

# THE "HAPPY FACE" COOKIE JAR

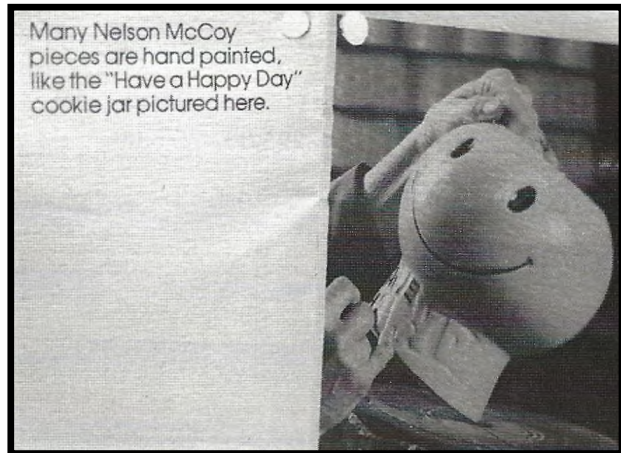
By Clay Molder

The McCoy Happy Face Cookie Jar was released for sale in 1972. It was a great success which is likely why it is not a rare Jar but certainly a popular one by McCoy Collectors. The Image to the right is the catalog Image from the McCoy 1972 catalog.

Below is a photo of a production Jar with the original box it came in. To the lower right, is a portion of the price list from 1974 and at the bottom, you can see that a Happy Face Jar was \$2.56. So we can see the "Happy Face" description by the Company but most McCoy Collectors described this Jar as the "Smiley Face" Cookie Jar.



NO.	DESCRIPTION	Price
22-0179-86	8½ x 5½" Painted Desert — Textured Brown	2.80
22-0183-73	10 x 7" Bobby Baker, White with Blue and Red decoration	4.20
22-0184-73	11 x 7" Betty Baker, White with Blue and Red decoration	4.20
22-0186-75	11 x 7" Chuck Wagon, Dark Brown top with Off-White bottom	4.20
22-0187-03	12 x 7½" Pagoda, Satin White with Sunflower decal, Brown cover	4.20
43-0192-73	9 x 9" Yorkville Pitcher — Dark Brown top with Off-White bottom, multicolor Rooster decal	3.88
22-0202-11	9 x 9" Blue Willow Pitcher — Satin White with Blue Willow decal	3.88
22-0235-17	11½" Happy Face — Sunflower Yellow with Black hand decoration	2.56



Many Nelson McCoy pieces are hand painted, like the "Have a Happy Day" cookie jar pictured here.

The cookie jar was noted as dishwasher and detergent safe as well as lead safe. Watch out for the cold paint in the dishwasher!

But to further add to the volume of sales of the Smiley Cookie Jar, a couple of companies used it as a promotional piece. To the right is a promotional advertisement photo done by NAPA for the Cookie Jar and they also included the Smiley face Bank and Mug.



In 1973, for the bargain price of \$3.00 and one box top from a box of Burry's Happyniks cookies, you could purchase this McCoy Happy Face (Smiley) cookie jar. Burry's Happyniks cookies was a Division of Quaker Oats Company. The image to the left below was the artwork image for the outside of the carton.



**SEND FOR YOUR HAPPYNIKS COOKIE JAR AND HAVE A HAPPY DAY**

This high quality, ceramic, hand-decorated, 11½" "Happyniks" Cookie Jar is:

- Dishwasher Safe
- Detergent Safe
- Lead Safe

Mail **\$3.00** (check or money order) and one Happyniks boxtop to:  
 Burry's "Happyniks" Cookie Jar  
 P.O. Box 319 New York, N.Y. 10046

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Important: Print your name and address clearly. Allow approximately 4-6 weeks for delivery. This offer expires December 30, 1973, but may also be withdrawn earlier. Offer good only in the U.S.A. subject to state and local laws. Void if taxed, restricted, or forbidden by law.