

THE ANTIQUA LINE

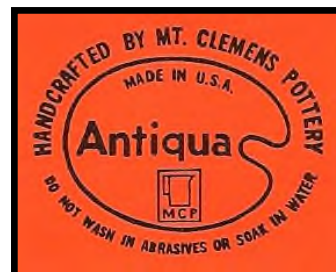
By Ben Collectin

The Antiqua Line was first introduced by Nelson McCoy Pottery in mid-1967. Finishes were described as Antique Gold and Antique Silver. The catalog page right is the original one which was used thru 1968. It is in black and white.

The catalog page below is from 1969-1970. It is in full color with a very bright red background.



As a side note; notice this info which was included with labels on the individual pieces.
"Do not wash in abrasives or soak in water"



June 28, 1967

MOUNT CLEMENS POTTERY COMPANY
Giftware Division
Roseville, Ohio 43777

THE ANTIQUA LINE

Colors: Antique Gold and Antique Silver

Each Item Individually Gift Boxed

No.	Size	Item	Price	Pack	Wei
6391	14½x3½x3½"	Ribbed Arrangement Dish	\$2.00	6	16
6401	9"	Swan Vase	2.00	6	15
6411	9"	Grape Pitcher Vase	2.00	6	16
6421	9x7"	Basket Vase	2.00	6	16
6531	8x5"	Basket Planter	2.00	6	11
8002	8x6"	Roman Urn	2.00	6	16
#6400 - 36 pc. Antiqua Assortment 6 each Nos. 6391-6401-6411-6421-6531-8002 6 ctns. 82 lbs. \$72.00 per Asst.					
6000	5½x4"	Roman Urn - Bulk	1.00	12	20
6001	6½x5"	Roman Urn - Bulk	1.50	12	20
6005	8x7x4½"	Italian Covered Candy Dish	2.50	6	12
6006	7-3/4x4"	Italian Open Candy Dish	1.50	6	8
6007		Square Covered Candy Dish	2.50		
6010	7x6-3/4"	Swirl Pedestal Fruit Bowl	2.50		
6011	6-3/4x3½"	Swirl Centerpiece	1.50		
6012	9½x4½"	Handled Antique Vase	2.00		
6013	12x8"	Engine Cookie Jar	3.75		
6014	12½x6½"	Clock Cookie Jar	3.75		
6015	9x8½"	Ice Bucket	3.75		
6016	8x7½"	Classic Fruit Bowl on Pedestal	3.50		

Here we have the price list from 1967 when first released for sale.

Interesting to note this would have been not long after Mount Clemens bought the McCoy Pottery Company. That may explain why they used their more corporate name on the document and that the product offered was from its' Gift Division in Roseville, Ohio!

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No.	Size	Item	Price	Pack
6017	8x3½"	Classic Fruit Bowl (Without Pedestal)	\$1.80	6
6018	9x3-3/4"	12 oz. Glass Stein Metallic-Antiqued Pewter, Brass, and Copper	2.00	12
6019	9x4"	Liberty Stein Metallic-Antiqued Pewter, Brass, and Copper	2.50	12
6020	9x3-3/4"	12 oz. Modern Stein Assorted Decals- 3 Ships, 3 Pistols, 3 Hunting Scenes, 3 English Inns	2.00	12
6021	9x4½"	Venetian Centerpiece (Without Pedestal)	2.50	6
6022	7-3/4x5½"	Shell Goblet, Metallic Antiqued	2.50	6
6023	9x7½"	Venetian Centerpiece on Pedestal	3.75	4
6025	7x4"	Sculptured Vase	2.00	6
6046	12x7-3/4"	Twin Vase	3.75	4

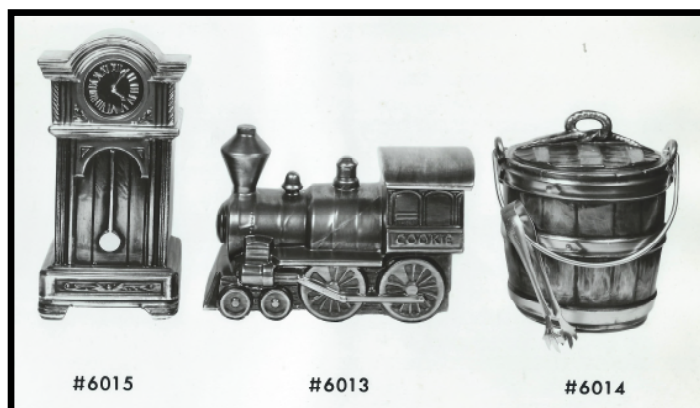
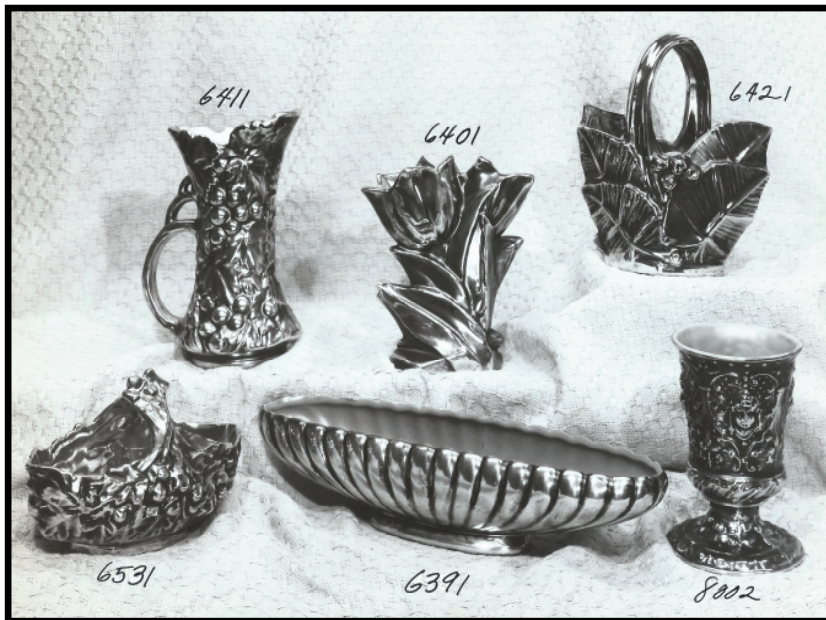
#6500 - 36 pc. Antiqua Assortment
6 each Nos. 6005-6007-6010-6012-6021-6025
6 ctns., 70 lbs. \$72.00 per Asst.

BANKS

6601	Cat Bank - Assorted Colors 3-White, 3-Yellow, 3-Blue, 3-Orange	.75	12
6602	Covered Bridge Bank- Assorted Colors 3-White, 3-Yellow, 3-Blue, 3-Orange	.75	12

We have left the bottom portion of the second price list page to the right for collectors to see the actual price listing of the rare Cat Bank and the equally Rare Covered Bridge Bank. Note they were both offered in four individual colors!

Below are a group of studio photos taken of some of the pieces in the Antiqua Line:



The catalog page right is the last one used in 1971. You can see the addition of a few new pieces into the line for the final marketing effort.

This is the catalog page on the Journal Cover of this Issue.

What adds some confusion to this Line is that two years later in 1973, McCoy released for sale a "Gold and Silver" Line of which we have the 1973 catalog page below. What makes it a bit confusing is there are some of the shapes in the new Line that were also in the Antiqua Line!



Portion of page left shown below with the Gold and Silver Line name.

