

TRADING STAMPS - PREMIUMS

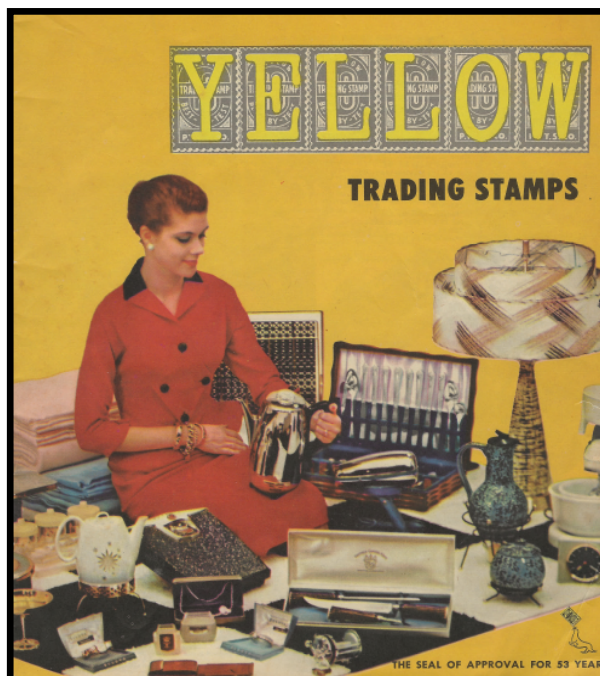
By Booker Stamps

In the 1950s and 1960s, it was very popular for grocery stores to have a trading stamp program. How it worked was after purchasing your groceries, you were given trading stamps (for your trading stamp book of course!) in a magnitude that related to your total dollars purchased. Then you were given a "premium" catalog. Each item would have a total number of books of stamps required to receive that premium. There were several of these types of programs around the country. S&H green stamps just might be the most well known one but there were many others. Yellow trading stamps, Gold Bell Trading stamps, Holden trading stamps to name a few that carried some McCoy Pottery pieces.

Here we have an actual catalog for the Yellow Stamp program.....this was actually 24 pages in length so you can imagine the wide range of products offered. It dates to 1958. Notice the lower right corner products.....they include some McCoy Brocade pieces with metal stands!

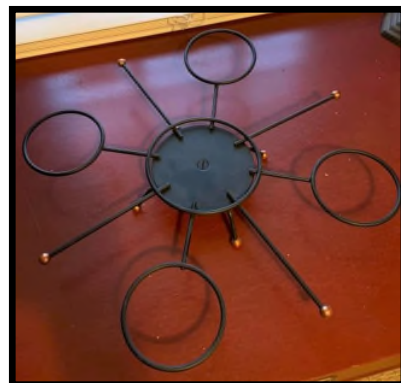


(D) 17-235 NELSON-McCOY COFFEE SERVER.	2 1/2 Books
(E) 17-233 NELSON-McCOY SET OF NUT DISHES.	1 Book
(F) 17-232 NELSON-McCOY CASSEROLE — With wrought iron frame.	2 3/5 Books
(G) 17-234 NELSON-McCOY CANDY DISH.	1 Book

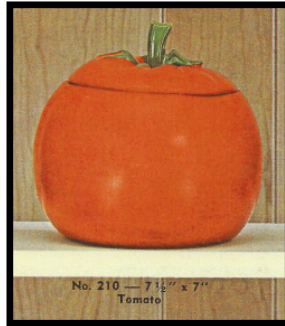


These metal stands it is fair to say are a rather rare find but they certainly are out there. The following are photos of actual pieces and stands most of which known to have been offered in these various programs. The open Bowl is large and even a rather rare piece from the Brocade Line.



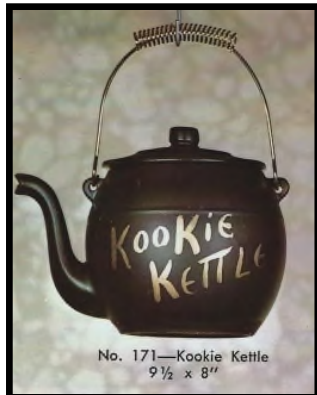


Another program was the Gold Bell trading stamp program. Included in their premium offering was two McCoy Cookie Jars.



The McCoy #210 Tomato Cookie Jar

The McCoy #147 Large, 10 inches tall, Barrel Cookie Jar.



The S&H Green Stamp program included as a premium the McCoy #171 Kookie Kettle Cookie Jar.

The #190 McCoy Stove Cookie Jar was a Holden Trading Stamps program premium.

