

PROMOTIONAL PRICED PLANTERS





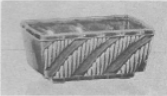





By Clay Molder





One of our regular authors in the Journal, "Clay Molder", has written some good article content. Back in July, 2015 he wrote an article on the "Promotionally Priced Planters" which were a separate volume offering to dealers. Since that writing, some additional information has surfaced and we decided to update his article with the new information as well as a couple of corrections!


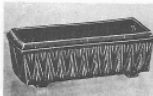

The promotional page below comes from 1966. This page was not part of the standard Nelson McCoy Pottery Company catalog. This was a true special promotion on a large group of selected planters. Interesting to note at the top that the minimum order was 12 dozen of any one style! The point of this page that is important to McCoy collectors is that a large part of this group of planters are not marked McCoy. This document provides verification that these unmarked pieces are indeed McCoy Pottery products.

PROMOTIONALLY - PRICED PLANTERS

Minimum Order 12 Dozen of any one style open stock

 No. 693-5" Planter Green, White, Yellow Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	 No. 694-6" Planter Green, White, Black Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	 No. 695-6" Planter Green, White, Aqua Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	 No. 685-5" Planter Green, White, Yellow Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen
 No. 681-6" Planter Green, White, Brown Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	 No. 682-6" Planter Green, White, Tangerine Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	 No. 686-6" Planter Green, White, Chartreuse Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	 No. 676-6" Planter Green, White, Aqua Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen
 No. 687-6" Planter Green, White, Pink Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen	No. 400A-6" FACTORY PACKED ASSORTMENT—\$5.76 Per Doz. Minimum of 4 Styles and 3 Colors Pkd. 3 Doz.—1 Carton - 30 Lbs.		 No. 682-6" Planter Green, White, Yellow Pkd 3 Doz. Wt. 30 Lbs. \$5.76 Dozen

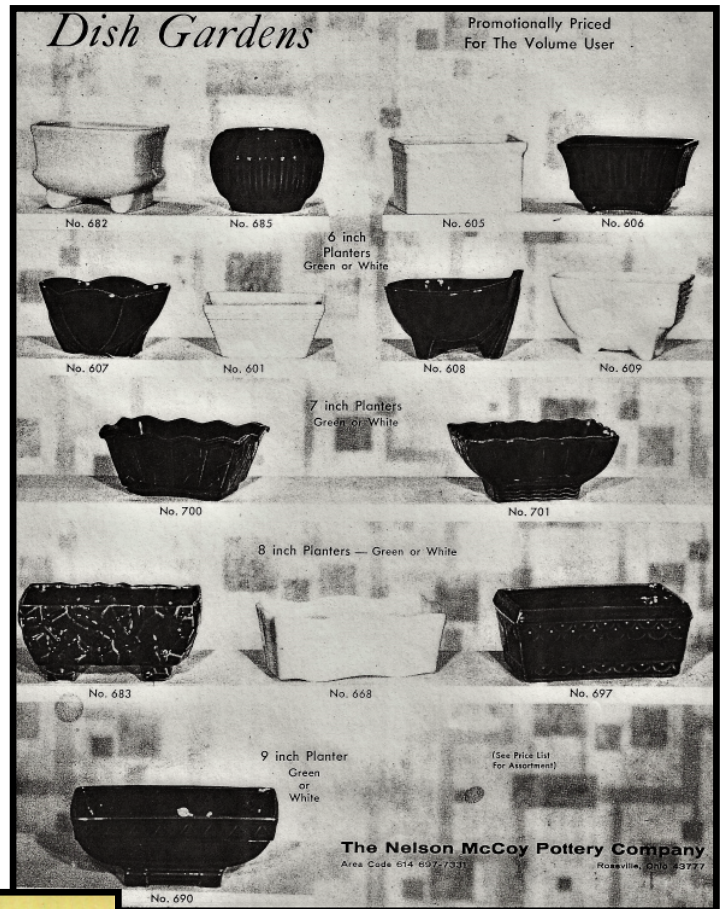
 No. 683-8" Planter Green, White, Chartreuse Pkd. 2 Doz. Wt. 30 Lbs. \$8.40 Dozen	 No. 688-8" Planter Green, White, Blue Pkd. 2 Doz. Wt. 30 Lbs. \$8.40 Dozen	 No. 688-8" Planter Green, White, Pink Pkd. 2 Doz. Wt. 30 Lbs. \$8.40 Dozen	 No. 689-8" Planter Green, White, Yellow Pkd. 2 Doz. Wt. 30 Lbs. \$8.40 Dozen
 No. 678-8" Planter Green, White, Brown Pkd. 2 Doz. Wt. 30 Lbs. \$8.40 Dozen	No. 500B-8" FACTORY PACKED ASSORTMENT—\$8.40 Per Doz. Minimum of 4 Styles and 3 Colors Pkd. 2 Doz.—1 Carton - 30 Lbs.		 No. 697-8" Planter Green, White, Pink Pkd. 2 Doz. Wt. 30 Lbs. \$8.40 Dozen

 No. 690-9" Planter Green, White, Yellow Pkd. 2 Doz. Wt. 35 Lbs. \$11.20 Dozen	 No. 691-9" Planter Green, White, Brown Pkd. 2 Doz. Wt. 35 Lbs. \$11.20 Dozen	 No. 698-10" Planter Green, White, Brown Pkd. 1 Doz. Wt. 34 Lbs. \$14.76 Dozen	 No. 699-14" Planter Green, White, Tangerine Pkd. 1 Doz. Wt. 30 Lbs. \$29.80 Dozen
No. 600C-9" FACTORY PACKED ASSORTMENT—\$11.20 Per Doz. Minimum of 2 Styles and 3 Colors Pkd. 2 Doz.—1 Carton - 35 Lbs.			

THE NELSON MCCOY POTTERY COMPANY

ROSEVILLE, OHIO

In the 1966 McCoy catalog (shown right), note this page titled "DISH GARDENS". It had a sub-title of sorts: "Promotionally Priced for the Volume User". However, only 5-6 pieces shown on the dealer Volume Sheet shown earlier, are included on this catalog page. So, it would seem correct, as was noted in the 2015 Journal article, that some of these Volume pieces were produced solely for that dealer market at this time.




The catalog page left is from 1967. It has almost the same pieces still included in this Dish Gardens Line.

However, the sheet below from 1967 is another dealer sheet like the 1st one from 1966. It highlights some "NEW" pieces added and also now includes that same "DISH GARDENS" title at the top like the catalog pages shown previously. Also, note that the 6-inch size pieces now require 51 dozen for a minimum order!!


DISH GARDENS

Promotionally Priced for the Volume User




NEW

No. 601-6" Planter
Green, White, Tangerine
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen




NEW

No. 602-6" Planter
Green, White, Lemon Yellow
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen




NEW

No. 603-6" Planter
Green, White, Tangerine
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen



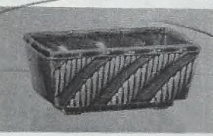
NEW

No. 605-6" Planter
Green, White, Aqua
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen




NEW


No. 606-6" Planter
Green, White, Lemon Yellow
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen



No. 681-6" Planter
Green, White, Lemon Yellow
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen




No. 682-6" Planter
Green, White, Tangerine
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen




No. 685-5" Planter
Green, White, Aqua
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen

Order less than 51 doz. - 6.34

Minimum order for 6" Planters—51 Doz.
Assorted numbers and colors




No. 694-6" Planter
Green, White, Black
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen




No. 695-6" Planter
Green, White, Aqua
Pkd: 3 Doz. Wt. 30 lbs.
\$5.76 Dozen


Cannot order these unless 24 doz




No. 668-8" Planter
Green, White, Aqua
Pkd. 2 Doz. Wt. 30 Lbs.
\$8.40 Dozen




No. 683-8" Planter
Green, White, Chartreuse
Pkd. 2 Doz. Wt. 30 Lbs.
\$8.40 Dozen



No. 688-8" Planter
Green, White, Blue
Pkd. 2 Doz. Wt. 30 Lbs.
\$8.40 Dozen




No. 689-8" Planter
Green, White, Yellow
Pkd. 2 Doz. Wt. 30 Lbs.
\$8.40 Dozen



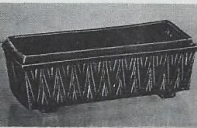
No. 697-8" Planter
Green, White, Tangerine
Pkd. 2 Doz. Wt. 30 Lbs.
\$8.40 Dozen

Less than 24 - 19.15


Minimum order for 8" Planters—24 Doz.
Assorted numbers and colors



No. 690-9" Planter
Green, White, Yellow
Pkd. 2 Doz. Wt. 35 Lbs.
\$11.20 Dozen



No. 698-10" Planter
Green, White, Brown
Pkd. 1 Doz. Wt. 34 Lbs.
\$14.76 Dozen



No. 699-14" Planter
Green, White, Tangerine
Pkd. 1 Doz. Wt. 30 Lbs.
\$20.80 Dozen

Minimum order for 9"-10"-14" Planters—12 Doz.
Assorted numbers and colors

THE NELSON McCOY POTTERY COMPANY

This is a catalog page from 1968. Notice how the number of pieces for the "Line" have been reduced and no more notation for Promotional Priced volume either.

Dish Gardens



No. 682
6" Planter



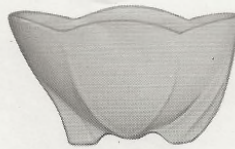
No. 685
6" Planter



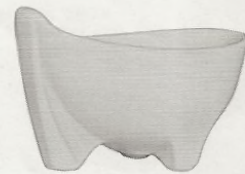
No. 606
6" Planter



No. 611
6" Planter



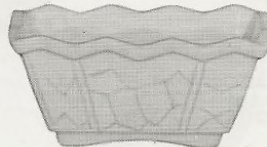
No. 607
6" Planter



No. 608
6" Planter



No. 701
7" Planter



No. 700
7" Planter



No. 690
9" Planter



No. 683
8" Planter



No. 668
8" Planter



No. 697
8" Planter



No. 1917
Swirl Pedestal Planter
4 1/4 x 4 1/4"



No. 1915
Pedestal Planter
4 1/4 x 4 1/4"



No. 1916
Round Pedestal Planter
4 1/4 x 4 1/4"

This last page is from the 1969 catalog. "The "Dish Gardens" page has been eliminated and they have added this page called the "Promotional Line" which is really a few miscellaneous pieces from other lines that existed in previous years.

A summary here might be for those collectors that have tried to collect the "Promotional Price Planters" as shown in the 1966 dealer sheet and shared in the 2015 Journal, it might make the sense to take the pieces in that dealer sheet and add additional pieces in the 1967 dealer sheet to make a total listing. That approach might be the most appropriate to identify the pieces that were really sold in that spirit of that "Promotional Price Planters" category produced by McCoy Pottery and sold in high volume.

