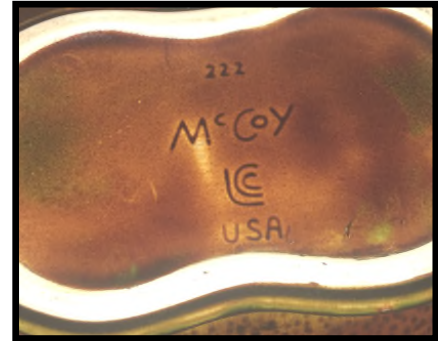


SOMETHING TO THINK ABOUT

By Chiquita Prestwood

McCoy Pottery was certainly not a company to ignore opportunities. They made use of their designs in multiple pieces as well as different Product Lines.

An example of this is the popular Boy on a Football Cookie Jar. The Jar is marked with the number 222 corresponding the catalog designation. Photo right is a single page brochure highlighting some new products. The opposite side of the page is shown below with the detail for each piece including the Boy on Football Jar.



to

COOKIE JAR & NOSTALGIA BUYERS GUIDE

ITEM NO.	DESCRIPTION	PACK	WT.
A.	0216 3573 Koala bear cookie jar.	4	21
B.	0219 1300 Cat on coal bucket cookie jar.	4	22
C.	0220 3273 Soccer ball cookie jar.	4	14
D.	0221 3673 Baseball cookie jar.	4	21
E.	0222 3573 Football cookie jar.	4	19
F.	7520 3273 12½ x 11" pitcher & bowl, Early American.	2	18
G.	7529 3273 10 x 11½" pitcher & bowl, white with green hi-lites.	2	18
H.	7530 4000 11½ x 11" pitcher & bowl, Mid-east.	2	16
I.	7531 5300 9 x 10½" pitcher & bowl, country.	2	16

All items are attractively packaged in individual cartons with full color litho labels.

Nelson McCoy
A Lancaster Colony Company
Nelson McCoy Pottery Company
Baltimore, PA 21277

NEW!
Cookie Jar & Nostalgia Items
from Nelson McCoy

Nelson McCoy
A Lancaster Colony Company

Occasionally a Football Jar surfaces without a lid. But it's not necessarily a football Cookie Jar missing a lid. McCoy produced the same shape as a planter. The following "Nelson McCoy Designs Exclusively for Florists" brochure shows the Football planter as being 6 1/2"H x 10 1/2"L with an opening of 3 x 5. Measurements on the Football Jar base are the same. It seems they simply decided to sell some of the Jar bases as a separate product and part of a different Line. We have included a couple additional pages of this interesting brochure for reference purposes when needed. For one thing it is rare to see the "Boot" piece in a publication
NOTE: A color version of this article will be posted on web site after published in Journal.

NELSON McCoy Designs Exclusively for Florists...

8872

8874

8875

See inside for cover information...

Nelson McCoy
A Lancaster Colony Company

These four pot & saucer assortments available in three new colors: BIRCH, BUTTERSCOTCH, and ROSE SPEC.

8885—Height 4 1/4", Opening 4 1/2", pk. 24 asst.

8886—Height 4 1/4", Opening 5 1/2", pk. 12 asst.

8887—Height 5 1/4", Opening 6 1/2", pk. 12 asst.

8888—Height 5 1/4", Opening 7 1/2", pk. 12 asst.

8878—14 oz. Smiley Mugs
Height 3 1/4", Opening 2 1/2", pk. 24 asst.

8853—14 oz. Smiley Mug,
pk. 24.

8883—Clowny Mugs (Happy & Starry Eyes)
Height 3 1/4", Opening 2 1/2", pk. 12 asst.

8881—Carousel
Height 4 1/4", Opening 4 1/4",
pk. 12 asst. Sky Blue, Soft Pink, and Mellow Yellow.

8882—Boot
Height 5 1/4", Opening 3", pk. 12 asst. Birch and Boot Brown.

8884—Flower Basket
Height 7", Opening 4" x 8", pk. 6 asst. Yellow, Forest Green, and Birch.

NM-181

8851—16 oz. Stein Height 5", Opening 2 3/4", 12 asst. decals.

8879—16 oz. Stein Height 5", Opening 2 3/4", 12 asst. decals.

8861—"With Love" Vase
Height 7 1/2", Opening 1 1/8" x 2 1/8",
pk. 12 asst. Forest Green, Sand, and Chocolate.

8863—Football Planter Height 6 1/2", Length 10 1/2", Opening 3" x 5", pk. 6.

8862—"With Love" Planter Height 3", Opening 3 1/2" x 6 1/2", pk. 12 asst. Forest Green, Sand, and Chocolate.



Here is a simple example. Note in this studio photo on the left, the well-known dish/container piece with cherub lid from the Antiqua Line. The catalog number for this McCoy piece is 6005 as noted below the image.

Now note the image below. The same base piece but with no lid. A different catalog number is assigned for selling likely as a planter.

The shape of another Cookie Jar, the “Brown and Tan with Random Strokes”, was also used for other items.

This Cookie Jar is catalog number #179 and was introduced in production in 1975. A copy of a 1975 Cookie Jar is shown to the right with the Brown and Tan Jar in the top row.



Two different sizes of the same shape as the Cookie Jar appear in this Green Thumb Line catalog image, also from 1975. They are catalog numbers #3106 and #3105 and likely sold as Planters/Vases.



The same year, McCoy included a hanging basket, catalog number #1646 in the same shape as above. Answered here is another question of how the hanging baskets were hung. This one is shown with a macramé style hanger which would have been included.



A final offering came in 1978. The two pieces to the right are the same as those in the 1975 catalog.....they even have the same catalog numbers.....but note the larger size is a brown tone but no longer has the large dark brown brush stroke accents. The smaller size is now in an orange glaze coloring with a light color accent in the top.



Just something to think about.....