

## KRUGS BAKING COMPANY – EAGLE CASSEROLE

Many collectors are aware of this lovely Eagle Casserole piece and the fact that it was made the Nelson McCoy Pottery Company. The photo to the right shows the lovely lid design and the lower casserole with a couple of small handles. Size is roughly 9 inches across by about 5-1/2 inches tall with the lid. This example is in a medium brown glaze which is the most commonly found color when this casserole may surface for sale. A darker brown glaze was also produced but in much lower quantities.



The example below is of the Eagle Casserole but in a cobalt blue. This is easily the least common color. Also, note the bottom portion of the piece has a pattern of stars in the design. The last photo in the row shows the bottom of the casserole piece with a “USA” mark only.



Based on all the information that has surfaced to date, this Eagle Casserole was likely exclusively made for the Krugs Baking Company by McCoy Pottery. During the 1940s and early 50s, it was common to have essential food products delivered by truck directly to homes. Krug used their home delivery services to deliver and promote products, provide baking recipes via their “Weekly Bulletins” and to run special promotions such as the “Airplanes of America” album where they have a portion each week of their bulletin that reviewed a single aircraft.

The image to the right is an example of the cover of that Krug’s Bakery weekly trifold bulletin that was delivered once a week with the customer’s food order. Take note of the hand-written name running up the left margin of the cover. The name is Mr. E.R. Campbell. Ed Campbell was a sales manager at Nelson McCoy Pottery Company during the 1940s so this might possibly have been his copy of this weekly Krug’s bulletin.



To the right is another portion of the content of this given example of Krugs Weekly Bulletin. You can see on the upper left the airplane discussed in their series for this week. Just below the copy under the plane blown up so you can read the interesting detail.



**Boeing**  
These larger and more luxurious T.W.A. ships are now spanning the nation, setting new air travel standards. Equipped with pressure cabins for sub-stratosphere operation. Accommodations for 33 passengers by day and 25 by night.



**DANISH PASTRY**  
Four large-size pieces of Krug's Danish Pastry cost only 25 cents. Nowhere else can you buy such fine quality at such a modest price.



**Are you enjoying all-of our varieties of delicious breads?**  
Rye bread with or without seeds is always popular for ham and cheese sandwiches.

Bain breads - - white, whole wheat and crushed wheat are relished especially by young people. They are all tasty and high in food value.



Plain, 100% whole wheat and plain crushed wheat are growing fast in popularity. Krug's are not dry - they come to you fresh!



Prices of stoneware are going up! You can still buy at these attractive prices. Before long, we shall have to pay much more for fine stoneware.

- 2 Water Goblets 41c
- 2 Cocktail Glasses 41c
- 2 Fosted High-ball Glasses 41c
- 2 Fosted Fruit Juice Glasses 41c
- 2 Champagne (Sherbet) 41c
- 2 Wine Glasses 41c
- 2 Cordial Glasses 41c

\* Only three empty Krug's coffee bags (for six tops from half-pound packages) are needed for each order for a pair of glasses.

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**This Week's SUGGESTIONS**

TUE. SEPT. 30	Raisin Whole Wheat Bread	15c	HONEY DIPPED CRULLERS	6 for 18c
	Pineapple Layer Cake	35c		
	Apple Pie	32c		
	Chocolate Iced Golden Ring	14c		
	Sweet Coconut Buns	14c		
	Hot Nut Ring	27c		
WED. OCT. 1	Banana Cup Cakes	6 for 27c	DANISH PASTRY	4 for 25c
	Ginger Cake, vanilla iced	23c		
	Sugar Doughnuts	6 for 15c		
	Peanut Butter Cookies	25c		
	Cornst. Buns	14c		
	Rye Bread with and without seeds	11c		
THU. OCT. 2	Yeast Doughnuts, Twist	6 for 18c	EGG NOG GOLD NUGGET BAR CAKE	37c
	Applesauce Layer Cake	27c		
	Assorted Cup Cakes	6 for 27c		
	Floral Nut Buns	6 for 14c		
	Danish Raspberry Ring	15c		
	Plain Butter Rolls	6 for 15c		
FRI. OCT. 3	Cherry Pie	38c	PECAN COFFEE RING	32c
	Cinnamon Yeast Doughnuts	6 for 15c		
	Lemon Filled Leaf Cake	29c		
	Whole Wheat Bread	11c		
	Butterfly Buns	6 for 15c		
	Deed Food Doughnuts	6 for 15c		
SAT. OCT. 4	Orange-Carrot Layer Cake	35c	BLUEBERRY PIE	38c
	Chocolate Fudge Layer Cake	35c		
	Cherry Fudge Layer Cake	35c		
	Moist Nigger Pie Cake	37c		
	Danish Nut Buns	35c		
	Coffee Ring, plain	27c		
	Dresden Buns	15c		
	Parkor House Rolls	9 for 14c		
	Pumpkinrolls	14c		
MON. OCT. 6	Black & White Leaf Cake	30c	OATMEAL FRUIT COOKIES	25c
	Jelly Doughnuts	6 for 15c		
	Cherry Boston Cream Pie	35c		
	Fresh Upside Down Cake	30c		
	Peanut Buttercut & Rolls	35c		
	Custard Wheat Bread	11c		

**Hot from the Oven!** by L. U. K.

Women are great discoverers! While they are having it to use to discover new mountains of ice at the North Pole, women go on discovering the things that are useful to their families. One of their discoveries is 100% whole wheat bread. One other source is using up very fast despite the fact that we have not done any advertising for the loaf other than that mention in the Weekly Bulletin. We figure that a lot of women are telling their friends about this exceptional loaf. Its taste, texture and wholesomeness convince this loaf to mothers especially they know that it is good for growing children.


We decide very much to be obliged to add one more increasing about possible higher prices. The manufacturers of Mason stoneware and French-Swiss stoneware are by regular shortages of materials and more so of higher prices. If we will place orders at old prices but can't do so very much longer.

Recent figures from the U. S. Department of Agriculture show that the average American house spends 15¢ of its food dollar for baked goods and exceeds in many 20% of the energy value produced by all foods combined. You get almost twice as much food value as you pay for in relation to other foods.

Would you like a good tip on a breakfast treat for Sunday? Buy a Danish Nut Ring on Saturday and serve it with coffee made from freshly roasted coffee - Krug's coffee.

There will be a shortage of the American Eagle casseroles!

NELSON McCOY of ROSEVILLE, the famous American potter, has already advised us not to expect any increases in his production. He expects to fill our original order but declines new orders. If you want a Krug fruit cake in this beautiful casserole for Thanksgiving Day, please reserve it now!



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Left is additional content from the Bulletin. Of particular note related to the Eagle Casserole is information in the lower right corner. We have expanded that area below. You can see the Eagle Casserole image shown in that area. Nelson McCOY Pottery had advised they would not produce any increases in the orders for Eagle Casseroles so Krugs Bakery is telling their customers that if they want their fruit cake in one of those Eagle Casseroles, they been get their order in now!