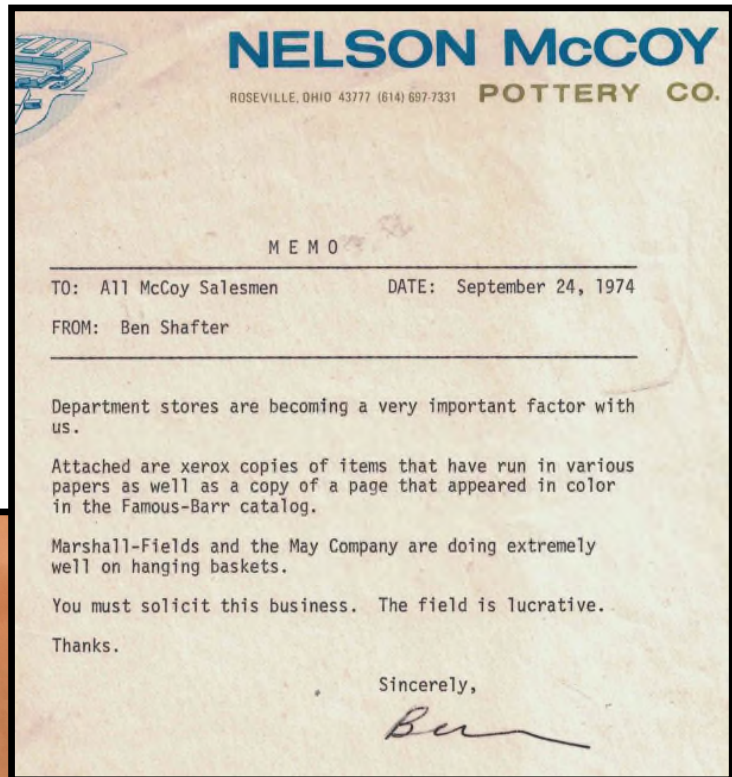


DEPARTMENT STORE BUSINESS

By I. M. Selling

In this 1974 letter to salesmen of Nelson McCoy Pottery from their sales manager, Ben Shafter, he stresses pursuing Department stores for business.

Included with the letter are two ads for Famous-Barr stores shown on opposite page. Bowls and Brown Drip Line pieces were popular items in 1974!



To the left is a concept sketch for an ad for Famous-Barr stores.



TIPS FOR HOMEMAKERS

Have we got some hot tips for you! Note the dates we've marked on your calendar; they're the big days when our "Homemakers' Helpers" event begins and ends. Our first tip: hurry in during these two short weeks for exciting savings and great low-priced buys. Our second tip! Get extra savings with Eagle Stamps. More tips! Turn the page.

starts February 18, 1974

ends March 9, 1974

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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Thomas Felt



save 20% to 33%!
brown drip ovenware by mc coy

wrought iron
pot rack

10-4, \$1.75 French onion soup
10-2, \$1.50 80% meal baker
10-3, \$6.14 1/2 meal baker
10-4, \$1.50 80% meal baker
10-5, \$8.49 quart brown pot
10-6, \$5.49 quart covered casserole
10-7, \$4.99 10.40 quart pot lid
10-8, \$4.99 1/2 quart
10-9, \$6.49 1/2 quart bowl set
10-10, \$1.99
10-11, Design mixing bowls: \$4.50 1/2 bowl, \$3.49, \$6.50 1/2 bowl, \$4.99, \$3.50 1/2 bowl \$6.99

10-11, \$1.19
10-2, \$2.49
10-3, \$2.49
10-4, \$2.19
10-5, \$5.99
10-6, \$5.99
10-7, \$2.49
10-8, \$2.49
10-9, \$3.99
10-10, \$3.99

10-14, Smart kitchen hanging! Coolest cooks like to keep those pots in easy reach... and decorators like to show them off! Honey, come soon, in black only, holds seven pots.

\$9.99

Gift Homewares, all states.
Call 421-6000 or mail order.