

CENTURY OF PROGRESS • CHICAGO • 1934



Fresher **COFFEE**

VACUUM-PACKED IN GLASS

Newest Success in Coffee Packages Developed by Owens-Illinois Glass Company



Roasters

**FROM
COAST to COAST**

NOW

**VACUUM-PACK COFFEE
IN
Onlized GLASS JARS**

Archives, Ken

Dolan Mercantile Co.

● IT IS FRESHER

Coffee vacuum packed in glass jars is fresher because it is packed fresher—immediately after grinding. The full, fresh flavor of the coffee is sealed in the jar.

● IT TASTES BETTER

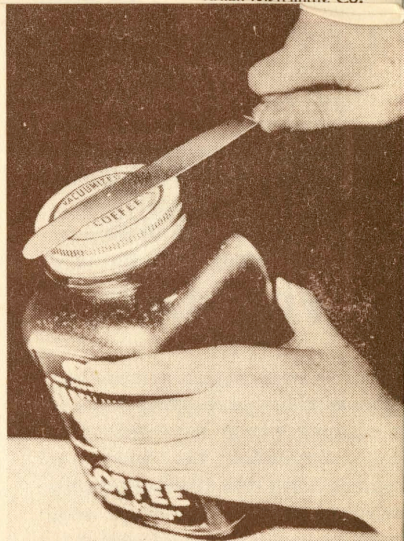
Freshness isn't all that makes a coffee good. The rich flavoring gases that are released when the bean is broken are kept in the ground coffee. Just as air has no chance to get in the jar... essential gases have no chance to get out.

● HANDY KNIFE-OPENING CAP

An ordinary kitchen knife fits the slotted top and the tightest seal is easily broken. Knife-Opening Cap gives an *air-tight* re-seal that keeps the coffee left in the jar fresh until the last bit is used.

● GLASS JAR AN ATTRACTIVE PREMIUM

The handy glass containers when emptied make ideal pantry storage jars—convenient and attractive, but cost free.



Knife-Opening Cap provides air-tight re-seal that keeps coffee fresh till last cup is served.



BRANDS OF COFFEE PACKED IN C
OWENS-ILLINOIS GLASS BLOCK BUILD

COFFEE VACUUM PACKED

Onlzed

FRESHER WHEN YOU BUY IT

The instant coffee is ground air begins to affect it. By the Onlzed Process, in which coffee is vacuumized in glass, it can be packed immediately after grinding. Air never gets a chance to attack it. All the delicious aromas and the fresh full flavor of the coffee are sealed in the jar . . . until you transfer them to your table . . . and enjoy the finest cup of coffee you ever drank.

BETTER WHEN YOU DRINK IT

Freshness isn't all that makes a coffee good. There are, in the coffee bean, certain natural gases that give the coffee its flavor. These gases are released when the bean is ground. The roaster's problem is to keep them in the ground coffee, just as they were in the whole bean. That's where the Onlzed advantage of instant packing in the highest possible vacuum is doubly valuable. Just as air has no chance to get in . . . the essential gases have no chance to get out. Coffee vacuum packed in glass comes to the table just as it should come . . . in the delicious natural state created by expert and scientific blending . . . with nothing lost.

Roasters

FROM

COAST to COAST

NOW

VACUUM-PACK COFFEE

IN

Onlzed GLASS JARS

Atchison, Kan.	Dolan Mercantile Co.
Baltimore, Md.	C. D. Kenny Co.
Billings, Mont.	The Keil Company
Binghamton, N. Y.	Newell & Truesdell Co.
Birmingham, Ala.	Batterton Coffee Co.
Boston, Mass.	Reid-Murdoch & Co.
Sands, Taylor & Wood	
Brooklyn, N. Y.	Austin, Nichols Co.
Brooklyn, N. Y.	Morris Garfinkle
Buffalo, N. Y.	The Larkin Company
Charleston, W. Va.	Lewis, Hubbard & Co.
Chicago, Ill.	A. J. Kasper Company
National Tea Co.	Reid-Murdoch & Co.
W. F. McLaughlin & Co.	
Cincinnati, Ohio	Jas. E. Hart Coffee Co.
Dallas, Texas	Dal-Tex Coffee Company
Davenport, Iowa	Halligan Corp.
Des Moines, Iowa	Tone Bros.
Detroit, Mich.	R. S. Gehlert & Son
Duluth, Minn.	Andresen-Ryan Coffee Co.
Rust-Parker Co.	Stone-Ordean-Wells Co.
Everett, Wash.	Bargreen Coffee Co.
Fort Worth, Texas	Waples-Platter Co.
Harrisburg, Pa.	R. H. Lyon & Sons
Houston, Texas	Duncan Coffee Co.
Houston, Texas	Gordon, Sewall & Co.
Indianapolis, Ind.	Fairway Coffee Co.
Joplin, Mo.	Interstate Grocery Co.
Kansas City, Mo.	H. D. Lee Mercantile Co.
Kansas City, Mo.	Jewett-Sherman Co.
Lewiston, Idaho	Morgan Bros.
Lincoln, Neb.	Lincoln Food Corporation
Little Rock, Ark.	Fletcher Coffee & Spice Co.
Los Angeles, Calif.	Haas-Baruch & Co.
Huggins-Young Co.	Reid-Murdoch & Co.
Louisville, Ky.	Kentucky Cheese Co.
Madison, Wis.	Simon Bros. Company
McKeesport, Pa.	Potter, McCune Co.
Memphis, Tenn.	Oliver-Finnie Co.
Plough, Inc.	Weatherby-Brunner Co.
Witsell Bros.-Dean Lilly Company	
Milwaukee, Wis.	Clark & Host Company
Minneapolis, Minn.	McGarvey Coffee Co.
Atwood Coffee Co.	Winston-Newell Co.
Whitten-Rader-Johnson, Inc.	
Nashville, Tenn.	C. B. Ragland & Co.
New York City	Dannemiller Coffee Co.
New York City	Francis H. Leggett Co.
Oakland, Calif.	Ide Packing Company
Paducah, Ky.	M. Livingston & Co.
Philadelphia, Pa.	Wm. Montgomery & Son
Pittsburgh, Pa.	Geo. L. Neff & Co.
Portland, Oregon	Wadhams & Co.
General Grocery Co.	Closset & Devers
Colonial Coffee Co.	
Portsmouth, O.	Ohio Valley Coffee Corp.
St. Joseph, Mo.	Carder Wholesale Groc. Co.
St. Louis, Mo.	David G. Evans Coffee Co.
Jas. H. Forbes Coffee Co.	
General Grocer Co.	
St. Paul, Minn.	Griggs-Cooper & Co.
St. Paul, Minn.	Northern Jobbing Co.
San Antonio, Texas	
Hoffman-Hayman Coffee Co.	
San Francisco, Calif.	Alexander-Balart Co.
J. A. Folger & Co.	Jones-Thierbach Co.
McCarthy Bros.	
San Jose, Calif.	William Halla
Schneetady, N. Y.	Jonathan H. Levi & Co.
Seattle, Wash.	Commercial Importing Co.
Locksbee Coffee Co.	National Groc. Co.
Wason Bros. Co., Inc.	
Sedalia, Mo.	Maltby Coffee Company
Springfield, Mo.	Springfield Grocer Co.
Spokane, Wash.	C. L. Modest Co.
Tacoma, Wash.	West Coast Grocery Co.
Toledo, Ohio	Woolson Spice Company
Tulsa, Okla.	Country Club Packing Co.
Vancouver, B. C.	Empress Mfg. Company
Vancouver, B. C.	W. H. Malkin Co. Ltd.
Washington, D. C.	John H. Wilkins Co.
Waterloo, Ia.	Black Hawk Coffee & Spice Co.



BRANDS OF COFFEE PACKED IN Onlzed GLASS JARS AS EXHIBITED AT OWENS-ILLINOIS GLASS BLOCK BUILDING—"A CENTURY OF PROGRESS"—1934

COFFEE VACUUM PACKED IN GLASS BY THE NEW **Onlzed** PROCESS

FRESHER WHEN YOU BUY IT

The instant coffee is ground air begins to affect it. By the Onlzed Process, in which coffee is vacuumized *in glass*, it can be packed *immediately after grinding*. Air never gets a chance to attack it. All the delicious aromas and the fresh full flavor of the coffee are sealed in the jar . . . until you transfer them to your table . . . and enjoy the finest cup of coffee you ever drank.

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KEEPS ITS FRESH FLAVOR

Getting coffee into the kitchen with its freshness and flavor intact, however, is only half the problem. Something must be done to keep it that way . . . for air enters when the seal on any type of package is broken. When an ordinary type of cover is replaced, air continues to seep in, but the Knife-Opening cap hermetically *re-seals* the jar every time it is used, thus preventing continual breathing of air by the container. The small amount of air that enters each time the cap is removed is not sufficient to displace and dissipate the natural coffee gases.

RE-USE THE GLASS JAR

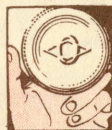
Although the strongest argument in favor of coffee vacuum packed in glass is that millions of people have discovered it is **BETTER, FRESHER** coffee, women see a further practical advantage in that the glass jars, when emptied, make ideal pantry or storage jars...convenient, attractive and absolutely cost free...surely a valuable premium since it does not add to the cost of the coffee.



● 21 FACTORIES ■ 30 SALES OFFICES

Onized Facilities for Nation-wide Service
Include 21 Factories and 30 Sales
Offices Strategically Located

OWENS-ILLINOIS GLASS COMPANY
GENERAL OFFICES • TOLEDO, OHIO



LOOK FOR THE



TRADE MARK ON
THE BOTTOM OF
EVERY BOTTLE

"Quality Products Only Are
Found in Containers of Quality."