

# The Fenton Art Glass Company



OFFICES AND FACTORY: WILLIAMSTOWN, WEST VIRGINIA

March 1958

Dear Fenton Customer:

*You're still at it and we love you for it!*

*Each year we increase our production to try to give you better service and each year you sell still more of our glass. The one thing that bothers us is that we can't give you prompt shipments.*

*This year we thought we'd have our delivery problems licked. Our production in the first four months of 1958 will be 29% greater than the same period last year. We really have been doing something about our deliveries, and still we find ourselves about 75 days behind in shipping orders.*

*We are telling you this because we feel sure that after you have looked through this new catalog (of which we are very proud) you will want to get some of this ware on your shelves as soon as possible. We strongly urge you to anticipate your needs by at least 90 days. All indications point to an even greater demand for Fenton in '58 than in '57. Your fall orders should be placed very early to insure that you will get your shipments when you want them.*

*Our sincere thanks for your cooperation.*

*Cordially,*

*Frank M. Fenton*  
Frank M. Fenton, President  
The Fenton Art Glass Company

# 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.*

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