

HEISEY NEWS

OFFICIAL PUBLICATION HEISEY COLLECTORS OF AMERICA
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JUNE, 1979 Vol. VIII, #6

ONE DOLLAR

dramatic new movie *"The Glass Menagerie"*

features HEISEY crystal



No. 4 SWAN 7" HIGH



No. 1 GIRAFFE
11" HIGH



No. 11 MALLARD DUCK
4 1/2" HIGH



No. 2 BUNNY 3" LONG



No. 1 BULL 8" LONG



No. 2 ELEPHANT 6 1/2" LONG



No. 2 GOOSE 8 1/2" LONG



JANE WYMAN co-starring in
THE GLASS MENAGERIE A Charles E. Foy
Production Distributed by Warner

Beautiful crystal animals hand-wrought by Heisey are prominently featured in a heart-warming new movie, "The Glass Menagerie," starring Jane Wyman and Gertrude Lawrence. And exquisite Heisey figurines just like those shown in the film are available now. They'll delight your customers as versatile decorative pieces for the home, as gifts, or as choice items to include in crystal collections.

Take advantage of this unusual opportunity to bring more traffic into your store. The movie will be released in August, so don't delay. Your Heisey Representative will see that your order gets prompt attention and that you are supplied with free newspaper mats. Order today, and contact your local exhibitor of Warner Brothers pictures so you'll know the best time to feature "The Glass Menagerie" in your advertising and store displays. See your Heisey Price List No. 30 for listing of items shown here and many other sparkling figurines.
A. H. Heisey & Co., Newark, Ohio.

FROM THE DESK OF ...

Your President

Greetings from Heiseyland!

It was a great Convention! Many who come every year said it was the best ever. Members came from far and near and again the parking lots at the Show, the Sheraton and the Museum looked like maps of the U.S. No doubt the gasoline shortage hurt some - otherwise there would have been a big increase in attendance this year with all of the new members. All events were well attended however.

Since this newsletter, except for this part, was prepared well ahead of Convention, you'll have to wait for July for the full story. Our printers are club members and Harley Bethel was display chairman so there was a delay in getting this issue out. In the near future we hope to be back on a regular schedule. Thank you for your patience.

The blue colts are selling rapidly so get your orders in soon. Some kicking and standing are still available in Horizon Blue at \$14.00 each, plus 10% postage. The frosted blue bell listed last month is \$7.50 rather than \$7.00 as

in the ad. The PLAIN BLUE is \$7.00.

The Oscars were a sell out with only 73 being left for sale on the first day of the Convention.

The Annual Souvenir Dinner will be held on September 8 at the museum site with a Mini-Show during the day in the huge V.I.P. tent. If you want a contract for the show write to:

Ray Ziegler
86 Hiawatha
Westerville, OH 43081

You will be receiving a special mailing on this event. Cordial prices remain the same at \$35.00, which includes one dinner if you can come. Extra dinners this year will be \$12.00. Watch for the mailing later this summer.

We want to thank all of you who participated in any way to make the Convention the success that it was. Special thanks to our Convention Chairman, Kay Darling, Show Chairman, Jack Metcalf and Display Chairman, Harley Bethel. They all did a great job.

Happy Collecting,
Louise Ream

DATES TO REMEMBER

SEPT. 8—Annual Souvenir Dinner & Mini-Show

DEC. 8—CHRISTMAS PARTY at Moundbuilders Country Club

.....

NEWLY ELECTED OFFICERS

The five members elected to the board were:

JOE LOKAY
SAM SCHNAIDT
EMOGENE SHOMAKER
ROBERT McCLAIN
PERCY MOORE

The 1979-80 organizational meeting and election of officers will be held on July 7th at the museum.

.....

June 6, 1979

Dear Louise,

In reference to the April 1979 Heisey News article, Heisey Candlesticks #520 Candle Lamp by Tom Felt and your editorial note. The Candle Lamp in our collection has the #440 Fronenac etch. The candleholder portion is decorated with the etch as is the top of the candle lamp bottle or well.

Betty Regan
California

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Heisey Collectors of America, Inc. is a non-profit corporation with tax exempt status. Owners and operators of National Heisey Glass Museum, 6th and Church Streets, Newark, Ohio. Open Daily 1-4 p.m., April through October except Mondays and Holidays, November through March, Wed., Sat., Sun. 1-4 p.m. Members admitted free.

Phone: (614) 345-2932. Club membership (includes 12 issues of Heisey News and participation in all club activities) \$10.00/Year plus \$1.00 each for additional family members in same household who wish a membership card. For voting membership add \$25.00, one time only fee, or write for information.

For Membership - Debbie Delaney, Box 27, Newark, Ohio 43055. Notify immediately of any change of address.

The opinions expressed in articles in Heisey News are those of the authors and not necessarily those of the organization. The Editorial Staff reserves the right to edit or refuse any material submitted for publication. When requesting information, please enclose a self addressed stamped envelope (SASE).

ADVERTISING - Send all ads to:
VIRGINIA YEAKLEY, Advertising Manager
640 Melanie Court
Newark, Ohio 43055

DEALER DIRECTORY ADVERTISING RATES-5 line-\$6.00/6 issues

CLASSIFIED ADVERTISING - 5¢/word - \$1.00 Minimum. We cannot mix type sizes in Classified Ads. Abbreviations and initials count as words.

DISPLAY ADVERTISING RATES	MEMBER	NON-MEMBER
1/8 Page	\$ 8.00	\$15.00
1/4 Page	\$15.00	\$25.00
1/2 Page	\$25.00	\$40.00
Full Page	\$45.00	\$60.00

PAYMENT IN FULL MUST ACCOMPANY ALL ADS.

Advertising copy must be in our hands by the 5th of the month to be in the next issue. Advertisements containing reproductions will not knowingly be accepted unless clearly stated (i.e. Heisey by Imperial, etc) Heisey News assumes no responsibility for false advertising or misleading information. In the event of typographical error, the incorrect portion of the ad will be run in the following issue, but Heisey News assumes no further liability.

Send all letters and articles to be published to the Editor. Letters to columnists should be sent to the club address and will be forwarded.

STEMS

by CARL SPARACIO

Everytime I think I've seen it all something else turns up to remind me that Heisey stemware is a constantly growing category. Heisey may have stopped production some twenty odd years ago but surprises still turn up.

The latest oddity is #4044 New Era with a wide optic bowl. Everything I've ever seen in New Era has a plain bowl, even in cobalt. I've added a goblet with a wide optic bowl to my collection and it is quite attractive. The wide optic blends with the art deco designs.

While we're on the subject of optic we'll remind you of our report last year of the #3333 Old Glory parfaits with diamond optic - another optic that had no business being where it was. To make it even more unusual these Old Glories were in Hawthorne, a color that didn't belong there either. Now I can report some champagnes and goblets in that same unusual optic and color combination. I managed to latch on to one of the goblets and it is truly magnificent (even with the chips).

Let's continue with oddities. We have reproduced a sheet here which was inserted in the 1935 price list which was used for updating for the next catalog. Dozens of pages of this sort were placed in these catalogs and showed all new patterns, cuttings, etchings etc. which came out between catalogs or price lists. This came from Emmet Olsen who was not only the chemist but did the pricing of the glass, or at least did the cost studies for pricing and thus worked with the catalogs. It would appear that the goblet marked #3422 is what is what we know as #4091 1/4 Loren or at least something that developed into "Loren". (Loren is a name assigned by Bradley and Ryan). All the elements of Loren are there but the proportions are all out of whack. The date 1/1/36 is the time reference we have for this which would put it in the proper period for Loren but the number #3422 would place it about six years earlier. There does seem to be some confusion regarding the dating of Heisey patterns and we hope to be able to shed some light in this area in the near future.

#3419 has the feel of #3380 Old Dominion about it but, of course, its not. I have no idea what it is. The number #3419 was used by Heisey for its "Cognac" line which doesn't even resemble this sketch. Wouldn't it be great if this piece turned up? We don't even know if it made it into production but since Loren did there's a good chance that ole #3419 did too. Maybe it's not so great after all - it means there's one more thing I have to look for.

I am up to my ears in glass packing for convention but by the time these pearls reach your eyes the convention will be tomorrow or it was over yesterday. Whatever - if my foresight was as sharp as my hindsight I could re-

#3419-11 oz. Goblet — 3.25/7.20

#3422-10 oz. Goblet — 3.25/7.20



gale you with all the convention details. I'd know who had been elected to the Board of Directors. Did you ever see such a slate? Every year the nominating committee makes it tougher. I know everyone of these people and there isn't one I wouldn't like to see on the board. This year I will vote with the help of my dart board. It was much easier when I ran for the board. I just voted for me five times.

Does anybody know if I got any good stems? Sure I did!

These things COULD have happened.....

What have we got if we ain't got hope. Kathy Crosby came back and picked up what she ordered two years ago. Louise remembered my name when she introduced me. Kay Darling fell in love with me. I recognized Bob Ryan in his bald headed man disguise - that's a first, he usually fools me. Loren Yeakley made a mistake in the budget and we found out we have a \$50,000 surplus. Imperial melted down all the animal molds. Gee, it was a great convention!!! ■

Heisey's Production Colors

Researched by Louise Ream Tom and Neila Bredehoff.

These dates are based on our original research of all available catalogs, ads price lists and other information. Note that one is different from the listings in our book "Etchings and Carvings". This change is the result of new information since our book was published. If other sources have different dates it is possible that they did not have all of this original material to study.

In a few cases something was offered in a color not correct for the time. For example a cobalt Tulip vase in the late years. These were probably leftovers from an earlier period.

*ALEXANDRITE—1929-1935 Lively lavender with tinges of red. Turns blue under fluorescent light.

AMBER—Both light and dark. Made over a long period of time. Exact dates unknown.

CANARY—1897 Vaseline-greenish yellow. Made again in lighter shade in early 1920's.

*COBALT—1932-1941 Intense deep blue.

DAWN—1955-1957 Smoke color.

EMERALD—1896-early 1920's Dark green.

*FLAMINGO—1925-1935 Rose pink.

*HAWTHORNE—1927-1928 A light purple.

IVORY and IVORINA VERDE—1897-early 1900's Ivory is light yellow opaque. Ivorina Verde is deeper shade of yellow opaque. Popularly known as custard glass.

LIMELIGHT—1956-1957 Blue green. Same as Zircon.

*MARGOLD—1929-1930 Deep brassy yellow showing green around edges.

*MOONGLEAM—1925-1935 Soft green of meadows.

OPAL— 1898-early 1900's Opalescent milk glass.

*SAHARA—1929-1937 Pale to sunny yellow.

SULTANA—1951 Dark amber.

TANGERINE—1932-1935 Varies from light orange to almost true red.

ZIRCON—1936-1939 Blue green. Same as Limelight.

*Etchings may be found on these colors though rare on alexandrite and cobalt. ■

4- HEISEY DECORATIONS

by NEILA BREDEHOFT

Since the publication of "Etchings & Carvings" several old catalogs have yielded information on a small number of previously unknown etchings.

I don't think I have seen any of these etchings, but hopefully they will be recognized now and be found. They are all probably rather hard to find as their production periods were so short. They all appear only on crystal as they were produced prior to the color period of the middle 1920's to 1930's.



No. 3305 GOBLET, P. E. No. 402

#402 AMERICAN BEAUTY

Production period: 1917

Found on:

#3305 VIOLA — 12 oz. Goblet, 10 oz. Goblet, 8 oz. Goblet, 5½ oz. Egg cup, 5½ oz. Sherbet, footed, 5 oz. Saucer champagne, 5 oz. Sundae, footed, 4½ oz. Claret, 3 oz. Burgundy, 3 oz. Cocktail, 2 oz. Wine, 1 oz. Cordial



No. 3311 GOBLET, P. E. No: 404

#404 MUSKINGUM

Production Period: 1917

Found on:

#3311 VELVEDERE — 10 oz. Goblet, 7 oz. Parfait, 5½ oz. Saucer champagne, 5½ oz. Sherbet, footed, 4½ oz. Port, 4 oz. Claret, 3½ oz. Cocktail, 2 oz. Wine, 1 oz. Cordial, 1½ oz. Sherry, ¾ oz. Pousse cafe



No. 3312 GOBLET, P. E. No. 394

#394 ZOUAVE

Production period 1917

Found on:

#3312 GAYOSO 11 oz. Goblet
9 oz. Goblet, 8 oz. Goblet, 8 oz. Sundae, footed, 5½ oz. Saucer champagne, 5 oz. Parfait, 4½ oz. Claret, 4½ oz. Hollow stem champagne, 5 oz. Sherbet, footed, 3½ oz. Cocktail, 3 oz. Burgundy, 2½ oz. Wine, 2 oz. Sherry, 1 oz. Cordial and Pousse cafe.



No. 3316 GOBLET, P. E. No. 406

#406 DUQUESNE

Production Period: 1917

Found on:

#3316 BILTMORE — 10 oz. Goblet, 6 oz. Saucer champagne, 5½ oz. Sherbet, footed, 4½ oz. Claret, 3 oz. Burgundy, 2-¾ oz. Cocktail

#394 ZOUAVE Plate etching

#402 AMERICAN BEAUTY Plate etching

#404 MUSKINGUM Plate etching

#406 DUQUESNE Plate etching

\$407 MORNING GLORY Plate etching

\$408 LINCOLN Plate etching



No. 3317 GOBLET, P. E. No. 407

#407 MORNING GLORY

Production Period:

Found on:

#3317 — 8 oz. Goblet, 6 oz. Champagne, 6 oz. Saucer champagne, 6 oz. Sundae, footed, 5 oz. Sherbet, footed 4½ oz. Claret, 3-¾ oz. Port, 3 oz. Burgundy, 2-¾ oz. Cocktail, 2½ oz. Sherry, 2¼ oz. Cocktail, 2 oz. Creme de Mint, 2 oz. Wine, 1 oz. Cordial, ¾ oz. Pousse cafe.



No. 3318 GOBLET, P. E. No. 408

#408 LINCOLN

Production Period:

Found on:

#3318 WALDORF — 11 oz. Goblet, 9 oz. Goblet, 7 oz. Goblet, 6 oz. Sundae, footed, 5 oz. Fruit, shallow, footed, 5 oz. Saucer champagne, 5 oz. Sherbet, footed, 4 oz. Claret, 3½ oz. Cocktail, 3 oz. Burgundy, 3 oz. Cocktail, 2½ oz. Cocktail, 2½ oz. Wine, 2 oz. Wine, 1 oz. Cordial, ¾ oz. Pony brandy. ■

MISCELLANEOUS



No. 355—CREAM
GROUND BOTTOM



No. 355—CREAM
GROUND BOTTOM
PATENT No. 42752



No. 352—CREAM
AND COVER
GROUND BOTTOM
ALSO FURNISHED WITHOUT COVER



No. 352—CREAM
GROUND BOTTOM

HEISEY HUNTER Happenings.....

by BOB RYAN

It dawned a beautiful, bright, mild, sunny day for the auction May 19 in Granville. We enjoyed a leisurely drive over and it was nice to be able to visit with so many friends. The crowd was not large and it made for some good buys, plus even better conversation.

An absolutely beautiful floral plateau in an unusual pattern with Cohasset cutting was one of the favorites of mine that the museum added to its collection. (Ed. note: This was listed as a #1476 Torque plate but it was not that pattern). The size was the stumper for me. Where do you keep something that large and beautiful? #1447 ROCOCO Limelight combination Relish and mayonnaise was another great item....My wife finally captured her #1495 FERN plate for her Heisey cheese dome as shown in the 1953 catalog. She also brought home one of the bargains of the day, a pair of sahara #134 candlesticks, two lite, and an oval floral bowl with a nice cutting. Colored Heisey with a cutting is not an easy item to find and this set was a good one....#4036 Oval Sherry bottle with a cut dog and bird....it was super and I am a sad sack for not bidding higher on this very good item....I realized too late what a good item it was*....an item that isn't seen often anymore a #3397 Gascony cobalt decanter....#1210 FROG handled moonbeam cheese plate....#5066, Horsehead sherry....of course the two, experimental sample cocktails were very nice but I already possessed this patterna #5013 SHASTA cordial with GEORGE IV cutting brought some exciting bids....too much for one collector who wanted it badly but came away empty handed, but he fought back and got the #4091 KIMBERLY cordial with a handsome cutting....a beautiful smokey DAWN #4054 CORONATION old fashion in the experimental screened optic was a very good buy for someone....as was the Eva Zeisel #6009 A Roundalash ash tray in dawn....did you get that one VI?

We were able to add the rare #355 Compotier with the PEACOCK etching to Connie's collection....that one possibly will not pass the auctioneer's block for many a moon again.... There were many other fine buys and I believe everyone attending came away with something they could be proud of and add to their collection....I know that a lot of the mail bids came through.....

Now I hope that the auction listing has warmed you up for the finds that will be spilling out of this typewriter....here goes....sleeping animals were found in the farm lands beyond the Wabash....a CLYDESDALE and a large SWAN....napping, she said, but these were so sound asleep they were bagged paid for and cartoned without even a yawn....FILLY head forward....a SPARROW and a flamingo FROG handled cheese plate....and also a ho hum goose stem sherry....Flea markets are fun

she says....that's easy for her to say....I sayI say phooey!!!!....also the same couple took home from a Flea market a #1469 RIDGE-LEIGH covered cigarette box and four ash trays....what's so great about that? They were limelight....#3404 SPANISH cobalt goblet.... terrible price....aaaagh!!! #350 PINWHEEL AND FAN punch bowl and base with 12 punch cups....and a very good find, #1220 PUNTY BAND wine red flashed, this is not an easy one to find and I hear there will be one at the June show....not this one but another so you stem collectors....to the swiftest goes the prize. I tipped you....once before I wrote about such a prize that would be in the June Show and guess who got out foxed...?....you are so correct, me....to close out this couples finds let me tell you that they found a #1430 ARISTOCRAT candy jar in SAHARA, that's all brotherBig Flea Charlie reported to me last Fall about stealing a pair of #520 candle lamps.... now that everyone is mad at him I'm even.... The Cincinnati Stitch savers came upon a #1000 CARLSBAD cordial and claimed same. They also brought home a #4224 cocktail shaker with a Rooster head stopper and a very lovely and hard to find anymore #1485 SATURN dawn cruet....know someone who would like that beauty....The Cincinnati Reds are back in first place, or they are as this was being written but then Pete and his "Filadelfia Filie" teammates had not yet visited Riverfront but the Reds in question collect Heisey glass, correct that, steal, Heisey glass instead of base hits....let's see how they did last month.... #1280 WINGED SCROLL red flashed trinket box I believe they have more Winged Scroll than Heisey even made....#1503 Crystalite syrup....#1250 GROOVE N SLASH large covered sugar, nice....#1776 KALONYAL handled jelly and just to be sure that they had shed some light on the proceedings. #357 PRISON STRIPE and a #1235 SUNBURST AND BEADED PANEL lamp shades....The Jolly Green Giant was back roaming over the shops and came upon six #3308 Jamestown sherbets with Barcelona cutting....#1567 PLANTATION syrup....#4224 cocktail shaker with silver overlay roses....very beautiful....are you an early riser, Vivian? It won't stay around long....and a #1469 RIDGELEIGH two lite candlestick with prisms, also two very beautiful non-Heisey items that warrant mention, an exquisite Fry perfume and rare Imperial Cathay vase, Virginia B. Evans signature....beautiful and most unusual....

No column would be complete without mentioning some of the items that the Kid found on the trails....#1540 LARIAT basket, the hard to find one, natch....a large handled candle stick....An ORCHID CRUET, #1519 WAVERLY....An ORCHID ETCHED #1519 cream and sugar....a pair of unusual moon-

gleam twisted stem candlesticks and last but far from least a #325 PILLOWS toothpick holder....

Ya'll be lookin for the Ole Hunter on the Square Saturday morning and don't pass without saying HI and hand me a list of your latest finds, Peace and lots of GAS

* Ed. note: This was not a Heisey engraving but was done in the recent past by an engraver in Tiffin, Ohio. ■

SEPTEMBER 1922



Woman's Home Companion, 9/22
Loaned to us by Barbara Lesak

HEISEY ADS

HEISEY ASH TRAYS #'s 356,434,436,1183 & 1184

by JOSEPH D. LOKAY

Three ash trays were pictured in a Heisey ad that appeared in the October 1914 issues of *Woman's Home Companion* and *Ladies Home Journal*. A copy of the ad is shown with this article. The three ash trays were #436 which is round in shape, #1184 which is triangular in shape and #356 which is shaped somewhat like a five tooth gear wheel. The purpose of this article is to briefly discuss these three ash trays.

First, examination of the Heisey catalogs at the HCA museum library showed that there were two sizes for two of the three styles of ash trays. In the catalogs and price lists, the word "small" was used to designate the smaller size and the word "large" was used to designate the larger size. To help in further identification of the small and large size, the word "cigarette" was associated with the small size and the word "cigar" was associated with the large size. This was most likely the real purpose for two sizes; one size for cigarettes and a larger size for cigars. Even with all that differentiation, separate stock numbers were still assigned to each size of ash tray: #436 for the small and #434 for the large round shaped ash trays, #1183 for the small and #1184 for the large triangular shaped ash trays. There was only one size in the #356 gear wheel shaped ash tray.

The #436 small round ash tray has a 4" outside diameter, is 1/4" tall and has 4 slots for resting cigarettes. The #434 larger round ash tray has a 4-3/4" outside diameter, is 2" tall and has 4 slots for cigars. Both have ground bottoms that contain the typical Heisey star, and both are signed with a diamond H on the inside of the bottom at the center.

The #1183 small triangular ash tray has a outside length of 4 1/2" along each side of the

triangle, is 1/4" tall and has 3 slots for cigarettes. The #1184 larger triangular ash tray has a 5" side length, is 1/4" tall and has 3 slots for cigars. Both have ground bottoms that contain the Heisey star, and both are signed with a diamond H on the inside of the bottom at the center.

The #356 gear wheel ash tray is 5 1/4" in diameter measured around the outside of the gear teeth, is 1 1/2" tall for the tray and 2 3/4" tall for the tray and match holder combined, and has 4 slots for cigars. The bottom is ground, contains the typical Heisey star, and is signed with a diamond H on the inside of the bottom at the center.

The production periods varied for these 3 styles of ash trays. The #434 large round ash tray was the first of the 3 styles to be produced in about 1912. Besides the 1914 ad, ash trays #436, #1183, #1184 and #356 were first shown in Heisey catalog 76, circa 1915. Production of ash trays #1183 and #1184 (triangular shaped) and #356 (gear shaped) ended in about 1920. Production of #434 and #436 (round shaped) ended in about 1924. Indications are that these three styles of ash trays were made in crystal only.

The stock numbers are confusing a bit as #356 was used for a combination cream and sugar set (Vogel II, pg 118) and #436 was used for a style of vase (Vogel II, pg 125). Earlier, #356 was used for a crushed fruit jar, then later for a power puff box and cover, and then later for a 6 oz. oil. The number #1183 was used for the Revere pattern and number #1184 was used for part of the Yeoman pattern.

The metal mold used by the Heisey Company for making one of the triangular ash trays is on display at the HCA Museum a donation from the late Paul Fairall.

The accompanying page is from Catalog 76, ca 1915. ■

CORRECTION

by LOUISE REAM

Thanks to an alert reader for calling attention to an error in my article on #433 Grecian Border (Greek Key) in the April issue. I said that in #433 the keys all go to the right.

D.M. Backulich of North Carolina pointed out that in the pictures with the article they did NOT all go to the right. I had examined the pieces in our collection and the top of the 'key' on all of them did turn right. In looking at the pictures which were printed with the article it appears that they could go either way.

The pattern which I mentioned as a fooler really look quite different if you examine it carefully. My husband points out that those 'keys' are symmetrical and go both right and left. In any case it is NOT marked.

LETTERS, We get letters.....

The magazine gets better and better and one of these years I want to come to June convention.

You do a great job!!!

Mrs. Ted Hayes, IN

Mrs. Louise Ream
Heisey Museum
6th & Church Streets
Newark, Ohio 43055

Dear Mrs. Ream:

Thank you on behalf of the District 669 Rotary Clubs and specifically the Granville, Newark and Mt. Vernon Clubs for your except-

HEISEY'S

GLASSWARE



#356

**If you want to please
some smoker—
surprise him with an ash tray of**

Heisey's 
Glassware

*He'll appreciate their beauty,
and you'll both appreciate
their "useableness"—they are
so easily cleaned and too sub-
stantial to be carelessly upset.*

*If your dealer cannot supply
the attractive designs shown
here we will deliver them by
Parcel Post, prepaid, at the
following prices:*

To points east of the Mississippi River—	No. 356 . . . \$1.00
	No. 43650
	No. 118465

West of Mississippi River, add 50c to cover delivery.

Write today for illustrated booklet.
Learn how many beautiful things
for the home you can get in Heisey's
Glassware.

A. H. HEISEY & CO.
Dept. 31, Newark, Ohio



On every piece



#1184
#436

HEISEY AD
Woman's Home Companion
October, 1914

ional participation in our Australia Rotary Exchange Program. The six Australian visitors thoroughly enjoyed the briefing and tour you conducted.

One of the tangent benefits of a program like this, we as hosts learn from it too.

Thank you again for making their visit and my job an extremely pleasant and informative experience.

Sincerely,
Richard H. Pinkerton

A. H. HEISEY & CO., NEWARK, OHIO.



No. 1183 Coramita Ash Tray
Copyright 1913
1183



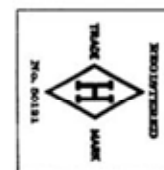
No. 352 Ash Tray
Copyright 1913
352



No. 352 Marica Stone
Copyright 1913
Patent No. 192180
352



SMOKERS' GLASSWARE
ASH TRAYS AND MATCH HOLDERS



No. 150 Marica Stone
150



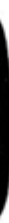
No. 436 Ash Tray
Copyright 1913
436



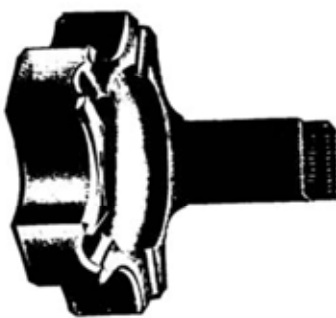
No. 434 Ash Tray
Copyright 1913
434



No. 355
Ash Tray and Marica Stone
Copyright 1913
355



No. 150 Marica Box and Cover
150



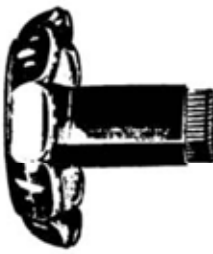
No. 356
Ash Tray and Marica Stone
Copyright 1913
356



No. 1184 Coda Ash Tray
Copyright 1913
1184



No. 354
Imperial Marica Stone
Copyright 1913
354



No. 353 Marica Stone
Copyright 1913
353

#3 BON-BON

by JOSEPH D. LOKAY

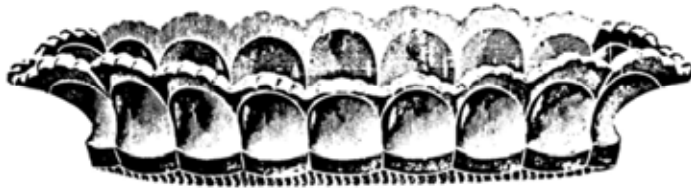
I received another note this time telling me about the British Registration #350676 on a #300 Colonial 6" spoon tray. The spoon tray is pictured here. As shown in the sketch with this article, the Rd. No. is located on the edge of the inside surface of the bottom at the center of the longer side. The letters and numbers are parallel to the side wall and are about 1/8 of an inch tall. On this one particular spoon tray, there was also a large diamond H in the center of the bottom on the inside. There is the typical Heisey star on the outside bottom.

In the #300 Colonial pattern there is also a 6" pickle tray and three styles of bon bon trays similar in design and shape to the spoon tray. The Rd. Number for these pieces would most likely be in the same location.

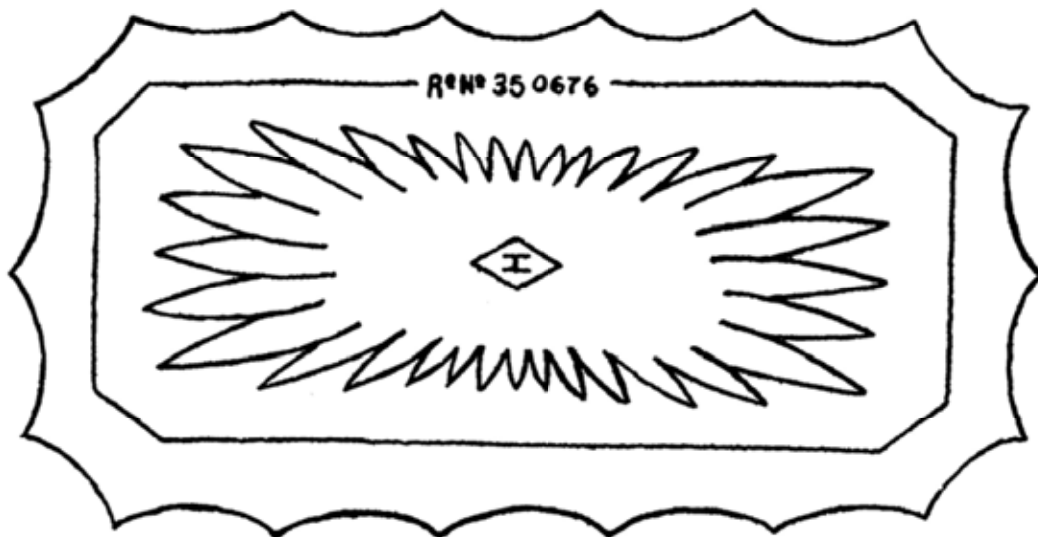
Note the similarity of the bon-bon. ■



No. 3. BON-BON



SPOON TRAY



#300 PEERLESS Pattern
6" Spoon Tray

NORTHERN ILLINOIS H. C. C.

by ARLENE CHILDERS

The Northern Illinois Heisey Club met April 21, 1979 at the home of Carol and Skip Whitton's in Antioch, Illinois for a 5 o'clock dinner, served by the members from Illinois, which was very delicious as usual.

Upon our arrival Carol presented us each with a puzzle that she had prepared. Everytime there would be a few minutes to spare, we would all get back to the Heisey puzzle, trying to solve it before Carol gave us the answer sheet. We had such good time that I am enclosing a copy and answer sheet for the same puzzle, our club thought that maybe the Heisey News readers would enjoy it just as much as our club members did.

The agenda for our regular meeting consisted it, minutes of last meeting, report on the March Auction and the election of new officers which are as follows: Pres. Dorothy Leviton, Vice Pres., Jim Priaulx; Secy & Treas., Ellen Morris; Delegate to National Convention Ellen Morris, Alternate Delegate is Jean Priaulx.

The program consisted of showing the finds since our last meeting, a review of ten more pages from the Heisey Stemware Book by Bradley, Ryan and Ryan. The remaining part of the meeting was spent showing our favorite piece of Heisey and telling why it was our favorite. This proved to be very interesting.

It was a fun evening and I think everyone went home filled with thoughts of Heisey and the coming convention as that is where we will have our next meeting and most of us are planning and looking forward to the convention again. Until then, we shall keep searching and searching for that next piece of Heisey just around the corner, or wherever it sits just waiting for us!

Find 20 words relating to Heisey

HEISEY PUZZLE: Made by Carol Whitton Answer on page 14

C	H	A	T	E	A	U	C	H	I	J	W	S	T	P	T	S	X	A	C	D	F	L	M	O	S	P	Q	V		
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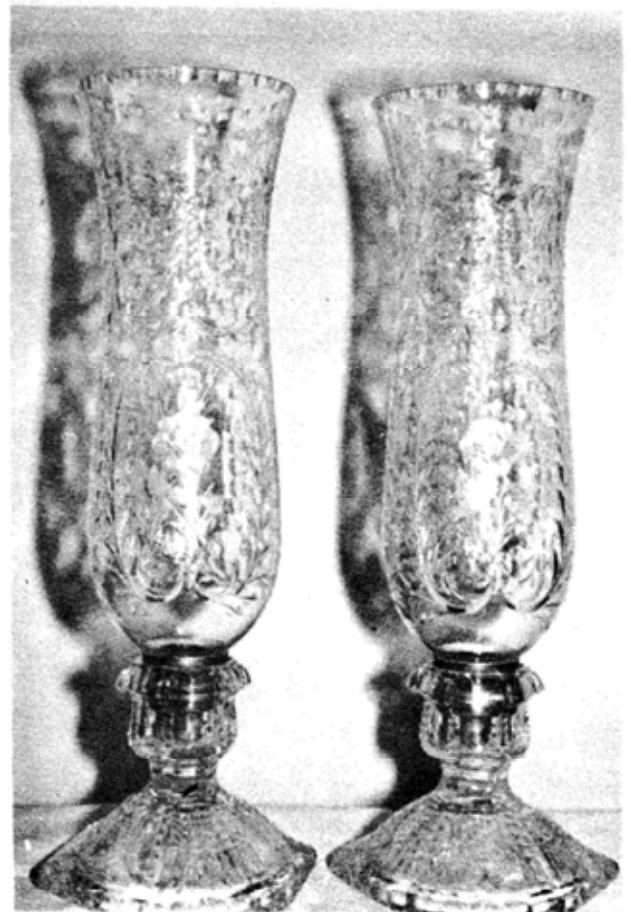
2 UNUSUAL JARS

MISCELLANEOUS

Photos by Dave Curley

#300 Hurricane Lamps

Banded Diamond Foot
Comes in three sizes at least



A. H. Heisey & Co. Newark, Ohio.
 PRICES MADE us by Mr. A.A. Gracser at Monongahela House in January 1899.

	1295 PATTERN.	CRISTAL GREEN OPAL		
		\$3.00	\$3.25	\$3.75
Set		90	95	1 10
Sugar & Cover		65	65	75
Cream		50	55	65
Spoon		1 00	1 10	1 30
Butter & Cover		25	25	33 1/3
4 1/2 in Nappy		30	30	40
5 in Nappy		1 00	1 00	1 35
7 in Nappy		1 35	1 35	1 75
8 in Nappy		1 70	1 70	2 25
9 in Nappy		1 10	1 10	1 45
8 in Salad Bowls		1 45	1 45	1 90
9 in " "		1 80	1 80	2 40
10 in Salad Bowls		2 75	2 75	3 50
1/2 Gallon Pitcher		2 50	2 50	3 25
1/2 Gallon Tankard		Crystal 35¢	35	45
Tumblers		90	90	1 20
Tall Celery		35	35	45
Goblet		25	25	33
Wine		40	40	55
6 in Pickle Tray		45	45	60
6 in Spoon Tray		45	45	60
Bon Bon		75	75	1 00
6 Oz. Oil Drop Stopper		1 25	1 25	1 50
6 oz Oil Pressed Stopper		1 25	1 25	1 75
7 oz Mollasses Can	Nickle Top	1 75	1 75	2 25
7 oz Mollasses Can	Plated Top	35	35	45
Custard		25	25	30
Toothpick	Green 25¢	40	40	60
Finger Bowl		65	65	75
Finger Bowl	LARGE	40	40	60
6 in Finger Bowl Plate		65	65	75
7 in Finger Bowl Plate		30	30	40
5 in Plate Scolloped Edge		35	35	50
6 in Plate " "		30	30	40
5 in Shallow Nappy		35	35	50
6 in Shallow Nappy		1 65	1 65	2 25
9 in Salver		2 25	2 25	3 00
10 in Salver		25	25¢	30
Salt & Pepper Nickle Top		75	75	75
Salt & Pepper Plated Top		55	60	65
Handled Tumblers		30	35	40
Handled Mug		30	30	35
2 in Rose Bowl		40	45	55
6 in Vase		70	75	85
8 in VASE				

Please BILL to us at these prices so as to avoid entanglements of accounts.

Oriental Glass Co., Respectfully,

1/2 Eighth & Sarah Sts.

Pittsburg Pa.

ORIENTAL GLASS CO.

PRICE LIST.
A. H. HEISEY & CO.
 INCORPORATED.

Manufacturers of Glassware
NEWARK, OHIO.

NO. 1295 PATTERN EMERALD.

	Price Per Dozen
Set.....	\$3 25
Sugar and Cover.....	95
Cream	65
Spoon.....	55
Butter and Cover.....	1 10
4½ in. Nappy	28
5 in. "	33½
7 in. "	1 10
8 in. "	1 50
9 in. "	1 90
8 in. Salad Bowl.....	1 20
9 in. " "	1 60
10 in. " "	2 00
5 in. Nappy, Shallow.....	33½
6 in. " "	40
9 in. " "	1 40
10 in. " "	1 75
11 in. " "	3 00
½ Gal. Jug	3 00
½ Gal. Tankard.....	2 75
Celery	1 00
9 Oz. Tumbler, Grd... ..	40
Goblet	40
Wine.....	27
6 in. Pickle Tray	45
6 in. Spoon Tray	50
Bon Bon	50
6 Oz. Oil Bottle, P. S	1 35
6 Oz. " " C. S	1 85
7 Oz. Mol. Can, P. T.	1 90
Custard	40
Toothpick.....	27
Finger Bowl, Small.....	45
" " Large.....	70
6 in. Plate.....	45
7 in. "	70
9 in. Salver	1 80
10 in. "	2 50
Salt Bottle, N. T.....	27
" " P. T.....	85
5 in. Plate.....	33½
6 in. "	40

#1295 Beaded Swag

con't from former page

by LOUISE REAM

There seems to be some confusion over the colors in which Bead Swag was made. Very early material in our possession and reproduced here lists the pattern line in crystal, Opal and Green. The other one (from a small pattern folder) says, EMERALD Green. This certainly indicates that emerald was a

production color in Bead Swag.

The one list was obviously a price list for Oriental Glass Co., a decorating house which bought many patterns to decorate. The famous red rose on opal and custard had to be done by a decorating firm as it is on glass of other companies as well as on Heisey. ■



SUGAR AND COVER.



CREAM.



BUTTER AND COVER.



SPOON.



TOOTHPICK.



7 OZ. MOLASSES CAN.
 NICKEL OR PLATED TOP.



OIL, P. S. OR C. S.

CLUB NEWS



Bay State Heisey Collectors Club

by MAURICE WALTER

Bay State April Meeting

Twenty nine members and one guest met at the Hancock United Church of Christ in Lexington, Mass. on April 10 for the monthly meeting of the Bay State Heisey Collectors Club. President Irene Walton reported that 20 dealers have already signed up for our second annual glass show in October; seven more to go. Members brought in the lists of glass they are willing to lend to the club for display at the annual Heisey show in Newark, Ohio. Lloyd Caswell is in charge of this project and will report his recommendations for the display at the May meeting.

Ann Montague was scheduled to present a program on identification of Heisey patterns. She wasn't able to come to the meeting so Dave Steer and George Gleason agreed to conduct the program for her. Some thirty-five Heisey punch cups were displayed. Each member was given a form to write down the pattern name and number of each punch cup

as it was shown. The winner of this contest and the prize will be announced at the May meeting.

Following the formal portion of the meeting yours truly conducted Show and Tell. Some of the pieces shown were, a #1553 Sparrow, a #1485 Saturn Tidbit tray in Limelight, a #1235 Beaded Panel and Sunburst cracker with cover, a #1220 Punt Band custard cup in Custard color, a #1245 Star Zipper 9" bowl, and a #417 double rib and panel flower basket in Hawthorne, and a #4233 7" vase.

Lastly, refreshments were served by Irene Walton, Mary Williams, Dottie Bancks, and Esther Young.

This is the last report by your current correspondent. I have enjoyed passing on our local news these past two years. Jarda Cragg will be our Heisey News correspondent, and I hope she has as much fun as I've had reporting our club news.

by JARDA CRAGG, Reporter

Bay State May Meeting

Twenty-three members and three guests met at the Hancock United Church of Christ in Lexington, Mass. on May 8. It was a lovely, warm evening, and everyone was in a jovial mood. There was talk of the June convention, among those lucky enough to be going, and President, Irene Walton, reported that plans for the October show are proceeding full speed ahead.

The program was in charge of Lloyd Caswell, who showed slides of some beautiful pieces in his collection, and Janet Macomber who

did a great job as narrator.

Wade Banck conducted "Show and Tell", and there certainly were some nice things to show. Seems like it was "Bonanza Month" for some of the members. Among many goodies, was a Kalonyal toothpick; a Flamingo duck ashtray; a Winged Scroll custard toothpick; an Empress cruet w/Rose etch; and an old Queen Ann nappy. Should also mention the #201 candlestick, whose owner had the nerve to tell us how he "picked it up at a flea market for 50c."

FORMER EMPLOYEES SOCIAL CLUB

by HELEN PALLAGI

In 1976 the former employees of A.H. Heisey & Co. formed a social club which meets the third Monday of every month at the Heisey Museum. A business meeting comes first, then the group enjoys playing Bingo. Harry Gebhart, a 40 year Heisey employee, is a professional Bingo caller and takes care of the entertainment. Ruth Harris, a former office employee helps collect money for the Bingo. We also have a Christmas dinner and a summer picnic.

The ladies of the club take turns in making delicious cookies and cakes. Florence Dyer, another former office employee, makes the coffee, serves refreshments and takes care of the door prizes.

Our present president is Foster Wyant and Dove McDonald is secretary (her third term).

At our next meeting we will sadly miss one of our loyal members, Charles Daugherty who recently died. He was a foreman in the grinding room and had worked at Heisey for 45 years. When the factory closed he went to work at Lancaster Glass. His wife, Josephine, also worked at Heisey and is one of our club members. Our sympathy to her in her loss.

Viola Armentrout, Foster Wyant and myself will be assisting with the meeting for former employees and H.C.A. members on June 15 at the Sheraton Inn during the H.C.A. Convention.

LONG ISLAND H.C.C.

The Long Island Heisey Collectors held their March meeting at the home of Joyce and Al Colangelo. The Show and Tell tables were the center of interest as members arrived and added their newest finds to the display. A check of people present showed that most of them planned to attend the All-Heisey Show in Alexandria, Va. either to buy or sell.

Discussion of a L.I.H.C.C. display at the June Convention was tabled until our April meeting. Education was the study of Heisey perfumes and colognes with many lovely examples from members' collections. The evening was topped off by more luscious food which our svelte hostess assured us was all low calorie.

Our April meeting at the Perloff home brought out more Show and Tell finds. It seems to be a pretty good year so far although all members report that good Heisey items are harder to find and higher-priced than ever. Members who had gone to the All-Heisey Show reported that increasingly these shows are the best places to buy with more and better glass available and prices fairer than at most other antique shows.

We were pleased to hear that the March Auction had been a huge success and that our club's box of donated glass had resulted in a nice sum for the Museum. We agreed to sponsor a club display of Punt and Diamond Point at the Convention. Club secretary, Valli Feldman, was authorized to send in money for our Ad in the Newark paper for the June Convention. We tried a review of patterns game by passing around ten different nappies to be identified by both pattern name and number and were shocked to find how much we have forgotten. The evening concluded around the table as we all made plans for attending the June Convention over coffee and cake and other goodies.

LET'S START A CLUB -- ATLANTA

*

**IF YOU ARE INTERESTED
in a Study Club in
The ATLANTA, GA. area**

Please contact:

**Rosalie Swartz
7267 Watonga Way
Riverdale, Ga. 30296**

or call-- 996-8996

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- * Fred Bickenheuser * Connie Ryan * Steve Bradley * others!

Selected glass dealers from across the United States will offer a wide variety of glass treasures for sale - Antique to Contemporary with everything in between: pattern, pressed, carnival, cut, depression, art, Heisey, Fostoria, Cambridge, Duncan, Fenton, New Martinsville, Morgantown, Degenhart, Summit, Boyd, Imperial, L.G. Wright, St. Clair, Mosser, Westmoreland and others!



DISPLAYS: GLASS BASKETS representing dozens of glass companies shown by Western Reserve Glass Club; CHILDREN'S GLASS DISHES by Roni Sionakides.

FREE GLASS IDENTIFICATION: Bring your glass "mysteries" for our staff of writers to help identify - limit 2 items - no appraisals

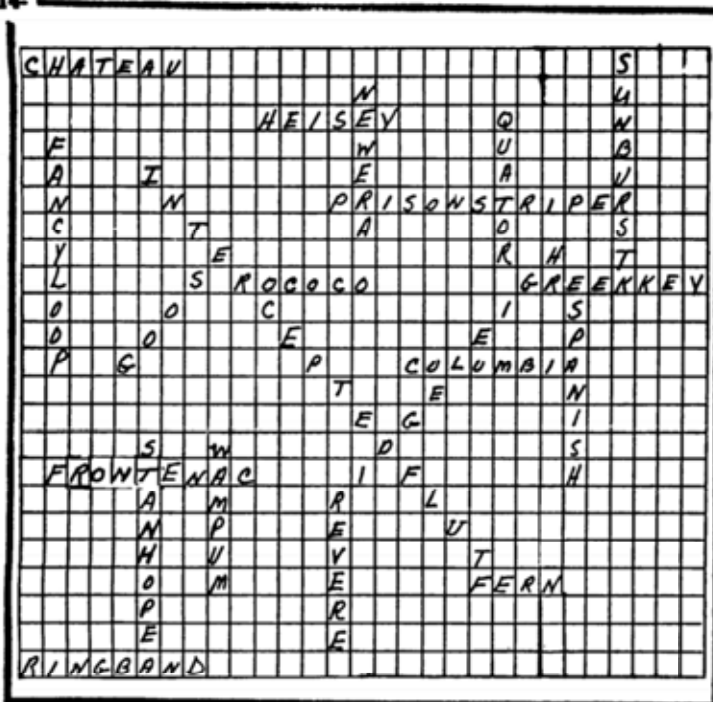
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7 p.m. to 10 p.m. Admission \$3.50

SATURDAY: 11 a.m. - 9 p.m. * SUNDAY: 11 a.m. - 4 p.m.

Sat. and Sun. admission \$2.50 (with this ad \$2.00) Good both days!

Presented by GLASS REVIEW, the all glass magazine devoted to "Keeping Glass Collectors Informed", P.O. Box 2315, Costa Mesa, CA 92626 or call Barbara Shaeffer at (714) 642-7636.



ANSWER TO PUZZLE

SOUTHERN ILLINOIS DIAMOND "H" SEEKERS

by **JO SIGLOCK, Secy**

Pat and Dick Spencer were the hosts of the meeting this month at their home in O'Fallon, Illinois.

The Siglocks reported on the 20-30-40 Club Glass Show being held in Springfield, IL. Heisey Was not abundant but the Cambridge collectors were in heaven.

Pat Spencer is in charge of obtaining a list of publications regarding Heisey that are available currently that can be purchased by local Library Systems for reference. The Library's replied they "are" interested in updating their material.

Marty Siglock was in charge of the program this month and he was a stinker. He

brought 10 Heisey items for us to identify. These items were each in a numbered paper bag. The object was to identify the patterns (all were pressed pieces) by just feeling of them. As the members passed the bags around and inserted their hands to feel the glass we regretted not having a camera aroundThe prize was an old advertisement for Heisey Colonial -- which went to the Spencer household (they tied)!!! We really enjoyed it.

Next we saw the slides from the 1978 Convention Display. These really turned out well. It's hard to realize that next month we will be heading to Newark for Convention 1979 -- See you then.

GATEWAY HEISEY CLUB

by **PHYLLIS FREIER**

Twelve members and one guest of the Gateway Heisey Club of Pittsburgh, Penna. found their way to Meredith Hogners on April 7, 1979 for the Spring Meeting. Meredith was ready with her Heisey shining and delicious snacks to whet our appetities.

Charles Van Dyke conducted the business meeting. Under discussion were the convention, the Heisey Auction, Heisey Prices; Fakes and Reproductions; The Heisey News Index and various project ideas.

Our knowledge was enlightened by Darlene Sander's program on Heisey vases.

Sparks were lit in all of us to search more diligently for Heisey vases.

Show and tell brought forth many lovely pieces. A large ball vase with the mermaid etch, a Hawthorne basket, and a beautiful cut decanter were among the Heisey lovelies presented.

After the Oh's and Ah's, it was time to start our homeward way, and to continue our never-ending search for Heisey.

For any one interested in joining us, please, contact us via H.C.A.-Newark - The next meeting will be on June 2, 1979.

Art of the Glass Cutter Is Reviving

Popularity of "Rock Crystal" Would Indicate Good Workmanship Can Affect Sales.

"Believe It Or Not" Author Wrong.

Often in recent years it has been said that the age of "cut glass," which many will recall with fond memories, had gone never to return. While it may be true that production and sale of cut glass on the scale of 30 or more years ago may not return soon, it is true, notwithstanding, that "cut glass" never has been out. Production of cut glass has decreased but always here and there cutters' wheels have been whirling and stones have been grinding even for "deep" cuttings.

True it is that public taste for cut glass declined very rapidly when numerous imitations came on the market in great quantities. Imitation cut glass made by pressing with the cut design in the mold had much to do with the decline of real cut glass as it was in its days of glory earlier in the present century.

But those in touch with the glass industry did not believe that the memories of cut glass had decayed so that Robert L. Ripley, the collector of those interesting "Believe It Or Not" drawings and sayings, could make the statement that he did recently in each of the syndicate of newspapers in which his column or feature appears.

Ripley went so far as to say: "Cut glass is not cut, it is pressed." That was all he said under the illustration of a piece of cut - or pressed - glass. Pressed glass is pressed but cut glass is cut - the glass trade knows. Imitations of cut glass have been and may be pressed but real cut glass, like that which sold in great quantities not so many years ago, was cut.

And cut glass is being cut today. Evidence of this is seen in the popularity with the public of the rock crystal cuttings or cuttings in imitation of rock crystal. These decorations are cut by experienced cutters on wheels similar to those used in the great hey-day of cut glass. Rock crystal is both heavy and light, but if this form of decoration is cut on a wheel it is cut glass.

There are quite a number of establishments in the United States making cut glass

con't on next page

The stemware is Heisey's #3355 Fairacre. The bowl is #1195, the ice bucket is #500 Octagon and the decanter is #4027. We have a goblet with this same cutting in the display of decorations by other companies in Room 5 of the museum.



equal to that of a quarter of a century and more ago. There are cut glass goblets which demand a price of more than \$600 a dozen. This is glass cutting at the pinnacle of its artistry. But the point is that cut glass is being cut in 1929 and in increasing amounts. The art of cutting beautiful designs on a piece of plain glass has never died out and it is to be hoped sincerely that it never will.

To make real cut glass there must be a good "blank," there must be real artistry in the design and the workmanship of the cutter must be of the best. There are several factories today making glassware, including stemware, with lead glass. A good lead glass blank is almost a necessity in making cut glass of quality.

Glass which has lead in its composition is heavy because lead adds to its weight. Glass made with lead has a lustre to it which cheaper forms may approach but seldom equal. Glass with lead in it also permits of deeper and finer

cuttings than glass without lead. Colored glass can be made of equal quality to crystal and exquisite cuttings are made on colored glass blanks as well as on crystal. Another form of cutting is done with a blank made of cased glass which is two thicknesses each of a different color of glass. The outer color or "skin" is incised giving the cut design a different hue than the color through which it is cut. The famous "Portland Vase" is of this type.

Accompanying illustrations show the plain blanks of lead glass and the product which results after a design is put on by experienced cutters. The fruit or flower bowl is fashioned on graceful, flowing lines. When the cutter has completed his work, the article takes on a different appearance. It has been transformed from a piece of plain glass into a thing of beauty and appeal. It has become cut glass and it has not been pressed. The last is added for the benefit of Mr. Ripley and those who may believe him without question.

Another illustration shows a decanter and handled ice bucket "before and after." The decanter, with its witch-like shape, is attractively fashioned. The ice bucket is a strictly utilitarian piece. Both articles can be so ornamented that they become decorative as well as useful. The cut designs are patterned richly and the changed appearance of the pieces shows most plainly what additional beauty can be added by a skilled artisan with a wheel.

The change in the appearance of the stemware pieces after they have been cut is most striking. While the blanks are well fashioned, there will be little doubt in the mind of any beholder that "something" has been added while the ware was in the hands of the cutter.

For the illustrations used we are indebted to A.H. Heisey & Co., Newark, O., makers of the glass blanks. The cuttings are the craftsmanship of the Hunt Glass Works, Corning, n.y. ■

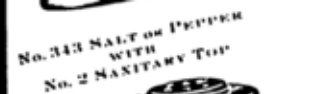
MISCELLANEOUS



No. 323 SALT OR PEPPER WITH NO. 2 SANITARY TOP



No. 333 SALT OR PEPPER WITH N-T TOP



No. 343 SALT OR PEPPER WITH NO. 2 SANITARY TOP



No. 333 SALT OR PEPPER WITH NO. 60 TOP

A. H. HEISEY & CO.

ITEMS MADE IN ALEXANDRITE—TANGERINE AND BLUE

No.	SIZE	ITEM	PRICE PER DOZEN		
			ALEX.	TANG.	BLUE
6		Mayonnaise Ladle	4.50		
134	14	" " " Oval	72.00		
134	5	" Candle Stick, 2 Light	24.00	16.00	
136		Triplex Candle Stick			24.00
142		3 Light Candle Stick			17.60
301		2 Light Candelabra, No Prisms	\$120		66.00
301		" " " "A" Prisms	\$142		88.00
402		2 Light Candelabra, No Prisms			50.00
402		" " " "A" Prisms			72.00
351		Footed Ale or Pilsner			7.70
419	8 oz.	Goblet Blue Bowl, Cry. Stem			5.50
419	10	" " " " " "			6.00
419	5 1/2	" Cocktail " " " "			4.40
419	5 1/2	" Sau. Champ. " " " "			5.50
419	5 1/2	" Sherbet " " " "			4.40
1000		Marmalade	14.50		
1000		" Cover	3.50		
1000		" and Cover	18.00		
1184	6 in.	Candy Box	Grd. Bot.	24.00	
1184	6	" " " Cover	12.00		
1184	6	" " " and Cover	Grd. Bot.	30.00	
1231		Water Jug			18.70
1231		" " and No. 92 Stop			20.90
1252		Ice Tub	Grd. Bot.	32.00	
1252		" " and Silver Plated Handle	"	41.20	
1252	8 in.	Nasturtium Bowl Rd.	"	44.50	
1252	12	" Floral Bowl, Rd.	"	43.00	
1404	10 oz.	Tumbler, Ftd. Low			3.60
1404	4	" Oyster Cocktail			2.80
1404	12	" Soda or Ice Tea, Ftd.			4.20
1404	1 1/2	" Bar	Grd. Bot.	2.00	
1404		Ind. Ash Tray, f/p			1.40
1404	1 pt.	Decanter and No. 89 p/s	Grd. In	18.70	
1404	12 oz.	Beer Mug	Grd. Bot.	6.00	
1404	14	" " "	"	6.40	
1404	18	" " "	"	6.60	
1404	11 in.	Floral Bowl, Ftd.			19.80
1405		Center Piece, Ftd.			19.80
1405		" " Vase or Candle Holder			3.00
1405		" " Ftd. with Vase and "A" Prisms			39.00
1413		Vase St. or Flared	43.00		23.00
1413		" " 2 Stuck Handles			27.00
1420	9 in.	Vase, Ftd.			11.00
1421	8	" " and Handle			11.00
3350	6	Plate, Full Ground Bottom, d/o	7.00		
1423	14 oz.	Goblet			10.00
1425	9	"			3.60
1425	5	Sherbet			3.30
1428		Horn of Plenty Vase			19.80
1430	1/2 lb.	Candy Jar and Cover, Low Ft.			13.20
1430	1/2	" " " " High Ft.			14.30

ADDITIONAL LISTINGS FROM 1933

These listings are from the 1933 price list. Note that the #134 candlesticks are mentioned in tangerine. We have seen a pair and a single one in this color. Some of these candlesticks were made in several other colors in other

price lists. One needs all of the price lists from the color era to know what all colors an item came in since all colors were not made at the same time. Also items were often added or dropped in a particular color from time to time.

Table Talk

HEISEY'S GLASSWARE

For Your Table

No. 37.

A. H. HEISEY & COMPANY, NEWARK, OHIO

JULY, 1929

WINNING WEST FOR HEISEY'S

Dressler Hardware Company's Five Stores in Los Angeles Have Up-to-Minute Glassware Departments

OUT in the Golden West, the sparkling crystal of Heisey's Glassware reflects the glorious California sun and the delicate tints of Flamingo, Marigold and Moon Gleam blend with the roses and orange blossoms wherever fine glassware is appreciated.

The Dressler Hardware Company of Los Angeles is playing no small part in the increasing use of Heisey's in the capital of filmdom. With three stores in Los Angeles proper, and two in Hollywood, this progressive company is featuring Heisey's Glassware in its modern, up-to-the-minute glass and chinaware departments.

Mr. Robert Mair is manager of this department for all stores. Under his capable leadership, it has been built up to a position of prominence and profit that is unusual for such products in retail hardware stores.

Mr. Mair is a firm believer in the value of attractive display in retail merchandising. The accompanying illustrations—one of the interior of his department in the Dressler Store at 6624 Hollywood Blvd., and the other of a window display at the 219 S. Western Ave. store—show how well he has put his belief into practice. A more beautiful department or window would be difficult to find. The other Dressler Stores at 1130 W. Washington Street and 857 and 1646 Vermont Avenue, N., are on a par with these.

The New Heisey "Modernistic" (No. 1252) line is given special prominence in all Dressler Stores. This pattern appeals greatly to people of distinctive taste, who wish to keep abreast of fashion. It is very suitable for the trade they cater to, as well as being symbolic of the progressive spirit of the Dressler organization.



At the left is shown an attractive window display of Heisey's Glassware in the Dressler Hardware Company store at 219 S. Western Ave., Los Angeles.

Right: The beautiful, glass and chinaware department of the Dressler Store at 6624 Hollywood Blvd., Hollywood. This is typical of the modern glassware departments in the five stores operated in Los Angeles by this company.

ONE STORE ANALYZES ITS TROUBLES

IN the annual report of a large retail store in the Middle West, the comment of the management emphasized some of the important problems which merchants have faced in the last two years. A loss was "deliberately taken," so the president of the concern stated, "in order to improve merchandising methods through smaller inventories and more frequent turnovers." He explained that modern retailing has had to adjust itself to greatly increased competition and to a drastic change in public buying habits. "Both of these," he added, "have necessitated basic changes in merchandising and promotion methods if the

stores hope to maintain and improve their positions in the communities they serve."

With respect to the buying public, he brought out the emphasis upon style in even what were commonplace articles of apparel or home furnishing. "Color, line and design have come to be equally as important as the old appeal of price, and stores have found it necessary to maintain only inventories sufficient to meet current demand and liquid enough to permit them to introduce new and different merchandis continuously."

—New York Times.





SUGGEST ETCHED GLASSWARE FOR GIFTS

Below is illustrated a close-up view of No. 3350 Goblet and Parfait and No. 2351 12-oz. Soda in Heisey's Glassware. The etching is Heisey's Double Plate No. 439.



At the left we see reproduced, looking from left to right, No. 3350 Goblet, No. 2351 8-oz. Soda, No. 3350 Tall Tankard with cut neck, No. 3350 footed Iced Tea on No. 3350 6-in. Plate, No. 3350 handled and footed Iced Tea, No. 2351 12-oz. Soda, No. 2930 Tumbler. In the foreground is No. 3350 Finger Bowl on No. 4182 8-in. Plate. Double Plate Etching No. 439 on all articles.



Above is shown a charming Renaissance pattern in Heisey's Glassware. No. 3333 Saucer Champagne and Parfait, No. 3476 handled and footed Iced Tea on 3350 6-in. Plate, No. 4164 Jug. Double Plate Etching No. 413 is used throughout this line.

WHEN people come to your store looking for gifts for brides, for birthdays, or for any occasion, show them these exquisite etched examples of the glassblowers' craft. The classic lines of these goblets, jugs and tumblers, with their delicately etched designs will gladden the heart of any woman, or lover of beauty. Their flawless perfection and mellow ring, when struck lightly, denotes fine blownware of the highest quality. They will bestow distinction and good taste on any table and let you help your customers solve their gift problems.

How Glass is Etched

Knowledge of the way glass is etched may sometimes be useful in making a sale.

Most etching is done with hydrofluoric acid, the only acid which will attack glass.

In the case of needle or pantograph etchings, the article of glassware is completely covered with a substance called "resist." A machine known as the needle-etching machine, or pantograph machine, is used in tracing a design on the resist-covered article. Steel needles are used in both instances, the points of which being sharp, pierce the resist, tracing the desired design. The article is then immersed in the hydrofluoric acid, the

acid attacking only the portion of the glass which is exposed to it.

Plate-etching

The process of plate-etching is somewhat different, and allows greater freedom of design. A steel plate is first engraved or etched in a templet form, suitable for fitting the article to be plate-etched. An acid-resisting ink is pressed, by means of a knife, into this design, and that is in turn transferred to the glassware, by means of tissue paper. By wetting this tissue, it can easily be removed from the ware, leaving nothing but the acid-proof tracing thereon. The article is then given to the touching-up department, who correct any imperfections in the design, and see that the article is completely covered with resist, excepting that portion which is to be etched.

After the glassware has been immersed in the hydrofluoric acid bath for the necessary length of time to bring out this design smoothly, the article is washed off by means of scalding water and steam.

It is then thoroughly inspected, sorted and wrapped to be shipped.

Ten distinct steps are required in the process of plate-etching, but beautiful results may be obtained, as will be seen in the pictures of Heisey's etched blownware above.

Service Keeps The Old-Comers— Advertising Brings Newcomers

THE other day someone asked the president of the oldest bank in New Jersey why the bank had to advertise. The reply is interesting:

"Years ago we did our advertising by word of mouth entirely. But now, our city is growing by leaps and bounds, our business men are becoming more and more strangers to each other.

"We hold the old families. It is to the young and to the stranger that we advertise. Otherwise we might well expect the experience of Joseph in Egypt when 'there arose another that knew not Joseph'!"

Every year there are hundreds of marriages—hundreds of new families—all buying merchandise for the first time in their lives. Habit, tradition, reputation count for little with them. They are new buyers—free to trade where they will.

That advertising guides these new customers is beyond question. Advertising helps them to shop wisely. Advertising makes them familiar with the good stores.

—Hardware World.





A NEW HEISEY ICED TEA SET

TO HELP YOUR SUMMER SALES

DAININESS and generous capacity have been combined in the new Iced Tea Set, shown at the right, which has been created to help your summer sales. The distinctive beauty, for which Heisey's Glassware is famous, is achieved here without sacrificing utility. The flaring tops and bulging bottoms assure a full measure of the delightfully chilled drink, so welcome on hot days. The jug, pleasing to the eye as a Grecian column, holds a full half gallon. The 12-oz. glasses nestle refreshingly into the hand.

Plain, or diamond optic in crystal or the beautiful Heisey colors—Flamingo, Mari-gold, Moon Gleam—this charming set will be a quick selling, exquisite summer addition to any dealer's stock.



The new No. 3484 half-gallon Jug and 12-oz. Iced Teas, made plain and diamond optic in clear crystal and in colors.



Are You Putting the Hot Weather To Work For You?

The Heisey Line Has Many Appropriate Items To Push Now

ON hot days there is nothing more refreshing to the eye or touch than cool, sparkling glassware. An attractive window display of glassware is as inviting to the summer shopper as is an oasis to the desert traveler.

The June issue of the Crockery and Glass Journal predicted an abnormally warm summer this year and advised dealers to be prepared with ample stocks of iced tea sets and other cool, refreshing looking glass. Here in Ohio this prediction seems well on the way to fulfillment. Newspaper reports indicate that this is true for the country as a whole. An unusually heavy call for hot weather goods, is bound to result and the dealer, who has planned his stocks for such a season, will profit accordingly.

Help Create Demand

The progressive dealer, however, will not depend on unassisted demand to move

his merchandise. With compelling advertising and arresting displays, he will help to create it.

A window, or a corner of his store showing a table set with enticing Heisey Glassware is alluring at any time, but in summer, especially, its appeal is well nigh irresistible.

Use Harmonious Accessories

Outdoor backgrounds, flowers and ferns, snowy white or delicately and harmoniously tinted linen lend realism and charm to displays and increase their salesmaking qualities.

For tables set out of doors, on lawns or verandas, colored glass is most appropriate. Its light, bright coolness, its delightful lines blend with the foliage and flowers, as no other type of service can. Glass candlesticks, flower bowls and bon bon dishes fit beautifully into the summer setting, indoors or out.

Realization of the possibilities of beautiful and useful glassware is growing steadily. Such national magazines as The Delineator, Ladies' Home Journal, Woman's Home Companion and many others are devoting considerable space to illustrated articles on glass table ware. Heisey national advertising is creating interest and desire for fine glassware of high quality. The Heisey line is complete. It offers a wide range of items, patterns and designs for discriminating purchasers to choose from.

Turn Desire into Profit

These things are all sales assets. The glassware merchant who has a good stock uses his local newspaper consistently to let people know he sells the nationally advertised Heisey line and devotes plenty of space to well planned displays, will turn their effect and the natural desire of women for cool, beautiful and dainty summer things into profit for himself.





HEISEY MAKES HIGH-GRADE PRESSED WARE



HEISEY is noted for its fine blown-ware—lead blown, the highest type. Brilliance of finish, fineness of texture, a bell-like ring, when struck gently with a pencil or finger, are characteristics of Heisey blownware.

But Heisey also makes high grade pressed glassware, which fills many needs and purposes. The manufacture of pressed glass is an interesting process.

A solid iron rod from 4 to 6 feet long, called a "punty," is heated at one end, which is in the shape of a knob. The

heated end is then dipped into a pot of molten glass. The workman now rotates the "punty," slowly at first, then faster and faster until he has gathered up sufficient glass to form the article to be made. It is suspended in droplike fashion from the end of the "punty," from which it is placed in the mold.

Molds for pressed ware are usually made of cast iron, in the correct shape and size. The inside of the mold is cut in the pattern desired for the outside of the finished article. A plunger is forced into the

mold, pressing the soft glass against the sides of the mold. The plunger shapes the inside of the article while it is pressing the outside into the design of the mold. The temperature of mold and plunger is carefully regulated, by streams of air blown against them, to prevent cracking or roughening the surface of the glass.

The picture above shows the head press shop in the Heisey plant making a pressed glass punch bowl. The open mold, from which the bowl has just been removed, is in the center.

MAXIMS OF RETAILING

1. Keep your eye on your business barometer—your stock records and accounting system.
2. Make your show windows work hard for you.
3. Co-operate with the worthy national advertiser. Cash in on his advertising in your local territory.
4. Seek out attractive, new, quickly salable merchandise.
5. Buy wisely and adjust the volume of buying to the demand.
6. Put human interest in your advertising copy.
7. Advertise honestly, thoughtfully and frequently.
8. Keep informed of social, civic, political, industrial and sporting events. Use them as selling occasions.
9. Study the merchandising and advertising methods of successful retailers in your own and in other lines.
10. Add side lines that give you good profits.

—Virginia Retail Hardware Association.



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CRYSTOLITE	PLANTATION
EMPRESS	PLYMOUTH
FERN	QUEEN ANN
FAIRACRE	RIB and PANEL
FANCY LOOP	RECESSED PANEL
FLAT PANEL	REVERE
FANDANGO	RIDGELEIGH
GRECIAN BORDER	ROCOCO
IPSWICH	STANHOPE
KIMBERLY	SATURN
LARIAT	SUNBURST
NARROW FLUTE	STAR and ZIPPER
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PILLOWS	WABASH
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Colors:

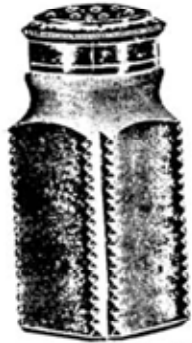
SAHARA	MARIGOLD
HAWTHORNE	MOONGLEAM
COBALT	EMERALD GREEN
CRYSTAL	FLAMINGO

Etchings:

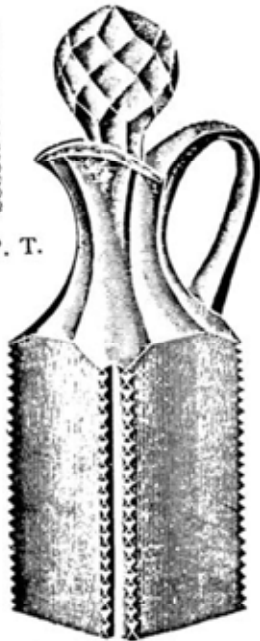
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