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Glass in Washington

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Uniformity in shape and limited numbers of sizes are features of the glass containers which will be seen this year on homemakers' shelves. That attractive labels are more important now than ever before is realized by the manufacturers of the standard containers.

**Glass in Uniform**

Standardization of glass containers will help avoid waste and shortages, says Dorothy Walker.

Casual collections of intriguing bottles and glass containers by American women is seen as a thing of the past as standardization gains scope.

Individuality, the most important factor in selling packaged goods, can no longer be attained from intricate shapes and sizes of bottles, but must be dependent upon labels, seals and similar methods of identification.

A cross-section of manufacturers' opinions stresses the fact that standardizing containers tends to stimulate such individuality, by creation of greatest appeal at lowest costs.

The ratio of jar widths to heights permits economical packing and savings of paper board. The jars are made so that uniform lids can be used, thus utilizing them for future canning.

Because of the scarcity of metals and soda ash, an all-purpose, economical line of glass containers has been designed. Glass technologists state that the newly designed jars require 25 to 30 percent less glass than comparable stock jars now in use; even greater savings are realized when compared with many private mold jars.

The new containers are recommended for preserves, jams, jellies, fruit butters, peanut butter, mustard, mayonnaise, pickles, relish, mincemeat and similar products. There are eleven sizes, ranging from 8 3/4 ounces overflow capacity to 33 1/2 ounces. Designs are symmetrical and, while conservative, are certainly not unattractive. When presented to manufacturers, the standardized line was enthusiastically received.

Homemakers should be equally enthusiastic, for fruits, vegetables and other kinds of foodstuffs formerly preserved in tin cans will soon be attractively put up in glass containers, contributing to easy detection of spoilage and deterioration.

Before the metal situation actually became acute, many manufacturers had the foresight to take steps in standardizing their own packages, installing in their brand their own stamp of individuality.

Individuality and character in design are limited only by the designer's imagination and ability. Ingenuity in the label that goes on a standard size or shape bottle is the present trend, since the attractiveness of the label will assist more than ever in the sale.