



FIGURE 59. The paper label was one of the earliest means of advertising the bottler and identifying the bottled product. Specially designed labels could be purchased from numerous firms such as Wittemann Brothers (N.B.G. 1886).

A FEW SUGGESTIONS

Your "AD" Stamped Plainly (not to wear off) on one of our Novelties will surely make you friends

NO. 1—SIZE 2 1/2 INCHES

ADVERTISING

"OVER the TOP" BOTTLE OPENER
No. 104
VAUGHAN CHICAGO

Advertise Your Business
LET PEOPLE KNOW WHO AND WHERE YOU ARE

We make more Novelty Bottle Openers than any firm in the world

THE QUALITY KIND

VAUGHAN NOVELTY MFG. CO., Inc.

703-711 Fulton St., Chicago, Ill., U. S. A.

THE BOTTLE INSURANCE

"Vaughan's" MERMAID
No. 21
PAT. JUNE 18, 1912

IT'S FLEXIBLE

PREST-O-LITE KEY
COMPLIMENTS
SAVOY HOTEL
NEW YORK.
KEY RING

OLD DUTCH GRILL
MINNEAPOLIS.

PREST-O-LITE KEY
COMPLIMENTS
St. Francis Cafe
SAN FRANCISCO.
KEY RING

"AD" STAMPED ON OTHER SIDE

"Vaughan's" BATHING GIRL
No. 22
PAT. JUNE 18, 1912

PREVENTS CHIPPING

NOVELTIES IN METAL

FIGURE 60. With the development of the crown closure, a proliferation of bottle openers soon followed. These provided another means of advertising the bottler and his product (N.B.G. 1920).