

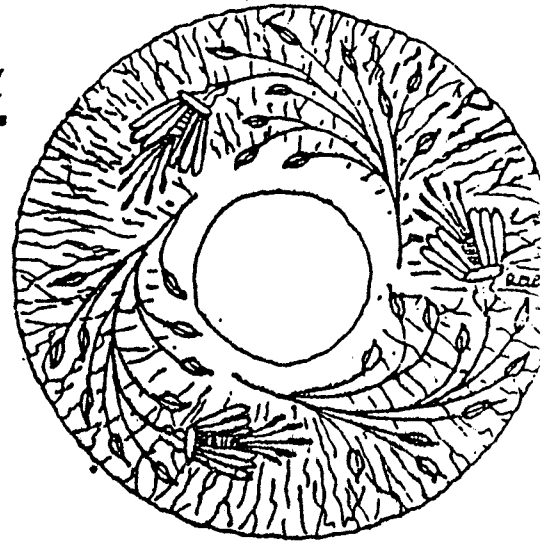
Stretch Glass Society

Founded April 21, 1974 - Denver, Pennsylvania

VOLUME XII

Number 1

March, 1985



Presidents Message

To the Members of the Stretch Glass Society:

We finally got through the holidays, and so far, we have only had about three feet of snow in the Akron, Ohio area. Perhaps, if we are lucky, we will have enough to make it worthwhile staying in Yankee land.

Several letters from the members have indicated that much of the Stretch Glass is going into collections of carnival glass collectors. A trip to an auction where mostly glass and, in particular, carnival glass was advertised in the flyer, we found not a single piece of what is defined as carnival glass. Every piece, and there were about 150 pieces, was Stretch - with no pattern. But the collector refused to believe it was called Stretch Glass and was not under the heading of carnival.

This appears to be the case at shows, sales and the popular mall antique shops: those which use old houses and buildings for their malls. In two of the five malls visited, many pieces of Stretch, the ordinary kind, showed up and were called carnival. Well, so much for the education of the buying and selling public of collectables.

Letters from numerous members show that the cut patterns in Stretch Glass is difficult to come by. One old glass maker told me that cut Stretch was not the general rule. It was done as "off-hand" work, the workers just "piddling around" in an off time or slow time in work. They could use any motif desired, but the pieces were packed with the regular shipments of glass, and no extra charge was made for the cut, painted or decorated glass.

We have been approached by Mr. Frank Fenton through the Richardson's Publishing Co. in Marietta to publish a book on Stretch Glass.* It was suggested that we, the members of the Club, should sponsor the project, agreeing to try to sell 8,000 copies in three years. I hope there can be some input on this from the members. Because we are a relatively small organization, it would appear to me to be taking a big bite to agree to sponsor. Our treasury is not all that well heeled; and it is doubtful that we could do more than agree that a book would be possible. Most of the glass to be pictured would come from the Fenton Art Glass Museum, but Mr. Fenton would like to have the members who are coming to the Convention bring their unusual pieces for photography for the forthcoming book. There WILL BE ONE PUBLISHED whether it is authored, approved, or sponsored by the Stretch Glass Society's members.

(continued on next page)

(*You will find further information on this in the NEWSLETTER.)

Get your reservations in as soon as possible. There will be a block of rooms reserved by the Lafayette Hotel for the Stretch Glass Society Convention. Be certain you mention the organization's name when writing. You get special handling and courtesy from the Hotel if you do. The group rate being extended to the Stretch Glass Convention is \$40 for double rooms and \$30 for single rooms: that includes tax; so get your reservations in as soon as you can. You have until April 15 to reserve. Y'all come.

Because there are so many wonderful choices in food, we have decided to let each person or couple choose his or her own food individually.

The talk after the Friday luncheon will be held in the common room where we'll have displays. Just after the talk and luncheon, we will tour the Fenton plant to see what new beauties they are making.

We can't tell you for sure what the souvenir is, but you can be assured that it will be desirable and something the members will want. (Editor's note: a further announcement and order form will be found later in this Newsletter.)

Now then, go on that diet to get yourself in shape for dining at the Convention. and after losing the 35 pounds you gained at Christmas, come along and enjoy the Convention with all of us. Y'all come now, y' heah!!!

Sincerely,
Jabe Tarter

STRETCH GLASS SOCIETY OFFICERS

President: JABE TARTER, 119 South Maple Street, Akron, OH 44302 (216) ~~233-1111~~

Vice President: MARTIN STOZUS (CT)

Treasurer: JOHN MILLER, 5200 Royalton Road, Apt. B-2, North Royalton, OH 44133

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Board of Directors: ANN CUMMINGS (TX)

VIRGIL HENRY (PA)

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DUES: \$6.00 per family per year; payable to Treasurer April 1st or before.

R O S T E R S

We hope that each of you made the changes of address in your ROSTER which you received with your last NEWSLETTER. Your Secretary also would like to ask you to change the figure for dues to \$6.

Will you also mark this change of address in your Roster?

BILL & EVELYN SABISTON
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WANTED: new members

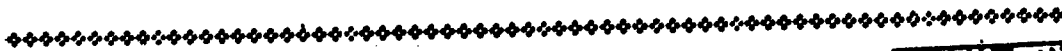


To make it easier to enroll new members, we have had some new Membership Applications printed and you will find one enclosed herewith. Why not try to get at least one new member? If you need more Applications, contact your Secretary.



In Sympathy

The Stretch Glass Society has lost one of its longtime members, Ray Hipple of Akron, OH, who passed away March 5th, 1985. Ray was with us for our last Convention. His wife, Evelyn, has our sympathy. We shall all miss him.



NOTES FROM YOUR SECRETARY/EDITOR



We have had very little news from our members for this issue, but I would like to express my gratitude to Virgil and Mary Henry for the following kind words received from them after our last NEWSLETTER:

We just had to write and tell you what great work you are doing in putting out the "Stretch Glass" newsletter and also the American Carnival Glass Assn. newsletter. Virgil and I look forward to getting these news letters. Keep up the good work! Say "hello" to Ken. Maybe we'll see you at the next glass convention! Best regards and wishes!

We did receive a phone call from one of our members, Viva Anliker of Cuyahoga Falls, OH. Her husband, Frank, is in the hospital with a broken hip, wrist, shoulder and three ribs suffered in a fall at home. Their address is in the Roster and I'm sure they would appreciate a card from YOU.

DUES are due April 1st and we urge members to send their dues before the Convention. That way our Treasurer will have time to enjoy the activities of the Convention with the rest of us. Remember, \$6 per family. The Treasurer's address is on the second page of this NEWSLETTER.

A room reservation card (or duplicate) is enclosed herewith for your use in reserving a room at the Lafayette Motor Hotel. Twenty rooms have been reserved on a first-come, first-served basis and your reservation must be in by April 15th. Be sure to specify you are with the Stretch Glass Society Convention.

Our President has talked with Jean Thomas, Manager of the Lafayette Motor Hotel and she has been most cooperative with our organization. We can get the coffee from the hotel for our Hospitality & Display Room, but she is allowing us to bring cookies in - so - if each of us coming would bring a dozen or so cookies, we will have a good variety.

USE THE SOUVENIR ORDER BLANK FOUND ELSEWHERE IN THIS ISSUE - AS SOON AS POSSIBLE.

Jabe Tarter, our President, writes that he has talked with Ms. Jean C. Thomas of the Lafayette Hotel and that the following arrangements have been made:

CONVENTION DATES: May 2nd through the 4th.

Thursday - Set up time: 2:00 to 6:00. Displays open to the public from 6 p.m. until 9 p.m.

Friday - Display open to the public from 10 a.m. until noon, when we will have our luncheon. Our luncheon will be in the main dining room with each person ordering as they please (menu found later in this issue) and each paying for their own orders. After the luncheon, the speaker will take some time in the Display Room, which will not be open to the public at that time. Mr. Frank Fenton will not be the speaker but we have a person who has done extensive research in the field of glass and will give a fine talk.

Friday - 2 p.m. until 9 p.m. - Displays open to the public. Displays may be taken down after we close on Friday.

3 p.m. - open for members to go through the Fenton Art Glass Co. in Williamstown and for buying from the gift shop, for those who wish to go and see the new things being made. Frank Fenton or Don Fenton will advise our President of the time for the tour of the factory.

Saturday - Breakfast before 9 a.m. in the main dining room for those who want it, ordering what they choose and paying for same.

Business Meeting - 10 a.m., at which time sweet rolls and coffee will be furnished by the Hotel. After the business meeting, members will be free to leave.

Jabe reported that Berry Wiggins had made all the arrangements: that all he did was confirm them.

You will find a copy of the Menu elsewhere in the issue - to give you an idea of what will be available at the Hotel. Also, you will either find a card (we didn't have enough for all) or a duplication of the card for your hotel reservations. Do get them in before April 15th so the group can all be together in one section of the hotel.

Also, Jabe has talked with Frank Fenton about the souvenir. It will be a surprise to all of us as to form or shape - but the original formula used in 1908-20 will be used for the iridizing and each souvenir will be signed by either Frank Fenton or Don Fenton and will have "SGS 1985" on it. Jabe guarantees we will not be disappointed. BUT - YOU MUST ORDER NOW TO BE SURE TO GET ONE OF THE SOUVENIRS. YOU WILL FIND THE ORDER BLANK ELSEWHERE IN THIS ISSUE. FILL IT OUT AND SEND WITH YOUR CHECK. THE SOUVENIR WILL BE \$25.00 (\$28.00 if it is to be mailed to you). DON'T PUT THIS OFF AND THEN BE DISAPPOINTED THAT THERE ARE NONE LEFT FOR YOU. We are told the souvenir will be in a good, deep, rich color.

Our President referred (in his opening message) to a proposed book on Stretch Glass. To enable each of our members to have as much information as is available on which to base his/her input on this question, we are including a letter from Frank Fenton of The Fenton Art Glass Company and one from David E. Richardson of Antique Publications - both on this subject. Read them carefully and either write your comments or be prepared to bring them to the Convention for discussion of this important matter. The first letter is from Mr. Fenton, Chairman of The Fenton Art Glass Company, under date of January 28th and addressed to: "Mr. Berry Wiggins, Mr. Jabe Tarter, and Mr. Bill Heacock." -

"Dear Berry, Bill and Jabe,

Since I went backwards on the last names in the address of this letter, I'll go frontwards alphabetically on the first names. Hope that isn't confusing.

A couple of months ago when Berry Wiggins asked me if I would speak to the Stretch Glass Society Convention in Marietta, I suggested to him that the stretch glass people had already heard me talk at length and that wouldn't it be a good idea if they could all be alerted to bring their best specimens of stretch glass and get Richardson to photograph them and publish an up to date authoritative book based upon the information that the society has today. Berry thought that was great, but that the Stretch Glass Society didn't have the kinds of resources to do that and that it probably couldn't be worked out mechanically by Richardson.

Shortly after Christmas I was talking with Dave Richardson and asked him what the possibilities were of producing a Stretch Glass book sponsored by the Stretch Glass Society. We talked about it for a little while and then decided that we would talk again. We have done this, and the enclosed letter is a result of those conversations.

He has asked me one question which I have no ability to answer. He asks "Do you think that a book on stretch glass could sell 8,000 copies in three years?" I think you three gentlemen could have some input into the answer to that question. If his letter stimulates any interest, it might be a good idea for you to call me up and express your opinions. It could be a way of helping to revitalize and expand interest in stretch glass and in the Stretch Glass Society if it could all be worked out.

The glassware of the Fenton Museum is available for any project such as this. I do believe that if Antique Publications is to be the publisher and owner of the book, we need an assessment from you as to the interest in stretch glass on the part of the collecting public. Please let me hear from you. "

Sincerely,

Frank

The second letter is dated January 22, 1985; and is the letter from David E. Richardson, Assistant Manager of Antique Publications, and to which Frank Fenton made reference in his letter:

"Dear Frank,

A couple of weeks ago we talked regarding a Stretch Glass book. I decided that while I had a few moments I would put down some thoughts on paper and send them to you. This way you will have a rough idea of cost and how we might be able to go about producing a book on Stretch Glass.

These days it seems that the \$20.00 figure in the publishing business is a big deal and it is a barrier which we had better think long and hard about before we attempt a crossing. I don't know that I fully understand the reasons why this is so, but I guess I'll bow to the wisdom of the industry, and suggest that we plan on having a retail price of \$19.95 for our publication on Stretch Glass.

By selecting a retail price at which we want the book to be marketed, that automatically determines how many pages we have, how many color plates we have and how many black and white photos we can have. The retail price has got to stay pretty close to four times the cost of the book so that all concerned can make a profit (including the wholesalers and retailers whom you will undoubtedly want to sell your book). A book with a retail price of \$19.95, should cost about \$5.00 to produce, which means it will be about 128 pages, of which 32 could be in four color and the rest in black and white. This is presuming one full page size color picture per color page (32 color photos in all) and no more than 64 black and white photos and 64 pages of text or catalog re-prints. Please keep in mind that I am giving you generalized information.

The \$5.00 per book cost is also based on printing a minimum of 8,000 copies. I know that you are aware that the very first copy of the book is the most expensive one, because of the cost of all the preparation, i.e., photography, typesetting, paste-up of mechanicals, stripping, plate-making and press set-up. Once the plates are bolted on the press and registered in, the cost differential between 100 copies and 5,000 copies is not very significant. Do you think that a book on Stretch Glass could sell 8,000 copies in three years?

When we talked you asked if we would be interested in publishing a book on Stretch Glass. I could answer that question in a couple of different ways. One way to answer the question would be for us to help the Stretch Glass Society (lend our expertise in the printing and publishing fields) in producing this book, with the Society being the owner of the book and its publishing rights, and with us acting as supplier (i.e., we produce the book, and you pay us

for it). I'd be very happy to do that for you. If you meant that you would like us to publish the book, and be the owner of the book and its publishing rights (i.e., we produce the book and add it to the list of titles we sell, paying for the production of the book out of the proceeds from the sale of the book), we are agreeable to that also. Which way you want to go determines what we do next.

If we own the book, The Stretch Glass Society would be compensated for its contribution of bringing together the glass and lending their name to the endeavor. We would furnish the Stretch Glass Society with 100 free copies of the book (when published), (or \$1000.00, whichever you prefer). Besides this compensation, the society would also be permitted to buy the books at the highest discount rate offered to any wholesaler (usually 60% off of retail). As you can see, this would not be a high profit endeavor for the Stretch Glass Society, but it would be a way for them to consolidate information and show their collections. If a member of the society were to research and write the book, the compensation could be much more. One more comment, something that we have done in the past to encourage people to join glass collecting clubs, (as you may recall with the Fenton Collectors Society) was to print a membership flyer for your society, and stick it (unbound) inside the front cover of each book. This way every one who buys a copy of this book on Stretch Glass will also be getting an invitation to become a member in your society. There is absolutely no better way to get to the very people you want to join; people interested in Stretch Glass.

I have briefly discussed this project with Mr. Heacock and he is not adverse to the idea, depending upon how fast we want to get the book produced. I believe he is over-committed for the first half of this year. If there is any additional information that I can provide for you that will help you and the Stretch Glass Society to decided how to proceed, please do not hesitate to call me."

Letters from members have been almost non-existent this quarter, but Jabe has passed on to us the following interesting note from Florence Oehlke (WI):

Dear Mr. Tarter,

I received my paper last week and was astonished at the remark you made on the pieces of cut stretch glass, and the prices they are asking.

I have two pieces that I know of (I have most of mine packed away). These two pieces each have a different cut. One is marigold in color and is a plate. The pattern is daisy. The other is like a sandwich tray with the handle except that the edge rolls up about 1". This pattern is dots, flowers (daisy) and lines. This one is charcoal and has a clear handle.

The statement you made about finding these at flea markets is correct. The plate I got at a big flea market in Milwaukee. The lady had it marked \$10. I bought it for \$8. The grey one I found at a flea market also and paid \$15. I have never seen another one since. However, I don't get to many out of this area. Maybe after

I retire I'll get to a few more. I'll sure be watching for cut pieces.

I did go to one in Texas this summer when we visited our son, and found a nice painted piece (no wear). I also found a blue sugar holder this fall. It's the first one I've ever seen.

I've never had the time to sit down and find out which companies made the pieces, but after May 30th I'll be retired from teaching. I plan to work on the identity of each then.

Sorry I can't make the Convention. I have many unusual and fine art pieces I'd like to display. Good stretch hunting.

(Editor's note: We hope Florence will reconsider and perhaps use up some of her "personal days" before her retirement and use them to come to the Convention. It would be the ideal time to bring the pieces she writes about:)



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American Stretch Glass Society

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Price includes relish trays, jellies in Compote
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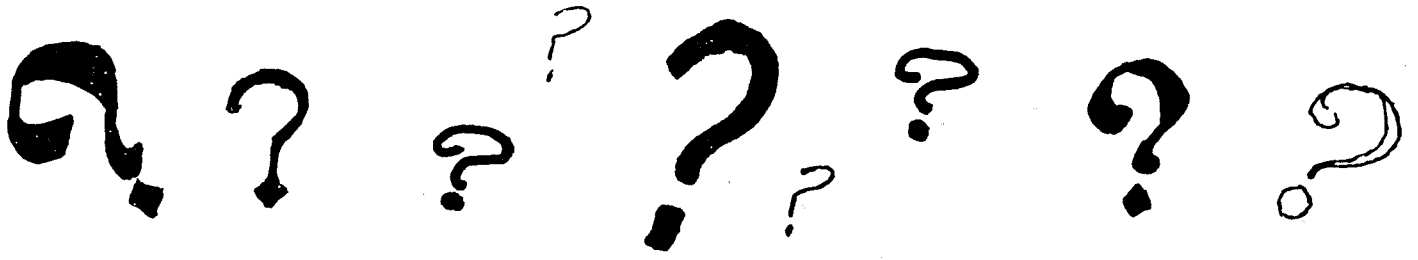
Deluxe Seafood Platter, 8 oz. Lobster Tail,
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Stuffed Tenderloin in Puff Pastry Crust with
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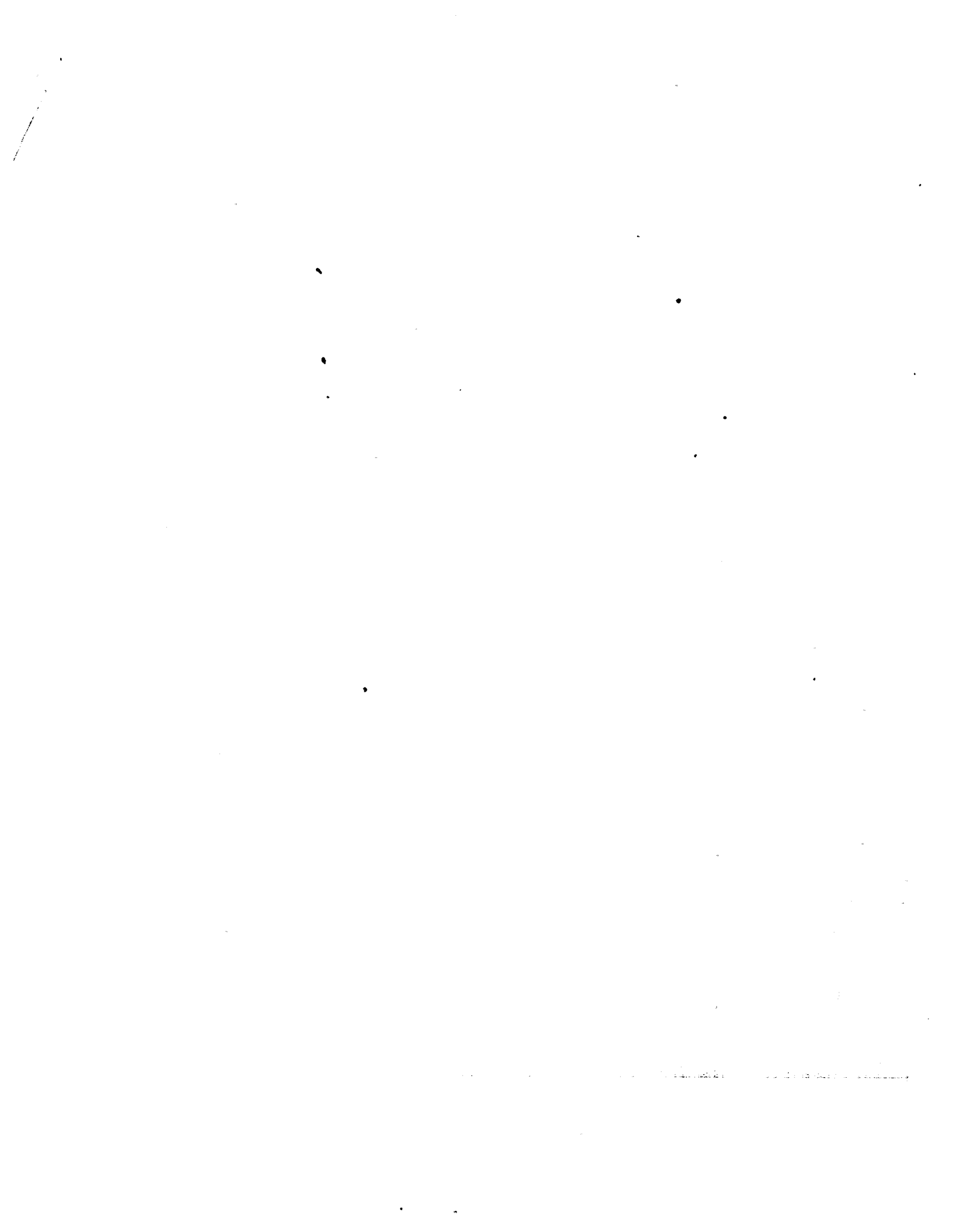
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Number of Souvenirs _____ x \$25.00 each = \$ _____

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