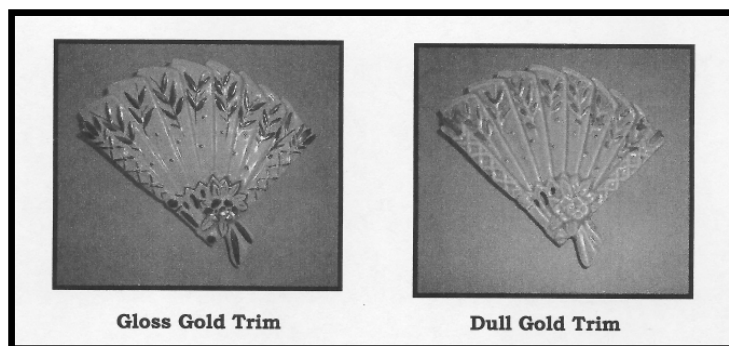
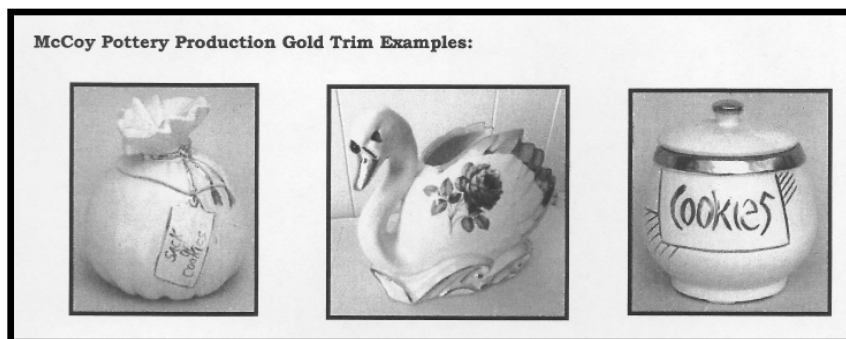


# GOLD TRIM McCOY PIECES

By Craig Nissen

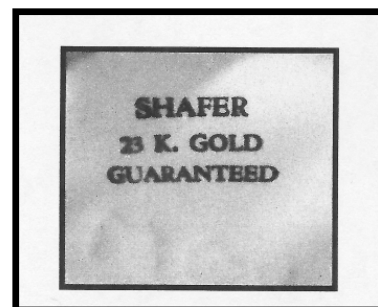
Gold Trimmed pieces of McCoy have always been an area of interest for many McCoy Pottery Collectors. At the July, 2016 Society banquet in Zanesville, Ohio, included in the program was the topic of Gold Trim pieces of McCoy. This article is a summary of that presentation and copies of some of the photo images that were included in a handout.

McCoy did some gold trimming of product. The three examples to the right, including two cookie jars and an Antique Rose line piece, are a representation of some of those pieces. However, McCoy really did not do any significant amount of this gold trim accenting. The vast majority was done by others outside of the company.



Almost all gold trim pieces have a glossy style of gold trim applied. However, on a much less frequent basis, some examples are found with a dull gold trim finish. These two fan wall pocket examples demonstrate that difference.

But it was the Shafer company in the Zanesville area in the late 1940s and 1950s that really took this gold trimming to a different level. They purchased large quantities of seconds from McCoy and would apply gold trim to the piece and then re-fire to create a durable finish of the gold. Some pieces were stamped with the Shafer name and 23 K Gold Guaranteed. You can see an example of that stamp to the right and when used, it always looked the same. However, they also gold trimmed many pieces that they did not stamp, usually due to a lack of flat surface area, but we will further discuss that aspect later in this article.




The catalog images on the next page are taken from a Shafer catalog that was 13 pages in length. The magnitude of pages supports how large of an operation this was at the time. The McCoy pieces shown are the only ones in this catalog. However, Collectors know that Shafer gold trimmed dozens of different McCoy pieces. You can also see they gold trimmed other Pottery maker pieces including Shawnee and Royal Copley to name a couple. All of this simply supports the position that Shafer made a large quantity of the gold trim pieces that collectors may find in the market.

TERMS: 1% 10 Days, net 30. FOB Zanesville, Ohio


**G. C. SHAFER POTTERY CO.**

— 542 MERRICK AVENUE —  
PHONE 3-6341  
\* \* \* \*

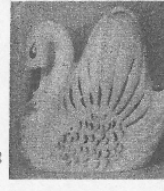
**ZANESVILLE, OHIO**




H - 31 - Cantering Gazelle Planter  
6" high 5 1/2" long  
Gold decorated  
Assorted colors  
Wt. 4 doz. 33lbs.  
Packing as low as 1/2 doz.  
Price doz.



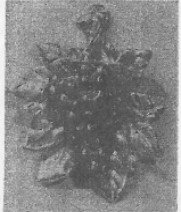
288 - Vase  
9" high  
Gold decorated  
Wt. 1 doz. 35lbs.  
Packing as low as 1/2 doz.  
Price doz.



214G - Swan Planter  
5" high 5" long  
Gold decorated  
White Rose decal  
Wt. 2 doz. 30lbs.  
Packing as low as 1/2 doz.  
Price doz.



1145 - Vase  
4 3/4" high  
Gold decorated  
Assorted colors  
Wt. 3 doz. 14lbs.  
Packing as low as 1/2 doz.  
Price doz.




WPS - Grape Wall Pocket  
7 x 6"  
Gold decorated  
Wt. 2 doz. 30lbs.  
Packing as low as 1/2 doz.  
Price doz.



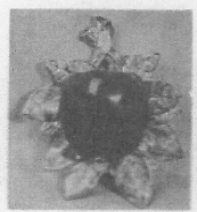
1146 - Vase  
4 3/4" high  
Gold decorated  
Assorted colors  
Wt. 3 doz. 14lbs.  
Packing as low as 1/2 doz.  
Price doz.




211 - Baby Chick Salt & Pepper  
Gold decorated  
Wt. 2 doz. prs. 15lbs.  
Packing as low as 1/2 doz. pr.  
Price doz.




WF7 - Pear Wall Pocket  
7 x 6"  
Gold decorated  
Wt. 2 doz. 30lbs.  
Packing as low as 1/2 doz.  
Price doz.



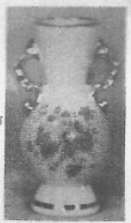
WF6 - Apple Wall Pocket  
7 x 6"  
Gold decorated  
Wt. 2 doz. 30lbs.  
Packing as low as 1/2 doz.  
Price doz.



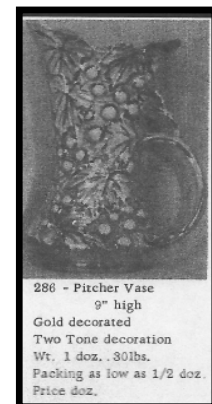
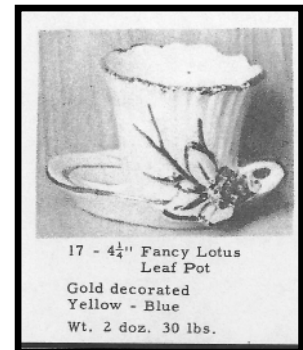
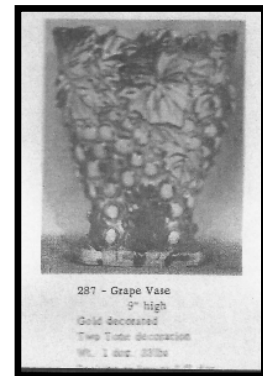
6 - Vase  
6" high  
Gold decorated  
Wt. 2 doz. 12lbs.  
Packing as low as 1/2 doz.  
Price doz.



1150 - Fawn  
7" high  
Gold decorated  
Wt. 2 doz 14lbs.  
Packing as low as 1/2 doz.  
Price doz.



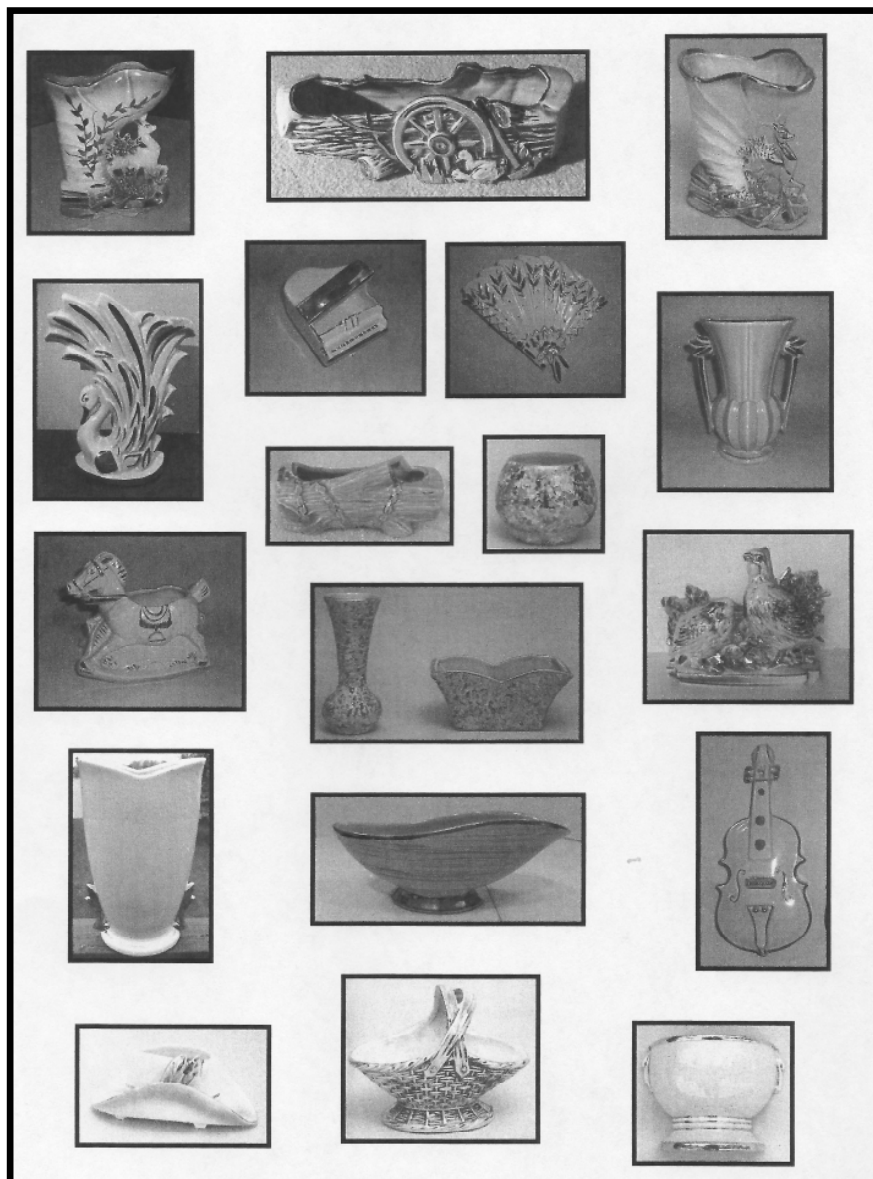
8G - Handle Vase  
6 1/2" high  
Gold decorated  
Wt. 2 doz. 17lbs.  
Packing as low as 1/2 doz.  
Price doz.



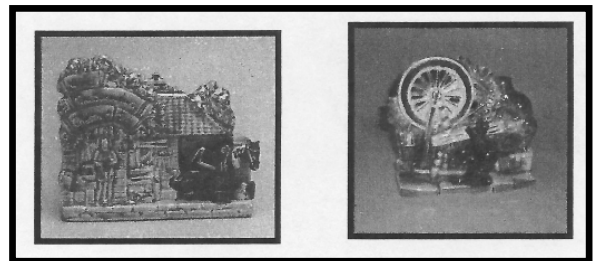
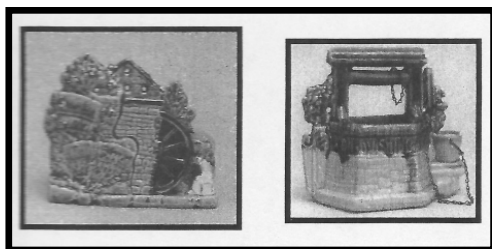
Now having presented that factual information, we must review the area of gold trimming by individuals. An individual can buy the appropriate gold paint/glaze, apply it to a piece and then cure it in their kitchen oven. Now this takes place in but a rare instance but we unfortunately have one example where it was taken to a whole new level.

In the late 1990s thru about 2005, an individual started buying up low cost McCoy pieces, applying a gold trim accent that looked very much like the Shafer style, and then re-fired the piece in a small kiln he happened to have. Who this individual was is not as important as the knowledge of knowing it was done and that a noted portion of pieces in the market today were not done in the production period of the pieces gold trimmed by Shafer. Instead, more like over 40 years later.

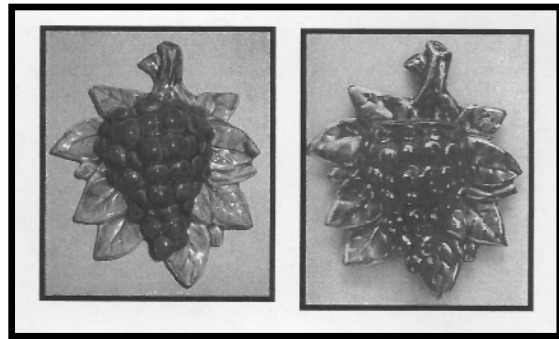
So how can a collector identify whether they have a Shafer product or a more recent gold trimmed piece of McCoy? Let's review a few areas that may help with this challenge.



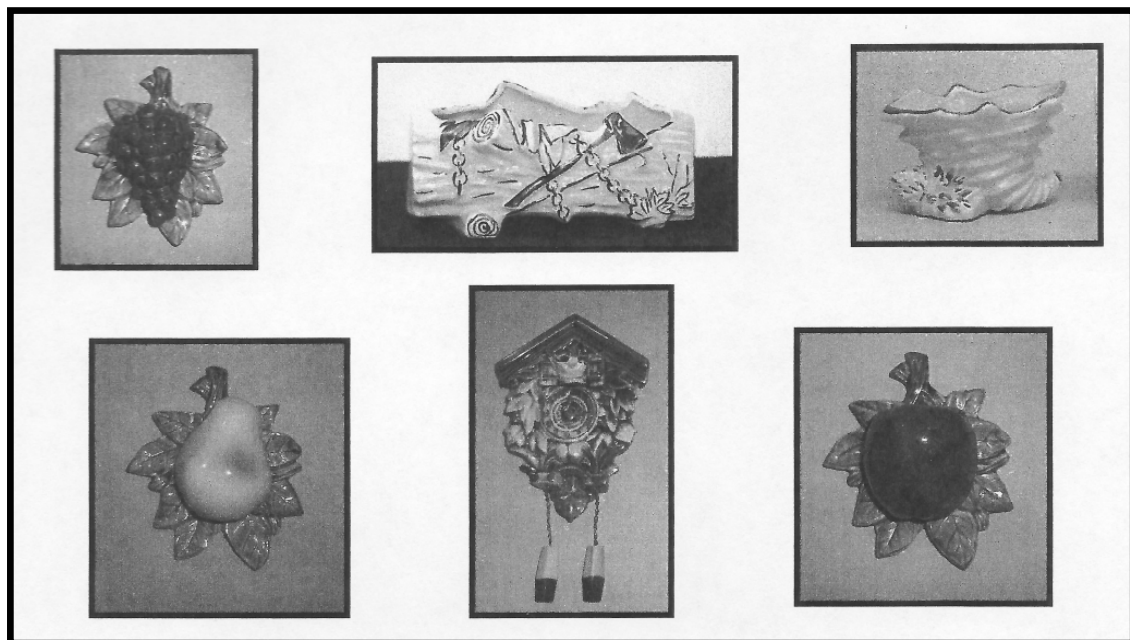
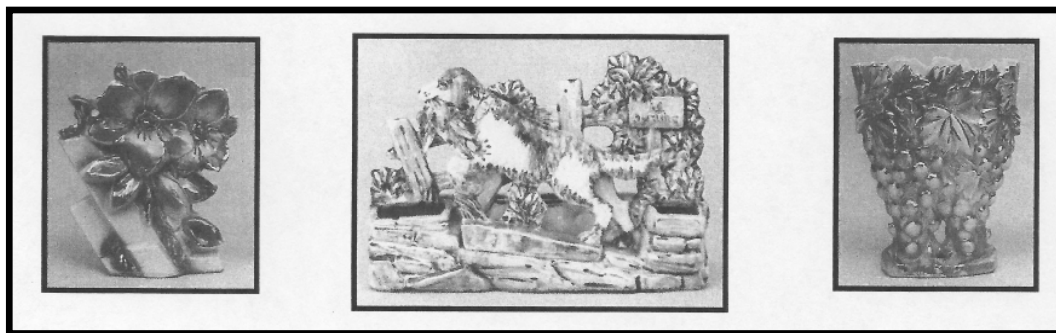
First topic is the Shafer stamp. This is the best clue. This stamp has never been reproduced to date on any gold trim McCoy piece. In short, if your piece has the stamp, you have a real Shafer product. Also, to date, no known Shafer piece found with a stamp, has also been found without a stamp. This rule may prove not 100% in the future but for now, it is. The pieces pictured left and below are those known to have been found with a Shafer stamp.



Second topic is extra gold trim. Many later trimmed pieces are done similar in style to Shafer pieces as to where gold trim is applied and the amount. However, in the two examples on next page are a known Shafer piece on the left and a known non-Shafer piece on the right; you can see extra gold trim. It makes an easy decision to question a purchase unless the price is right.

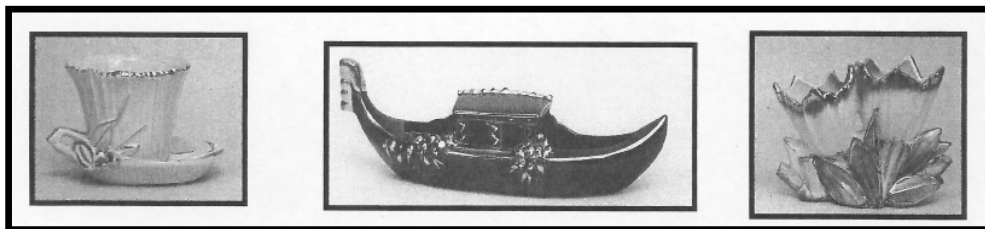
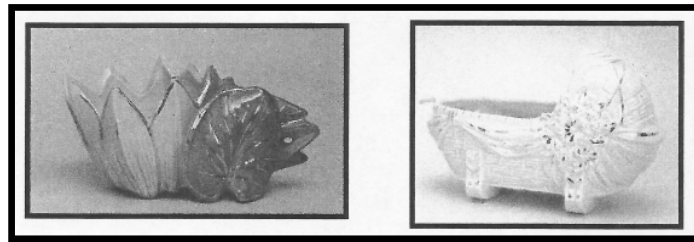
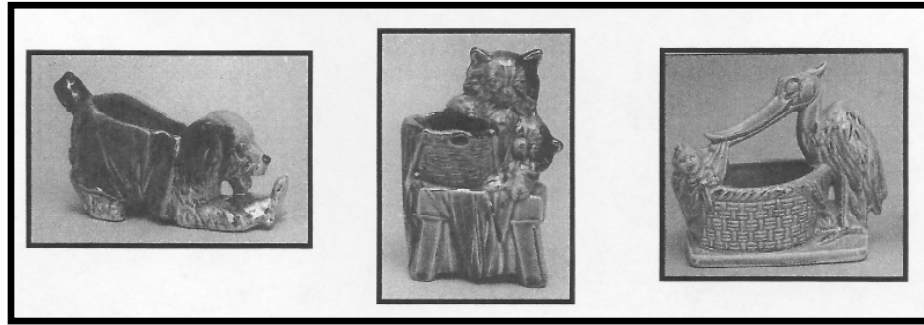


The third area is that of known Shafer trimmed pieces that do not have a stamp. How do we know they are Shafer? A good question but all of these pieces pictured below were purchased by collectors in the 1980s, 1970s or even earlier and thus, well before the high volume deception program was started in the late 1990s. The importance of this category is that these pieces when found, will not have a stamp but have a very good chance of being real and the decision if Shafer or not must be estimated by one of the other means / topics.

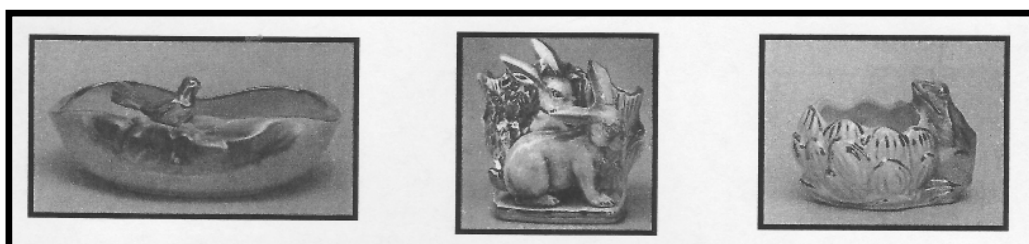


The next topic relates to pieces known to be Shafer but we do not know if they have a stamp or not. Again, this relates to older purchases of pieces so we know they were likely Shafer but the present owners are unknown and therefore we cannot determine for sure if they have a stamp or not. The importance of this topic is if you find one of these gold trimmed pieces

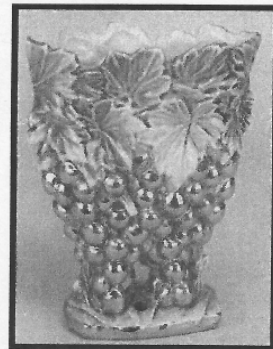
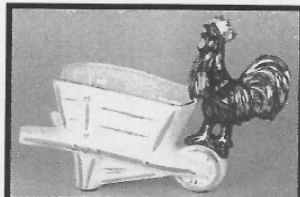
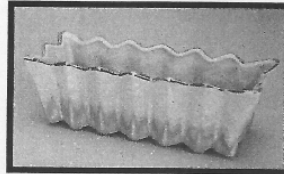
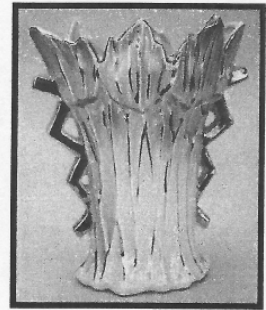
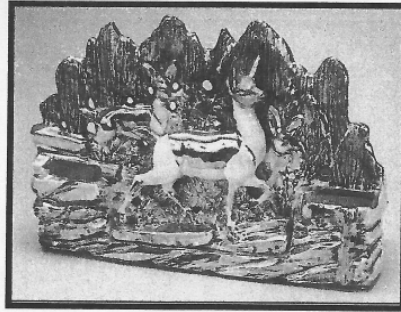
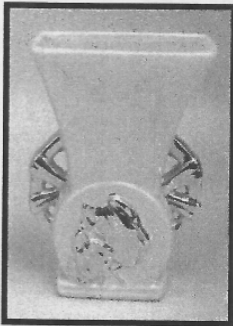
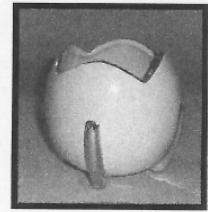
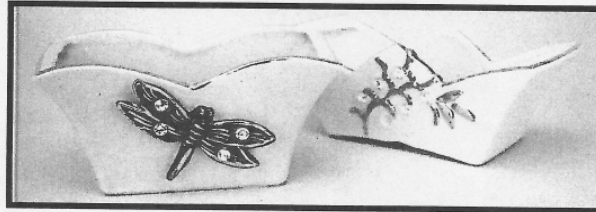
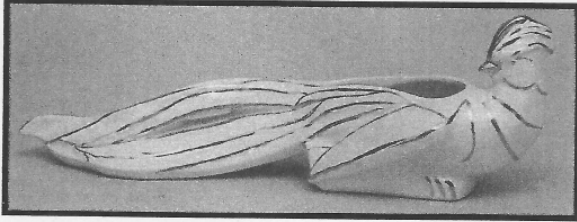
shown in the following photos, and it is not stamped, that is not the last word of it possibly being a good purchase.



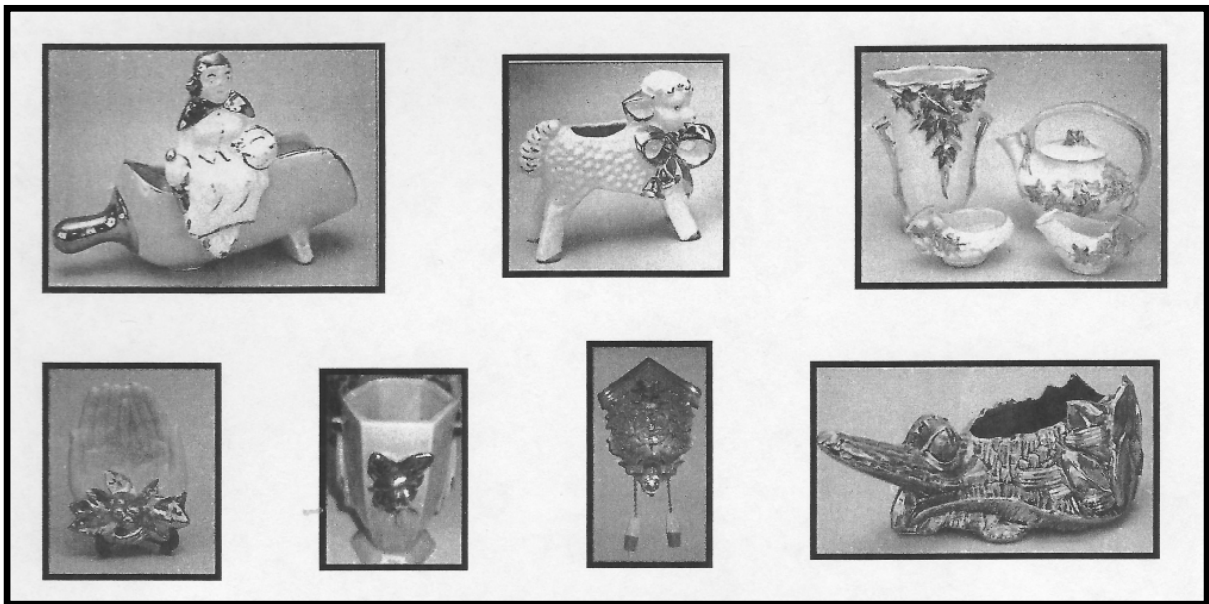
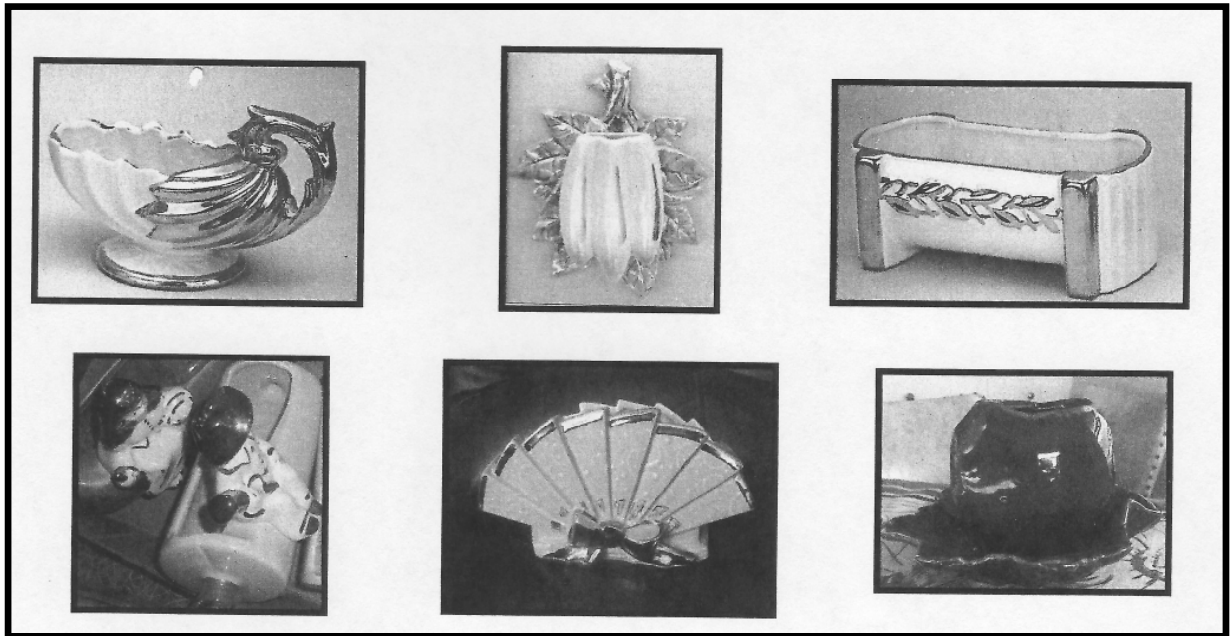
The fifth topic area is simply a collection of pieces that have an appropriate visual look of a Shafer trimmed piece but we do not know if it was done by Shafer or a later product addition; below and the page to the right.







The sixth area simply relates to the aesthetic of the gold trim added being too glossy. The pieces below we feel are not Shafer products as the gold appears too glossy as well as a little excessive in magnitude!

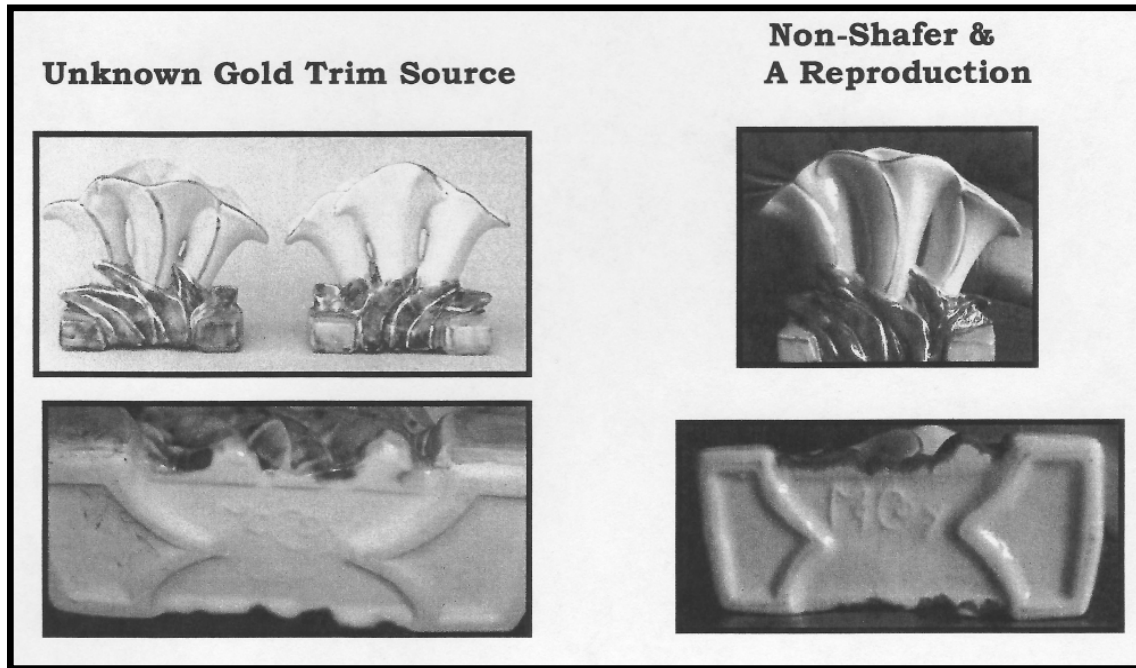


The final topic area is the era in which a piece was first produced. As stated earlier, Shafer operated approximately from the late 1940s thru the 1950s. So, if a piece is from the early 1940s or before, or from later in the 1960s or newer McCoy Pottery production, Shafer would not have applied the gold trim. So, this is definitely a reason to pause on the purchase. But we need to remind ourselves that some pieces made in the early 1940s continued to be made into the 1950s.

A quick summary:

1. If your gold trimmed piece has the Shafer mark it is authentic to that period.
2. If the amount of gold trim applied seems a little excessive, reason to pause.
3. If the gold trim seems overly glossy, reason to pause.
4. If you like the look and the price is right, does it really matter when the gold trim was applied? Seems a likely OK purchase.

In the photos below, we have original McCoy produced Triple Lily Planters on the left with gold trim. We do not know if they are Shafer or later examples. On the right, is a reproduction of the same planter and also gold trimmed. Notice how the McCoy mark on the bottom is located a little higher and not quite as evenly written as the original. There ought to be a law?



Finally, we have a Pear Wall Pocket. It is a reproduction. The leaves are a darker brown tone color and are gold trimmed. The best news is they were "nice enough" to put a McCoy mark on the back so we collectors will know it is not really a McCoy piece; all the Fruit Wall Pockets were not marked at all save for a single letter incised for individual piece work identification

