

The Fenton Art Glass Company



OFFICES AND FACTORY: WILLIAMSTOWN, WEST VIRGINIA 26187

January 3, 1972

To Each Fenton Dealer,

We really believe that each of us has a responsibility to each other to do everything possible to limit inflation. Even though we have just increased wages (along with the rest of the hand glass industry), Fenton price increases for 1972 will average less than 1%. How can we do it? Please read on.

- Fact #1: 1971 was the best year for sales in Fenton history.
- Fact #2: 1971 sales were accomplished in spite of the strike in the hand glass industry which cost us six weeks of production.
- Fact #3: There is substantial room for productivity improvement in the hand glass industry and Fenton employees have set a goal to improve performance by at least three percent.
- Fact #4: We have a partnership with you, the best customers and retailers in America, to produce and sell products that your customers want.

Optimistic Expectation #1: Increased sales volume, a few selective price increases, and the productivity improvement will combine to keep Fenton glass leading the way again in 1972.

We don't believe you can buy a line of handmade glass giftware that can make you as much money as Fenton Art Glass. We have discontinued 110 items in our line to make room for 90 new pieces for 1972. You know how it sells. Just keep right on buying with confidence and help us make 1972 another record breaking year. It will help you set some records, too.

Thanks for your many nice orders. We're looking forward to working with you again in 1972.

Cordially,

Bill Fenton

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