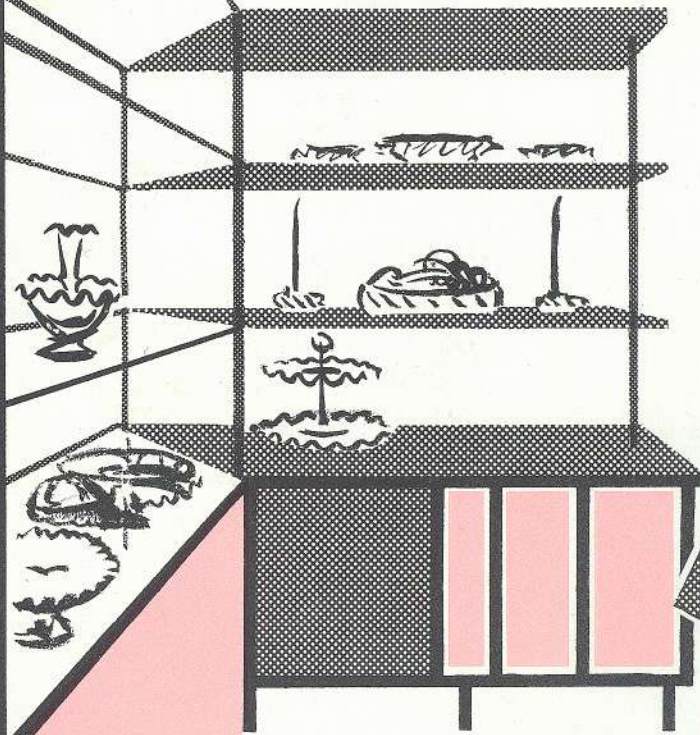


**JULY
1955**

Supplement to
Fiftieth Anniversary Catalog

**Here are some
of the new
Fenton
Items for Fall**



It's time, *now*, to order America's finest glass in color. Early orders will assure your having this popular merchandise, *in time*, for successful fall selling.

turn the page for more...

Fenton Glass

PRESENTS . . .

THE NEW HOBNAIL LAVABO, a useful and ornamental wall planter embodying old world charm in a new world setting, and made by craftsmen with over half a century's experience. This lovely piece of handmade ware will become your suggestion to a discriminating buyer who is looking for something unique and indicative of thoughtful selection.

Also shown are 14 new pieces designed from our experience of what has proved steadily salable. Our new cased Lilac is shown here for the first time.

IF YOUR STOCK OF FENTON GLASS is adequate you can look forward to better fall profits. Our experience in recent years, the past few months included, indicates the demand for Fenton ware is steadily increasing. This isn't something that just happened — rather, it is the result of continued and widespread acceptance of Fenton's more than fifty years' experience in making fine glass.

We can't emphasize strongly enough the importance of placing your orders for your complete fall requirements *early*. The use of our handy order blank will help to facilitate our handling of your order.





Scale approximately one-fifth actual size

NEW ITEMS — JULY, 1955

FINEST GLASS FOR FIFTY YEARS



- A. No. 3867-MI Lavabo
- B. No. 7202-EC Epergne Set
- C. No. 7257-MI 6" Hdl. Vase
- D. No. 6058-PC 6½" Vase
- E. No. 5637-MI Hdl. Basket

- F. No. 7264-MI 9" Hdl. Jug
- G. No. 7255-LC 8½" Vase
- H. No. 6056-PC 6" Vase
- I. No. 7360-TU 10" Hdl. Vase
- J. No. 9055-PC 5" Vase

- K. No. 6068-LC 6½" Hdl. Jug
- L. No. 9020-LC Shell Bowl
- M. No. 6985-MI Candy Box
- N. No. 6066-TU 6" Hdl. Jug
- O. No. 5196-RP Leaf Tidbit

SEE THE COMPLETE LINE OF FENTON
HANDMADE GLASS AT THE SUMMER
AND FALL GIFT SHOWS.

IN ATLANTA

Municipal Auditorium
Booths 102 - 103

CHARLES E. WEAVER
4100 Peachtree Road
Brookhaven, Ga.

JIM & JAY WEIKEL
P. O. Box 1977
Greensboro, N. C.

IN CHICAGO

MARTIN M. SIMPSON & CO.
1562 Merchandise Mart

IN NEW YORK

HORACE C. GRAY CO.
200 Fifth Avenue
And Also Hotel New Yorker

IN DALLAS

THOMAS & MOORE
322 Second Unit
Santa Fe Building

IN LOS ANGELES

MacLENNAN SALES CO.
Room 308 - 712 South Olive

IN BOSTON

PARKER HOUSE
ALAN W. SYMMES
P. O. Box 234
Newtown, Conn.

IN BUFFALO

HOTEL STATLER
CARL VOIGT
Henrietta, N. Y.

IN MINNEAPOLIS

GIFTWARES DISTRIBUTING CO.
EDWARD J. COYNE
528 Hennepin Ave.
507 - 13 Merchandise Bldg.

IN SEATTLE

E. R. WADLINGTON
209 Terminal Sales Bldg.

OTHER REPRESENTATIVES:

HOWARD GIBB ASSOCIATES
Riverton, N. J.

JOHN H. EVANS
1235 8th Avenue
New Brighton, Penna.

M. G. VAN AUKEN (Industrial Sales)
3040 Sunset Boulevard
Los Angeles 26, Calif.

A. W. DEWEY & SON
Box 428
Brighton, Ontario, Canada

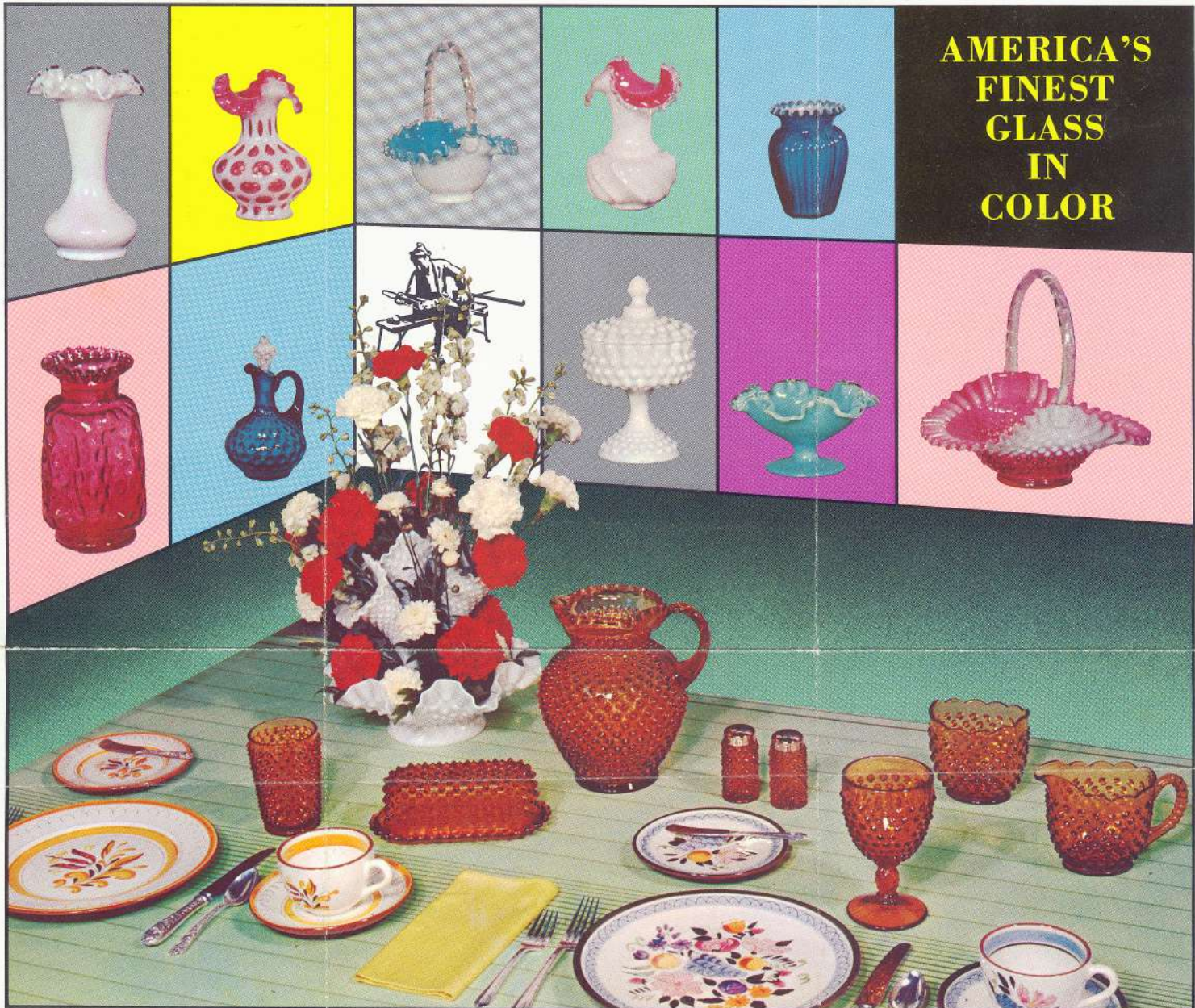
HARRY HYMAN & SON (Export)
254 W. 54th St.
New York 9, N. Y.

FACTORY SHOWROOM
WILLIAMSTOWN, W. VA.



The **SUREST** way to make a **SALE...**

... OFFER WHAT YOUR CUSTOMER WANTS TO BUY!



**AMERICA'S
FINEST
GLASS
IN
COLOR**

Dinnerware by Stangl

For over Fifty years we've prided ourselves on making America's Finest Glass in Color.

And our pride in the Fenton product has been justified by steadily increasing sales. This year is no exception. Sales continue to climb. Your customers want Fenton and it is a truism that no one gets hurt by putting his money into inventory that is moving fast.

Emphasis lately has been on Fenton Milk Glass, which is still popular and will continue to be, for Milk Glass has tradition behind it and it's always "right". But our sales records show Fenton glass in color, always a good seller, is getting increasingly stronger.

To keep in tune with this buyer demand, we're introducing a new color—Antique Amber. It's shown here, in Hobnail, for the first time. The color is exciting; and backed by Fenton's skilled craftsmanship Antique Amber will sell right from the start.

When you're reordering your Fenton line, go ahead, buy Fenton Milk Glass because it's good and always will be, but, remember—Color Is Selling Too.

*See Fenton's complete line
at all major shows.*



**THE FENTON ART GLASS CO.
WILLIAMSTOWN, WEST VIRGINIA**