

Glass Containers Corp. and Its Successors

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As was common in the glass industry, Glass Container, Inc., went through a number of changes, mergers, and takeovers in its existence. Founded in 1933, when the Long Beach Glass Co. was destroyed by an earthquake, Hunt Foods purchased the firm in 1955, then reorganized as Norman Simon, Inc., in 1968 and renamed the glass business the Glass Containers Corp. In 1983, Glass Container merged with the Dorsey Corp. to form the Container General Corp. Diamond-Bathurst, Inc., absorbed the firm just two years later but was itself taken over by Anchor Glass in 1987 to form the Anchor Glass Container Corp., and that firm remains in business in 2015.

Histories

Glass Containers, Inc., Vernon, California (1933-1955)

Glass Containers, Inc. grew out of the Long Beach Glass Co. (see the section for this company for more information). When earthquake damage and zoning restrictions made the Long Beach, California, location untenable, the plant, workers, and management moved to Vernon (Los Angeles) in 1933 and became Glass Containers, Inc. Under the leadership of President W.W. Watt – who had also presided over the Long Beach company – the firm planned to build a new \$500,000 facility at 3601 Santa Fe Ave. (Roller 1998; Toulouse 1971:220).

The plant was actually completed in 1934 and used one continuous tank to produce “druggists and proprietary ware, beverage and beer bottles, fruit jars, cosmetics and toilets, specialties” as well as “private mold work” using four Lynch machines with Hartford-Empire feeders. Eventually, the company replaced some of the Lynch machines with Miller machines¹ at least partly to make better jars. Watt remained president, with Moye W. Stephens as vice president and H.P. Dickenson as secretary. The following year, “specialties” were dropped in

¹ At this point, we have not written papers on these two machines, although we will do so in the future.

favor of “wines and liquors,” and D.F. Dodge replaced Dickenson as secretary; A.E. Foster² was the treasurer. There seems to have been little stability in the Board of Directors in these early years. D.H. Patterson, Jr. replaced Watt as president in 1936, with T. Noel Bland as secretary and treasurer (*American Glass Review* 1934:92; 1935:85; 1936:91; Roller 1998; Toulouse 1971:220).

The listing added “flint and amber” – as well as another continuous tank – in 1937. That year, Fiberboard Products purchased the plant, installed D.H. Patterson as president, and brought the equipment up to eight Miller and Lynch machines – but retained the name. The management remained stable for a few years, and the firm added “green” to the glass color list in 1938 and installed another machine the following year. By 1942, the plant had added another continuous tank, increased the list by packers and preservers jar, and the green entry. The firm built a new plant at Antioch, California, in 1947 and moved the headquarters to San Francisco.³ In 1951, N.T. Bland assumed the presidential position (*American Glass Review* 1937:85; 1938:77; 1942:100-101; Toulouse 1971:220). The firm entirely reorganized in 1955.

Containers and Marks

GC

Toulouse (1971:220) showed this mark with the G and C side by side. He dated it ca. 1935 to 1940 (Figure 1). We have yet to see an example of this mark. In view of the dates for the GC monogram (see below), we believe Toulouse was in error and this mark does not exist.



Figure 1 – GC logo
(Toulouse 1971:220)

² Foster was apparently unrelated to the famous glass-making Foster family of the New Granite Glass Co. and Foster-Forbes fame.

³ It is unclear whether there was also a factory in San Francisco. Although there were no direct references to a plant at that location, some bottles have an “S” in a location that may indicate the factory.

GC Monogram

In this variation, the regular rounded G and C are superimposed to form a rather awkward looking monogram (Figure 2). According to Toulouse (1971:220), this logo format was used from ca. 1935 to 1940. We have not found an example of this mark, although Bob Brown provided a photo of a



Figure 3 – GC base (Bob Brown)

Seven-Up bottle base with a poorly engraved angular monogram that could have been misinterpreted by a collector, who provided the

misinformation to Toulouse (Figure 3). As we have frequently noted, Toulouse belonged to a network of collectors who wrote him letters – written in longhand – that could easily have been misinterpreted. In view of the dates for the angular GC monogram (see below), we believe Toulouse was in error and do not believe that this rounded mark exists.

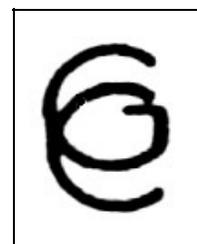


Figure 2 – GC monogram (Toulouse 1971:220)

GC Monogram with angular, stylized, intertwined letters (1934-ca. 1968)

Toulouse (1971:220) claimed the use of this mark beginning in 1945 and continuing until at least 1964 (Figure 4). Whitten (2015) suggested that the mark may have been used somewhat earlier than 1945, possibly as early as 1933. Giarde (1980:46) noted that “the company [i.e., Glass Containers, Inc.] believes that from 1934 it used the interlocking slant sided GC mark.” Peterson (1968:49) described this mark (presumably) as “G and C overlapping, bordered by triangles and enclosed in a rectangle.” He attributed it to the Glass Containers, Inc., 1933 (although the factory was not completed until 1934). Peterson, however, was working with trademark data from the U.S. Patent Office, so this certainly reflects the date of first use claimed by Glass Container. Berge (1980:83) showed this stylized monogram in a 1964 logo chart created by the Owens-Illinois Glass Co. The mark was still included in a 1971 table (Hanlon 1971:6-17). Unless we find examples of the earlier marks, we must conclude that this is the only one used by Glass Containers, Inc.

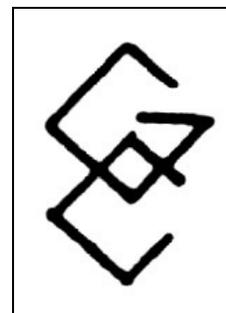


Figure 4 – Angular monogram (Toulouse 1971:220)

The angular monogram was used in ads – and presumably on bottles – at least as early as 1937 and at least as late as 1955 (*Western Brewing World* 1937; *Western Canner and Packer* 1955). We documented the angular monogram on date-coded soda bottles from 1965, and it was almost certainly used until the reorganization that engulfed the Knox factories in 1968.

Soda Bottles

Our sample of soda bottles is small, but date codes extend from 1946 to 1965. Many are on Pepsi-Cola bottles. Pepsi required the makers of its containers to follow Pepsi company guidelines. One example was embossed “DES. PAT. 120,277 (arch) / 14 A 50 / S {GC logo} 4 / 5434 (all horizontal)” (Figure 5). The design patent was for the Pepsi “wave” bottle, and the requirements were identical for all manufacturers. Both the “14” and the “A” are mysteries. Our few hypotheses (e.g., “14” could equal the manufacturer, or “A” could be a plant code) have disintegrated under testing; the numbers “12” and “14” as well as “A” and “B” show up repeatedly on bottles from different manufacturers. The “50,” however, is a date code for 1950. The meanings of the “S” and “4” are also currently unknown.



Figure 5 – Pepsi-Cola base

Beer Bottles

We have observed One-Way NR beer bottle bases embossed with GC monograms in the following patterns: S GC-logo 2 and S GC-logo 1. The S GC-logo 2 bottle had a paper label marked “Brewed before June 19 ‘52.” This suggests that the “2” embossed on the base is a date code for 1952. This also suggests that date codes were probably not used prior to ca. 1950 (or a single-digit code would not make sense). This is further supported by other One-Way beer bottles (not GC Corp) in the same collection with date codes that range from 1948 to 1953. We would expect two-digit date codes to appear no later than 1960.

Bill Lockhart and Wanda Wakkinen recorded bottles at a ca. 1955-1965 trash dump at Socorro, New Mexico, where they found several piles of non-returnable beer bottles. Many of



Figure 6 – Beer base

these were embossed “Coors” on the shoulder and were made by Glass Containers, Inc. All were marked with the GC logo and various codes, including single-digit numerals to the right of the logo. These include “5,” “6,” and “8” – almost certainly date codes for 1955, 1956, and 1958 (Figures 6 & 7).



Figure 7 – Select beer bottle

We can now create the following hypothesis for GC codes, using one of the Socorro bottle bases as an example:

S (plant code) GC (logo) 5 (date code)
 4799 (model number)
 2 (mold code)

Wine Bottles

We have recorded codes on several wine bottles from a ca. 1960 context:

GIBSON WINE (arch)/ V GC (interlocking) 0 / 4750/ 7 / CALIF. (inv arch)
 GIBSON WINE (arch)/ V GC (interlocking) 9 / 4750/ 6 / CALIF. (inv arch)
 REFILLING V GC (interlocking) 0 PROHIBITED (arch)/ CRIBARI / WINES/ FRESNO,
 CALIF. / 4616/ 5
 GC (interlocking)/ A 59 / 4748
 A GC (interlocking) 0 / 4616 / 3

The letter codes (A and V) correspond to plant initials – Antioch and Vernon (see Milk Bottles below) – and the single-digit code (and one double-digit code) immediately to the right fit within the dating of both the individual site and the time period for the plant codes on wine bottles. This makes it obvious that single-digit codes remained the norm as late as 1959 and 1960.

Milk Bottles

When we examined the California State Park collection (Sacramento) in 2006, we recorded nine examples of the GC monogram on bases of milk bottles. In each case, a two-digit date code was embossed to the right of the logo, ranging from “54” (1954) to “65” (1965). Most of these bottles were square in cross section with blow-and-blow machine characteristics, although a few were round with press-and-blow markings (notably an ejection scar on the base). It is apparent that milk bottle date codes had switched to a two-digit system by 1954.

Giarde (1980:47) noted that Glass Container company records did not disclose “any manufacture of milk bottles during the 1940-1945 period.⁴ Production of milk bottles was resumed around 1950 and phased out in the late 1960’s at the Vernon plant.” Coupled with date code information, this suggests that the Glass Container firms only produced milk bottles during the ca. 1950-1965 period.

When Giarde (1980:46) searched for the mark on round milk bottles, he could find none, although the company manufactured them. However, he recorded the mark on square milk bottles during the 1950s. He also noted about a decade of overlap (late 1950s-late 1960s) between the interlocked GC logo and the mirrored-G logo (see below). At this point, we have not recorded an example of the mirrored-G mark on a milk bottle.

Giarde (1980:46-47) further noted that the logo was accompanied by a letter to the left of the mark and a two-digit date code to the right. He hypothesized that the letters indicated the manufacturing plant. In some cases, however, the plant code was placed below the logo but above the date code. Giarde noted the following possible plant codes with the caveat that he only knew of milk bottles being manufactured at the Vernon factory:

V = Vernon

A = Antioch

S = San Francisco?

⁴ Although Giarde did not discuss the reasons, this was during World War II, when glass – among other things – was strictly rationed.

In our examination of the California State Parks milk bottle collection, we found three letters with date codes, all on square milk bottles bearing the interlocked GC logo (some were made with press-and-blow machines, leaving ejection scars; others had off-center blow-and-blow machine scars):

R (62)

S (54, 55, 58)

V (64, 65) = Vernon

Although the “V” could certainly indicate the Vernon plant, we find no intuitive factory location for the “R” or “S” codes. An additional datum is that the date codes on the “S” and “R” bases (1954-1962) indicate a manufacture prior to the acquisition of the Knox and Fairmount plants in 1968. Thus, the bottles could only have been made at the Vernon, Antioch, or Hayward factories (see below). Although the plant code hypothesis may still be valid, we simply cannot support it based on current data.

Girarde (1980:47) also mentioned the Hayward, California, factory but did not assign it a letter code. He also noted other codes (that he called “job numbers”) but claimed that “there should be no problem segregating these numbers” from the date and factory codes. His examples included “3981” and “15-E-41.”

Culinary Bottles

The Bishop Museum produced a database of Hawaiian bottles. Based on Owens-Illinois date codes, the vast majority of these containers dated between the mid-1930s and ca. 1950, although there were some later codes. All but three of the bottles from the Glass Containers Corp. were identified as “Culinary” or “Unk. (i.e., unknown).” The general pattern of codes on these bottles was a single-digit number (usually 2 or 3) followed by the GC monogram then a four-digit number followed by a single-digit number. The final single-digit number ranged from 1 to 8 and *could* have been date codes, although there is no way to tell whether these were 1940s or 1950s dates (if they were date codes). Only two bottles had letter codes (a “D” and an “S”).

To complicate the issue, Patty McFarland sent us photographs of jars from a California State Parks collection marked with the GC monogram and codes of 2, 3, and 7 to the right of the monogram on the same line. Below those was 3512, almost certainly a model code. If the single digits were date codes, they could only be 1942 and 1943 (the plant was not completed until 1934), although the “7” could be 1937 (McFarland 2011). Some of these jars had bases with blow-and-blow machine scars, and others had valve scars. This indicates a manufacture by two different types of machines – possibly Miller and Lynch.



Figure 8 – GC catsup base

A catsup bottle base was embossed “1640 (arch) / H / {GC logo} / 83 S 9 (inverted arch).” The “83” is certainly not a date code, although the “9” could be. Harkening back to the plant code hypothesis, the “H” could indicate Hayward, California (Figure 8). The use of “83” could be a coincidence, but the number was the one issued to Glass Container by the federal government for use on liquor containers (see next entry).

Liquor Flasks

At least one liquor flask, found by Jessica Hale, was embossed with a 1943 date code and an 83 factory code. The base was embossed “GC” (angular/connected) to the left and “D9 / 83 43” to the right (Figure 9). “D9” indicated the distiller; “83” was the manufacturer code; and “43” identified the date (1943).



Figure 9 – GC flask base

Glass Containers Corp., Hayward, California (1955-1983)

Hunt Foods bought the company in 1955 and changed the name to Glass Containers Corp. Since Hunt already had a plant (built in 1953) at Hayward, California, the firm now had factories at three locations. F.R. Weisman was president of the new corporation, and he relocated the headquarters to Hayward, California. R.J. Meidel succeeded Weisman as president

in 1957, and headquarters again moved, this time to Fullerton, California. Hunt Foods reorganized as Norton Simon Inc. in 1968 and brought in enough money to purchase the entire Knox conglomerate – as well as the Fairmount Glass Works – and added all of those plants to their operation (Toulouse 1971:220-221; Whitten 2015). The corporation had 11 plants, making and decorating containers with “I.S.” and W.D.” machines in 1982 (*Glass Industry* 1982:30). See Table 1 for locations in 1982. A new merger took place in 1983 (Roller 2011:218; Toulouse 1971:220-221; Whitten 2015).

Table 1 – Glass Containers Corp. Plants

Location	State	Tanks	Former Owner	Date Acquired
Vernon	CA	2	None	1934
Antioch	CA	1	None	1947
Hayward	CA	1	Hunt Foods	1955
Gas City	IN	1	Fairmount GlassWorks	1968
Indianapolis	IN	2	Fairmount GlassWorks	1968
Dayville	CT	4	Knox Glass Bottle Co.	1968
Jackson	MS	1	Knox Glass Bottle Co.	1968
Knox	PA	2	Knox Glass Bottle Co.	1968
Marienville	PA	1	Knox Glass Bottle Co.	1968
Palestine	TX	2	Knox Glass Bottle Co.	1968
Forest Park	GA	2	Unknown	Unknown

Containers and Marks

G vertically mirrored above an upside down “G” (1967-1987)

The mark is actually “G” over a “C” with the “C” in the form of a mirrored “G.” The trademark document called it a “a stylized representation of the letters ‘GC.’” Glass Containers Corp. registered the trademark (serial # 72315754, registration # 0877775) on January 3, 1969,

with first use in commerce claimed in October 1967. This was obviously related to the 1968 reorganization and may reflect an internal decision made prior to the public announcement.

The mark was still listed in 1982 (Emhart 1982:74 – Figure 10). Giarde (1980:45-46) noted the use of the mark ca. 1967. Since the firm became Norton, Inc. at this time and expanded the horizon to include both the Fairmount Glass Works and Knox Glass Bottle Co. plants, this was the logical period for change. The older GC monogram was still listed in 1971 (Hanlon 1971:6-17). Our examples are on bases of a wine bottle, a product jar (Figure 11), and an unknown base. The new corporation, Anchor Glass Container Corp. began using the horizontally mirrored “G’s” to form an anchor in 1987, forming an end date for the vertically mirrored logo.



Figure 10 – Mirrored-G (Emhart 1982:74)



Figure 11 – Mirrored-G base

Fruit Jars

Roller (1983:216) described jar embossed “MASON (horizontal) / Naturally Fresh (arch with “TM” under the “al”) / ® EASTERN (in a rectangle) / 6 {mirrored-G logo}” and dated it “1982 to date.” He identified Glass Containers Corp. as the maker and noted that the jars were made for Eastern Foods of Atlanta, Georgia. He claimed that the jars were made from altered canning jar molds. Creswick (1987a:115) illustrated a Mason jar embossed “MASON” across the front with the mirrored-G logo on the front heel (Figure 12). She also attributed the mark to the Glass Containers Corp. and claimed it was made for Woolworth stores ca. 1975-1976. Roller (2011:320) also described this jar and noted that Glass Container was part of Hunt Foods by the time it was made.

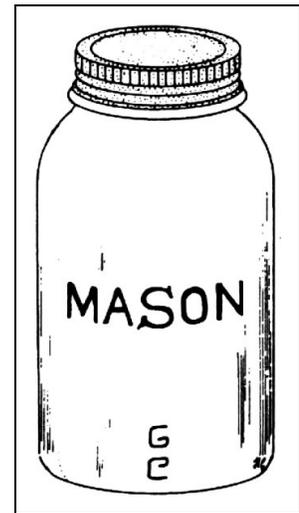


Figure 12 – Mirrored-G Mason (Creswick 1987a:115)



Figure 13 – Harvest Mason (eBay)

The Roller update (2011:319) discussed another jar embossed with the logo. This one was a rounded-square jar embossed “MASON” below the shoulder with a number and the mirrored-G logo at the heel. The jars were marketed by Glass Containers Corp. under the name “Golden



Figure 14 – Pepsi variation (eBay)

Harvest” in 1975. The following year, the firm introduced its “Golden Harvest” line, a jar embossed “golden harvest” (all lower case) / {cornucopia} / mason (lower case)” (Figure 13). The earlier Roller publication (1983:142) added a variation with “PEPSI” in a circle on the reverse, made as a promotional item for PepsiCo, Inc., in 1980 (Figures 14).

Roller (2011:219) described a variation with “a strange indentation at the left heel” that was probably “put there to assist in orienting the paper label during attachment.” A photo from an eBay auction shows the indent clearly (Figure 15 – also see Figure 13). The auction also showed the lid (Figure 16). Similar (although not identical) indentations of various sorts were used in the early days of Applied Color Lettering (ACL) for aligning the color label process.



Figure 15 – Basal indentation (eBay)



Figure 16 – Lid (eBay)

From 1976 to 1981, Glass Containers Corp. made these jars and marked them with the mirrored-G logo on the front heel. Production continued with Container General Corp. from 1983 to 1985, and these jars probably had the interlocked-CGC basemark (see discussion below), although we have not seen an example. Some of the jars had no manufacturer’s mark, and some of these may have



Figure 17 – Harvest Mason

been made during this period. Diamond-Bathurst also made the jars during the 1985-1987 period, and these probably had no logo (see below for a discussion of these later firms). The final jars were made by the Anchor Glass Container Corp. from 1987 to at least 2011, when my wife bought one (Figure 17). These were originally marked with the mirrored-G-anchor logo, but newer ones have the omega logo of Ardagh Glass. The example in Figure 18



Figure 18 – Harvest base

was made at Factory No. 41 at Wyszkov, Poland (Emhart 2015:28).

Later Corporations, various locations (1983-at least 2015)

In late 1983, Glass Containers Corp. merged with the Dorsey Corp. to form the Container General Corp. (Owens-Illinois 2001) – moving the headquarters yet again, to Chattanooga, Tennessee (see the section on the Chattanooga Glass Co. for more information on the Dorsey Corp.). In April 1985, Container General Corp. was swallowed up by the Diamond Glass Co. to form Diamond-Bathurst, Inc. (see the section on the Diamond Glass Co. for more information on the changes in the firm). Diamond, in turn, became a subsidiary of Anchor Hocking in 1987, and the firm became the Anchor Glass Container Corp. (*New York Times* 1988; Roller 2011:218; Owens-Illinois 2001). Anchor Glass Container remains open in 2015 (see the Anchor-Hocking Glass Co. section for more on this series of companies).

Containers and Marks

Interlocked CGC (1983-1985)

The Interlocked-CGC logo was almost certainly used by the Container General Corp. Note the faint rectangle in lower right corner of photo – prob. old GC logo – and the date code for 1984 in Figure 19. As noted above, the firm became Container General Corp. in 1983 and continued to use that name until the next merger in April 1985 (also see Whitten 2015).

G Horizontally mirrored to form an Anchor (1987-2015+?)



Figure 19 – Interlocked-CGC (David Whitten)

As noted in the section on Anchor-Hocking, the mirrored-G-anchor logo was adopted along with the change in the company name in 1987 – probably to reflect bringing the former Glass Containers Corp. under the AnchorGlass umbrella. The

association with an anchor is unmistakable, and the mirrored Gs reflect (pun intended) the earlier mirrored-G logo discussed above (Figure 20).



Figure 20 – Mirrored-G Anchor logo

Discussion and Conclusions

Glass Containers, Inc., used the stylized GC monogram from the opening of the plant in 1934 to probably the 1968 reorganization. It is clear from Giarde's observation of the logo's use on milk bottles in the 1950s-1960s and our own documentation of date codes to at least 1965 that the stylized GC monogram did not fade from use after the Hunt takeover. It is equally obvious that Toulouse was incorrect with his early date of 1945 and his description of earlier marks. The angular monogram was the first logo used by Glass Containers, Inc.

The trademark information makes it clear that the Norman Simon, Inc., reorganization of 1968 was responsible for the mirrored-G logos, and that the mark was not used prior to that time, despite Giarde's suggestion that there was an overlap of the stylized GC monogram and the mirrored-G logos during the 1950s-1960s. The firm first used the logo in October 1967 and continued to emboss it on products until the next reorganization in 1983.

Whitten demonstrated that the interlocked-CGC logo was used by the Container General Corp. from the merger of Glass Containers Corp. and the Dorsey Corp. in 1983 to the Diamond-Bathurst takeover of 1985. A reader of Whitten's site contributed a paperweight that showed the interlocked-CGC logo along with the Container General Corp. name. If Diamond-Bathurst used

a mark, we have not discovered it. When the firm fell under the Anchor Glass Container Corp. umbrella in 1987, the new company used a set of horizontally mirrored “G’s” that formed an anchor – and that use continues in 2015.

We know little about codes that were connected to Glass Container logos. Apparently, Glass Container adopted date codes for milk bottles ca. 1950, but we have date codes on a liquor flask by 1943 and a soda bottle by 1946. Those codes, however, were required by law. The firm probably did not use date codes on packers ware and other non-returnable bottles and jars until the 1980s. Additional codes, of course, could mean a variety of things, such as mold codes, mold cavity codes, or model/catalog codes.

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