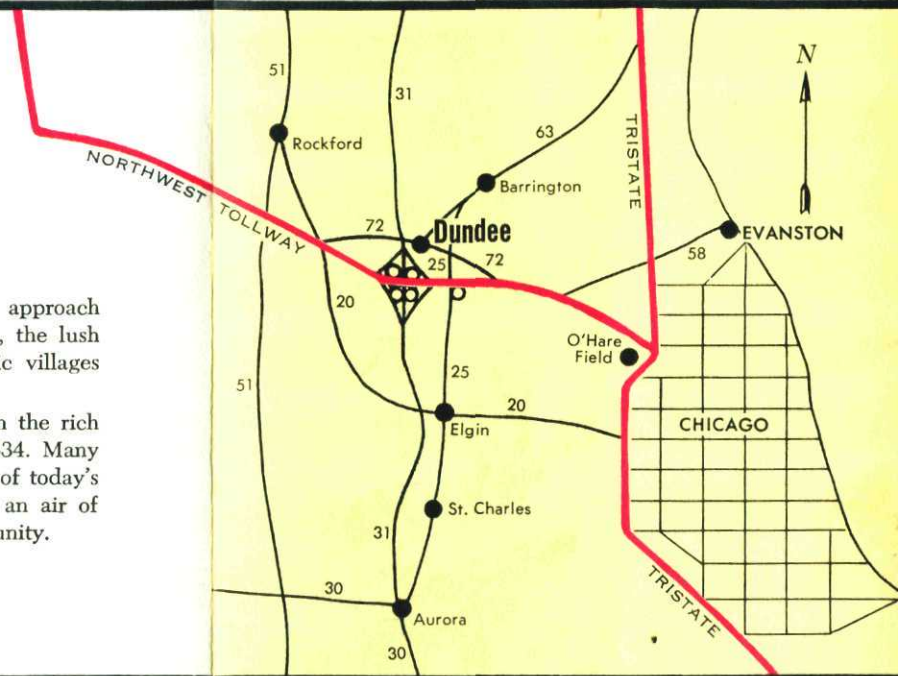


You'll enjoy every minute on the way!

*All good roads
lead to
Dundee, Illinois*

No matter from what direction you approach Dundee, you will enjoy the far hills, the lush meadows, the fine farms and historic villages along your highway.

Dundee itself sets astride the river in the rich Fox River Valley, and dates from 1834. Many of the early buildings are still a part of today's commercial and social life and lend an air of "yesterday" to this prosperous community.



FREE!

Flower Arrangement Talks

A de luxe tour can be arranged for groups of thirty or more. Flower arrangements are demonstrated with actual flowers and appropriate containers. Highly entertaining and informative. A delightful group activity. Truly a day to remember.

For your group, write Dept. B for open dates and further details.

Because of the scenic and historic attractions of Dundee and the surrounding Valley, many fine eating places are located in Dundee and adjacent countryside.

There are fifteen outstanding restaurants and motels located within a five mile radius. Ask our Sales Personnel for particulars.

Haeger *The Great name in American Ceramics*

PLANTS AT DUNDEE AND MACOMB, ILL.

Business - Haeger

*You Are
Invited*

*to be our guest
at the world's largest
art potteries*



Dundee Township Library
Haeger Potteries INC.
DUNDEE, ILLINOIS

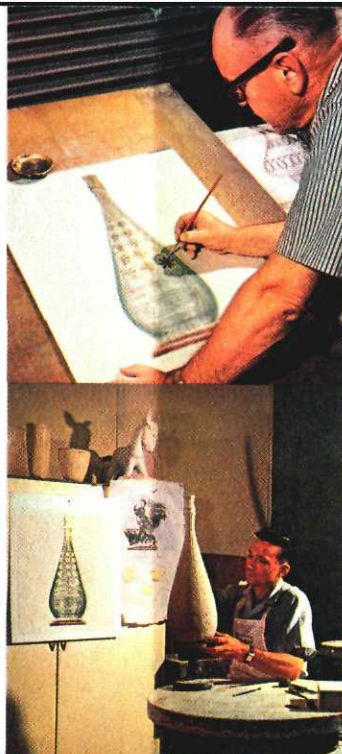
Fascinating steps

Designer puts ideas
in color on paper.

Your trained guide will welcome you and conduct you through the fascinating steps that change clay to a work of art.

Making pottery has always held a fascination for mankind. In his earliest efforts man expressed the degree of his civilization and revealed much of his way of life by the design and workmanship of his pottery. Some of those ancient methods you will see blended with today's modern technology.

On your tour you will follow clay as it is mixed, molded, fired, decorated, fired again, to emerge - in violent contrast - a thing of beauty. This change from drab clay into rare beauty is by no means a mechanical production. It is a demonstration of the skilled hands and talents of the corps of Haeger men and women. The individual skilled craftsman has almost disappeared from the American pro-



An original design is modeled in clay.



A mold is made from clay model.

that change clay into a work of art . . .



Pouring "slip" to duplicate original design.

Haeger production involves two twenty-four hour firings.

FREE TOURS

Our capable guides conduct tours at the following hours on **MONDAYS THROUGH FRIDAYS:**

9:00 A.M. - 10:00 A.M. - 10:45 A.M.

1:15 P.M. - 2:00 P.M. - 2:45 P.M.

Tours subject to change without notice.

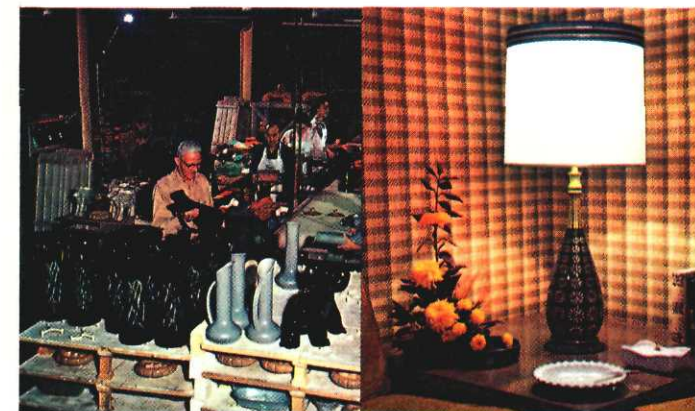
Reservations for tours may be arranged for adult groups, as well as for Boy Scouts, Girl Scouts, School Groups. Ask your Tour Conductor, or write:

THE HAEGER POTTERIES, INC.
7 Maiden Lane
DUNDEE, ILLINOIS

duction scene, but here you will see many of them as beauty grows under their talented hands.

Judging by the faces of our visitors, the transition of a thing of beauty from dull clay into a colorful bowl, a saucy figurine, or a tall stately lamp seem to hold a never ending fascination for men and women, young and old. We believe it will be so with you. So we invite you to be our guest as a part of your tour to Dundee.

Display rooms open daily 8 A.M. to 4:30 P.M. weekdays - 10 A.M. to 5:30 P.M. Sundays and holidays.



Everyday function and heritage beauty.

Color harmony for gracious living.



*the Great Name in
American Ceramics*