

 Dipping into the furnace with the blowpipe to pick up the 2000 molten globule.



Shaping on the marver gives the molten glass its first crude form.

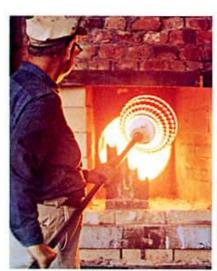


The blower's face and hands express extreme dedication to his craft.

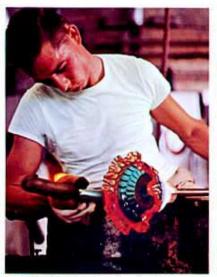


The molten glass going into the hand-carved mold.

America's finest glass in colorhandmade by Fenton



A long-handled "snap" holds this thumbprint bowl just before it will be "warmed-in" at the "gloryhole" to make the glass workable. Only the experienced eye of the "warming-in boy" knows when it is hot enough to be shaped into a basket by the "finisher."



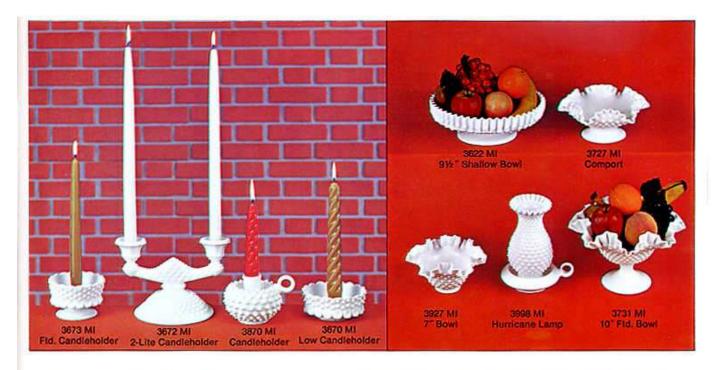
This "finisher," or "gaffer," has just crimped the thumbprint bowl and worked it into a basket shape. You can still see the red-hot heat in the outer edges of the bowl, It is now ready for the handler.



A molten ribbon of glass becomes a delicate basket handle. The glass is carefully shaped by hand tooling and cools into a graceful arc. All handles on Fenton Glass are attached in this same age-old manner.

Hobnail

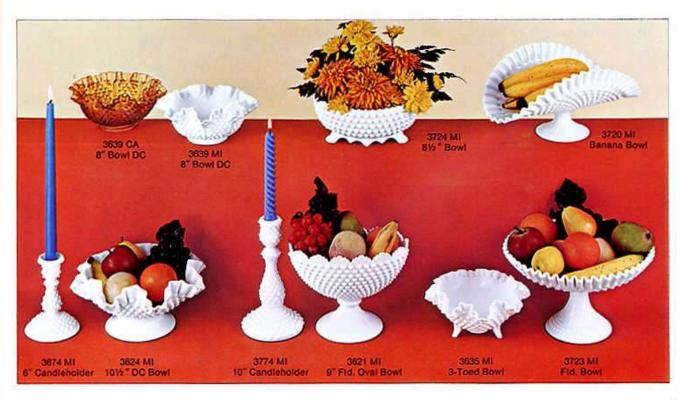


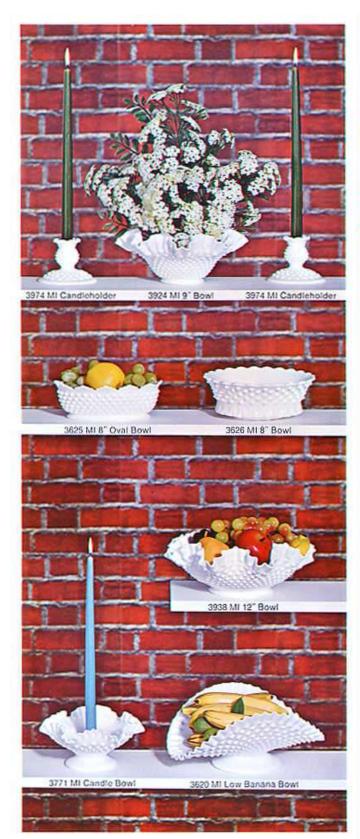


Fenton Hobnail Bowls and Candleholders

Your customers know and love Fenton Hobnail for its warmth, charm and traditional beauty. Yet Hobnail seems forever fresh and new.

In milk glass and color, its simple unobtrusive appeal matches the quality of Fenton workmanship. The name, derived from the hobnails pioneer Americans were on their shoes, is beautifully descriptive.







Fold-out





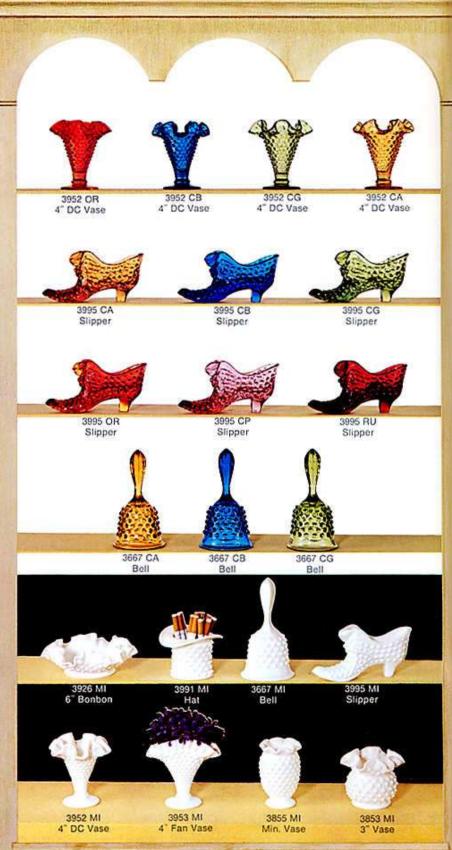
Fenton proves expensive-looking gifts needn't cost a lot!

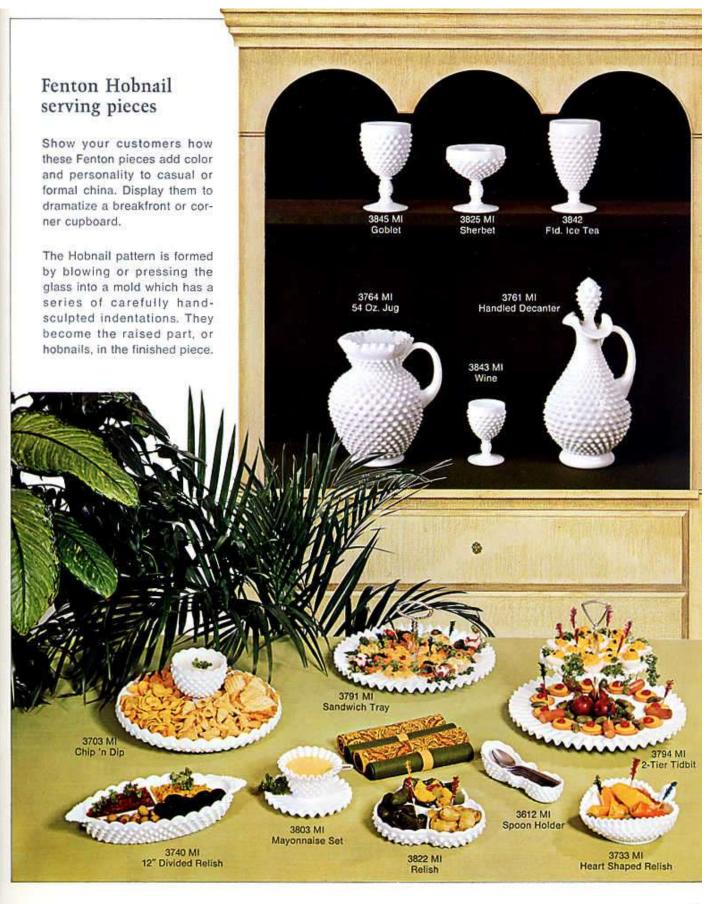
At right is an assortment to delight giver and receiver. Each is different ... distinctive ... in the bright, happy mood of an old-fashioned sampler.

To sell more, explain how the little shoes, top hat, vases and dinner bells could have graced great-grandmother's whatnot shelf.

Below are two more American favorites: the Fenton Hobnail Milk Glass footed cakeplate and serving plate. Both have pretty crimped edges, still another distinguishing mark of Fenton.



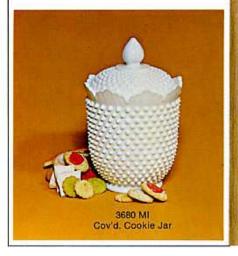


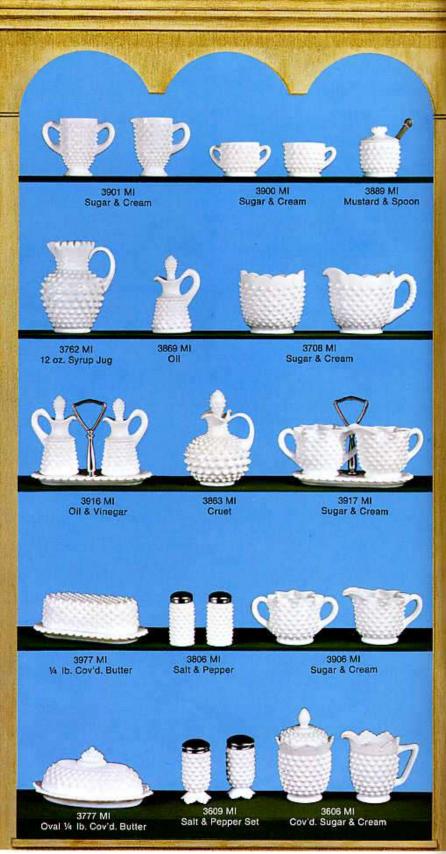


Fenton Hobnail adds spice to a table setting

Sugars, creams, cruets, salts and peppers and butter dishes are hand-fashioned to give them a cheery warmth. Show your customers how to mix and match them with their best china or everyday dishes for decorative interest and contrast. Hobnail also makes wonderful gifts for any special day because they go so happily with any table setting.

The very strong sales appeal of this lovely glassware is due to its versatility, its beauty, and to the many practical uses that can be made of it.



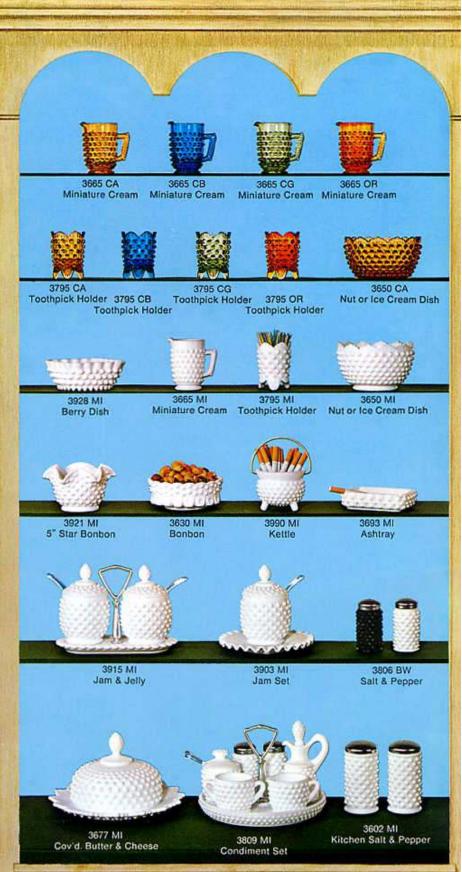


Fenton Hobnail gift suggestions

Fenton's personal touch lends flair and imagination to the least expensive gift. Tell your customers to add these pieces to coffee table, hutch or cabinet for gay accents and conversation-starters...an inexpensive way to brighten up a room.

Recommend them for hostess, wedding and shower gifts . . , Christmas and Mother's Day, too.







3633 CA Oval Nut Dish



3633 CB Oval Nut Dish



3633 CG Oval Nut Dish



3633 MI Oval Nut Dish



3640 MI 8" Oval Pickle Dish



3965 MI Squat Jug





3905 MI 7 pc. Juice Set



3967 MI 80 Oz. Jug



3942 MI 12 Oz. Tumbler



9 Oz. Tumbler



3945 MI 5 Oz. Tumbler

Fenton accessories for dining, display, smoking

Demonstrate afresh the beauty and versatility of Fenton Hobnail.

While your sales indicate that Hobnail is becoming more and more popular in color, this is plus business because Fenton Hobnail Milk Glass continues to be the outstanding seller.

Fenton's complete line of ashtrays, lighters and smoking accessories is bold and bright... meant for the most masculine den, study or family room. Here are the gifts you have needed for Father's Day, Dad's Christmas present, graduation and groomsmen's gifts. A permanent display of these masculine gifts in Hobnail is also a helpful reminder for birthday and anniversary gifts.





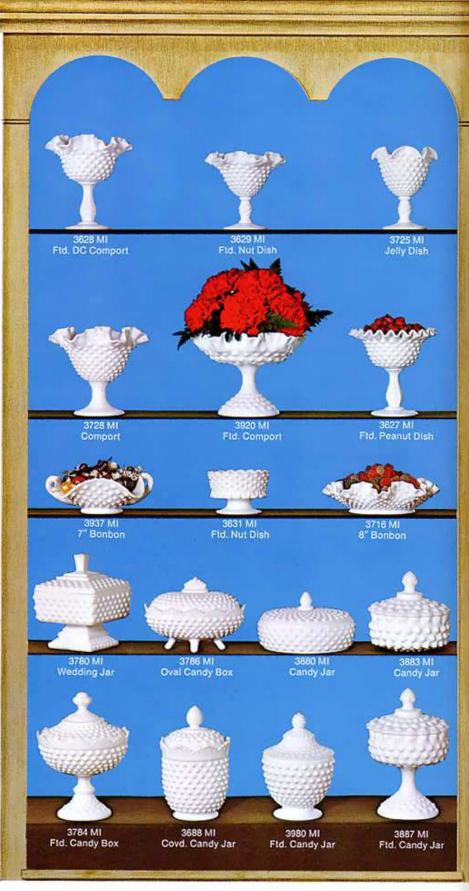
3773 MI Pipe Ashtray

3810 MI Ashtray Set 3877 MI No. 2 Ashtray

Hobnail comports, bonbons, nut dishes and candy jars

Sweets are sweeter when they're served in Fenton ware! Besides their customary use ... for candy, nuts, mints and fruits ... these pieces make excellent focal points for centerpieces. Display them attractively on an uncrowded counter or shelf, adding real nuts, mints, Christmas ornaments or permanent flower arrangements for suggested uses.





Hobnail baskets

These baskets have a light, lively look . . . but their sales are nothing to take lightly. They become even more popular each year. Customers use them for candy, pansies or any short-stemmed flower, Easter arrangements, Christmas ornaments, nuts or mints. No wonder they're best sellers.

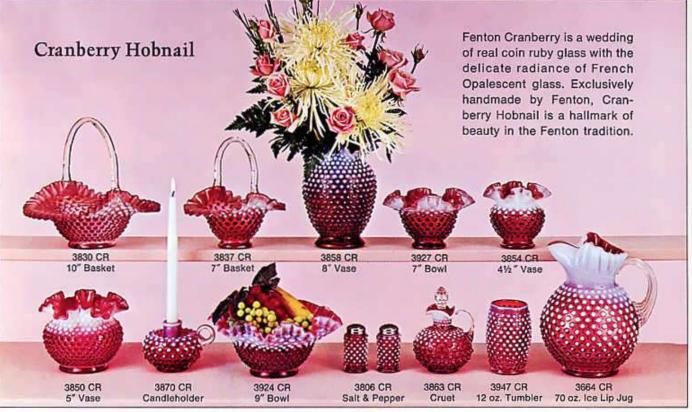


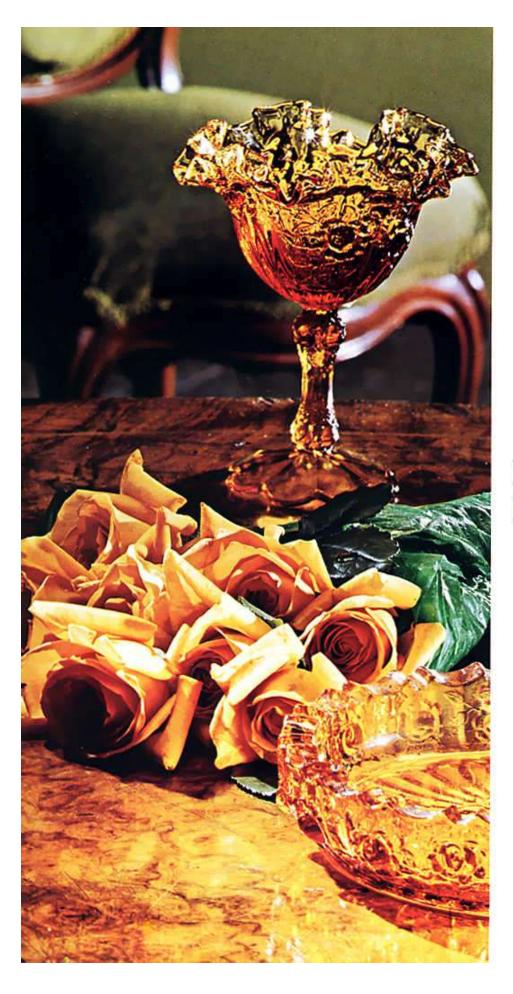


Courting Lamps

America's increasing interest in antiques and pride in the past is reflected in sales of these quaint parlor lamps. What a bright idea for a girl's bedroom, hallway, family room or study. And in the summer, for porch or patio. Available in oil or electric. Sell them individually or by the pair.







Rose Pattern









Timeless designs that give endless pleasure









9251 OR 412 Oval Vase





9251 MI 4½" Oval Vase



9223 CA Rose Comport DC



9223 CB Rose Comport DC



9223 CG 9223 OR 9223 CP Rose Comport DC Rose Comport DC Rose Comport DC







9223 MI Rose Comport DC



9235 CA 9" Basket



9235 CB 9" Basket



9235 CG 9 Basket





9222 CA Rose Comport



9222 CB Rose Comport



9222 CG Rose Comport



9222 OR Rose Comport

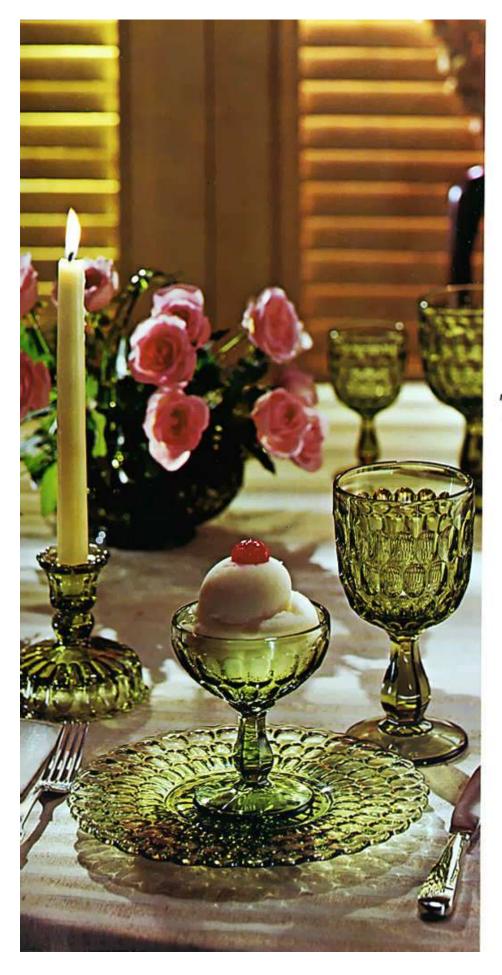


9222 CP Rose Comport



Rose Comport

18



Thumbprint



Fenton Thumbprint another Early American favorite

The appeal of Fenton Thumbprint is rivaled only by Fenton Hobnail. The beguiling Thumbprint pattern originated about 1860.

Fenton offers so many pieces in Thumbprint that many people set a beautiful table in Thumbprint alone.

When you sell a china pattern, suggest Thumbprint for the complementary glassware.





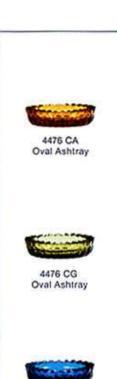
Fenton Thumbprint

The beauty of Thumbprint fairly dances in goblets, baskets and juice or wine glasses. Display them in front of a strong light to bring out their full brilliance of color.















4403 CA Cov'd. Sugar & Cream



Ftd. Cakeplate



4408 CA

Salt & Pepper Set



4411 CG

Ftd. Cakeplate

Salt & Pepper Set

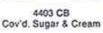






4476 CB **Oval Ashtray**

4408 CB Salt & Pepper Set



4403 CG

Cov'd, Sugar & Cream





4408 CP

Salt & Pepper Set







4403 CP Cov'd, Sugar & Cream

Display Fenton Thumbprint on an antebellum tea cart or sideboard! But be sure to point out one important difference to your customers. Fenton Thumbprint has a brilliance and clarity great-grandmother never knew. The table settings below offer attractive display ideas for your store.







81/2" Divided Relish







4416 CB 8½" Divided Relish

4416 CG 81/2" Divided Relish







4477 CA Oval ¼ lb. Cov'd, Butter

4477 CG Oval ¼ lb. Cov'd. Butter







Fenton Thumbprint for smokes, sweets, flowers

Fenton Thumbprint is correct whatever the event. Sell the beautiful Anniversary Bowl at left to recall a wedding day or any special day you wish to have remembered. Suggest the tall bud vases below for Christmas, birthday, Mother's Day or any gift occasion.

The vases are made in an especially interesting way. A white-hot wine glass is hand-swung in baton-like fashion at the end of a long metal rod until the desired length and shape is achieved. Show your customers how no two vases are ever exactly the same height or shape.





More Fenton Thumbprint gift ideas

Gay as a holiday, these Fenton accessories are perfect for candy, nuts, relishes, pickles or as colorful accents on a coffee table or shelf. There is a shape and style to please any homemaker.





8" Bowl

4426 CB 8" Bowl





4426 CP 8" Bowl



4486 CA Oval Candy Box



4486 CB Oval Candy Box



4486 CG Oval Candy Box



4488 CA Royal Wedding Bowl





Petticoat Glass



Fenton Silver Crest Petticoat Glass

Silver Crest, a Fenton exclusive, combines the simplicity of milk glass with the sophistication of crystal. A delicate crystal edging is added to pure white milk glass after its basic form has been blown or shaped.

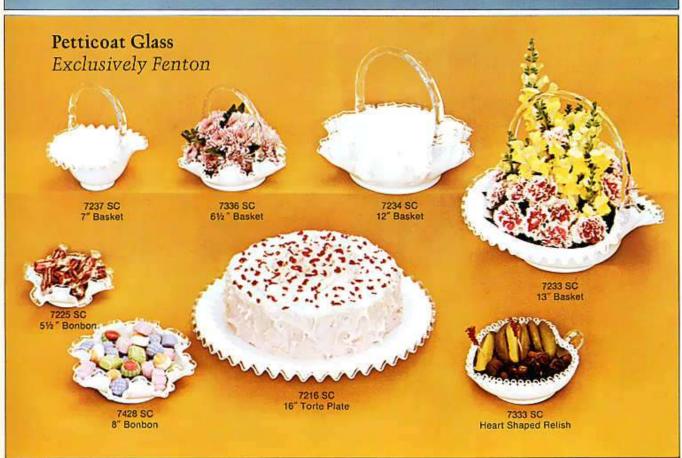
Applying this edging is the job of Fenton's most skilled craftsmen, guided only by a deft hand and a trained eye. Call attention to your customers that this uniquely beautiful glass is made only by Fenton.















Spanish Lace Petticoat Glass

Fenton captures the lightness and delicacy of a Spanish mantilla in milk glass and crystal. Here again the patterned white milk glass is edged with a ribbon of pure crystal for a startlingly beautiful effect.



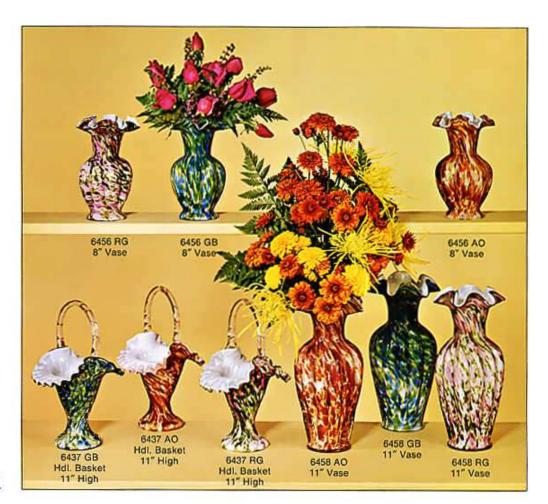


White, white milk glass, hand-edged in pure crystal

Peach Crest Petticoat Glass

Three types of glass are necessary to achieve the unique beauty of Peach Crest. Delicate gold ruby is first encased in milk glass, then edged with crystal and finally is carefully fluted. Only Fenton can offer your customers exquisite Peach Crest glass.





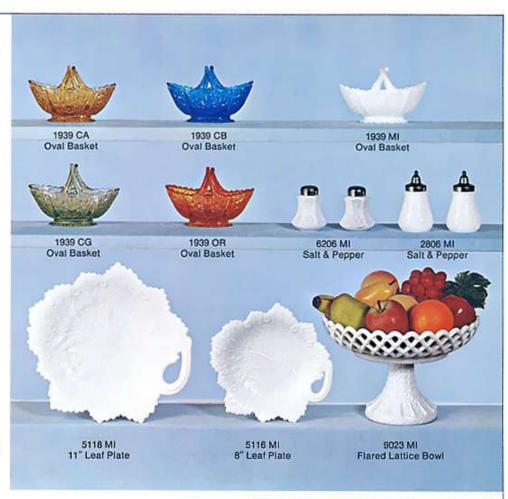
Vasa Murrhina

Many centuries ago glassmakers discovered a way to fuse different colors of glass into singularly beautiful glassware. Their artistic efforts inspired an era of imaginative glassmaking which reached its peak in the famed Vasa Murrhina glass made at Sandwich, Massachusetts, in the nineteenth century.

Fenton now brings you Vasa Murrhina, a glass so complicated to make that it can be produced only in a limited amount. Because of its intricate color patterns each piece is an individual creation unlike any other.



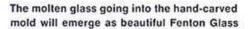




Something Else



Sure to please the hard to please! These whimsical Fenton gifts are excellent sellers season after season. Be sure you can share the rewards by keeping them attractively displayed throughout your shop. These are great impulse items.

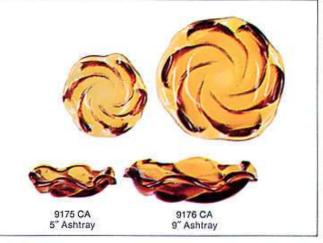


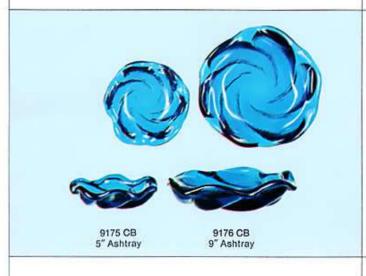




Something Else Again

These ashtrays and matching lighters are bold, debonair... right for a masculine clubroom, den or study. They form a striking contrast to the tiny turtle ring tree which, in its own winsome way, is equally appealing to customers.













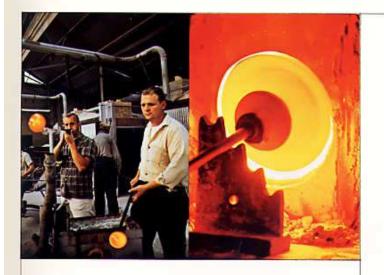
9198 RU

Cigarette Lighter



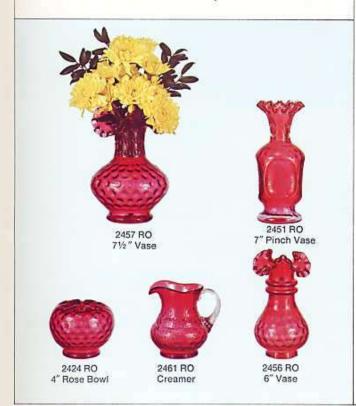


9198 OR Cigarette Lighter



Ruby Overlay

Explain to your customers how the subtle glimmering ruby red in Fenton Ruby Overlay is achieved by adding real coin gold to the glass and further how each piece is encased in faultless crystal.



Fenton Glass Sales Set New Records

1965 and 1966 have again seen record sales set by Fenton . . . sales that outstripped our most optimistic projections.

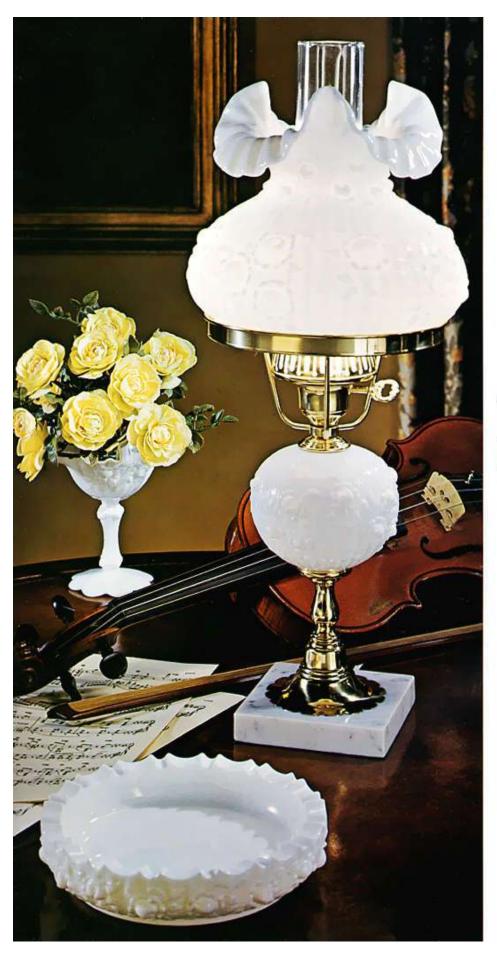
One reason for this significant growth is we reevaluate the entire line each year and replace slower moving items with exciting new pieces. In 1966 we added almost 100 new items and for '67 we are introducing another 100, including 13 highly profitable new lamps.

This is not done quickly or casually. Before any new design or pattern is accepted, several dozen possible replacements are carefully considered. We consider your suggestions. We consult our designers. We run consumer tests.

In this way, guesswork is all but eliminated. And therefore, any new item is almost certain to be an outstanding seller.

There's another reason for Fenton's continued success. Again this year, full-color ads in House Beautiful, House and Garden, American Home and Good Housekeeping will presell Fenton to your customers.

Stock Fenton with confidence. Display it with pride. Sell it with confidence. Order it early!



Traditional Lamps



Fenton Traditional Lamps ... "a thing of beauty is a joy forever."

Sales of the handsome traditional lamps we introduced in January, 1966, have far exceeded our most optimistic expectations.

Dealers throughout the country have ordered, reordered and reordered. Many tell us the lamps virtually sell themselves—especially when used as supplemental lighting for display areas. They report such lighting lends an inviting, hearthside charm that stimulates sales of other items displayed nearby. Leaving several lighted after closing time is another good selling idea. Even after you've closed the doors, they will keep your shop right on selling.

Because of their popularity, we have added several new lamps and beautiful new color combinations to the line.

If you do not already sell Fenton Traditional Lamps, you will find it profitable to do so. Why not order now?





The complete lamp is listed by Underwriters Laboratories, Inc. and bears the coveted Good Housekeeping Seal of Approval.



















Fenton Traditional Lamps

Hobnail Student Lamp

Fenton Hobnail Milk Glass inspired this charming version of the perennially popular student lamp. Excellent for study, bedroom, den or a small table in any room.



9107 MI Poppy Student Lamp 20" High Shipping Wt. 9 ibs.

Poppy Pattern

Fenton Poppy pattern has proved a special favorite... available in three attractive styles: student lamp, double ball and crimped double ball. Each has a distinctive character...a special beauty of its own.



Courting Lamps

This style originated in the parlor in Grandmother's day. Now it adds a romantic glow to patio, bedroom or hallway. Also available in colors: Amber, Blue and Green.









Fold-out

Fenton Traditional Lamps

LAMP COLOR CODE:

CA —Colonial Amber CB —Colonial Blue

CG—Colonial Green

HA —Honey Amber MI —Milk Glass

OB —Colonial Blue Overlay

OG —Shelley Green Overlay RO —Ruby Overlay

WR-Wild Rose

Thumbprint

In addition to our two student lamps in popular Thumbprint, a number of complementary Fenton accessories are available. When a customer purchases a lamp, you will profit from sales of these handsome Fenton pieces.



1408 RO Thumbprint Student Lamp 19½" High Shipping Wt. 9 lbs.



1408 CG Thumbprint Student Lamp 19½" High Shipping Wt. 9 lbs.



1408 CA Thumbprint Student Lamp 19½" High Shipping Wt. 9 lbs.



1410 RO Thumbprint Student Lamp 20" High Shipping Wt. 12 lbs.



1410 CG Thumbprint Student Lamp 20" High Shipping Wt. 12 lbs.



1410 CA Thumbprint Student Lamp 20" High Shipping Wt. 12 lbs.

LAMP SECTION, 1967 CATALOG, THE FENTON ART GLASS COMPANY, WILLIAMSTOWN, WEST VIRGINIA 26187