

RUSTIC WALL POCKET

By Craig Nissen

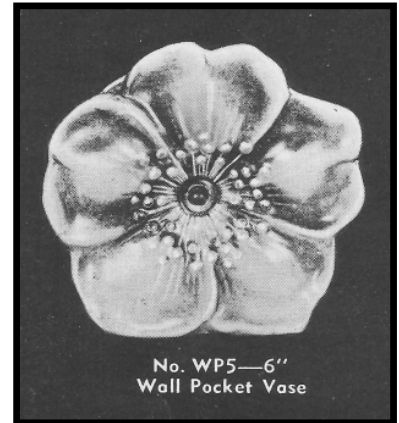
The Rustic wall pocket was released for sale in 1945 as part of the Rustic Line. It was the only wall pocket listed in the 1945-6 price lists. It was produced through 1946. The catalog number designation was “No. WP5”, the next number in sequence after the Clown wall pocket.



The wall pocket is about six inches square but in fact, slightly wider than tall.

There is but one decoration style glaze coloring. A combination of brown and green glazes over a base off-white glaze coloring. The finish is most often more of a matte or dull appearance. In the price list they call it “spray decoration” with no color designation included. Collectors can find a very wide range of appearance of this coloring which was all hand done so no two Rustic wall pockets have exactly the same look. There

will be examples with very little brown and a dominate green as shown in lower photo left. Some as well with a lot of brown with little green – lower center. In addition, some of these are found on occasion with a gloss finish appearance which is on the example lower right.



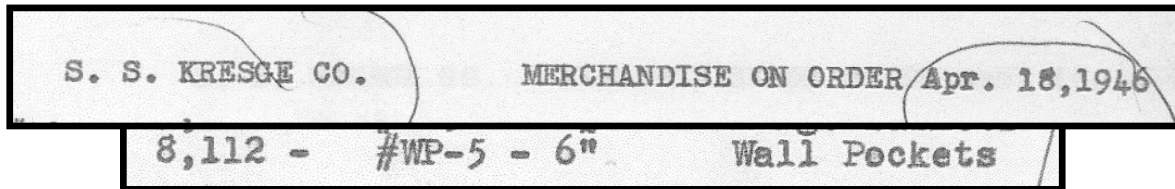
The back of the Rustic wall pocket is really very decorative with a continuation of the three



glaze colors across the entire back. See photo lower left. On a rare occasion, one of the glaze colors can be dominate. The lower right example is almost all brown. This is the back of the center Rustic wall pocket example above.

The Rustic wall pocket is not marked in any way. It is also a very durable piece. Unusual to find one that is chipped or has a hairline.

The dollar values of the Rustic wall pockets have really never been very significant. It must have been a very popular seller as it still remains one of the easiest McCoy wall pockets to obtain. Estimated value would be \$ 15 – 30. To help support the idea that McCoy made a lot of the Rustic wall packets here is the “On Order” pieces total of 8,112 that was on April 18, 1946 for just one customer, the S.S. Kresge Company!



The two examples here of the Rustic wall pockets have both had some added artistic features. The first Wall pocket has had some floral decoration and is under glaze. The second example has had a subtle golden tone coloring added again under glaze. The floral decoration example would be valued currently at \$30-50. The golden tone example might be more in the \$25-35 range.



Unfortunately, the Rustic Wall Pocket has been reproduced. The photos below show the reproduction front view as well as back view. The size is as usual, slightly smaller than the original given they used an original for the pattern to make the reproduction piece. The best news of all is the individuals that decided to reproduce this wall pocket added the “McCoy” name on the back which helps us immediately identify it as the repro that it is!

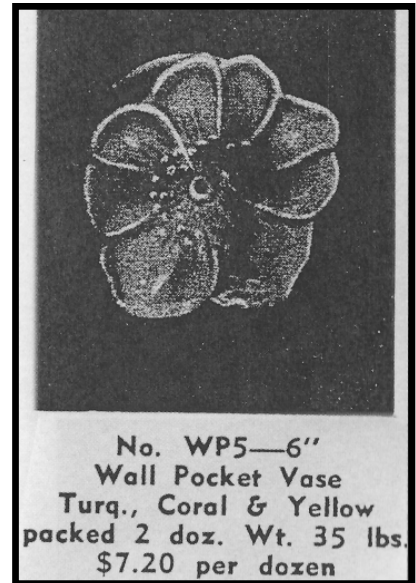


SQUARE FLOWER WALL POCKET



The Square Flower wall pocket is really an extension of the Rustic wall pocket. It was released for sale in 1947 and was sold through 1948 with the same catalog number; "No. WP5". The pocket is the same size as the Rustic, about 6 inches square.

The difference is that it was offered in (3) standard gloss colors: Turquoise, Coral and Yellow. These standard glaze color wall pockets are not quite as common as the Rustic wall pocket but not far behind.



The back of the Wall Pocket comes in two different configurations. In the photo of the two backs below, the one on the left is the same as the Rustic version with no markings. It is very likely this was the same mold that was used for the Rustic wall pocket product. The other style back is shown on the right in that photo. The difference is the inclusion of a mark,



"Made in USA", at the bottom of the back. A closeup of that is included. Any of the three production color glazes found on this Square Flower Wall Pocket with this mark on the bottom of the back will be the later production pieces of this product.



In addition to the standard colors, a few examples of the Square Flower wall pocket have surfaced over the years in a couple different glaze colorings. The first is a matte white of which less than ten are known. Then there is a deep blue gloss style and gloss brown with green accent style of which only three are known of each. See photos at top of next page.

On the rare brown glazed piece to the far right, a photo of the back is included showing complete coverage with the same glaze color. The same is true for the glaze color on all three of these special pieces.



One other very special example is this matte white Square Flower wall pocket with multi-color detail decoration. The decoration is all under glaze. This piece came from the Cope Gallery Collection and is a one-of-a-kind.



All of the three production colors of the Square Flower wall pocket have a current value in the same range as the Rustic wall pocket; \$15-30.

The rare matte white examples are likely in the \$40-60 range and the gloss deep blue and the brown rare pieces \$75-100 each.

The white Cope Gallery example with decoration would have a current value of \$100-200.

As with the Rustic wall pocket, the Square Flower wall pocket has also been reproduced. The first example shown here is a solid rust color glaze. Looking at the back of it, it has the same surface as the reproduction back of the Rustic wall pocket with the inclusion of the "McCoy" mark. As stated, this is nice for Collectors as that mark tells them it is not an original. It is also slightly smaller. It is very likely that whoever made that Rustic reproduction also made this one with the back style being identical.



To date, there are three other known reproductions. From the left, the first and second wall pockets are decorated in a similar two-color pattern style. The first being a gray body with blue accents and the second yellow with rose or red accents. The third reproduction is all white with green decoration in more of a trim style. Also note, no McCoy mark and there is a slight bottom right indented surface just where the “Made in USA” mark is located on the later year original McCoy production Square Flower pieces. This tells us that these reproductions were likely made from a mold where they used the later style original for a pattern and decided not to add the McCoy mark on these examples.