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 to 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.

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 ½"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.
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...........