

Recycling, Double-Dealing or Advertising Freebies and Premiums

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How in the heck in this era of Instantaneous Obsolescence, Guaranteed Garbage and One-Time-Use-Only can we comprehend the idea of buying an item for one purpose and using it for something entirely different? Especially hard to comprehend is the concept that this item has two entirely different use purposes designed into its original inception.

About as close as I can find to this concept in our modern society is the use of Baby Food, Jelly or Peanut Butter jars being filled with screws, nails and little miscellaneous items in one's workshop where the genius-at-work has nailed the lids to the bottom side of a floor rafter and screws the small jars full of the sorted items into the lids in a neat orderly manner. Other than this use the concept has almost been lost to "modern man."

Back in the World War I & II Eras and the Depression Era (a very slight few of us might still remember that time in our history) making do was a very common fact of life. If we didn't have what we needed we made something else take its place — this concept was heavily ingrained into our culture. It even carried over into design and manufacturing — especially into the necessity of infant Feeding.



In Teresa's and my (yes, I have been converted) searching for new specimens to add to our baby bottle collection we have managed to find a few of these anomalies. One of the most common of these is the Callet Nursery Rhyme Baby Bottles. They were designed and manufactured

with the concept in mind of being Advertising Bottles, either being distributed primarily by Dairies, Furniture companies, etc. in boxed sets with the firm's name and address either printed on the box, on an inserted label, or actually pyroglazed onto the bottle itself. In this endeavor the Samuel Callet Company was quite successful and it also created quite a following amongst the collectors. Samuel Callet even carried the concept one step further, making his *To His Majesty* or *To Her Highness* bottles into banks with a special slotted lid. There are at least 71 different known designs in at least two different colors for most designs — that is a minimum of at least 142 different collectible bottles. Added to that number are the bottles that actually have the advertiser's logos on them.

Just recently at the 450 mile long Highway 127 Yard Sale Teresa was talking to a dealer and asked him if he had any baby related items. He thought for a moment and said "No." In a couple moments she walked up to him with a brown Clapp's Juice bottle with the original label on it in her hand. He let her have that 6 dollar bottle for 3 dollars. This was the first Clapp's bottle that we have ever seen with the label. At the top it reads "Fruit Juice for Baby" and in the contents statement it states "Each ounce supplies 100% of the minimum daily requirement of Vitamin C for Infants," Packed by the Duffy-Mott Company, inc., New York, N.Y." Of special note is the slogan in a yellow panel: "REUSABLE NURSING BOTTLE". These 4 ounce bottles came in clear and brown colors and are usable with the standard plastic screw-on ring and nipple or small-necked variation for the pull-on nipple. This is the bottle that actually inspired this little story.

Recently found on EBay was a plain, unembossed 8-ounce oval Baby Bottle with the

narrow neck for a pull-on nipple. What made it special was the old brown paper label still affixed to the front side. It read "DESERTO brand IMITATION VANILLA FLAVORING" "Capacity 8 Fl. Ozs.", "Prepared by CARR, OWENS & CO., Inc., Wholesale Druggists, Baltimore, MD."

While looking for something else I ran across a label or sale which read "EXT. OF VANILLA, COINTAINS ALCOHOL 61%, L.E. CORWIN, M.D., DRUGGIST, 813 W. 16 ST., PHONE 2772 BLUE, TOPEKA, KANSAS". An M.D. Druggist — I've never heard of that one? Sounds like Dr. Corwin didn't run a drug store, he ran a Saloon! This label probably dates from the early teens to the 1920's. We don't consider Vanilla a medicine anymore, but in the 1800's and early 1900's, according to King's American Dispensary in 1898, by Harvey Wickes Felter, M.D. & John Uri Lloyd, Phr.M., Ph.D., it was considered a medicine and said to: "Exhilarate the brain, prevent sleep, increase muscular energy, and stimulate the sexual propensities. It is useful in infusion, in hysteria, in rheumatism, and in low forms of fever. It is also considered an aphrodisiac, powerfully exciting the generative system."

A wood carving instructor friend of ours from Nebraska, John Burke, while teaching in Canada found and mailed to us an old common cork type MELLIN's Food jar. What was so unique and uncommon was the large rubber Baby Bottle Nipple that was still on it. It was hard with the teat broken off, but the rest

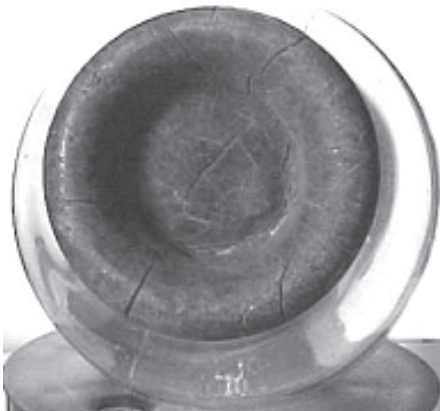
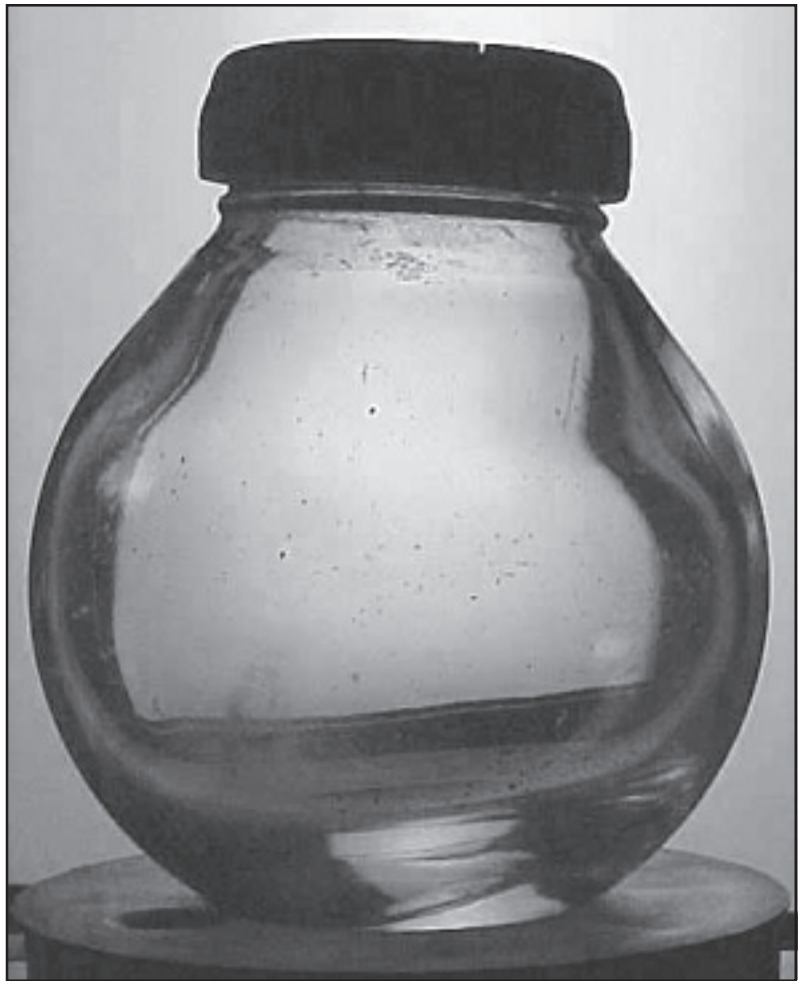




was still there. It is a large Hygeia nipple with the "Pat. Dec. 5, 1916" and "Made in Canada" markings.

Now I have a bottle for you to help us with. We bought it on ebay in 2002 from a lady in Texas. She definitely remembers her mother feeding her little sister with it. It is round with only a neck protruding up from the sphere. It is 2.9 inches in diameter and was blown in a mold with a large amount of glass having settled to the bottom of the bottle. It has a pull-on rubber cap or somewhat disintegrated nipple that has sucked down into the bottle, caused by heat deterioration. The overall height of the bottle including the neck is 3 1/3 inches. Does anybody have any idea of what this bottle was originally made for?

These are just four types of Double-duty bottles that we have run across in



our Baby Bottle hunts in recent months. I know that there must be others that we haven't even thought about yet. Little things like these historical facets are what keep us looking for the new bottles. They are just one of the many various sidebars of collecting that allow us to learn more about the different aspects of this great hobby. Without variations and new knowledge, what fun would that be?

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