

Chattanooga Glass Co.

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Despite its somewhat unwieldy name, the Chattanooga Bottle & Glass Mfg. Co. was an almost immediate local success. Within a few years, the firm had grown to be regional in scope, selling bottles – especially soda bottles – throughout the South. When the firm shifted its focus nationally in 1927, it became one of the leading producers of soda bottles in the U.S. and adopted its best known logo, the Circle C. In 1930, the company changed its name to the much more user-friendly Chattanooga Glass Co. and sailed under that banner until 1988.

Histories

Chattanooga Bottle & Glass Mfg. Co., Chattanooga, Tennessee (1901-1930)

Charles Reif and his colleagues organized the Chattanooga Bottle & Glass Mfg. Co. at Alton Park, Tennessee (a suburb of Chattanooga), in 1901, primarily to make bottles for Reif's Chattanooga Brewing Co. By 1902, the plant used 6 pots to make beer bottles on one continuous tank with ten rings. Charles Reif was president, with W.H. Meacham as vice president and general manager, J.H. Buckholz as secretary, and Carl Neidhardt as treasurer. The plant made beer, soda and proprietary medicine bottles as well as flasks (Creswick 1987:158; *National Glass Budget* 1902:11; Roller n.d.; Toulouse 1971:109; von Mechow 2014).

A new source of high-quality sand was discovered at the base of Lookout Mountain – less than three miles from the center of the city – in 1903, and Chattanooga Bottle announced that it could double its capacity. On December 28, 1903, the *Industrial Development and Manufacturer's Record* reported that the Chattanooga plant had just completed a new 70-ton continuous tank and was preparing to install a 50-ton unit as well as a 40x80 feet addition to the factory. A 1904 source claimed that the plant used one continuous tank and one day tank to make liquor and proprietary ware – but the report was probably slightly out of date. The factory operated two tanks with ten rings by 1907. *Commoner and Glassworker* reported the same two tanks in 1909, and the plant was building a third for use by machines (*Industrial Development and Manufacturer's Record* 1903:633; *Commoner and Glassworker* 1909:1; Roller n.d.; Toulouse 1971:109; von Mechow 2014).

The *Coffeyville Daily Journal* of February 27, 1912, noted that “the new tank of the Chattanooga Bottle & Glass Co.’s plant . . . was started last week. Everything is running along smoothly with three machines and two blow shops employed in the new department.” By 1913, the factory was using both semiautomatic machines and hand production at three continuous tanks with 17 rings to make a “general line” of bottles (*Journal of Industrial and Engineering Chemistry* 1913:954; Toulouse 1971:108-110). Listings from 1917 to at least 1921 specifically noted the manufacture of beer and prescription bottles (Thomas Publishing Co. 1917:731; 1918:811; 1920:828; 1921:782). The firm expanded into Georgia in early 1917, buying the Tallapoosa Glass Co., a company founded in 1908. Tallapoosa had one continuous tank with six rings (Toulouse 1971:109; von Mechow 2014).

Meacham’s title became first vice president in 1920, with Neidhardt as second vice president, W.S. Sadd as third vice president, and Buckholz became both secretary and treasurer. The Chattanooga plant operated three continuous tanks with 16 rings, while the Talapoosa factory only had a single tank with six rings. The two plants made prescription, beers, mineral, patent, proprietary, and soda bottles in flint, green & amber colors by both machine and hand methods. Chattanooga closed the Tallapoosa plant in 1920 and liquidated it in 1926 (Roller n.d; Toulouse 1971:109).

Despite the advent of Prohibition, Chattanooga Bottle continued to advertise beer bottles, probably for the latest fad – cereal beverages or near-beer. Reif had reorganized the Chattanooga Brewing Co. as the Purity Extract & Tonic Co., brewing near-beer as well as the other products in the title, and followed that up with the Stone Fizz Co., bottling sodas at the old brewery (*Western Brewer* 1920:98). Although Rief was no longer involved with the glass house, he certainly remained an important customer as the product line shifted away from beer bottles.

The firm reorganized in 1922, with Meacham as president and general manager, Neidhardt as vice president and treasurer, and Miss C.E. George as acting secretary. That same year, the firm added “The Bottles of the South” to its city directory listing. Meacham, along with Frank Harrison, Clarence Avery, and W.T. Williford, purchased the entire company stock in 1925 and elected Harrison president, Meacham vice president and general manager, Avery as secretary, and Williford as treasurer (Toulouse 1971:109; von Mechow 2014).

In 1927, the plant made “vials, beers and minerals, flint, green and amber, patent and proprietary, milk jars” exclusively by machine at three continuous tanks with 20 rings. The directory listing dropped “The Bottles of the South” and inserted “Glass Bottles for Bottlers of Carbonated Beverages.” The firm added that Chattanooga bottles had been the “Standard throughout the South for over 25 years. Capacity 50,000,000 Bottles per year in Flint, Amber or green. Ideal shipping facilities. Stock and private mold designs. This heralded the succession of the company into the national market (*American Glass Review* 1927:129; von Mechow 2014).

The number of rings was amended to “7 feeders” in 1928. Vials were eliminated the following year, and “beers” was changed to “soft drink” – obviously reflecting national Prohibition – although a bit late.¹ In 1930, the inventory was reduced to “soft drink and mineral, flint and green, patent and proprietary” – eliminating Milk bottles (*American Glass Review* 1928:129; 1929:95; 1930:8). The firm reorganized as the Chattanooga Glass Co. in 1930.

Chattanooga Glass Co., Chattanooga, Tennessee (1930-1983)

Although the name changed in 1930, business remained steady. J.F. Harrison and C.R. Avery continued respectively as president and vice president. When Frank Harrison died in 1933, Avery moved into the vice presidential position, and the plant reinstated amber glass the following year. In 1935, Avery was president, Meacham was plant manager, and the company added “vinegars, whiskies, packer and preservers” to its product list. That listing continued until 1942. By 1943, the plant had added a fourth continuous tank with a total of 11 feeders (*American Glass Review* 1934:90; 1935:82-83; 1942:99; 1943:99; Toulouse 1971:109; von Mechow 2014).

Chattanooga absorbed the Florida Glass Mfg. Co., Jacksonville, Florida, in 1947, adding one tank and three feeders to its list. Chattanooga leased the factory to the Ball Bros. in 1949 and sold it back to Antonio Scalise – the original owner – in 1950, and he renamed the firm the Tropical Glass & Box Co. in 1952 (Toulouse 1971:110). See the section on the Florida Glass

¹ Many glass houses hoped that Prohibition would be temporary and continued their liquor and/or beer ads for many years. Ironically, a surprising number either dropped the ads or closed their doors on the eve of Repeal. The closures were almost certainly the result of Great Depression.

Mfg. Co. for a history of that firm. A 1949 report noted that the two plants used four continuous tanks and 14 feeders to make “patent flint & green sodas” by machine. Avery was now the president and general manager, with R.T. Settles as treasurer and purchasing agent, and Frank Brunning, as superintendent (Roller n.d.).

J. Frank Harrison, Jr., became president of the corporation in 1953, with P.B. Carter as chairman of the board. Carter was acting president in 1955 and 1956, with R.T. Settles as executive vice president. The firm opened a branch plant in Corsicana, Texas, in 1958. Chattanooga became a subsidiary of the newly formed Dorsey Corp.² in 1960 – at a price of seven million dollars (\$5.8 million in cash and the remainder in common stock) – although the unit retained its individual identity. In 1961, Chattanooga installed the first electric glass bottle furnace in the U.S. Harrison became president in 1963 and was replaced by H.L. Oaks in 1966 (Simson 1962:64; Roller n.d.; Toulouse 1971:110).

Moody's Industrial Manual for 1983 noted that the Dorsey Corp. acquired the Lamb Glass Co. for 40 million dollars in common stock and 60 million in preferred shares, then merged Lamb with Chattanooga in 1963 (Roller n.d.). Lamb already had two continuous tanks, but Dorsey installed a third in 1964 and switched the product line from milk bottles to wide-mouth packers' ware, including “gallon jugs, various closures, vinegar utilities, wine, whiskey, and soda bottles” (Lehner 1978:70). In 1966, the firm added a second tank at Corsicana and followed with a third in 1969. A year earlier, Dorsey had acquired the Maryland Glass Co. at Baltimore and its subsidiary, the Gulfport Glass Co. at Gulfport, Mississippi (Creswick 1987:158; Toulouse 1971:110). The group opened a factory in Keyser, West Virginia, in 1972, and it was still operating as of 1983 (Six 1993:8).

In 1982, the company operated six manufacturing plants, using I-S machines. The factories made “one-way and returnable beer; one-way and returnable beverage; cosmetics, perfume, drug & pharmaceutical; coffee; packers ware; juice, milk, liquor; wind; household chemicals; private mold; amber, blue, flint, green” containers (*Glass Industry* 1982:20). According to the the Subcommittee on Securities of the Committee on Banking, Housing, and

² Initiated in 1960, the Dorsey Corp. became a public corporation in 1963 and expanded from glass production into plastics, trucking, and restaurants. The firm became Constar International Inc. in 1987 (Funding Universe 2014).

Urban Affairs, “the Chattanooga Glass company used a leveraged buyout to cut itself off from its parent company, the Dorsey Corporation” in 1983 – although this probably occurred in May 1982 (Roller n.d.).

Container General Corp. (1983-1987)

In November 1983, Chattanooga Glass purchased the Container General Corp. (also see section on Glass Container Corp.). It is currently unclear whether both firms continued to operate under their pre-merger names or both fell under the Container General umbrella. Container General had 13 plants with IS machines, making the same products listed in 1982 (Perrine 1985:16). The plants in 1985 included:

Chattanooga, Tennessee (3 tanks) [1982]
Gulfport, Mississippi (1 tank) [1982]
Corsicana, Texas (2 tanks) [1982]
Keyser, West Virginia (1 tank) [1982]
Mount Vernon, Ohio (2 tanks) [1982]
Antioch, California (1 tank)
Knox, Pennsylvania (2 tanks) [Plant #13]
Indianapolis, Indiana (1 tank)
Palestine, Texas (1 tank)
Vernon, California (2 tanks)
Atlanta, Georgia (1 tank)
Dayville, Connecticut (3 tanks)
Hayward, California (1 tank)
Mineral Wells, Mississippi (1 tank) [1982 only]

On April 1, 1985, Diamond-Bathurst, Inc. purchased the Container General Corp. Diamond, in turn, became a subsidiary of Anchor Hocking in 1987, and the firm became the Anchor Glass Container Corp. (*New York Times* 1988; Owens-Illinois 2001; Roller n.d.). Chattanooga Glass Co. may have retained its individual identity until this final merger in 1987.

Containers and Marks

Although Charles Reif originally built the plant to make beer bottles for his brewery, the unit had shifted to the production of soda bottles for southern bottlers within a very few years. Soda bottles eventually became the specialty area of the firm – although the product list varied through time. The factory operated semiautomatic machines by February of 1912, and these were probably the first machines at the plant. Reports (see above) show that hand production continued until at least 1921 but had vanished by 1927. Table 1 traces the various logos and date ranges.

Table 1 – Probable Chronology for Chattanooga Glass Co. Marks

Mark	Company	Date Range
Diamond-C	Chattanooga Bottle & Glass Mfg. Co.	1901-ca. 1913
C + 3- or 4-digit code	Chattanooga Bottle & Glass Mfg. Co.	ca. 1903-ca. 1905
CBGCo	Chattanooga Bottle & Glass Mfg. Co.	1912-1918
C	Chattanooga Bottle & Glass Mfg. Co.	1913-1914
CHATT and CHATT. CO.	Chattanooga Bottle & Glass Mfg. Co. Chattanooga Glass Co.	1918-1934
Circle-C	Chattanooga Bottle & Glass Mfg. Co. Chattanooga Glass Co.	1927-1987

Diamond-C (1901-ca. 1913)

The Diamond-C logo appeared on the bases of soda bottles used within the U.S. South. For example, Porter (n.d.:2-3) noted the Diamond-C mark on the base of a colorless, straight-sided Coca-Cola bottle, one of the earliest ones used by the Chattanooga franchise, probably during the very early 1900s. The mark also appeared on the bases of other Southern Coke bottles during the first decade of the 20th century as well as liquor, medicine, and soda bottles made for Chattanooga businesses. According to Mike Elling (personal communication 11/3/2006), Chero-Cola collectors have long attributed the Diamond-C mark to the Chattanooga

Bottle & Glass Mfg. Co. The mark was only found on Chero-Cola bottles with the “Arc Script” logo that was used in the single year 1912. On some Chero bottles, the Diamond-C is followed by the numeral “3.”

Charlie Barnett had a large collection of bottles with the Diamond-C mark that includes flasks, whiskey, beer, and medicinal bottles that were all used in the South and were mostly made for firms in Chattanooga. The mark also



Figure 2 – Diamond-C – equidistant (Charlie Barnett)

appeared on several Koca Nola bottles, used by bottlers in Georgia (personal communication, Charles D. Head, 11/9/2010). Although virtually all the marks that have been reported were on the bases of soda and other bottles from Southern states, Harvey Teal – noted Carolina bottle collector and author – stated emphatically that the mark was not used by the Carolina Glass Co. (Harvey Teal, personal communication, 10/3/2006). Chattanooga Bottle was therefore the certain user of the mark.

These logos were obviously engraved by a variety of mold makers. They vary from a diamond stretched horizontally (Figure 1) to an equidistant diamond (Figure 2) to one elongated vertically (Figure 3). The marks were found on a large variety of bottle types, including crown-topped sodas, Hutchinson sodas, beer bottles, liquor bottles and flasks, medicinal bottles, and catsup bottles. Some had “double stamps” (see Figure 2), a phenomenon that we discussed in detail in the section on the American Bottle Co. The process that created the double stamps seems to have only been in vogue between 1895 and 1914.

The mark only appears on mouth-blown bottles with tooled finishes. None of the soda bottles reported to us had the volume information (e.g., CONTENTS 8 FL. OZ.) that was



Figure 1 – Diamond-C – horizontal (eBay)



Figure 3 – Diamond-C – vertical

mandated by the Gould Act of 1913. The act required volume information on bottles by September 1914. It is thus likely that the Diamond-C mark was the earliest mark used by Chattanooga, from 1901 to ca. 1913.

CBGCO (1912-1918)

Whitten (2014) suggested that the CB&GCO or CBGCO marks found on the bases of soda bottles, mostly used by bottlers in the South, may belong to Chattanooga Bottle & Glass [Mfg.] Co. – although he also noted that CBGCO could refer to the Charles Boldt Glass Co. However, a use by Boldt is unlikely; the firm primarily made liquor bottles after it captured the Owens Automatic Bottle Machine license in 1911, and we have found no evidence that Boldt made any soda bottles – certainly no Coca-Cola bottles. These marks are rare and do not appear often in collections or on eBay. Although neither of these sets of initials exactly fits the Chattanooga Bottle & Glass Mfg. Co., we have not found any other viable alternatives.

Chero-Cola researcher, Mike Elling (personal communication 11/3/2006), added information further connecting the mark with the South. A specific style of bottle, embossed with “Chero-Cola” in an angled cursive logo, was only produced during 1913 and 1914. Ten of these bottles, all from Alabama, Georgia, and Florida, were marked “CBGCo.” All but two of these were accompanied by numbers 1-4, almost certainly mold codes.

Buchner et al. (2007:347) recorded a “CBG CO” mark on the base of a patent medicine bottle embossed “McELREE’S WINE OF CARDU’I” on one side panel and “CHATTANOOGA MEDICINE CO.” on another. The connection with Chattanooga again suggests the Chattanooga Bottle & Glass Mfg. Co. as the user of the mark.

Porter (2012:59), however, produced the most interesting study of this logo. In his analysis of early “straight-sided” Coca-Cola bottles, Porter discovered that Coke bottles with the CBGCo mark were also embossed with codes of 2, 13, 14, 15, 16, 16J, 17, and 17J – although very few had the “14” code (Figures 4 & 5). Sellers on eBay have also offered non-Coke bottles with the CBGCO logo and an



Figure 4 – CBGCo logo with 2 code (Porter 2012:60)

“18” code. Each “J” was significantly larger than the accompanying number. One eBay seller also included the number 12 on his bottle but did not include a base photo. Each of these bottles was mouth blown and was embossed with the volume information – generally 7 Fluid Ounces – on the side.

The two digit numbers can certainly be date codes for 1912-1918, and there are three factors that may be pertinent to understanding the codes. First, the famous hobble-skirt Coca-Cola bottle was invented in late 1915 but was rarely adopted by franchises until 1917. Many franchises continued to use the straight-sided bottles until after 1920 (Lockhart & Porter 2010). Therefore, the timing for straight-sided bottles was just right. Second, although Chattanooga Bottle adopted machines in 1912, the factory continued making mouth-blown bottles until at least 1921. Thus, the firm was certainly making mouth-blown bottles during the 1912-1918 period. Finally, each bottle was embossed with volume information. As noted above, the Gould Act of 1913 required volume labeling by September 1914. Most glass houses began adding the volume in ounces to 1913 orders. With the exception of the possible 1912 bottles, all of the double-digit codes fit into the period after the Gould Act.



Figure 5 – CBGCo logo with 16J code (eBay)

The above evidence makes the use of the CBGCO logo almost certain between 1913 and 1918, possibly a year earlier or later. The mark seems to be connected to the introduction of machines (although the bottles were mouth blown) and/or to requirement for volume information. The termination of the mark appears to be associated with the Coca-Cola main office requirement for logos and date codes on hobble-skirt Coke bottles on May 13, 1918.

There is one more intriguing possibility. When discussing the C logo followed by a three- or four-digit code in the Carolina Glass Co. section, we speculated that the Coca-Cola Co. requested that its suppliers emboss their company initials or logos on bottles during the early 20th century. We know that the Coca-Cola home office *required* logos on hobble-skirt bottles in May 1918, but many early Coke bottles have glass house logos that seem to be earlier than other brands. The CBGCO mark may thus be in response to the Coca-Cola request – which then caused the mark to be used on bottles for other brands.

CB&GCO or C.B.&G.M.CO.

As noted above, Whitten (2014) listed the CB&GCo mark. Von Mechow (2014) included the C.B.&G.M.CO. 1 logo. We have been unable to confirm either of these marks from any other sources.

C (ca. 1913-ca. 1914)



Figure 6 – C logo (Porter 2012:60)

To further confuse the issue, Elling also reported that the 1913-1914 Chero-Cola bottles – noted in the CBGCo section – were also sometimes marked with only the letter “C.” Elling listed six bottles, all bearing the “C” mark, and all used by bottlers in Georgia or Florida. These also could have been made by Chattanooga. Charles D. Head also reported a large letter “C” embossed on the bases of some Koca Nola bottles used by a bottler in Macon, Georgia, during the same period.



Figure 7 – Volume and 14 date code (Porter 2012:60)

Porter (2012:59-60), too, noted straight-sided Coke bottles embossed “C / Coca-Cola (cursive) / 2” (or 3) on their bases (Figure 6). These were mouth blown and had no volume information. Bottles with an identical basemark but numbers 5, 7, or 8, however, were machine made and were embossed either “6 1/2 FLUID OZS.” or “7 OZ.” These were also embossed “14” above the reverse heel (Figure 7).

Porter speculated on the reasons, but it seems fairly certain that the mouth-blown bottles with no volume information were made in 1913, and the machine-made examples were made the following year. Although we may never know why, Chattanooga Bottle seems to have been experimenting with logos during this transition period between mouth-blown/machine-made

bottles and no volume/volume information. But why do we only find machine-made bottles during a single year? Porter speculated that there may have been machine problems, and that is certainly a possibility. We will probably never know.

A final loose end remains to be tied. In the Carolina Glass Co. section, we discussed what Porter called the C+4 logos. These were embossed on the bases of straight-sided Coke bottles in a horizontal line – e.g. “C.1163” – and virtually all of these had double stamps (Figure 8). Porter (2012:62) speculated that these marks were used by the Chattanooga Bottle & Glass Mfg. Co. during the ca. 1905-1907 period. However, Porter was “not yet comfortable attributing these to Chattanooga, or any other plant,” and we concur. Even though we speculated that the Carolina Glass Co. may have used the codes, the connection with the later “C” logo makes Chattanooga Bottle at least *as* likely if not more so.



Figure 8 – C.1163 (Porter 2012:62)

CHATT and CHATT. CO. (ca. 1918-1934)



Figure 9 – CHATT on a Nu-Grape bottle (eBay)

The CHATT mark was used by the Chattanooga Glass Co. on the heels of Coca-Cola and other soda bottles as well as on the bases of other containers. Although Mike Elling reported the heelmark with date codes of “21” and “22” on Chero-Cola bottles, and eBay sellers have shown it on other types of soda bottles (e.g, Figures 9 & 10), the Coca-Cola sequence is the best documented. A few non-Coca-Cola bottles, however, had CHATT heelmarks with no numerical codes. These were probably made during the 1918-1920 period (Figure 11).

According to Porter (1996:4-5), the CHATT mark – along with a two-digit date code – was used on Coke bottles between 1920 and



Figure 10 – Nu-Grape bottle (eBay)



Figure 11 – CHATT on a Gay-Ola bottle (eBay)

1934 (Figure 12 & 13). After 1934, Chattanooga Glass marked Coke bottles with a Circle-C logo. A directive from the Coca-Cola Co., dated May 29, 1934, required that the manufacturer's mark, date of manufacture and mold number were to be embossed on the flute (panel) beneath the word "PAT'D" on the "hobble" or skirt of the hobble-skirt bottles (Lockhart & Porter 2010). Thus, 1934 should have been the last year for the use of any heelcodes, including CHATT.³ Often, the date code was followed by a one- or two-digit mold code.

Chattanooga Glass made a distinct change from the "PAT'D NOV. 16, 1915" variation of the hobble-skirt Coke bottle to the one marked "PAT'D DEC. 25, 1923" in 1928. All 1915-patent bottles in Porter's 2009 database were dated between 1920 and 1927, but all 1923-patent bottles had date code between 1928 and 1932. With all hobble-skirt bottles, there was a distinct lag between the patent date and first date of manufacture, so the four- to five-year lag in this case is fairly typical.

Al Morin discovered a single milk bottle embossed "17 CHATT" on the heel (Figure 14). This is the only report of a milk



Figure 12 – CHATT 24 Coke bottle (Bill Porter collection)



Figure 13 – Hobble-skirt Coke bottle (eBay)

³ Auctions at eBay, however, have reported bottles of with the D-105523 patent number (made between 1937 and 1951) with heelmarks of CHATT 44, CHATT 47, and CHATT 48. We have been unable to confirm those dates, however, and Bill Porter (personal communication 2/6/2009) vehemently denied the use of the marks after the 1934 date. We currently have no explanation for this contradiction. It is probable that a single eBay seller mis-recorded either the date codes or the mark.

bottle with a Chattanooga mark that we have discovered. It is tempting to take the “17” as a date code, but all identified CHATT date codes are to the right of the mark – not the left. In addition, the earliest known date code associated with this mark on soda bottles was “20.” Beginning in 1910, the State of New York required that all bottle manufacturers selling milk bottles within its borders register and receive an individual number as well as the company logo. The practice spread and became national within a few years. The “17” was almost certainly the number assigned to the Chattanooga Glass Co. by one state. Chattanooga Bottle only listed milk bottles in the directories from 1927 to 1929. If these were the only three years of production, we would expect few bottles and the CHATT logo.



Figure 14 – 17 CHATT on milk bottle (Al Morin collection)

Lockhart (2012) found an amber, oval base at Fort Stanton, New Mexico, that was embossed “5 CHATT.” The Lindsey collection also has an amber, oval “Blood Medicine” bottle embossed “CHATT. CO.” (Figure 15). Both bottles were made by automatic machinery. Other unknown factors are exactly what kinds of bottles carried the mark, whether the lack of date codes means bottles made earlier than 1920, or whether non-soda bottles (marked with CHATT) lacked date codes.



Figure 15 – CHATT CO. base

Circle-C (1927-1987)

Toulouse (1971:108) claimed that the Circle-C mark was used from 1927 (Figure 16). Although Peterson (1968:48) agreed with the company and the date, he described the mark as “C in two concentric circles.” Giarde (1980:21-22) included both the single-circle and triple-circle marks, although he was almost certainly following Peterson in the latter case.⁴ The

⁴ Peterson was one of the sources cited by Giarde.



Figure 16 – Circle-C logo

Chattanooga Bottle & Glass Mfg. Co. originally filed for the Circle-C trademark (No. 524,921) on October 10, 1927, claiming a first use on January 1 of that year. The Chattanooga Glass Co. reaffirmed the trademark on January 17, 1950 (Creswick 1987:156).

Porter (personal communication, 1/8/2008) confirmed the use of the Circle-C logo on the bases of Coca-Cola bottles in conjunction with the CHATT 27

mark/code on the heels of the same bottles. However, after 1927, the Circle-C mark disappeared from the bases of bottles, although they continued to be marked with CHATT on the heels. The Circle-C logo reappeared in 1934, this time on the skirts of the bottles (Figure 17). The Circle C was the only logo used after that time, and it eventually migrated to the base (Figure 18).



Figure 17 – Circle-C on Coke skirt



Figure 18 – Circle-C on Coke base

Although Giarde (1980:22) only dealt with milk bottles, he “was unable to confirm the company mark on a milk bottle.” Chattanooga purchased the Lamb Glass Co. (a major milk bottle maker) in 1964, but Lamb continued to manufacture dairy containers in its own name.” The Circle C mark continued in use after Chattanooga was absorbed into the Dorsey Corp. in 1960 (see Berge 1980:83) and was still in use in 1982 (Emhart 1982:74). By 1990, however, the mark had vanished from available records (Powell 1990).

Still to be determined is when Chattanooga Glass began using two-digit date codes on its soft drink bottles. Unlike most of the other soda bottle manufacturers, Chattanooga resisted date coding in conjunction with the Circle C mark – except on Coca-Cola bottles, where the main office required it. Once begun, the use of date codes



Figure 19 – Circle-C jar (Vicki Kerns)

continued as long as the company made bottles. A bottle owned by Chris Weide was embossed with the Circle-C mark and “40,” and this is the earliest date code we have found.

Toulouse (1969:56) also noted the Circle-C mark embossed on the side of a jar: “Circle-C / CHATTANOOGA / MASON” (Figure 19). The circle was stippled. He noted that the “jar is a continuation of the LAMB MASON, and probably made at the former Lamb Glass Co. plant in Mt. Vernon, Ohio,



Figure 20 – Circle-C jar (Creswick 1987:35)

since it merged with Chattanooga in 1963. Creswick (1987:35) noted that the jar was machine made and suggested 1950 as the date (Figure 20). Although not mentioned by any of the sources, the base was also stippled and had a series of four concentric rings extending from the center. The eBay example was embossed “1272 (interrupting the top of the third ring) / 2 (in the bottom of the third ring).” The four-digit code is likely a model or catalog number, with the lower number as a mold code (Figure 21).

Although eBay photos and the Creswick drawing show what appear to be one-piece zinc caps on the jars, Roller (2011:130) said that these were top-seal jars, probably with “metal lid and metal screw band” – in keeping with the 1950s or 1960s time frame. The jars had a series of “interrupted” grippers embossed on sides, front, and back. A variation was embossed CHATTANOOGA GLASS CO. CHATTANOOGA, TENN.” around the Circle-C logo – although we have been unable to find an example.



Figure 21 – Circle-C jar base (eBay)

2 Circle-C (1958-1987)

The Circle-C logo with a “2” to the left almost certainly reflected the plant at Corsicana, Texas, opened in 1958 (Figure 22). The mark first appeared in 1958 on Coke bottles and probably continued until Chattanooga Glass lost its individual identity in 1987.

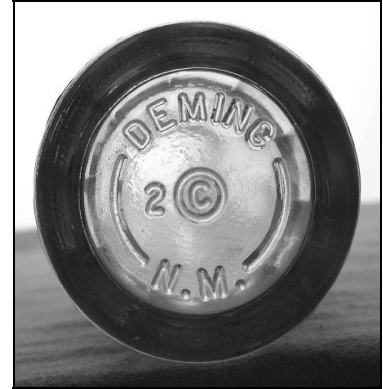


Figure 22 – 2 Circle-C on Coke base

Discussion and Conclusions

An earlier article⁰ about the Chattanooga glass firms, Lockhart (2006) ended with a series of questions. This study has at least addressed – and in many cases completely answered – all of those issues. Although we have not fully discovered the reasons for the adoption of some of the logos, we have nonetheless placed them in their discrete historical perspectives. The 89-year history of the firm was momentous, with many clearly defined changes (such as the 1912 adoption of bottle machines), creating one of the most successful soda bottle specialists in the United States.

Acknowledgments

We would like to thank Charlie Barnett for sharing photos of his Diamond-C bottles. Thanks also to Mike Elling for providing information on Diamond-C and CBGCo marks from his collection of Chero-Cola bottles. Our gratitude also to Bill Porter for adding information about all the marks from his Coca-Cola bottle collection and databases.

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