

*Libbey*

*Premium  
Presentations*

# PREMIUM CATALOG

## *Introduction*

● The use of the nationally known Libbey Glassware for sales promotions is an opening wedge to new customers and a source of increased income from old.

The charm and distinction of Libbey designs, the fascinating brilliance of the thin-blown tumblers with the smooth protective rim, merit and get the nod of approval of everyone. Libbey Glassware has reached its

present quality only through ceaseless effort in experimentation and development.

On the pages of this catalog will be found illustrations showing the wide variety of our premium offerings.

We invite inquiries for promotional plans and assure full cooperation on fitting our products in with your particular problem.

### LIBBEY GLASS COMPANY • OWENS-ILLINOIS GLASS COMPANY TOLEDO, OHIO

#### Branch Offices

ATLANTA  
1015-1019 Norris Building  
223 Peachtree St.

BALTIMORE  
1506 Standard Oil Building  
St. Paul and Franklin Sts.

Richmond Office: Frank Jones  
P.O. Box No. 840 (Mail)  
19 S. 8th St. (Telegrams and  
Parcel Post)

BOSTON  
917-19 Metropolitan Building  
260 Tremont Street

BUFFALO  
731-35 Marine Trust Bldg.  
Main and Seneca Streets

Syracuse Office: W. K. Wightman  
1102 Chimes Building  
109 W. Onondaga Street

CHICAGO  
1534-38 La Salle-Wacker Building  
121 W. Wacker Drive

CINCINNATI  
506-7 Chamber of Commerce Bldg.  
Fourth and Race Sts.

CLEVELAND  
802 Standard Building  
Ontario St. and St. Clair Ave.

COLUMBUS  
Southwood and 19th Streets  
Station F--- Box No. 3698

DALLAS  
410 Tower Petroleum Bldg.  
Elm and St. Paul Sts.  
P.O. Box No. 2640

DENVER  
901 Midland Savings Building  
444--17th Street

DES MOINES  
439-42 Insurance Exchange Bldg.  
5th and Grand Avenue

DETROIT  
405-6 New Center Bldg.  
7430 Second Blvd.

INDIANAPOLIS  
1102 Security Trust Bldg.  
130 E. Washington St.

KANSAS CITY  
529-537 Dierks Building  
1006 Grand Avenue

LOUISVILLE  
1070 Starks Building  
Fourth and Walnut Sts.

MEMPHIS  
Box No. 434 (Mail)  
1006-1008 Dermon Building  
Third and Court Sts. (Telegrams  
and Parcel Post)

MILWAUKEE  
440-442 Empire Building  
N. Plankinton and  
W. Wisconsin Ave.

NASHVILLE  
534 Stahlman Building  
Union St. and Third Ave.

NEW ORLEANS  
706 Whitney Bank Bldg.  
St. Charles and Gravier Sts.

NEW YORK  
48th Floor Chrysler Bldg.  
405 Lexington Avenue

PEORIA  
822 Commercial Merchants  
Bank Bldg.

PHILADELPHIA  
Room No. 1010  
1616 Walnut Street

PITTSBURGH  
1706-07 Clark Building  
Liberty Ave. and 7th St.

ST. LOUIS  
1402 Landreth Building  
320 N. 4th Street

ST. PAUL  
Robert and Indiana Streets

TORONTO  
2 Leac'er Lane

### OWENS - ILLINOIS PACIFIC COAST COMPANY

SAN FRANCISCO  
(General Offices and Factory)  
15th and Folsom Streets

LOS ANGELES (Plant and  
Sales Office)  
5120 S. Soto St.  
P.O. Box No. 1417--Arcade Station

PORTLAND  
Terminal Sales Building

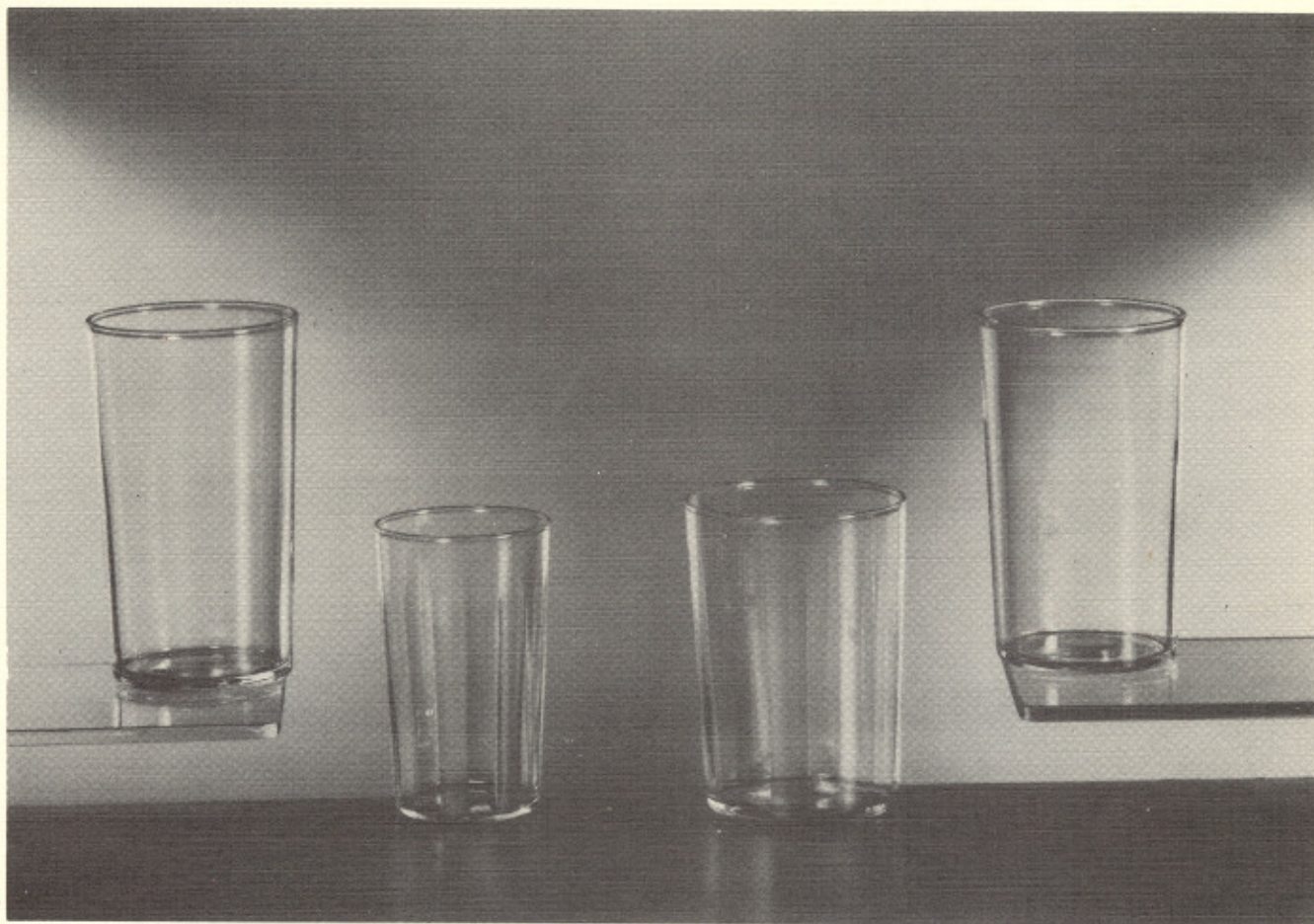
SALT LAKE CITY  
230 Interurban Depot Bldg.  
107 W. S. Temple St.

SEATTLE  
1366 Dexter-Horton Building

## *Guarantee*

If any Safedge glassware becomes chipped on the rim from any cause whatsoever it will be replaced free of cost, or the purchase price refunded, on its return to the dealer from whom it was originally purchased. Because all glassware is fragile, this guarantee, of course, does not cover breakage.

# STRAIGHT SIDED LINE



D-81

D-56

D-50

D-94

These standard straight-sided tumblers are particularly adaptable to decorative treatment of various kinds. Needle-etching, striping and single or multi-color designs may be applied to the entire surface of the tumbler. The lustrous paste-mold finish of all Libbey tumblers adds greatly to the effectiveness of any decoration

and is of a quality above that generally offered to the premium trade.

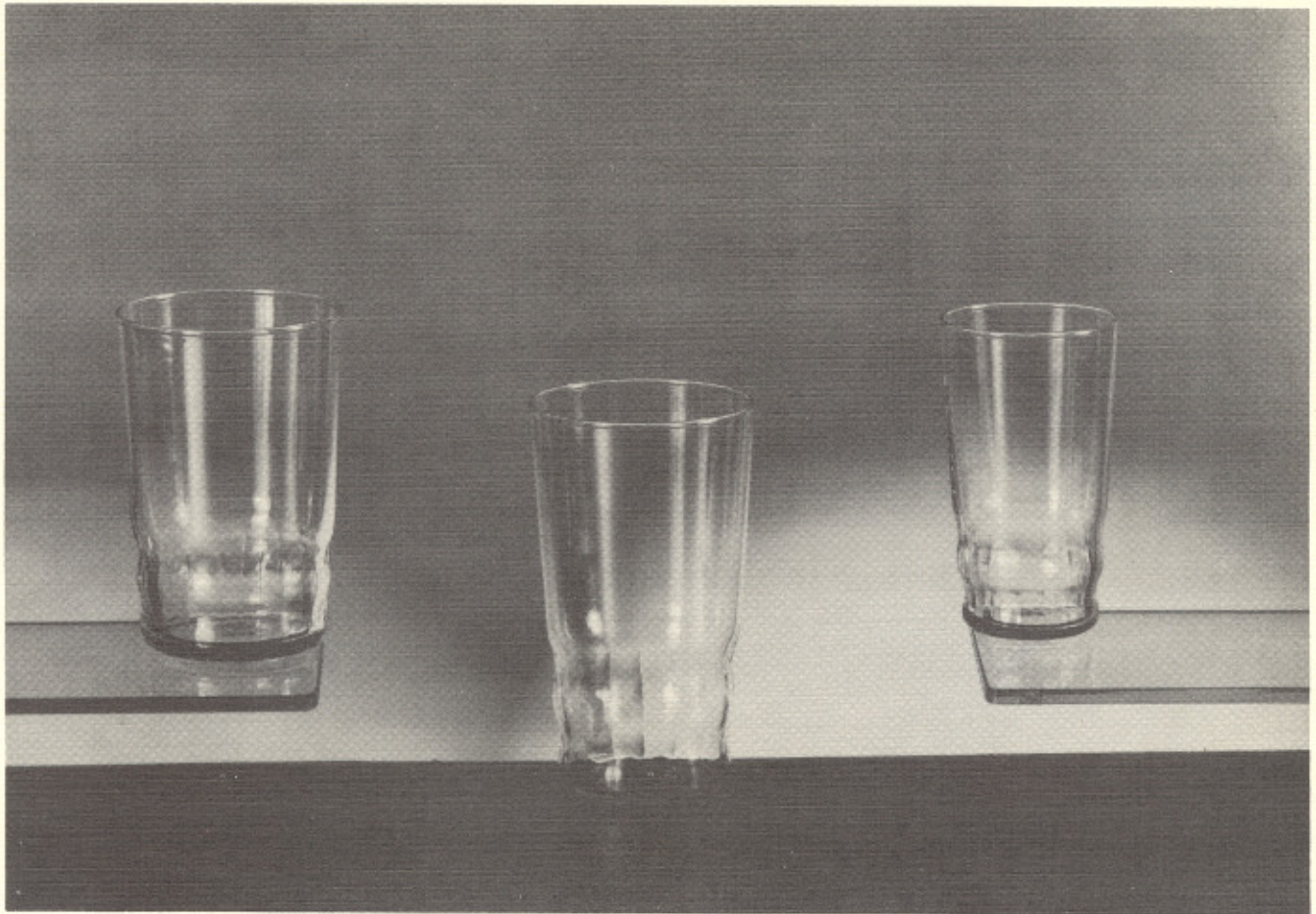
Sizes other than those illustrated are available upon request.

Like all Libbey Safedge items—these tumblers are positively guaranteed against chipped rims.

Mold No.	Capacity	Item	Description	Doz. to Ctn.	Wt. per Ctn.
D-56	5 oz.	Fruit Juice	Crystal or Rose, Optic	12	32 lbs.
D-50	9 oz.	Water Tumbler	Crystal or Rose, Optic	12	51 lbs.
D-81	9 $\frac{3}{8}$ oz.	Hiball	Crystal only, Plain	12	55 lbs.
D-94	9 oz.	Hiball	Crystal only, Plain	12	52 lbs.

*A Libbey Premium Presentation*

# 200 LINE



D-210

D-208

D-233

The graceful contours of this line add richness and individuality to these tumblers. The monotony of the straight sided glass is thus avoided, yet the upper surface lends itself admirably to striped and enamel dec-

orations. The optic treatment in the lower portion tends to increase the brilliance.

Like all genuine Libbey Tumblers the rims are guaranteed against chipping.

Mold No.	Capacity	Item	Description	Doz. to Ctn.	Wt. per Ctn.
D-233	5 oz.	Fruit Juice	Crystal or Rose	12	32 lbs.
D-210	9 oz.	Water Tumbler	Crystal or Rose	12	50 lbs.
D-208	10 oz.	Iced Tea	Crystal or Rose	12	53 lbs.

*A Libbey Premium Presentation*

# 10070 LINE



D-10072

D-10074

D-10073

D-10071

These carefully selected banded tumblers have not heretofore been available for premium use. Their unique shape was created by one of America's foremost designers and the contours of the glass are in accord with the trend in modern designs and modern interiors. The line is regularly

stocked in fruit juice, water tumbler, hiball and iced tea sizes—crystal or rose glass available. No other manufacturer can offer the genuine SAFEDGE feature—rims unconditionally guaranteed against chipping.

Mold No.	Capacity	Item	Description	Doz. to Ctn.	Wt. per Ctn.
D-10071	5 oz.	Fruit Juice	Crystal or Rose	12	38 lbs.
D-10072	9 oz.	Water Tumbler	Crystal or Rose	12	55 lbs.
D-10073	10 oz.	Hiball	Crystal or Rose	12	58 lbs.
D-10074	12 oz.	Iced Tea	Crystal or Rose	6	30 lbs.

*A Libbey Premium Presentation*

# DECORATED TUMBLERS



The examples of tumbler decoration illustrated above offer some indication of the wide variety of patterns in colorful all-over designs, available in genuine Libbey Safedge premium tumblers.

These tumblers as premiums with your product assure real consumer interest. The beautiful, clear, paste-mold glass from which they are fabricated serves as an ideal background for almost any type design in vivid

color. The economy of the guaranteed Libbey Safedge is a factor your customers will recognize and appreciate.

Premium plans for the promotion of your product with these and other genuine Libbey Safedge decorated tumblers are at your disposal through the Premium Division of the Libbey Glass Company. A letter to the nearest Libbey or Owens-Illinois branch office will bring you full particulars.

*A Libbey Premium Presentation*

# DECORATED TUMBLERS



Quality premiums have the all-important merit of creating a receptive frame of mind, which should be the aim of any well conceived premium plan.

The quality of genuine Libbey Safedge tumblers is appreciated everywhere. Libbey Safedge glasses are still the only glasses in the world guaranteed against chipped rims. Needle-etching, crestring, banding and all-over designs in permanent, fired-in color offer

decorative possibilities almost limitless in scope. These features in combination with the beautiful paste-mold glass from which all genuine Libbey Safedge tumblers are fabricated present a quality offer of definite appeal to your customers. Take advantage of the opportunity to make a lasting impression with these quality premiums.

Prices for special decorations are available on request.

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*A Libbey Premium Presentation*

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# MICKEY MOUSE TUMBLERS



Few premium items have the sales-building possibilities of genuine Libbey Safedge tumblers decorated with the original Disney characters in colors. Mickey Mouse, Minnie Mouse, Pluto the Pup, Clarabelle Cow, Donald Duck and Horace Horsecollar on these clear thin-blown tumblers are sales aids you cannot afford to deny your product.

Libbey, through its parent company—Owens-Illinois, has exclusive license for the

application of the Disney characters to glass. No other company can offer glass items of comparable premium value—just as no other company will positively guarantee to replace tumblers which chip on the rim.

Combine these exclusive Libbey features in your premium plans.

Tumblers decorated with the Disney characters in color are available in all standard capacities.

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*A Libbey Premium Presentation*

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# BREWERS' CRESTS



D-53 10 oz.  
Shell

D-10012 8 oz.  
Pilsener

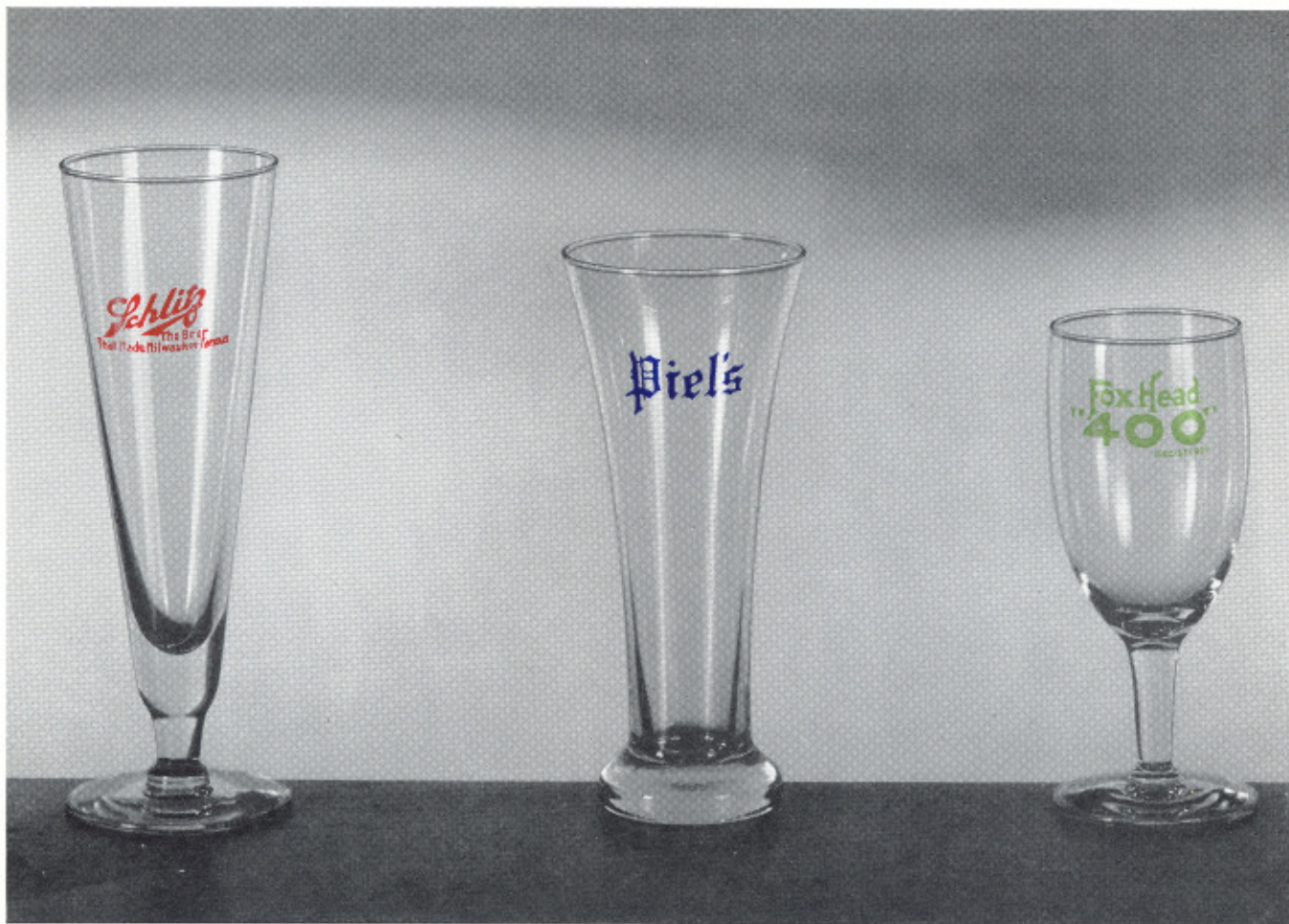
D-51 12 oz.  
Shell

The brewers' crests illustrated on this page are typical examples of the effort the brewing industry is making to identify advertised brands right up to the moment of consumption. The merchandising of valuable advertising could hardly be accomplished more effectively than by the use of the brewer's personal crest on service glasses.

Genuine Libbey Safedge glasses with the brewer's own crest fired permanently into the glass in clear, eye-appealing color offer a sales aid your product needs. Clear thin-blown Libbey glasses are welcome on any bar, for barmen particularly appreciate the Libbey guarantee to replace a glass which chips on the rim from any cause whatsoever.

*A Libbey Premium Presentation*

# BREWERS' CRESTS



A-10019 12 oz.  
Footed Pilsener

A-10022 14 oz.  
Sham Bottom Pilsener

A-8656 10 oz.  
Goblet

Genuine Libbey Safedge glasses have played an important part in advertising and merchandising the famous brand names illustrated above.

More so than at any time in the past brewers are recognizing the necessity for a sales incentive ideally suited to point-of-sale use. Colorful crests fired permanently into genuine Libbey Safedge beer glasses meet this need admirably.

Safedge glasses are used wherever beer is dispensed, for they are the most economical of all bar glasses and they are the only glasses in the world positively guaranteed against chipped rims.

Safedge beer glasses are available in all standard shapes and sizes for premium users.

*A Libbey Premium Presentation*

# BEVERAGE GLASSES



D-53 10 oz.  
Tumbler

D-51 12 oz.  
Tumbler

D-53 10 oz.  
Tumbler

D-921 7½ oz.  
Tumbler

D-418 7 oz.  
Tumbler

Beverage manufacturers were among the first to take advantage of the advertising value offered in genuine Libbey Safedge tumblers, crested and decorated in colors. Tumblers as premiums, are always accepted eagerly by the retailer and are doubly effective in stimulating sales when they carry an advertising message in brilliant color. The combination of an ideal premium with effective point-of-sale merchandising is a sales opportunity

beverage producers are taking advantage of with Libbey Safedge tumblers.

Libbey and Owens-Illinois sales offices have tested premium plans available for beverage producers. Just as applied color labels have boosted bottle sales of beverages, the use of crests and advertising in color on guaranteed Libbey Safedge glasses distributed as premiums should form the final link in your sales effort.

*A Libbey Premium Presentation*

# DISTILLERS' CRESTS



D-51 12 oz.  
Shell

D-53 10 oz.  
Shell

D-44 8½ oz.  
Shell

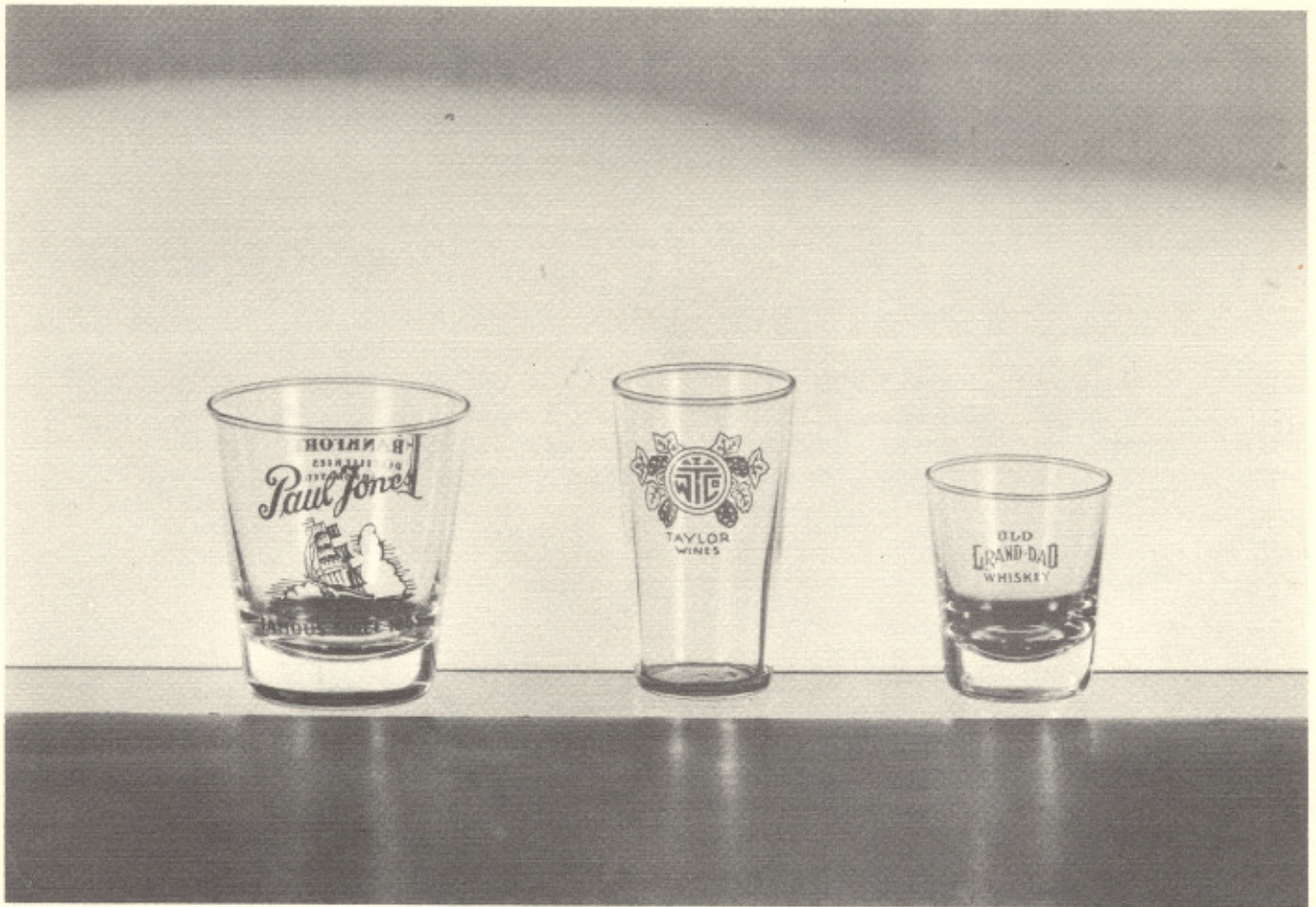
Genuine Libbey Safedge glasses decorated with distillers' crests in color are helping build the sales of these and many other well known products.

The importance of suggesting brand names at the bar is obvious and most distillers agree this can be accomplished no more effectively than by means of their own crest fired permanently in the service glasses in appealing color.

Libbey, a pioneer in designing crests of genuine merchandising value, manufactures brilliantly clear, paste-mold, service glasses to which your own crest can be applied. Bartenders recognize the beauty and economy of Libbey Safedge glasses—the only glasses in the world guaranteed against chipped rims.

*A Libbey Premium Presentation*

# DISTILLERS' AND VINTNERS' CRESTS



Distillers' and vintners' everywhere have realized the importance of backing up advertising with point-of-sale merchandising. How better to meet the terrific competition of retail sales than by the use of the producer's own crest on the glasses actually used at the bar?

The sales-building effect of decorative crests on service glasses is being demon-

strated everywhere liquor or wine is served. Crests, such as the examples above, are extremely effective from an advertising standpoint even if their more valuable merchandising result is discounted.

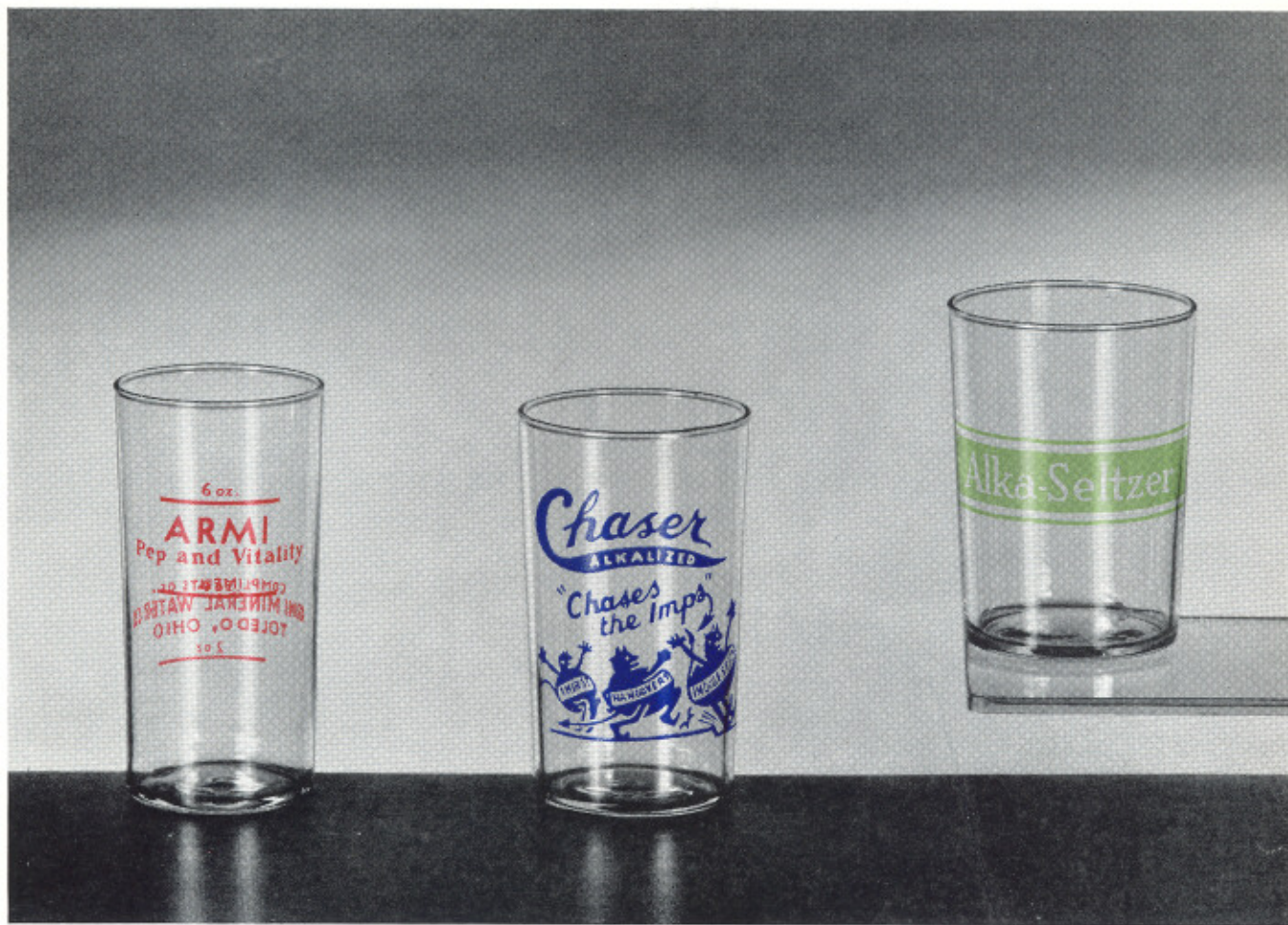
These genuine Libbey Safedge service glasses should be the last link in your selling effort.

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*A Libbey Premium Presentation*

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# PRESCRIPTION PREMIUMS



D-44 8½ oz.  
Shell

D-81 9¾ oz.  
Shell

D-50 9 oz.  
Shell

Libbey Safedge glasses as prescription premiums are ideally adapted for use with any product in dispensaries, doctors' and dentists' offices and hospitals. No premium could be better suited to introduce a new prescription product or to insure the steady sale of an established product.

Identifying your product by means of a decorative, colorful crest on these lustrous thin-blown tumblers is a sure means of boost-

ing sales at the point of consumption.

Libbey is prepared to design all types of crests, including those which measure capacity or dosage—for all standard size glasses.

The economy and beauty of guaranteed Safedge ware is a further assurance of your product receiving consideration at the dispensing point. Associate your product with a perfect sales aid.

*A Libbey Premium Presentation*

# MONOGRAMMED BEVERAGE SETS



The monogrammed beverage set illustrated above is an ideal prize for dealers and salesman's contests. Made up of any combination of cocktails, hi-balls and old fashioned it is a gift anyone would appreciate.

The sparkling crystal glasses are all protected by the famous Libbey Safedge and carry an unconditional guarantee against chipping.

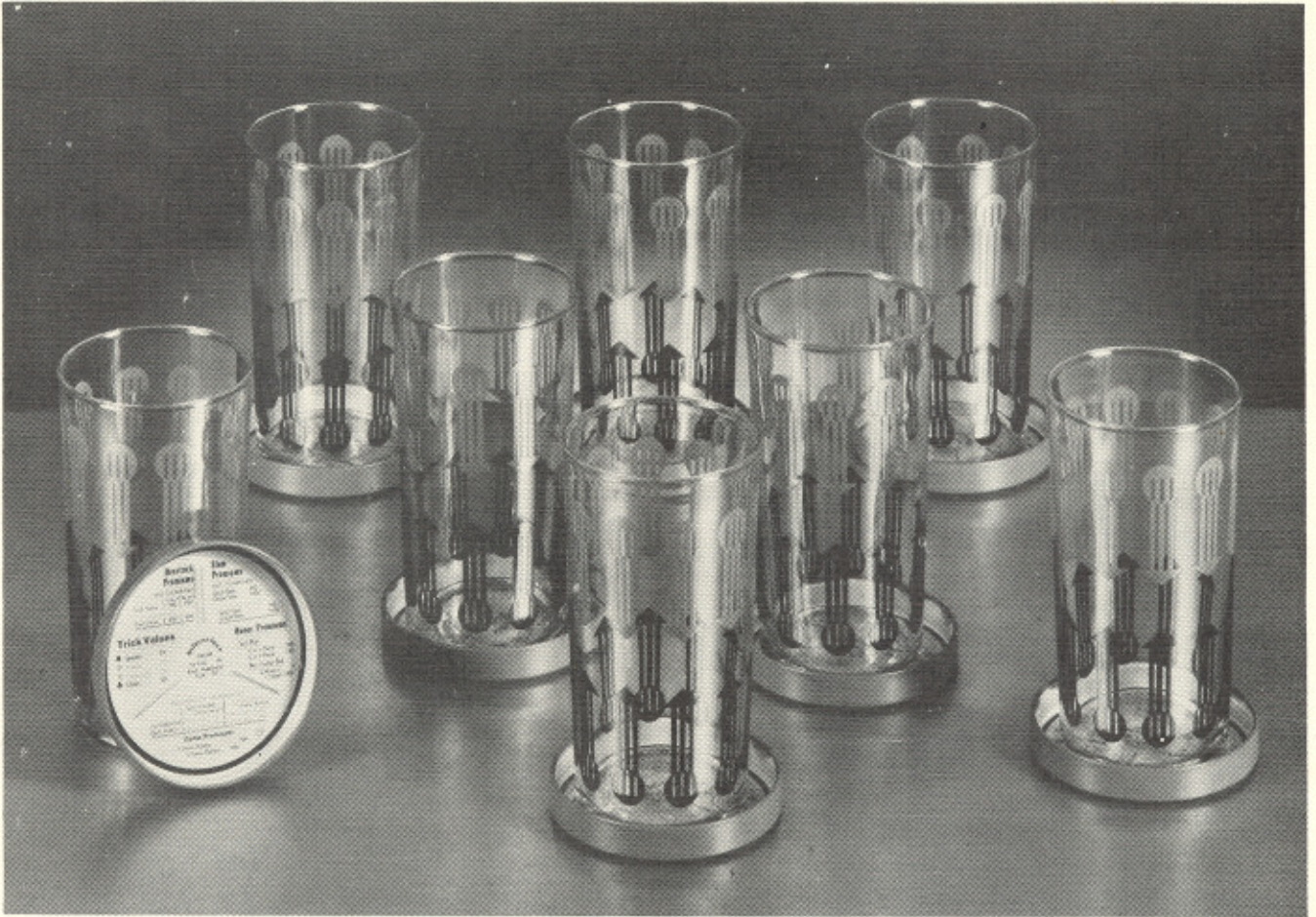
Each glass in the set is individually monogrammed to order by hand in a beautiful deep cut generally found on only the most expensive ware. The cut fluting at the base of the hi-balls and old fashioned is also hand work of the highest calibre. The low price asked for this set is made possible only by Libbey's facilities for quantity production.

Packed one set to a carton.

*A Libbey Premium Presentation*



## SIXTEEN PIECE TUMBLER AND COASTER SET



The sixteen piece tumbler and coaster set, illustrated above, is a premium offering of obvious quality. If customer good will is important to you, this set merits your interest and consideration.

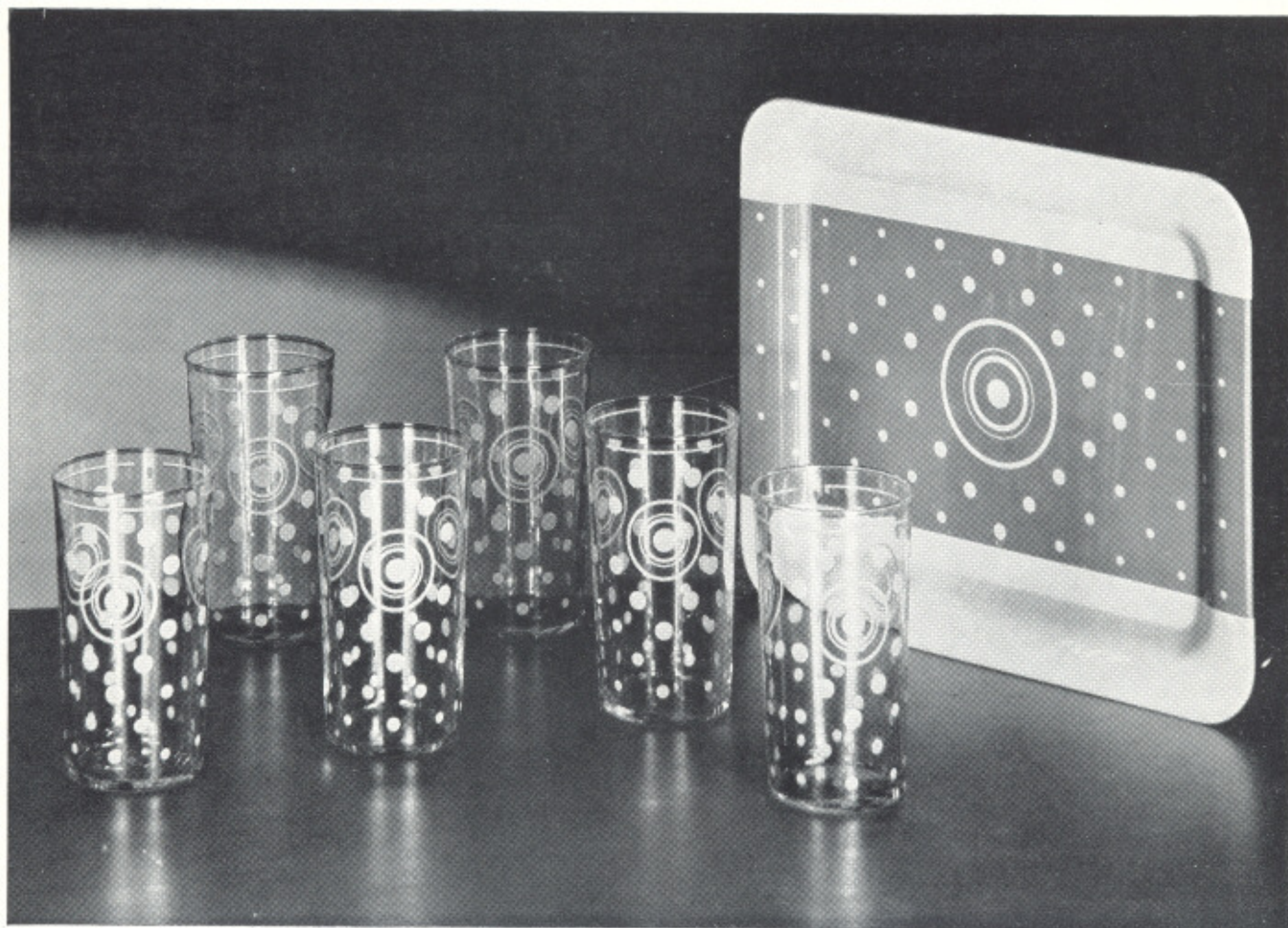
The set is made up of eight Libbey Safedge ten-ounce tumblers and eight molded, plastic, bridge coasters. The tumblers are handsomely decorated with an all-over design in

two colors and the coasters are decorated on the inside with a table, printed in two colors, giving the latest official contract bridge score.

The price of these sets is extremely attractive and they are available in minimum quantities of 100, f. o. b. Toledo. Each set is packed in an individual shipping carton ready for customer distribution. Weight per carton  $3\frac{1}{2}$  lbs.

*A Libbey Premium Presentation*

# TRAY AND TUMBLER SETS



NO. 401—TARGET DESIGN

The novelty of these Libbey tray and tumbler sets is a factor that adds greatly to their effectiveness as premiums. Brand new, they have never before been offered to any market, and should be welcomed by premium users tired of hackneyed items.

The No. 401 Target Design set includes a beautifully lithographed tray and six 9 ounce, genuine Libbey Safedge hi-ball glasses decorated to match the tray. The set is available, packed in individual shipping cartons, in these colors: blue and white, black and white, red and white, and green and white.

Premium sales plans in need of a fresh incentive take on new appeal when built around Libbey tray and tumbler sets. Women everywhere appreciate the economy of genuine Libbey Safedge tumblers—the first glass Guaranteed against chipping. Take advantage of this existing demand to further the sale of YOUR product.

A letter to the nearest Libbey or Owens-Illinois sales office will bring a representative anxious to aid you in any premium sales problem.

*A Libbey Premium Presentation*

# Safedge ASH TRAY

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A practical premium of unlimited appeal, the Safedge D-10014 ash tray is designed to give adequate protection to carpets, furniture and table covers. A cigarette left burning in this tray slides gradually to the bottom. The high sides and deep bowl aid in retaining a considerable quantity of ashes.

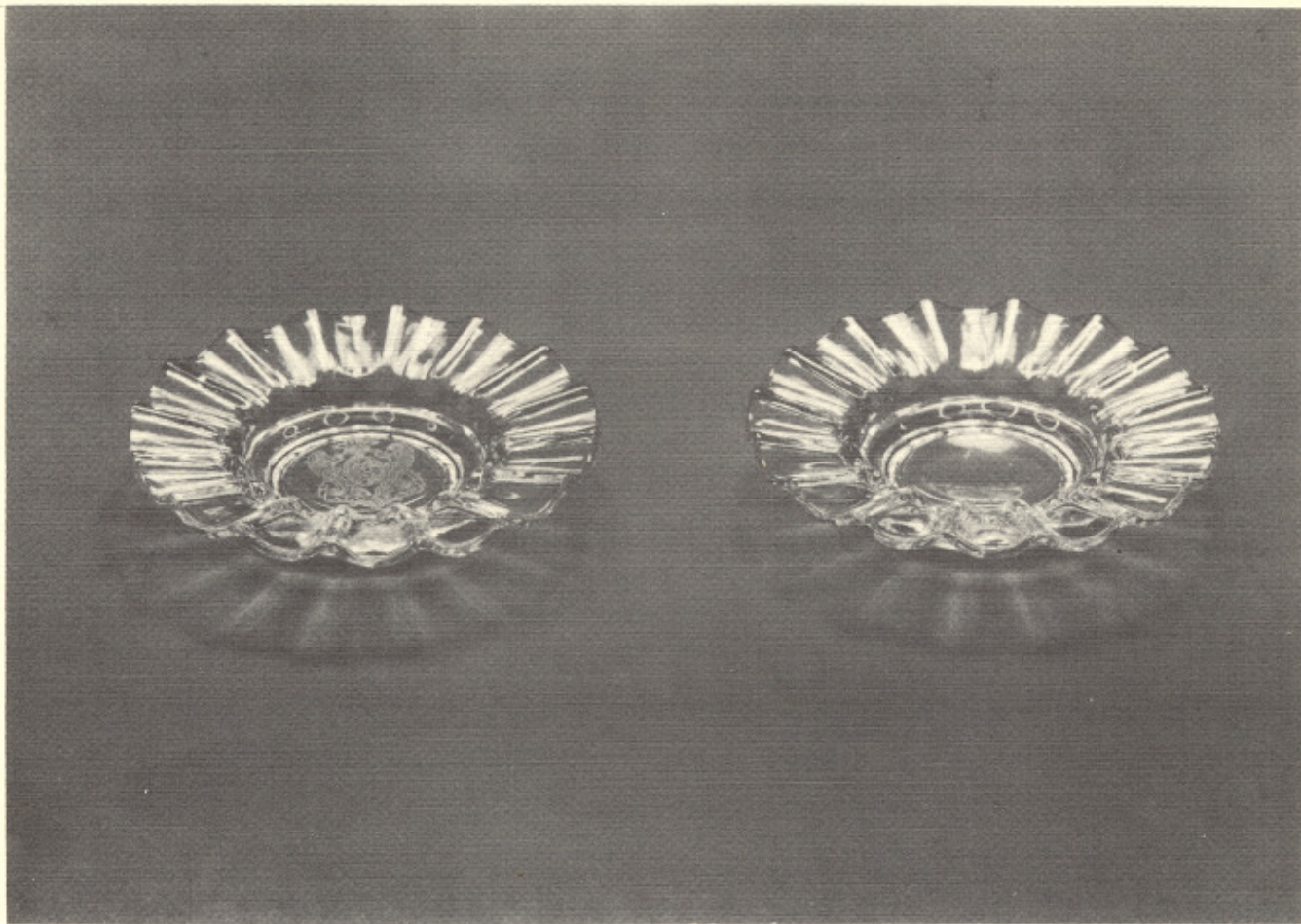
The bottom of the Safedge ash tray can be crested in color and your name or advertising message cannot be marred by time or use.

The extremely low price of this item makes it ideally suited to widespread premium distribution. Large scale premium users will appreciate the value this item presents and those who use moderate quantities should not neglect the consumer appeal the Safedge ash tray offers.

Packed 8 $\frac{1}{3}$  doz. to carton. Approximate shipping weight, 15 lbs.

*A Pibbey Premium Presentation*

# THE ASHMASTER ASHTRAY



The CN-2550 Ashmaster Ashtray represents a studied attempt to combine beauty and real utility in a premium item.

The Ashmaster is fabricated of clear, brilliant glass. Its edges are cleverly fluted to hold the balkiest cigarette and these same edges are pitched towards the bowl so that a burning cigarette must fall into the bowl. The bowl is roomy and deep with a flat surface

suitable for cresting, etching or stamping.

The CN-2550, with or without a crest or decoration, is a premium designed to build sales and good will for your product. Associating your product with a premium of obvious value such as the Ashmaster is an advantage you would do well to consider.

The CN-2550 is available in frosted as well as crystal glass.

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*A Ribbey Premium Presentation*

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# EMERALD GREEN PANTRY JARS



Above—Group shown, with exception of Spice Jar, is the 10-Piece Pantry Jar Set. This includes four 40-oz. jars, two 16-oz. jars, and four 7½-oz. shakers, with metallic labels as indicated.

At left—the two leaders of the Emerald Green Pantry Jar line—7½-oz. Salt and Pepper Shakers, packed 2 dozen Salt or Pepper to a case. These and any other jar illustrated may be obtained separately, as well as in the assortment.

These Pantry Jars bring sales and profits wherever displayed. They combine utility and beauty. Square shaped in pleasant emerald green color with diagonal design makes them modern and decorative. The covers and shaker tops are of polished aluminum. The special metallic labels are long-lasting.

The group shown above, with the exception of the Spice Jar, is available as an assortment unit called the 10-Piece Pantry Jar Set and comes neatly packed in a special corrugated container. Items may be had separately.

## No. R-205—10-Piece Pantry Jar Set

Shipping Carton Content.....1 Set  
Shipping Carton Weight.....12 lbs.

## No. R-121—40-oz. Capacity

Labelled: Sugar, Flour, Coffee or Cereal.

Shipping Carton Content.....1 doz. of one label  
Shipping Carton Weight.....20 lbs

## No. R-120—16-oz. Capacity

Labelled: Tea or Rice.

Shipping Carton Content.....1 doz. of one label  
Shipping Carton Weight.....10¾ lbs.

## No. R-119—7½-oz. Capacity

Labelled: Salt, Pepper, Sugar, Flour or Spice (all shaker tops except Spice).

Shipping Carton Content.....2 doz. of one label  
Shipping Carton Weight.....13 lbs.

*A Libbey Premium Presentation*

# PANTRY-AID JARS



● Every housewife wants beauty and convenience in her kitchen. The striking new line of Pantry-Aid jars fits into this picture perfectly. It is well designed, the oval shape and smart vertical lines adding materially to the appearance and also assuring ease of handling.

Made of brilliant Emerald Green glass, smooth and easy to clean. All jars have ivory caps—coated inside and out. The 7½ oz. size has aluminum shaker tops with the proper perforations. The other sizes have caps with waxboard liners. The ivory and black labels are of finest quality decalcomania.

Items may be had separately or in the 8-piece combination set pictured above.

## R-190 — 8-PIECE SET

As illustrated.

Shipping Carton Content.....1 set  
Shipping Carton Weight.....12½ lbs.

## R-185 — 80-oz. Capacity

Labelled: Coffee, Sugar Flour.

Shipping Carton Content.....1 doz. of one label  
Shipping Carton Weight.....32 lbs.

## R-183 — 24-oz. Capacity

Labelled: Tea.

Shipping Carton Content.....1 doz.  
Shipping Carton Weight.....14 lbs.

## R-182 — 7½-oz. Capacity

Labelled: Salt, Pepper, Sugar or Flour.

Shipping Carton Content.....2 doz. of one label  
Shipping Carton Weight.....12½ lbs.

*A Libbey Premium Presentation*