



3622 MI
9 1/2" Shallow Bowl



3698 MI
10" Crescent Planter



3620 MI
Low Banana Bowl



3670 MI
Low Candleholder



3630 MI
Bonbon



3626 MI
8" Bowl



3699 MI
Square Planter



3677 MI
Cov'd. Butter & Cheese



3606 MI
Cov'd. Sugar & Cream



3624 MI
10 1/2" DC Bowl



3625 MI
8" Oval Bowl

NEW IDEAS



NEW IDEAS FOR OLD CUSTOMERS NEW PROFITS FROM FENTON

January, 1961
Catalog Supplement

at Glass in Color

There's no "special season" for Fenton. Your customers discovered long, long ago that whether it's June or December, Valentine's Day or Mother's Day, or any gift giving occasion —

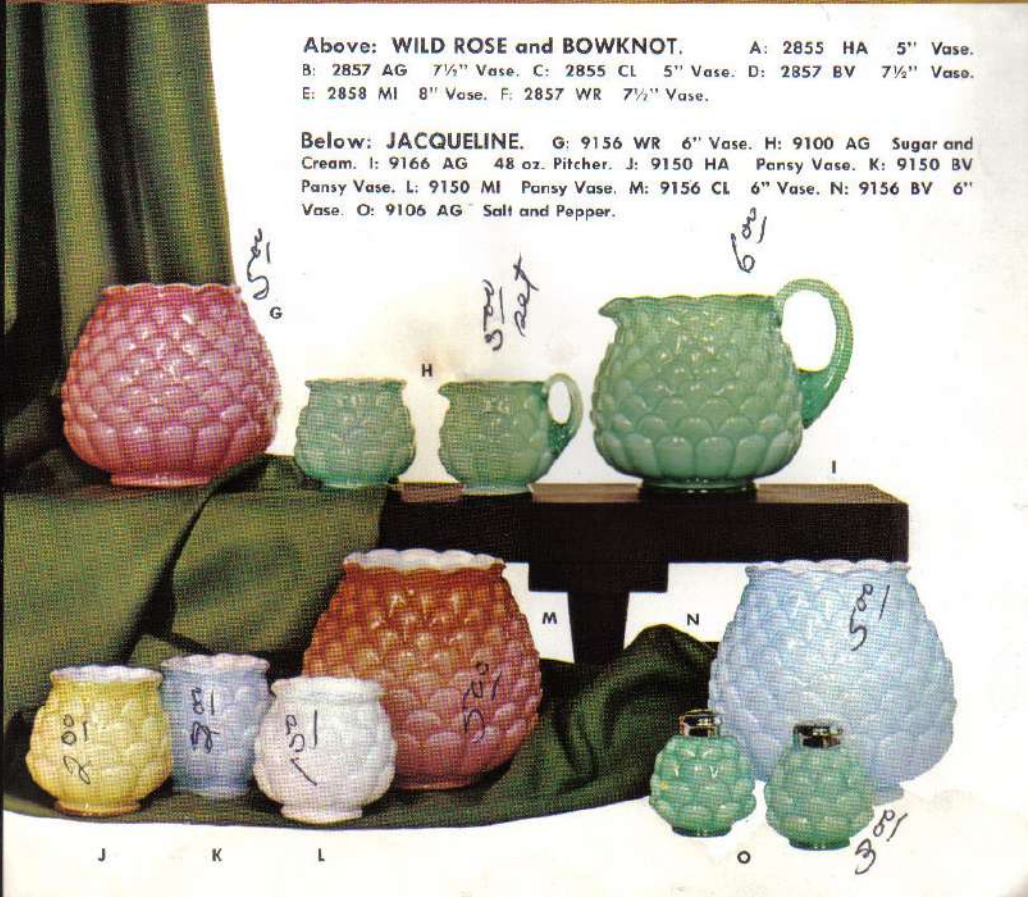
Fenton
is
always
in season

WILD ROSE and BOW-KNOT. A: 2855 MI 5" Vase. B: 2806 MI Salt and Pepper. C: 2865 MI 32 oz. Handled Pitcher.



Above: **WILD ROSE and BOWKNOT.** A: 2855 HA 5" Vase. B: 2857 AG 7 1/2" Vase. C: 2855 CL 5" Vase. D: 2857 BV 7 1/2" Vase. E: 2858 MI 8" Vase. F: 2857 WR 7 1/2" Vase.

Below: **JACQUELINE.** G: 9156 WR 6" Vase. H: 9100 AG Sugar and Cream. I: 9166 AG 48 oz. Pitcher. J: 9150 HA Pansy Vase. K: 9150 BV Pansy Vase. L: 9150 MI Pansy Vase. M: 9156 CL 6" Vase. N: 9156 BV 6" Vase. O: 9106 AG Salt and Pepper.



1961

You're Never "Overstocked" with Fenton . . .

It's Fine Glassware with "Customer Appeal"

At Right: A: 5858 WR 8" DC Vase.
B: 5858 AG 8" DC Vase. C: 5859 SC 8" Vase.
D: 5858 HA 8" DC Vase. E: 5858 BV 8" DC Vase.
F: 5858 CL 8" DC Vase.

Below: HOBNAIL. G: 3674 MI 6" Candleholder
with 3671 MI Petite Epergne. H: 3671 MI Petite
Epergne. I: 3674 MI 6" Candleholder. J: 3672 MI
Two-Lite Candleholder. K: 3623 MI 10 1/2" Bowl.



REPRESENTATIVES

MARTIN M. SIMPSON & CO.
1562 Merchandise Mart
Chicago 54, Illinois

MacLENNAN SALES CO.
Room 308, 712 Olive St.
Los Angeles 14, Calif.

THOMAS & MOORE
1727 Trade Mart
Dallas, Texas

GIFTWARE DISTRIBUTING CO.
507 Merchandise Building
Minneapolis, Minn.

JAY S. SUTTON
4520 Reed St.
Wheatridge, Colo.

E. R. WADLINGTON
1966 Thorndyke Ave.
Seattle 99, Wash.

JAMES WEIKEL
P. O. Box 1977
Greensboro, N. C.

HORACE C. GRAY CO.
225 Fifth Avenue
New York 10, N. Y.

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

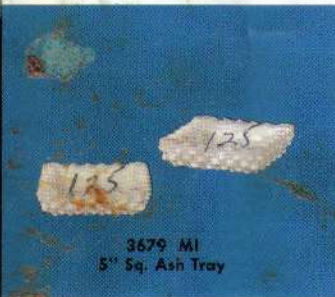
ALAN W. SYMMES
P. O. Box 234
Newtown, Conn.

HOWARD GIBB ASSOCIATES
Medford
New Jersey

CARL VOIGT
Henrietta
New York

CHARLES WEAVER
4120 Peachtree Road
Atlanta 19, Ga.

BROOKS LAMP CO., LTD.
53 Fraser Avenue
Toronto, Ontario, Canada



3679 MI
5" Sq. Ash Tray



3685 MI
Cov'd. Cigarette Box



3991 MI
Hat



9080 AR
Honey Jar

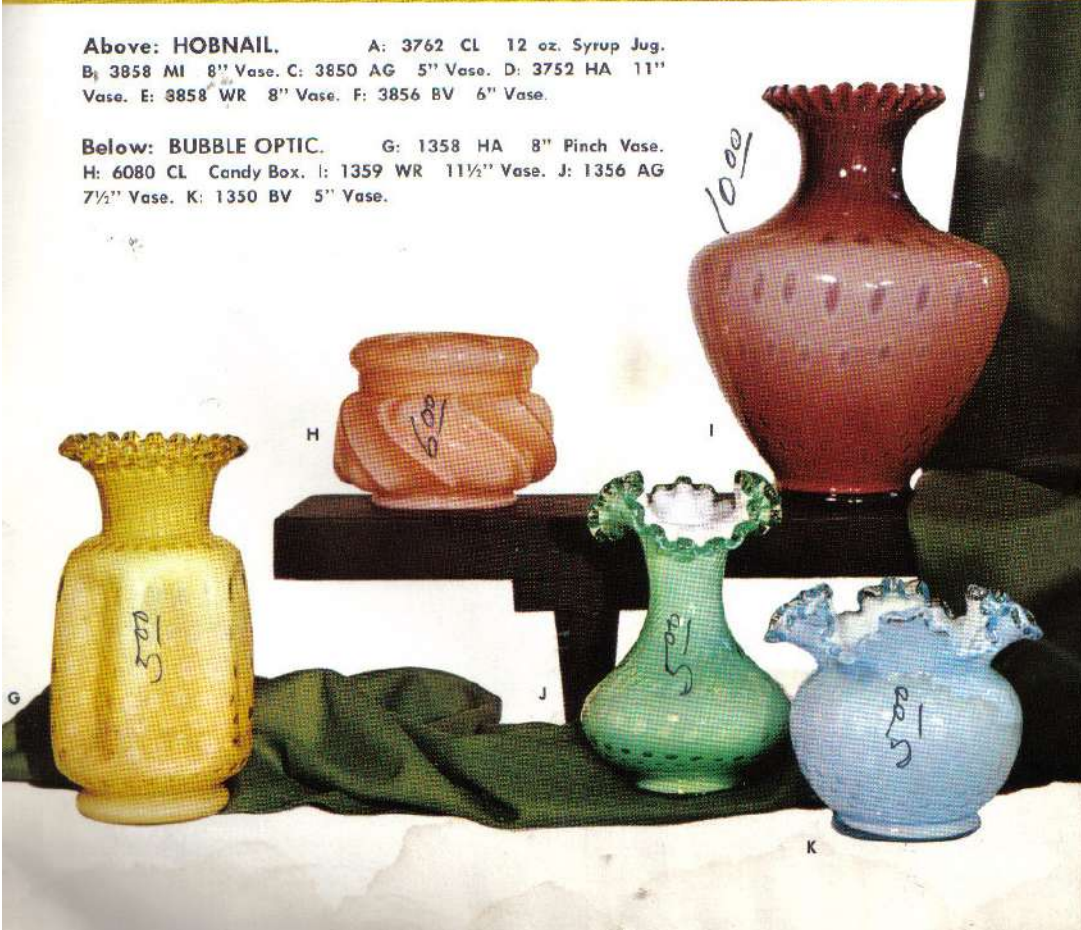


9080 MI
Money Jar



Above: HOBNAIL. A: 3762 CL 12 oz. Syrup Jug.
 B: 3858 MI 8" Vase. C: 3850 AG 5" Vase. D: 3752 HA 11"
 Vase. E: 3858 WR 8" Vase. F: 3856 BV 6" Vase.

Below: BUBBLE OPTIC. G: 1358 HA 8" Pinch Vase.
 H: 6080 CL Candy Box. I: 1359 WR 11½" Vase. J: 1356 AG
 7½" Vase. K: 1350 BV 5" Vase.



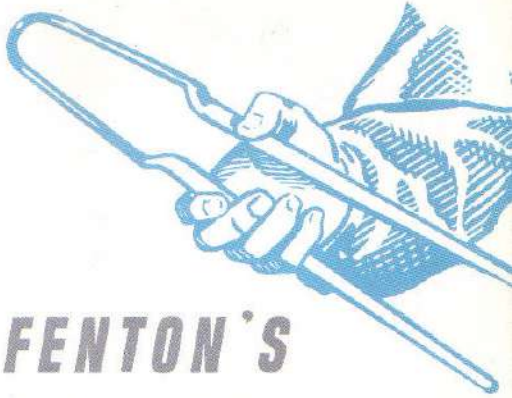
America's Fin

Fenton's
 never
 on the
 bargain table

— because today's smart shopper recognizes the style and design the minute she sees Fenton glass, you need never "discount" Fenton. It sells steadily, all the time.

PETTICOAT GLASS in
Silver Crest. A: 7425 SC
 7½" Bowl. B: 7430 SC Ftd.
 Comport-Flared. C: 7429 SC
 Ftd. Comport-DC.





FENTON'S QUALITY SECRET

He is using a Pucellas—known more simply as "The Tool."

For the skilled craftsman the Tool is an additional set of fingers used to delicately shape many pieces.

But, the Pucellas is not the real secret behind the quality of Fenton Glassware.

The true reason is found in the masterful hands of proud craftsmen, who produce fine glass treasures today the same way they were produced hundreds of years ago.

This is quality no assembly line can produce. This is quality you'll find in every piece of Fenton.

This is quality that sells because customers immediately recognize it.

COLOR CODE

AB—Apple Blossom	GO—Green Opalescent
AG—Apple Green	HA—Honey Amber
AR—Amber	MI—Milk
BO—Bites Opalescent	WR—Ruby with Milk
BU—Blue	PC—Peach Crest
BV—Powder Blue	PO—Plum Opalescent
CL—Coral	RO—Ruby Overlay
CR—Cranberry	SC—Silver Crest
CY—Crystal	TO—Tanzar Opalescent
FO—French Opalescent	WR—Wild Rose
GN—Green	YL—Yellow



THE FENTON ART GLASS COMPANY
Williamstown, West Virginia

FACTS ABOUT YOU and FENTON

You and all retailers buy merchandise for one reason —

To sell.

It may look good on your shelf but unless it puts a profit in your cash register you can't afford to stock it.

That brings us to some points about Fenton:

- Fenton sells faster.
- Fenton sells all year around.
- Fenton quality and designs sell.

Today, Fenton is one of the most respected and universally well received names in handmade glassware.

It has earned its position of leadership in the industry without resorting to "special deals", unsupported advertising claims, unwise price policies or high pressure selling.

Fenton glass has gained the respect of dealers because it has customer acceptance. Retailers know that when they put Fenton handmade glassware on their shelves it will sell.

Customers can depend on superb craftsmanship, compelling designs and salable brilliant colors. These qualities make Fenton the most moveable line of handmade glass that a retailer can buy.

Now Fenton introduces new distinctive pieces which will give your customers additional and complimentary colors, shapes and ideas—all three mean profits for you.

With these new patterns — new ideas from Fenton — you will have the variety today's discriminating buyers demand. And once a customer buys Fenton, she comes back for more.

It will pay you to stock the Fenton line. It will pay you over and over again.