

Just For Openers January-December 2025 1

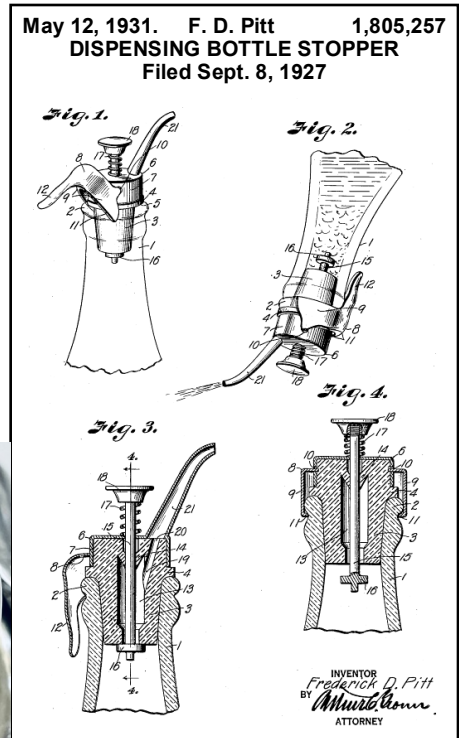
Bottle Half Full, Half Empty?

Try Fred Pitt's Fiz-ette By Don Thornton

Frederick D. Pitt of Kansas City, Missouri promised traveling salesmen that his product would appeal to druggists and cigar counters and sell like "wildfire for bell boys." His product? The bodacious named **FIZ-ETTE**.

Pitt applied for a patent for his "dispensing bottle stopper" on September 8, 1927 and it was granted May 12, 1931. It was on the market "pat. pend." even before the patent was granted and, unfortunately, fizzing out in sales. In his patent application, Pitt said his stopper was "for use with a container for liquid under pressure ... to provide for dispensing portions of a gas-impregnated liquid without admitting air into the container..."

A 1927 advertisement promised: "Carried in vest pocket. Adds zest to the party." And it was relatively cheap – retailing for \$1. And it did fit in a vest pocket, coming in at just over 2-inches high (not counting the spout). It's marked on the top of the plunger: **FIZ-ETTE**, and under the lock handle: **ANDERSON-PITT CO. K.C. MO. PAT. PEND.**



Pitt announced the retail launching of the FIZ-ETTE in a December 11, 1927 ad in the *Kansas City Star*. A later ad listed the price at \$1. Ginger ale bottles were cited in both ads. Pitt also took out classified ads pledging \$27 in sales of the Fiz-ette daily for traveling salesmen.

FIZZ YOUR DRINKS
Anderson-Pitt Fiz-ette Keeps Ginger Ale From Going Flat
 New mechanical stopper for all carbonated beverage bottles—squirts stream of sparkling bubbles. The world's best mixer. Carried in vest pocket. Adds zest to the party. At all stores, or write
ANDERSON-PITT CORPORATION
 Goodrich Place, Kansas City, Mo.

\$27 DAILY—New mechanical Fiz-ette, carried vest pocket fits all carbonated beverage bottles; squirts like siphon stream sparkling bubbles; keeps beverages from going flat; Waddell sells 3 dozen one day; druggists, cigar counters, men everywhere office buildings, trains, lodges grab it; wildfire for bell boys; 3-minute sales talk; big profit; write for sample. Anderson-Pitt, 100 Goodrich-place Kansas City, Mo.

From 1922 to 1937 Pitt was awarded at least seven patents, including two bus fare boxes, an electric sign socket, a book cover and an air heating system. He launched the Anderson-Pitt Corporation with E. E. Anderson in 1925. The main product of the company at the time was electric heaters. The life of the Fiz-ette was brief. Newspaper ads were nationwide in 1928 – but began tapering off in 1929. In the early 1930s ads were few and scattered before dying off. The Fiz-ette today appears only occasionally on Internet auctions.

Just What You Have Been Wanting

"FIZ-ETTE," a Corking Good Drink Mixer
 Fits All Beverage Bottles. Just press the plunger and out comes a steady stream of sparkling bubbles
 Special Monday—98c Each