

566

Coffee



Vacuum Packed

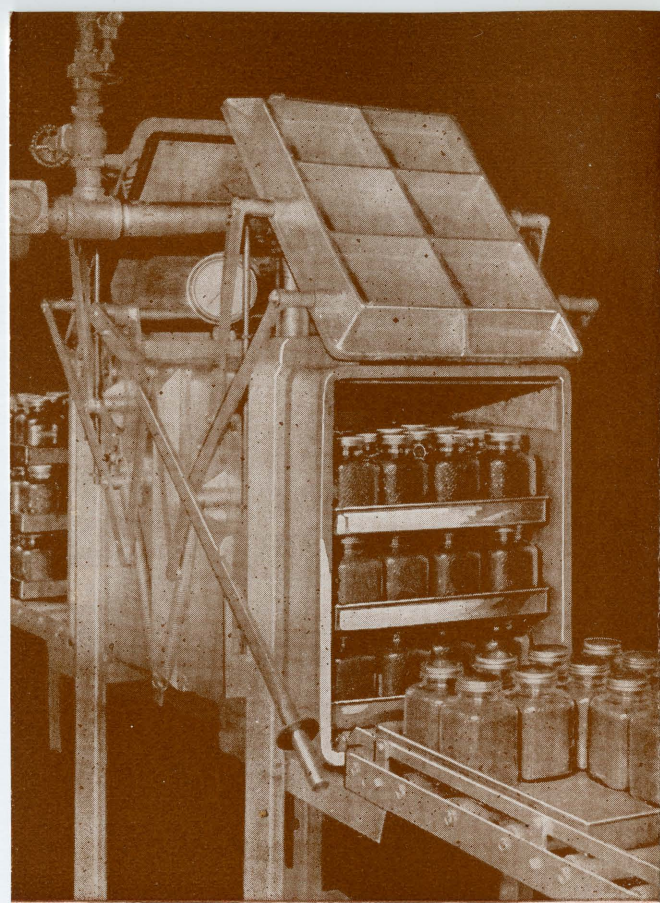
in *Glass*

THE

OnIzed

METHOD

OWENS-ILLINOIS GLASS COMPANY · TOLEDO



Coffee Vacuum Packed in Glass Packed Fresher Stays Fresh Longer

EVERY housewife knows that coffee, exposed to air, soon becomes stale. Scientists have shown that due to the combining of oxygen of the air with the coffee's essential oils, coffee exposed to air for as short a period as ten days loses its delightful, fresh flavor.

Coffee packers have long realized that the freshness and flavor of coffee could be preserved more completely if a *higher* vacuum were employed in a more rigid container.

Now, scientific research conducted by Owens-Illinois has produced a machine which solves the problem and performs this process rapidly, efficiently and economically! A score of leading coffee packers are already placing their brands on the market in glass containers permitting high vacuum.

This means that vacuumizing in glass sets a **NEW STANDARD** for coffee freshness and goodness. Vacuum packing in glass makes good coffee better. To be sure of freshness and full flavor ask for coffee vacuum packed in glass.

Here is shown the Owens-Illinois vacuum-packing equipment as displayed at "A Century of Progress". Upwards of 70 jars of coffee are vacuumized a minute, and at the same time uniformity of flavor is assured with *highest vacuum*. The natural freshness and full flavor of the coffee is retained for the consumer at no extra cost.

7 Important Advantages

1. Highest vacuum; freshest coffee.
2. Air-tight reseal with easily applied K-O cap—retains flavor after opening.
3. Convenient and sanitary. Easy to open.
4. Jar is valuable as pantry container.
5. Use for home preserving with Mason jar cap and rubber ring.
6. Costs you no more.
7. Coffee is packed instantly after roasting, thereby retaining *full flavor*.

Brands Packed by OnIzed Process

Baltimore, Md., C. D. Kenny Company, "Norwood"
 Binghamton, N. Y., Newell & Truesdell Company, "Senate"
 Birmingham, Ala., Batterton Coffee Company, "Royal Cup"
 Brooklyn, N. Y., Austin-Nichols Co., "Sunbeam"
 Brooklyn, N. Y., Arabo Coffee Company, "Arabo"
 Chicago, Ill., A. J. Kasper Company, "Sip-of-Gold"
 Chicago, Ill., W. F. McLaughlin & Co., "Manor House"
 Chicago, Ill., National Tea Company, "Best Brand"
 Cincinnati, Ohio, Jas. E. Hart Coffee Co., "Hart's"
 Cleveland, Ohio, Euclid Coffee Company, "Du Mont"
 Davenport, Iowa, Halligan Corp., "Crest"
 Duluth, Minn., Andresen-Ryan Coffee Company, "Arco"
 Duluth, Minn., Stone-Ordean-Wells, "Empress"
 Ft. Worth, Texas, Waples Platter Company, "White Swan"
 Harrisburg, Pa., R. H. Lyon & Son, "Café Supreme"
 Kansas City, Mo., H. D. Lee Company, "Sensation"
 Kansas City, Mo., Jewett Sherman Company, "Gold Bond"
 Lincoln, Nebr., Lincoln Food Corporation, "Milady"
 Little Rock, Ark., Fletcher Coffee & Spice Company, "Rosebud"
 Los Angeles, Calif., Haas Baruch & Company, "Iris"
 Memphis, Tenn., Plough, Inc., "Puck"
 Memphis, Weathersby-Brunner Company, "Sunnybrook"
 Minneapolis, Minn., Atwood & Company, "Atwood"
 Minneapolis, Minn., McGarvey Coffee Co., "Flame Room"
 Oakland, Calif., Ide Packing Company, "Ide"
 Portland, Oregon, Wadhams & Co., "Wadhams"
 Portland, Oregon, General Grocery, "Preferred Stock"
 Portland, Oregon, Closset & Devers, "Golden West"
 St. Joseph, Mo., Carder Wholesale Grocery Co., "Gold Club"
 St. Louis, Mo., David G. Evans Coffee Company, "Gold Star"
 St. Louis, Mo., Jas. A. Forbes Coffee Co., "Martha Washington"
 San Antonio, Hoffman-Hayman Coffee Co., "Hoffman-Hayman"
 San Francisco, Calif., Jones Thuerbach Company, "Alta"
 San Francisco, Calif., Purity Stores, Ltd., "Golden Dawn"
 San Jose, Calif., William Halla, "Halla's Coffee"
 Seattle, Wash., Commercial Importing Co., "Shaws"
 Seattle, Wash., National Grocery Co., "Reliance"
 Tacoma, Wash., West Coast Grocery Co., "Princess"
 Thief River Falls, Minn., Olson Coffee Co., "Olson's"
 Tulsa, Okla., Country Club Packing Co., "Mayfair"
 Vancouver, B. C., Empress Mfg. Company, "Empress"

K-O (knife opening) Cap Easy to Open - Easy to Reseal

The K-O (Knife-Opening) cap is a brand new closure—made in one piece for convenience. By simply inserting an ordinary kitchen knife in the groove in the top of the cap and giving a slight twist, the cap turns easily, breaking the highest vacuum. Even a small child can open it.

The jar is just as easily re-sealed. Another twist of the cap and you have a perfect air-tight seal. The K-O cap is an exclusive feature of Owens-Illinois coffee jars.



Illustration shows use of K-O cap. The knife is inserted in the slot in the jar top. This supplies leverage for easy opening.

100%

PERFECT
VACUUM

98%

OnIzed
METHOD
VACUUM
PACKED
IN GLASS



29.92"
VACUUM

29.25"
VACUUM

84%

VACUUM
RANGE
OF
ORDINARY
METHODS

57%



15" to 25"
VACUUM

Scientific tests show that the OnIzed method of vacuum-packing coffee in glass gives 14% to 41% more vacuum than ordinary methods of packing. This means that by the OnIzed method of vacuum packing 14% to 41% more air is removed from the package. This nearly perfect vacuum shows clearly why coffee vacuumized in glass can be packed fresher and stays fresher longer.

60 Years of Leadership in Glass Making

Back of Owens-Illinois bottles, which are contributing immeasurably to the health, comfort, and enjoyment of all the people, is sixty years of experience and research and the best effort and constructive thought of thousands of employees.

Owens-Illinois is the largest manufacturer of glass containers in the world and, mainly through our developments, glass containers have become fine and durable as well as inexpensive enough to permit of universal use. Everywhere glass is known as the ideal container for all types of products—including foods, prescriptions, proprietaries, cosmetics, milks and beverages.

Glass is rapidly being developed by our Industrial Materials Division in colorful block form as the most modern of building materials—in the form of glass wool as highly efficient insulation—and in similar form as filters which economically provide clean air for factory, office and home.

This is indeed the glass era and glass is becoming increasingly important to all phases of life and living, from infancy to old age.



Owens-Illinois Glass Company - Toledo