



FRANKOMA POTTERY, INC.

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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