

C/L #41  
1957

SWANS

		<u>Crystal</u>	<u>Moonlight</u>
		Per	Per
		Doz.	Doz.
1040	3 in.	3.75	-
1041	4 $\frac{1}{2}$ in.	6.00	-
1042	6 $\frac{1}{4}$ in.	9.00	-
1043	8 $\frac{1}{2}$ in.	16.50	16.50
1044	10 in.	30.00	-
1045	13 in.	60.00	-
1492	8 $\frac{1}{2}$ in. with Cover	30.00	30.00
1221	16 in. Punch Bowl	82.50	-
1221	16 in. Punch Bowl & Base	90.00	-
1221	5 oz. Punch Cup	4.50	-
1221	14 pc. Punch Set	144.00	-

VASE ASSORTMENT

CRYSTAL

Assortment consist of 1/4 doz. each of the 4 Vases listed below.

Etched  
Rose Point  
Wildflower  
Diane  
Portia  
Valencia  
Elaine           D/1045  
Minerva        D/1051

1238	12 in.	Ftd. Vase	} Average price per doz. 37.50	60.00
278	11 in.	Ftd. Vase		
797	8 in.	Flip Vase		
1242	10 in.	Vase		

C/L #63  
1937

STAR CANDLEHOLDERS

CRYSTAL AND MOONLIGHT

#1	2½ in. Star	\$3.75 per doz.
#2	4 in. Star	7.50 per doz.
#3	5 in. Star	13.00 per doz.
#1/3	- 8 pc. Set (6 #1 small) (2 #3 large)	4.00 Per Set
#1/2	- 8 pc. Set (6 #1 small) (2 #2 Medium)	3.15 Per Set

C/L #65  
1937

NAUTILUS LINE

Design Patents  
84482 and 89828

	<u>Crystal</u>	<u>Royal Blue</u>	<u>Forest Green</u>	<u>Amber</u>	<u>Amethyst</u>
	<u>Per</u>	<u>Per</u>	<u>Per</u>	<u>Per</u>	<u>Per</u>
	<u>Doz.</u>	<u>Doz.</u>	<u>Doz.</u>	<u>Doz.</u>	<u>Doz.</u>
3450 84 oz. Hdl. Jug	<del>24.75</del>	<del>24.75</del>	<del>24.75</del>	<del>24.75</del>	<del>24.75</del>
3450 40 oz. Hdl. Wine Decanter	22.50	22.50	22.50	22.50	-
3450 28 oz. Hdl. Whiskey Decanter	22.50	22.50	22.50	22.50	22.50
3450 14 oz. Hdl. Cordial Decanter	18.00	18.00	-	18.00	18.00
3450 2½ oz. Hdl. Oil or Vinegar	<del>12.00</del>	<del>12.00</del>	<del>12.00</del>	<del>12.00</del>	<del>12.00</del>
3450 3 pc. Oil and Vinegar (2 Oils on Tray)	<del>26.00</del>	<del>26.00</del>	<del>26.00</del>	<del>26.00</del>	<del>26.00</del>
3450 Hdl. Salt & Pepper chrom. Plated Top (doz. pr.)	11.25	11.25	11.25	11.25	11.25
3450 3-pc. S & P Shaker Set (2 Shakers on Tray)	16.50	16.50	16.50	16.50	16.50
3450 Hdl. Sugar & Cream (doz. pr.)	21.00	-	-	-	-
3450 1 oz. Cordial Tumbler	2.40	2.40	2.40	2.40	2.40
3450 2 oz. Whiskey Tumbler	2.90	2.90	2.90	2.90	2.90
3450 5 oz. Tumbler	3.00	3.00	3.00	3.00	3.00
3450 12 oz. Tumbler	4.60	4.60	4.60	4.60	4.60
3450 15 oz. Tumbler	6.60	6.60	6.60	6.60	6.60
3450 2½ oz. Stemmed Wine	6.25	6.25	6.25	6.25	6.25

January 28, 1937

#721 SQUARE ASH TRAY

CIRCULAR LETTER #67  
TO ALL AGENTS:

We have made a new Ash Tray which will be known as the Pristine Square Ash Tray #721 fire finished.

The price will be \$3.75 per dozen, subject to regular discounts.

Add to Pristine price list page 6 as follows:

721 2½ in. Ash Tray Square -Plain \$3.75

Yours truly,  
THE CAMBRIDGE GLASS COMPANY  
W.C. McCartney

C/L #69 - page 7  
1937

KNIFE REST

Crystal

Per  
Doz.  
4.50

1472 Knife Rest

MUDDLERS

	<u>Crys.</u> Per Doz.	<u>Amber</u> Per Doz.	<u>Amethyst</u> Per Doz.	<u>Royal Blue</u> Per Doz.	<u>Forest Green</u> Per Doz.
#1 Muddler	4.00	4.00	4.00	4.00	4.00
#2 Muddler	4.00	4.00	-	-	-
#3 Muddler	4.00	-	-	-	-

C/L #09 - page 10  
1937

NOVELTIES

SATIN FINISHED

	<u>Crystal</u> Per Doz.
#1 Small Bird	2.50
#2 Medium Bird	2.50
#3 Large Bird	2.50
#1 Small Butterfly	2.50
#2 Medium Butterfly	2.50
#3 Large Butterfly	2.50
Squirrel	2.50
Frog	2.50



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1937

SALAD FORK & SPOON

Crystal

Per  
Doz.

609 Salad Fork & Spoon

(doz.prs.)

16.50

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1937

SYRUPS

	<u>Crys.</u> Per Doz.
170 9 oz. Syrup w/metal top	15.00
174 9 oz. Syrup w/metal top	15.00
170/605 Syrup and Plate	19.00
174/605 Syrup and Plate	19.00

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1937

A.D. COFFEE & CORDIAL SET

	<u>Crystal</u> Per Doz.
3500/151/925/1327 3 pc. A.D.Coffee & Cordial Set	13.00
1327 1 oz. Ftd. Cordial	5.60

STATUESQUE

	Crystal		Carmen		R.C.
	Plain	Satin	Plain	Satin	Eng.
	Per	Per	Per	Per	Per
	Doz.	Doz.	Doz.	Doz.	Doz.
3011/1 Banquet Goblet	22.50	27.50	30.00	35.00	52.50
3011/2 Table Goblet	15.00	20.00	22.50	27.50	47.50
3011/3 Saucer Champagne	15.00	20.00	22.50	27.50	47.50
3011/5 6 oz. Hock Glass	15.00	20.00	22.50	27.50	47.50
3011/6 5 oz. Roemer	15.00	20.00	22.50	27.50	39.50
3011/7 4½ oz. Claret	15.00	20.00	22.50	27.50	39.50
3011/8 4½ oz. Sauterne	13.75	18.75	18.75	23.75	39.50
3011/9 3 oz. Cocktail	13.75	18.75	18.75	23.75	33.00
3011/10 3 oz. Cocktail (3122)	13.75	18.75	18.75	23.75	33.00
3011/11 3 oz. Cocktail (3126)	13.75	18.75	18.75	23.75	33.00
3011/12 3 oz. Wine	13.75	18.75	18.75	23.75	33.00
3011/13 1 oz. Brandy	13.75	18.75	18.75	23.75	33.00
3011/14 1 oz. Cordial	13.75	18.75	18.75	23.75	33.00
3011 7 in. Comport, cupped	24.75	33.00	33.00	40.50	79.00
3011 7 in. Comport, flared	24.75	33.00	33.00	40.50	79.00
3011/27 5-3/8 in. Comport, (Blown)	30.00	37.50	45.00	52.50	79.00
3011/28 5-3/8 in. Candy Box & Cover	45.00	52.50	60.00	67.50	95.00
3011 Ccovered Sweetmeat	24.75	30.00	41.25	47.50	-
3011/26 Bud Vase	22.50	27.50	33.00	38.00	62.50
3011/25 Ivy Ball	22.50	27.50	33.00	38.00	71.00
3011/29 4 in. Mint	15.00	20.00	24.00	29.00	-
3011 Ash Tray	15.00	20.00	24.00	29.00	27.50
3011 Cigarette Holder	24.75	30.00	33.00	38.00	47.50
3011 Cigarette Box & Cov. (small stem)	33.00	38.00	49.50	55.00	62.50
3011 Cigarette Box & Cov. (large stem)	33.00	38.00	49.50	55.00	62.50
3011/40 10 in. Flower Center	45.00	60.00	82.50	-	-
3011 9 in. Candlestick	18.75	23.75	30.00	35.00	47.50
3011 9 in. Candelabrum w/#19 bobèche & #1 prisms	<del>45.00</del> 50.00	<del>52.50</del> 56.25	<del>56.25</del> 61.25	<del>63.75</del> 67.50	<del>75.00</del> 79.00

Prices List, subject to your usual discounts.

September 24, 1937

ETCHED PROMOTION

NEW PRICES

CIRCULAR LETTER #1  
TO ALL AGENTS:

We are going to continue our plan of Promoting Etched Lines. This has been very effective where it has been tried out. The plan is very simple and will apply to both the large or small dealer.

Tell the dealer of the possibility he has of promoting an etched line. Tell him that you can make no better price than \$5.40 less 5%, on the Stemware, which would be \$5.13 net. Then suggest to him that instead of retailing the Stemware at \$10.00 for the two or three days or the week of his sale, that he retail it at 69¢ each piece. He, no doubt, will want you to give him a concession in the price of the Stemware in order to do this but it is utterly impossible to make any closer price on Etched Stemware for the reason that our prices are exceedingly close and that we have made but slight advances in our etched prices so that he is receiving a very low price at \$5.13 Net.

Explain to him that by promoting this Etched Stemware, he is building a future business for his store, as customers who have already purchased this Etched Stemware at the regular price will come in during his sale and purchase other items to fill in their sets. Furthermore, he will be able to start a lot of new accounts at this special price. The customer will also know that this is a special for a special promotion, due to the fact that he is only running this sale for a few days. Customer will further know that from visiting the store both before and after the sale that there is a big reduction in the stemware for this sale. The customer is greatly impressed, as this is quite different from the ordinary method where a store buys a line of Stemware or other cheap merchandise for a Special sale and then after the sale he has no more of this in stock for replacements or fill-ins for the customer.

While we cannot do anything on Stemware, we nevertheless are willing to lend our aid all we can to this promotion, so have decided to allow the customer to pick out FOUR flatware items, on which we will make him a special Net price. We are listing below nine such items from which your customer may make a selection of FOUR:

	<u>NET</u>
#3500/64 Celery & Relish, 10 in., 4 toed, 3 compt. 1200	11.75
#1397 13½ in. Salad Plate, turned-up edge	15.00
#1399 11 in. Salad Bowl	15.00
#3400/91 8 in. Relish, 3 Hdl. 3 compt.	7.80
#3400/11 3 pc. Mayonnaise Set	11.25
#3400/168/646 3 pc. Console Set	22.50
#3400/35 11½ in. Cake Plate	9.60
#3500/148 6 in. Footed Comport (4½ in. Tall)	6.80
#3400/4/647 3 pc. Console Set	33.00

Over 5%

C/L #1 - page 2  
9/24/37

The prices we have placed on these various items are Special NET prices for this promotion only.

These flatware Specials are to be advertised in the newspapers, as well as on the counter, under the name "Cambridge" and it is with this idea in mind that we are making these special prices.

This promotion will apply to any etched patterns, such as Rose Point, Wildflower, Candlelight, Diane, Portia, Apple Blossom, or whatever the etched line may be that the customer wishes to promote.

We have talked this proposition over at different times with you when you have been at the factory but we never had the opportunity to try it out with any of our customers until quite recently and in all instances it went over in a big way.

We have tried to make this proposition as simple and as short as possible for you but if there is any further information you want, we will be only too glad to furnish it.

Please understand that on these Specials only a proportionate quantity of these are to be taken, according to the amount of Stemware and regular Flatware that is ordered for the Etched promotion. Use your best judgment.

Yours truly,  
THE CAMBRIDGE GLASS COMPANY  
W.C. McCartney

WCMcC/CD  
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C/L #2  
9/24/37

CAPRICE SPECIALS

NET PRICES

3 pc. CONSOLE SETS

1	#65	11 in. Bowl	}	\$1.33 per set Net	250
2	#70	7 in. Candlesticks			
1	#62	12½ in. Bowl	}	\$1.46 per set Net	275
2	#70	7 in. Candlesticks			
1	#62	12½ in. Bowl	}	\$2.00 per set Net	395
2	#1338	Candlesticks			

*Retard*

SALAD SET

1	#57	10 in. Bowl	}	\$1.30 per set Net	250
1	#28	14 in. Plate			
#33		14 in. Torte Plate		.65 each Net	100

15-pc. LUNCHEON SET, CONSISTING of:

4	#17	Cup & Saucers	}	<del>\$2.50</del> per set Net	Carton charge 25¢
4	#22	Plates			
1	#38	Sugar & Cream			
1	#28	14 in. Plate			

*3.00*

*J. Jones 321*

21-pc. LUNCHEON SET, CONSISTING of:

6	#17	Cup & Saucers	}	<del>\$5.00</del> per set Net	Carton charge 30¢
6	#22	Plates			
1	#38	Sugar & Cream			
1	#28	14 in. Plate			

*4.00*

27-pc. LUNCHEON SET, CONSISTING of:

8	#17	Cup & Saucers	}	<del>\$3.75</del> per set Net	Carton charge 40¢
8	#22	Plates			
1	#38	Sugar & Cream			
1	#28	14 in. Plate			

*5.00*

183/184 Caprice 7 pc. Water Set @ \$16.20 per dozen. Try to sell this item in at least lots of 60 at this Special price. *750*

*Comm 5%*

October 2, 1937

GENERAL LETTER ON NEW PRICES

CIRCULAR LETTER #17  
TO ALL AGENTS:

We want to call your attention in our new price list to some of the prices that it was necessary for us to make.

Take Salad Plates. We have priced the etched Plates at \$18.00 per dozen list, which will net \$7.20, less 5%. These should really have been made a little higher but we have made an arbitrary price so that the customer can still continue to sell these at \$1.00. There is very little package charge and freight on a Salad Plate so you should insist that they do not mark these over \$1.00.

It has been necessary to make a slight advance in Etched Stemware so the list price now is \$13.50, or net \$5.40 less 5%. As we understand it, the customers have been selling our Etched Stemware at any place from \$10.00 to \$10.80 a dozen. We do not believe with the slight advance that we have had to make in our selling price that there should be any advance made in the retail price by the customer on his etched stemware and would insist on his letting it remain at the same prices. Or if he does have to make a raise not to let it go above 90¢ each.

In going through the price list you will find several items price at \$7.20 and \$6.60 less 5%. We have tried to make everything we could in our price list in a range from \$6.00 to \$7.20 so that as many items as possible could still remain in the \$1.00 retail bracket. Perhaps the store will say that cannot retail items at \$1.00 for which they pay 60¢ each. Please smash this argument with the buyer right away by calling to his attention the great number of Luncheon Sets, Beverage Sets, etc. for which he has paid and is paying the tank factories 65¢.

Don't overlook our Vanity Set #3400/94/97. Some of our representatives who concentrate on this sell quite a few of them and we believe that if you will put forth an effort on this set you will also reap results. Note the price is \$36.00 per dozen List, or \$1.20 per set less 5% for the plain and \$2.25 per set less 5% for the Etched.

Another set that is quite popular that is being overlooked by some of our representatives is the #3500/119/1/1439 Tom and Jerry Set. We want to call your attention to this both in the plain and etched. The plain lists at \$8.75 per set and the Etched at \$17.75 Per Set. Put a little effort behind this set and you will see you will get some nice business both plain and etched.



C/L #31 - page 2  
12/7/37

GEORGIAN LINE

		Crystal Amber Emerald Dianthus Moonlight Forest Green Royal Blue <u>Amethyst</u>	Gold <u>Krystol</u>	<u>Carmen</u>
		Per Doz.	Per Doz.	Per Doz.
1201	2½ oz. Whiskey	2.10	2.40	2.65
317	5 oz. Tumbler	2.50	2.75	3.30
319	9 oz. Tumbler	2.75	3.00	3.95
1202	12 oz. Tumbler	3.95	4.40	4.60
316	5 oz. Sundae	3.15	3.50	3.95
314	5 oz. Sherbet, belled	3.15	3.50	3.95

November 4, 1937

STARTER SETS

CIRCULAR LETTER #55  
TO ALL AGENTS:

The Starter Set is something that is being used quite a little by some of the stores today.

The general composition used in Stemware is four Goblets, four Sherbets and four Plates. This can be worked in plain, etched, cut or even gold decorated ware. We are suggesting to you, however, that you try to get your customers to use it in Etched ware.

For instance, we saw recently a Starter Set put out by Carson's in E/Elaine. This consisted of 4 each 3500 Goblets, Tall Sherbets and Salad Plates. (A copy of this Ad was sent to you with C/L #22). This set costs them \$5.70 and they sell it for \$9.50. They figure, however, that by a woman purchasing the Starter-Set she is a good customer for several years on this etching, as many other pieces will be wanted.

We trust that you will get your customers to consider this set. It is a mighty good set to be used in an Etched Steamware promotion.

Yours truly,  
THE CAMBRIDGE GLASS COMPANY  
W.C. McCartney

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C/L #78 - page 2  
 12/6/37

SPECIAL CONSOLE SETS

NET PRICES

			Crystal Amber Royal Blue Forest Green Amethyst <u>PLAIN</u>	Crystal <u>ETCHED</u> Diane Portia Rose Point Wildflower Lorna <u>Chintz(760)</u>
			Per Doz.	Per Doz.
1349/647	3 pc.	<i>cut</i> 5875-	19.80	30.00 <i>97<sup>1</sup>/<sub>2</sub></i>
993/647	3 pc.	5875-	19.80	30.00 <i>97<sup>1</sup>/<sub>2</sub></i>

5 1/2 Cms