








Heisey Trademarks

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The A.H. Heisey Company produced glass for about four years before applying for a trademark patent.

Some of the history and details of the  :

-  Designed by George Duncan Heisey (son of A.H. Heisey).
- H – Stands for Heisey.
- The diamond  is from the shape of George's college fraternity pin, Phi Upsilon.
- Registration papers note mark was used since November 1900.
-  was large during the early years.
- Cut to about ½ the original size about 1920.
- First recognized trademark ever on glass.
- Blown ware items never marked with embossed .
- About 1930  was placed in least conspicuous places on items. (Did the mark detract from the beauty of the design?)
- Some companies ground out the  if they were adding decorations and reselling.
- During final 25 years some molds were cut without the trademark.
- Sometimes the mark burned off if left in the glory hole too long.
- Marks wore off in some molds and were not repunched.

"Plunger Cut"




- Logo designed by George Duncan Heisey
- Used continuously after 9/25/1905, according to patent office records.
- Used on packaging containing #350 Pinwheel & Fan, #353 Sunburst, #335 Prince of Wales.
- Probably only three patterns meeting criteria for "Plunger Cut".
- Label was used for intricately cut designs when the plunger was used to press the pattern into the mold.

"Patent Applied For"

- Was used with the diamond H to deter other companies from copying the pattern.
- Used from 1905 – 1916.

The Diamond Symbol



- Registered in 1909 without the H inside.
- (Was this a precaution against another company using it and causing buyers to mistake it for  ?)

American Crystal



- Filed 9/27/16 and registered 5/15/1917.
- Had been in continuous use since 6/5/1916.
- On adhesive paper label with blue background.
- Seen in numerous publications in 1915.

Bake Ware Label



Paper Labels

- Used on short lived bake ware by Heisey.
- Bake ware was a vaseline like color.
- Heisey was sued by Corning for infringing on their patent for bake ware (settled out of court).



- First paper stickers in 1905
 - Later called "adhesive sticker".
 - Sometimes denote color of glass ware, ie. Flamingo or Moongleam.



- Probably one of earliest labels, rather large.
 - Lots of information on company new to glass trade.
 - Dark blue with white lettering.



- Variation of #1.
 - Primarily on blown ware of the 1920's.
 - Black on white background.
- Red on gold stickers depicting flamingo.
 - For introduction and promotion of the color flamingo.
 - Flamingo from 1925 – 1930.
 - Simple color "rose" was used in company records.
 - "Rose tint of tropical plumage" used in ads.
 - Flamingo was the most successful color sold.
 - Most commonly found color today by Heisey.




- Oval red on white (Patented 1930).



- Dark blue on white
 - Found on Crystolite (1940's).



- Most commonly found after 1930.
 - After World War II silver, blue and red became .



- 1940's
 - Dark blue and white.
 - Found on one of the patented "epergnettes".

Others



- Verlys by Heisey
 - June 1955 to July 1957 Heisey leased molds from Verlys, a French company.



- Hawthorne
 - Yellow and Purple



- Sideways diamond H in blue and white,
 - Indicated "Made in USA".



- Blue and white for the #501 Minuet etch.



- Athena.
 - Silver and blue for the #1541 Athena pattern.
 - Originally made for Montgomery Ward Co.



- 17th Century Spanish
 - For the #3404 Spanish patterns.
 - Silver and blue.



- "Quality, Durability Style Heisey's Crystal"
 - Multicolored.



- Sanitary Trademark
 - Blue and white.



- Orchid in Purple and White
 - For #507 Orchid etch



- Label used by Imperial after purchase of Heisey assets
 - Acquisition including molds and rights to the trademark.



- Revision of the label done by Horace King
 - Finalized 2/25/1947.
 - Dropped the "s" from "Heisey's".



- Current paper labels
 - Used by the Heisey Collectors of America gift shop.

- Small glass counter sign #50
 - Based on center of Cabochon Candlestick.
 - The circle and square, basic to all design.
 - Horace King – designer.

Note that the thousands of old labels with the "s" on the Heiseys were left after the change over to Heisey. Some may be found on glass that is NOT Heisey.

Most of the interesting examples of the Heisey paper labels have vanished, but keep looking for them, you just may find one!

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