

F E N T O N

SINCE 1905

# The Fenton Tradition

For more than 80 years the name Fenton has been synonymous with the highest quality art glass, bringing the pride and pleasure associated with these beautiful items to generations of discriminating Americans.

We of the Fenton family, who have owned and operated the company since its founding in 1905, are proud of this reputation as one of the nation's premiere producers of handcrafted glassware. To the third generation family members now managing the business—and to our large "family" of loyal and highly-skilled employees—each piece of glassware we produce continues a tradition of quality, innovation and craftsmanship painstakingly built over the years.

We're confident that your new Fenton glassware item will be a valued addition to your household . . . one that over the years will become a treasured heirloom to be passed down, with pride and love, from one generation to the next.

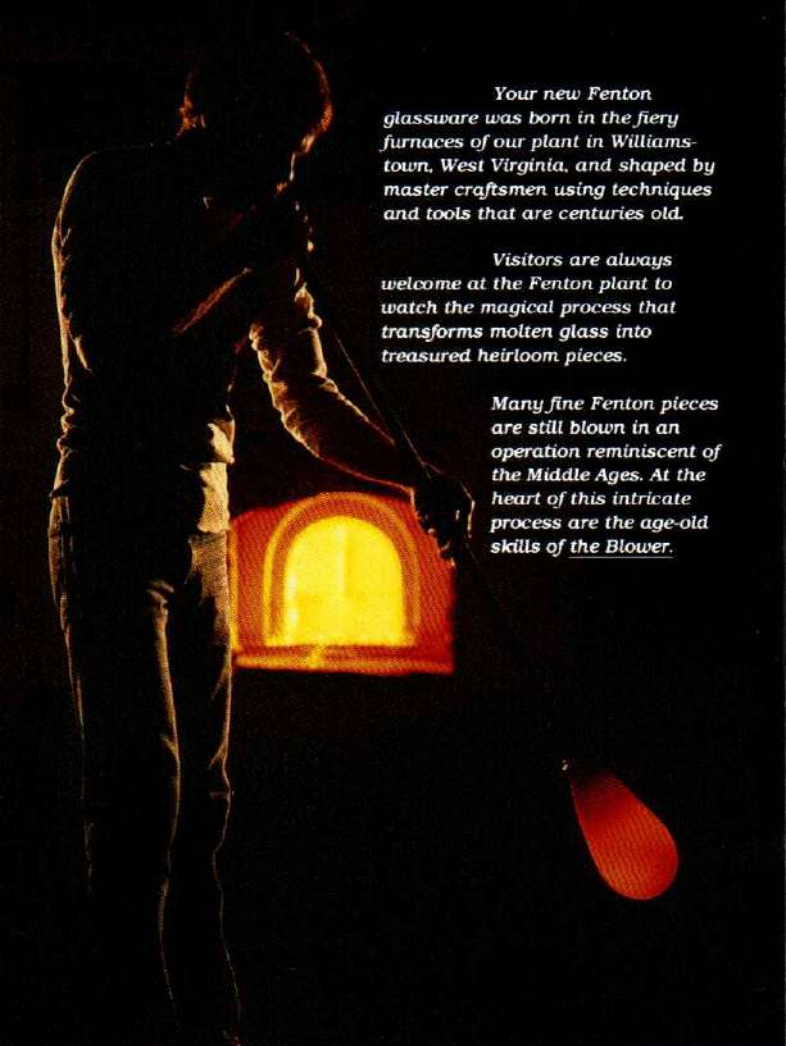
This booklet has been prepared to increase your enjoyment of Fenton glass. Share the magic with us as we take a brief glimpse into the glassmaking process and see some of the fine glass handcrafted by our master craftsmen.



*George W. Fenton*

George W. Fenton,  
President

Standing: left to right  
Don Fenton, Vice Pres., Sales  
George Fenton, Pres.  
Tom Fenton, Vice Pres., Mfg.  
Seated:  
Bill Fenton, Chrmn. & Past Pres.  
Frank Fenton, Past Chrmn. & Pres.



*Your new Fenton  
glassware was born in the fiery  
furnaces of our plant in Williams-  
town, West Virginia, and shaped by  
master craftsmen using techniques  
and tools that are centuries old.*

*Visitors are always  
welcome at the Fenton plant to  
watch the magical process that  
transforms molten glass into  
treasured heirloom pieces.*

*Many fine Fenton pieces  
are still blown in an  
operation reminiscent of  
the Middle Ages. At the  
heart of this intricate  
process are the age-old  
skills of the Blower.*





The sparkling color of Cranberry Glass, a traditional favorite, owes its rich hue to the combination of Gold Ruby skillfully encased within Crystal Glass.



*Fenton Art Glass uses pure gold to produce its prized Cranberry glassware.*



*The Gatherer skillfully twists a fiery gob of red-hot, molten glass on the seven-foot-long steel "punty" and lifts it from the blazing furnace.*

*The famous Fenton ruffled or "crimped" edge is formed by the Finisher at precisely the right moment, just before the pliable, hot glass cools into its final form.*

# *The Artistry of Fenton*

The pearly highlights and delicate optic stripe in Blue Opalescent are created within the glass when its special ingredients crystallize as the glass is reheated.





*Designs from America's past, as well as new adaptations and an exciting array of fashion colors such as Teal Royale, assure a continuing source of collectible, fine handmade American glass.*

Each piece of Fenton glass is the result of the consummate talents of the master craftsmen who skillfully transform sand, soda ash and lime into beautiful works of art for generations to enjoy.



*Fenton artists add finishing touches of charm and color to the glass. Created by master decorators, the patterns are unmatched for their flair and individuality. Each hand-painted piece is signed by the Artist and then fired for permanence and lasting brilliance.*



*Timing is critical as the Handler places his mark on the handle of the basket and axes it into its final shape.*

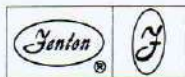




# Marks of Quality

The Fenton Art Glass Company's reputation as a top producer of handcrafted glassware is based on the consistent high quality of its products. And quality, plain and simple, depends upon people.

*Your new piece of Fenton glassware may bear as many as four "signatures" that testify to the skills of our craftsmen.*



*Since 1973, one of the Fenton logos has been pressed into each piece.*

*Handled pieces bear the personal stamp of the handler who skillfully attached the handle.*

Fred E. Bruce	Ron C. Bayles	Delmer Stowasser	Robert F. Oliver Sr.



*Each handpainted item is proudly signed by the artist.*

*Finally, the Fenton sticker indicates that your piece meets the traditional standards established for all fine Fenton products.*



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# Created with Pride

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In an age where "bigger and faster" all too often equate with "better," distinctive handmade products such as Fenton art glass stand out more than ever, reflecting the charm and graciousness of another age. No two Fenton pieces are exactly the same. Each item in the Fenton collection has been created with the deep love, consummate skill and quiet pride that master craftsmen take in carrying on an ancient art. Each piece has that singular, personal quality offered only by handcrafted articles.

If a piece you see in this booklet is no longer available, it is because Fenton is continually updating its current collection. Due to the nature of our hand process, our glassware is crafted in limited quantities, adding to its collectibility and value.

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Created with Love.  
Handcrafted with Pride.  
★ Made in America. ★



F E N T O N

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