

THE MCCOY 1950s ROOSTER

Below is a copy of a quotation being sent by McCoy Pottery to FW Woolworth in 1950 for the Rooster piece as well as the Mother Goose Cookie Jar. As McCoy Collectors know, the Rooster was 1st made in the early 1940s in matte pastel colors. It was also marked NM as opposed to this era Rooster that is marked McCoy. The lower portion of the design was also changed for the 1950s style piece. Reference - Article in January 2014 Issue of the Society Journal.

What is interesting to note is the decoration detail in the quote. It informs us that the production glazed variations were blue and yellow body colors and green base. And the Comb and Gills painted with red cold paint. The other body glaze colors being purple and yellow with the same green base.

January 24, 1950

F. W. Woolworth Co.
Executive Office
Woolworth Building
New York 7, N.Y.

Att: H. H. Lindquist

| <u>ITEM</u> | <u>PRICE</u> | <u>PACKING</u> | <u>WEIGHT</u> |
|---|--------------|----------------|---------------|
| F31- Rooster Planter | \$ 4.50 Doz. | 2 Doz. | 30 lbs. |
| COLORS: Blue & Yellow w/Green Base Purple & Yellow w/Green Base Comb and Gills RED | | | |
| #36- Mother Goose Cookie Jar | 10.80 " | 1/2 " | 26 " |
| COLORS: Brown Underglaze DECORATED White DECORATED | | | |

So, looking at the catalog image from 1951 to the right, it would seem they decided to just offer the purple and yellow body colors going forward. It is difficult to know exactly what occurred over the years in the early 1950s. The 1951 catalog is the only 50s catalog that had the Rooster image included. But it seems they made this piece for more than one year. One scenario might be that they dropped it from the general offering in 1952 but continued to produce for customers direct like Woolworth. The other odd thing is the Rooster with an all brown body glaze is somewhat commonly found so we know they made a significant amount in that color and possibly that was simply for a couple larger customers?



From left to right...the 1st two photos are purple and yellow bodied examples...the last in that row is a brown example. The two photos at the bottom of the page are blue and yellow glazed examples. A color copy of this article will be put on the web site under the Articles tab.

