Fresher COFFEE

VACUUM-PACKED IN GLASS

Nearest Success in Coffee Packages Developed by Owens-Illinois Glass Company
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.
FRESHER WHEN YOU BUY IT

The instant coffee is ground air begins to affect it. By the Onzled 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 Onzled 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.
COFFEE VACUUM PACKED IN GLASS BY THE NEW

ONLIZED PROCESS

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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.
Onlized Products

• 21 Factories • 30 Sales Offices
Onlized 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."

(Onlized logo)