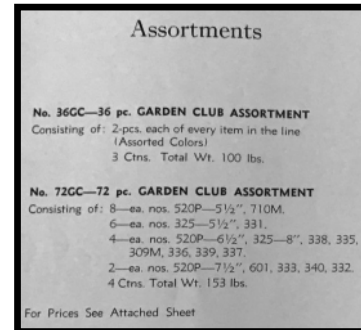
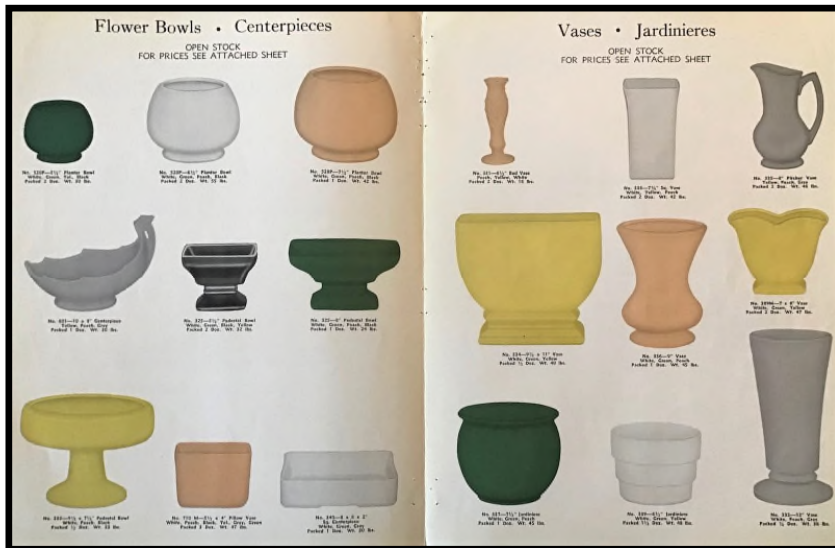


# GARDEN CLUB AND SILHOUETTE LINES

By Ben Collectin

One of the popular Lines for McCoy Pottery Collectors is the Garden Club Line. A rather unknown fact is that the Line was released for sale in late spring/early summer of 1957. It was not in the standard company catalog for 1957. But instead, they actually had a brief promotional piece for the Line itself.



PRICE LIST					
May 15, 1957					
GARDEN CLUB LINE					
Open Stock					
Flower Bowls - Centerpieces					
Item		Net Price	Pack	Wt.	
No. 520P	5 1/2" Planter Bowl	\$3.30	per doz.	2 doz.	30 lbs.
No. 520P	6 1/2" Planter Bowl	4.80	per doz.	2 doz.	55 lbs.
No. 520P	7 1/2" Planter Bowl	6.00	per doz.	1 doz.	42 lbs.
No. 601	10 x 8" Centerpiece	7.20	per doz.	1 doz.	30 lbs.
No. 325M	5 1/2" Pedestal Bowl	3.30	per doz.	2 doz.	32 lbs.
No. 325M	8" Pedestal Bowl	4.80	per doz.	1 doz.	24 lbs.
No. 333	9 1/2 x 7 1/2" Pedestal Bowl	12.00	per doz.	1 doz.	33 lbs.
No. 710M	5 1/2 x 4" Pillow Vase	2.40	per doz.	3 doz.	47 lbs.
No. 340	8 x 8 x 2" Sq. Centerpiece	6.00	per doz.	1 doz.	30 lbs.
Vases - Jardinières					
No. 331	6 1/2" Bud Vase	\$ 3.00	per doz.	2 doz.	18 lbs.
No. 338	7 1/2" Sq. Vase	4.80	per doz.	2 doz.	42 lbs.
No. 335	8" Pitcher Vase	4.80	per doz.	2 doz.	46 lbs.
No. 309M	7 x 6" Vase	4.80	per doz.	2 doz.	47 lbs.
No. 334	9 1/2 x 11" Vase	11.40	per doz.	1 doz.	40 lbs.
No. 336	9" Vase	6.00	per doz.	1 doz.	45 lbs.
No. 332	12" Vase	10.80	per doz.	1 doz.	36 lbs.
No. 339	6 1/2" Jardiniere	4.80	per doz.	1 1/2 doz.	48 lbs.
No. 337	7 1/2" Jardiniere	6.00	per doz.	1 doz.	45 lbs.
ASSORTMENTS					
No. 36 GC - 36 pc. Garden Club Assortment					
Consisting of: 2 pcs. each of all 18 items in the line. (Assorted Colors)					
2 - cartons	Total Wt. 100 lbs.	Net Price \$18.20 per assortment			
No. 72 GC - 72 pc. Garden Club Assortment					
Consisting of: 8 - ea. Nos. 520P - 5 1/2", 710M					
6 - ea. Nos. 325M - 5 1/2", 331					
4 - ea. Nos. 520P - 6 1/2", 325M - 8", 338, 335, 309M, 336, 339, 337					
2 - ea. Nos. 520P - 7 1/2", 601, 333, 340, 332					
(Assorted Colors)					
4 - cartons	Total Wt. 153 lbs.	Net Price \$29.95 per assortment			
Terms: Net 30 days, F.O.B. Factory Roseville, Ohio, No Packing Charge.					

The images above were the lead in pages introducing the Line as well as promoting the Assortment offerings. The two-page spread has all 18 pieces shown that were offered in the Garden Line in 1957.

To the left is a detail list of the pieces with their pricing. Most pieces were offered in 3 or 4 glaze colors. The Pillow Vase is the only piece that was offered in 6 production glazes; white, peach, black, yellow gray and dark green.

All the Garden Club catalogs were in color so after published, a color version of this article will be dropped on the web site under the Articles tab.

In 1958, all 18 pieces offered in 1957 were carried over in the 1958 catalog page. There were three pieces added which was three sizes of the No. 341 Planting Dish which increased the number of pieces offered in the line to 21. All glaze colors offered remained the same but with two exceptions. The 5-1/2-inch No. 520P Planter Bowl had the yellow removed and peach added. The other change was the 8-inch size of the No. 325M Pedestal Bowl where peach was dropped and yellow added.



**GARDEN CLUB LINE**  
Flower Bowls—Centerpieces

 <b>No. 341—Planting Dish</b> Sizes 8"—10"—15 1/2" White, Yellow, Peach 8 —\$ 9.70 per Doz. 2 Doz. 30 lbs. 10 —\$14.40 per Doz. 1 Doz. 22 lbs. 15 1/2 —\$32.00 per Doz. 1 Doz. 38 lbs.	 <b>No. 601—10 x 8" Centerpiece</b> Yellow, Peach, Gray Packed 1 Doz. Wt. 50 lbs. \$21.30 per Dozen	 <b>No. 520P—Planter Bowl</b> Sizes 5 1/2"—6 1/2"—7 1/2" White, Green, Peach, Black 5 1/2 —\$ 9.70 per Doz. 2 Doz. 32 lbs. 6 1/2 —\$14.40 per Doz. 2 Doz. 60 lbs. 7 1/2 —\$17.60 per Doz. 1 Doz. 40 lbs.
 <b>No. 333—9 1/2 x 7 1/2" Pedestal Bowl</b> White, Peach, Black Packed 1/2 Doz. Wt. 30 lbs. \$36.00 per Dozen	 <b>No. 340—8 x 8 x 2" Centerpiece</b> White, Green, Gray Packed 1 Doz. Wt. 30 lbs. \$17.60 per Dozen	 <b>No. 325M—Pedestal Bowl</b> Sizes 5 1/2"—8" White, Green, Black, Yellow 5 1/2 —\$ 9.70 per Doz. 2 Doz. 34 lbs. 8 —\$14.40 per Doz. 1 Doz. 27 lbs.

**Vases • Jardinieres**

 <b>No. 710M—5 1/2 x 4" Pillow Vase</b> White, Peach, Black, Yel., Grey, Green Packed 3 Doz. Wt. 50 lbs. \$7.20 per Dozen	 <b>No. 331—6 1/2" Bud Vase</b> Peach, Yellow, White Packed 2 Doz. Wt. 16 lbs. \$8.80 per Dozen	 <b>No. 338—7 1/2" Sq. Vase</b> White, Yellow, Peach Packed 2 Doz. Wt. 47 lbs. \$14.40 per Dozen	 <b>No. 335—8" Pitcher Vase</b> Yellow, Peach, Grey Packed 1 1/2 Doz. Wt. 45 lbs. \$14.40 per Dozen	 <b>No. 334—9 1/2 x 11" Vase</b> White, Green, Yellow Packed 1/2 Doz. Wt. 40 lbs. \$42.60 per Dozen
 <b>No. 336—9" Vase</b> White, Green, Peach Packed 1 Doz. Wt. 43 lbs. \$17.60 per Dozen	 <b>No. 309M—7 x 6" Vase</b> White, Green, Yellow Packed 2 Doz. Wt. 50 lbs. \$14.40 per Dozen	 <b>No. 337—7 1/2" Jardiniero</b> White, Green, Peach Packed 1 Doz. Wt. 43 lbs. \$17.60 per Dozen	 <b>No. 339—6 1/2" Jardiniero</b> White, Green, Yellow Packed 1 1/2 Doz. Wt. 45 lbs. \$14.40 per Dozen	 <b>No. 332—12" Vase</b> White, Peach, Grey Packed 1/2 Doz. Wt. 29 lbs. \$32.00 per Dozen

No. 42CC—42 pc. Garden Club Assortment  
 Consisting of: 2 pcs. each of every item in the line  
 (Assorted Colors)  
 3 cartons Total Weight 106 lbs. \$63.40 per Assortment.  
 No. 84CC—84 pc. Garden Club Assortment  
 Consisting of: 8—ea. nos. 320P—5 1/2", 710M  
 6—ea. nos. 325M—5 1/2", 331, 341—8"  
 3—ea. nos. 326P—6 1/2", 325M—8", 341—10", 338, 335, 309M, 336,  
 339, 337  
 3—ea. nos. 520P—7 1/2", 341—15 1/2", 601, 333, 340, 332, 334  
 (Assorted Colors)  
 2 Cartons Total Wt. 173 lbs. \$104.00 per Assortment.

Catalog page, Garden Club, 1958.



Although not shown on catalog images, all Garden Club pieces were shipped with the "Garden Club by McCoy" sticker as shown on the Vase above.



## GARDEN CLUB LINE

### Flower Bowls—Centerpieces



### Jardinières



These two pages are from the 1959 catalog, the last year in production. There were 8 new shapes/pieces added to the line. This brings the total Garden Line shapes offered to 29. However, they did drop 3 pieces in 1959 so the offering was 26 pieces that year. The glaze colors on all pieces carried over from 1958 remained the same offering except for the No. 341 Planting Dishes which all had black added as an optional color.

Below is a photo of the Square Centerpiece. It is 8 inches square in size. This example has the gray glaze color. Most McCoy Collectors of the Garden Club pieces would agree that this is one of the more difficult pieces of the Line to find and add to your Garden Club Collection.



## Additional Garden Club Line

### Vases









## ANTIQUE ROSE LINE

Flower Bowls, Planters, Vases Designed For An Antique Look

Available in two colors—Pure white or two-tone brown and flecked blue—Decorated in an old fashioned moss rose pattern and trimmed in bright gold.

				
No. 370—7 x 6" Sprinkling Can Planter White or Two-tone Brown and Flecked Blue. Red Rose Decoration. GOLD Trim Pkd. 1 doz. Wt. 16 lbs. \$7.20 per Dozen	No. 371—7½ x 5½" Swan Planter White or Two-tone Brown and Flecked Blue. Red Rose Decoration. GOLD Trim. Pkd. ½ Doz. Wt. 12 lbs. \$9.60 per Dozen	No. 372—9" Pitcher Vase White or Two-tone Brown and Flecked Blue. Red Rose Decoration. GOLD Trim Pkd. ½ Doz. Wt. 10 lbs. \$9.60 per Dozen	No. 373—9½ x 6½" Flower Bowl White or Two-tone Brown and Flecked Blue. Red Rose Decoration. GOLD Trim Pkd. ½ Doz. Wt. 15 lbs. \$11.40 per Dozen	No. 374—12 x 7½" Low Flower Bowl White or Two-tone Brown and Flecked Blue. Red Rose Decoration. GOLD Trim Pkd. 1/3 Doz. Wt. 14 lbs. \$14.40 per Dozen

That leaves but two shapes/pieces to review for the Garden Club Line. The first is the Pitcher shown upper right that was released for sale in 1959 as part of the Antique Rose Line – upper left. However, this has shown up with enough regularity in one of the matte Garden Club glazes that it seems it may have been offered starting sometime in 1959 and that would also explain why not commonly found. Or a few could have been done on a contract basis for a customer ordering other Garden Club pieces. So, although to date not documented, it would seem adding it to the Garden Club shapes would be appropriate. So that gets us to an even 30 total!





The other piece to consider is this Hear shaped dish in Brown. It is roughly 5 inches in length. This piece was in the McCoy Family Collection and is the only example known to date. It would seem a likely scenario that this was a piece considered but never added for production. Now the other question is was it potentially going to be in the Garden Club Line or the Silhouette Line. Likely we will never know that answer but it might be best to not add it to the potential Garden Club pieces for Collecting purposes so we will leave that number at 30!


How many do you have?




One final topic important to note for Garden Club Collectors. In 1961, the Silhouette Line was released – catalog page to the right. There is no duplication of shapes from the Garden Club Line. But the matte finishes have a very similar look. All are offered in more than one color but all have white as an option. Some have a mint green or turquoise color which was not offered on Garden Club Pieces. However, the matte yellow, dark green and brown are the ones that are so close in addition to the white. The point being these shapes are not Garden Club although easily could be thought as possible candidates for the Garden Club Line based on glaze colors.

### Silhouette


Satin Glazed Planters  
Our Golden Anniversary line featuring new shapes in satin glazes of white, green, turquoise, yellow, and brown.




No. 1103—10 1/2" x 7"  
Low Centerpiece  
White, Turquoise,  
Brown Matte  
Packed 1 Doz. 28 lbs.  
\$20.00 per Dozen




No. 1104—12 x 6 1/2"  
Low Centerpiece  
White, Mint Green,  
Yellow Matte  
Packed 1 Doz. 18 lbs.  
\$24.60 per Dozen




No. 1101—6"  
Low Dish  
White, Dark Green,  
Yellow Matte  
Packed 2 Doz. 28 lbs.  
\$10.40 per Dozen




No. 1107—6 1/2"  
Round Pedestal Bowl  
White, Brown,  
Turquoise Matte  
Packed 1 Doz. 18 lbs.  
\$14.40 per Dozen




No. 1108—8"  
Round Pedestal Bowl  
White, Yellow,  
Mint Green Matte  
Packed 1 Doz. 32 lbs.  
\$20.00 per Dozen



No. 1109B—10"  
Jardiniere w/ Brass Stand  
White, Dark Green,  
Brown Matte  
Packed 6 Sets. 48 lbs.  
\$5.30 per Set



No. 1105—7 1/2"  
Bud Vase  
White, Mint Green,  
Yellow Matte  
Packed 2 Doz. 20 lbs.  
\$10.40 per Dozen



No. 1106—7"  
Cobalt Vase  
White, Turquoise,  
Dark Green Matte  
Packed 1 Doz. 22 lbs.  
\$14.40 per Dozen

No. 1100B—28 Pc. Silhouette Line Assortment  
Consisting of:  
4 each Nos. 1101, 1105  
4 each Nos. 1106, 1107  
2 each Nos. 1103, 1104, 1108, 1109B  
Total Wt. 44 lbs.  
2 Cartons  
\$41.30 per Assortment

No. 1100A—56 Pc. Silhouette Line Assortment  
Consisting of:  
12 each Nos. 1101, 1105  
8 each Nos. 1106, 1107  
4 each Nos. 1103, 1104, 1108, 1109B  
Total Wt. 88 lbs.  
4 Cartons  
\$82.60 per Assortment

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