

# LABELS/STICKERS ON MCCOY POTTERY

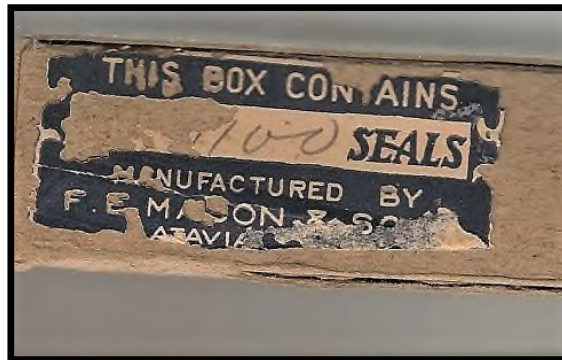
By  
**Chiquita Prestwood**

There are only a modest amount of pieces where McCoy Pottery applied stickers or labels to accent some pieces or lines. But for the few they did, what fun for a collector to find a piece with an original label. Here are a few examples of those labels.



This first one is certainly the most commonly found. Most often on Blossomtime, Wild Rose and several of the other flower form style pieces.

But check out this box. Note in the long photo of entire box it is still sealed. The label tells us that an F. E. Mason company made the labels. It also seems to imply the quantity written in that had to be a pretty large number! With a little research one could probably figure out the location of that manufacturer with the partial city letter shown.



This second one to the right, is not as commonly found. Note it is on a strip that was likely a roll. Not sure of the era. As many McCoy collectors know, in the 1940s, several pottery makers in the U.S agreed to add USA or Made in USA to their wares as a hedge against the growing imports from Asia. This label may have been late 40s to 50s.

This next one was used on some cookie jars. These were also supplied to McCoy on a strip roll as you can see. Note the catalog page to the right from 1974 with the label design image in the upper right corner!



And below are a couple sheets of labels in two different colors, yellow and orange. These were used on pieces to inform the buyer of the safe use of the piece for cooking. Yes; some people actually cooked food in McCoy Pottery!

