

about our covers



See page 24 for instructions on how to use this catalog.

The art of glass making has been around for quite a long time. Like most early arts, the terms that describe its crafts and craftsmen have a personality all their own.

Take our covers. On the front, that isn't just a glowing furnace surrounded by men. No, those flaming vents are the "Glory Holes", and they're being worked by the "warming in boys". "Boys?"... well, it takes years to learn the glass maker's skills and boys get to be men before you know it. Anyway, the "warming in boys" have molten glass on the ends of those long pipes. They're keeping the glass workable, or warming it in, for the blower and the finisher.

The man of some summers of age and experience on the bench is Bob Phelps, a "finisher" or "gaffer", a "gaffer", using "the Tool" (with a capital "T") as a set of additional fingers to shape and crimp the top of a vase. The Tool has another name. The early Venetians called it the "Pucellas"; but why use a fancy word when a nice straightforward one does so well. To keep the Tool from sticking to the hot glass, the finisher uses beeswax. That's a cake of it on the bench in front of him.

Now, over on the back cover, meet Ott Wells, glass blower. Ott takes over the red, glowing glass on the end of the long, hollow pipe, straight from the melting pot. It's his skillful blowing, his controlled movement of the pipe, that determines the shape of the pieces of Fenton glass you're displaying. Up front, in the glow of the "Glory Holes", a "handle gatherer" is passing over another gob of molten glass to the "handler", sitting on the traditional finisher's bench. The terms are self-descriptive. The "handle gatherer" gathers the glass from the furnace. The "handler" forms it into the handle of a basket.

See what we meant about personality? Maybe it's because glass making, like all skilled handcrafts, is such a personal thing between the craftsman, his tools and the article he makes.

The Fenton Art Glass Company



America's Finest Glass in Color

EVERY PIECE OF FENTON GLASS IS

Hand Made for Beauty

Pick up any one of a thousand modern industrial products and ask who made it. The company would have to talk about lathes and drills and conveyor-belt assembly.

Not so with Fenton glassware—far from it! We can tell you the names of the craftsmen who made any individual piece in Fenton's '58 line. The gatherer, Leon Billiter, who lifted the molten glass out of the furnace in just the right amount. The ringer, Pete Raymond, who

applied the crystal edge, if the piece has a "petticoat" design. The handler, Frank Meyers, who crimped the edge and notched the handle. The finisher, Delbert Ward, who was responsible for the final shaping.

There is something personal about the beauty of Fenton glass. That something is the craftsman's touch, the inimitable handmade quality.

Other companies may boast of the vast sums they have invested in machinery and equipment. Fenton's pride is in the practiced hands of our craftsmen, hands that are familiar with the ancient secrets of glassmaking. And

(Continued on Page 9)

Dear Fenton Dealer



Here is your 1958 guide to America's Finest Glass in Color. You will notice that the lines that have proved themselves moneymakers in the past are still with us, plus some carefully selected new items which we are sure will gain immediate sales response.

Every piece of Fenton glass has passed the test of our high standards for craftsmanship, quality and beauty. These standards and your promotion and sales are our success story. Let's keep it that way. As partners, we welcome your comments and suggestions at any time. Sincerely,

Frank and Bill Fenton

Come, Visit Us.....

To Columbus

To Wheeling

Williamstown

To Consinuation

Airport

To Washington, D.C.

Belpre Parkersburg

To Charleston

Copyright 1958 The Fenton Art Glass Company.

• • • • • • • • • • • We'll introduce you to the men who make Fenton glass; they'll take you with them through the ancient processes which turn glowing, living gobs of liquid glass into the things of beauty you see displayed in this catalog.

We promise you, you'll be as fascinated by the art of fine glass making as we are. And you'll be as enthusiastic about the product, too.

So, stop in. The map shows you where we are.



1458 CR 8" Vase

1459 CR 8" Vase

1466 CR 6" Vase

1471 CR Barber Bottle

1442 CR 10" Vase

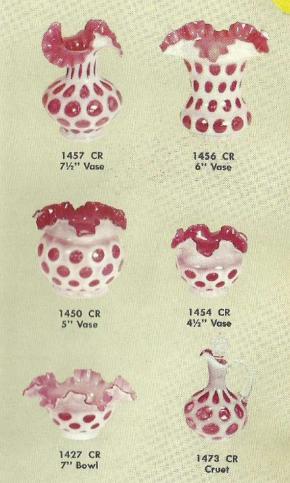


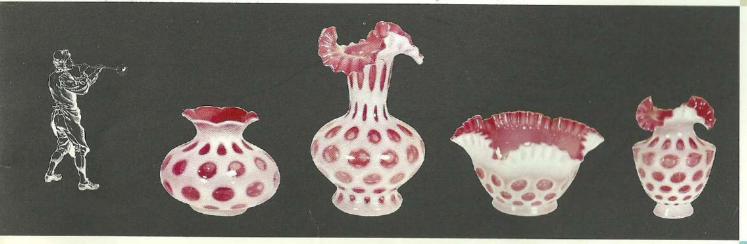
1440 CR

6" Vase

Cranberry Coin Dot CASED GLASS

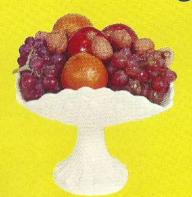
Real coin gold is the magic that makes Cranberry Coin Dot our most luxurious glass. From a carefully measured handful of coin gold thrown in the molten glass at just the right moment, comes the clean, singing ruby color. Here, coin shaped, it sparkles through the white and overflows in the graceful flutings of vase and bowl edgings.





1451 CR 11" Vase 1448 CR Ivy Vase

Daísy and Button

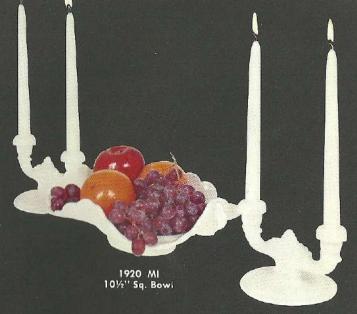












1974 MI 2-Lt Candleholder



1929 MI 9" Oval Bowl



8" Ftd. Vase



1955 MI



1927 MI 7" Cupped Bowl



6080 RO Candy Box

CASED GLASS

For other items and descriptions see Page 12.

Ruby Overlay



1021 MR Ftd. Ivy Ball



1771 RO



Barber Bottle





7202 RO

Epergne Set







Block and Star

Milk Glass, long one of America's favorites, shows no sign of losing its popularity. Clean and cool, its classic simplicity suits equally well the traditional, the transitional or the modern home. From this and some of the following pages you will see it is made in many designs and for many uses. As an occasional piece in the living room, or as part of the table service in the dining room, Milk Glass is always "at home." Because of its traditional appeal and its inherent charm, Milk Glass is assured of a continuing demand this year and for a great many years to come.



5606 MI Salt & Pepper



5635 MI Bonbon



5626 MI 10" Cupped Bowl

Cranberry Spiral



5673 MI Cup'd Candleholder



5670 MI Hdld. Candleholder



3248 CR Ivy Vase



1667 CR Wine Bottle



3253 CR 6" Vase



CASED GLASS

3160 CR 5" Vase



3256 CR 6" Vase



3255 CR 5" Vase



3264 CR 11½" Vase

1021 JM

Ftd. Ivy Ball



3261 CR 12" Vase



1605 CR Salt & Pepper

Here is a truly opulent glass... the sparkling cranberry stripes caught in a spiral of whites, flowing red at the tops of the fluted pieces. Cranberry Spiral is cased glass at its most dramatic.



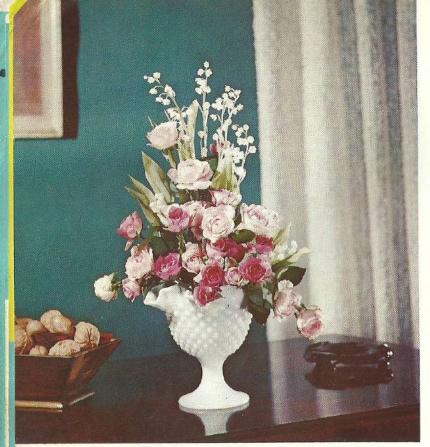
6080 MI Candy Box



Salt & Pepper

06 MI





3728 MI Comport

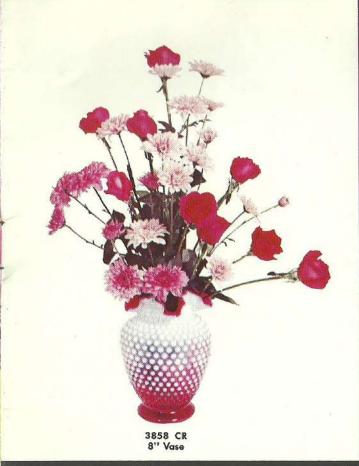
Hobnaíl Mílk Glass

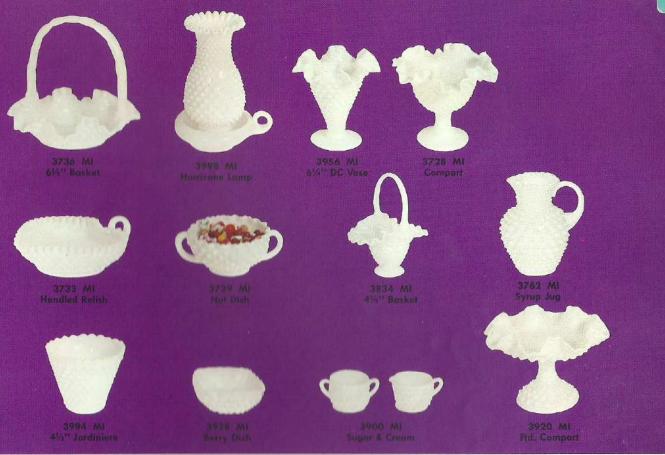
You might say that Milk Glass is as American as apple pie or the 4th of July. And its appeal is almost as wide as those two notable institutions.

All its forthright appeal, its "rightness", is characterized in the Hobnail pattern. Hobnail is simple, and it's unobstrusive, but it has a lasting quality that matches the quality of its Fenton workmanship. Its name is completely descriptive . . . each piece is patterned with staggered lines of raised, slightly conical dots, just like the hobnails early Americans, and maybe some latter day ones, wore on their shoes. The Hobnail pattern is available in a wide variety of designs, shapes and sizes.











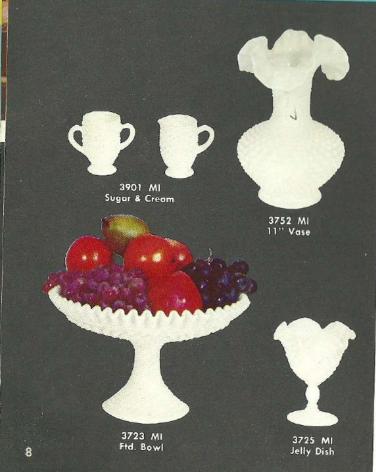


Cranberry Hobnaíl

Here you have the best of two possible worlds
. . . the proven appeal of Hobnail, sparked
with the color of cranberry. In each piece, the
Hobnail pattern is the same as in the plain
Milk Glass, but the background is the clear red
tint of cranberry. More Cranberry Hobnail on
page eight.









Cranberry Hobnail



3924 CR 9" Bowl



3870 CR Candleholder



3883 CR Candy Jar



3927 CR 7" Bowl



3863 CR Cruet



3869 CR Oil

3806 CR Salt & Pepper





3967 CR 80 oz. Jug



3947 CR 12 oz. Tumbler

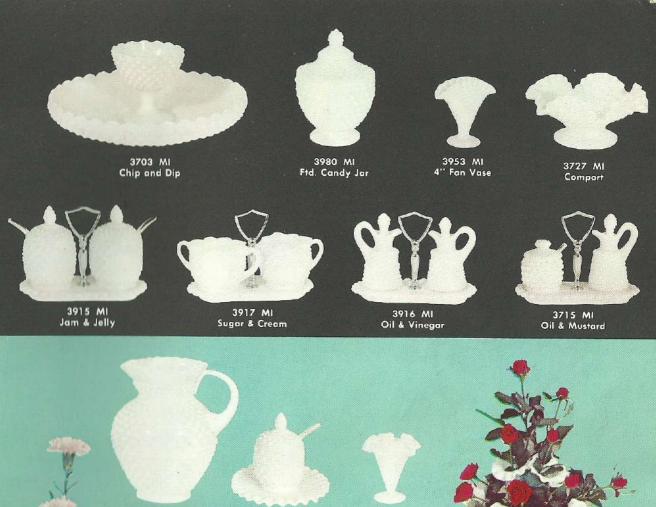


the tools those hands wield so skillfully are not complicated mechanisms that operate by the touch of a button or the flick of a lever. They are simple—like extensions of the hands themselves.

There is the Pontil or blowpipe, on the end of which is a gob of molten glass, to be blown and spun into a vase, a jar or a bowl. And the Pucellas, a tong-shaped piece of steel, the replica of a centuries-old tool, used by the finisher and the handler to impart final touches to the piece of glass before it is cooled. And the Buffer, a flat piece of plain cherry wood which also takes its skill, in shaping a plate or dish, from the craftsman's eyes and hands.

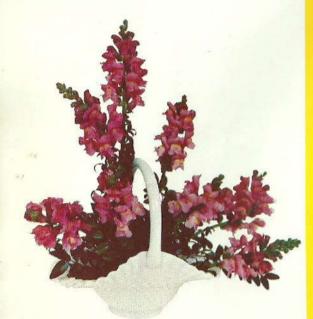
Because it is made completely by hand, every piece of Fenton glass has its own distinctive characteristics: the position of the "mark", where the tail of the molten glass was snipped away by the craftsman's shears; the individuality of each handle and its notching; the minute deviations in each crimped edge . . . all the hardly-detectable variations in shape and finish that say, unmistakably, "This is handmade—by Fenton."

(Continued on Page 21)





Hobnaíl Mílk Glass



3830 MI 10'' Basket



Hobnaíl Turquoíse

These pieces will give charming accent color wherever they are used, the clean blue-green of the turquoise blending particularly well with many present day interior decoration schemes.



3887 TU Ftd. Candy Jar



3920 TU Ftd. Comport



3952 TU 4" DC Vase



3883 TU Candy Jar



3926 TU 6" Bonbon



3854 TU 4½" Vase









3953 TU 4" Fan Vase



3834 TU 4½" Basket



3837 TU 7" Basket



3924 TU 9" Bowl



3801 TU Min. Epergne Set





Ruby Overlay



2461 RO Creamer



2473 RO Cruet

CASED GLASS

Once again coin gold, encased in an outer layer of crystal, forms the ruby color. Ruby Overlay takes on a gentle warmth, greater depth and a glow that reflects itself on to surrounding surfaces. It is a glass of intense beauty.





2406 RO Salt & Pepper



2424 RO 4" Rose Bowl



2457 RO 7½" Vase



2454 RO 6" Vase



2456 RO 6" Vase



2451 RO 7" Pinch Vase



2450 RO 6" Vase



6219 MI Triangle Plate



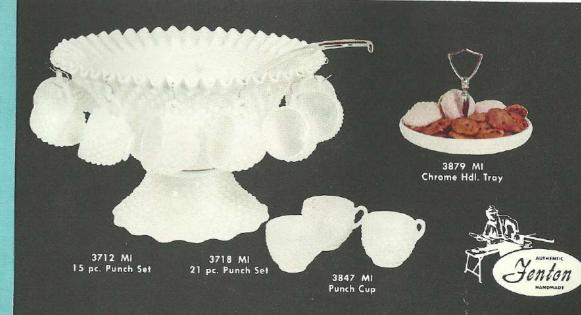
6209 MI Condiment Set



6206 MI Salt & Pepper



6289 MI Mustard



Jamestown Blue

The brilliant peacock color favored by the earliest American glassmakers is here perfected by Fenton. Fascinating changes in color tone under different lighting conditions will reward the owner of these transparent pieces in Jamestown Blue.



Candy Box

6" Vase

2450 JT



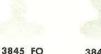


16 oz. Tumbler



9 oz. Tumbler

French Opalescent Hobnaíl



3842 FO Ftd. Ice Tea

3825 FO Sherbet

3806 FO

Salt & Pepper



2453 JT 10" Vase



2471 JT **Barber Bottle**



2452 JT 8" Pinch Vase



2455 JT 7" Vase



2424 JT

4" Rose Bowl

2451 JT 7" Pinch Vase



3945 FO 5 oz. Tumbler



Goblet

3965 FO Squat Jug

3905 FO 7 pc. Juice Set



3945 FO 5 oz. Tumbler



3869 FO





9099 MI C Plate Planter

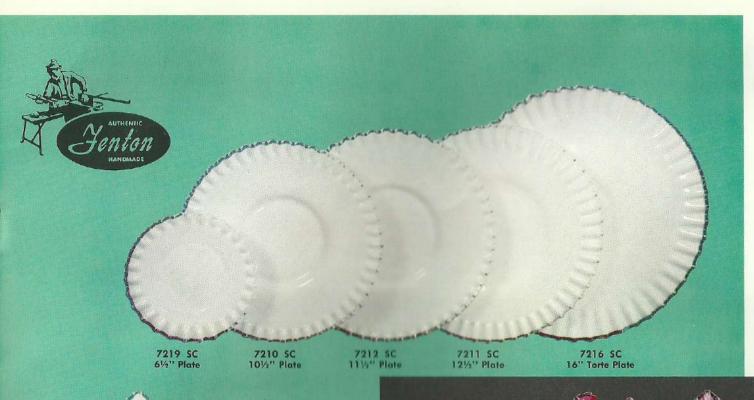
Silver Crest

PETTICOAT GLASS

The fine crystal edging on each piece of Silver Crest makes us think of it as "the glass with the delicate air." But its looks belie its sturdiness. Silver Crest is ever popular Milk Glass with the addition of a crystal fluting. And we mean addition, because each crystal edging is applied after the basic form of the piece has been blown or shaped. It's the job of Fenton's most skilled craftsman to apply the clear molten glass evenly, using only his sure hand and eye. The result is a distinctive line, combining the simplicity of Milk Glass with the glamor of crystal, a partnership that promises as much popularity in the future as it has shown in the past.









7301 SC 2 pc. Epergne Set



7308 SC 4 pc. Epergne Set



7342 SC Ftd. Tumbler

7222 SC Low Dessert

7274 SC Candleholder



6058 PC 61/2" Vase





7156 PC 6" DC Vase



7227 PC 7" Bowl

Delicate peach imprisoned by Milk Glass, the two joined in the crystal fluting. The effect of daintiness produced by the union of these three glasses has proved to have great feminine appeal.



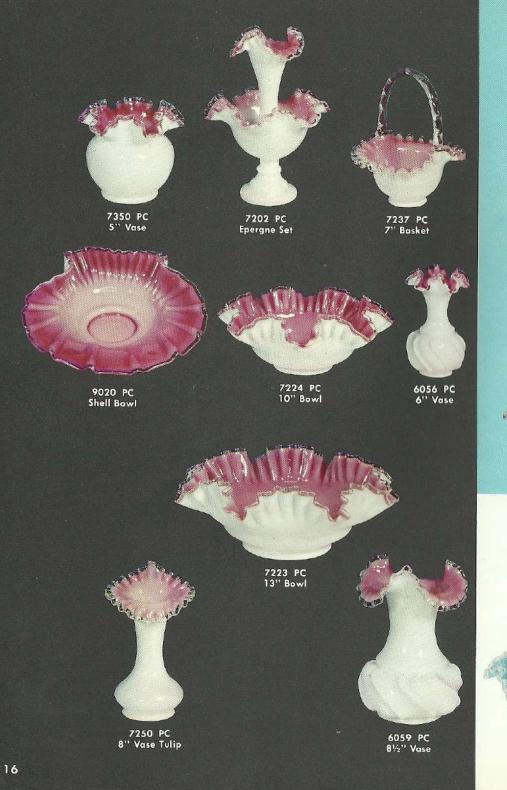
7258 PC 8" DC Vase



7166 PC 6" Jug



7272 PC Candleholder











Sílver Turquoise

The most colorful of the Petticoat line, Silver Turquoise, shows its greatest charm in the sparkling contrast of the clean, true turquoise with the airiness of the clear crystal edging. Because each piece is solid turquoise, inside and out, each fluting in the crystal edging reflects back a little of the blue-green color.



7225 ST 5½" Bonbon



7228 ST Ftd. Comport



7333 ST Handled Relish



7272 ST Candleholder

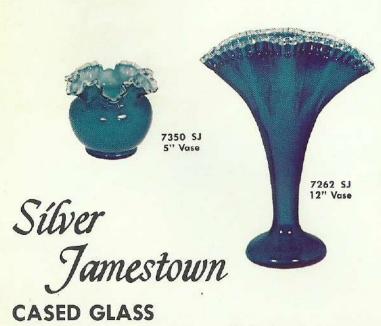


7223 ST 13" Bowl

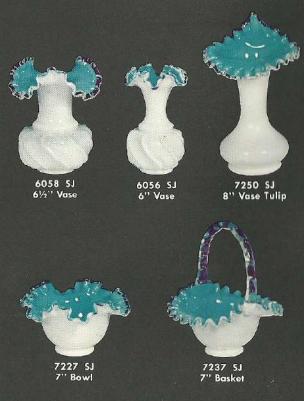


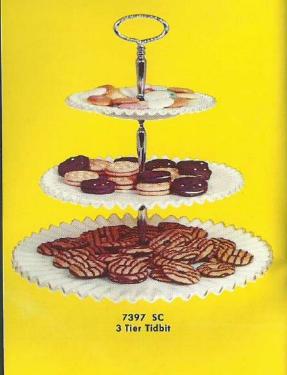
7272 ST Candleholder





The art of the Fenton craftsmen is beautifully displayed in these two American traditions combined . . . authentic Jamestown Blue and cool, clean Milk Glass linked together by Fenton's own clear crystal edging. Remember, some Silver Jamestown pieces are made with the blue inside, some outside; all have the crystal edging.









Jamestown Blue cased glass







7457 JB 7½" Vase



9055 JB 5" Vase



7056 JB 6" Vase



7294 SC 2 Tier Tidbit



7323 SC 14" Bowl



7291 SC Sandwich Tray



7303 SC Chip and Dip



7272 SC Candleholder



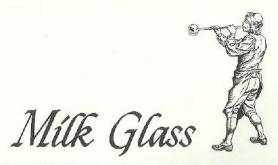
2 Tier Tidbit



7321 SC 11½" DC Bowl



7272 SC Candleholder

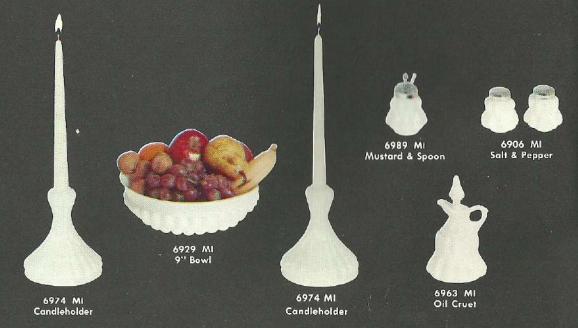


More Milk Glass . . . in patterns that have proved themselves good sellers, plus some new, carefully selected items. We think they will join the Fenton regulars as fast movers and good money makers for you.

Fenton Milk Glass is for everyone—because there's a shape and style for every table and decorative use.







EVERY PIECE OF FENTON GLASS IS

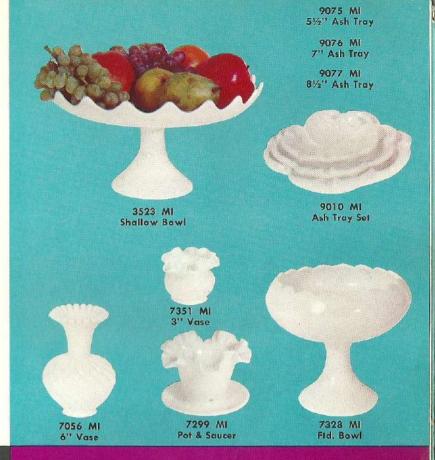
Picked for Profit

Last year sales of Fenton glass continued to climb. And the credit is yours. We produced the finest line in our 52-year history. You sold it.

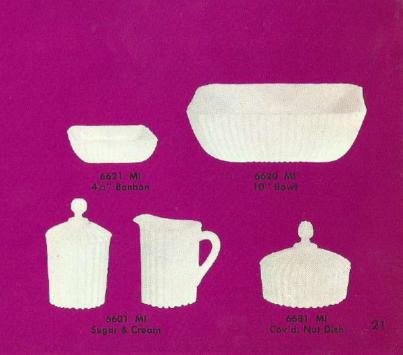
We are convinced that in 1958 our sales figures are going even higher. There's no guesswork about this. Looking through this catalog, you'll see piece after piece for which last year's demand was so strong that we're still filling late orders. These proven items will be the spearhead of your 1958 sales.

(Continued on Page 23)















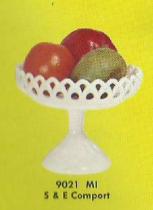






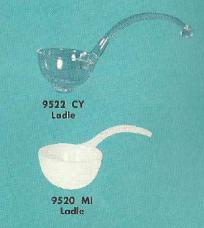


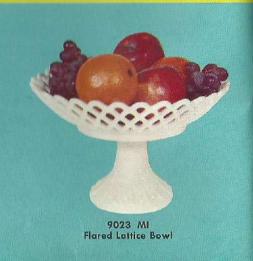












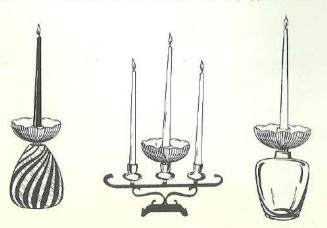


6674 MI Petite Epergne

2 in 1 Candle and Flower Holder

Although you can't see the Petite Epergne in the illustration above, we show below 3 of the infinite varieties of uses for these practical and versatile aids to attractive flower arranging.

The Petite Epergne is available in Crystal or Milk Glass. It is deep and large enough for sizable bouquets and a plastic ring (with each epergne) keeps it secure in any type holder.



And the new ones? We combed through hundreds of designs and put aside those we weren't absolutely sure about. This was even before we started production.

It wasn't easy to decide between some of the designs. But we think you'll approve of the standards we used. Our first concern, right through the line, was: will customers like it? And our second concern was: will they like it enough to buy it? Every decision was based on our own research into what makes people choose Fenton ware. If a design was a slight adaptation of a pattern that had been consistently popular over the years, and was still a favorite in today's scale of preferences, we went ahead and made it for this year. If it meant a radical change in design — a pattern that hadn't proven itself — we eliminated it. The crucial test was saleability.

As a result, we have produced a '58 line that is our best yet for retail selling.

This 1958 Fenton glass is, as always, based on traditionally loved designs. With the modern interpretations that please today's buyers.

Undoubtedly, this is going to make your buying easier. You can go ahead and stock up on Fenton glass early, in the confident knowledge that it will sell better than ever before.



IMPORTANT INSTRUCTIONS

(Please read before placing your orders)

This catalog has been designed to help you sell more Fenton glass. Let all your sales people read it from cover to cover. The descriptive copy was written in such a way that you may show it to your customer, use it in your sales presentations or your advertising copy.

This catalog shows you what we have to sell, identifies each piece and, with the price list or order blank, indicates what colors are available and what the prices are. On each page, we list the complete description of each piece shown, giving the ware number and color as illustrated. If it is made in other colors, you will find these colors listed on the price list which also shows the color code.

ROUTING OF SHIPMENTS—Unless otherwise specified by you, all shipments will be routed the best way available.

CLAIMS FOR DAMAGE IN TRANSIT—All of our shipments are carefully packed by experienced packers in strict accordance with packing methods approved by the various carriers. Should there be breakage or loss in transit, the carrier is liable, and neither you nor The Fenton Art Glass Company is required to suffer a loss. It is necessary, however, that you report such damage to the carrier and request an inspection report from them showing the extent of the loss. This inspection report becomes the basis for your claim which should be filed promptly. If you require assistance in filing the claim we will be glad to help you.

Should there be damage in a Parcel Post shipment, it is advisable to report the damage to your local post-master, but do not file the claim. Send a detailed description of the damaged merchandise along with our invoice number. Upon receipt of this information, we will arrange to replace the damaged merchandise and will handle the claim for the replacement cost.

DISCONTINUED ITEMS—Please do not include in your order any items which do not appear on our current price list and order blank. We frequently drop less popular pieces to make room for new items in our various lines. Numbers which have been discontinued are then no longer available, and cannot be shipped.

The order blank is easy to use—shows ware number, available colors and price per dozen of each piece. Space is provided to show quantities in dozens or fractions of dozens.

Please use a pencil to fill out your order. No ball point pens, please!

The ware number and color code are shown on the price list, on the invoice and on the wrapping of each piece of ware or on each pre-packed carton. This will let you receive, price, identify and reorder Fenton glass with a minimum of confusion.

The complete Fenton line can be seen in all its attractive colors at your nearest Fenton showroom listed on opposite page.

COLOR CODE

CR—Cranberry

CY—Crystal

FO—French Opalescent

JB—Jamestown Blue

JM—Jamestown Blue w/Milk

JT—Jamestown Blue Transparent

MI—Milk

MI—Milk

MR—Ruby w/Milk

PC—Peach Crest

RO—Ruby Overlay

SC—Silver Crest

SJ—Silver Jamestown

TU—Turquoise

TU—Turquoise





KEY TO MAP

- Cities where Fenton representatives are located.
- Cities where permanent showrooms are located.
- Factory—The Fenton Art Glass Company.

REPRESENTATIVES

- HORACE C. GRAY CO. 225 Fifth Avenue New York 10, New York
- MARTIN M. SIMPSON & CO. 1562 Merchandise Mart Chicago 54, Illinois
- MacLENNAN SALES CO.
 Room #308, 712 Olive Street
 Los Angeles 14, California

HOWARD GIBB ASSOCIATES Riverton New Jersey

- CARL E. VOIGT Henrietta New York
- GIFTWARES DIST. CO.
 528 Hennepin Avenue
 507-13 Merchandise Bldg.
 Minneapolis, Minnesota
 - R. R. CRAVEN (Industrial) 3040 Sunset Boulevard Los Angeles 26, California

JOHN EVANS 1235 - 8th Avenue New Brighton, Pennsylvania

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

E. R. WADLINGTON 1966 Thorndyke Avenue Seattle 99, Washington

JAMES WEIKEL
P. O. Box 1977
Greensboro, North Carolina

CHARLES E. WEAVER 4100 Peachtree Road Atlanta 19, Georgia

■ THOMAS & MOORE 322 Second Unit Santa Fe Bldg. Dallas, Texas

HARRY HYMAN & SON (Export) 254 West 54th Street New York 9, New York

- BROOKS LAMP & SHADE CO., LTD. 50 Lombard Street Toronto 1, Ontario, Canada
- Cities where permanent showrooms are located.

