

From the Archives...

David G. Malick

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

Advertising to the Public: 1917-1924

During this second period of public advertising, 54 different ads appeared in 138 placements in 19 publications. The American participation in World War I caused a temporary dip in advertising between 1918 and 1919. The themes of the ads focus on blown ware, which had been introduced in 1914, stemware, cuttings, etchings and simpler patterns, in addition to the already popular colonial patterns.

Examples of simpler pattern lines include No. 1184 Yeoman and Nos. 411, 412 and 413 Tudor. Both had an extensive array of items and were popular as they remained in production for several years. Tudor was the subject of several advertisements. Note the tie-in with the new Biltmore Hotel. The No. 10 Gibson Girl floral plateau with the flower frog provides an example of Heisey's continuing commitment to innovation in creating useful decorative objects. It was made in three sizes and was a popular item for both Heisey decorations and those of other companies.

ON EVERY PIECE
No. 1184

**For sandwiches
or cake**

This voguish but practical Sandwich or Cake Plate of Heisey Glassware adds just the right touch to your afternoon tea or informal luncheon. If your dealer cannot supply you, we will send it direct. East of Missouri River, \$1.25 delivered; West of Missouri River, Maine, Florida and Canada, \$1.75 delivered.

A. H. HEISEY & CO.
Dept. 29, Newark, O.
Write for illustrated book

HEISEY'S
TRADE MARK
GLASSWARE
FOR THE TABLE

No. 1184 Yeoman
April 1917

HEISEY'S
TRADE MARK
GLASSWARE
FOR THE TABLE

Heisey's Glassware is as famous for originality of shapes and richness of design as for crystal clearness, utility and durability. This flower holder (A76) has many new features not found in similar pieces. Heisey's Glassware comes in almost every form you could desire.

On Every Piece

At the better stores, or write
A. H. HEISEY & CO.
Dept. W-27 Newark, Ohio

No. 10 Gibson Girl
September 1922

The demand for Heisey table glassware is becoming so universal, because of its beauty and quality, that it adorns the tables of such hotels as the magnificent new Biltmore at Los Angeles as well as most American homes where glassware is appreciated.

At the better stores or write
A. H. HEISEY & CO.
Dept. D-2 Newark, Ohio

HEISEY'S
TRADE MARK
GLASSWARE
FOR THE TABLE

Nos. 411, 412 and 413 Tudor
September 1924

Blown ware makes a major impact during this period in the form of stemware, often decorated with etchings and cuttings. It is estimated that over 30 blown stemware lines were introduced by 1917. Blown stemware consists of a blown bowl attached to either a plain pulled stem or an often fancy pressed stem with a cast-on foot. The skill and effort required to make such stemware are hard to appreciate today as examples seldom betray their construction to an untrained eye. Blown stemware is characterized by thin delicate bowls. Heisey advertisements of the period recognize the daintiness of such glassware but encourage its daily use since broken pieces can be quickly and easily replaced. In 1917 and 1918 two large full-page ads introduced blown stemware to the public.

The first of these ads appeared in May 1917. It shows the No. 3312 Gayoso stemware line, which was made with a pulled stem. Ten items are offered either with the No. 387 Augusta plate etching or without. At this date, Heisey was still offering mail order opportunities as they pursued market penetration with dealers, often leveraging the buying public to pressure their local dealers to carry Heisey glassware. Gayoso was offered with three different optics in the bowl, but here only the plain version was offered.

Between 1916 and 1924, about 80 etchings were in production. These included needle, pantograph and plate etchings. These names refer to the different processes used to apply designs to the plain glassware so that they could be etched into the glass by means of acid. Some of the more well known etchings of this period include No. 431 Victory, No. 439 Pied Piper and No. 440 Frontenac. Several plate etchings were designed to be applied to baskets between 1916 and 1917 as illustrated in the promotional brochure noted in the ad on page 10, *Table Glass and How to Use It — a Handbook for the Hostess*.

You can have either the "Augusta" decoration, or plain, as illustrated in lower right-hand corner of panel.

HEISEY'S GLASSWARE

THESE illustrations give but a faint conception of the real beauty and charm of Heisey's light, thin-blown glassware. You must see it to appreciate how exquisite it is. Ask your dealer to show you this selection. Look for the trade-mark. If he cannot supply you, write to us. We will furnish you at the prices given below.

This is an opportunity to start a beautiful cabinet assortment, consisting of a set of one dozen or one-half dozen each of each item illustrated. You can have them with the "Augusta" decoration, or plain. You may eliminate any of the items in either of these assortments, and we will furnish you the balance.

| AUGUSTA PATTERN | | Per Doz. | PLAIN | | Per Doz. |
|----------------------------|----------|----------|----------------------------|---|----------|
| Goblet | No. 3312 | \$4.40 | Goblet | | \$2.25 |
| Claret | " | 4.00 | Claret | " | 2.00 |
| Wine | " | 3.90 | Wine | " | 1.80 |
| Cordial | " | 3.80 | Cordial | " | 1.75 |
| Cocktail | " | 4.00 | Cocktail | " | 2.00 |
| Saucer Champagne | " | 4.25 | Saucer Champagne | " | 2.50 |
| Table Tumbler | " | 2.75 | Table Tumbler | " | .75 |
| Ice-Tea Tumbler | " | 3.25 | Ice-Tea Tumbler | " | 1.00 |
| Footed Sherbet | " | 4.00 | Footed Sherbet | " | 2.00 |
| Finger Bowl | " | 5.00 | Finger Bowl | " | 2.25 |
| Package | " | .60 | Package | " | .60 |
| | | \$39.95 | | | \$18.90 |

One-half dozen each, half of dozen price

We will send, express charges prepaid, these assortments at the prices named to addresses in all states except those states listed

Note to Dealers: We can supply immediately any of the pieces shown above. Write for information.

below. In these states we make an express delivery charge as follows:

| | Per assortment of one dozen each of every item illustrated | Per assortment of one-half dozen each of every item illustrated |
|---|--|---|
| Oregon, Washington, California | \$5.00 | \$3.00 |
| Montana, Idaho, Utah, Colorado, Wyoming, Arizona, New Mexico, Nevada | 3.00 | 2.00 |
| North Dakota, South Dakota, Minnesota, Louisiana, Nebraska, Kansas, Oklahoma, Arkansas, Texas, Mississippi, Alabama, Georgia, Florida | \$1.00 | |

For separate dozens or half dozens, write us for express charges

Send for free Illustrated Booklet —telling all about Heisey's Glassware and containing useful information on glassware. Address:

A. H. HEISEY & CO.
DEPT. 35, NEWARK, OHIO

HEISEY'S GLASSWARE

FOR THE TABLE

Between 1916 and 1924, Heisey introduced over 80 cuttings to decorate their glassware. These also first appeared on baskets. Heisey blanks were always popular with decorating companies, especially those that specialized in cuttings. Heisey's commitment to cutting as a decoration lapsed after this period until it was revived in 1931 with the hiring of the master cutter Emil Krall who worked at Heisey for 10 years as the head designer in charge of the cutting shop.

The second large and impressive ad appeared in May 1918 and was one of only two Heisey ads in print during that year. It provides the first illustration of a Heisey cutting in the form of No. 657 Liberty on No. 3333 Old Glory with a blown bowl and pressed stem. Other items illustrated include No. 3314 Grandeur with No. 410 Sabrina etching, No. 3330 Hanover with No. 412 Hermitage etching, and No. 3320 Ritz with No. 411 Lansdowne etching.

Newest Designs in Etched Glass

THE new designs that Heisey is showing this Spring are so graceful in shape, have such delicate designs etched on the thin glass that you sigh to think how expensive it must be!

But it is so *inexpensive* you can make your table beautiful with many different pieces. And it is such a comfort to own and use! For if an accident breaks one lovely piece—its lovely duplicate is waiting at your dealer's at such a low cost you would not dream of worrying over it.

At your dealer's or sent direct
See at your dealer's dozens of beautiful and useful things for your table. If

A set of goblets like this gives a charm and richness to your table that only the sparkle of fine glass can



your dealer cannot show you Heisey's Glassware, accept no substitute, but write and we will see that you are supplied with genuine Heisey's Glassware. For sale only at the better stores.

Free illustrated book

Write for our booklet, "Table Glass—and How to Use It." It shows Heisey's Glassware so clearly that you feel quite safe in ordering by mail. It tells you how to make your table more beautiful at surprisingly low cost. A. H. Heisey & Company, Dept. 57, Newark, Ohio.

In the center below is shown a high footed mint of exquisite design. In Heisey's Glassware you are sure of correctness of style



You can use this lovely tableware at every meal; it is so inexpensive to replace



Cruets, salad bowls, goblets—and many other things—delight us in this shining glass

You take more delight in serving iced tea to your guests, when they exclaim over your lovely pitcher and glasses



Remember, there is no better glassware made and, considering attractiveness, durability, etc., it is the most inexpensive you can buy

HEISEY'S GLASSWARE

TRADE MARK

FOR THE TABLE



No. 410 Sabrina Etch



No. 411 Lansdowne Etch



No. 412 Hermitage Etch

Further examples of Heisey advertisements featuring cuttings extol the delicacy of design and the appropriateness for formal dining as well as everyday use, since the products are claimed to be inexpensive enough to be easily replaced. Popular cuttings from this period include No. 636 Claremont, No. 679 Windsor, and No. 693 Cloister.



A cooling drink seems even more sparkling and refreshing when served in this graceful pitcher and glass

Glass of exquisite cut design and so inexpensive!

Tracings as fine as the most delicate of Valenciennes lace, and patterns as painstakingly made, make the new pieces of Heisey glass *very* desirable!

And they're so inexpensive to replace that you don't mind if they are fragile. You just use them every day and enjoy their beauty without worrying about how often they're used! If your dealer cannot supply you, order direct from A. H. HEISEY & CO., Dept. 40, Newark, Ohio

HEISEY'S
TRADE  MARK
GLASSWARE

FOR THE TABLE

This ad appeared in September 1919. It illustrates No. 693 Cloister cutting on a No. 4163 Whaley jug and a No. 3476 Temple handled soda.

The ad on the right appeared in October 1923. It illustrates how well the new elegant glassware pairs with colonial styles. A No. 16 Classic candelabra illuminates No. 3350 Wabash stems with No. 440 Frontenac etching.



On Every Piece

Flickering blue-white rays, flashed from goblet and glass, weave an irresistible charm about the table appointed with Heisey Glassware

At the better stores or write
A.H. HEISEY & CO.
Dept. A57 Newark, Ohio

HEISEY'S
TRADE  MARK
GLASSWARE

FOR YOUR TABLE

Heisey production cuttings and etchings on delicate blown ware herald the age of elegant American glassware. As in so many other areas of innovation and excellence in the field of table glassware, Heisey stands out as a leader. Their commitment to this art form remained strong for the remainder of the time they were in business. ♦

To be continued in the next issue...