

A LOOK INTO THE PAST - THE PINEAPPLE LINE

By Chiquita Prestwood

"Hospitality by McCoy," *We have designed the pineapple line away from the "Standard Look". The handles on pineapples and shells carry out the designs and the finished look is most attractive.... They can be used from the oven or microwave to the table."* Quote from Billie McCoy

On January 19, 1978 Billie McCoy scheduled a meeting with designer Al Klubert, Nelson McCoy and several others to discuss new ideas for the coming year. The first idea on her agenda was to pursue a Pineapple motif line. "Hospitality by McCoy" was her theme.

Her first note was "microwaveable" which led to items being of dual use, not only suitable for the microwave but for salads as well. They could be used in the oven for baking and cleaned in the dishwasher.

While planning meetings considered other products as well as the Pineapple designs, (the shell line and wind chimes) Billie pushed for large and small pineapple baking dishes. The old McCoy pineapple cookie jar was given to Klubert for design detail ideas.

Klubert had numerous projects going at any given time and Billie wanted them all NOW. It did take time for these items to be designed and approved and into production. For a covered butter dish, deep modeling was considered on the lid....so details would show better. Color consideration for the small pineapple dish was the bluish white.

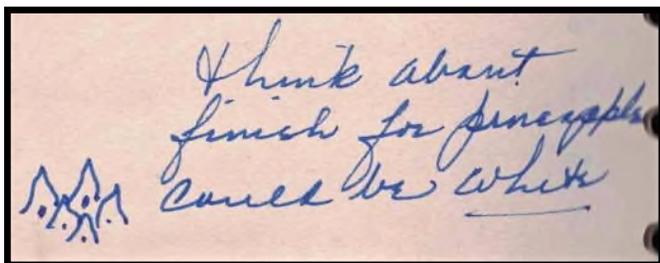
By May 1, the pineapple server die was finished as work continued on modeling the outside of the baking dish for the line. First pieces completed were fired in brown , yellow and green.

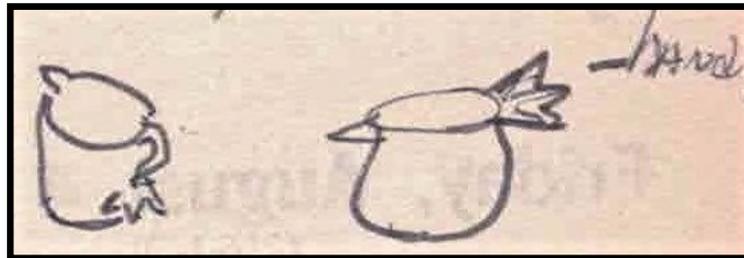
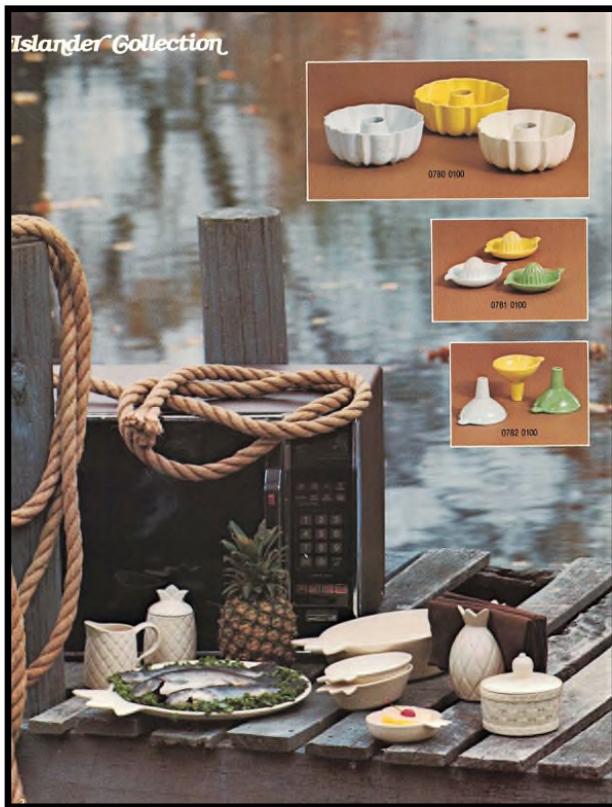
Large pineapple samples were finished finally as Al continued working on individual servers and a divided dish. Decorating the pineapple with cold paint didn't work too well and it was decided to use only single colors.

Napkin holders followed and spoon rest were considered. A round margarine container with a pineapple on the lid was thought to maybe used as a baker as well. Billie was full of items continuing with pineapple salt and pepper sets, sugar and creamers, a melting pitcher. You get the idea!

Items had to be tested for microwave and freezer uses and were sent for that testing.

Shown here and on the following pages are a few of the items and the four catalog pages from the 1979 catalog. As you can see these pieces ended up In the Islander Collection.





Billie did have a question for the team about the Bundt pan also in the Islander line. She questioned if the Bundt pan could be used in the microwave for meatloaf since it cooks from the middle out. What do you think?

