



FESTIVA



THE HOMER LAUGHLIN CHINA CO., NEWELL, W. VA.



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COLOR! That's the trend today . . . a trend that has gained momentum steadily in every department of design and decoration, in every room of our homes. Emphasis is withdrawn from the drab, uninteresting monotonous . . . and placed heavily upon brightness, gayety . . . color! It is in this spirit of gayety and color that we offer you Fiesta . . . a new ware that provides endless possibilities for interesting, tasteful and eye-catching color effects in dressing the modern table.

Fiesta comes in five lovely colors . . . Green, Yellow, Blue, Old Ivory and Red . . . all brilliant, all cheerful, all endowed with a pleasant feeling of good fellowship, informality and gracious living. Whether used for serving breakfast, luncheon, informal supper, or buffet, Fiesta makes the meal a truly gay occasion. It gives the hostess an opportunity to

create her own table effects by combining, according to her tastes or the occasion, any colors in any way she desires. Plates of one color, cream soups of another, contrasting cups and saucers . . . it's fun to set a table with Fiesta!

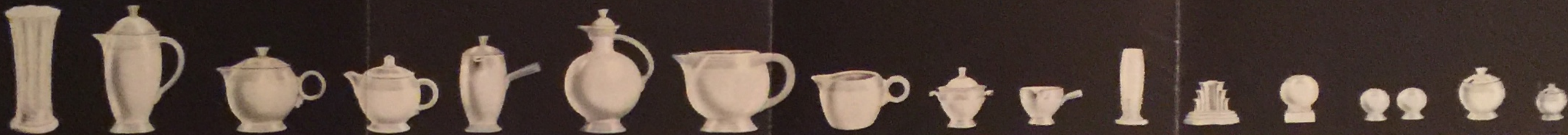
Fiesta is superbly shaped, is of high quality both in material and texture, is designed and executed with artistic skill of the first order. It offers a wide variety of items, increasing the possibilities of creating a table ensemble of true color harmony. And although pleasantly reminiscent of the lovely Faience tradition, it is thoroughly modern and different. Best of all, Fiesta is extremely reasonable in price, may be bought by the piece, and thus affords the purchaser a chance to build up a set not only of whatever items, but of whatever colors, she desires.



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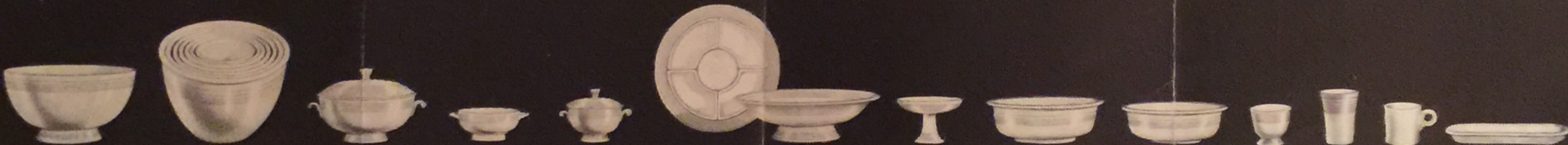
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FLOWER VASE 10" COFFEE POT REG. TEA POT LARGE TEA POT MEDIUM COFFEE POT A. D. CARAFE ICE PITCHER JUG (2 PTS.) COVERED SUGAR CREAMER BUD VASE CANDLE HOLDER TRIPOD CANDLE HOLDER BULB SALT & PEPPER SHAKERS MARMALADE MUSTARD



CHOP PLATE 15" CHOP PLATE 13" COMPARTMENT PLATE 10 1/4" PLATE 10" PLATE 9" PLATE 7" PLATE 6" TEA CUP & SAUCER COFFEE CUP & SAUCER A. D. DEEP PLATE 8" DESSERT 6" FRUIT 5" ASH TRAY



FOOTED SALAD BOWL NESTED BOWLS 11" W TO 5" COVERED CASSEROLE CREAM SOUP CUP COVERED ONION SOUP RELISH TRAY COMPORT 12" SWEETS COMPORT NAPPIE 9 1/2" NAPPIE 8 1/2" EGG CUP TUMBLER TOM & JERRY MUG UTILITY TRAY

PRICE LIST

(Per Piece)

May 15, 1937

WARE

GREEN
BLUE
YELLOW
OLD IVORY

RED

Tea Cups	\$.25	\$.30
Tea Saucers15	.20
Plates—10 inch40	.55
— 9 inch35	.50
— 7 inch30	.40
— 6 inch20	.30
Deep Plates—8 inch30	.40
Cream Soup Cups50	.65
Onion Soups, Covd.75	1.00
Fruits—5 inch15	.20
Desserts—6 inch35	.45
Coffee Cups, A. D.20	.25
Coffee Saucers, A. D.15	.20
Chop Plates—15 inch	1.10	1.60
—13 inch80	1.20
Nappies—9 $\frac{1}{2}$ inch55	.85
—8 $\frac{1}{2}$ inch45	.60
Casseroles, Covd.	1.50	2.10
Comports—12 inch	1.65	2.40
Comports, Sweets—5 $\frac{1}{2}$ inch65	.90
Compartment Plates—10 $\frac{1}{2}$ inch65	.90
Salad Bowls, Ftd.—12 inch	2.50	3.00
Sugars, Covd.75	1.00
Creams45	.60
Coffee Pots, A. D.	1.10	1.50
Coffee Pots, Reg.	1.35	1.85
Tea Pots, Large, 8 Cup	1.35	1.85
Tea Pots, Medium, 6 Cup	1.25	1.75
Ice Pitchers—2 Qts.	1.50	2.20
Jugs—2 Pts.85	1.20
Carafes—3 Pts.	1.60	2.10
Salt Shakers30	.45
Pepper Shakers30	.45
Mustards, Covd.45	.65
Marmalade Jars, Covd.70	.90
Utility Trays45	.60
Relish Trays, Complete	1.65	2.40
Egg Cups30	.40
Tom and Jerry Mugs30	.40
Tumblers—10 Oz.30	.40
Candle Holders, Tripod70	.90
Candle Holders, Bulb45	.55
Ash Trays15	.20
Bud Vases45	.60
Flower Vases— 8 inch80	1.10
—10 inch	1.30	1.80
—12 inch	1.85	2.35
Bowls—11 $\frac{1}{2}$ inch	1.20	1.60
—10 inch75	1.10
— 9 inch55	.80
— 8 inch45	.65
— 7 inch40	.55
— 6 inch25	.40
— 5 inch20	.35

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