

# #366 Salem Ash Tray

By Eric Tankesley-Clarke

*On ash trays when asked to regale 'em  
The writer thought words just might fail him.  
But eleven in a line were enough for a time.  
From White Owl to Winston to Salem.*

We're drawing to the close of the series on ash trays numbered from 356 through 366, mostly introduced in the mid to late 1920's. You thought we'd never get there, didn't you?

In April 2012 I wrote about the #360 Winston ash tray. Just as the town of Winston crowded right beside Salem, the Winston and Salem ash trays jostle each other for the same design space. Same size, same base. (2013 is the centennial of the official joining of the two towns into Winston-Salem. Not as though that matters in our ash tray discussion, but next time someone asks you about the history of the incorporation of North Carolina cities, you'll know.) No doubt whoever named the ash tray pair—it wasn't A. H. Heisey & Co. —had their sibling resemblance in mind. The only real difference between the two is that Winston has a stand in the middle for matches in a box, but Salem's central stand is made for matches



in books. Two prongs rise up from the center of Salem with a slot to slip in the folding cover of matches. The matchbook support is carefully modeled with angular sides to give more character, five facets on the outside, three on the inside of each prong. Look right down at the bottom of the match holder and you're likely to see the Heisey mark.

The base is exactly the same size and appearance between the two, with four cigar holders around the rim. (You may recall I had a touch-and-go moment in squaring the cigarette brand Winston name with a cigar holder until I called on the ghost of Churchill. Unfortunately, there's no stodgy-wielding British statesman who goes by the name of Salem, and, try as I might, I can't make burning witches explain why a cigarette brand is used to name a cigar ash tray. Anyway, that's a different Salem, and those Massachusetts folks are probably sick of all the witch-burning jokes.) The bottom of the Salem ash tray is likely to be a wide, ground and polished rim, although unground fire-polished ones are certainly possible. I've seen them both ways in Winston, and my guess is Salem came both ways, too.

Another similarity is that Heisey changed the way they referred to both these pieces. At first, both #360 Winston and #366 Salem were called "ash tray and match stand." But later they changed the name in Cat. 211 to "match stand ash tray," possibly to clarify that each match stand was of one piece with its respective ash tray and not two separate pieces. The caption for #366 Salem correctly says it is for "bk. match," but I've mentioned before how they said the same thing beneath the #360 illustration when that was clearly a mistake.

As for Salem in colors, it's Flamingo and Moongleam at the very least, rose and green being more or less the flagship banner of Heisey's second color era. (Heisey salesmen were chastised for writing "rose" on order forms when the company was trying to push the Flamingo name, but we won't stand on ceremony here. A few of the old-timers may have remembered the turn-of-the-century pink they also called Rose.)

As in most patterns, #366 Salem also comes in crystal. Salem was made just as long as Winston, from about 1928 to 1937. Winston has been seen in Sahara, so I wouldn't be too surprised to see Salem in that color, too. We can't even completely rule out Marigold as a possibility, but I don't think either Winston or Salem has been seen in that color. Other colors are not likely. The few examples of Salem I've seen have not been decorated, but that doesn't mean there aren't some out there. I doubt, however, that Heisey ever applied any etchings or cuttings of their own.

There really isn't that much new to say about Salem that hasn't already been said about Winston. Does Salem care about always getting second billing? Or is it just getting a free ride?

Before we leave the series altogether, let's review. First, a reminder of what I've included in the series: #356 White Owl, #357 Duck, #358 Solitaire, #359 Chesterfield, #360 Winston, #361 Irwin, #362 Bermuda, #363 Wings, #364 Pedestal, #365 Rhombic, and #366 Salem. One might suppose that the very first one, #356 White Owl, doesn't really belong since it came out over a decade before any of the others, is a much heavier duty piece of glass, and doesn't come in colors. But you can't help but think that whoever assigned the pattern numbers looked back at White Owl and decided to pick up the numbering where it had left off. And they did continue to market White Owl alongside the others in the series.

Stylistically, all of them are reasonably plain designs, discounting a few curlicues on the Duck and the Deco ebullience of Rhombic, but there is little beyond their pattern numbers to link them all. Put all eleven of them side by side and you might never guess they were made about the same time. Bermuda, Wings, and Rhombic are probably never marked. Pedestal may belong in that list, too, and Solitaire doesn't carry the Heisey logo very often, either. The others are usually marked. Wings and Pedestal have fire-polished bottoms, but the others are always or usually ground and polished.

None of the eleven were named by the company. Researchers came along later and gave them names, some descriptive (Duck, Wings, Pedestal, Rhombic), others evocative. Five tobacco brands inspired names—White Owl, Chesterfield, Winston, Salem, and Wings, the last being the only name both descriptive and redolent of the smoking era. Two of the cigarette brands, Winston and Salem, came to market in the 1950's so weren't even around when the ash trays were made. The White Owl brand of cigars had been available for many years, but was a low-end brand that serious cigar smokers such as Clarence Heisey likely would have disdained. Chesterfield and Wings cigarette brands were very much of the time, with Wings cigarettes coming out in 1927, and Chesterfield being so popular during the 1930's it was the sponsor of its own radio show, *The Chesterfield Hour*.

There are three in the group with cigar rests—White Owl, Winston, and Salem—but none of them were specifically labeled for cigars by the company. Three others—Chesterfield, Wings, and Rhombic—don't have proper rests at all. Five of them hold matches: White Owl, Chesterfield, and Winston have blocks to slip partially opened match boxes over them; Duck and Salem have slots to hold up match books. Irwin was originally designed to hold boxes of matches, but that feature is missing in the production piece. Irwin is the only one in the series made to hold cigarettes. The series is about evenly divided between those that could be considered individual ash trays and the larger ones.

Colorwise, White Owl came only in crystal. As for the other ten, all of them are known in Flamingo. Crystal and Moongleam examples are known for all but Bermuda, and it may well have come in those colors, too. Solitaire, Winston, and Irwin are known in Sahara, but some others may also come in that color and are just waiting to be found. Duck, Solitaire, Irwin, and Wings are reported in Marigold, and Solitaire is known in Gold, that distinctive and rare, brighter and yellower shade of Marigold that lacks the uranium green cast and glows fiery orange under ultraviolet.

While the ash trays in this group mainly continued in production through the time of Alexandrite, Tangerine, and Stiegel Blue, and some even into the Zircon years and beyond, none of them are known in those colors. Nor have any been seen in Amber of any shade. All but White Owl were introduced shortly after Hawthorne was discontinued and none are known in that color. The diligent collector may be thankful for that, because when you consider different colors, there are at least 38 or 39 different ash trays to collect in the #356-366 series, possibly more. Some are reasonably easy to find, others as scarce as the teeth of the proverbial hen.



What next? We may be done with this group of ash trays, but there is still a lot of smoking gear to cover. I just have to find ones I can rhyme.

### **Vital Statistics**

#366 Salem Ash Tray and Match Stand

Diameter across rim, 6"; diameter across bottom, 3<sup>3</sup>/<sub>4</sub>". Height (to rim), 1"; height to top of match stand, 2". Match stand, 7/8" wide x 2 1/8" long. Ground rim bottom. Marked, top of match stand base.

*What's Salem without Winston? Orville without Wilbur? Rogers without Astaire? You without Heisey? We all need something else to complete ourselves. I want to hear about your favorite Heisey pairings at [heisey@embarqmail.com](mailto:heisey@embarqmail.com).*