

Consumers Glass Co.

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The combination of the Atlas Glass Works, Premier Glass Co., and Consumers Glass Co. has survived for just over a century. Even though the first two companies never made any glass, they were instrumental in setting the scene and building the factory that was used by Consumers. The initial factory made a large variety of bottles and jars, mostly marked on their bases with one of two Triangle-C logos. Eventually, the firm branched out and built new plants across Canada. The company continues to produce virtually all of the Canadian glass containers in the 21st century.

Histories

Atlas Glass Works, Vlle. St. Pierre, Quebec, Canada (1912-1914)

David Pugh, general manager of the Diamond Glass Co., Ltd., teamed up with O.I. Kline, a glass maker from England, to receive a federal charter (incorporation) on August 16, 1912. O.L. Brunelle was president of the new corporation, with I. Whitesell as secretary and treasurer and Pugh as manager. The plant was planned for two furnaces to make bottles and tableware by hand and press. Although the group began construction, the firm went bankrupt with the outbreak of World War I in 1914 (King 1987:136).

Premier Glass Co. of Canada, Ltd., Vlle. St. Pierre, Quebec, Canada (1914-1917)

O.I. Kline had anticipated the collapse of Atlas Glass and used his connections with the Payne Bros. – the English glass house where he had formerly worked – to form Primus Syndicate in 1913. He was able to secure the rights to the Severin automatic bottle machine invented at Strasburg, Germany, a year earlier. Kline's group chartered the Premier Glass Co. of Canada on May 9, 1914, with a capital of three million dollars. Douglas C. Cameron became the president with Kline as vice president and general manager. The group completed that plant and installed three machines, an Olean three-plunger press, an O'Neill semiautomatic, and a Miller Improved. The firm had counted on stock sales in England, but the outset of World War I stalled the buyers.

By March or April of 1915, the company was insolvent, although it was not until March 14, 1917, that the business was liquidated (King 1987:137; Toulouse 1971:104-105).

Consumers Glass Co., Vlle. St. Pierre (Montreal), Quebec, Canada (1917-present)

On October 4, 1917, Consumers Glass Co., Ltd., received its federal charter with a capital of one million dollars. Frank P. Jones was the president, with Henri Jones as vice president, and Norman A. Hessler as secretary, treasurer, and general manager. The firm took over the Premier Glass plant including the two continuous tanks (with 20 rings) and machines and added a Cox semiautomatic jar machine. The list of inherited goods included molds for “quart milks, quart and pint beers, club-shaped quarts (probably what we now call “bowling-pin” bottles), pint and half-pint sodas, and prescription ware from half-ounce to 16 ounces.” Production began on August 15, 1918, at a single furnace that supplied the four machines and a hand shop making prescription ware. In addition, a single press produced tableware and tumblers (King 1987:138-139; Toulouse 1971:105).

Blowers worked a nine-hour day, Monday-Friday, but boys only worked an eight-hour shift. By 1919, the second tank was in operation. Tank No. 1 was divided to produce both amber and colorless glass, but the No. 2 tank only made flint (colorless) glass. That year the plant added four O’Neill no boy machines, two side-lever presses, and “punch tumbler equipment” – along with \$17,000 worth of new molds. Despite all optimism, the firm lost \$60,000 that year. The 1921 factory directory listed machine-made bottles, tumblers, and lantern globes as the plant’s products (King 1987:139; Toulouse 1971:105)

Part of the problem was limited machinery. The Dominion Glass Co. had captured the license for the Owens automatic machine and had the rights for the Hartford glass feeders, the best available at the time. However, Consumers acquired three Miller machines, which greatly improved the output of fruit jars and wide-mouth ware. The factory made over 400 items by 1923, including Rex Ovals and Vaseline jars, and the Safety Seal fruit jar, as well as “castor oil, olive oil, cod liver oil, household ammonia, petrolatum, corn cure, sodas, beers, whiskies, pickles, and vinegar.” The firm added three more Lynch Machines and were able to include special closures, such as continuous-thread, Goldy, Duplex, and Amerseal by 1925 (King 1987:140-141).

This large variety of machines was necessary for the variation in production. Although the Owens machines could manufacture almost any type of container, many of the other machines were restricted. Although not germane to this study, Miller machines specialized in wide-mouth bottles, and most O'Neill machines made narrow-mouth ware. Some machines specialized in milk bottles, and presses were only used for tableware, tumblers, and lids. Eventually, Consumers – along with virtually all of the glass industry – shifted to Individual Section machines, devices that made all container types.

The product list for 1927 was similar to the 1923 list, and King (1987:153 specifically noted fruit jars that included “Canadian Jewel, Canadian Mason, Canadian Sure Seal, Corona, Jewel, Queen, Royal, Safety Seal, [and] Victory.” Tableware had disappeared by this time, although the factory had a tumbler machine that could press glass lids as well as its intended products. In addition, a lid machine pressed lids and ash trays. The plant also made bottles for Yardley, Cheesebrough, Horlicks, and A-1 Sauce. By 1928, Jones remained as president, Arthur Lyman was vice president, and George Milne was secretary and treasurer. The firm established its first off-premises storage facility at Toronto in 1931 (King 1987:153).

Although the glass industry was not immediately struck by the 1929 stock market crash, the bottom fell out by 1933. Consumers, however, continued to grow, adding a new 30-ton tank in April 1937, along with a Lynch forming machine. The plant bought Applied Color Lettering (ACL) equipment ca. 1939. The main product lines in 1940 were fruit jars, prescription ware, wines, whiskeys, catsups, vinegars, sodas, and milks. The plant added a new Miller MT milk bottle machine that year, and, for the first time in Consumers history, the workers walked out on a seven-day strike on May 5 (King 1987:154; Toulouse 1971:105).¹

Consumers survived well during the Depression years, although profits were still down 30% in 1949, and the plant bought more new equipment and increased the diversification of its products. By 1953, the factory used 534 different molds, although the big sellers were only 55 molds for sodas, beers, whiskeys, and packers. The firm opened a single-tank plant at Etobicoke, Toronto, in 1953 and built a second 100-ton furnace in Toronto in 1958. Two years later, the firm began a major renovation of the plant that shifted away from the Lynch machines to

¹ We have not discovered whether Consumers was a union plant from the beginning or, if not, when the factory unionized.

Individual Section (IS) machines. These were faster and easier to work. In 1961, the management moved the executive office to Toronto, although the main office remained at Vlle. St. Pierre (King 1987:165-166; Toulouse 1971:106).

In 1965, the workers at Vlle. St. Pierre (Montreal) cancelled their memberships with the Glass Bottle Blowers Assn., based in Philadelphia, and joined the Syndicat National des Employes du Verre de Vlle. St. Pierre – a local union. The following year, Consumers acquired a plastic manufacturer, Brentwood Containers, to diversify further, and it refurbished the Etobicoke factory in 1966. In April 1966, Consumers purchased the Iroquois Glass Division of Sogemines, Ltd., at Candiac, Quebec, for \$9,926,000. Iroquois had three tanks and 10 Emhart IS machines, making flint (colorless), amber, emerald green, and Georgia green glass (King 1987:166, 220-221). The Georgia green color indicates the manufacture of Coca-Cola bottles.

Consumers broke ground for the Lavington, British Columbia, factory in 1969 and opened it later that year with two furnaces and six machines. In addition, the firm purchased 38% of the stock of Glass Containers, Ltd., Australia. In 1970 or 1971, the firm reorganized into three divisions: glass, plastics, and metals. In a continued expansion, the company began construction of a glass plant at Milton, Ontario, in 1977; the plant actually opened in 1980 (King 1987:221; Toulouse 1971:106).²

Consumers Glass, Inc. (1986-2002)

The firm reorganized as Consumers Glass, Inc., in 1986 and purchased Domglas, Inc. (formerly Dominion Glass Co.) in 1989 including the Brampton plant (McGill University 2005; Western Libraries 2014). Dominion Glass had opened the factory at Brampton in 1954. The plant remains in operation at 100 West Dr, Brampton, in 2018. For more information on the earlier firms, see the sections on Consumers Glass Co. and the Dominion Glass Co. According to the September 1, 2001, issue of *Ceramic Industry*, Owens-Illinois, Inc., agreed to buy the bankrupt Consumers Glass, Inc., for \$235 million (Canadian – approximately \$153 million U.S.). Whitten (2014) clarified that this was “Consumers Glass (division of Consumers Packaging, Inc)” and the transaction was not completed until 2002.

² King (1987) went into much more detail in his history of Canadian glass.

After a ground breaking in 1969, Consumers Glass Co. opened the Lavington factory in 1970. When Owens-Illinois purchased Consumers in 2001, the plant shifted to U.S. ownership. According to *Coldstreamer News*, Owens-Illinois planned to close the Lavington factory by the end of September, 2008. See Table 1 for a list of Consumers locations and the Owens-Illinois section for more on the later history of that firm.

Table 1 – Consumer Glass Co. Factories

Company	Location	Dates
Atlas Glass Works	Vlle. St. Pierre (Montreal), Quebec	1912-1914
Premier Glass Co.	Vlle. St. Pierre (Montreal), Quebec	1914-1917
Consumers Glass Co.	Vlle. St. Pierre (Montreal), Quebec	1917-present
Consumers Glass Co.	Etobicoke, Toronto	1953-present
Consumers Glass Co. (former Iroquois Glass Co.)	Candiac, Quebec	1966-present
Consumers Glass Co.	Lavington, British Columbia	1969-present
Consumers Glass Co.	Milton, Ontario	1980-present
Consumers Glass Inc.	Brampton, Ontario	1989-present
Consumers Glass Inc.	Lavington, British Columbia	2001-2009

Containers and Marks

Essentially, Consumers only used two base logos, both designed around a C in a triangle, the earlier mark in a sharp-cornered inverted triangle (1917-1962), the other with rounded corners and a normal triangle aspect (1962-1980). Although Canada Dry also used an inverted-triangle-C logo on bases, the Canada Dry logo was *much* larger and, of course, only found on Canada Dry bottle bases. In addition, Consumers made a variety of fruit jars.

C in an Inverted Triangle (1917-1962)

Norman A. Hessler designed the C-in-an-Inverted-Triangle mark, and Consumers registered the logo on October 8, 1920, although it was embossed on containers beginning in 1917 (King 1987:140, 247). The mark continued in use until 1962, after the main office had moved to Toronto (Figure 1). The firm adopted a new mark – C in a rounded corner triangle – to commemorate the change (King 1987:140, 247; Toulouse 1971:103). A 1964 Owens-Illinois chart (Berge 1980:83) showed the Inverted triangle mark as still in use, although that was obviously slightly out of date. It is likely, however, that the plant continued to make bottles with the old logo until the molds wore out, a process that probably took a year or two.



Figure 1 – Inverted-Triangle-C logos – Consumers Glass & Canada Dry (eBay)

Giarde (1980:26) confirmed the use of the inverted-triangle-C mark on milk bottles but noted that the logo on U.S. milk bottles would indicate the Cambridge Glass Co. As with Lehrner, Giarde used Toulouse as a source. The chances of finding a Cambridge-made milk bottle are pretty close to zero.

Although the later Consumers bottles (see Rounded-Corner-Triangle logos below) utilized an elaborate code system, codes were virtually absent from containers with the inverted-triangle mark. Some bottles and jars in our sample had no codes accompanying the logo. Most, however, had a single-digit number either above or below the mark (usually below). This was almost certainly a pair or mold code – of no use for diagnostic purposes.

Canada Dry's Inverted Triangle-C Logo

In our very small sample, some of the paper-labeled Canada Dry bottles were embossed with “CANADA DRY” around the neck and a large inverted triangle on the base with a large “C” in the center (see Figure 1). These Canada Dry logos were at least three times the size of the ones used by the Consumers Glass Co. Bottles in our very small sample were only made by the Owens-Illinois Glass Co. between 1935 and 1946 (codes of 5 and 46) – therefore only used in the U.S., not Canada. Since only bottles made in Canada would have Consumers’s inverted-triangle-

C logo, and the Canada Dry mark was apparently only in the U.S., the two were not likely to be confused. In addition, each bottle was the Canada Dry green color.

Despite detailed searches, we could find no trademark document nor even an application for the Canada Dry inverted-triangle logo. Nor have we found any litigation against Canada Dry by Consumers Glass. This suggests two things. First, as noted by the date range in our sample, the mark was in use for only a short time – just over a decade. Second, someone at Canada Dry noticed the possible conflict and eliminated the use of the logo. Possibly, Canada Dry attempted an application and immediately discovered the prior use of the logo by Consumers Glass – and dropped the mark at that point. The Patent Office did not retain such ephemeral attempts.

Other Triangle-C Marks

Peterson (1968:11) noted that “a nonregistered trademark, consisting of a C in a triangle, was used beginning 1902” on tableware, but he did not attempt to pinpoint the maker. Lehner (1978:24) noted that a C-in-a-triangle mark was used by the Cambridge Glass Co., Cambridge, Ohio, from ca. 1925 to 1954. The mark was often used in conjunction with the word JAPONICA or with a crown. It is very likely that the mark was used on tableware rather than bottles or jars, but this is not certain. Toulouse (1971:107) was likely Lehner’s source – or one of them. He noted that “this listing is included because the trademark is so like that of Consumers Glass Co. So far as is known, Cambridge did not make glass containers, not did Consumers make tableware.” Toulouse dated the Cambridge Glass Co. from 1904 to 1959, although he was slightly in error. According to King (1987:138-139), Consumers produced tableware from 1917 to the early 1920s. According to Pullin (1986:70), Cambridge was open from 1901 to 1954 and used a C-in-a-triangle mark after 1920. Unlike the Consumers triangle, the one from Cambridge was not inverted and had an elongated base and sharp corners (Figure 2). We believe Toulouse and Lehner confused the two logos.

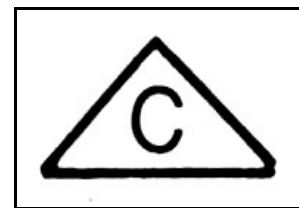


Figure 2 – Cambridge Glass mark (Pullin 1986:70)

C.G.C.

Whitten (2014) suggested that Consumers Glass Co., Ville St. Pierre, Montreal, Quebec, Canada used the C.G.C. logo. He stated that the mark was “confirmed on the heel of a clear soda

bottle with a 1985 date code.” Adding some validity to Whitten’s identification, King (1987:153) noted that Consumers made “an oblong ash tray (lettered C.G.C.) . . . with embellishment for the general public and as a corporate gift. The time period for the ash tray, however, was the 1930s. It is fairly certain that the C.G.C. logo did *not* replace the Triangle-C mark (see below). It is possible that the “confirmed” logo was actually “C.G.Co.” – a known heelmark. The “o” in “Co” may have been filled with lubricant or may not have been engraved deeply. The mark is certainly uncommon, possibly rare.

CGC monogram

This monogram is composed of CGC in a horizontal line with the letters closely intertwined. Whitten (2014) claimed that the logo was used by either Consumers Glass Co. or the Glass Containers Corp. On his Glass Container Corp. page, he suggested that the mark was used by the Container General Corp. from 1983 to 1985, and we concur. See the section on the Glass Containers Corp. for a photo and discussion.

CON G.CO. LTD

Urquhart (1976:XI-19) illustrated an interesting basemark (Figure 3). Along with the Inverted Triangle logo described above (in the center), a soda bottle base was embossed “CON G.CO. LTD” in an arch above the logo and “REG 1931” below it in an inverted arch. REG. 1931 indicates the Canadian patent registration. Our searches discovered five other bottles with the “CON G.CO. LTD” mark: Bonneville Bottling Co., A.E. Burke, Crown Bottling Works, Howdy Bottling Co., and Scott Fruit Co. All had the identical bottle style except for the labeling area in the body center. This design was Patent No. 9117, a soda water bottle by Consumers Glass Co., Ltd. – March 14, 1931. The description from the *Canadian Patent Office Record* for April 7, 1931, fits these bottles:

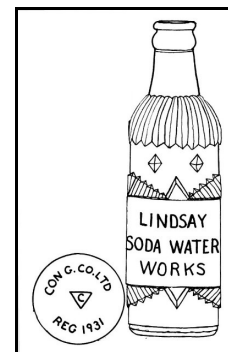


Figure 3 – CON G.CO. LTD (Urquhart 1976:UX119)

Soda Water Bottle. Provided about the base of the neck and about the body with a raised decorative ribbed design, a portion of said ribbed design being discontinued on a part of the body to provide a smooth panel, the body having a smooth shoulder portion bearing spaced apart diamond-shaped protuberances.

In our search results, the “CON G.CO. LTD” logo *only* appears in conjunction with this single patented body style. So, a date range of the 1930s fits well with this specialty bottle style (also called proprietary or deco) that was replaced by the ACL process by the end of the decade.

C in a Round-Cornered Triangle (1962-1980)

On February 2, 1962, Consumers Glass Co. adopted a C-in-a-Round-Cornered-Triangle mark to commemorate the move of the corporate headquarters to Toronto. The printed logo was red with a white “C” in the center. The mark was used until the end of the company in 1980 (King 1987:166, 247; Toulouse 1971:104). Peterson (1968:48) noted that the “C in a triangle with rounded corners” was used by Consumers, but he failed to date the mark. Emhart consistently listed the logo from 1982 to at least 2005 (1982:12; 1996:7; 2000; 2005), and it is probably still used in 2014.

King (1987:247) included two charts showing the elaborate date and plant codes used by Consumers from 1962 to 1980. As noted above, this was the first use of additional codes aside from a single-digit pair or mold code accompanying most of the bottles with the earlier inverted-triangle marks. The first chart (1962-1970) showed the round-cornered Triangle-C mark with single-digit year codes to the right of the mark; plant codes shown by an embossed dot located above, below, right, or left of the logo, and a bi-monthly code to the left of the mark. Plant codes consisted of a dot adjacent to the Triangle-C logo:

Vlle. St. Pierre	no dot
Etobicoke (from 1953)	dot above logo
Lavington (from 1969)	dot left of logo
Candiac (from 1967)	dot right of logo
Milton (from 1980)	dot below logo

The date code, the last digit of the year of manufacture, was placed to the right of the logo. A month code to the left of the logo consisted of lines:

January-February	a single vertical line
March-April	horizontal line added to form an “L”
May-June	added a second vertical line to form a “U”

July-August	a box
September-October	box divided by a vertical line
November-December	box divided by a cross (looks like a four-pane window)

An example (Figure 4) had the logo in the center with no dot – indicating Vlle. St. Pierre; a “1” as the pair number above the mark; a “window” design to the left (made in November or December; a “7” to the right for 1977 (in this case, the bottle type makes the decade certain); and a “stock” or model number of “23354.”



Figure 4 – Rounded-Cornered Triangle-C logo (Mike Revill)

On typical bottles, the one- digit number above the logo was a pair number, indicating which mold cavity was used, and the number below (up to five digits) was the “stock” or “mould” number, what the Bottle Research Group generally calls the model or catalog code.

In the case of heelmarks, the code was only slightly different. The logo appeared on the front heel with the month code to the left and year code to the right. The back heel had the set letter to the left with the cavity number to the right. Beer bottle heel codes were more complex. To the left of the logo on the front heel was the set letter and the cavity number. To the right was a two-digit date code. The reverse heel had the word “CANADA” with “month dots” on either side of the word. King (1987) noted the month code as:

- January-February
- March-April
- May-June
- • July-August
- •• September-October
- ••• November-December

Unfortunately, he did not mention a date range for these codes, although a range could be figured with a large enough sample of these bottles. Since all of these also had date codes, the point is moot.

Fruit Jars

King (1987:153) specifically listed “Canadian Jewel, Canadian Mason, Canadian Sure Seal, Corona, Jewel, Queen, Royal, Safety Seal, [and] Victory” fruit jars as being made by 1927. Toulouse (1971:113) noted that the word “CANADIAN” was used “since 1917.” He stated that “in general applied as an adjective with other words, but expressly identified with the Consumer’s Glass Co. Examples are ‘Canadian Jewel,’ ‘Canadian King,’ ‘Canadian Mason,’ and ‘Canadian Sure Seal,’ all by Consumers.” All of the Consumer jars were machine made, and all jars marked “MADE IN CANADA” were probably intended for export. Unfortunately, *none* of the sources differentiated between the inverted and rounded-corner variations of the Triangle-C logo. If the dates given by the sources are even close to correct, however, all jars made prior to 1962 had the inverted triangle logo, and post-1962 jars had the rounded-corner variation.

Canadian King

Creswick (1987b:34) illustrated this jar (Figure 5). The jar was square in cross-section and was sealed with an old-style Lightning lid. The word “TIGHT” was embossed on the finish. The front was embossed with “MADE IN CANADA” in an arch above a textured shield. On the shield was “Canadian / King” in upwardly slanted cursive. Below that was “WIDE MOUTH ADJUSTABLE.” She identified Consumers as the manufacturer and dated the jar ca. 1930s. This was one of the King jars made for Smalley, Kivlan and Onthank. See the section on A.G. Smalley for more information.

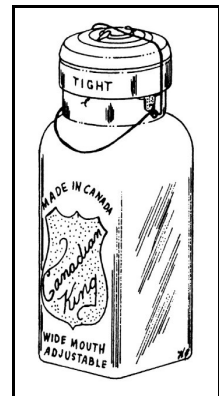


Figure 5 – Canadian King (Creswick 1987:34)

Canadian Mason

Toulouse (1971:58) called this “modern – as of 1966 the only fruit jar made by Consumers. The front of the jar was embossed “CANADIAN / MASON (upwardly slanted, outlined letters) / JAR / MADE IN CANADA.” The letters were *not* outlined; they were broad and flat (Figure 6). The base had the C-in-a-triangle logo, almost certainly a round-cornered triangle. Roller (1983:81, 314) noted the Canadian Mason Jar with the same manufacturer’s mark. This jar was made from ca. 1960s to 1970s. A variation, made in 1976, was marked “JARRE MASON



Figure 6 – Canadian Mason (eBay)

FABRIQUÉE AU CANADA.” An example on eBay, however, had codes that showed it was made at the Candiac plant in May or June of 1967 or 1977 (Figure 7). The date codes, unfortunately, were only single digit. The date code had been drilled, plugged, and re-embossed with a “7” – almost certainly indicating that the mold was first used the previous year.



Figure 7 – Canadian Mason base (eBay)

Creswick (1987b:34) illustrated the jar, showing that it was square in cross-section and used a Mason’s shoulder seal finish with a two-piece metal lid as a closure (Figure 8). She noted that Consumers made the jar in the 1960s. She agreed with Roller on the 1976 date for the “JARRE” variation.



Figure 8 – Canadian Mason (Creswick 1987:34)

The Roller update (2011:124) described three variations. The Roller editors added to the first variation that the lid was painted (probably lithographed) “STERISEAL FINEST PROTECTION FOR HOME CANNING around MASON / DATE / FILLED _____ / C (in triangle) / CANADIAN • VACUUM SEAL.” They noted that the jars were made in the 1960s to 1970s.

The “JARRE MASON” variation was embossed “4 / L {C in a triangle} 8 / 11006” on the base. This would have been the round-cornered triangle. The “L” was actually two joined lines that showed the jar was made in March or April, and the “8” was a date code, probably for 1978 (although 1968 cannot be entirely ruled out). Since all the sources claim 1976 as the date when these were made. In our 2014 study, we suggested 1978 as a closing dater for Jarre, but John Argue sent us an example from Etobicoke (dot above the logo) with a box month code for July-August and a “0” date code for 1980, probably the final year.

These dates are supported historically. The Parti Québécois was formed to provide political, economic and social autonomy for the province of Quebec. The Parti came to power in the province in 1976. The inclusion of product identification in French was certainly in keeping with the parti agenda (Wikipedia 2014).

The Roller editors (2011:124) added a third variation, embossed “CANADIAN MASON JAR MADE IN CANADA, BOCAL MASON FABRIQUE AU CANADA” on the reverse face, with “CONSUMERS GLASS” around the Triangle-C logo on the base. The jar was sealed by a two-piece, gold-lacquered metal lid and screw band lithographed “Bernardin (cursive) SNAP

LID STANDARD MASON” in pint, 500 milliliter, and liter sizes. Model or mold numbers on the bases were 11265,” “11365,” and “11366” respectively.

Roller (1983:314) also listed a “WIDE MOUTH MASON JAR MADE IN CANADA” (front embossing) with the Triangle C mark on the base (almost certainly round cornered). The jar was made during the 1970s by Consumers Glass Co., Toronto, Ontario, Canada. The update (Roller 2011:552-553) noted that this jar was found in American pint, quart, and half-gallon sizes. The editors added another variation embossed the same on the front, with “BOCAL MASON FABRIQUE AU CANADA” on the reverse and “CONSUMERS GLASS” around the Triangle-C logo above “11268” on the base. The lid was lettered “WIDE MOUTH MASON” / {anchor-in-a-round-cornered-square logo [the Anchorglass logo] / MADE IN CANADA – FABRIQUE AU CANADA.”

Canadian Sure Seal

The side of the jar was embossed “CANADIAN / SURE SEAL (upwardly slanted cursive) / MADE IN CANADA” on the front. Toulouse (1969:58) noted that the jars were made ca. 1920-1940. Neither of the Roller sources mentioned this jar, but Creswick (1987:34) illustrated an example (Figure 9). The jar was round in cross-section and was sealed by a metal screw cap on a Mason’s shoulder seal finish. She dated the jars ca. 1920s-1940s.



Figure 9 – Canadian Sure Seal (Creswick 1987:34)

Corona

Toulouse (1969:73) listed three variations of the Corona jar. Probably the earliest was embossed “CORONA / JAR / MADE IN CANADA” on the front, with the Triangle-C logo on the base (Figure 10). He dated the jars ca. 1920-1930. Another was embossed “IMPROVED / CORONA (upwardly slanted) / JAR / MADE IN CANADA” (Figure 11). Toulouse did not note the Triangle-C basemark on this one. The final example lacked the word “JAR” and had a “double-outlined “CORONA” – and the Triangle-C base logo. This third variation was not confirmed by any of the other sources. Toulouse dated all of these ca. 1940-1960 and identified the Consumers Glass Co. as the



Figure 10 – Corona Jar (eBay)



Figure 11 – Improved Corona Jar (North American Glass)

manufacturer. Photos from eBay show that the Triangle-C was inverted and was placed inside the valve scar (Figure 12).

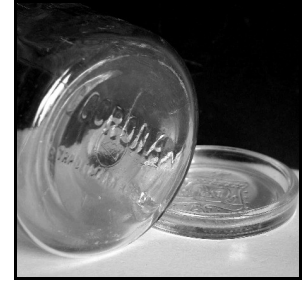


Figure 12 – Improved Corona base (eBay)

Roller (1983:94, 164) agreed that the Corona was made by Consumers but offered no dates. On the Improved Corona, he noted the Triangle-C logo on the base but also listed a variation embossed on the base with

“CORONA TRADEMARK REGD.” The lid was embossed “CORONA MADE IN CANADA” (actually, “MADE IN” was at the top). He dated the Improved variations “c. 1930s to recent times” and identified Consumers.

This was a round jar, illustrated by Creswick (1987:37), with “MADE IN CANADA” embossed on the heel, well below the other embossing (Figure 13). The jar was sealed by a glass insert held in place by a metal screw band. Creswick illustrated two forms of inserts: 1) “CORONA” across a series of concentric embossed circles; and 2) “MADE IN (arch) / CORONA (horizontal) / CANADA (inverted arch).” She dated the jars ca. 1920-1930. No other source mentioned the first style of lid, and we have not seen one. If the first style exists, it would be the earlier lid.



Figure 13 – Corona Jars (Creswick 1987:34)

Creswick (1987:37) included a second variation, embossed “IMPROVED / CORONA (upwardly slanted) / JAR / MADE IN CANADA.” The base was alternately embossed with the Triangle-C logo or “CORONA TRADE MARK REGD.” She only included the second style of lid with this variation and dated the jars ca. 1940-1960. The Roller update (2011:143) agreed on the variations. An actual example from eBay also showed the Inverted-Triangle-C logo embossed in the valve scar – with the “C” reversed. Reversed letters or numbers in valve or ejection scars were *very* common. See Table 2 for variations.

Table 2 – Corona Jar Variations

Front	Lid	Base	Dates
CORONA JAR	CORONA in concentric circles*	bare	1920s-1930s
CORONA JAR	MADE IN / CORONA / CANADA	bare	1920s-1930s
Improved CORONA JAR	MADE IN / CORONA / CANADA	Triangle-C**	1940s-1962
Improved CORONA JAR	MADE IN / CORONA / CANADA	CORONA / TRADE MARK REGD †	1940S-1960

* This was almost certainly the earlier lid.

** This had to have been the inverted triangle variation.

† Some had the inverted triangle logo in the valve scar, sometimes with a backwards “C.”

Jewel

Toulouse (1969:162) offered two variations of the Jewel Jar. One was only identified by “JEWEL / • JAR •” in a double-outlined panel on the front (Figure 14). The second was embossed “JEWEL / JAR / MADE IN CANADA” on the front (Figure 15). He dated the paneled jar 1915-1920 and the other as “after 1920” but claimed Consumers Glass as the maker of both.



Figure 15 – Jewel Jar (eBay)



Figure 14 – Jewel Jar (North American Glass)

Roller (1983:170) added a third variation: “Jewel / Jar” in cursive surrounded by a textured panel enclosed by double lines. He dated this model and the other panel jar as being used during the early 1920s. He did not note a basemark on either jar.

He did mention the basemark on the “MADE IN CANADA” variation and dated that one 1930-1940s. An eBay auction showed that the basemark was the inverted-triangle variation (Figure 16). Roller added three lids all with glass inserts. The first two were held in place by metal screw bands; the third was held down by a “flat metal clamp that hooks into lugs on jar neck”:



Figure 16 – Jewel base (eBay)

1. JEWEL MADE IN CANADA (Figure 17)
2. JEWEL MADE IN CANADA around Triangle-C logo
3. Unembossed, cross-shaped stiffener in center



Figure 17 – Jewel lid (North American Glass)

Roller (1983:170) explained: “Jars that use the flat metal clamp closure seem to be found most often in the western provinces of Canada. They have a special finish, with two different lugs – one straight, the other inclined. One end of the clamp turns on the inclined lug to tighten. Although Roller (1983:166) mentioned the Improved Jewel, he only noted that it was made in the 1960s.

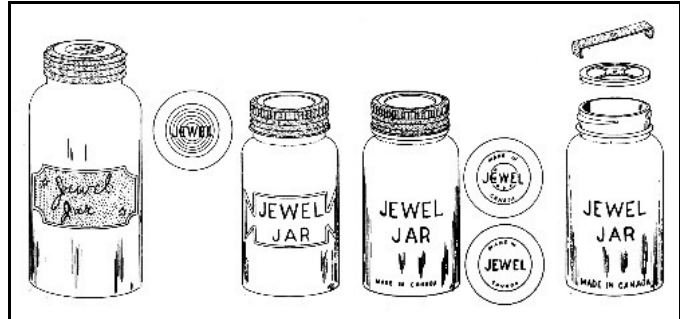


Figure 18 – Jewel Jars (Creswick 1987:67)

Creswick (1987:67) illustrated all three variations, including the different lids (Figure 18). She dated the jar with the textured panel in the 1920s, the other paneled jar in the 1930s, the “MADE IN CANADA” jar with the screw band in the 1930s, and the clamp model in the late 1930s-1940s. She only noted the clamp jar as being embossed with the Triangle-C logo on the base. Creswick (1987:68) also added a jar identical to the clamp variation (including the base logo) but with no body embossing. Her final variation was embossed “Improved (upwardly slanted cursive) / JEWEL / MADE IN CANADA” on the front (Figure 19). She dated the improved variation ca. 1950s.



Figure 19 – Improved Jewel (Creswick 1987:68)

The Roller update (2011:261-262) listed four variations, all made by Consumers and dated them respectively early 1920s, 1920s, 1930s-1940s, and 1960s. See Table 3. The first three were the same ones described above, but Roller also included the “Improved (upwardly slanted cursive) / JEWEL / MADE IN CANADA.” The jar had a Triangle-C basemark and was sealed by a glass insert held in place by a metal screw band.

Table 3 – Jewel Jar Variations

Front	Lid	Base	Dates
Jewel Jar (textured frame)	Metal insert and band	bare	early 1920s
JEWEL JAR (elaborate frame)	Metal insert and band	bare	1920s
JEWEL JAR MADE IN CANADA	Metal insert and band or flat metal clamp	C in triangle	1930s-1940s
Improved JEWEL JAR	flat metal clamp	C in triangle	1960s

Canadian JEWEL



Figure 20 – Canadian Jewel (eBay)

Toulouse (1969:56) noted that this jar was embossed “Canadian” in upwardly slanting cursive above “JEWEL” and “MADE IN CANADA” on the front of the jar (Figure 20). The base was embossed “C’ in a triangle.” He noted that Consumers Glass Co. made the container and called it a “late jar, discontinued in 1960.” Roller (1983:80; 2011:124) agreed that Consumers made the jar but did not note the basemark. He dated the jars ca. 1950s-1960s.

Creswick (1983:68) illustrated the jar and noted that the base was embossed “JEWEL / TRADE MARK REGD” with “MADE IN / JEWEL / CANADA” on the glass insert (Figure 21). Both lid and base had a triangular figure (not the Consumers logo) in the center. She dated these ca. 1960s.

Photos from eBay auctions disclose that the Canadian Jewel Jars had at least two basemarks. One was essentially unmarked except for the inverted-triangle logo in the valve scar (Figure 22). The second was essentially as described in the sources, but the photos showed more

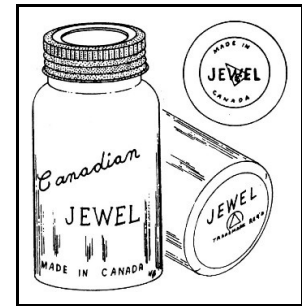


Figure 21 – Canadian Jewel (Creswick 1987:68)



Figure 22 – Canadian Jewel base 1 (eBay)

detail. The bases were embossed with the inverted-triangle logo at the top, followed by “JEWEL” then a stippled valve scar that had a faint uneven triangle, followed by “TRADE MARK REGD.” The entire base had an orange-peel texture (Figure 23).



Figure 23 – Canadian Jewel base 2 (eBay)

QUEEN

Not to be confused with THE QUEEN, a much older jar (see the section on the Consolidated Fruit Jar Co.), this Queen was a model made for Smalley, Kivlan & Onthank. Toulouse (1969:251-256) listed ten variations of the jar, all with the SKO trademark above a shield with an upwardly slanted cursive “Queen.” Although none of these are known with Consumers’ Triangle-C mark, one variation was embossed “MADE IN CANADA.” Another was identical to the “CANADA” variation but lacked the “MADE IN CANADA.” Toulouse suggested that these were made by Consumers, and Roller (1987:301) agreed.

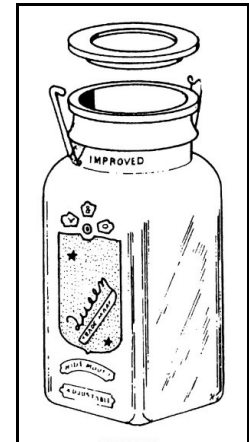


Figure 24 – Queen – made in Canada (Creswick 1987:110)

According to Creswick (1987b:108-110, 151), the Queen trademark was first used by the Smalley group on October 10, 1910, and registered on June 27, 1911. She listed or illustrated 14 variations of the jar, including a single one (MADE IN CANADA) that she attributed to Consumers (Figure 24).

Canadian Queen

This jar is made on the format of the Queen jars made for Smalley, Kivlan and Onthank (see the section on A.G. Smalley). The jar was square in cross-section and was sealed with an old-style Lightning closure (Figure 25). According to Creswick (1987:34), these jars were made by Consumers Glass Co. in the 1920s. Roller (2011:124) said the maker was uncertain but could be Consumers Glass Co.

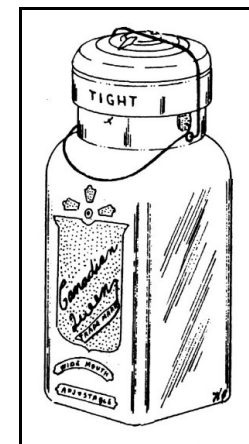


Figure 25 – Canadian Queen (Creswick 1987:34)

ROYAL

The ROYAL was another jar made for Smalley, Kivlan & Onthank. Toulouse (1969:266) noted one variation that matched the others except for the Triangle-C logo on the base. He dated that variation ca. 1913 and identified Consumers as the maker. Although Roller (1983:309-311) and Creswick (1987b:114; 1995:186-187) illustrated and listed numerous variations of the jar, neither mentioned Consumers in connection with their manufacture. This was one of the jars identified by King (1987:153) as being made in 1927.

SAFETY SEAL

Toulouse (1969:269) and Roller (1983:314; 2011:458) both listed the “SAFETY SEAL” and suggested that Consumers Glass might be the manufacturer. The jars were closed with an old-style Lightning fastener. Toulouse dated the jar ca. 1917-1920, but Roller suggested the 1920s. Both also listed the “SAFETY SEAL MADE IN CANADA” embossed near the heel and the Triangle-C logo on the base. This had a beaded neck and full wire bail. Both identified this as made by Consumers, but Toulouse suggested “after 1920,” and Roller dated it ca. 1930s. Creswick (1987:114) illustrated both variations and dated them both ca. 1929 – but failed to explain why she chose that year (Figure 26).



Figure 26 – Safety Seal jars (Creswick 1987:114)

VICTORY

VICTORY was one of the jars made by Consumers for Smalley, Kivlan & Onthank from ca. 1909 to 1920 (Toulouse 1971:517). In his earlier book, Toulouse (1969:318) identified one variation with the Triangle-C logo on the base and dated it ca. 1920. Toulouse (1971:448) noted that “such arrangements terminated before 1921 when Hazel-Atlas became [the] supplier.” In his earlier book, Toulouse (1969:317-320) listed nine variations of the VICTORY jar. The only one he attributed to Consumers was embossed with the Triangle-C mark.

Roller (1983:374) also noted the Triangle-C mark on a single variation of the VICTORY as belonging to Consumers and illustrated a seal from inside the lid of one jar with instructions for use and the name Consumers Glass Co., Ltd., Montreal, Canada. Creswick (1987b:134-135)

listed and illustrated eight variations with consumers listed as a maker for one of them. Creswick (1987:135) illustrated a Victory Jar with a lid embossed “VICTORY / REG'D 1928.” and noted that it was made by Consumers (Figure 27). She did not mention the basemark. The Roller update (2011:536) agreed on the lid but included the Triangle-C basemark.

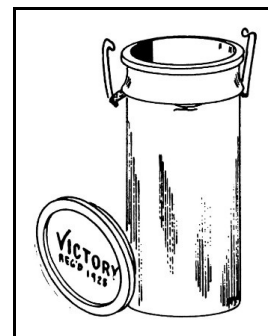


Figure 27 – Victory jar (Creswick 1987:135)

Pepsi-Cola Bottles

In various other places, we have discussed the codes required by the Pepsi-Cola Co. on U.S. bottles (e.g., see the section on The Bewildering Array of Owens-Illinois Glass Co. Logos and Codes). However, as part of this revision, we discovered that Pepsi bottles made by both Domglas and Consumers had similar codes that were different from the codes found on other bottles. Domglas examples included



Figure 29 – Pepsi base codes (eBay)

13-1980 and 15-1958; on Consumers we found 14-1972 and 14-1973 – four-digit dates (*not* codes). These full dates probably emerged with the Pepsi-Cola adoption of the “swirl” bottle in 1958 (Figures 28 & 29). The two-digit codes preceding the date *may* be plant identification codes. Our sample ranged from 1958 to 1980.



Figure 28 – Pepsi-Cola “swirl” bottle (eBay)

Discussion and Conclusions

The dating of the two major logos for Consumers Glass Co. is very well researched. The earlier logo – “C” in an inverted triangle – was used from the inception of the company in 1917 to 1962. From 1962 to the present, the mark has been a “C” in a round-cornered triangle. Various initials and the name “CONSUMERS” – and even “CON. G.Co” – were used occasionally on jars or bottles for short periods. The firm made a variety of fruit jars from its beginning to the 1970s.

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