

# From the Archives...

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## An Introduction to Heisey's Advertising to the Public, Part IV

### Advertising to the Public: 1937-1954 (1960)

During the final period of public advertising, 184 different ads appeared in 247 placements in 24 publications. Following the exuberance of the color era ad campaigns of 1925-1932 and the hiatus caused by the Great Depression, Heisey advertising focused on the following themes:

- **Crystal:** Although small amounts of color glassware were made during this period (Cobalt, Zircon/Limelight, Sultana and Dawn), Crystal production predominates.
- **Stemware:** Forty-one different stemware lines were introduced, including No. 4085 Kohinoor, No. 5010 Symphonic, No. 5024 Oxford, No. 5025 Tyrolean, No. 5072 Rose, and No. 5078 Park Avenue.
- **Patterns:** Major pattern lines include No. 1469 Ridgeleigh\*, No. 1485 Saturn, No. 1503 Crystolite\*, No. 1506 Whirlpool, No. 1509 Queen Ann\*, No. 341 Old Williamsburg, No. 1511 Toujours, No. 1519 Waverly\*, No. 1540 Lariat\*, No. 1567 Plantation\*, No. 1590 Zodiac, and No. 1951 Cabochon\*. Those patterns marked with an asterisk had matching stemware lines.
- **Cuttings:** Over 200 cuttings decorated the glassware of this period, including No. 890 Churchill, No. 921 Danish Princess, No. 941 Barcelona, No. 944 Courtship, No. 964 Maryland, No. 965 Narcissus, and No. 980 Moonglo. In 1949, some cuttings, such as No. 1015 Dolly Madison Rose, were created to match china patterns manufactured by other companies.
- **Etchings:** More than 70 etchings were produced during this period, including No. 502 Crinoline, No. 503 Minuet, No. 507 Orchid, No. 515 Heisey Rose and No. 516 Plantation Ivy.
- **Figurines:** Between 1937 and 1951, 58 items, mostly animals, were produced as table decorations and giftware. Several Heisey animal figurines were featured in the stage (1945) and film (1950) versions of *The Glass Menagerie* by Tennessee Williams.

Heisey resumed its public advertising in 1937 with a modest series of four ads featuring the recent pattern lines of Ridgeleigh, Kohinoor, Stanhope and Saturn. These appeared in *Life* and *The New Yorker*, which had a combined circulation of over 1 million. Although most colors disappeared in the depression, Zircon, which was introduced in 1936, is featured in the Saturn ad.

Between September and December 1939, a series of six ads presented Whirlpool, Crystolite, and Toujours along with candelabra and Minuet etching to 10 million readers of popular magazines such as *House and Garden* and *Ladies' Home Journal*. Heisey distributed a special advertising brochure to dealers to encourage them to coordinate their displays and sales efforts with this national advertising campaign. Heisey offered display cards incorporating the ads and advertising artwork that could be customized by the dealers to place their own ads in local newspapers. This strategy to mobilize Heisey glass dealers to coordinate with and take advantage of Heisey national advertising would be repeated until Heisey ceased advertising in 1954.

"SUCCESSFUL NEW PATTERNS with PROVED appeal to discriminating shoppers . . . and NATIONAL ADVERTISING . . . are combining to raise HEISEY glassware to new heights in public favor. There'll be *keener* interest in Heisey's this fall. Do you want to *enliven* your display and sale of fine glassware? Do so by *merchandising* "CRYSTOLITE" and "WHIRLPOOL" and the "MINUET" etching and Heisey's CANDELABRA. Get in touch with your Heisey Representative for complete information about these lines."




# "SATURN"

*a Symphony of Light*  
... by HEISEY



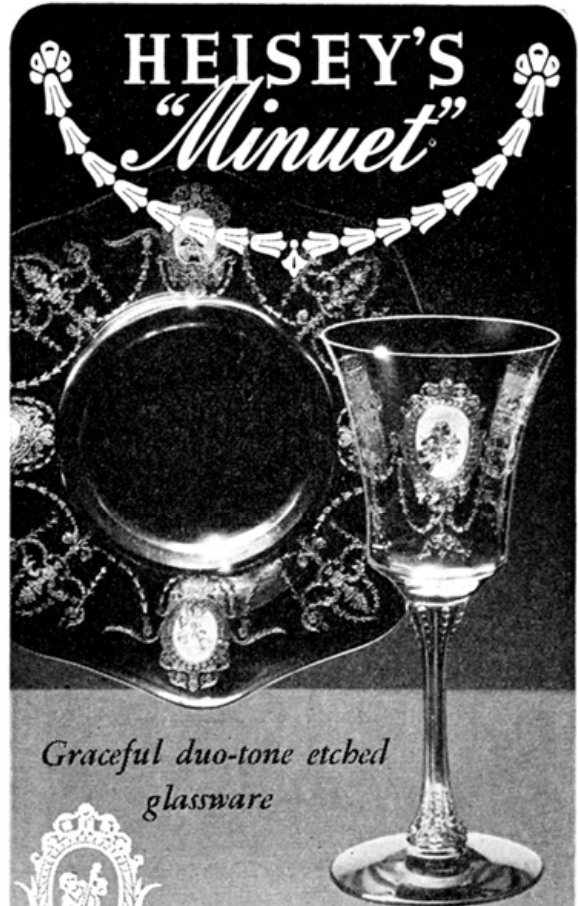
A glorious new design in modern tempo, wrought in Heisey's quality glassware, Saturn is beautifully decorative and eminently serviceable! It's finest American hand-made glass, with Old World glamour.

As Saturn's "invisible" rings reflect and refract light in varied, fascinating patterns, your table presents a veritable "symphony" of fluid light and shadow. In Saturn, too, you may choose between crystal and Heisey's triumph in tinted glass: the subtle new Zircon color! Heisey's patterns currently shown by leading retailers represent the best in contemporary glassware design—economical in price! Always look for the imprinted trade mark  or the Heisey label.



A. H. HEISEY & COMPANY, NEWARK, OHIO

*The New Yorker*—June 1937



*Graceful duo-tone etched glassware*



All the rhythmic dignity and gaiety of the Colonial Minuet is achieved in this glassware of "heirloom quality."

Unique duo-tone etchings (each different) adorn hand-blown stemware, as well as plates, bowls and other serviceable pieces. Very reasonably priced... Now in leading stores.

A. H. HEISEY & COMPANY, NEWARK, OHIO

# HEISEY'S

HAND-WROUGHT  GLASSWARE

*House Beautiful*—November 1939

*Ladies' Home Journal*—December 1939

Heisey continued to promote items introduced in 1939 while launching additional lines that would fuel the company's future growth. The Orchid etching was introduced in 1940 and became Heisey's most popular etching choice for brides. The bulk of advertising during the 1937-1954 period focused on the bridal trade. Heisey's popular figurines begin to appear in advertising in 1940. The No. 1 Horse Head book end and No. 2 Chanticleer (or Fighting Rooster) were quickly joined by other figurines as illustrated in an ad from 1941.

*The Year's Smartest Etching*  
**"ORCHID"** *by Heisey*



● The ethereal beauty of the orchid itself is captured in this decoration on Heisey's fine glassware . . . a matchless etching of gossamer delicacy.

As illustrated above, it graces a flower bowl, torte plate and candelabra, hand-wrought in Heisey's swirling *Oceanic* pattern. On sparkling, lead-blown goblets and glasses of bell-like purity . . . or on bowls, plates and many other Heisey pieces . . . for simple or elaborate occasions . . . this ORCHID etching is a masterpiece of sheer delight.


There is nothing smarter in glassware than Heisey's—nothing more rarely beautiful than this ORCHID etching. See it now in leading department stores and gift shops, along with other Heisey triumphs in plain, etched and hand-cut glass.

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



**HEISEY'S**  
 HAND-WROUGHT GLASSWARE


House and Garden—December 1940



The captivating charm of selections in Heisey Crystal never fades. And there's always satisfaction in enduring style—in your own home, or that of some friend you've made happy with a gift. Heisey Crystal offers exquisite etched or cut stemware; plates, bowls, candelabra, and other hand-wrought pieces for table use or decoration.

And, since Heisey Crystal is open stock, you can "choose as you use." You can buy "starter pieces"—and add to them as you wish until you have a complete set. Heisey Crystal is found in the leading stores, A. H. HEISEY & CO., Newark, Ohio.

**FOR YOUR VERY OWN  
 ...OR AS GIFTS**



1519 Torte Plate  
Orchid Etching

142 3-Light  
Candelstick  
Orchid Etching

5025 Goblet  
Orchid Etching

1489 Rye Bottle

1489 Cornelia Bowl

1489 Ash Tray

No. 2  
Chanticleer

5010 Goblet  
Miauet Etching

No. 154  
"Oscar"

1541 Dog

1522 Colt

No. 1, Horse Head  
Book End

**HEISEY'S**  
 HAND-WROUGHT CRYSTAL

House Beautiful—October 1941

In August 1941, Heisey introduced a new "Choose as You Use" advertising campaign with a series of six ads in large circulation magazines such as *House Beautiful* and *Bride's Magazine*. The theme built on the previously promoted selling message that many Heisey patterns were available as open stock so customers could easily build a complete service by purchasing a few pieces and adding to them over time. An ad in *Crockery and Glass Journal* explained the concept to dealers: "Yes, it's the 'open stock' idea which *always* sells goods, but played up as it has never been before. We are telling this story to millions of readers. You can cash in on this by having a goodly supply of Heisey Crystal on display from which customers may make their choice."

**HOW YOU CAN OWN  
A COMPLETE SET OF**

# Crystolite

Heisey's "choose as you use" idea for complete, inexpensive Crystal service enables you gradually to acquire matching pieces of the famous Crystolite Pattern and use them as you choose them.

- (1) Decide what pieces of Crystolite you will eventually need for a complete table and decorative service.
- (2) Purchase as many as you need for a start.
- (3) Add to them from time to time according to your predetermined plan of purchasing from the splendid array of Crystolite in dealers' open stock.

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

Send for  
Crystolite folder.

*Ladies' Home Journal*—October 1941

Introduced in 1942 as a competitor to Imperial's successful Candlewick pattern, Lariat is another major pattern line that enjoyed a high degree of popularity with the buying public and was available in a large variety of items.

During the war years of 1941-1945, there was a shortage of material and manpower. Heisey needed to concentrate production on a limited number of mostly pressed ware products. These included Lariat, Crystolite, Orchid etch, and Crystal giftware items such as figurines, candelabra, vases, and cocktail shakers. Special "Wartime Salesman" brochures were created to serve as combination catalogs, inventory checklists, order forms, and envelopes to enable dealers to order the items that were available. Heisey continued advertising during the war years, issuing about forty public ads, but with only a few exceptions that illustrated cuttings, most concentrated on these four lines that ensured Heisey's survival.

*House Beautiful*—March 1944

"Ma'm, yo'll sho'ly fall in  
love with fascinatin'

# Lariat

How gaily it gleams on your table . . . a bright idea in graceful individuality! You can create endless variety in your table arrangements with this distinctive pattern in Heisey Crystal. It's open stock, brightened by a gay array of pieces from which to make your choice.

Start *your* Lariat collection now with goblets, salad plates . . . and other pieces whenever you wish. Write for Lariat folder. A. H. Heisey & Co., Newark, Ohio.

"Remember to see *Lariat*  
(AND BUY LOTS MORE WAR BONDS)

# HEISEY'S

HAND-WROUGHT CRYSTAL

The April 1945 issue of *Crockery and Glass Journal* featured several wartime ads that stated, “Why Heisey’s is a Household Word.” The ads went on to explain, “Back over the years generations of American women have read about Heisey’s in their favorite magazines. Heisey advertising inspired a desire for possession which resulted in an ever-increasing demand. Today in homes everywhere Heisey is *the* prized crystal—and today as in the past Heisey advertising is creating new enthusiasts and new sales.” The ad promised that once paper restrictions were lifted and more ad space became available, Heisey would mount even greater advertising campaigns to support its dealers. They would not have long to wait. In late 1945, Heisey issued two full-color ads in full and half-page versions that illustrated the standard items that had been in production during the war years, but included copy that harkened back to the company’s beginnings in 1895, marking their 50th anniversary. Full-color ads would predominate during the final years of Heisey advertising.

# “We got Heisey, too!

*... and we’ve treasured every piece of it for almost 50 years”*



BUY  
VICTORY  
BONDS!

HEISEY CRYSTAL has graced bridal-gift tables since 1895. And many a delighted bride has continued to add to her Heisey collection, thus building a treasure of gleaming crystal whose loveliness never fades. To give HEISEY CRYSTAL is now a tradition. To buy it for your own home is an unending source of pride and pleasure. Today, as through these fifty years, there is nothing finer than crystal created by HEISEY. To be seen at better stores. A. H. HEISEY & CO., NEWARK, OHIO

*Heisey's*  
HAND-WROUGHT  CRYSTAL

*House and Garden, House Beautiful—December 1945; Bride's Magazine—Winter 1945, Summer 1946*

As the war years receded, Heisey was able to resume production of more labor intensive items such as blown ware and cuttings, and etchings. Continuing its support for the bridal market, this ad features a useful pamphlet that was freely available on request or from local Heisey dealers. *How to Choose Your Crystal Pattern* was full of information and guidance for new brides on the requirements for elegant dining. It included a pocket at the back to hold individual brochures for the different Heisey patterns, cuttings, and etchings under consideration.

  
**Danish Princess**

Designed for Royalty  
 ... and You!

In days gone by, craftsmen vied with each other for the coveted and rare occasion when their handiwork was accepted by royalty. Today that royal accolade rests on Danish Princess—an exquisite pattern in star-bright, hand-blown rock crystal created by Heisey to compliment a Danish Princess.

Honored by royalty, but made in America by hand, Danish Princess is yours to own or to give, with the knowledge that it will be treasured through the years. A. H. Heisey & Co., Newark, Ohio.



"HOW TO CHOOSE YOUR CRYSTAL PATTERN" is a new authentic streamlined guide to the proper crystal, china and silver to compliment the decor of your home. Send 10c to Dept. HB, A. H. Heisey & Co., Newark, Ohio.



*House and Garden*—May 1948; *House Beautiful*—June 1948; *Bride's Magazine*—Autumn 1948

Heisey's 1949 fall advertising campaign consisted of four color ads promoting the Heisey Rose and Orchid etchings and the Plantation pattern. These appeared in six placements in four different magazines reaching more than four million readers. Free individual brochures and local newspaper advertising artwork were provided to dealers to help them coordinate their promotional activities with the national campaign. The Heisey Rose etching, which was introduced in 1949, appears on Rose stemware. Rose motifs were very popular in china and silverware and the desire to have complementary glassware accounts for the popularity of this etching which was second only to the Orchid etching.



## Heisey Rose

*...romance etched in crystal*

*Sparkling conversation...flickering candlelight...the romantic beauty of Heisey Rose Etching blend into a setting to mark you as the perfect hostess. Choose exquisite Heisey Rose hand-blown stemware with matching table accessories for yourself...or for lovely gifts to be long remembered. To help you select, send for new Heisey Rose folder. A. H. Heisey & Co., Dept. A9, Newark, Ohio.*



THE FINEST IN GLASSWARE, MADE IN AMERICA BY HAND

*House Beautiful—December 1949*

## Plantation

*...hospitality in crystal*



*Heisey has brilliantly adapted the pineapple, traditional symbol of warm hospitality, to PLANTATION hand-wrought crystal. Whether in the modern or traditional manner, your very special entertaining will take on new zest with sparkling PLANTATION stemware and table accessories.*

*Wonderful for gift-giving too, because it's so practical, so inexpensive. Write for the new illustrated folder.*

*A. H. Heisey & Co.,  
Dept. A9, Newark, Ohio.*



THE FINEST IN GLASSWARE, MADE IN AMERICA BY HAND

*Better Homes and Gardens—October 1949*

In spring 1950 another large ad campaign was launched. It included six ads, four of which were in color. These appeared in five different magazines reaching more than 11 million readers. In addition to the patterns and decorations of the 1949 campaign, the Waverly pattern and the Dolly Madison Rose cutting are featured. This cutting was introduced in 1949 and was created to match Castleton's Dolly Madison Rose china which is illustrated in the ad.



Castleton's Dolly Madison Rose from B. Altman

**HEISEY** *Dolly Madison Rose...*

*If you delight in romantic floral designs, the classic lines of Heisey's Dolly Madison Rose will completely captivate you. Each full-blown rose is a work of art . . . engraved by a master craftsman. Here's the perfect crystal to match china and silver abloom with roses. The choice of this exquisite Heisey pattern for yourself or as a gift is a gesture of impeccable taste. Send for the new Dolly Madison Rose folder.*

*A. H. Heisey & Co., Dept. H6, Newark, Ohio.*



THE FINEST IN GLASSWARE, MADE IN AMERICA BY HAND

*House Beautiful—June 1950*

Introduced in 1951, Cabochon was the last major pattern made by Heisey. It nicely illustrates the movement from elegant to modern design that was characteristic of Heisey's attempts to keep up with changing customer tastes in later years. Heisey continued to advertise until 1954, although several ads were cancelled at the end of 1953. The three final ads of 1954 no longer illustrate glassware. Heisey closed in December 1957 for the Christmas break and never re-opened. In April 1958, Imperial bought all of the assets of the company with the intention of continuing production in a limited way under the name "Heisey by Imperial."

The Circle and the Square are the two perfect shapes that are basic in all design

*Cabochon*  
is the ideal combination of these two perfect shapes

# Cabochon

From the basic simplicity of the circle and the square, Heisey has created dramatic, fresh-as-tomorrow *Cabochon!*

Each piece designed for manifold duty at buffets, luncheons, and other informal occasions . . . each piece so modern, so practical, so moderately priced! *Cabochon* comes in a complete line of table accessories and hand blown stemware. Write for folder.

A. H. HEISEY & CO., NEWARK 11, OHIO

The finest in glassware

**Heisey**  
HAND-WROUGHT CRYSTAL

made in America by hand

*Living for Young Homemakers*—November 1951; *House Beautiful*—December 1951

Imperial revived Heisey advertising with a series of three ads promoting Old Williamsburg that appeared in 1959-1960. Revere and Cabochon were some of the patterns continued by Imperial in addition to the Heisey Rose and Orchid etchings and the animal figurines. The use of the Heisey trademark was removed from most moulds after 10 years.

Heisey advertising is a fascinating and enjoyable feature of collecting Heisey glassware. The advertisements are collectible in their own right, but their true value is found in the fact that they illustrate to later generations how the glass was used or was intended to be used and the features that its creators and sellers thought would be most appealing to the public. They provide the historical context of what the glass meant to both the buyers and the sellers in a time and place that is now quickly passing from living memory.



## Old Williamsburg Crystal

Recapturing the traditional graciousness of olden colonial times, lovely Old Williamsburg Crystal brings timeless beauty, sparkling clarity and enchanting simplicity of design to *your* table settings. Fashion-smart — yet so practical for every occasion usage. You'll find a wide, open stock, selection in hand-crafted Old Williamsburg Crystal at all leading stores.



*Imperial Glass Corporation, Bellaire, Ohio, U.S.A.*

*House Beautiful*—November 1959