

# 360 Winston Ashtray & Match Stand Handsome In Simplicity

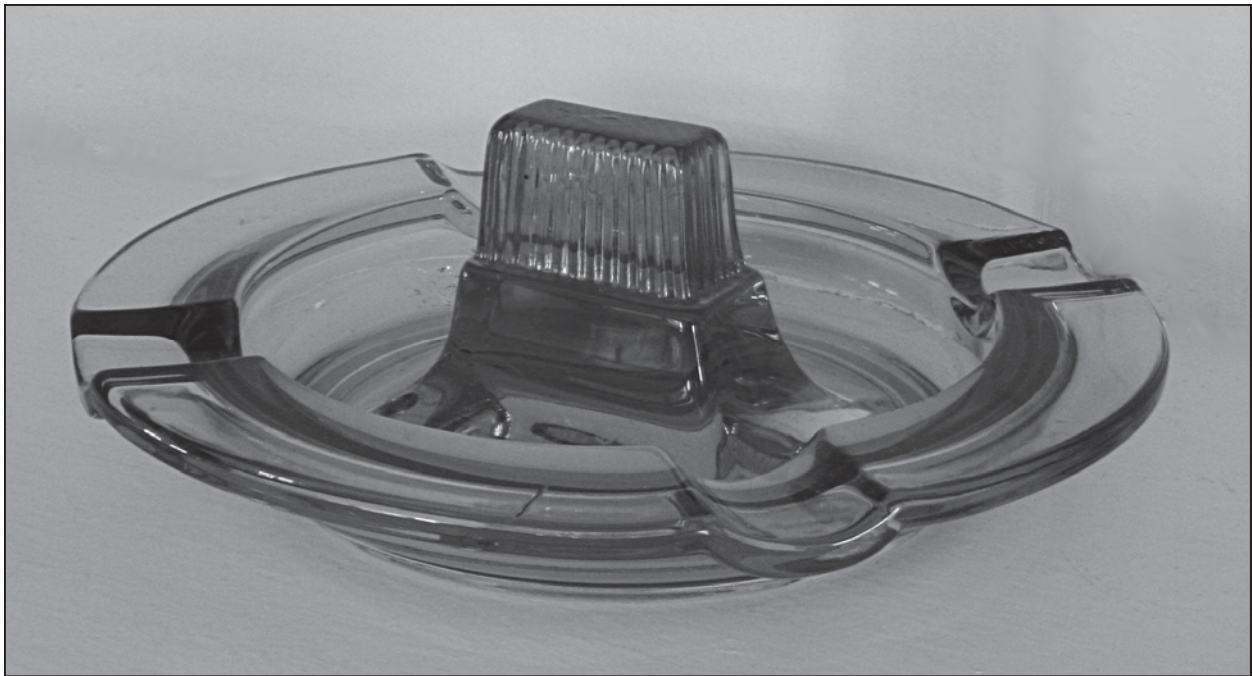
Since I started writing about ash trays for Heisey News, we have looked at four in the series that starts with 356. Nothing holds them together other than that they are stand-alone items, consecutively numbered, and they were in production at the same time. So, why should 360 Winston be any different? Lay out this one along with its predecessors, remove the numbers, and show them off to your non-Heisey friends. (We'll assume they are appreciative friends, not heathens that roll their eyes at your enthusiasm.) Hardly any of your

visitors would exclaim, "Ah, there's a set!" No, they would wonder why you picked such a random group. Style certainly isn't the link. Winston's style is so simple that one can hardly put a term to it. It isn't Deco, it isn't Colonial, it isn't Nouveau, it just...is. I suppose if we must pigeon-hole it, Arts & Crafts would be the place to stash this utilitarian piece. Which isn't to say 360 Winston isn't handsome. The simplicity *is* its handsomeness.

After several small ash trays, we now have one of some size.

Winston is one of the two largest in this series from 356 to 366, if diameter is the way to measure that. 356 White Owl has more glass and 361 Irwin is taller, but none in this series take up quite as much real estate on the smoker's table as Winston or its stylistic relative, 366 Salem. We'll get to Irwin and Salem in later articles.

Even though it wasn't labeled as such, 360 Winston appears to be intended for cigars. It has four large, shallow rests (just like White Owl) that are much too large for a typical



## Vital Statistics

### 360 Winston Ash Tray and Match Stand

- Diameter across rim, 6"
- Diameter across bottom, 3 $\frac{3}{4}$ "
- Height (to rim), 1"; height to top of match stand, 2"
- Top of match stand, 5/8" x 1 $\frac{1}{4}$ "
- Ground rim bottom
- Marked, top of match stand

cigarette. At first, I quarreled over that name with whoever put it on this ash tray. (It was all in my head, of course. It takes much less energy that way.) Why couldn't this one have been named after a cigar brand instead of a cigarette trade name? Then I considered that maybe someone was thinking of Churchill. Can you picture him without a cigar? I didn't think so. (We didn't usually see the gin that was always near at hand.) I don't really think the researcher had the wartime leader in mind, but it's an easy way out, and now my head is empty. I'll stop here while you write your own joke.

Winston is a basic, functional ash tray. Heisey took such a pragmatic, matter-of-fact approach to this one that style seems to have been a secondary consideration. We have just a simple, shallow bowl, the flanged edge forming a ledge in which to place the four cigar rests, and a box match stand rising up in the center. That's it. No pretensions to sleekness, but no unnecessary frills, either. Kind of like that other Winston. Although he was given to the occasional rhetorical flourish, and he did like those polka-dot bow ties.

There were only two catalog illustrations of this ash tray, one in that early edition of Cat. 109 we rely on for this period of ash trays, and the other in Cat. 211. You can find these pages reproduced in the Bredehoft color era book and in Vogel III. By the time Cat. 212 came out, the illustration had been dropped, and production had probably stopped by then, too. The Cat. 211 illustration, which you can see in the Bredehoft book, page 261, is peculiar in that captions are partially switched. The pattern number is correct, but the description has been reversed with that of the

1201 Philip Morris ash tray pictured next to it.

Speaking of reverses, there was a shift in terms between Cat. 109 and Cat. 211. In the earlier catalog, Winston, along with all its relevant compatriots, was called "ash tray and match stand." By the later catalog, they always said "match stand ash tray," switching the order and completely omitting the "and." I'm not sure whether it was a matter of taste or clarity; perhaps some customers thought the earlier phrase meant they'd get two pieces.

When the Bredehoft color era book was published, 360 Winston was reported only in crystal, Moongleam, and Flamingo. We now know that it also came in Sahara, not too surprising given Winston's production years of about 1928-1937. It was probably too late for Hawthorne, but Marigold might exist. Other colors are theoretically possible, but not very likely.

I have never seen this ash tray decorated. Anything is possible, of course, but it does seem that most of the ash trays were left alone. We'll see some exceptions shortly, however.

The examples of 360 Winston that I have seen (not that I have seen that many) are always marked on top of the match stand, although sometimes obscurely. The bottom of the ash tray is deeply concave beneath the match stand. This leaves a bottom rim that is ground and polished.

All this talk of Winston doesn't make me want a cigar. But it does make me crave a bracing oration with a well-turned phrase. And maybe a tot of that gin.

Eric Tankesley-Clarke

*"Cigars? Cigarettes?" Is there a retro club somewhere that still has girls calling that phrase for your attention? What ash tray has attracted your attention lately? Let me know, at heisey@embarqmail.com.*