

BUSINESS HISTORY REVIEW

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Selling Elegant Glassware During the Depression and the New Deal

Cover: A. H. Heisey and Company of Newark, Ohio, makers of elegant glassware, employed a variety of strategies to survive the Great Depression. They launched advertising campaigns in popular magazines and promoted new designs. Perhaps more important, the company benefited from New Deal initiatives designed to stimulate consumption. This 1945 advertisement of a bride and her mother typifies the approach Heisey used for years to reach wealthy customers. Courtesy of the Heisey National Glass Museum of Newark, Ohio.



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