

From the Archives...

David G. Malick

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

Advertising to the Public: 1925-1932

During the third period of public advertising, 55 different ads appeared in 142 placements in 18 publications. These years coincide with the rise in popularity of colored glassware among the buying public. All glassware manufacturers offered their wares in their own versions of pink, green, and yellow along with other more specialized colors. Heisey advertising focused on the following themes:

- **Color:** Moongleam, Flamingo, Hawthorne, Marigold, Sahara, and Alexandrite are featured in ads. The additional colors of Tangerine, Cobalt, Amber, and Zircon were also introduced during this period.
- **Stemware:** Twenty-five different stemware lines were introduced, including Nos. 3357 King Arthur, 3362 Charter Oak, 3380 Old Dominion, 3389 Duquesne, 3390 Carcassonne, and 3397 Gascony.
- **Patterns:** Nos. 1170 Pleat & Panel, 1229 Octagon, 1252 Twist, 1401 Empress, 1401 Old Sandwich, and 1405 Ipswich are the major pattern lines of the period that are more often found in color than in Crystal.
- **Etchings:** Fifteen etchings adorned the glassware of this period, including Nos. 442 Diana, 447 Empress, 448 Old Colony, 450 Chintz, 451 Lafayette, and 452 Ambassador.

In 1924 the cutting shop was closed and no cuttings were introduced until the end of 1932 when it was reopened under the direction of Emil Krall. Between 1932 and 1936, 110 cuttings were in production, but none appear in public advertising. The Great Depression brought an end to Heisey public advertising after June 1932 and it only resumed in April of 1937 with an ad featuring No. 1469 Ridgeleigh. A few colors were still in limited production for a couple more years and that explains why a small number of Ridgeleigh items can be found in Sahara and Zircon.

Only 12 of the ads from this period appear in color. Advertising copy was relied upon to provide enticing and remarkably effective descriptions of the available colors. An example from March 1931 is particularly illustrative of this technique:

...pastel tints that defy reproduction on paper...Sahara, the yellow of sunny sands...Flamingo, the glorious rose of tropical plumage...Moongleam, the green of moonlight on the sea...and Alexandrite, the patrician purple of royalty.

While many early Heisey ads share some similarities in layout and theme, coordinated ad campaigns that included several ads with common themes and features first appear in the third period. These include:

- Famous Hotels/Recipes Series
- Bridge Series
- Glass Secrets Series
- Saturday Evening Post Series

Between March and December 1926, a series of six full-page ads were run featuring complete table settings of Heisey glassware at five hotels such as the Palmer House in Chicago and the Granville Inn (near Newark). In five of the ads, recipes from the hotel chefs are included. All of the ads draw attention to the new Flamingo and Moongleam colors. The last ad does not feature an hotel but is clearly part of the series because of its design and format. Instead of a recipe, a description is included of the *Gifts of Glassware* promotional brochure. The fourth ad in the series holds the distinction of being the first Heisey ad to illustrate glass in color. No. 3324 Delaware stemware and a No. 3480 Koors jug appear in Flamingo which, along with Moongleam, was introduced in 1925.


Gifts of Glassware was a popular marketing tool that was sent to customers on request and given out at department stores. It went through three editions between 1926 and 1930 and promoted a large variety of glassware suitable for gift-giving in Moongleam, Flamingo, and Hawthorne, and later in Sahara and Alexandrite.





When Duck Days are Here

The hush of dawn—mist floating over the lonely lake—the flight of mallard or canvasback—only dog and gun to share the spirit of the sport.


Then the duck dinner—the magic touch of the inspired hostess—the glow and sparkle of fine glassware. What a tumult of joy duck days bring!

If it is Heisey's  Glassware, then you *know* you have the finest. Here are fascinating shapes and exquisite designs; delicate tints and brilliant crystal; the bell-like ring of perfect clearness. *For Heisey creates superb quality only.*

Ask your Dealer to show you Heisey's  Glassware. Look for the  trade mark. See the complete sets in dainty *Moon Gleam* and *Flamingo* colors.

Descriptive folder and booklet of recipes from famous chefs sent upon request

A. H. HEISEY & CO. Newark, Ohio



Long Island Duckling, Bigarade
 By ANTHONY GIACOFCCI, Chef
 The New Willard Hotel, Washington, D. C.

Take one five-pound duckling and prepare for roasting. Roast for forty minutes in quick oven; baste well while cooking.

When done, take from oven and cut in ten pieces, six from breast and two from each leg.

Add a spoonful of currant jelly to a pint of brown sauce from duckling. Cut julienne the rind of two oranges and one lemon. Partly boil in sauce; then add juice of one orange.

Put sauce over duckling and boil in sauce pan fifteen minutes. Serve in platter decorated with quarter oranges.

HEISEY'S

GLASSWARE  for your Table



This ad appeared in five publications between September and December 1926 in both color and black and white.

Between February and December 1927, a new series of six full-page ads also featured complete table settings except for the last (December) which appropriately illustrated glassware gifts. A unique promotional feature of this series is the incorporation of a Bridge contest. Each ad contained a series of six hands. People were asked to submit a bid for each hand by a certain date. Correct bids for all hands would win prizes of Heisey glass and there would be a grand prize winner at the end of the series. The Bridge bidding problems were created for Heisey by Milton C. Work, an authority on card games.

The series was featured in the February 1927 issue of Heisey's *Table Talk*. This dealer-focused publication provided news and tips on how to promote Heisey glass and increase sales. The combined circulation of the magazines in which the ads appeared was 2,725,000. Suggestions were provided on how dealers could tie into the national advertising campaign. These included the use of full-sized posters of the ads in their stores; the distribution of promotional literature such as Moongleam and Flamingo brochures as well as the *Gifts of Glassware* booklet; and newspaper advertising placed by the dealers to let people know they carried Heisey glassware.



How would you bid these hands?



(YOU ARE THE DEALER)

- | | |
|-------------------|--------------------|
| Hand No. 7 | Hand No. 10 |
| ♣ 8-6-3 | ♠ A-K-Q-J-9-5-2 |
| ♥ A-K-9-8 | ♥ 6 |
| ♦ None | ♦ J-3 |
| ♠ A-K-J-9-6-2 | ♣ A-Q-2 |
| Hand No. 8 | Hand No. 11 |
| ♠ A-K-Q-J | ♥ 6 |
| ♥ A | ♥ A-K-Q-J-9-5-2 |
| ♦ Q-J-10-8-7-5-3 | ♦ A-Q-2 |
| ♠ A | ♣ J-3 |
| Hand No. 9 | Hand No. 12 |
| ♦ None | ♠ A-K-Q-10-4-2 |
| ♥ A-K-9-8-6-3 | ♥ K-10-9-7 |
| ♦ A-K-Q-4-3-2 | ♦ A-K-10 |
| ♠ K | ♣ None |

These six hands, the second set in a series of bidding problems, were arranged by Milton C. Work. Send one bid for each hand before July 1st. Correct bids for all hands win valuable prizes. Other problems will follow in later issues. Grand prize to winner of series. Address "Heisey's Bridge Contest." Details and Mr. Work's answers on request.




There's Matchless Charm in Glassware

Enchanting pieces for every use—from bouillon to dessert and coffee—and for every occasion, from dinner or luncheon to bridge tea, are exquisitely wrought by Heisey. There are patterns and designs in infinite variety—and colors delightful to behold.

You may have the soft rose glow of Flamingo, or the delicate amethyst tint of Hawthorn, or the cool green of Moon Gleam, besides shimmering crystal—glinting like diamonds in the light.

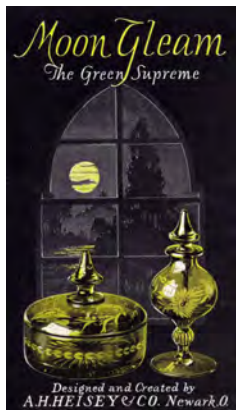
Over the smartest tables this fine glassware casts its spell of charm. There are colors to gratify the most intimate whim of color arrangement. And always remember that glassware is in vogue today: *fashion demands fine glassware for the table.*

Ask your store to show you Heisey's Glassware. The  trade mark is the sign of the genuine. And if you wish to choose ideal gifts for any occasion, write for our new booklet, "Gifts of Glassware."

A. H. HEISEY & COMPANY
Newark, Ohio

HEISEY'S
GLASSWARE  for your Table

This ad appeared in six publications between April and June 1927



The Glass Secrets Series continued Heisey's strong national advertising program. It consisted of six full-page ads that appeared between March 1928 and June 1929 in full color, save for the first one. They feature artwork created by the famous illustrator and animator [Gustaf Tenggren](#).

The series was highlighted in a trade journal ad entitled *Selling for You*. The ad encouraged dealers to take advantage of the campaign which ... "searches out the romantic elements in the history of glassware and makes a vivid, interesting story that appeals to everyone." It also points out that the readership of the magazines used in the campaign amounted to nearly four million people.



GLASS SECRETS

As Gay Music Sounded . . .

The Emperor of Rome had condemned Petronius to die. But the Arbiter of Elegance heard the news calmly . . . laughed . . . and invited his friends to a banquet surpassing in splendor.

Memorable were the happenings of that night! Goblets glittering with gold and jewels were given the guests. Petronius lifted from the table the most cherished of all his artistic possessions, a Myrrhene glass vase resembling a rainbow in brilliancy. Knowing that it was coveted by Nero, Petronius was determined that it should never touch the lips of the Roman tyrant


"Let no hand pour from it," he shouted . . . and dashed it in fragments on the crocus-covered floor!

Then the amazing climax! Petronius had a vein in his arm

opened . . . thus would he forestall the emperor's sentence! And so, surrounded by flower-crowned comrades, by gay musicians and dancers, his strength ebbed slowly away. At his side was Eunice, his beloved. Loyal to the last, she shared his fate . . . and ere his life went out, their lips had touched.

Rulers and nobles have exulted in glass . . . have adorned their feasts with its gleaming charm. Countless artisans for centuries toiled to learn its secrets . . . hard-won secrets of coloring it with the rainbow's tints . . . of giving to it exquisite, fairy forms. And building upon these secrets, Heisey master craftsmen have wrought for you glorious creations.

You will adore the delicate, captivating colors . . . Flamingo, with sunset's rosy glow . . . Moon Gleam, with the soft green of meadows . . . Marigold, sparkling with golden sheen . . . and the brilliant, clear crystal. All come in complete services, to enrich your table with fascinating beauty on any occasion.

There are patterns and patterns, designs and designs, for every use, in joyous profusion. At leading stores you can make your selection. The  symbol of quality tells you it is Heisey's fine glassware. Look for it on every piece.



Ice tubs and other delightful pieces you will adore.



A RICHLY INTERESTING MODERN PATTERN IN THE BEAUTIFUL MARIGOLD COLOR

Write for a copy of "Gifts of Glassware", a booklet handsomely illustrated in colors. It is yours for the asking.

A. H. HEISEY & COMPANY
301 OAKWOOD AVENUE, NEWARK, OHIO

HEISEY'S
GLASSWARE
for your table

Glass perfected through the Secrets of Four Thousand Years

The final ad of the Glass Secrets series appeared in four publications between May and June 1929. It features No. 1252 Twist in the short-lived color of Marigold (1929-1930).

The *Glass Perfected Through the Secrets of 4000 Years* tagline and related stories continue in the next nine ads that were placed between 1929 and 1930 but these do not appear to be a formal part of the series.

Rare colors to inspire the hostess of today

When you see this new Alexandrite glassware by Heisey, you are struck with the wonder of its soft, elusive radiance. Tinted like some rare orchid petal or the fleeting glow of the sapphire, it is an American triumph for exclusive American tables. The lovely items shown in Alexandrite in the adjoining photograph are selections from the complete table services obtainable now in this fascinating color.




And the exquisite Sahara color, with its sprightly gleam of gold, opens another door to delightful hospitality. For its vivid shading belongs to itself alone, bringing a charm that you prize more and more.

For the discriminating hostess the name Heisey has long meant superb glassware. Voguish designs in brilliant crystal or popular colors like Flamingo and Moon Gleam, have made Heisey ware the correct ware for smart entertaining. And now to them are added these new distinctive colors. Ask to see them at your department store, gift shop or glassware store.

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

The new Sahara golden yellow illustrated above by means of color photography, also comes in complete services. The designs, too, are original and smart.

For other glassware suggestions, write for copy of illustrated booklet.

LOOK FOR THE

 ON EVERY PIECE
 embossed on the glass
 or on adhesive label



Heisey's

GLASSWARE  for your table

Glass Perfected through the Secrets of 4000 Years

The Arabians a thousand years ago were so skillful in giving color, beauty and ornamentation to glass that Damascus, then a center of their flourishing empire, became as famous for its glass as it was renowned for its swords. The secrets of the Arabian Masters and the secrets of other craftsmen live on in fine glassware by Heisey, brought down through the ages for you.

This ad appeared in May 1930. It features No. 1401 Empress and No. 3381 Creole in Sahara and Alexandrite. These colors were introduced in 1929 as replacements for Marigold and Hawthorne.

The final series from this period consists of thirteen impressive ads appearing in the *Saturday Evening Post* and *The New Yorker* between 1931-1932. They focus on the Empress pattern paired with blown stemware lines such as Old Dominion, Duquesne, and Carcassonne, decorated with delicate etchings. Early American style glassware inspired by Sandwich glass designs are represented by the popular Old Sandwich and Ipswich patterns. Coordination between the advertising and in-store promotions continues to be a feature of this advertising. ♦



THE EVENT OF THE MONTH *in Glassware*



The elegance of the Lafayette pattern by Heisey (No. 3390 with 451 etching), illustrated above, is due to the delicacy and artistry of the etching and the graceful modeling of the glass. In clear crystal or colors, it brings new smartness to tables of today.

The gorgeous Ambassador design (No. 3397 with 452 etching) at the left is a new Heisey creation. The flower bowl is one of the loveliest center-pieces imaginable. The pitcher and glasses make tomato juice cocktails ever so much more charming.

... *This First Week of May* ... go into department stores, gift shops and glassware stores ... feast your eyes on the beautiful displays of many new things in Heisey's fine glass they have prepared *for you to see*.

You will find it interesting ... *educational*. You will get many ideas for making the table gorgeous with shimmering glass ... you will gain helpful hints on what is correct and modern in glassware for smart entertaining this season.

Because people are talking about the adorable etched glass Heisey's have brought out ... *you will want to know about it*. The exquisite Lafayette glass with the style



and elegance of the famous Frenchman. And the Ambassador style ... or the fascinating Pompeiian, Old Colony and Colonial Chintz designs ... yes, you will want to know about them.

And you will want to see, feel, prove to yourself the remarkable *quality* of this glass ... how fine and brilliant it is, what a ringing tone it has ... because experts say glass made like this, with lead and potash, and individually blown, *must* be of highest quality.

Then the delicate pastel tints ... Sahara golden yellow, Flamingo rose, Moon Gleam green, Alexandrite amethyst ... the gleaming clear crystal ... the wealth of items and patterns ... don't miss the opportunity of viewing them. Remember, during *this first week of May*, visit the Heisey displays in your stores.

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

Heisey's

GLASSWARE  *for your table*

Look for the  on every piece embossed on the glass or on an adhesive label 

How shall I serve tomato juice cocktails? The answer, with several delicious recipes, is given in a folder we have prepared. Ask for it.

Write for illustrated booklet, "Little Journeys in Glass Land." It contains helpful ideas about choosing glass and setting the table.

This May 1932 ad features Ambassador and Lafayette etchings on Empress, Carcassonne, and Gascony.

To be continued in the next issue...