

Feriton

Fenton

CRAFTSMANSHIP IN GLASS

Table of Contents

Valencia.....	2
Rose Pattern.....	8
Thumbprint.....	12
Daisy and Button.....	18
Hobnail.....	19
Spanish Lace.....	38
Silver Crest.....	39
Violets in the Snow.....	44
Collectors' Group.....	46
Miscellaneous.....	48



A molten ribbon of glass becomes a delicate basket handle. Carefully shaped by hand, it cools into a graceful arc. (See Page 26 and 27 for details on the art of basket making in glass).



The delicate beauty of sprays of violets are hand painted by skilled artisans on each individual piece of glass. (See Violets in the Snow on Page 44 and 45).



The beginning of a lovely Fenton lamp. After applying the famous Fenton crimp, the "finisher" imparts the final shape to the handblown shade. (See lamp supplement).

COLOR CODE

BK – Black	MI – Milk Glass
CA – Amber	OP – Opal
CB – Blue	OR – Orange
CG – Green	PC – Peach Crest
CR – Cranberry	RO – Ruby Overlay
CY – Crystal	RU – Ruby
DV – Decorated Violets	SC – Silver Crest



8386 CY

8353 CG

8380 CG

8356 CB

8398 CB

8320 CA

8352 OR

8359 CY

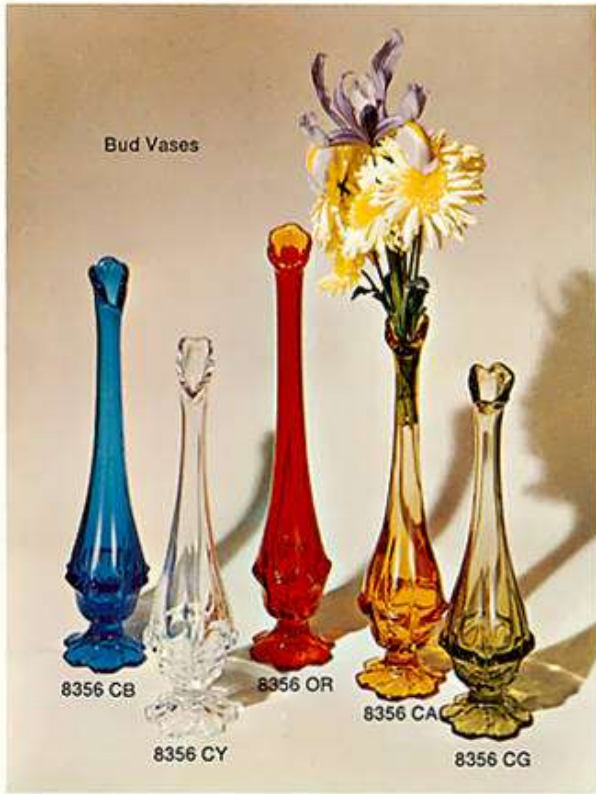
8377 CB

8399 CB

Valencia

A fresh, excitingly new concept in handmade glass. Valencia—Clean, Boldly Sculptured Lines—Sparkling Colors—Brilliantly Fire Polished—the Finest Fenton Quality.





A
Tradition
in Fine
Handmade Glass

Valencia

A classic pattern with a contemporary feel. This pattern is great as a decorative accessory for the Mediterranean boom and, for that matter, it proves equally ideal for accenting other provincial periods.

We are presenting a ten piece collection in five colors—the basic shapes we know to be popular retail sellers. Market testing has indicated a strong acceptance for Valencia. So strong that we have begun making new moulds for pieces already designed and are continuing to design additional items.

When you buy Valencia, buy enough to create an effective display.





8399 CA
Cigarette Lighter

8377 CA
Ashtray

8398 CA
Cigarette Box

Valencia

Here is an unusual smoke set which will be welcome in the office or den . . . that is, if the lady of the house is willing to give it up.

We packaged the pieces individually, but you can sell them as a set.



Medium
Bud Vases

8353 CB

8353 CG

8353 CA

8353 OR

8353 CY



8398 CY
Cigarette Box

8399 CY
Cigarette Lighter

8377 CY
Ashtray



8377 OR
Ashtray

8398 OR
Cigarette Box

8399 OR
Cigarette Lighter



8398 CB
Cigarette Box

8377 CB
Ashtray

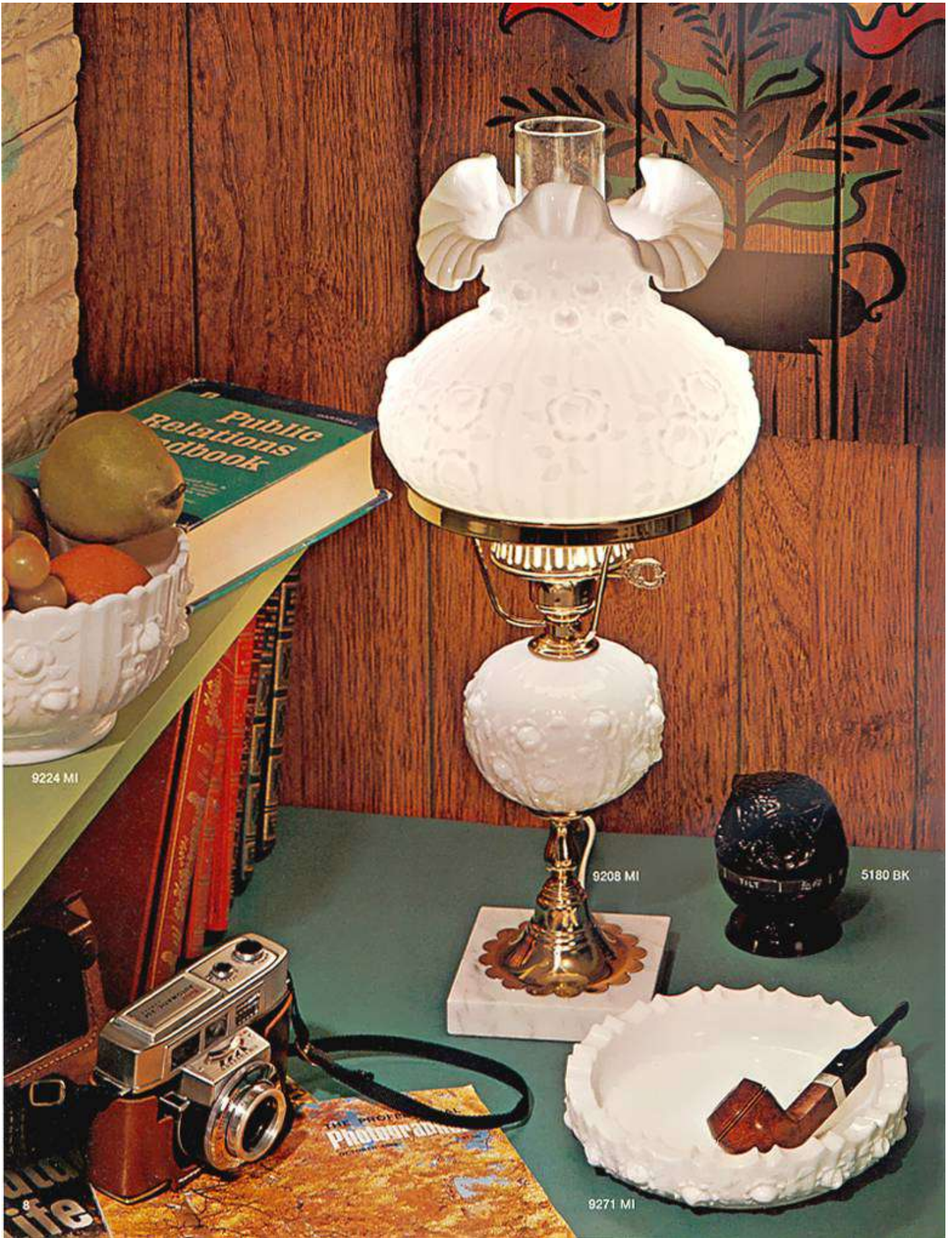
8399 CB
Cigarette Lighter



8377 CG Ashtray

8398 CG
Cigarette Box

8399 CG
Cigarette Lighter



9224 MI

9208 MI

5180 BK

9271 MI

8
life

Fenton Roses

A point of interest to your salespeople and to your customer is the exquisite detail of the mould carving which distinguishes Fenton Rose Pattern.

All Fenton Glass emerges from painstakingly handcarved moulds. The Rose Pattern illustrates so beautifully the skill and patience of the gifted mould maker who, with fine precision tools, sculpts the pattern into the face of the cold iron mould.

Examine the 9284 Candy Box or the 9222 Comport and discover the minute detail of the developing rose bud and the delicately veined leaves—still another example of the difference in Fenton "handmade" glass.



Fenton Quality...

THE JOYS AND TRIBULATIONS
OF HANDMADE GLASS

Fenton Glass is created by human hands and is quality inspected by human eyes every step of the way, from the time of its inception to its packaging just prior to being sent to you. Because these hands and eyes are human, a piece with an obvious flaw once in a while slips through. If you happen to get this piece, let us know about it, or give it to your representative on his next call. We want you to be proud of Fenton Glass.





Thumbprint

A FINE OLD EARLY AMERICAN
PATTERN WITH CONTEMPORARY
IDEAS OF ITS OWN

The wonderful thing about Thumbprint, in addition to its authentic pattern design, and its best selling color, is the way color and design merge to create pieces that come alive — constantly changing, moving, shimmering facets of color.

Set up a display in your window and let your customer see the way light has with Thumbprint. Your shop will become alive and vibrant as the hundreds of different colored facets put on a spectacle all their own.

EBONY THUMBPRINT PROVED to be an even better retail performer than we expected after its introduction last year. This rich, luxurious color is one more reason why Thumbprint so ably fits the contemporary scene. For a most striking and effective display mix several black pieces in with your Milk Glass.



Ebony



4438 BK
8 1/2" Basket



4425 BK
Lg. Fld. Comport



4469 BK
6 1/2" Ash Tray



4455 BK
Bud Vase



4454 BK
Handkerchief Vase



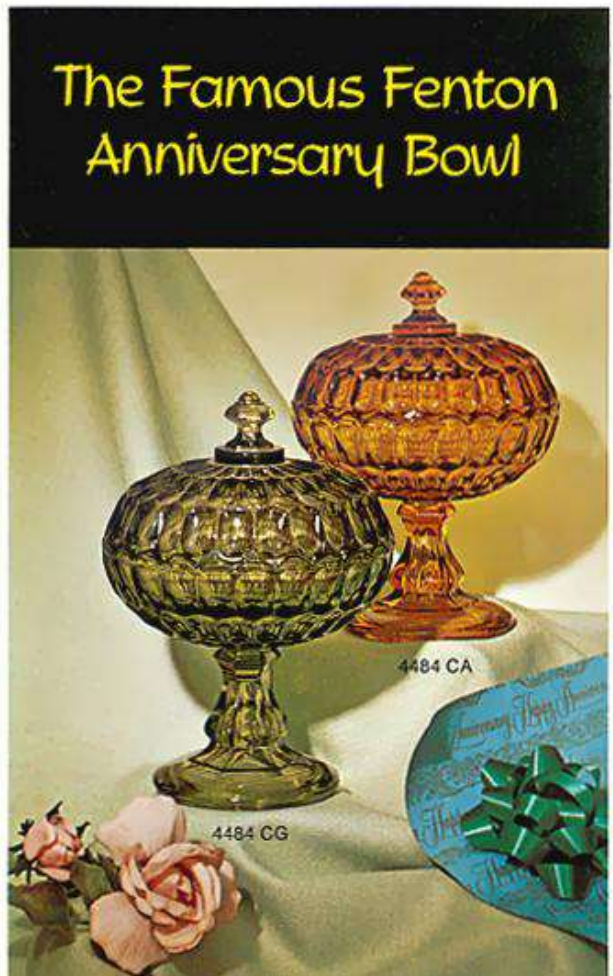
4429 BK
Fld. Comport



4495 BK
Cig. Lighter



4453 BK
Tall Bud Vase





MATCHLESS DEPTH OF COLOR

The trend is more and more to colorful casual china and how better to add color and zest to any table than with colorful Thumbprint — Fenton Ruby, Amber and Green — each a market leader in handmade glass.

Fenton



4438 RU 8½" Basket

4453 RU Tall Bud Vase

4429 RU Ftd. Comport



4449 CG
13 Oz.
Fld. Ice Tea

4443 CG
Sherbet

4445 CG
10 Oz. Goblet

4442 CG
12 Oz.
Tumbler

4444 CG
5 Oz. Wine

4443 CA
Sherbet

4449 CA
13 Oz.
Fld. Ice Tea

4444 CA
5 Oz. Wine



4445 CB
10 Oz. Goblet



4443 RU
Sherbet



4449 RU
13 Oz.
Fld. Ice Tea



4445 RU
10 Oz. Goblet



4444 RU
5 Oz. Wine

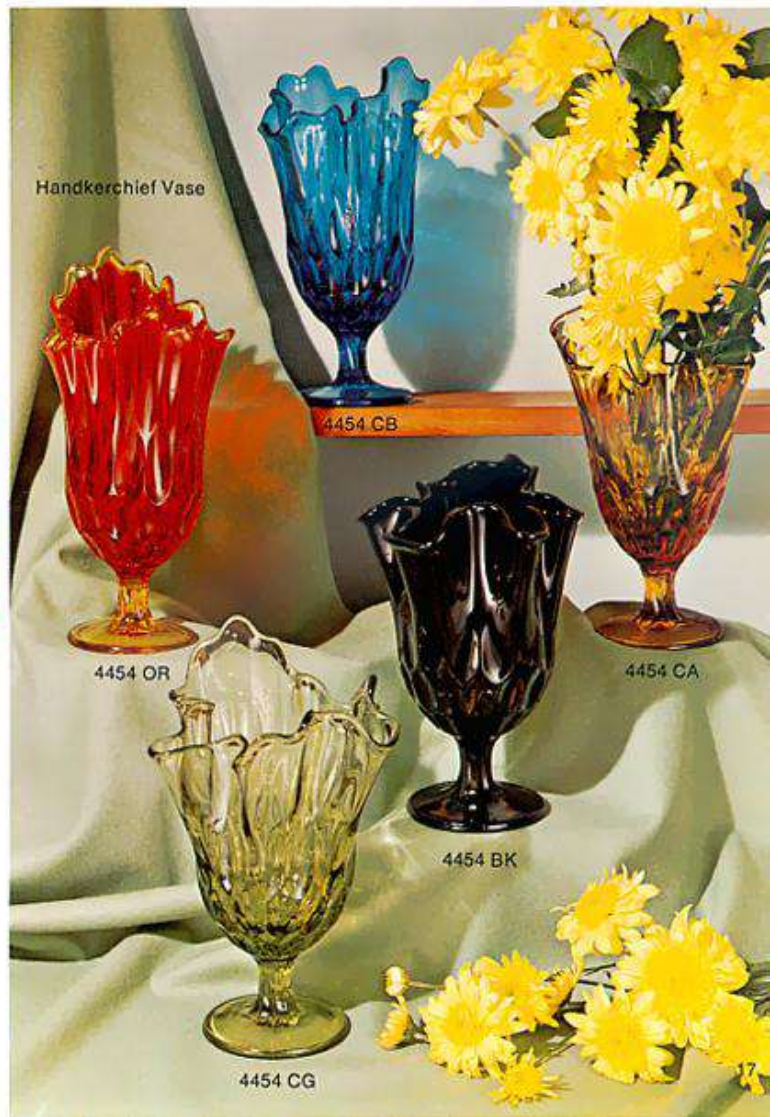


4445 CA
10 Oz. Goblet



4442 CA
12 Oz. Tumbler

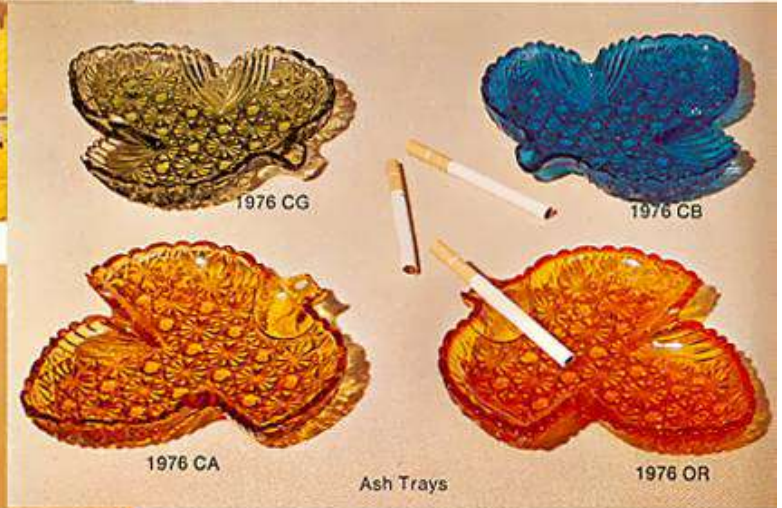
Thumbprint



Candy Boxes



Daisy and Button



Boots

Ash Trays

DAISY AND BUTTON

No selection of Early American glass can be complete without this traditional favorite. We offer a small collection of the better selling pieces. Stock enough; they will be among your better turnover items.



Baskets

Fenton Hobnail



3752 MI



3731 MI



3693 MI



3692 MI



3753 CA
Fld. Vase

3756 CA
8" Bud Vase

3652 CA
Tall Vase



3753 CG
Fld. Vase

3756 CG
8" Bud Vase

3652 CG
Tall Vase



3652 CB
Tall Vase

3756 CB
8" Bud Vase

3753 CB
Fld. Vase



3753 OR
Fld. Vase

3756 OR
8" Bud Vase

3652 OR
Tall Vase

Hobnail... A Tradition of Its Own

Trends and colors come and go, but Fenton Hobnail continues to be one of the most popular, best selling glass patterns of all time.

1969 marks the 30th anniversary of the introduction of Hobnail to our line. Its tremendous sales appeal has been an important part of the Fenton success story — and, of course, important to you in consistent retail sales.

Fenton makes the finest Milk Glass anywhere and the best selling pattern — Hobnail. Frequent additions to the fast selling Hobnail pattern keep it alive and fresh. This year is no exception. We have added several items such as the Fairy Lights and Miniature Candle Bowls which early response shows will quickly be among the top sellers in the entire line. If you display Fenton Hobnail, it will sell.

Fenton



3753 MI
Ftd. Vase



3758 MI
Medium Vase



3759 MI
Large Vase



3652 MI
Tall Vase



3756 MI
8" Bud Vase



3760 MI
Pitcher Vase





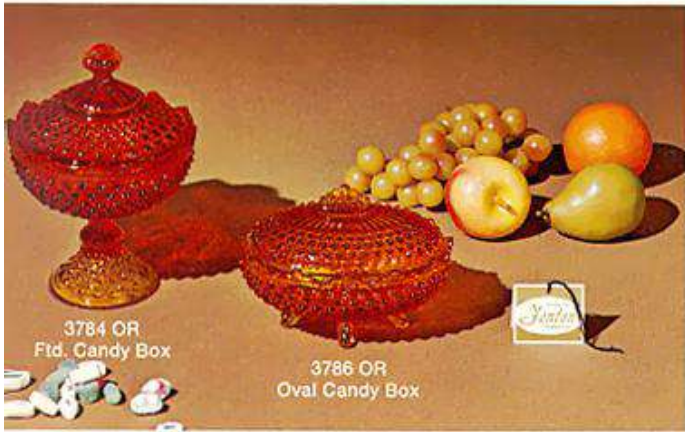
Vases, Planters and Bowls

No one in handmade glass can match the versatility and the variety in Fenton vases, planters and bowls — from the unusual Epergnes to the smallest vase. More importantly, these Fenton pieces are all sales proven.

Miniature Candle Bowl

Designed to accommodate small flower rings and 2", 1" and taper candles, the Miniature Candle Bowl will be another tremendous Hobnail item . . . an exciting sales companion to the fast selling Creative Candle Bowl. Sell them in pairs.







Candy Jars or Candy Boxes

Whatever you wish to call them . . . they sell well by any name.

There are ten handcrafted Hobnail Candy Boxes, including an attractive addition for 1969, the 3886 MI low footed candy jar.

You are missing sales opportunities if you only carry a few of these shapes. Try them all . . . you'll sell them all.



Baskets

Baskets are Fenton. A traditional Hallmark of the excellence of Fenton handmade glass, these lovely pieces have strong Spring and Fall appeal. Their use as Easter baskets and for fresh Spring flowers and Fall arrangements and gift giving assure you steady year around sales.

An interesting selling point is the individual "handler's mark" which each basket bears. The highly skilled handler attaches a glowing gob of molten glass to the piece and deftly works it to a graceful arch. The stamp with which he attaches the handle bears his personal mark. The design of the mark is his alone. Thus each Fenton basket is personally signed by a craftsman, who in doing so says with pride, "This basket is right."





3734 MI
12" Basket

3736 MI
6 1/2" Basket

3637 MI
7" Deep Basket



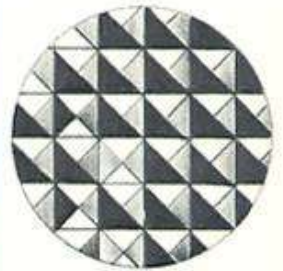
The Handler's Mark



3837 CB
7" Basket

3638 CB
8 1/2" Basket

3830 CB
10" Basket



3830 OR

3837 OR

3638 OR



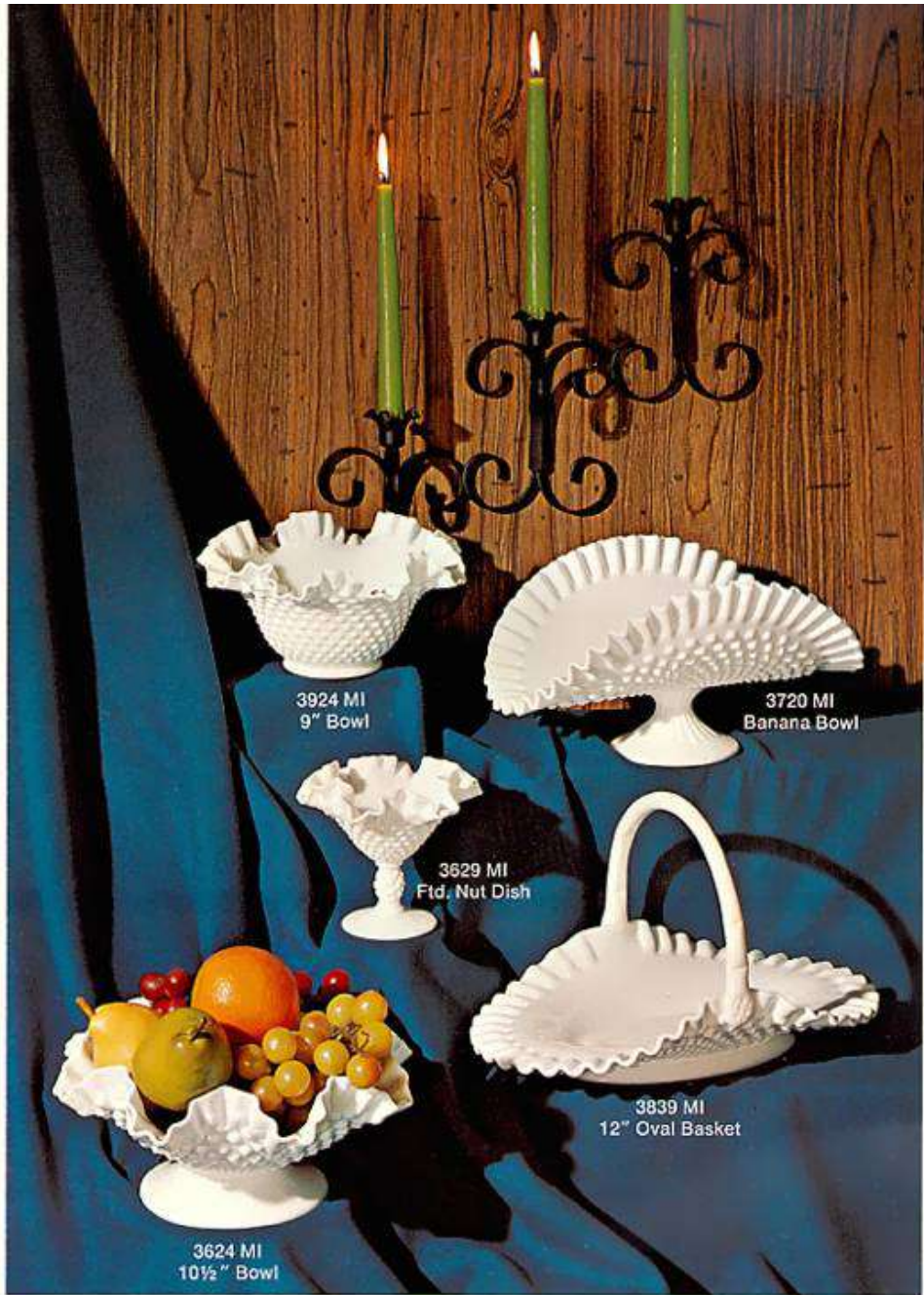


Decorative and Table Accessories



Tastefully coordinated displays with Hobnail and sales props such as artificial fruit and flowers will lead to plus sales in both glass and props.

Make an attractive grouping of Hobnail table accessory items. Your salespeople should point out the many complementary Hobnail items that Fenton makes in hostess and table accessory pieces. One will help sell another.



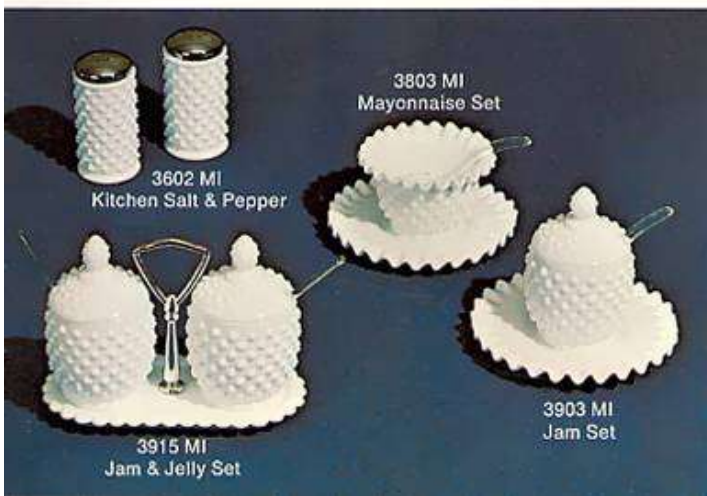
3924 MI
9" Bowl

3720 MI
Banana Bowl

3629 MI
Fld. Nut Dish

3839 MI
12" Oval Basket

3624 MI
10 1/2" Bowl



3803 MI
Mayonnaise Set

3602 MI
Kitchen Salt & Pepper

3903 MI
Jam Set

3915 MI
Jam & Jelly Set



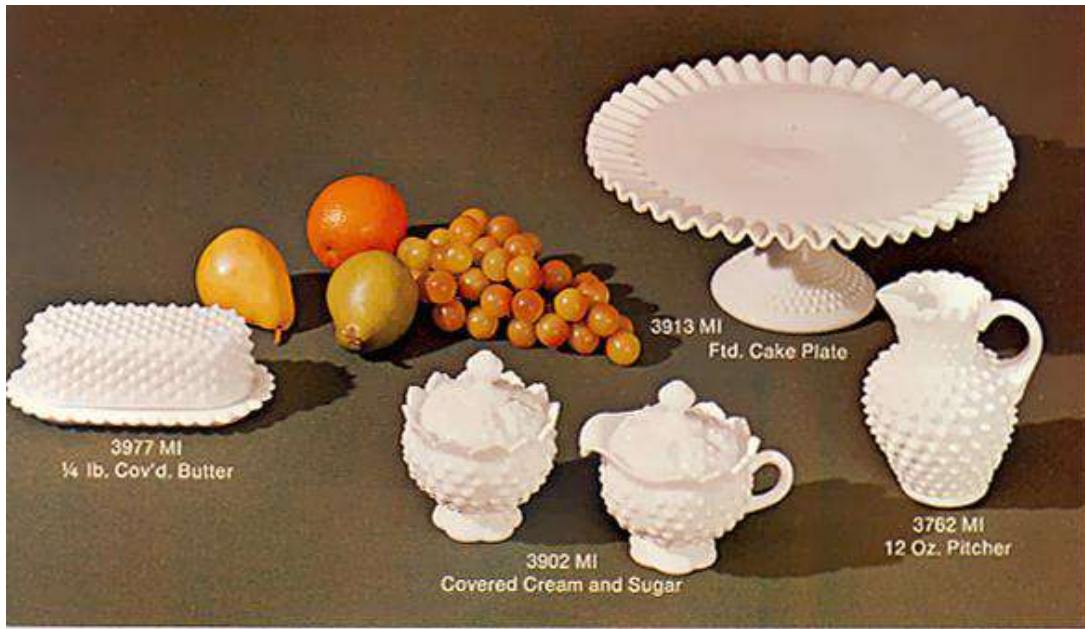
3869 MI
Cruet

3806 BW
Salt & Pepper

3845 MI
Goblet

3640 MI
8" Oval Pickie Dish

3833 MI
Oval Nut Dish



More Table Accents

On these pages are displayed some of the most popular items in the history of Fenton Hobnail. Their growing sales appeal, year after year, confirms the timelessness of Hobnail.

Fenton Milk Glass is a unique phenomenon in the trend of color preference. Different colors have run hot and cold, but your customers make Milk Glass a perennial best seller.





Candleholders

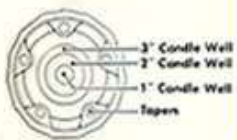
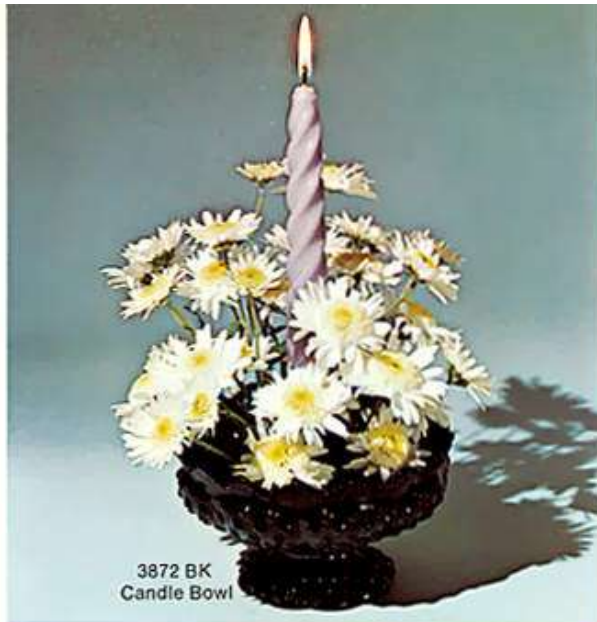
The only limitation to the amount of plus sales you get by displaying Fenton Glass with candles and candle accessories is your imagination.

A customer's imagination made the 3853 3" Vase one of the best selling Hobnail items in the line last year, simply by putting a small food warmer candle in it. We recognize a good idea when we see it, so this year we added the 3854 4½" Vase in colors, and, we widened the mouth of the 3653 3-Toed Vase to create additional great candle items.

Most of you participated in the success story of the Creative Candle Bowl since its introduction in July. On page 23 we told you about adding the Miniature Candle Bowl. But we have added one more piece to this grouping which we also feel will be a tremendous item for you, the 3608 Fairy Light. In all the colors and in a special opal lighting glass, the Fairy Light is created in the same vein as the antique Fairy Lamps so popular years ago.

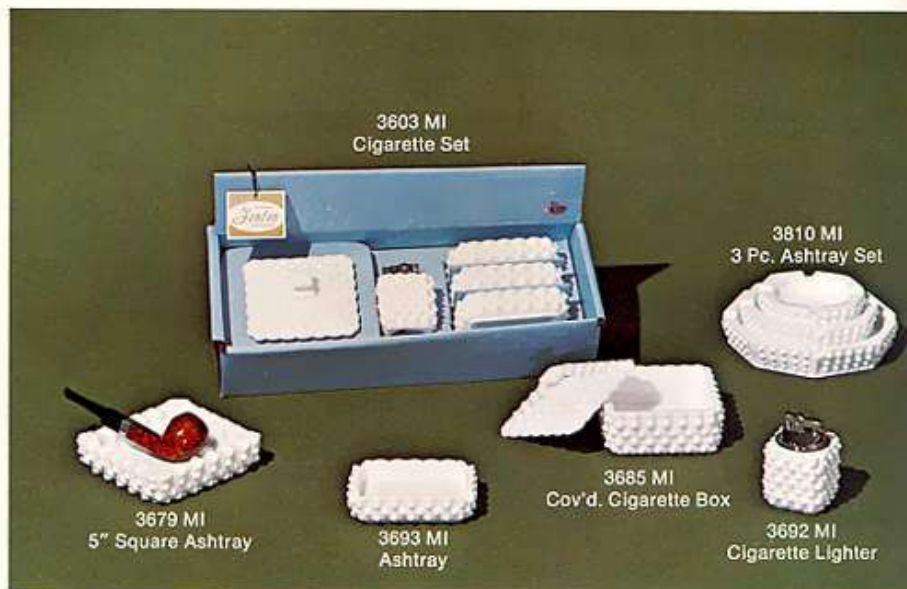
We are excited about this piece and know you and your customers will be, too. Each Fairy Light is packed with a 10-hour candle.





Ash Trays

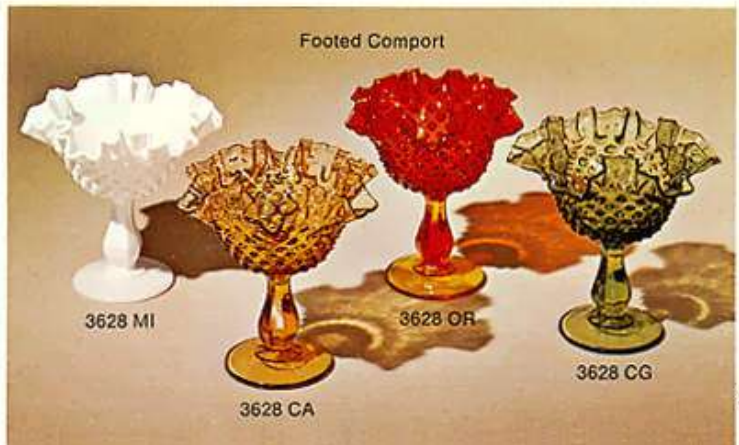
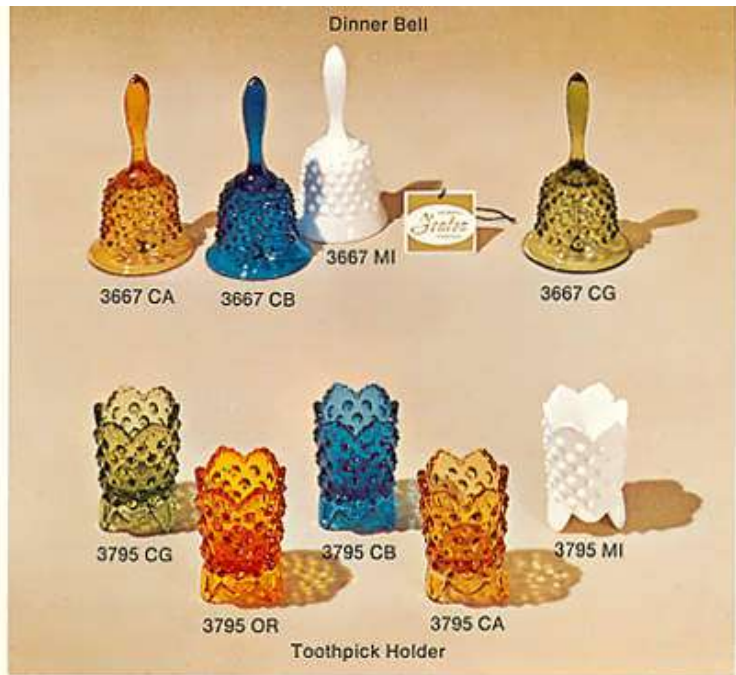
Good impulse items — display these in high traffic areas. Your customer will buy these to match her other Hobnail pieces.



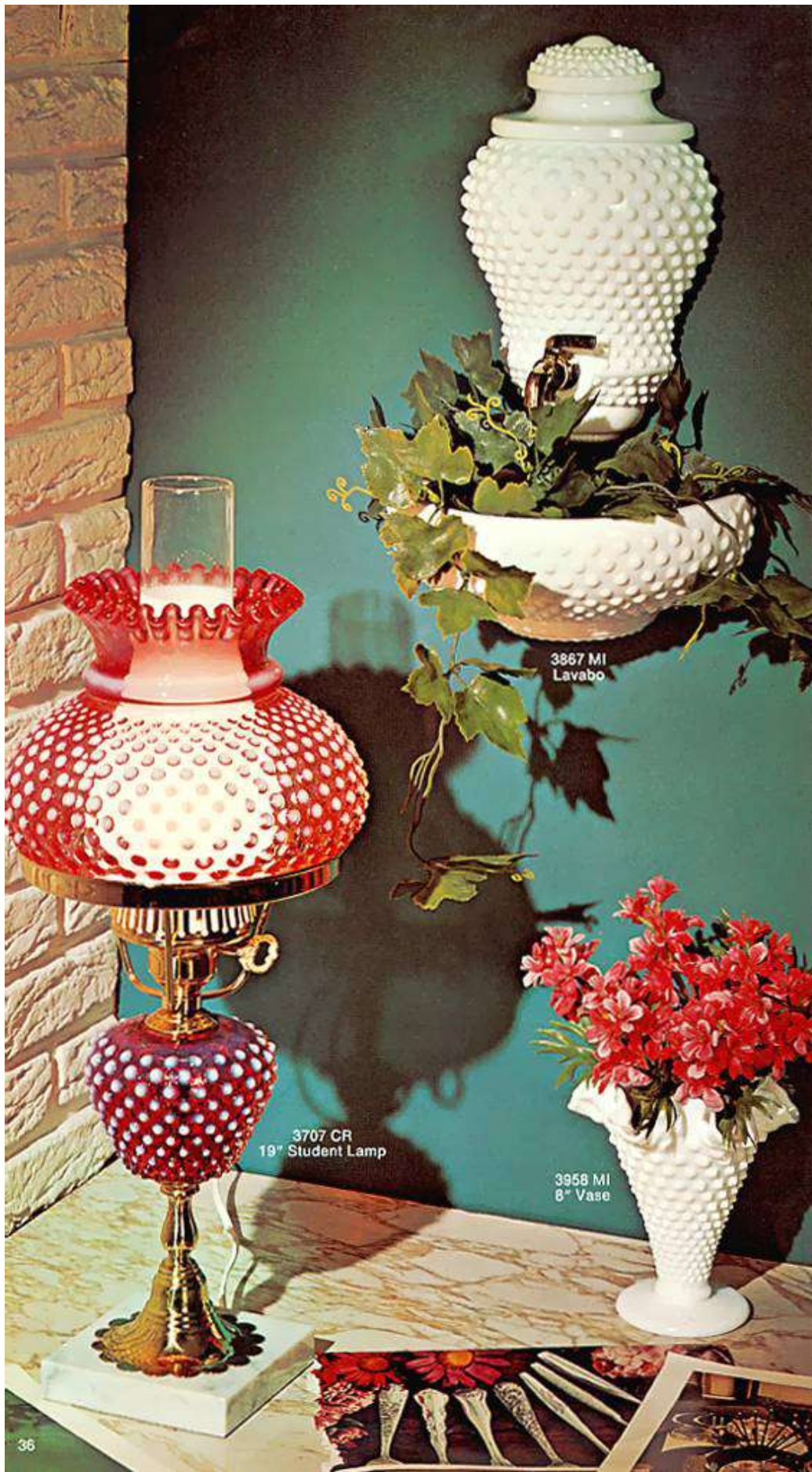
Knicks and Knacks

The items on this page may be small but they represent some of your best turnover items. Display them throughout the shop or department and be sure you display some around the cash register for those "last minute add-ons."

We've added your favorite Hobnail Comport, the 3628, in Amber, Green and Orange. It's been a favorite in Milk Glass for many years.



Fenton



3887 MI
Lavabo

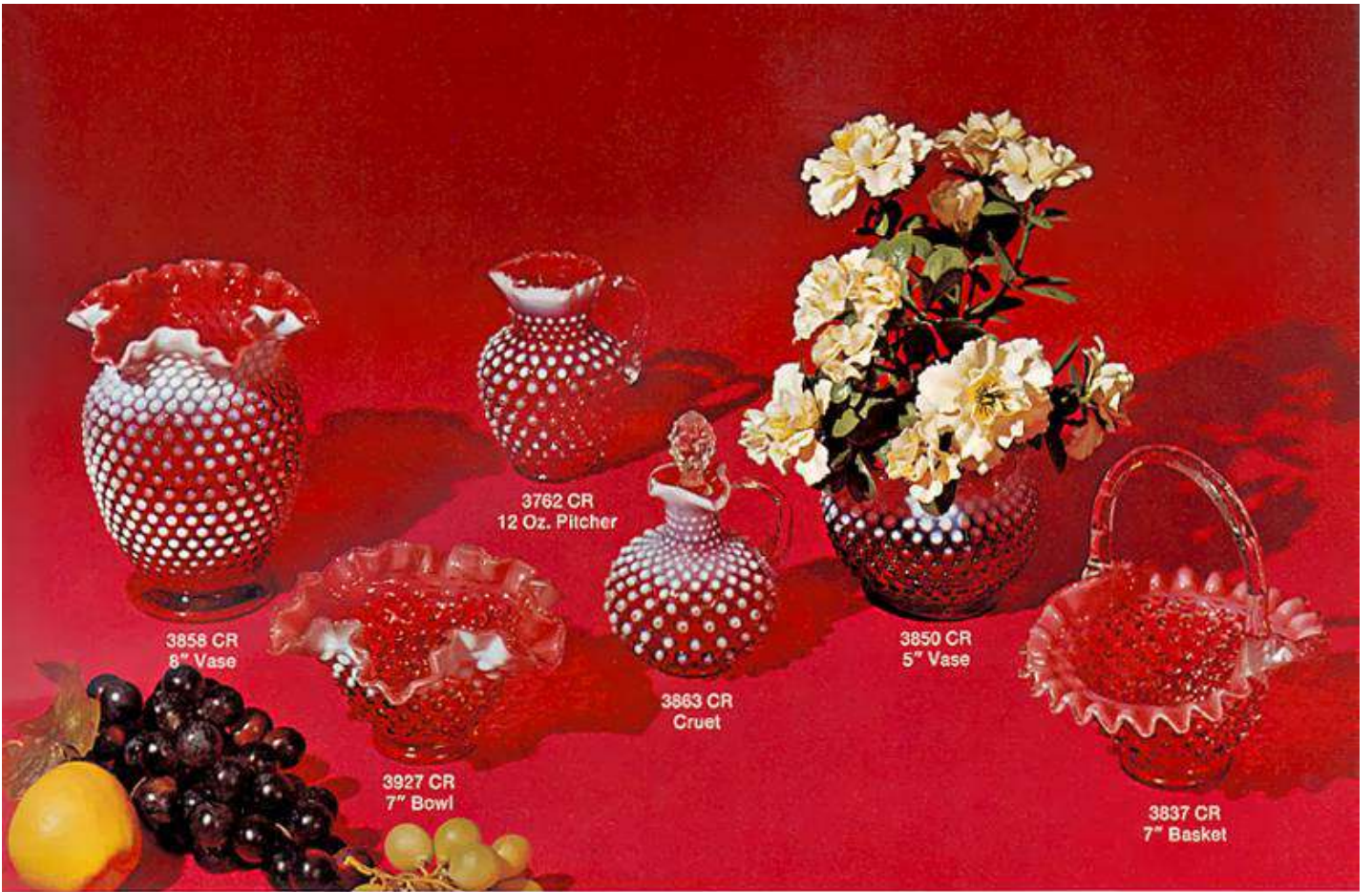
3707 CR
19" Student Lamp

3958 MI
8" Vase

Cranberry Hobnail

This long-favored Early American glass brings together gold ruby and winsome French Opalescent glass. Truly a luxury glass, the ruby is made with pure coin gold which accounts for both its price and striking beauty. Cranberry Hobnail will bring you steady sales, especially if you tell your customer how it is made.

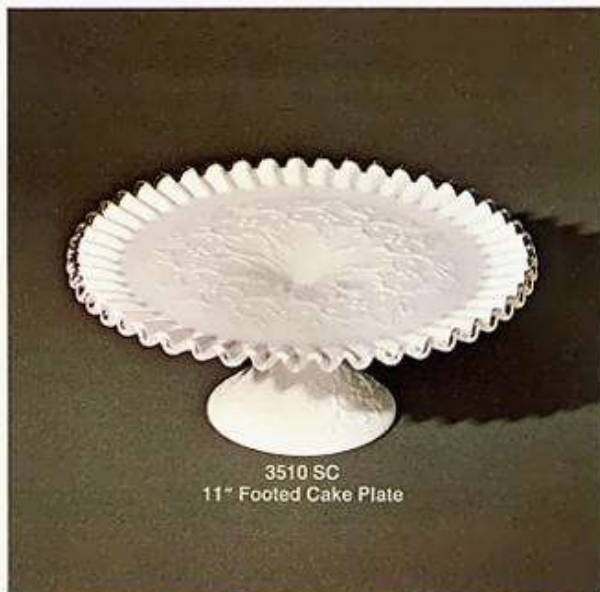
The only way to get the true Cranberry color is to encase a layer of gold ruby inside a layer of opalescent glass. This costly and time consuming process has been uniquely developed by Fenton over the years, and requires a skill achieved by only a few craftsmen. From this patient wedding of two glasses comes forth Fenton's unique Cranberry Hobnail.



Spanish Lace

You can spend some time with your customers, telling them about the beauty of this pattern—about the complicated process of spinning the crystal edge—about the distinctive Petticoat ruffle—but this is one pattern which sells itself, and did so for many years before Mediterranean became so fashionable.

Spanish Lace is a joy to give and to receive. Another exclusive pattern which only Fenton can make.



3510 SC
11" Footed Cake Plate



3580 SC
Covered Candy Box

3551 SC
8" Vase

3524 SC
10" Bowl

3537 SC
10" Basket

3508 SC
Salt & Pepper

3570 SC
Candleholder

Silvercrest Petticoat Glass



7305 SC
5 pc. Epergne



7429 SC
Tall Comport



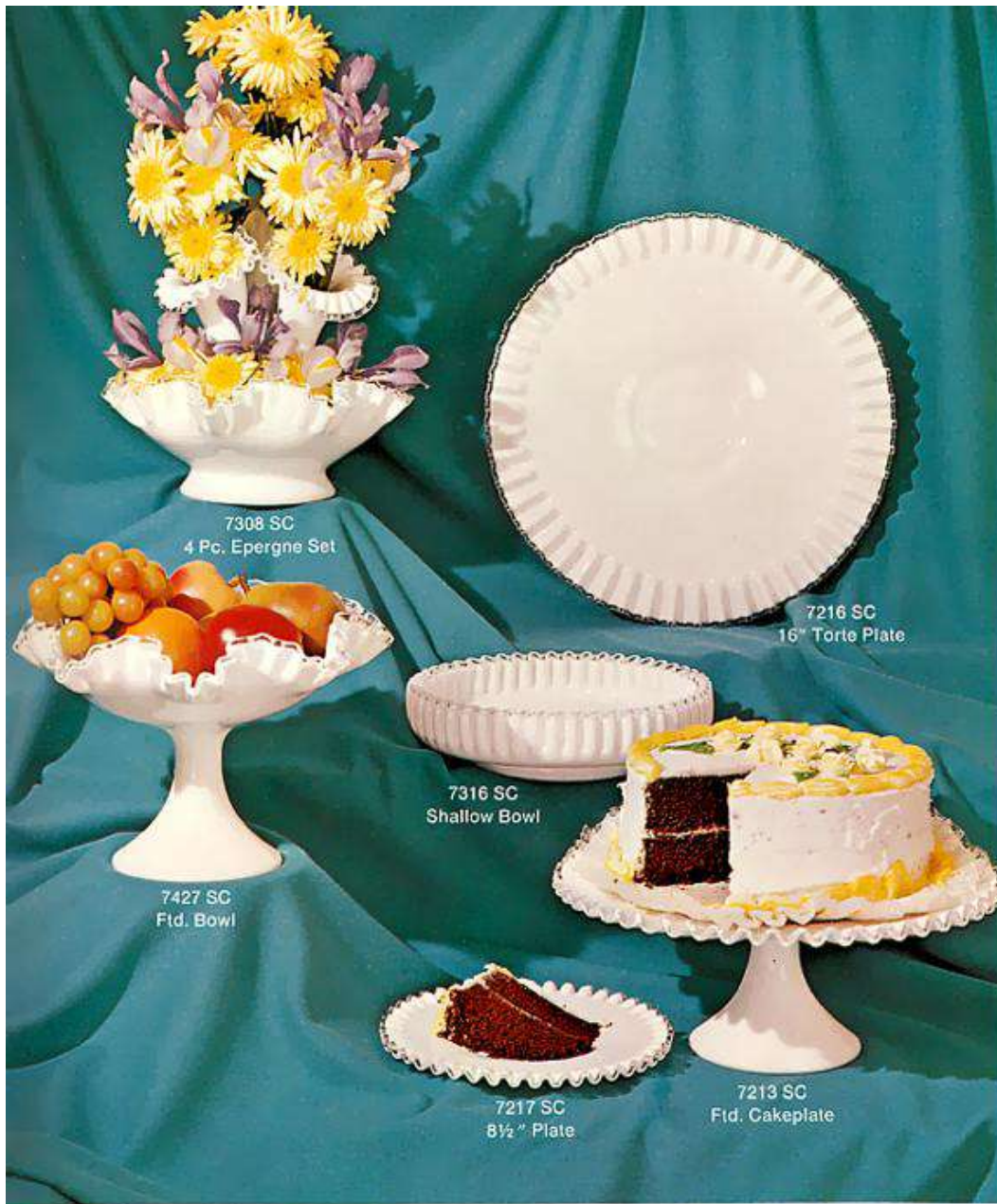
7474 SC
6" Candleholder



7321 SC
11 1/2" Bowl







7308 SC
4 Pc. Epergne Set

7216 SC
16" Torte Plate

7427 SC
Ftd. Bowl

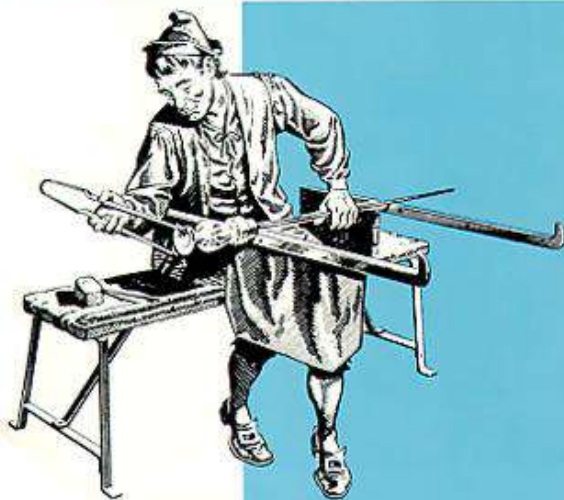
7316 SC
Shallow Bowl

7213 SC
Ftd. Cakeplate

7217 SC
8 1/2" Plate

Silvercrest Petticoat Glass

Silver Crest Petticoat glass has become synonymous with the name Fenton in fine handmade glass. Silver Crest has come to mean something special to us and to so many of our customers. There is no other glass like it on the market. The sales reception of these pieces increases substantially each year. The spun crystal edge, the delicate crystal handles and the distinctive ruffles of the Fenton crimp make it the party perfect glass. Each piece slightly different — each piece lovely in its simple beauty.



7291 SC
Sandwich Tray

7237 SC
7" Basket

7228 SC
Comport

7225 SC
5 1/2" Bonbon

7451 SC
6" Vase 41



Silver
Crest in
Petticoat
Glass...



A
Fenton
Exclusive



Peach Crest in Petticoat

Three types of glass are necessary to create the unique beauty of Peach Crest. Delicate gold ruby is first encased in Milk Glass, then edged with crystal and finally flared to receive the famous Fenton crimp. The exquisite loveliness of Peach Crest in Petticoat design is an exclusive with Fenton.





7450 DV
10" Vase



7437 DV
Medium Basket



6080 DV
Candy Box



7213 DV
Ftd. Cakeplate



7474 DV
6" Candleholder



7423 DV
9½" Bowl



7294 DV
2 Tier Tidbit

Violets in the Snow

Your enthusiastic acceptance of Violets in the Snow has been overwhelming. Five new pieces have been added to the original collection. Beautiful sprays of Violets, delicately handpainted and ceramic fired on Fenton Silver Crest Petticoat glass.

A gift answer for discriminating buyers.



Fenton





8251 MI
Mandarin Vase

Empress Vase
8252 BK

8226 MI
Bowl (Hexagonal)

8252 MI

8251 BK
Mandarin Vase



9088 MI
Candy Box

WILD STRAWBERRIES . . . A delightful new pattern. The first of a group of coordinated pieces being developed by our designer. We would appreciate your customer's response.



9023 MI
Flared Lattice Bowl

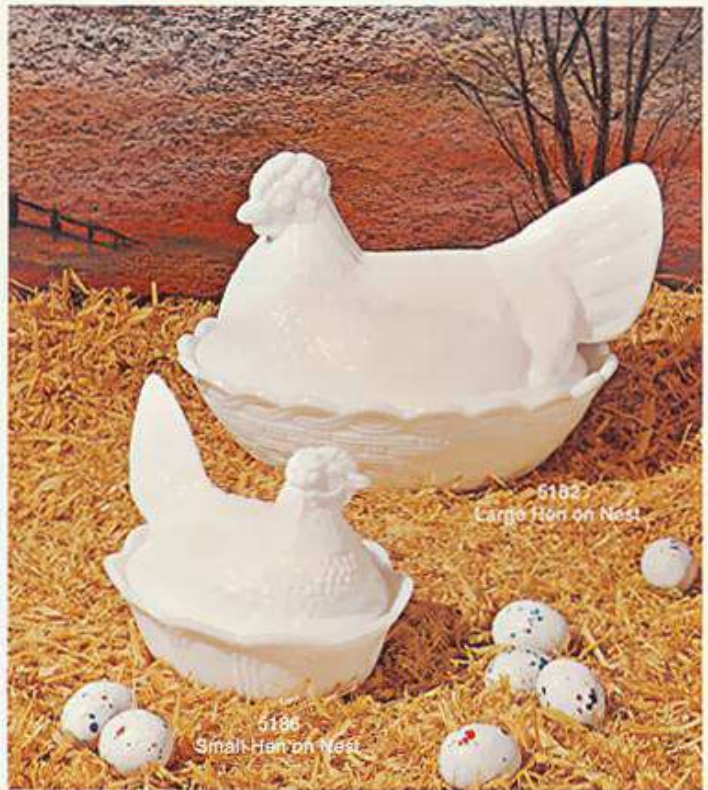


5116 MI
8" Leaf Plate

5118 MI
11" Leaf Plate



WISE OWL DECISION MAKERS . . . Your customer can't make up her mind? Keep a Decision Maker on your counter. You'll not only help her decide but also sell her one of these winsome little creatures. The Owl is a great gift idea for men — perfect for a desk top conversation piece and, it is designed to hold paper clips, a roll of stamps, etc.



NESTING CHICKENS . . . Hens on the Nest are among the oldest and most popular Milk Glass items ever sold. They are a staple which no Milk Glass selection can afford to be without.

HAPPINESS BIRDS . . . They make us happy because they sell. The same will be true for you — in fact they are the only birds we know of that "feed the hand that buys them." Display them wherever they can catch light. They'll make your customer happy too. This year we have added the Blue Bird of Happiness, on occasion called the Blue Bird of Paradise.



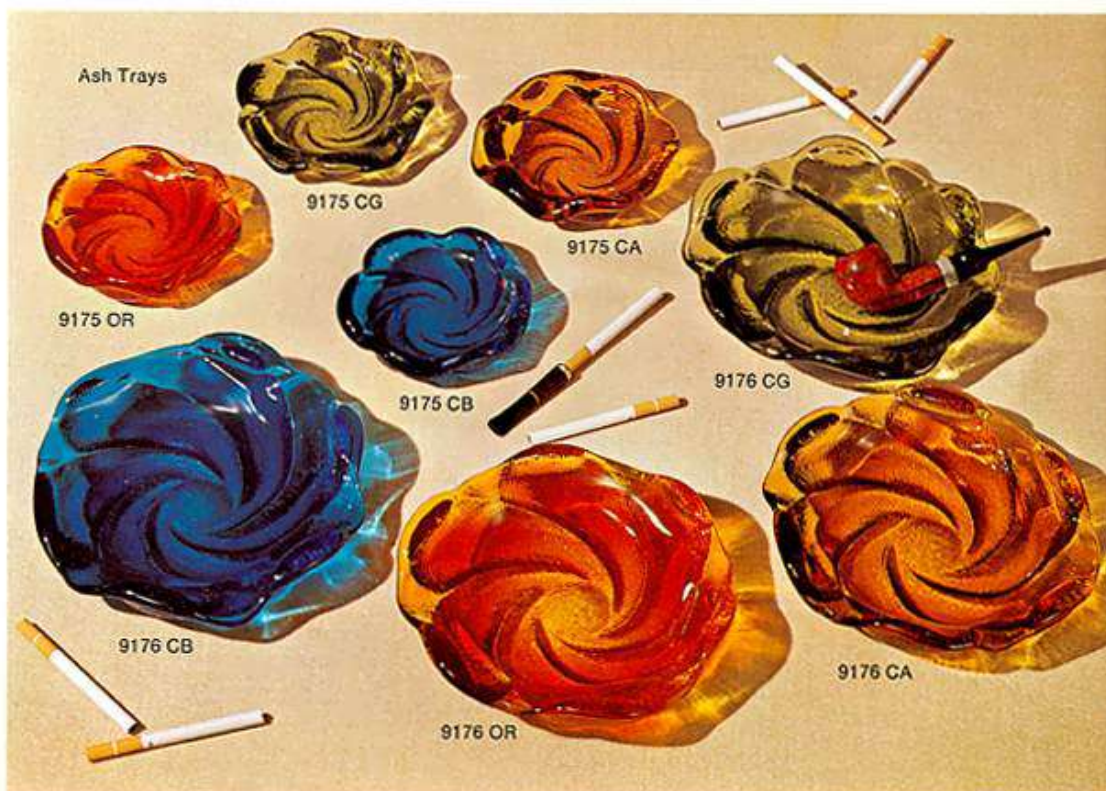
Miscellaneous



TOBACCO JARS . . . That's what we call them because they are authentic reproductions — down to the last grape — of an old Northwood piece. Sell them as a tobacco jar, candy jar, cracker jar or just a nice sized decorative piece.



HONEY JAR . . . Go ahead, put all your honey in one jar — this one — it sells steadily year after year. It was specially designed for us by a bee keeper to accommodate a honeycomb. Call it another dependable from Fenton — for it is.



FREE FORM
Two of the most popular Fenton ashtrays, these free form pieces are great for the office as well as for the home.