



The McNicol



DECORATION

PATTERN
SERIES





The D. E. McNICOL POTTERY COMPANY
OF WEST VIRGINIA + CLARKSBURG, W. Va.



The McNicol Decoration—Pattern Series

IN PRESENTING this booklet, The D. E. McNicol Pottery Company of West Virginia has had in mind to assist the enterprising restaurant manager to interpret the attitude of the present-day public toward restaurants, and to point out how restaurant decoration may influence that attitude to his profit.

Good food, fair prices, and service have always been linked in the successful restaurant with a setting which appeals to its clientele. No matter how small or how large the establishment, no matter how simple or how elaborate the arrangement, these four factors must always be maintained in balance. The first three remain relatively constant, but the appeal of the setting is subject to the vagaries of the public taste—and today, the public taste has definitely altered. Merchandise of all sorts has been dressed up. Cars are streamlined. Fashions are "smart." Interiors—stores—homes—offices—have gone modern. Modern customers have become style-conscious.

At the same time, however, because principles of efficient restaurant service have been developed to a very high point, because modern restaurant equipment today embodies these principles of efficient service, and because of remarkable improvements in industrial art, the restaurant man today is able to make practical application of the advanced laws of *selling psychology*, and can do so regardless of the appropriation which he is able to afford.

In the restaurant business, as elsewhere, selling principles are, of course, inseparable from good salesmanship and quality products. If a sales factor in restaurants were isolated for purposes of definition, it would narrow down to display and setting, which are the function of restaurant decoration.

The conclusions in this booklet are based upon a survey of the factors which have contributed to the success of restaurants throughout the country, who, faced with modern conditions, have made profitable adjustments.

This does not pretend to be a technical treatise on restaurant decoration. The D. E. McNicol Pottery Company of West Virginia hopes, however, that a careful comparison of the methods employed in designing the McNicol Rooms with local selling problems will assist the restaurant manager, whether he contemplates complete renovation or simple rearrangement, to build good selling principles into his restaurant decoration.

The Psychology of the Present-Day Public

The constantly increasing application of art in industrial production has educated the public to style. Now

even articles turned out in mass and destined for retail distribution in Five and Ten Cent Stores and Bargain Basements are styled by the foremost designers in the country. The architecture and interior exhibits of the Century of Progress were exemplary of the profound appreciation for beauty which has been developed in America, and which is felt by every class of society. There is now a universal understanding of good lighting effects, of color harmony, and of simplicity and directness in design.

As the McNicol Rooms in this booklet show, the modern restaurant manager has infinite possibilities at his command.

Using Psychology to Build a Restaurant Sales Campaign

With an understanding of customer psychology and with industrial products for the first time in tune with this psychology, it is possible, through unity of arrangement, color, and detail, to build a skillful setting, productive of satisfaction, comfort, and relaxation for the customer, and better business for the restaurant. This effect may be achieved for a surprisingly small expenditure. Harmony of setting and details is the important matter, not elaborate or expensive decoration.

Exterior, interior, and the smallest details of restaurant decoration combine to form the equivalent of a modern sales campaign for your wares, which are food and service. To be successful, restaurant decoration should be considered as a complete cycle, every sector of which has its particular function and its all important relationship to every other sector.

The following outline will attempt to divide this cycle into sectors, to define the specific function of each, and to suggest methods of facilitating these functions.

THE EXTERIOR

The Front. The front of your restaurant which is seen by the majority of people should be considered as a billboard. With the use of modern design and scientific display lighting, it is possible to make this feature do its job today better than ever before. The function of the lighted front is, of course, to attract passers-by to view your display windows.

Display Window. An attractive display window (except where a restaurant has an exceptionally exclusive reputation, or where it is operated in connection with a hotel) should be designed to show the character of

your interior and the type of service which you offer. Its function is to get customers to enter.

THE INTERIOR

The interior, while an integral part of the front, is also a unit in itself. Since it is the setting of the actual sale, perfect harmony in its conception is absolutely essential.

As part of a sales campaign, the interior has two divisions—the first may be termed mechanical, and the second artistic.

Into the mechanical division fall proper ventilation, noise elimination, efficient equipment, and good physical arrangement designed to save floor space and allow for good service. Here modern developments in restaurant management and architectural design are all in your favor. Mechanical details, however, should be considered as secondary to the decoration itself.

The chief factors in the artistic division are lighting and color scheme. Modern psychological studies advocate their strict coordination. Both should be calculated to rest rather than strain the eyes.

Since color has a tremendous effect upon human psychology, the color scheme should be designed to arouse pleasant restful sensations and should contain nothing jarring or out of harmony. For this reason, many modern rooms are done in cold or greyed colors with sparse touches of warmth to add cheerfulness and interest. The McNicol Eighteenth Century Room on Page Eleven is an excellent example of good color usage.

The function of the interior is to make permanent customers of those whom the front and display window have attracted to enter.

DETAILS

After the unity of color and lighting has established the mood of the room, the customer is seated and ready to order.

General Details. Details occur in restaurant decoration and must fit into the selling scheme. Wall decorations, the costume of the personnel, side lights, all contribute their part. Here, indeed, the cycle begins to swing around again. Side details serve to carry the customer's eye back to the main features of the setting. They remind him of the harmony of the whole, of the pleasurable surroundings, and serve to emphasize the points you are most anxious to have him grasp.

Table Setting. Tables and chairs are important details. The chairs should be comfortable, the tables attractively decorated with something to lend them individuality such as: ash trays, candles, small lamps, or flowers. Coloring, beautiful woodwork or composition, table linen, all play their part in effecting your sale. (See the McNicol Rose Room on Page Thirteen, where colored damask and table lamps are employed.)

The function of the table setting is to induce the customer to order.

China. Other table decorations are effective, but they may often be economically eliminated and their function fulfilled by a smart china pattern. The importance which china plays in the establishment of a desirable atmosphere for dining is too little known, and too often over-looked even by the most progressive of restaurant managers.

Retail merchants of whatever kind know that the most strategic psychological step in effecting a sale is the *point of sale*. Every ounce of sales energy, every possible amount of ingenuity and foresight on the part of the merchant, are exerted to the end that the point of sale shall be in absolute harmony with the customer's trend of thought. Glaring errors can often be passed over at other stages, but here the most trifling oversight is fatal.

Chinaware is the point of sale for your commodity—good food. It is for this reason that your restaurant scheme and your table setting should be built around this vital point—chinaware.

Consider china from this point of view and you will realize that buying cheap or unattractive chinaware is false economy. The modern customer resents lack of harmony in his surroundings. To him patterns glaringly out of harmony with the decorative scheme are as distasteful as ware which looks soiled and cheap because of crazing and chipping.

You are well aware that a good vitrified china is of vast importance to your establishment.

The pattern and lustre of your dinner ware are equally important.

BUILDING UP FROM THE DETAILS

Since details are such an important part of the whole, and since the china, as the special point of sale, must be the chief focus of interest, the proprietor may find it distinctly helpful to begin with the details and build up to the larger features. Smartly styled china, patterned in good colors, can serve as a basis for your entire scheme of decoration. The best restaurants which are being done today are held together in color and design through the repetition of a clever motif. A good china pattern can often supply the type of motif you need and serve as a basis for your color scheme as well.

The illustrations in this booklet show what ingenious and satisfactory effects have been achieved by using McNicol patterns as basic designs. McNicol China patterns are especially suited to serve as models for restaurant decoration. They are smart and modern, and designed to appeal to the modern customer.

In the following pages is shown how McNicol patterns, blending table service harmoniously with your decorative scheme, can encourage "dining out" as an art increasingly practiced by your patrons.



MODERN INTERIORS

CONVERSATION and heated discussion of a few years ago was wont to decry the horrors of modern art and decoration. Today it is enthusiastically and justly appreciated by all. Modern decoration in restaurants is at present one of the greatest drawing cards for all classes of urban population.

The D. E. McNicol Pottery Company of West Virginia has kept in step with the steady improvements in the design and character of furniture, fixtures of all kinds, textures for draperies, floor coverings, wood veneers, metals, lighting effects, and architectural principles.

Modern McNicol "ROLOC" ware is the ultimate in smart design, texture, and color. No restaurant manager who is in tune with the times, who knows the pulse of his customers, can fail to appreciate the possibilities of McNicol "ROLOC" as a selling medium for his food.



THE McNICOL "ROLOC" ROOM

This McNicol "ROLOC" Room, while especially designed for the large restaurant with music and entertainment, can be easily adapted to fit any type of restaurant. The newest and finest development in modern decoration is the use of a color such as "ROLOC," which is restful and pleasing to the eye. Restaurant patrons are profoundly and favorably affected by a harmonious color scheme such as results from breaking up a color like "ROLOC" into its many kindred hues, and achieving contrast with their exact complements which in this case are varying shades of green.

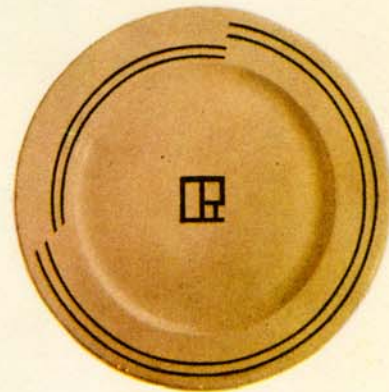
The room is dominated by tremendous "ROLOC" pillars striped in McNicol MODERNE. A glass iridescent ceiling in whirlpool circles carries the lighter yellow tones of "ROLOC" and their complementary greens. The ceiling can be lighted with changing effects at night, but is colored to be equally beautiful in daylight. The fluted green tinted walls are of plaster relieved by modern designs and indirect lighting fixtures. The hangings in a rough modern texture carry the beautiful orange tones of McNicol MODERNE. Green iridescent windows are double and can be lighted for night effects. Green metallic chairs, upholstered in a brighter tone of orange, produce a daring contrast. Tables set with "ROLOC" ware give modern smartness to the restaurant service—a restaurant inevitably popular, easily defiant of competition.

McNICOL "ROLOC" PATTERNS

The two patterns on this page show the smart modern combination of "ROLOC" with black. "ROLOC" is the latest contribution of The D. E. McNicol Pottery Company of West Virginia to the restaurant field. This rich golden brown ware has been produced, not by trick glazing, but by actual body coloration. Vitrified to withstand hard usage, "ROLOC" has the delicate appearance of the finest handmade pottery.

Like all McNicol ware, "ROLOC" has been endowed with a wide range of patterns. You may prefer the stern sophistication of McNicol COSMOPOLITAN in a black, orange, and brown tone restaurant, or the combination of the new with the old in McNicol SILHOUETTE. In any case, we suggest that you do not go modern hastily and haphazardly until you have seen the wonderful array of McNicol "ROLOC" patterns.

Moderne

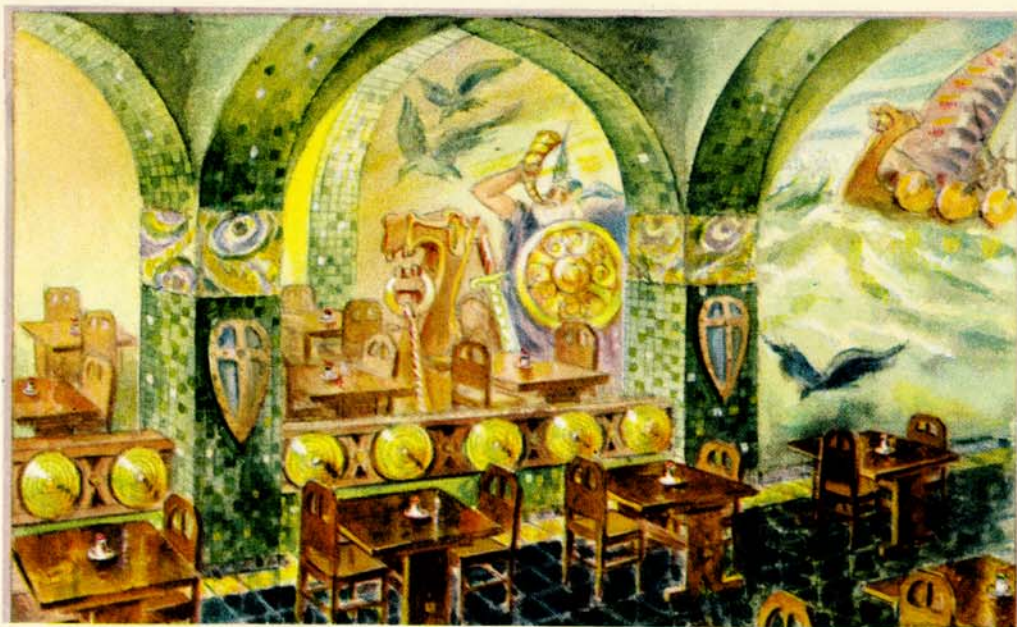


Cosmopolitan



Silhouette

McNicol Greater Selection Assured Perfection



THE TAP ROOM

WHEREVER Repeal has become effective, the Tap Room, either as a part of your main restaurant or a separate unit, plays an important role in the restaurant business. In order that Repeal may really be a boon to the restaurant business, restaurant men must be particularly aggressive in maintaining drinking in public as a custom. The progressive restaurant man is exceptionally favored by the fact that it is the custom today for both men and women to drink, and the fact that in most states the laws demand that they be seated at tables. His only problem now is to provide his guests with a congenial setting and weave into it the suggestion that they are welcome to stay and to order food.

Here again the psychological effect of china is important. China displayed in the Tap Room will suggest food. Not battered, chipped, poorly decorated china, naturally, but fine, beautiful china, entirely in harmony with the setting, will produce this desirable effect.

THE McNICOL NORSE TAP ROOM

The McNicol Norse Tap Room is an example of an informal room which is at once attractive and comfortable. Such a room, moreover, can easily be varied to fit your particular type of establishment and need not necessarily be expensive. Early Scandanavian history makes a room, decorated to suggest the period of Norse conquest and adventure, particularly

appropriate for a bar. The Norsemen were famous for their drinking and feasting. The pagan character of their art, as typified by the McNicol ARC-EN-CIEL pattern, lends itself to festivity and cheerfulness, moods which the customer appreciates in a Tap Room.

The ceiling, walls, and floor of this room are of tile, a material conducive to satisfactory coolness in summer and comfortable warmth in winter. This type of room may have high or low ceilings and can easily be located in a basement or street level space. The fresco is painted with Norse sea scenes bordered by McNicol ARC-EN-CIEL, which keeps the room uniform and sets the dominant color tones—sea-green walls and ceiling—deep sea-blue floor. Such a fresco and border would be equally effective on a rough plaster interior or the upper portion of a panelled room. The bar should be of oak in keeping with the character of the room—possibly decorated with shields as is the McNicol balustrade. Details in this type of room are easily suggested. Shields relieve the lower portion of the pillars, and the round Norse shields give the balustrade the appearance of a Viking ship. Spears, drinking horns, or heavy iron candle sconces, may be profitably introduced. The feeling of the period is reproduced inexpensively by the use of substantial oak furniture. On the tables McNicol ARC-EN-CIEL ash trays contribute their bright color and repeat the jovial detail of the wall decoration.

OTHER TAP ROOMS

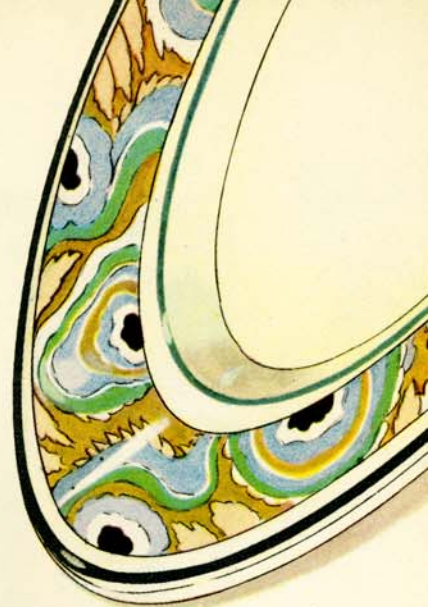
McNICOL GINGHAM

If the space allotted for your Tap Room is small and you do not care to go to great expense, the McNicol GINGHAM can create a bright and charming room. With McNicol GINGHAM, use simple orange and black painted woodwork, walls, ceiling, and bar—black shining table tops—orange or checkered table linen—black and orange checked window drapery—orange or checked lamp shades. Space can often be conserved by built-in wall benches. As orange is a strong color, it should be employed sparingly, and used only to relieve the monotony of the black. If the room seems dark, it can very often be relieved by the addition of white.

McNICOL BIERGARTEN

Another suggestion is a German type of room which is always very popular in this country. McNicol BIERGARTEN at once suggests the character of such a room. Woodwork relieved by cobblestone plastering—diamond paned glass brightened by colored shields—all the local color you could ask for—song sheets, mugs and steins—a chance to serve beer and German foods to a leisurely and contented crowd.

Others of the many McNicol patterns can create original and attractive Tap Rooms to fit every budget and every taste.



Arc-En-Ciel



Gingham



Biergarten

McNicol Greater Selection Assured Perfection



THE COLONIAL ROOM

A COLONIAL interior is invariably attractive to Americans. Early American furniture and architecture is always varied and interesting, since it includes such a large scope as New England Colonial shown in this picture, New York Dutch, Early Pennsylvania, Southern, and the more elaborate Georgian.

Colonial architecture is often erroneously considered as the province of the small lunch room and antique shop. On the contrary, modern adaptations have been tremendously successful in large restaurants, both formal and informal, as well as in cafeterias, clubs, and business lunch rooms.

THE McNICOL COLONIAL

New England Colonial, in which the McNicol Room is designed, is one of the most popular and widely known of the Early American styles. McNicol ROSE MARIE is colorful and charming—capable of brightening up the darkest room and of showing off food to the best advantage. The French chintz which it suggests is of the type popularly imported and proudly displayed in Colonial days.

The low ceiling with rough exposed beams in the McNicol Colonial Room creates an intimate and social atmosphere. Rough pine walls and flooring are used with American Windsor chairs and pine tables. This furniture is also possible with white painted woodwork or scenic wall paper.

Details in this type of room are endlessly variable. The large fireplace with crane and bellows—warming pan, ship lamps and jugs along the shelf—quaint candle-sticks and pewter platters—all serve to remind the diner of the romance of pioneer days without subjecting him to any of the hardships which beset the Colonists.

The woven rugs give color to the flooring, and the bright chintz of the wing chair and curtains combines with McNicol ROSE MARIE to unify the entire setting.

Tables are individualized by candle-sticks and flowers, pressed glasses, and ROSE MARIE china. As a note of historical interest, china was the most valuable possession of the New England housewife. It had necessarily to be imported under dangerous shipping conditions. China was expensive and its fragility ill adapted to the hardships of Colonial existence. It was the New England Colonist, therefore, who first made built-in cupboards to house and display their chinaware. Your Colonial Room can profit by such a cupboard and china display. Your guests will be appreciative of the beautiful McNicol ROSE MARIE.

OTHER McNICOL COLONIALS

McNICOL NEW AMSTERDAM

This charming etching of pink flowers and Dutch scenery is characteristic of the early period of the settlement of New York. It may be fitted into a cheerful room—white bolelection panelling, found in so many early Dutch homes, Dutch stove—colorful Delft tiles.

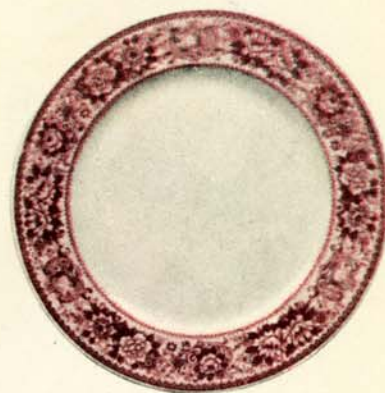
McNICOL MORNING GLORY

Here is another chintz pattern, setting a bright color scheme of blues and pinks, destined to form the nucleus of a successful Colonial interior. It will brighten a pine room, add interest to white woodwork, or blend with Colonial wall paper.

The D. E. McNicol Pottery Company of West Virginia has a large store of Colonial patterns, any one of which can build an early American interior for your restaurant, whatever its size.



Rose Marie



New Amsterdam



Morning Glory

McNicol Greater Selection Assured Perfection



The McNICOL TUDOR ROOM

THE English Tudor architecture, because of the historical associations of that period, has always had a strong appeal in this country. Some of the best and most popular period restaurants today are successfully designed in Tudor style.

For people lived well in the England of the Tudors—and enjoyed themselves. The spirit of the Eighth Henry's Merry Court, the success of Elizabeth, her Drakes and her Raleighs, at home and abroad, affected profoundly the life of the times. Rich fabrics and exotic foods reflected the East Indian trade. The grace and beauty of the individualistic Tudor architecture developed with England's increasing independence of the Continent. For the first time real comfort and luxury was an accomplished fact.

Modernization of the Tudor style permits good lighting and good restaurant arrangement. Tudor furniture is substantial and wears well, and the style has proved conducive to good business.

The McNicol Room on this page is, of course, a large formal dining room. Tudor, however, is equally adaptable to small and large club and lunch restaurants, institutional dining rooms, bars, and establishments where dancing and music are featured.

The McNicol Room, controlled in color scheme and feeling by McNicol TUDOR pattern, is characterized by massive exposed beams and plastered ceiling. Walls are of rough plaster. The floor is carpeted in rich green—doors and windows are of oak, with Tudor gothic arches—colored glass leaded panes allow a brilliant flood of warm light. The high stone receding mantelpiece, an important feature of Tudor architecture, has here been greatly simplified to give an authentic effect without going to the tremendous expense of oak carving. The necessarily heavy oak furniture, with its deep rose leather upholstery, here gives a striking note to the room. English tapestries in appropriate colors add warmth to the walls. The beautiful oak sideboard is set with pewter mugs and platters. Iron candelabra and sconces line the walls.

In a formal room of this sort, a good and appropriate table service is especially essential. The colorful McNicol TUDOR will go well on white table linen, crash doilies, or bare oak, and add the needed solidarity. The design of this china appropriately carries the feeling of carving and decoration characteristic of the Tudor period.

OTHER McNICOL TUDOR PATTERNS

McNICOL GREEN TRACERY

Recalling oak carvings of Tudor days—with formalized flower and foliage—this pattern is equally suitable to an Early English Room. It would go well, for example, in an establishment which is a little darker than the room shown above, and where there is a predominance of oak panelling. The ceiling should, if possible, be plaster with molding designed from GREEN TRACERY. Various shades of green hangings could be advantageously employed.

McNICOL HERALDRY

Another compelling pattern suggestive of flat Tudor carving is McNicol HERALDRY. This intricate line pattern, shown here in black and white and appropriate to a large restaurant or cafeteria, may also be had in gold with a rich colored border for a more formal establishment.

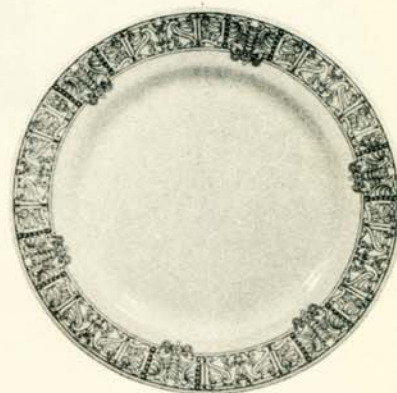
Other McNicol patterns in the Tudor manner may be worked out to carry the name or monogram of your establishment.



Tudor



Green Tracery



Heraldry

McNicol Greater Selection Assured Perfection



THE McNICOL EIGHTEENTH CENTURY ROOM

THE Eighteenth Century was an era of great moment in the history of the world. Those crowded one hundred years achieved the flowering of the literature, art, and customs of a leisurely, cultured, and highly refined civilization; and nurtured into lusty manhood the beginnings of our own times, commercialism, industrialism, speed, and social unrest. Restaurant proprietors are discovering, to the advantage of their business, that the restful formality of the Eighteenth Century Room, furniture, and art, holds an irresistible appeal for the hard-driven, industrial-minded customer of today.

Again in this country, English Eighteenth Century style, with its comparative simplicity, has a greater appeal than the elaborate European styles of the same period. The Eighteenth Century in England was the age of great furniture designers, such as Chippendale, Adams, Sheraton, and Hepplewhite. Furniture and interiors were largely classic in inspiration, but done with great delicacy of feeling. The lines of an Eighteenth Century Room are austere because of their classic tradition, but designed to be lived in and enjoyed by a fastidious and cultured society. Modern epicureans will delight in a restaurant such as the McNicol Room illustrated on this page. They will frequent it when "dining out," lingering over delicious food.

The McNicol Eighteenth Century Room is built around this beautiful pattern—BERKELEY SQUARE—colored from its blue jewel-like pendants—dignified by the classic wreaths. White plastered ceiling, panelled walls, done with a raised plaster design, inspired by the BERKELEY SQUARE border—blue tinted moldings for emphasis. The carpet is plain deep blue, the hangings are blue damask or moire, draped with Eighteenth Century grace—comfortable period shieldback chairs. An interesting note of contrast is provided by the mulberry chair cushions, an air of splendor imparted by the crystal chandelier and individual crystal candle-sticks. The tables set with BERKELEY SQUARE china, etched crystal glasses, white table linen—ready for formal, leisurely dining. This is a setting in which—for dining in full-dress, or luncheon *tete-a-tete*—the smart public will find the expression of its mood.

OTHER McNICOL EIGHTEENTH CENTURY PATTERNS

Although an Eighteenth Century English Room such as the McNicol Room is elaborate, the feeling of the period can be duplicated along more simple lines. Beautiful classic wall papers are now on the market and can be combined with ivory woodwork. Rough plaster is also possible. There are numerous inexpensive draperies in the classic manner.

VIRGINIAN. In a colder blue emphasized by brown, VIRGINIAN is another of the Eighteenth Century patterns produced by The D. E. McNicol Pottery Company of West Virginia. It could be the basis of a room very similar to the one above, done in American style.

CORNUCOPIA. One of the most beautiful and delicate classic borders in the McNicol pattern array is CORNUCOPIA. This pattern comes in several colors and will lend distinction to any restaurant in the Eighteenth Century style.

Berkeley Square



Virginian



Cornucopia

McNicol Greater Selection Assured Perfection



THE TEA ROOM

CHARM of design and atmosphere have long been recognized as the most important prerogatives of the Tea and Lunch Room.

Not least among the powerful superstitions which prevailed in America during the boom decade was the belief that every American girl had an inalienable right to make her fortune as a Tea Room proprietress. Charm in the form of "quaintness" and "atmosphere," sprang up along every highway and byway, in every city and hamlet, known to the American tourist.

The field of the Tea and Lunch Room is a lucrative one, more so than many other branches of catering. An integral part of the tradition and culture of the American people, it has almost never been scientifically exploited or brought into the realm of sound business. Good business men who are investing their Tea and Lunch Rooms with the dignity of commercial enterprises can successfully avoid the doubtful mists of "quaintness" and "atmosphere" by building their reputations upon smartness.

THE McNICOL ROSE TEA ROOM

The McNicol Rose Room is an example of what good business sense properly directed can accomplish. The clever McNicol ROSE pattern,

its lustrous white square pierced by a modernized rose design in soft greyed colors and outlined by a black band, is set off to the best advantage by watermelon pink unfigured damask table covers and napkins. Here is a form of charm which will attract customers more than all the quaintness and antiqueness of the Cozy Shoppes. The rest of this remarkable room is built around the initial happy effect produced by the McNicol ROSE china table setting. White plastered walls, panels indented, molding tinted in black and deep rose, fresco of the McNicol ROSE—square drapery on compo board, plain rose or printed design—black shiny linoleum flooring—modern chairs with gilt frames and black upholstery—small black metal table lamps. All are designed to carry out the feeling of the basic design.

Here is a smart modern Tea Room, an establishment which will satisfy both the customer's taste for charming surroundings and the proprietor's inherent desire for business profits.

OTHER SUGGESTIONS

McNICOL MARIGOLD

The same kind of smartness is characteristic of McNicol MARIGOLD. Here the Tea Room can be flooded with a warm, yellow hue—held together with pale yellow green. An unusual touch would be black table covers to set off the pattern. If your room is already very sunny or light, the scheme could be reversed and cooler green made the dominant color.

McNICOL POINSETTIA

McNicol POINSETTIA, with its darker more solid shades, presents interesting variations on the color scheme of the Rose Room. The introduction of green into this pattern gives a wide scope for decorative ingenuity.

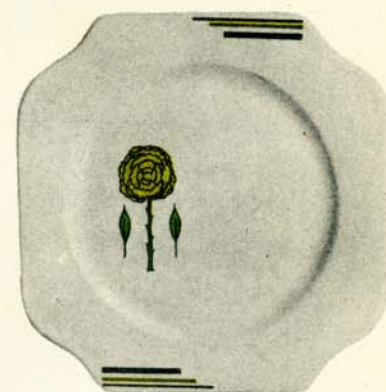
The McNicol Rooms in this booklet were designed from McNicol plates chosen arbitrarily from a wide range of beautiful patterns, any one of which could form the nucleus of a successful scheme for restaurant decoration.

If you are fortunate enough to own an attractively decorated modern restaurant, you may well consider exchanging your out-moded chinaware for a McNicol pattern more in keeping with the character of the scheme you have already devised.

McNicol salesmen are trained in patron psychology and are always willing and glad to render assistance in matters of decoration and efficiency in service. They are also equipped to help you save money by suggesting methods of eliminating breakage and caring for your china.



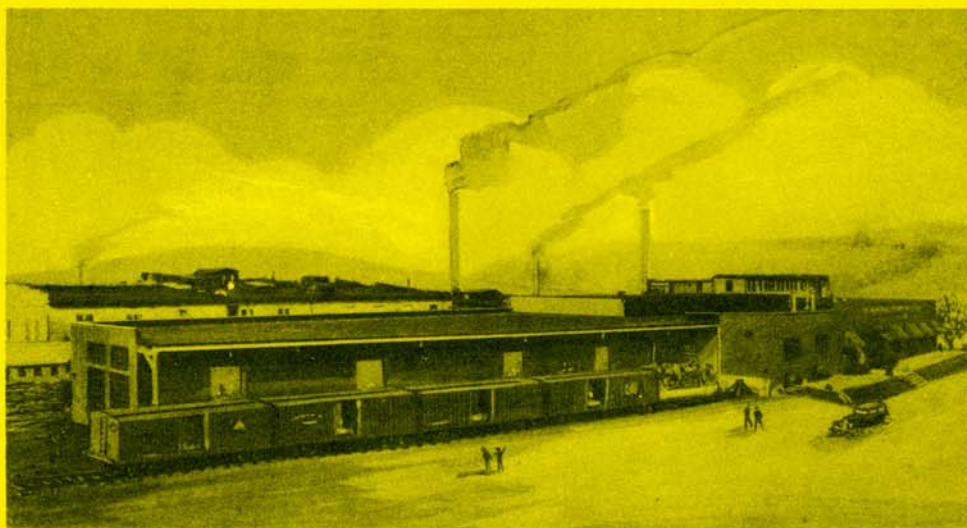
Rose



Marigold



Poinsettia



IN McNICOL CHINA BEAUTY IS BUILT-IN

ITS beauty lasts—that sums up the qualities of this fine McNicol China. Three generations of McNicols have invariably led the pottery industry in the production of quality ware. Their knowledge of materials, and the perfection of their art, have insured the buyer and user of stamina, long life, and fadeless and flawless service in his McNicol China.

Perfection in McNicol ware is assured not only by the best of materials and the most modern of vitrified china plants, but by rigorous artistic and technical inspection at each step in the manufacturing process.

Because of the durable strength of its body, McNicol China will stand up long after less carefully made ware is cracked, chipped, or destroyed by the rigors of commercial use. It is on this foundation of strength of body that the other qualities of McNicol are built. The beauty of the McNicol patterns is preserved indefinitely by the tough permanent glaze. Crazing and the fading of patterns are strangers to McNicol China. Its beauty is really built-in.

The early pages of this booklet have shown how McNicol patterns are unique in that they are designed for customer appeal, and so build sales and increase your profits. In addition, the qualities of long life and good service which in McNicol China are built-in will save you money.

The D. E. McNicol Pottery Company of West Virginia cordially invites you to call upon them for any additional information which you may require.

THE D. E. McNICOL POTTERY COMPANY OF WEST VIRGINIA
CLARKSBURG, WEST VIRGINIA





McNicol Greater Selection Assured Perfection