

From the Archives...

David G. Malick

An Introduction to Heisey's Advertising to the Public—Part I

A.H. Heisey & Company is well known to have been an innovator and leader in the glassmaking industry. In addition to introducing hundreds of new designs in glassware and numerous improvements to the glass production process, Heisey also pioneered new ways to market their wares. Glass companies traditionally advertised in trade journals which were targeted towards merchants who would sell the glass to the public. Heisey was the first glass company to mount a national advertising campaign directly targeting the buying public.

The Research & Archives Committee recently reorganized and consolidated the original public advertisements held in the archives. All ads are sorted into archival folders with identification codes. They include spaces for ads for which we do not currently have originals. However, our online Heisey archives do contain scans of practically all of the known public ads. They may be accessed at <https://HeiseyMuseum.org/Archives>.

For convenience of organization, we can divide Heisey advertising into three main categories:

Advertising to the Trade (1897-1957): Ads appeared in specialized publications that targeted business that sold glassware or used it in the operation of their businesses such as soda fountains. In addition to the typical glass-related publications such as *Crockery & Glass Journal* and *China, Glass & Lamps*, we find magazines like *House Furnishing Review*, *Iron Age Hardware*, *Jewelers' Circular*, and *Confectioners Journal*.

Newspaper Advertising (1897-1957): Heisey placed only a few ads in newspapers on their own. The vast majority of ads were placed by department, jewelry, and hardware stores that sold Heisey glassware. Some of these ads use Heisey content or company-supplied art. Many include general glassware and other items. The focus is usually on reputation, price and quality.

CHINA GLASS & LAMPS
VOL. XVIII. NO. 3 PITTSBURGH, JUNE 21, 1899. \$2.00 PER ANNUM

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

No. 1250
FINE CRYSTAL TABLEWARE,
Plain and Decorated.
— ALSO, OPAL DECORATED. —

NOVELTIES. SPECIALTIES.

REPRESENTATIVES:
New York Office—Charles H. Martin. Baltimore Office—T. B. Godwin. Philadelphia—Jas. Tomkinson. J. E. Johnson—East.
Boston—Bartlett & Swain, 24 Pearl St. Pacific Coast—C. D. Heisey. D. L. Murray—West.

China, Glass & Lamps—June 1899

THE PETTIBONE-PEABODY CO.



Footed Iced Tea Tumblers of Heisey Glass \$11 a dozen

Every woman who insists on the finest in glass knows the pre-eminent charm of Heisey productions. Footed iced tea tumblers in green or rose are \$11 a dozen and matching jugs are \$2.75 and \$5.

Heisey Goblets and Tall Sherbet Glasses \$10 a dozen

Graceful shapes in the designs that show Heisey creations at their best. Both the goblets and tall sherbet glasses may be had in flamingo or green glass at \$10 a dozen. Table tumblers are \$4 a dozen and salts and peppers in delightful new shapes are \$1.25 and \$1.65 a pair. Salad plates in several styles at 35c and \$1 each.

The Post-Crescent (Appleton, WI) December 2, 1927

Advertising to the Public 1911-1954 (or 1960): Ads appeared in well-known women’s magazines as well as more specialized publications. Over 380 different ads appeared in more than 900 placements in over 60 publications. As there is always an exception to every attempt at categorization, there is a subset of public ads that appeared in targeted publications like the *Amherst Graduates' Quarterly* and the *Newark High School Yearbook*. Imperial continued Heisey advertising for a short period between 1959 and 1960 after they purchased the company under the name “Heisey by Imperial.”

The top five publications include:

- *Ladies' Home Journal*
(108 placements between 1911 and 1948)
- *House Beautiful*
(85 placements between 1912 and 1954, 1959)
- *House and Garden*
(81 placements between 1912 and 1952, 1959)
- *Good Housekeeping*
(76 placements between 1911 and 1930)
- *Woman's Home Companion*
(53 placements between 1911 and 1929)



Good Housekeeping—May 1917



No. 1200 Cut Block finger bowl with engraving



No. 300 Peerless punch bowl and stand

A.H. Heisey & Company was founded in Newark, Ohio in 1895. Production began in 1896 with imitation cut glass patterns such as No. 1200 Cut Block and No. 1201 Fandango. Twenty-five “Victorian” patterns were eventually produced and some remained in the line until around 1916. A few patterns were produced in the colors of Emerald, Opal, and Custard (Ivorina Verde). Decorations included ruby flashing, gold trim, painted designs, and a small amount of engravings. In these early years, Heisey’s products were typical of several other glass companies.

In 1899, Heisey introduced No. 300 Peerless, their first Colonial-inspired pattern. Although they were not the first glass company to produce this style of glassware, they were the first to make a significant investment in this new design trend. Heisey issued over 70 such patterns during its existence. Some remained in production beyond the company’s closing in 1957. Trade journals praised the new designs and the quality of the “pure fine crystal” that Heisey produced since the earlier busy imitation-cut patterns could no longer be relied upon to hide imperfections in the glass.

In 1901, Heisey introduced their famous Diamond H trademark to easily identify their wares and serve as a hallmark of the highest quality. Early public ads prominently featured the trademark which Heisey intended to appear on all items, either moulded in the glass or on an attached label.

Advertising to the Public: 1911-1916

The February 9, 1911 issue of *Printer's Ink* included the following notice:

The Cleveland office of J. Walter Thompson Company is sending out orders for the A. H. Heisey Company, Newark, Ohio, advertising Diamond "H" table glassware. This is the first time a glass manufacturer has undertaken national advertising for table glassware. The Heisey Company contemplate quite an extensive campaign to popularize their Diamond "H" brand.

During this initial period of public advertising, 98 different ads appeared in 396 placements in 36 publications.

The themes of the ads focus on Colonial style, quality, durability, value, suitability for formal dining as well as everyday use, the large variety of available items, the Diamond H as the hallmark of quality, the limited availability of mail order, and the promotion of the *Table Glass and How to Use It* booklet.



Fine Glassware

There's a charm and dignity about anything Colonial that outlasts all changes of whim and fashion.

The beautiful glassware that earned your great-grandmother's personal care is coming in again. The same shapes—less bulky—daintier and better glass. Pure white—clear as crystal.

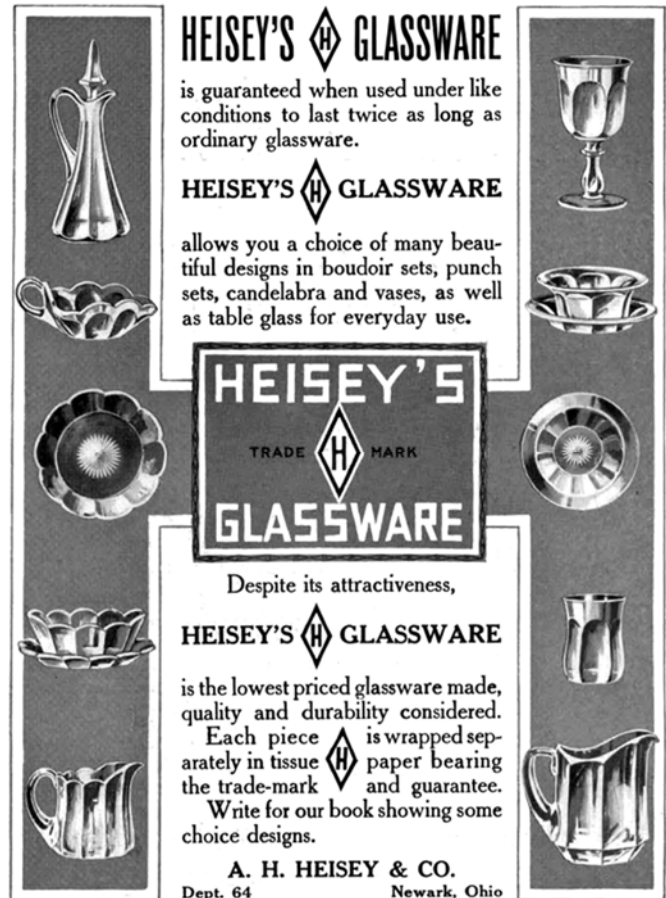
Trade  Costs but little more Trade 
 Mark than the ordinary kind. Mark


Its pure clear beauty repays more evidently than porcelain the care and attention given it. Sturdy enough for every day use, with a dainty refinement that would have been marvelous in Colonial days.

Ask for the kind  with the Diamond H trade  mark on the underside of every piece


Manufactured exclusively by
A. H. HEISEY & CO.
 Newark, Ohio, U.S.A.

The first public ad appeared in April 1911. It extols the timeless charm of Colonial glassware, the high quality of the product, and its affordability.




HEISEY'S  GLASSWARE

is guaranteed when used under like conditions to last twice as long as ordinary glassware.



HEISEY'S  GLASSWARE

allows you a choice of many beautiful designs in boudoir sets, punch sets, candelabra and vases, as well as table glass for everyday use.

HEISEY'S
 TRADE  MARK
GLASSWARE

Despite its attractiveness,

HEISEY'S  GLASSWARE

is the lowest priced glassware made, quality and durability considered. Each piece  is wrapped separately in tissue  paper bearing the trade-mark  and guarantee.


Write for our book showing some choice designs.

A. H. HEISEY & CO.
 Dept. 64 Newark, Ohio

This ad appeared in January/February 1912. It exhibits the large variety of available items and claims they are the lowest priced when factoring in quality and durability.



Useful - Sensible - Attractive

HEISEY'S  GLASSWARE

aids you in making your table attractive both for family and guests. **HEISEY'S  GLASSWARE** is clearer in color, better in finish and more durable than ordinary glassware and costs but little more. It affords a profusion of beautiful, sensible articles to choose from for the table, living-room, boudoir and den.

Our art booklet "Table Glass and How to Use It" is valuable to the home-maker and hostess. It contains many helpful suggestions on effective table arrangement, lighting, decorations, correct serving, etc., and illustrates appropriate articles of **HEISEY'S  GLASSWARE**. We shall be glad to send a copy to your address on request.

A. H. HEISEY & CO., Newark, Ohio, U. S. A.

HEISEY'S
 TRADE  MARK
GLASSWARE

This ad appeared in December 1911, and features a free booklet created to promote the variety and usefulness of Heisey glass. It reinforces the selling points of quality, durability and affordability. This is the first of many promotional brochures Heisey created to help sell their glass.

HEISEY'S
TRADE  MARK
GLASSWARE

COPYRIGHT 1913 BY
A. H. HEISEY & CO.

Look for the



H on every
piece

When buying glassware always look for the
TRADE  MARK

This insures you getting the best there is in glassware—if the trade-mark is not on the goods they are imitations—therefore not reliable.

Write for copy of our book. It tells you all about table glass and its use.

A. H. Heisey & Co.,
Dept. 31 Newark, Ohio

COPYRIGHT 1913 BY
A. H. HEISEY & CO.

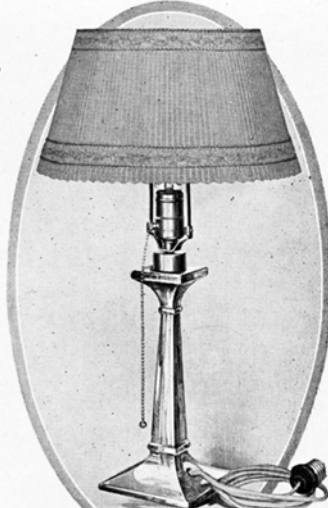
This ad appeared in September 1913. It cleverly shows how to confirm the quality of the glass by looking for the Heisey Diamond H hallmark on every piece.



The ad below appeared in February/March 1914. It brings the beauty of Colonial glassware, in the form of a candlestick, into the 20th century by modifying it to be an electric lamp. The ad also provides an example of the option to obtain the item by mail order if the customer cannot find it at a local store. This feature was included in several ads between 1914 and 1917. It helped build demand for Heisey products and establish Heisey as a favored supplier with businesses that sold quality glassware.

HEISEY'S
TRADE  MARK
GLASSWARE


COPYRIGHT 1913 BY
A. H. HEISEY & CO.




H ON EVERY PIECE

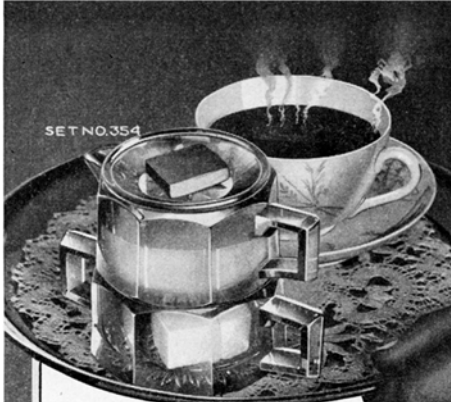
H ON EVERY PIECE

THE ELECTRO-PORTABLE

This latest addition to
Heisey's  Glassware

marks a new and wonderful epoch in the evolution of **Ye Old Colonial Candle Stick**. It combines the lighting efficiency of the 20th Century with the charming atmosphere of **Great Grandmother Days**. Makes an admirable addition to desk, table or dresser. Two sizes—19 inches and 21 inches over all. If your dealer cannot supply this **Electro-Portable**, we will deliver, prepaid, East of the Mississippi River, the smaller size for \$3.75, the larger size for \$4.75, without shade or bulb; West of the Mississippi River—add 50c. Insist on having this  trademark on the glassware you buy—then you have high quality without high price. Our free book contains helpful hints for the Hostess. Write for a copy.

A. H. HEISEY & CO.
DEPT. 75 NEWARK, OHIO




SET NO. 354

Wouldn't YOU like one?


Ask your dealer to show you one of these charming tray sets—an individual cream, sugar and butter that fit snugly together for convenient carrying on a tray.

The clear, sparkling glass and beautiful design of

HEISEY'S
TRADE  MARK
GLASSWARE


COPYRIGHT 1913 BY
A. H. HEISEY & CO.

will add to the daintiness of any service, whether to tempt the invalid or for the afternoon cup of tea.

Heisey's  Glassware

If your dealer cannot supply you with a set that you like, we will deliver either of the two shown here direct to you, by Parcel Post, prepaid for \$1.00. West of the Missouri River, \$1.20. 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. 56 Newark, Ohio



SET NO. 1184

H ON EVERY PIECE

This ad appeared in October/November 1914. It illustrates one of the many innovative items Heisey designed during this period to increase demand and sales. These included dice sugar and creamer sets, loaf sugar trays, biscuit trays, and sanitary syrup jugs, to name a few. ♦

To be continued in the next issue...