

HEISEY *news*

Vol. VI, No. 8
AUGUST 25, 1977



OFFICIAL PUBLICATION HEISEY COLLECTORS OF AMERICA

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One Dollar



The E. Wilson Heisey home, 458-460 Hudson Ave., Newark, Ohio
Now owned by Walter and Donna Spence (a Crilly drawing)

From the desk of...

your President

Orders have been pouring in for the decanters and we hope that everyone who wanted one will be able to get it. As all of our older members know, these souvenirs have always been limited to make them more collectible and to be pretty sure of a sell-out. It is a major fund-raising project for the museum. I don't know if the newsletter will reach you by August 29 but, if so, this is another reminder to get your order in by that date if you have not already done so. The committee has a lot of interesting plans for the gala dinner and we guarantee that the food will be good. Help is needed at the Schnaidt residence on Friday evening to set up for the dinner.

Don't forget the Mini-Show flea market from 8 to 5 on September 10. This is a good place to buy and to sell. Contact Jack Metcalf for further information. See July issue for his address.

We are still IMPATIENTLY waiting for the reprinted etching books and hopefully they will have arrived and been mailed before this reaches you. Also we are waiting for the animals from Imperial. As soon

as any of these arrive they will be promptly shipped to you.

The authors of the cutting book (Ream, Bredehoft and Bredehoft) are busily at work. It should be roughly twice the size of the etching book considering the number of cuttings which are surfacing. Plans are still for a June publication date if at all possible and we hope we do not have the same problems with the printer next time.

Perhaps the "chit chat" in Heisey News is not at all interesting to some of the dealers or to those not deeply involved in the club. However, we consider this as our personal contact with our friends and that is what this club is all about.

Many people report that good Heisey is hard to find. Why not take advantage of buying from our advertisers? There is a lot of good glass in this issue. It is fun to find an occasional sleeper, which everyone does, but even at the higher prices Heisey is still a good investment.

We apologize for the pictures in the July issue. They were taken from color prints which were too dark. Sometimes color prints turn out well and sometimes not.

The much needed salesroom will soon be completed. It is going to be

very nice and will ease the crowded situation in Room 8 where the animals are displayed, as well as show the merchandise to better advantage which should encourage sales. We will have an OPEN HOUSE on the day of the dinner so be sure to visit the museum while in town. (There is lots of new glass on display.) Rather than spoil the appearance of the back of the house the new room actually has improved it. We have kept the museum open every day despite the construction and dust because we did not want to disappoint anyone who came from away. No one has seemed to mind the mess.

Percy Moore has not been well for several weeks and we have missed him at the museum. We hope he is back "on the job" real soon.

The museum has continued to be quite busy with visitors from far and near. We need more volunteer help for every day except Wednesday and Sunday. If you can give three hours on Tuesday, Thursday, Friday or Saturday, please let us know. You will find that your knowledge of Heisey and your interest in the club increases by working in the museum. Give us a call at 344-2377 or 345-2932

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HEISEY NEWS --- P.O. BOX 27 --- NEWARK, OHIO 43055

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Membership Chairman - Ann Holman, 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).

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.

HEISEY DECORATIONS



by NEILA BREDEHOFT

In 1942 Heisey introduced 2 new etchings with the result that many collectors avidly look for these today. The first we will deal with is the Victory etching. The Heisey Company never did assign a catalog number to this etching as far as our research has been able to tell us, so we have given it a number of #9012. Victory is a Silhouette etching and thus is recessed deeply into the glass. Fostoria made an etching similar to Victory, but the eagle does not form the sharp "V" and the etching is simply a plate etching and does not have the depth that is in the Heisey eagle.

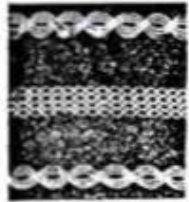
Victory was introduced in 1942 and was discontinued by 1946, possibly somewhat earlier. It is mainly a bar line and is found only in crystal. It is not found on signed Heisey pieces, so the collector must learn to identify the etching.

- FOUND ON:**
- #4052 National barware, including goblet
 - #3316 Biltmore burgundy and cordial
 - #3318 Waldorf, #5038 Rooster Stem cocktails
 - #1184 Yeoman plates
 - #4036 and #4037 cocktail shakers and decanters
 - #4054 Coronation martini mixer
 - #5012 Urn 9" vase
 - #1489 Puritan hurricane block with #4061 shade (shade etched)

The second etching is a small cocktail set for two people. A small cocktail shaker is etched "Us" and two cocktails are etched "You" and "Me". The words are fairly large and in flowing script. This etching was also new in 1942 and it was discontinued by 1953, although not all items were made the full time. It is available only in crystal and the items are unsigned. The small shaker was available with plain, Rooster Head or Horse Head stoppers and the cocktails with these motifs were also offered.



No. 50 NEEDLE ETCHED



3394 12 oz. Goblet Tall Stem

Here is a picture of #50 Needle Etching to fill a blank in your etching book.

- FOUND ON:**
- #3318 Waldorf, #5038 Rooster Stem, #5048 Rooster Head, and #5066 Horse Head -- all cocktails
 - #4225 Cobel 1 pint cocktail shaker with choice of plain, Rooster Head, or Horse Head stopper.

These are shown in Encyclopedia of Heisey Glassware "Etchings and Carvings"



A CORRECTION OF A CORRECTION

Last month we made a correction on the date of the closing of the Heisey factory but a typographical error made the correction wrong also. It should have read as follows

The A.H. Heisey & Co. closed in December, 1957, never opening for production after Christmas of that year. (See page 9 -- paragraph headed "Notice".)

This time it was the printer's error but it could just have easily been ours.

Another typo gave Mary Heisey Merrill's name as May. Sorry Mary!!!

On page 22 in the ad of Robert H. Donovan we believe the word on the second from bottom line should have been SWAP rather than SPAP. Or what does SPAP mean?

STEMS

by CARL SPARACIO

What could be as exciting as finding a new and unknown Heisey stem? Maybe I should clarify that: Relative to Heisey stems, what could be more exciting etc, etc.? That should exclude the unprintable answers. My wife's answer to the question was a flat, "selling the collection". Seems I'm going the long way around when the point I'm trying to make is simply that finding new information about Heisey stems is as exciting as finding a new stem. Your museum recently acquired a wealth of paper work from the A.H. Heisey Co. so for the next few articles we'll pull out any stem information which is new to us and share it with you. I would really rather keep it to myself but Louise insists that I share.

Of all the stems found in this treasure chest of material I find two most fascinating. One is our old friend #7057 Tri-Knob. The number #7057 was assigned, as was the name, by Mr. Vogel because no information about this stem was available at the time and just a few sherbets were known to exist. With the discovery of a "Lead Blown Ware" price list which dates 1921 we find that the Heisey number for Tri-Knob is #3340. Now #3340 belongs to "Esquire" in your "Heisey Stemware" book so some confusion may result here. Just be sure to use the name along with the number when referring to #3340 and you'll stay out of trouble.

The only pieces of #3340 Tri-Knob known originally were 6 oz. sherbets. Then we learned of a 9 oz. goblet when it came up for grabs at the last H.C.A. auction and, at this past June's convention, a 6 oz. saucer champagne was offered for sale. As it turns out these three pieces were the only sizes offered in this pattern in the 1921 catalog.

We learn additionally that #3340 Tri-Knob was sold with #156 Fantan pantograph etching and #720 Christabel cutting. Now I don't know what either of these decorations look like. I'll let the etching and cutting meavens worry about it. Though not listed in this catalog, all pieces of Tri-Knob seen to date were dressed in the #9001 Trefoil etching. The price list also notes that it was available in optic but the type optic is not stated. My guess is that a medium vertical optic was most likely used.

Now for the really exciting news! Tri-Knob was not alone in the world for it had a relative and that relative was known as #3339. We're going to call #3339 "Wilson" - that's all. Am I dating



No. 3339, 10 oz. GOBLET



No. 3340, 9 oz. GOBLET

Tri-Knob and Wilson

myself? Those of you under 21 may not know that in the olden days there was a whiskey on the market called "Wilson" and their ads read "Wilson, that's all". Anyway, the "Wilson" in #3339 belongs to Edgar Wilson Heisey the second president of the A.H. Heisey Co. who was known to everyone as "Wils". Look at the illustrations accompanying this article and you'll spot the most obvious difference between Tri-Knob and Wilson - their bowl shapes. Another difference which is not so apparent is their respective heights. Tri-Knob is a little taller than Wilson. This height difference is due to a combination of subtle variations. One, Tri-Knob's bowl is slightly longer and, two, the baluster shapes below and above the knob on Tri-Knob's stem are equal in length but on Wilson the lower one is about 25% shorter than the upper one. As I've said in the past, I find the catalog drawings extremely accurate so I believe the difference is real rather than artistic.

#3339 Wilson was offered in the same three pieces as #3340 Tri-Knob the only difference being a 10 oz. goblet instead of a 9 oz. goblet. The fuller Wilson bowl would account for the larger capacity. I'm guessing but I doubt that there is any difference in bowl shapes between the champagnes or sherbets of these two stems. The bowls are so shallow that there's not much room for variation. If this be the case then the only way to tell one champagne or sherbet from the other will be by the length of the lower portion of the stem assuming, of course, that my conclusion in that regard is correct.

Wilson was not offered with any

etchings or cuttings but it could be purchased either plain or optic as was Tri-Knob. Both of these stems will be found marked at the top of the stem and they are both blown pieces (Blown bowls). Either would be a great find. I think Tri-Knob is prettier. It has the advantage of height and a more gracefully shaped bowl.

Next month we'll hit you with more new stems and/or new information on some old favorites.

For Mrs. Lloyd Otteman of New Orleans and anyone else who may have wondered, our article on the narrow flutes was by no means complete as many more pieces can fit into that category. Mrs. Otteman discovered after reading the article that her #393 Narrow Flute collection had some ringers - namely, #601 Elizabethan, a much rarer stem. Enjoy them anyway as they go well together. We'll raise our goblet to her for making me blush. Thanks.

Editors note: We told you in "Etchings and Carvings" that we would probably find further material. We expected new etchings - not new stems - an added bonus.

con't from DESK OF, page 2

We hope to see a lot of you on September 10. Please make yourself known to us. We want no one to be a stranger when in Heiseyland.

HAPPY COLLECTING!

Louise Reson

TUMBLERS



#1951 CABOCHON

PERIOD: 1951 to 1954 (last shown in 1953 Catalog)

COLOR: Crystal

DECORATIONS: #1046 Pussywillow cut, #1047 Autumn Rushes cut, #1048 Crocus cut.

VARIATION: 5 oz. Juice, 12 oz. Tumbler



#6092 CABOCHON

PERIOD: 1951 - 1954 (Last shown in 1953 Catalog)

COLOR: Crystal; crystal bowl, amber base

DECORATIONS: None known

VARIATION: 5 oz. Juice, 10 oz. Tumbler, 12 oz. Soda



#5044 CONSTELLATION
(Sham, Crimped Base, Ground Bottom)

PERIOD: 1952 - 1957

COLOR: Crystal; amber

DECORATIONS: None known

VARIATION: 2 oz. bar, 6½ oz. old fashion, 10 oz. beverage, 14 oz. ice tea, 14 oz. double old fashion or tumbler



#5087 COMET
(Torpedo Sham, Ground Bottom)

PERIOD: 1952 - 1954 (Last shown in 1953 Catalog)

COLOR: Crystal

DECORATIONS: None known, except monogram

VARIATION: 2 oz. bar, 9 oz. old fashion, 12 oz. ice tea, 14 oz. beverage, 18 oz. soda

Ed. note: These are best illustrations which we could find of these patterns. Late Catalogs are more difficult to copy.

••

ing an attack of terminal envy. Comet is sometimes called "Torpedo" because it has a "torpedo sham".

Cabochon, 6092, must also be considered with Cabochon, 1951. It is a short line and has a blown bowl and a flat cabochon shaped foot which is pressed and applied. This foot is usually amber and is quite beautiful. It may also be found in crystal, but this would probably be the exception rather than the rule. These amber sodas were made in 1951 and 1952 when Sultana was in production for a year or so. When introduced it was not offered in Crystal but it is shown in crystal in the 1953 Catalog.

by TOM BREDEHOFT

The old tumblers keep turning up! During this past month we have heard of a collector finding a #129 Diamond Cane at a flea market! Soon maybe all those early ones will be accounted for!

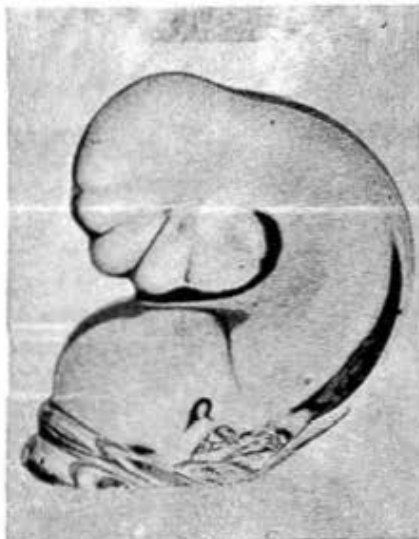
This column will try to cover a few of the elusive tumblers from the late years. I guess you could call them the three C's --Cabochon, Comet, and Constellation.

Cabochon, 1951, was introduced at the January glass show in Pittsburgh in 1951. (I can't help feeling that the pattern number was supposed to be 1591 and someone thought it would be cute to make the pattern and the year coincide, so they transposed the two numbers and came up with 1951. This is pure speculation on my part, however.) The pattern was successful. Cabochon was made until the factory closed, but the tumbler was not produced after 1953. I have not seen many of the Cabochon tumblers. Three cuttings were designed for this tumbler, but they seem very elusive.

Comet and Constellation will be considered together. They were both introduced in the January 1952 show, and were both in production enough to have been put in the catalog of that year. Both are mainly bar lines containing the whole set of bar glasses, from shot to 12 or 14 oz. sodas. Some of both lines show up occasionally, but neither is what you would call easy to find. As a matter of fact I haven't yet located one of the Constellation line for my collection. Because of that it was really hard to enjoy the whole one in the June display without hav-



#8010 Ribbon Candy Rose Bowl
Marked



Finial from a #1519 Waverly
Lemon Dish

HEISEY CANDLESTICKS

by JACK METCALF

Heisey's #71 candlestick is unique. It is the only Heisey candlestick with an oval cross-section. The oval is not apparent from the picture, and while not extreme, is sufficient to give the stick a distinctive appearance. The base size is 10 cm by 11 cm with the oval in the main stem slightly more pronounced but not to any great degree.

By virtue of the oval shape, the surface of the two sides is more flat than round, providing a nice surface for placing cuttings. The three which I currently know of are #674 Adam, #679 Windsor, and a special all over cutting which sold in the March '76 auction. Actually it would be nice to have all three cuttings. The special because it had been part of a special display and is beautiful. The Windsor because it matches my new set of tumblers and the Adam for our son Adam. Incidentally, the Adam cutting is simple and elegant on this candlestick as

#71 OVAL



#71 Oval

some of you may remember from the 1975 June display. (The plain crystal is much admired also!)

Only one size was produced, and that not the standard 9", but a more distinctive 10" high. The bottom is punted and the top ground flat, with the diamond H in the upper constriction.

Production began c1921 and was last mentioned in catalog #109 (reproduced) which dates about 1930. Although this production span overlaps the color era no listing of color has come this way, nor has any mention of a color one come to these ears. If you do happen to come upon one in say, amber, don't write and tell me about it (just ship it off).

It has not been reproduced by Imperial and I have not seen any confusing items from other companies. Although not real common, it is not uncommon either. A local church recently sold out a dozen or so. Now I wish I'd bought several of them. (Incidentally the 1921 price list gives it at \$13.20 a dozen).

Questions & Answers.



#1238 14" BEEHIVE PLATE

Q I believe most people are familiar with the Heisey #1238 Beehive plate. The beehive plate is 8 sided, has a polished bottom rim and

is symmetrical in design except for the single maple leaf. It is the presence of the single maple leaf in the design that identifies a beehive plate as produced by

Heisey.

I believe the sizes of the Heisey beehive plates are 4, 5, 8, 14 and 15 inch. Is this correct and are there other sizes? I believe I've heard about Heisey beehive plates in Crystal, Flamingo, Moongleam and Zircon. Is this correct and are there other colors? When did Heisey start producing their beehive plate? Any idea as to why Heisey has or added the one odd maple leaf to the design? Who made the beehive plates without the maple leaf? And in what sizes & colors?

Joe Lokay

a The Heisey beehive plate does NOT have a polished rim. It is stippled the same as the rest of the bottom. The single leaf was in the original sandwich glass plate from which it was copied though it may not be an identical leaf. The one pictured in Ruth Webb Lee's book on Sandwich Glass is the 9 1/4" plate. I have also seen a very shallow bowl. These were made in flint glass and are quite heavy. None which I have seen were the same sizes as the Heisey ones. Another difference is the stippling which was much finer on the

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The #500 Ice Bucket and Handle

by JOSEPH D. LOKAY

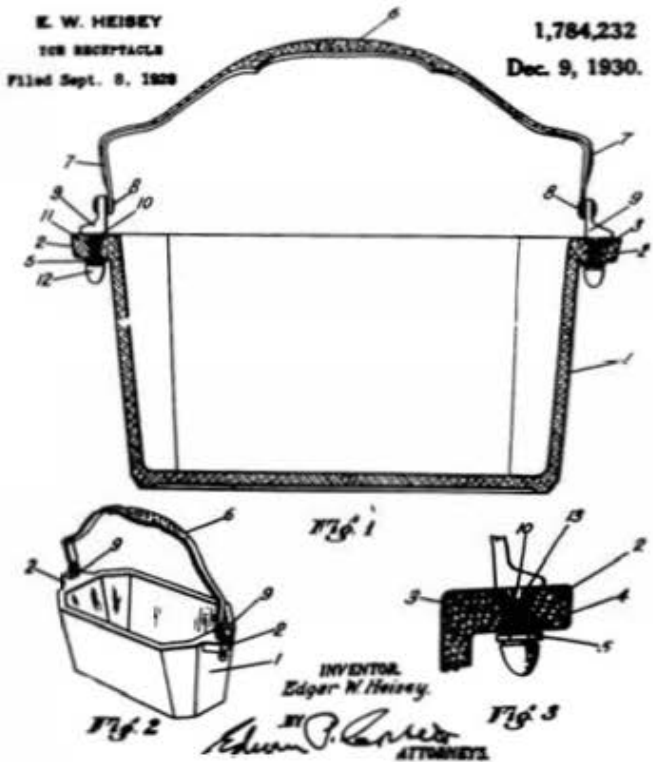
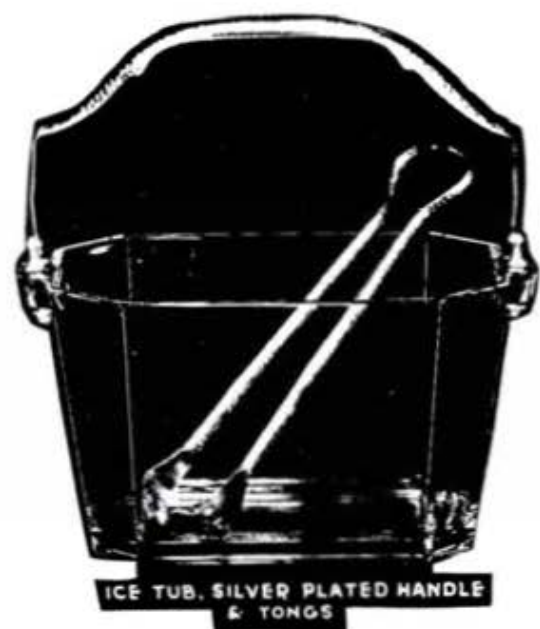
The design for the Octagon #500 ice bucket was patented by Edgar Wilson Heisey. The patent application was filed on September 8, 1928 and invention patent #1,784,232 was granted on December 9, 1930. The invention was essentially a container structure of glass having lugs that are an integral part of the glass structure for attaching a metal handle. The two glass lugs, which oppositely extend from the ends of the ice bucket, are thick for strength and contain a hole for fastening the metal handle. The metal handle is bowed in shape having downturned legs that are pivotally connected to a bolt structure that provides the means for connecting the handle ends to the glass lugs. The threaded portion of the bolt structures pass through the holes in the glass lugs and are held in place by nuts placed on the bolt threads. The design drawings that accompanied the patent application are shown with this article.

Figure 1 is a section view taken through the center of the ice bucket. Figure 2 is a perspective view. Figure 3 is a detail section view showing the glass lug structure and the manner of connecting the metal handle.

The #500 ice bucket was first shown in Heisey Pressed Ware Catalog #109, page 108. The issue date for Catalog #109 was about 1928-1929. Thus, the ice bucket was patented at about the same time commercial production of it began.

The ice bucket has a polished bottom rim, and a small diamond H in the center of the bottom. The metal handle and metal tongs were silver plated. I have seen the #500 ice bucket in crystal, flamingo, moongleam and marigold. It has been indicated to me that it also exists in sahana and alexandrite. It could possibly exist hawthorne since the production periods for that color and for the ice bucket overlapped. I am not aware of nor have I heard of one in the hawthorne color.

The new book on Etchings and Carvings by Ream and Bredehofts mentions that the #447 Empress and the #448 Old Colony plate etchings were placed on the #500 ice bucket. This ice bucket also exists with four separate carvings: #5002 Sweet Adeline, #5003 Nimrod, #5011 Chevy Chase and #5013 Nymph & Satyr.



all shown in the new book.

To my knowledge, the #500 ice bucket was never produced with any type of "optic".

The metal handle used on the #1252

Twist ice bucket was the same as that used on the #500 Octagon ice bucket, and the means of attaching the metal handle to the Twist ice bucket followed the same design as that of the #500 ice bucket.

con't

original sandwich glass.

The #1238 plate is first shown in Heisey's catalog #109, Circa 1928 but 1927 is usually used as the beginning date. Sizes listed are 5, 8 and 15". Listed again in catalog #212 the sizes are given as 4, 8 and 14". I don't believe that the sizes changed but that they listed them differently. Out of literally dozens of such plates observed none were anything but 5, 8, and 14" sizes. Heisey's measurements, especially on plates, are not always accurate. Some inter-office material which we have mentions this fact.

The plates are known in crystal, flamingo, moongleam, sahara, hawthorne, zircon and amber. All are shown in the Heisey museum.

The Duncan Miller Co. of Washington, Pa. also made this plate. Theirs does not have the single leaf in the border and the bottom rim is polished. They apparently made a 7" bowl, and 8 and 12" plates. According to Gail Krause in 'The Encyclopedia of Duncan Glass', these were made in crystal, green, pink and amber. We have the green 7" bowl in our case of misleading items at the museum. They were probably made about the same time as the Heisey ones, since an ad is dated 1927.

L.R.

Q People have said that Heisey favor vases came only with diamond optic because the catalog pictured the favor vases with the words "Diamond Optic" underneath the pictures.

I don't quite agree with that logic if that is the only reason to support the issue that Heisey favor vases came only in diamond optic. The favor vases are pictured in Heisey catalog #212, page 117 and in Vogel book III, page 111. You will note on the same catalog page other items pictured with reference to optic conditions. Words for the #4191 and #4233 vases say "Plain Only", meaning no optic. Words under the #4205 vase say "Diamond Optic Only" and words under the #4192 vase say "Saturn Optic Only". Note the use of the word "Only". Thus, based on the word phrases used by Heisey over that entire catalog page, one would think Heisey would have used the phrase "Diamond Optic Only" under the favor vase pictures if that was the case.

Because of the existence of identical favor vases without diamond optic that are well made and of good quality glass, I

believe Heisey favor vases came, in at least Cobalt and perhaps other colors, with and without diamond optic. What is your opinion????

Joe Lokay

a I hope I am not one of those who have said that the fact the catalogs say "Diamond Optic" is absolute proof, but if I have I retract it. There are too many items listed as plain, diamond optic, saturn optic etc. which were listed in other catalogs in other optics or have shown up that way. For instance the #4224 ivy vase is listed in #211 as plain only yet nearly every one seen is wide optic, with a few exceptions. Most of the vases you mention came in other optics or plain. The #4192 was made plain as early as 1917.

Most people have based their opinions on the word of former employees and salesmen who said they were not made plain. Other people have found the plain vases with paper Heisey labels which actually only proved they had Heisey paper labels, as most of you are aware. Another recent report is from a man who said he got one in plain at the factory.

I really take exception to the phrase "identical favor vases without the optic that are well made and of good quality glass". I have just closely examined 6 diamond optic favor vases and 8 plain ones. Five of the plain ones are cobalt, and they vary a great deal in shade of blue with not one of them being comparable to the gorgeous true blue of Heisey cobalt. Also the darker ones have a defin-

ite tinge of purple in the thick part of the bottom not seen in the Heisey ones. In other words, though some of the blue is very good it is not the same as the Heisey ones.

Secondly, all six of the diamond optic ones are nearly flat on the bottom while all eight of the plain ones have concave bases. Since they were blown in a mold the bases should be nearly the same even though the tops could vary. There are other differences, too, only noticeable on close examination.

The outside circumference of the bases differ also in size. A #4227 in diamond optic measured 1 1/2" across the bottom while the plain one in the same style measured 1 3/8". These measurements are from a rubbing of the bottom rim. A plain #4230 type measures a little less than an inch while the same style in D/O is 1 1/8". So I guess it may depend on what you call identical. Maybe some of you do have identical ones but I do not. I would be happy to claim them as Heisey if they were, since I would have five more in cobalt that way. Why don't you all examine your favor vases very carefully and let us know the result? Until we have firm proof the question will always be there. We know the glass companies penchant for copying, including the Heisey plant, so who knows? Many companies could have made them in the day of the popularity of such vases. Has anyone seen the plain ones in anything but blue, crystal or some color of stain?

Joe, this might be a good area for you to research.

Louise Ream



#4045 Ball Vase with
#469 Mermaid etching - unmarked

CLUB NEWS



Bay State Heisey Collectors Club

by MAURICE WALTER

Sixteen members and five guests convened at the home of David Steer in Malden, Mass. for the July 19 meeting of the Bay State Heisey Collectors Club. Ann Montague, delegate to the annual convention in Newark, Ohio reported on the activities at the convention, particularly the beautiful glassware settings at the YWCA. Lloyd Caswell, our club photographer who also attended the convention brought in color photos he took of the settings at the YWCA. All told thirteen of our members attended the convention. Many more wished they could including your correspondent.

Members were reminded to help

support the yard sale at the Banck's place in Rockland, Mass. on Saturday, August 27.

The program for the evening was a final discussion of Heisey stems illustrated in the Bradley Ryans book from page 101 to the end. One member brought 30 stem pieces for the discussions, including such pieces as the Park Lane goblet in crystal, New Era crystal goblets with Venus cuttings, and the Glenford goblet in Flamingo.

Refreshments were served by the host at the end of the meeting.

The August 9 meeting will be held in the home of Bud and Vy Jones in Tewksbury, Mass.

Northern Illinois HCC

BY CAROL WHITTON

An outdoor bar-b-que picnic at the home of Jerry and Judy Robinson of the "Food Famous" Northern Illinois Club was held this past month. After everyone devoured all the good food, the meeting opened for convention news and treasures liberated from the Newark area. Then Bill Thompson gave a detailed report on cobalt blue. Did you folks know that it was produced from 1932 to 1942 and probably was stopped due to the war because of the use of the metal? In addition, he made the comment, "I bought it even though it had a "dent" in the rim. How's that for a classic description? The evening ended all too quickly as everyone had an enjoyable time.

LETTERS, we get letters...

Dear Mrs. Ream,

Enclosed is a picture of our daughter, Lisa Marie Amt. Lisa was born November 21, 1976 and was 6½ months at the HCA Convention. We hope this picture will be of some use to you for upcoming articles about the convention. This was our second convention, and we loved it. It was quite evident that an enormous amount of planning and effort was expanded by everyone involved to bring off such a wonderful display, show and convention. Thank you.

Lisa is a special girl in two ways. She is special to us because she came into our lives on December 23, 1976 when the adoption agency called and called "Merry Christmas" with the news that we could pick her up that afternoon. The second reason she is special should be of interest to any Heisey Collector. Lisa was baptized January 16, 1977. This in itself was not unusual, until you recall that in Indianapolis that Sunday morning it was 21 below zero, with a wind chill index of -30. This was too cold to take Lisa out, so the Pastor and our families came to our house for the Baptism. Needing something to hold the water, Lisa was baptized out of a seahorse footed Waverly bowl which happened to be sitting on our



buffet. Thus she has become a special Heisey Girl.

Thank you again for the wonderful convention.

Ed. note: Lisa was at the convention with her Heisey license plate.

donald f. amt
Indianapolis, In

Newark

Diamond H Club

BY PHYLLIS BRYAN

The July meeting was held in the home of Harold & Ivalou Crim in Granville. A letter was read aloud from Mrs. Clarice Bush, a club member who recently moved to Montana. Early patterns were discussed, and nappies of the period were passed around, and closely examined by each member.

The August meeting was hosted by Virginia Yeakley in her Newark home. A very educational slide presentation on tooth picks was the feature of the study session. Members were shown the Yeakley's colorful collection of Heisey, and their Pub dogs were introduced. The next meeting will be combined with a covered dish dinner in September.



ETCHING BOOKS

IF YOU WISH TO EXCHANGE YOUR ETCHING BOOKS PLEASE BRING THEM TO THE MUSEUM OR FLEA MARKET ON SEPTEMBER 10. WE WILL TRY TO AUTOGRAPH THEM FOR YOU THERE.

An Insight Into The Heisey Co.

THE FOLLOWING IS A SPEECH MADE BY T. CLARENCE HEISEY AT A SALESMAN'S CONVENTION HELD AT HIS BROTHER E. WILSON HEISEY'S "CABIN" NEAR NEWARK. THE DATE WAS JUNE 5, 1939. WILSON WAS THEN THE PRESIDENT OF THE COMPANY.

Although you arrived last night and we have already tried to give each and every one of you a verbal welcome and Wilson has also extended to you the key of the city, still I want you to feel that we are always happy to have you and that there is a perpetual chromium plated welcome on the mat for you anytime you are around this neck of woods.

I have been asked by Rod (Rod Irwin, sales manager) to talk about the company. You probably know as much about the company as I do, so I will be as brief as possible and not try to bore you with a lot of technicalities, vain-glorious pride or alibis and what-have-you.

You all know that we are on our tenth year of the depression. We have dropped from the heights of 1929 to "right-around-the-corner" Hoover, over which period we spent money like drunken sailors, thinking that if everyone did likewise, prosperity would spring up and say "howdy" over the very next hill we were coming to. Then we had Roosevelt with "government paternalism" with the philosophy of high prices and scarcity, with subsequent changes in views so vacillating that I don't think anybody knows, or he knows, where we are going. We, however, do know this, that in this period we have made a lot of nice merchandise, and a lot of smart merchandise. Otherwise, we would not have been complimented, or persecuted, by so many copies on the part of piratical manufacturers. Many of the things we have produced have come from the ranks of our sales organization. The product must be right and it must have a good sales organization to market it, especially if we are to get a profitable price. We have appointed Rod (Irwin) Manager and plenipotentiary to our trade. He has done, and is doing, a good job, and I think the men have welcomed this change and responded to it enthusiastically and intelligently.

We furthermore know that every man and woman who is associated with us in a clerical or executive capacity is, we firmly believe, interested in his job and is doing everything he can to further the interests of the company. I could enumerate them all but time prevents that.

I just want to say that our secretary, Mr. Mueller, (Howard) has been with us longer than I have, and owing to his earnestness, foresight and conscientiousness, he has naturally assumed the secretaryship and head of the purchasing department. In capacities he has saved us a lot of money, not only by shrewd

buying but in expert accountancy at which he is a Grand Champion.

George Smeltz, I imagine has been here as long as Mr. Mueller, having come up through the Pay Roll department. He has been doing a fine job as General Manager of the plant which is no easy job these days with all the government regulations and with laborers militant and confident that the great White Father in Washington is behind them in every move they make. Naturally Smeltz is a busy man keeping them all happy. He is, also, keeping his weather eye on eliminating lost motion which has been a great saving in our manufacturing department.

Emmet Olson, too, has been with us quite a long time. He has learned the chemistry of glass under E.W. (Heisey) who is no slouch when it comes to mixing up a batch of soda ash, sand and silica. Olson is naturally giving the public the best commercial glass that I believe the market affords and that is no small chore. He also looks after the costs, catalogs and new business production, and I think you will all agree that you are getting your prices more promptly and almost simultaneously as the samples come to you. Ollie is a good man anywhere you put him.

Mr. Cobel, you all know. He is one of those still-water boys who run deep and he has done wonderful things in our mould department since his leadership there in making moulds work that hitherto we did not conceive possible. He also, has brought in a lot of manipulation paraphernalia that has reduced manpower and increased and beautified the finish of our product. You know when Ray tells you it can or can't be done, he has given you the last word.

Mr. Fairall (Paul) has no enviable job trying to keep the trade happy with shipments, sending you boys lists of close outs and advising the trade when they will or will not get this or that. I think he has taken the hurdles in this department in top.

The younger generation is learning the business. Dunc (George Duncan Heisey, a son of Wilson) is giving us a check-up on the bills and invoices and we are not getting nearly as many complaints and mistakes for which we used to be called on the carpet. He is, also, adding his share of suggestions for the betterment of the business.

Gus (A.H. Heisey II, another son of Wilson) is in the Pay Roll Department, where he is learning the manufacturing costs, production schedules and is diplo-

matically keeping the people in a friendly mood.

Last but not least, we have that stellar politician in our organization who looks after our Cutting Shop, Blown Department and Rock Crystal Department. You know her as well as I do, and she is not only hitting the ball every day, but through her intuition and diplomacy we have eliminated a lot of unpleasant labor jangles that might have cost the company a lot of money and our customers disappointment. I don't believe the Republican Party of Licking County or ourselves could get along without her. (This paragraph refers to Louise Adkins.)

Now with Social Security, Old Age Pension, Unemployment and many other unseen and hectic taxes that are too numerous to mention together with the fact that we are paying more for our labor than at any time in our history -- even more than in war times, but getting less for our product than we did during that dreadful period, we must look forward to a better margin of profit on our merchandise. We hear a lot about volume and price. That is swell if you can get volume. We have experimented with this volume proposition in specials and no doubt it has stimulated business, but I think the most helpful thing that Specials do is probably interest the trade in other better and more profitable items in the line rather than producing a very lucrative return in themselves. They do however, do this: They assist in reducing overhead and in these days of limited demand, old man overhead is an adversary not to be neglected.

I believe one thing we have somewhat overlooked in our merchandising program is that we ought to possibly get a little more for our small stuff and a little less for our big stuff because after all in the last analysis we are selling tonnage, and hickory nuts don't spell tonnage or profits. I mention this because I think in looking over our price list, you will find that where we can get reasonably good production on large items we have modified our prices considerably.

I think one year in looking over our books when we lost about \$45,000.00, Howard and I figured out that if every customer who bought less than \$100.00 had raised the ante to \$100.00, we would have made money. So you can see how necessary it is to encourage your trade buy just a little bit more. I don't mean by this to over-sell them. I think that is bad psychology, but I do believe if you can
con't on next page

con't

teach them to keep our merchandise together, display it attractively, tell their clientele about it by the paper or by other means that there is hardly an account you can't double in this coming year.

It has been interesting to note the different approach that our various salesmen have in contacting the trade. You all seem to have different methods and each one of them brings results.

We are glad to welcome two new faces in the organization since the last pow-wow. Mr. Baumgardner and Mr. Berni who are fitting into the picture most admirably. It is a great privilege and pleasure to have them with us. We really feel quite flattered to think that Mr. Berni would come all the way from Seattle to join in this Sales Jamboree. We sincerely hope that he will find it was worth the effort coming half way around the world.

Here in the Company we are endeavoring to serve your customers. We make a lot of mistakes, and on the other hand do a lot of helpful things of which you are not cognizant. We want to make the best glassware the country affords. We want our customers to feel that we believe they are always right, although I don't believe at any time in our history the trade has been as unfair or have taken advantage whenever they could to reduce their inventory by returning goods to us for little or no cause as they have the past year. In other words, they seem to think the company is a broad shouldered affair and that we have a big waste basket here to absorb anything they might want to return. It makes no difference to them whether or not the Company makes a profit. A little diplomacy on your part will avoid much of this sort of thing.

We realize that selling our merchandise is no push-over. We have plenty of competition and many of our contemporaries who have never used publicity before are doing so rather consistently now and have been for the past few years. What brings us to the fact that we too, must get into the publicity field. I don't mean by this to do it strenuously at first but to start on a modest scale and increase the tempo as advertising builds better business. Our advertising agent, Mr. Collett, will be here to tell you what he has in mind tomorrow afternoon, so I won't take time to discuss this here except to say that Mr. Collett has more to do than just writing copy for us. He should see that we get good showings in the magazines that we use in table set-ups, smart pieces that we bring out from time to time and if we can't get this with the papers that we use, we will cut them out and play ball with some that will give us this added assistance.

In this era however, of movies and easy and quick transportation the public everywhere visits the various parts of the country, North, South, East and West;

fashions of yesterday become obsolete overnight. The best tastes and designs in the world are paraded before the eyes of every woman in the world and the whole nation is style conscious. Therefore, I think as never before we must DRAMATIZE OUR DISPLAYS wherever we open up our samples and spare no effort to make our exhibits as attractive and as appealing as possible because in the last analysis, merchandise is sold by eye-appeal.

Before I forget it there is one thing in the distribution of our ware on which we seem to get little or no cooperation from our sales representatives. From time to time lately we have been sending you lists of lines that are not moving rapidly, of which we have some stock, and ask you to push them, but so far nothing has happened on these lists. I am satisfied that you could talk your people into buying some of this merchandise and thus avoid a big discontinued list later on. On close-outs we just don't get any place. With exception of Mr. Whipple, Mr. Beardshear, Mr. Bortz and Mr. Bosworth, all the close-outs we have sold recently have been placed through our own efforts. I know it is difficult to know just what to do with distressed merchandise but there are places in every man's territory that this obsolete merchandise can be sold without disturbing anybody if you will just make the proper effort. Maybe the lethargy on your part on this type of merchandise is due to the fact that we don't pay enough commission on close-outs. However, if you want to sell the goods for more, we would just as leave and rather pay you the extra commission as the customer. This is something that you should think over and give Rod your views.

There is one thing I want to mention and that is the number of items we manufacture. I expect we produce from 3500 to 4000 different pieces. Maybe more. That's our strength and our weakness. When business is slack and we are running on one furnace, it is difficult to keep stock of each and every one of these items in our price list. So an added few pieces here and there on each and every order sent in augments the aggregate of various items in our line so that we are not left with so much stock from every turn that we manufacture.

I believe we make more lines of stemware than anybody else in the country and each line of stemware has about nine different pieces. We have cut some of them out as Mr. Olsen will show you this year. Also, we have reduced some of the pressed items on which there is a limited sale so that in going over these lists, we wish that you would be liberal in your analysis of this proposition and unless you positively can't get along without some of the items that we have discontinued, let's don't bring them back in-

to the picture. However, if we do bring them back into the picture, please get behind the man who has asked for them to be reinstated and you too, do your share to re-popularize this reinstated item.

Frankly, I think we would be better off in our stemware line if we had fewer stemware lines, fewer cuttings, etc. because we would be able to render better service and it would simplify manufacturing problems and produce better goods because the more often a man works a particular pattern, the more skilled he gets in producing the line. That means increased production and satisfied customers. So when we bring out a new line either stemware or pressed ware, we ought to discontinue the waning line. Otherwise, we are making the world safe for "flints" and increasing our closeout problems.

I haven't said a lot about the Company because to begin with I told you that you that you have more than a superficial knowledge of the operations of a glass factory and I haven't the time here to go into the technicalities but in looking over your orders and comparing the number of dozens and the number of barrels that come in with the number of salesmen that we have, I believe if each one would appoint himself shepherd of so many barrels every day, we could continue to run two furnaces here full blast at least ten months out of every year. To be exact, if we could get on the average 100 barrels every day -- six days a week -- we could keep two furnaces running like nobody's business. Divide 15 into 100 and what have you -- 7 barrels a day from each salesman. That doesn't seem like a hell of a lot and I believe we can do it if retail business gives us any kind of a break whatever.

We are glad to have you here. We know that it is going to be very beneficial to the Company and we hope that you too, will get some real constructive knowledge from this Conference. Also, a lot of fun. We hope we can have you often and that this year will be the biggest one we have ever had. Czechoslovakia is out of business and we should be cashing in on a lot of orders that hitherto were taken care of by Europe.

Speaking of fun, I like to think that we are one great big congenial family, and I believe to keep this friendly spirit we should be careful not to let our humor follow the lines of personal remarks. No one likes to be made the goat and I think the lowest form of humor is sarcasm and personal ridicule. About the only thing that Mr. Roosevelt has left us is friendship and let's keep it sacred.

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Important Announcements

As Heisey News goes to press we have NOT yet received our book from the printer, the rabbit paperweights have NOT arrived from Imperial, nor have the baby bunnies arrived. We were promised the book for the first week in August and are expecting it momentarily. All labels are on the envelopes just waiting for the book and they will be mailed immediately when they are delivered

Labels are already typed and ready for shipping the animals as soon as they arrive. We seem to move faster than our suppliers. Maybe that is because we are non-profit and all unpaid help.

We did not acknowledge orders since we get into a lot of expense with postage that way and we did explain about the book in the July Heisey News. We hope you will be patient with us in these matters. (See July issue pages 2 & 19 of "Desk of")

The latest shipment of Imperial Madonnas are marked with the IG. They can be ordered through the HCA Sales as listed last month.

The Verlys price guide printed by the Northwest HCC has been reduced in price to \$1.95. It prices all items in the McPeck book and it does list the items in the guide, so that it can be used without the book if you know the patterns.



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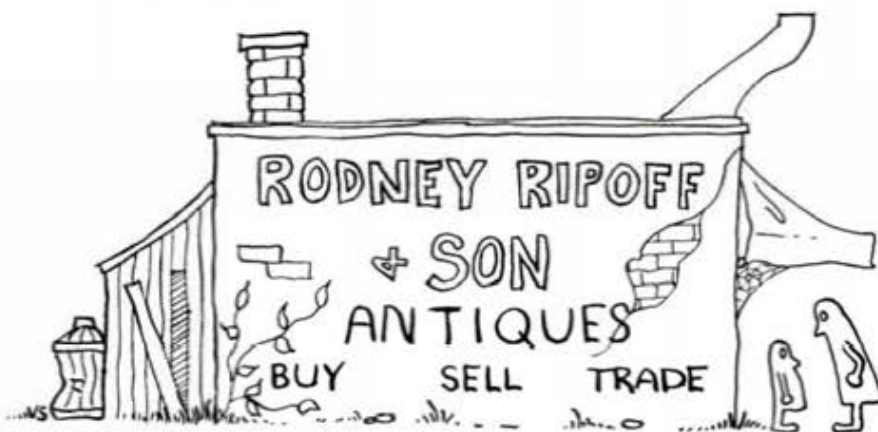
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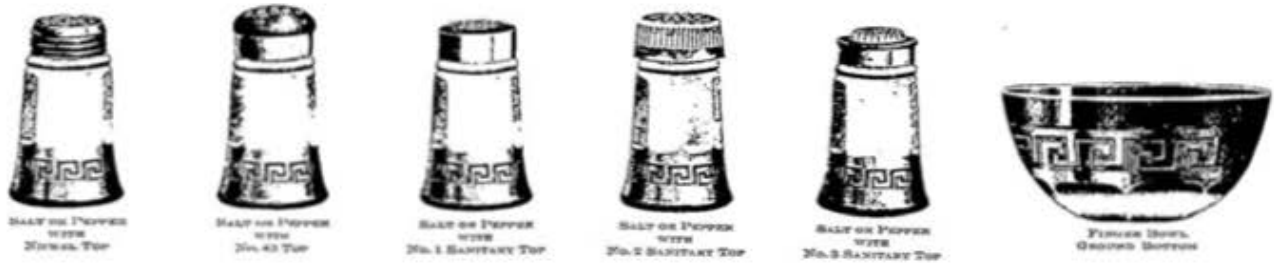
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(219) 745-4173

LETTERS, we get letters....

I'd like to comment on Gwen Shumpert's thank you note that was printed in the July issue of the Heisey News. After heaping well deserved praise on the Museum and the Board of Directors, she began her closing with the following phrase: "I am proud to be even an Associate member of such a fine organization....". It is the word "even" that rankles. The inference is that there is something demeaning about an Associate membership.

I'm a proud Associate member. There are more of us than there are of them (Actives). Without us there'd be no one to sell things to. Without us who would fill the convention? Without us the Museum would still be just a gleam in someone's eye. Just say that the average Active member contributes about five times as much as the average Associate member; is 100 \$5.00 bills better than 3000 \$1.00 bills?

Stand proud, fellow Associates! We may not be the backbone of the organization but we're certainly the muscle and the meat. Lock arms Silent Majority! We may not have a voice but the HCA stands and falls on how we react.

Take my hand Gwen, we'll march together through the hills of Ohio and

proclaim our importance! Remember, without the Associates the HCA would be out-numbered by the local Weight-Watchers group.....that's really lean!

yours truly,

Vince Sparacio

An Associate Bicep

Ed. note: We couldn't agree more. Associate members are essential to HCA's success.



A glass flower block was presented to the panel for identification at the "Stump the Experts" session during the June convention in Newark, Ohio. The words "patented 4-11-16" and a "4" were impressed in the glass. I indicated that I would check the patent records for identification of who made the glass flower block.

On April 11, 1916, U.S. invention patent #1,179,155 for a "Method of Making Flower Holders" was granted to Arthur J. Bennett of Cambridge, Ohio. A.J. Bennett was President of the Cambridge Glass Company. So, it would be logical to say that the glass flower block was made by the Cambridge Glass Company. The 4 was probably a catalog or stock number.

Joe Lokay



We wish to thank you for your thoughtfulness and offers of help during my illness in Newark, June 18 thru 21. The concern, offers of help, thoughtfulness of the Heisey members in the area has been most gratifying and we thank you all.

We also thank you for the write-up in June and July issues of "Heisey News". As Don Gammon said, when he called me after receiving his June issue, "Some individuals go to a lot of trouble to get their name in the "News".

We are planning to attend the September 10th meeting. I have been stabilized by the pacemaker and medication. I feel very good at this time and should feel much better by Sept. 10th.

Thanks very much!

Ben and June Revelle

Ed. note: We have been informed that Jim Jordan of the Heisey Heritage Society was actually the FIRST person to come to the aid of Ben when he was stricken. Our sincere apologies to Jim for not mentioning this sooner. He apparently had started the CPR before the other two people arrived. Thank you, Jim.

DATES TO REMEMBER

AUGUST 29: last day to mail decanter order

September 9: Board of Directors meet at Sam Schnaidts - 7 p.m. Help needed to set up for Souvenir Dinner.

September 10: Mini-Show and Flea Market 8 to 5. Newark Catholic High School West Church St.

September 10: Souvenir Dinner - 596 N. Pearl St., Granville, Ohio
Cocktail - 6:30 p.m.
Dinner - 7:30 p.m.

October 22-23: Second Annual Antique Show sponsored by Heisey Heritage Society, Mount Laurel Hilton, Mt. Laurel, N.J.

October 30: Third annual antiques flea market sponsored by Reynoldsburg HCC, Reynoldsburg, Ohio High School.

