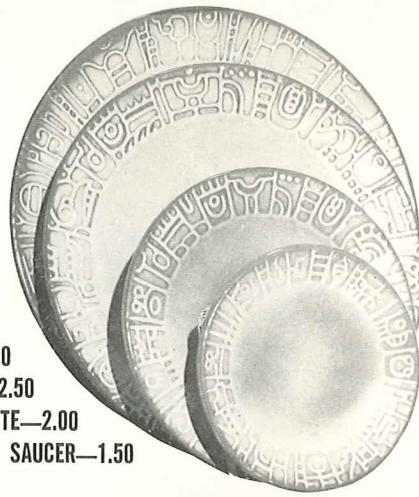
7K-BUTTER DISH—4.00



*7PS-9" TRAY—2.50



*7T-6 CUP TEAPOT—6.00



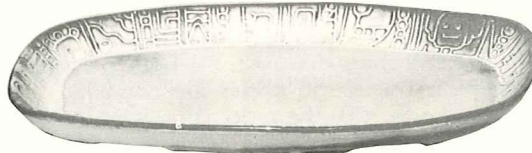
7FL-10" PLATE—3.50
7F-9" PLATE—2.50
7G-7" PLATE—2.00
7E-5" SAUCER—1.50



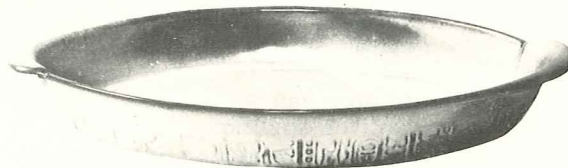
7B-SUGAR WITH LID—3.00
7AB-CREAM & SUGAR SET—5.00



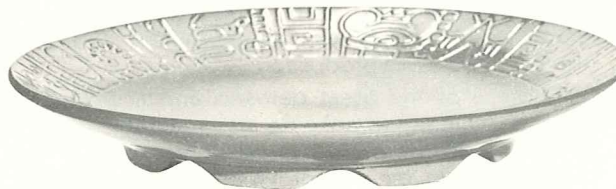
7A-6 OZ. CREAMER—2.00



7QS-13" STEAK PLATTER (SHALLOW PLATTER)—3.50



7Q-13" DEEP PLATTER—6.00



7FC-15" CHOP PLATE—15.00



7TP-17" AZTEC OVAL PLATTER—12.50



*7D-2 QT. PITCHER—6.00



7C-CUP—2.00



*7M-14 OZ. MUG—3.00



7XO-8 OZ. FRUIT—1.50



*7C-4-12 OZ. COFFEE MUG—2.00



7X-14 OZ. CHILI-SOUP—2.00



7XL-20 OZ. SALAD—2.50



7N-1 QT. VEGETABLE BOWL—3.00



*7J-2 CUP TEAPOT—4.00

THIS PAGE AVAILABLE IN PRAIRIE GREEN, DESERT GOLD, WHITE SAND AND WOODLAND MOSS.

*AVAILABLE IN ALL COLORS — ADD 50% FOR FLAME.

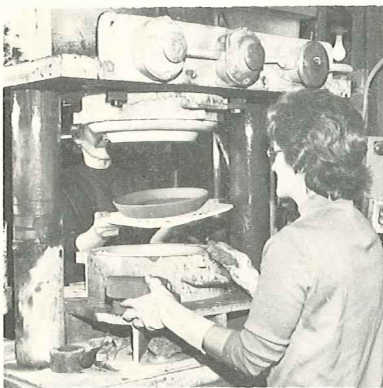
SIZES ARE APPROXIMATE AND MAY VARY SLIGHTLY.

FRANKOMA - An Idea Takes Shape

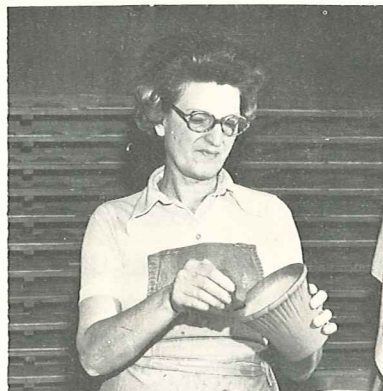
Process of Manufacturing



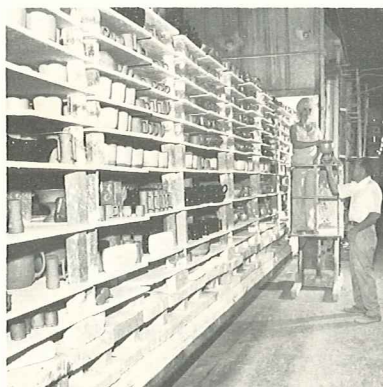
(1) Slip Casting



(3) Pressing



(5) Sponging



(7) Stacking kiln for firing.

Frankoma is hand crafted earthenware pottery. Frankoma is a complete pottery; we dig our own clay in Sapulpa, process it; develop and mix all our own glazes and colors; make our own molds and create our own designs.

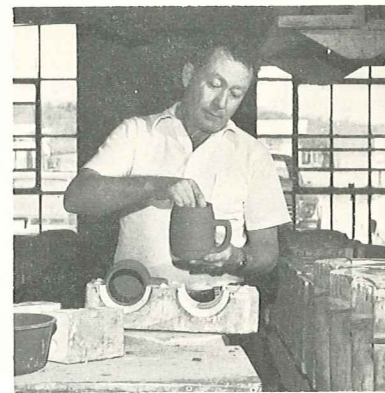
Our pottery is formed in one of **two ways**; casting and pressing. Casting: (1) The clay is mixed with water to make a liquid clay called "slip", then poured into plaster molds. During the 45 minutes the slip sits in the mold, water is absorbed by the mold creating harder clay against the walls of the mold. The slip is then poured out, the clay the water was taken from remains, thus creating the piece. (2) After 4 more hours of drying and preparation the piece is removed from the mold to dry overnight. Pressing: (3) Because of the nature of the clay, some pieces cannot be made by casting. Therefore, we use a hydraulic press. The clay is placed between the two pieces of a mold. The top of the mold lowers up to 50 tons of pressure and forms the piece. All plates and flat pieces are made on the press.

Regardless if a piece is cast or pressed, it must be dried and then trimmed. (4) Each piece is hand trimmed. The rough edges are removed with a paring knife. (5) Then, to complete the smoothing process, the piece is wiped with a wet sponge. Frankoma is unique in that we fire our pottery only once; therefore, after the trimming, it is ready for the glaze, (glaze is the color; glaze is basically a liquid glass that melts and fuses with the clay when it is fired). The glaze is simply poured in and then poured out, and it coats the inside. (6) Then the outside is glazed with a spray gun. The application of the glaze is very important. It must be applied just right, not too thin and not too thick. (7) The pottery is then fired for 18 hours at approximately 2,000 degrees. During the firing process the glaze melts, changes color, and becomes the piece of pottery you enjoy in your home. (8) All Frankoma's designs are original. This requires a complete well equipped mold shop with competent mold makers to effectively complete the designers ideas for production.

Because of the great demand and a desire to always maintain Frankoma as a leader in the ceramic field the plant has recently expanded to 79,000 square feet, employing 140 people who make up the Frankoma Family.

You are cordially invited to tour the plant during working hours.

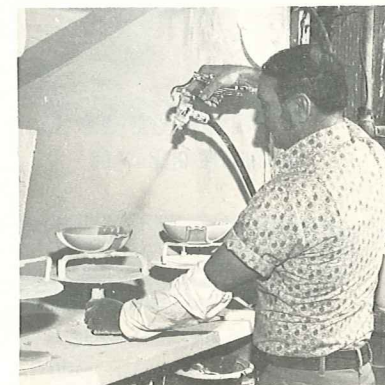
COME SEE US . . .



(2) Removing piece from mold.



(4) Trimming with knife.



(6) Glazing



(8) Making a Mold



MAYAN AZTEC PATTERN shown in White Sand



WESTWIND PATTERN shown in Flame and White



WESTWIND PATTERN shown in Black and White



WESTWIND PATTERN shown in Autumn Yellow

FRANKOMA STANDARD COLORS



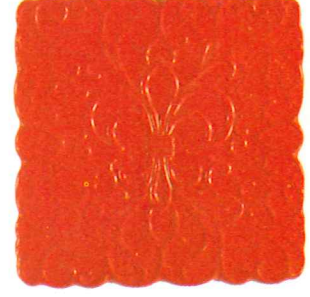
BROWN SATIN



DESERT GOLD



PRAIRIE GREEN



FLAME



WOODLAND MOSS



AUTUMN YELLOW



WHITE SAND



ONYX BLACK

Special items available as noted in catalog include Coffee, Blue, Rubbed Bisque, Freedom Red.

AVAILABLE IN 1978

COLOR: WOODLAND MOSS

5 OZ. COFFEE MUG \$3.50 EACH



1978 ELEPHANT MUG

The original "Elephant Mug" was created for the National Republican Womens Club and copyrighted by Frankoma in 1969 and patented in 1970. The "Donkey Mug" was created in 1975 copyrighted and patented.

Now each year these mugs are produced by Frankoma as a stock item. The current mugs are only available during that year — Each year the color is different.

© F.P. 1975, U.S. Pat. No. D605,739
© F.P. 1969, U.S. Pat. No. D214,868

AVAILABLE IN 1978

COLOR: WOODLAND MOSS

5 OZ. COFFEE MUG \$3.50 EACH



1978 DONKEY MUG

Past Issues No Longer Available From Factory

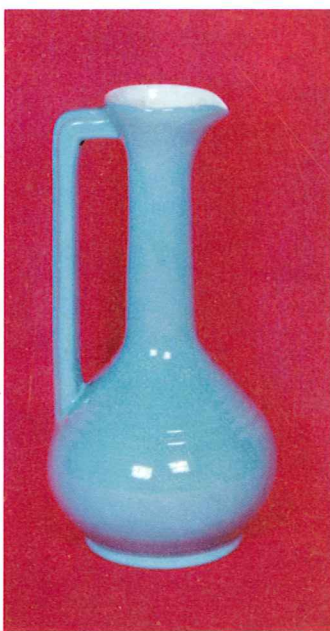


There has been much said during the last few years about "lead poisoning" from using pottery dishes and containers. Shown here is the Official Seal of Certification, that this ware is ALL safe from lead poisoning.



• Practically all pottery wares made in the U.S. are so certified, so . . .

Buy Frankoma!
Be Safe • Buy American



Pictured is the 11½" LIMITED EDITION VASE, the tenth in a series. This year we are introducing a new concept and you may select the color of your choice, COFFEE or MORN-ING-GLORY BLUE: (both white inside). The mold is signed by the artist Joniece Frank. Each piece is numbered and the master mold will be destroyed after a total of 3,000 impressions. No seconds are sold. **\$15.00 EACH**

V-10-C Coffee

V-10-B Morning-Glory Blue

You can dress FRANKOMA "up or down," for it is both useful and beautiful, whatever the occasion. All the extra serving pieces, as well as the centerpiece and accessories are made to match in color and texture, and they are ovenproof and dish-washer proof.

Frankoma is ovenproof but does not claim to be flameproof or chipproof. 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.

Prices shown are suggested retail.

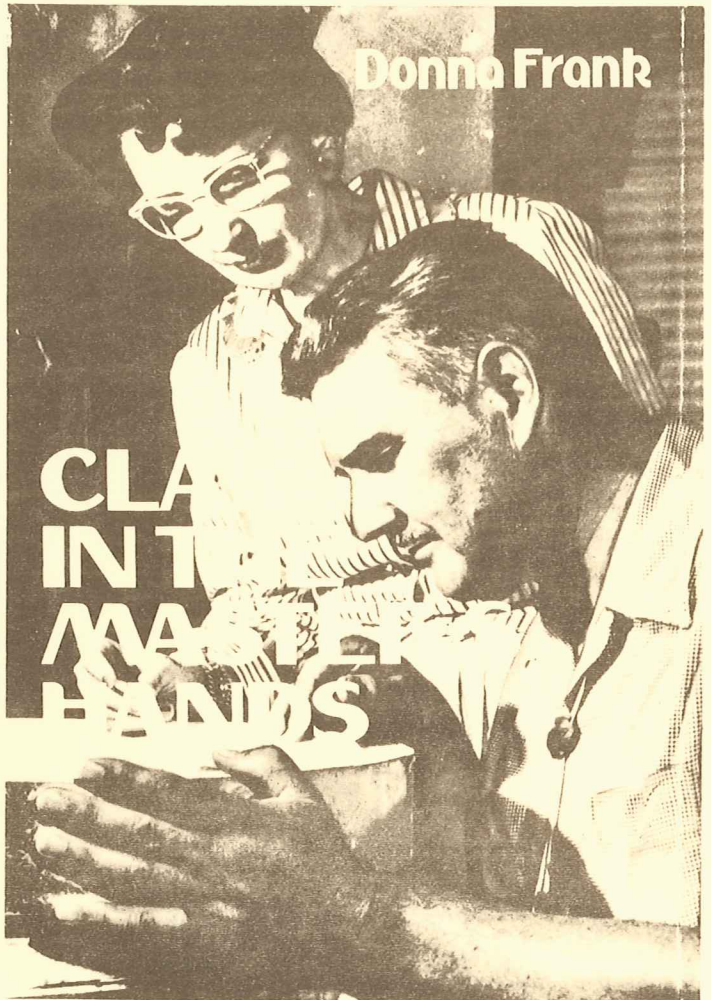
Prices may vary due to shipping costs.

FRANKOMA POTTERY, INC.

— On Frankoma Road —

P. O. Box 789 • 918-224-5511

Sapulpa, Oklahoma 74066



Donna Frank

CLAY IN THE MASTER'S HANDS

BOOK — TERMS OF SALE!!!

The book 'Clay in the Master's Hands' (a Must for all Frankoma Friends) — must carry a different discount from the regular Pottery Wholesale Discount.

When purchased in quantities of —

4 or more — 30% discount from list price

1 book only — \$6.95 (no discount)

Books will be invoiced separately, but shipment will be made with pottery order.

Frankoma Pottery, Inc.
Sapulpa, Oklahoma 74066

FRANKOMA POTTERY, Inc.

Sapulpa, Oklahoma 74066

1978 TERMS OF SALE

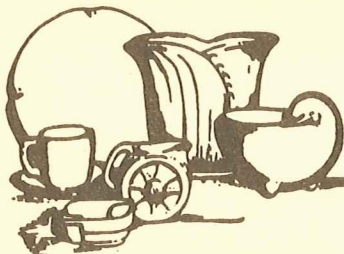
JANUARY 1, 1978

Discount of 50% to the Trade: No Packing or Package Charge on random packed orders except on ORDERS UNDER \$50.00, ON WHICH A CHARGE OF 10% IS MADE for Package, Packing & Handling. If special boxing or packing is required, arrangements should be made with the company to cover the possible additional cost of boxes.

TERMS OF SALE: 2% cash discount if paid within 10 days from date of Invoice. All accounts due in full in 30 days. A Service Charge will be made on all accounts 30 days past due. The Service Charge is computed by a periodic rate of 1 1/2% per month on the 'unpaid balance;' this is an annual percentage rate of 18%.

OPEN ACCOUNT CREDIT EXTENDED: All accounts are insured by American Credit Indemnity Company of New York. Under this policy past due accounts are turned to them for collection after 120 days.

SHIPMENTS: FOB Sapulpa, Oklahoma. All invoices come to you with proof of shipment and a 'Bill of Lading.'



Grace Lee's

FRANKOMA POTTERY

SHOP, INC.

BOX 698 • SAPULPA, OKLA. 74066 • (918) 224-5511

Dear Friend: 1978

I would like to call your attention to a few things as you look through your completely new Frankoma catalog for 1978.

COLLECTABLES

Page #4 & #5: 1978 Christmas Plate - "All Nature Rejoiced"
Teen-Agers of The Bible - "Martha - The Homemaker"

Page #28: The Donkey & Elephant Mugs - Woodland Moss
Collector's Vase - (2colors) Morning Glory Blue & Coffee

Page #12: Toby Mug - Baseball Player, dated 1978
A new Trivet - Butterfly

Look the catalog over completely for all your home needs and gift ideas;
(See page #14 & #15 especially)

GIFTS

Let us send your gift, direct to your friends and relatives.

Frankoma is the most complete line of dinnerware and artware produced in America today.

If you are in the area please drop by the plant. We would be happy to show you our complete line, and take you on tour of the plant. If you can't come by, order your gifts by mail.

Along with your order, include:

A check for pottery, plus 2% sales tax, and postage from table; also your gift card and requested delivery date.

POTTERY	POSTAGE
\$.00 - 7.49	\$ 1.50
7.50 - 14.99	2.00
15.00 - 24.99	2.50
25.00 - Up	10% of order

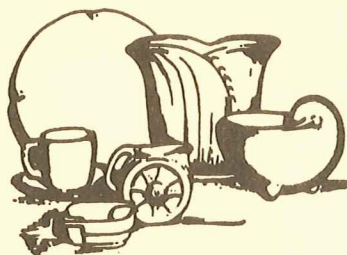
dinnerware
sculpture
artware

Looking forward to hearing from you--

Sincerely,

Dave Ballard - Retail Sales Manager

for those who like nice things _____



FRANKOMA POTTERY, INC.

BOX 789 · SAPULPA · OKLAHOMA

74066

(918) 224-5511

Hello Frankoma Friends!

March 1, 1978

Joniece Frank • President
J. W. Daugherty • V. Pres.
J. C. Taylor • Secretary
Elizabeth Maggard • Treasurer

THANK YOU, for making 1977 such a great year! We are ready for 1978, are you? Yes, our production is better; our shipping schedule has improved; and we are ready to serve you with your Frankoma needs. Our present shipping schedule is approximately 4-6 weeks, and we feel we will stay close to this throughout 1978.

The 1978 CHRISTMAS PLATE "All Nature Rejoiced" we feel will have a warm, universal appeal, and be one of our best sellers, (Page 4): Teen-Agers of The Bible Plate is "Martha - The Homemaker," (Page 5): Donkey and Elephant Mugs for 1978--Woodland Moss, gives excellent detail. The Collector's Vase for 1978, V10, is a new, unusual and very delightful shape to compliment any decor. We are offering it in two colors this year, Morning-Glory Blue and Coffee, both with White inside. A total of 3,000 will be made, no duplicate numbers.

By popular demand we are now offering two smaller sizes of the #70 Ringed Jardiniere--#70A-#70B, (Page 10); they will be big sellers for planting and arranging. A new Butterfly Trivet, (Page 12): #330 returned as a nice Bud Vase or decorative item, (Page 6): Toby Mug for 1978 (Page 13) is a Baseball Player Mug; you'll love it. An individual serving bowl, or for small arrangements--#XO, (Page 17).

We have given numbers to set items. This is for your convenience so that it will prevent our cancelling any part of a set. For instance, if you want to order a baker with a warmer--order the baker stock number with a slash and "W". If you want a 5W with warmer you would order 5W/W, 4W/W, 6VS/W etc., (Page 15). Also, you will notice on Page 14 a 6J Set--these new set numbers will be throughout your catalog, keep an eye out for them. We are constantly trying to find new ways to give you better service.

A very big and important thing that has happened in 1977 and being presented to you in 1978 is the book "Clay In The Master's Hands" - a story written by Donna Frank (details in your catalog). We know you will enjoy reading the story of the late John Frank, Founder of Frankoma Pottery, about his struggles, heartaches and happiness, and how Frankoma came to be as it is today. It is a must for each of you, and your customers will love it. (Please note among the terms of sale the special discount this must carry).

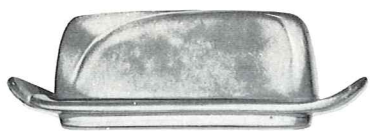
dinnerware
sculpture
artware

There are still some items we are in the process of designing, but will not be shown in the catalog that you will see and hear about later. 1978 will be a year of progress and excitement, and we certainly want you to be part of it. We will be looking forward to hearing from you.

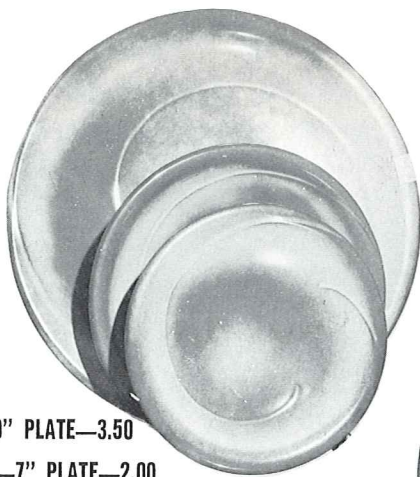
for those who like nice things

Wanda Morgan
Wanda Morgan - Sales Coordinator

For 1978 introducing ROBIN EGG BLUE in Lazybones Pattern



*4K—BUTTER DISH—4.00



4F—10" PLATE—3.50

4G—7" PLATE—2.00

4E—5" SAUCER—1.50

Sorry, no special orders for other items in Robin Egg Blue.



*4X—14 OZ. CEREAL—2.00



*5L—12 OZ. TUMBLER—2.00



*5LC—6 OZ. JUICE—1.50



4C—CUP—2.00



*4Y—6" SPOON HOLDER—2.00



*4H—SALT & PEPPER—3.00



4A—8 OZ. CREAMER—2.00



4B—SUGAR WITH LID—3.00



*4M—18 OZ. MUG—3.00



*4Z—6" SOUP—2.00



*4V—2 QT. BAKER/BEAN POT—6.00

*4V/W—BAKER/W WARMER SET—11.00



*4P—13" PLATTER—6.00

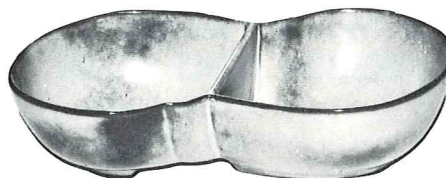


*4N—24 OZ. VEGETABLE—2.50



*4W—3 QT. BAKER/BEAN POT—7.50

*4W/W—BAKER/W WARMER SET—12.50



*4QD—11" DIVIDED BOWL—5.00



*224—8" ROUND BOWL—3.50



*201—9" BOWL—3.00



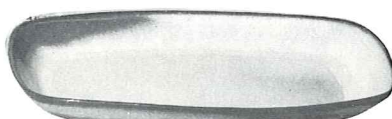
*WA1—8" WARMER W/CANDLE—5.00



*6S—TWO SPOUT GRAVY—4.00



*4XL—24 OZ. SERVICE OR SALAD BOWL—2.50



*5PS—9" PLATTER-TRAY—2.50



*C6—9 OZ. COFFEE MUG—2.00



*4D—2 QT. PITCHER—6.00