



3624 MI—10 1/2" DC Bowl



3703 MI—Chip and Dip



3856 MI—6" Vase



3913 MI—Frd. Cakeplate



3740 MI—12" Divided Relish

JANUARY / FEBRUARY / MARCH

In response to repeated requests from you, our dealers, for promotionals that will stimulate more sales during the first three months of the year, the five regular fast selling hobnail pieces shown above have been reduced significantly in price for a limited time. Please refer to the red section on your new Fenton order blank enclosed. Orders for this ware must be in our hands by March 15, 1962, and must be for shipment not later than March 31, 1962.

The savings in purchase price of these five pieces should be passed on to your customers in order to bring you a larger volume of sales. To assist you in local advertising a mat showing all five pieces will be sent along with your order if you so request. We feel that the local sale of this ware at reduced prices should not extend beyond Mother's Day in order that dealers will not get into the undesirable position of underselling each other.

The sale of these fast selling hobnail pieces will stimulate your sales of many other items in the Fenton line, including the exciting new pieces shown in our latest supplement. For example, the sale of the bowl will also sell candleholders while the sale of the relish dish will sell salt and peppers, sugars and creams, etc. To take full advantage of this offer you will need a well rounded display of Fenton glass. A full display of our line may be seen at all regional shows or may be discussed with your Fenton representative.

The decision to offer these promotionals is an experiment which deviates from long established policy. The success of this experiment will in part determine future action along similar lines. If the reduction in price on these standard Fenton pieces promotes the sale of our other glass, we will look upon the experiment as a success.

THE FENTON ART GLASS COMPANY

Bill Fenton

Wilmer C. Fenton
Sales Manager

January 1, 1962