

The Fenton Art Glass Company



OFFICES AND FACTORY: WILLIAMSTOWN, WEST VIRGINIA

August 15, 1961

Dear Fenton dealer:

Enclosed is a preprint of the beautiful four-color Fenton advertisement that will appear in the October issue of House and Garden. This is the first ad in a dynamic national advertising program we have prepared for the fall selling season. The House and Garden insertion alone will be seen by over 4,000,000 readers...many of them living and buying in your area.

This advertisement will be followed by another full page insertion in the November issue of Living For Young Homemakers. We will mail you a preprint of it next week. We suggest you check your inventory of the items illustrated in both of these advertisements. Be sure you have an adequate supply of all of them. We are confident that the impact of these ads, combined with the proven selling power of both publications, will mean extra sales and extra profits for you.

While they last, a limited quantity of counter cards are available to merchandise this advertising at point-of-sale. Small black and white newspaper ads for local tie-ins have been prepared also. Get yours from your representative or by contacting us direct.

We hope you like the campaign and we will appreciate your comments.

By the way, several weeks ago you received your copy of our new catalog. This catalog was not designed to assist your selling effort. It was prepared primarily to make it easy for you to identify and order our new line. But, as you can see, we are helping you sell the line, too! Good luck and good selling.

Sincerely,

Frank and Bill Fenton

*Fenton
Art
Glass
Reflects
Your
Good
Taste!*



Just turn the spigot to water the plant in this two-piece hobnail lavabo by Fenton.



Fenton Hobnail in traditional milk glass or delicate color is perfect to give or to receive. It combines the charm of Colonial America with the functional beauty that the present demands. And each fine piece is a creation in itself—handmade by truly skilled craftsmen.



AUTHENTIC
Fenton
HANDMADE

*Fenton Art Glass is America's finest
—in milk glass or color.*