

Official web site of
Oregon Secretary of State

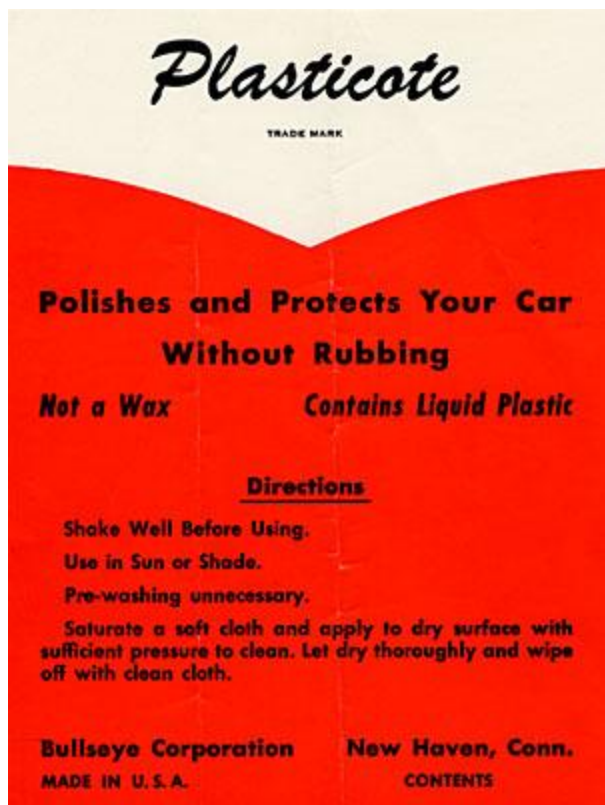
Automotive Trademark Gallery



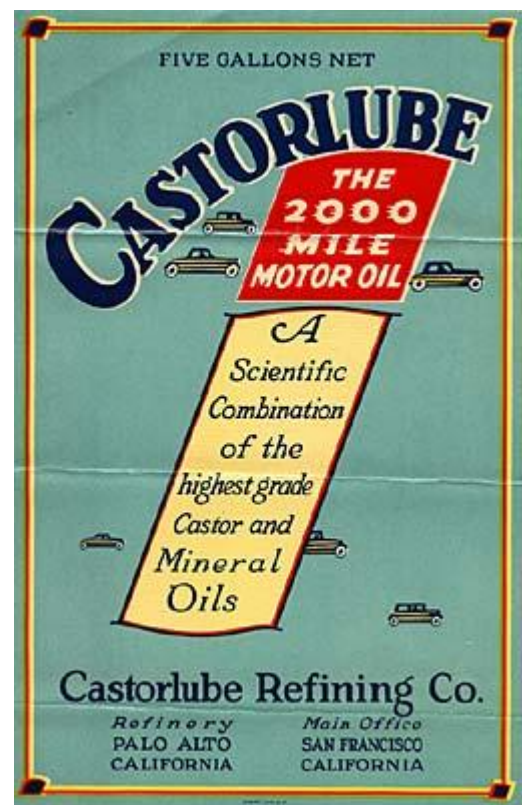
Forlube Oil - #4390
Richfield Oil Corporation
California, 1938



Polly Gas - #4111
Wilshire Oil Company, Inc.
California, 1937



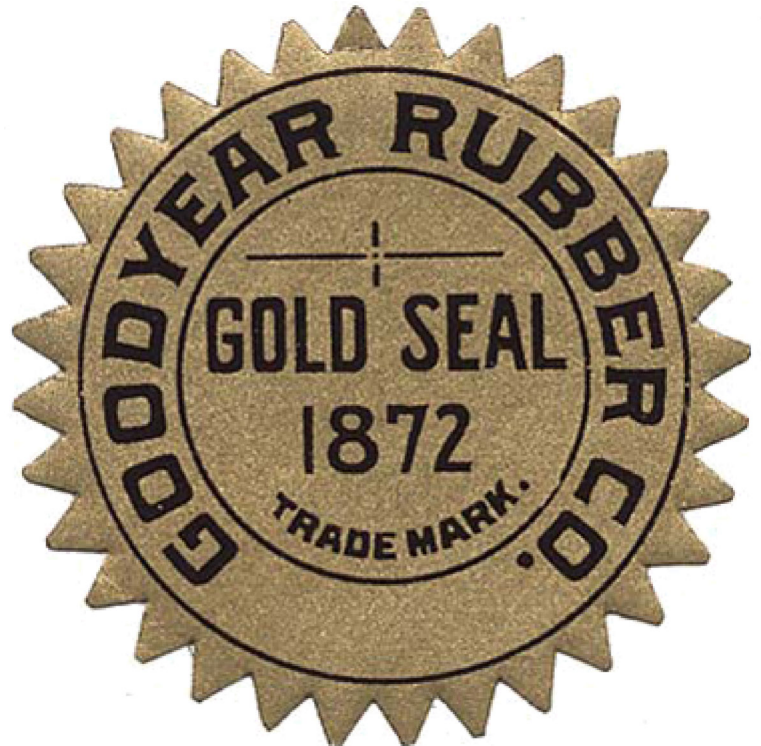
Plasticote - #7422
Bullseye Corporation, Connecticut, 1950



Castorlube Motor Oil - # 2528
Castorlube Refining Company
California, 1928



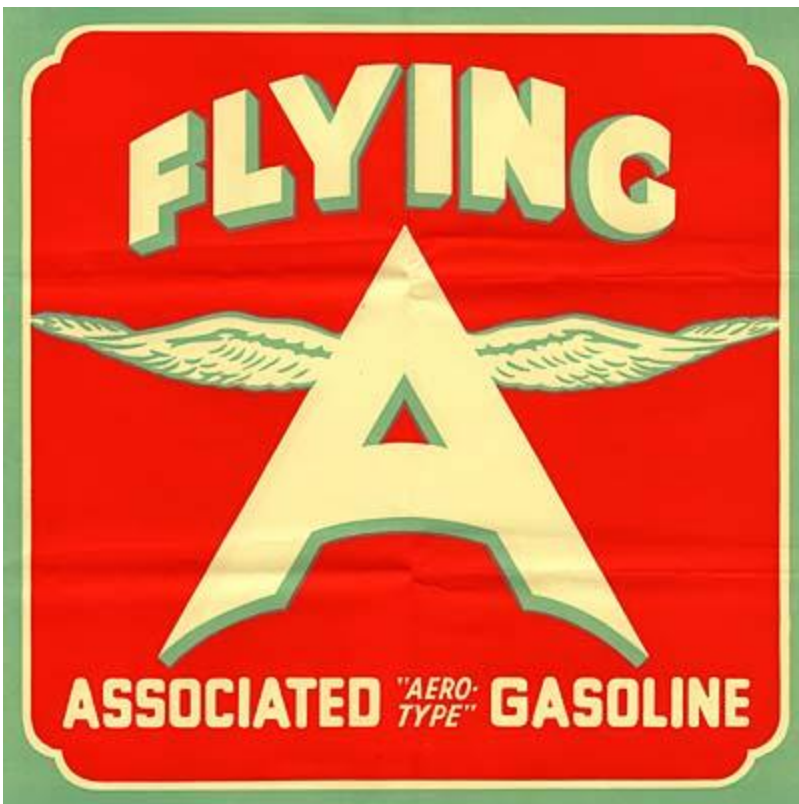
Cole - The Standardized Car - #1607
Cole Motor Car Company, Indiana, 1913



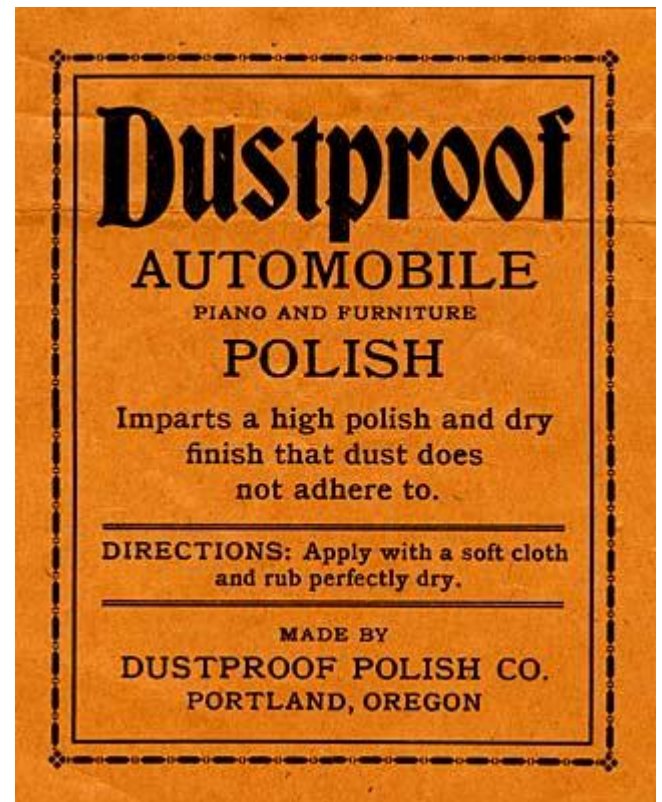
Gold Seal - #901
Goodyear Rubber Company, New York, 1904



Ford Automobile - #1900
The Ford Motor Company, Michigan, 1916



Flying A - #3132
Associated Oil Company, California, 1932



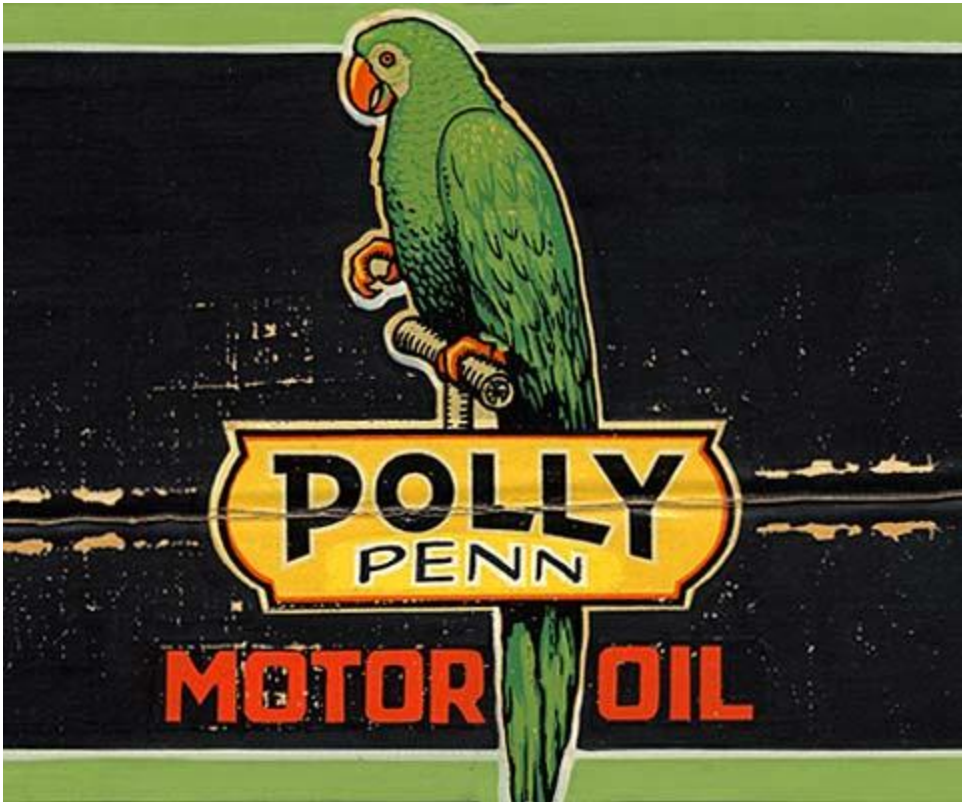
Dustproof Automobile Polish - #2052
Dustproof Polish Company, Oregon, 1921

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Automotive

Automobiles became more affordable when the Ford Model T was introduced in 1908, and the need for auto supplies increased. Oregon trademark records reflect the variety of these products - motor oil, gasoline, tires, and polish.



Polly Penn - #4401, Wilshire Oil Company, Inc., California, 1938

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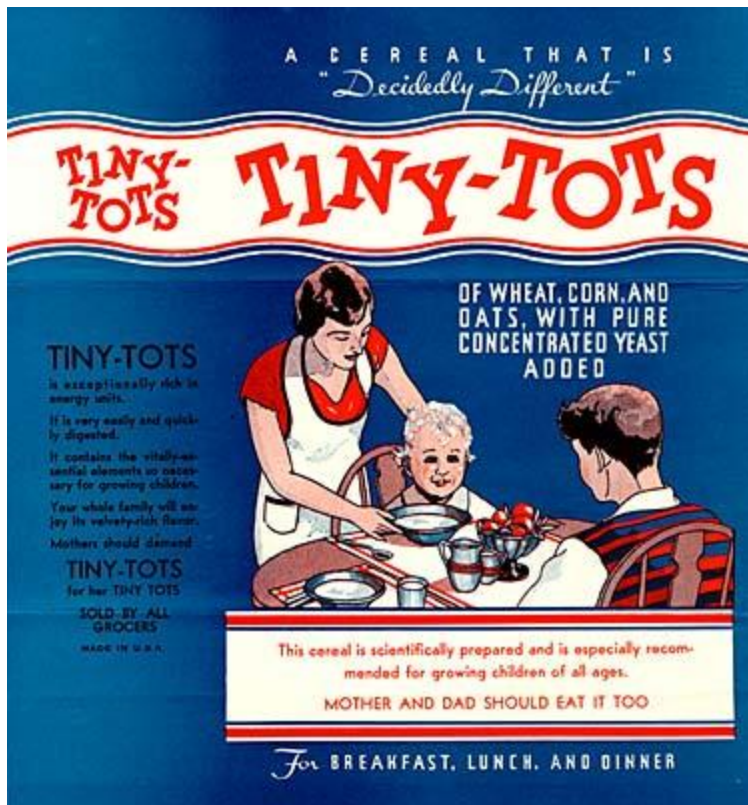
Bread, Cereal and Flour Trademark Gallery



Apple Brand Roller Flour - #1178
L.P. Lee Lumber Company, Oregon, 1908



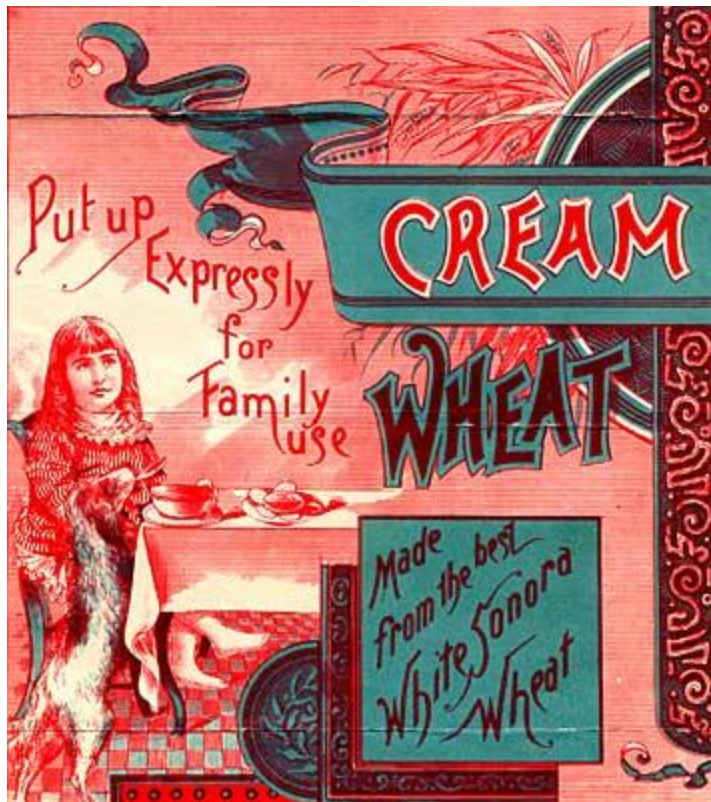
Dutch Crunch - #4073
Three Brothers Baking Company Inc.
Oregon, 1936



Tiny Tots Cereal - #3217
Allen & Lewis, Oregon, 1899



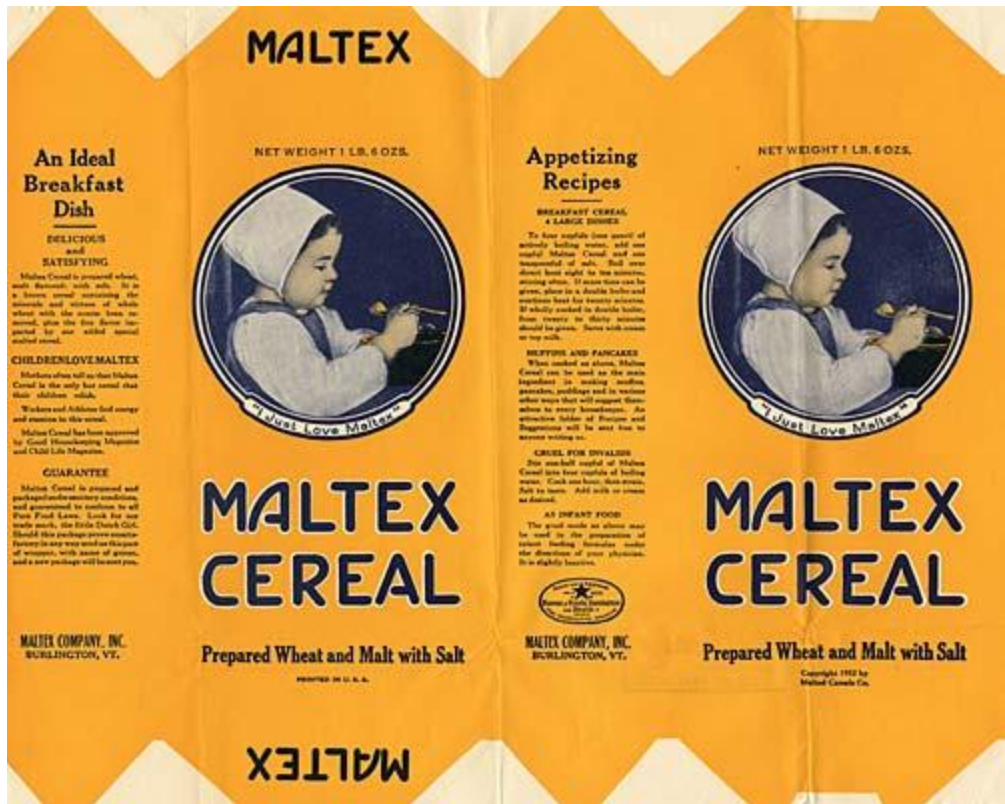
Scio Roller Mills Golden Pheasant Flour - #463
Johnson & Phillips
Oregon, 1897



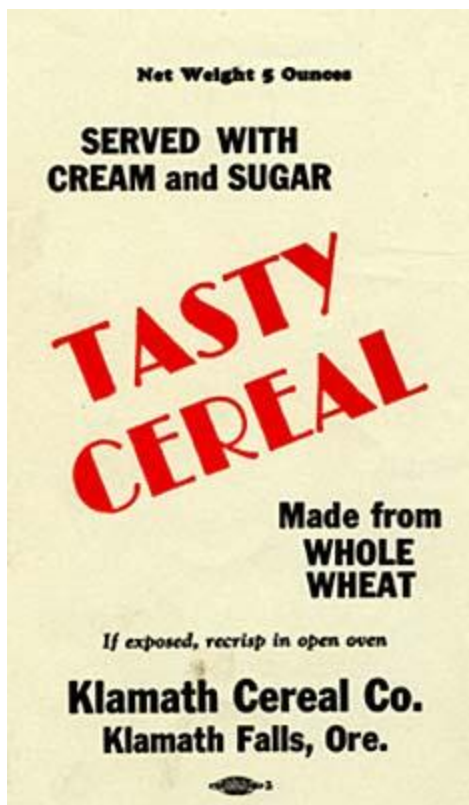
Cream Wheat - #217
Marion Ehrinan & Company, Oregon 1887



Old Home Sliced Two-Tone WheatTone
Sliced Bread - #3096
United States Bakery, Oregon, 1932



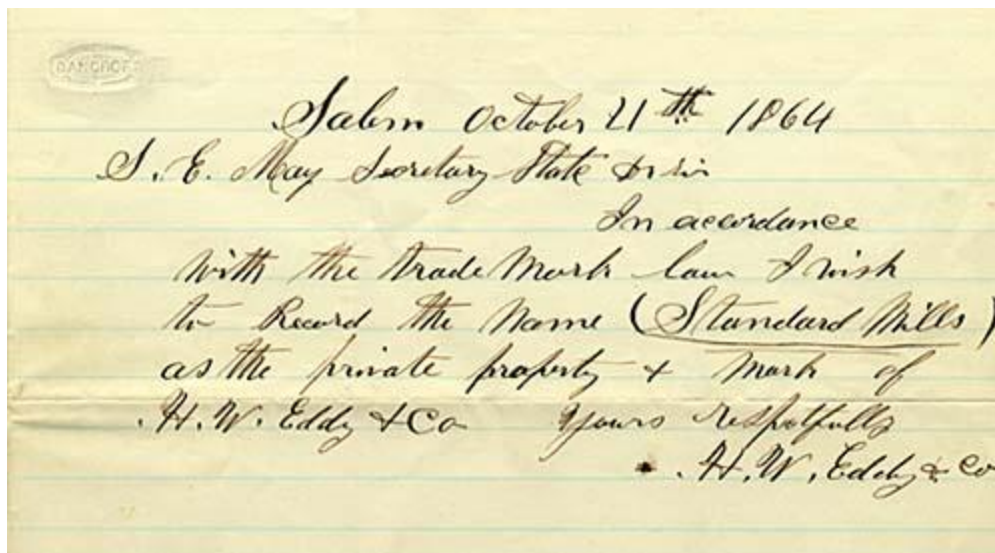
Maltex Cereal - #3797
The Maltex Company, Inc., Vermont, 1935



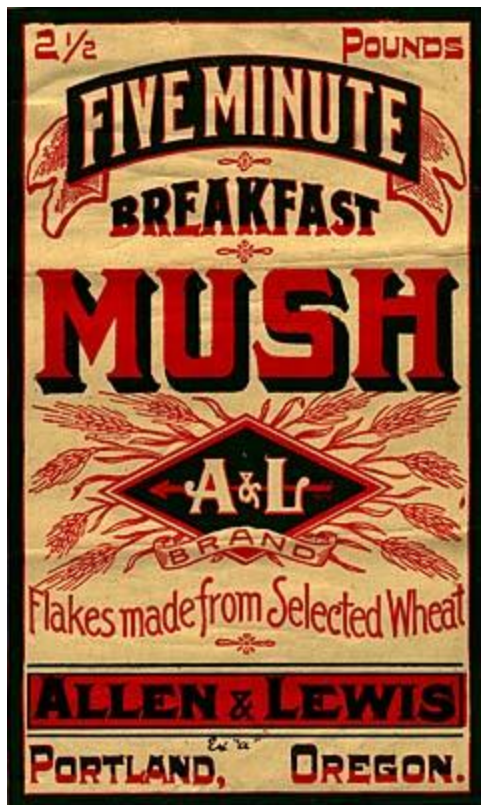
Tasty Cereal- #3736
Klamath Cereal Company
Oregon, 1935



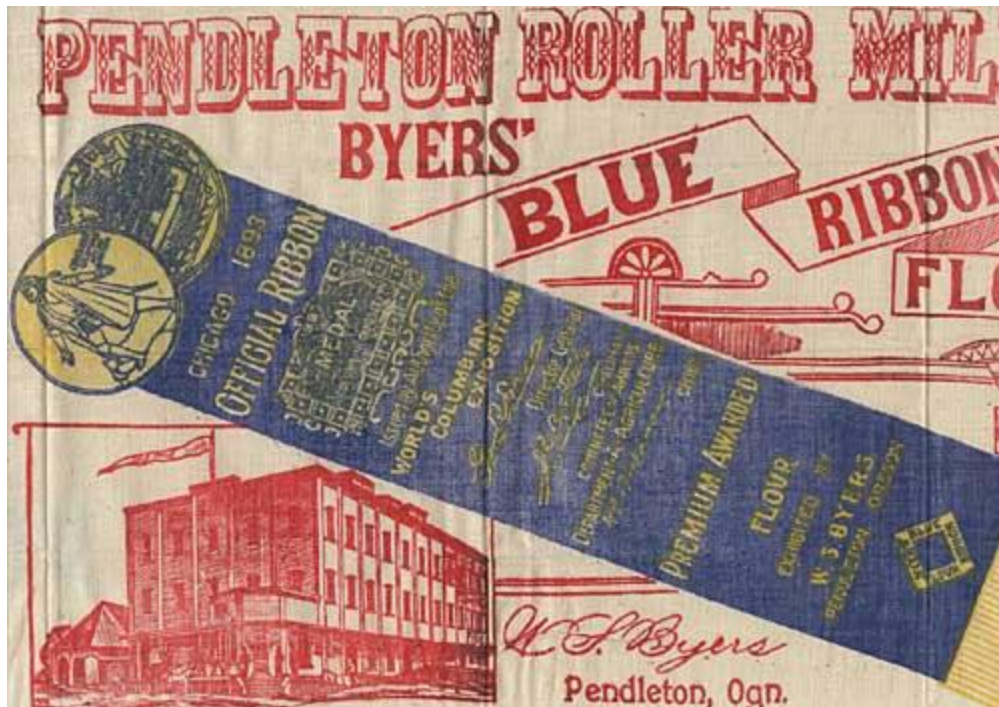
Savier & Co's Imperial Mills Extra Superfine Flour - #2
Oregon, 1864



Standard Mills - #1
H.W. Eddy & Company, Oregon, 1897



Five Minute Breakfast Mush - #592
Allen & Lewis, Oregon, 1899



Pendleton Roller Mills, Byers' Blue Ribbon Flour - #1079
W.S. Byers, Oregon 1906

Cigars

The Spanish word cigarro, from which "cigar" is derived, was probably an adaptation of sik'ar, the Mayan term for smoking. By 1600 the cigar had been introduced into Spain, where it was a symbol of conspicuous wealth for two centuries. The use of cigars in New England probably followed closely the settlement of Connecticut in 1633.

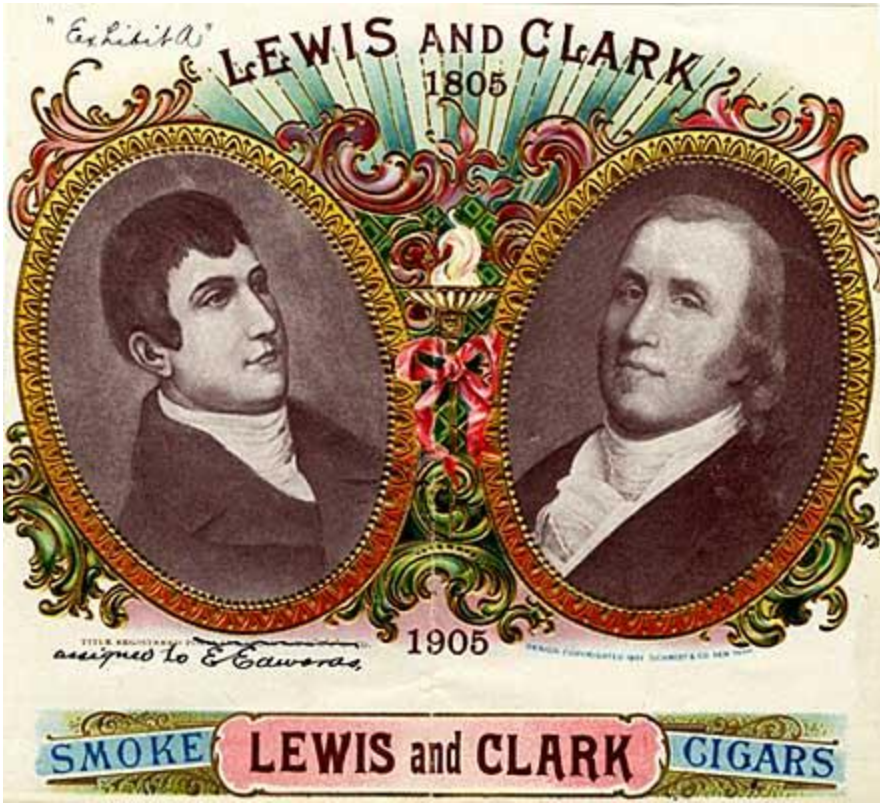
The idea of using colorful lithographic labels, now used for all handmade brands, started when Ramon Allones, a Spanish immigrant to Cuba, initiated it for the brand he started in 1837. As the industry grew in the mid-19th Century, so did the need for clear brand identification.



Captain's Own Cigar - #263, L. & E. Wertheimer, California, 1889



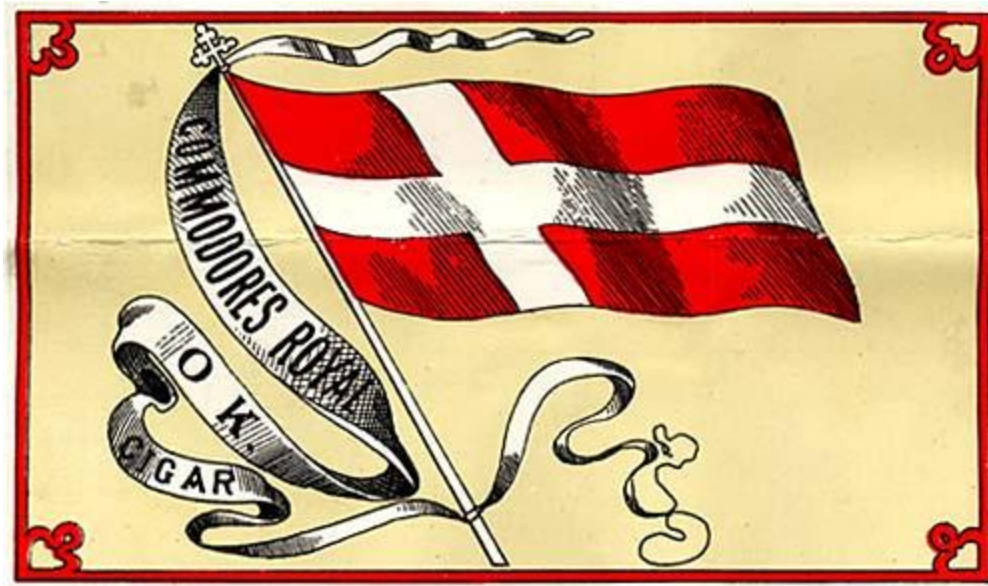
Poser Cigar - #265, L. & E. Wertheimer, California, 1889



Lewis & Clark Cigar - #736, John J. O'Neil, Oregon, 1902



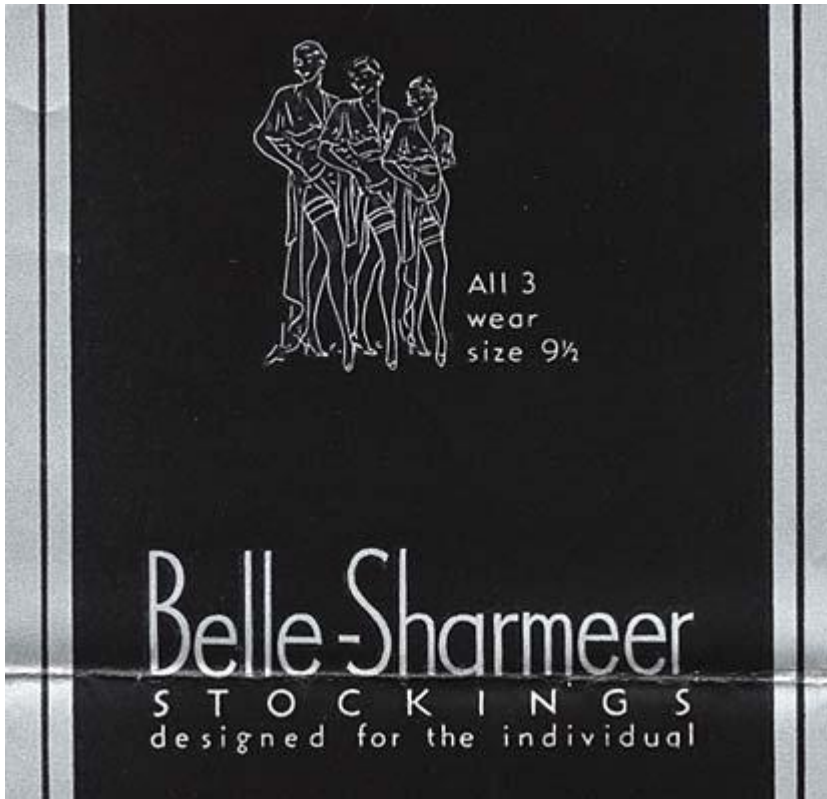
Oregonian Cigar - #1175
Davis-Schultz Company, Oregon, 1908



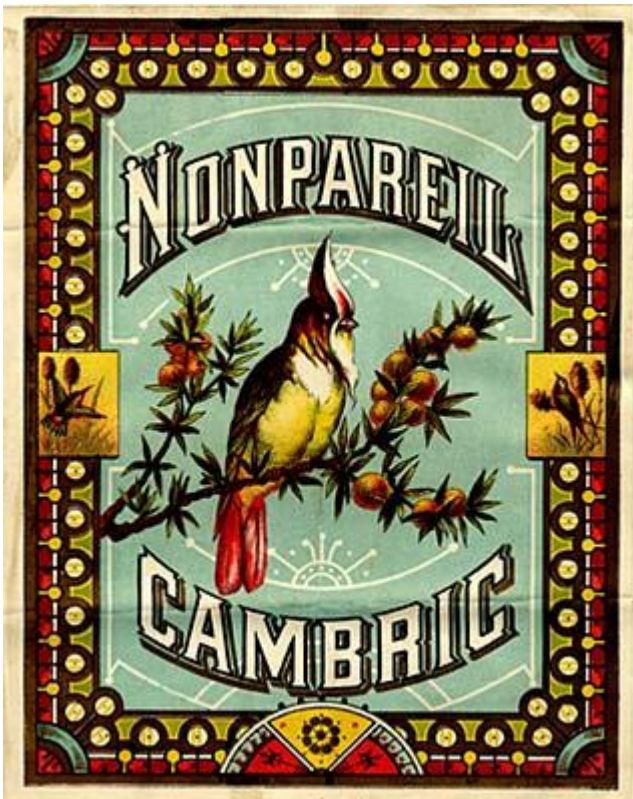
Commodores Royal O.K. Cigar - #115, Marx & Jorgenson, 1882

Official web site of
Oregon Secretary of State

Clothing Trademark Gallery



Belle-Sharmeer Stockings, #4076, Wayne Knitting Mills
Indiana, 1936



Nonpareil Cambric - # 331, Murphy, Grant & Company
California, 1891



Beaver Hosiery - #27, Beaver Hosiery Manufacturing Company
Oregon, 1873



Jantzen - #2730, Jantzen Knitting Mills
Oregon, 1930



A. S. & Co. Boots - #86, Akin Selling & Company, 1881



Vassarette Girdle - #4062, Vassar Company
Illinois, 1936

Vassar Union Suits - #4063, Vassar Company
Illinois, 1936



The Ironclad Overall - #117, White, Goldsmith & Company,
Oregon, 1882

Official web site of

Oregon Secretary of State

Clothing

Clothing trademarks reflect changes that took place over more than a century. The Industrial Revolution produced a rapid series of changes in women's clothing and made possible the manufacture of fashionable clothes. The revolt by women against social and political restrictions in the 20th Century was accompanied by the disappearance of the corset. For the first time in 500 years, the natural shape of women reappeared. After World War I, women began to show their legs. By the mid-1920s, skirts were long-waisted and stopped at the knee.



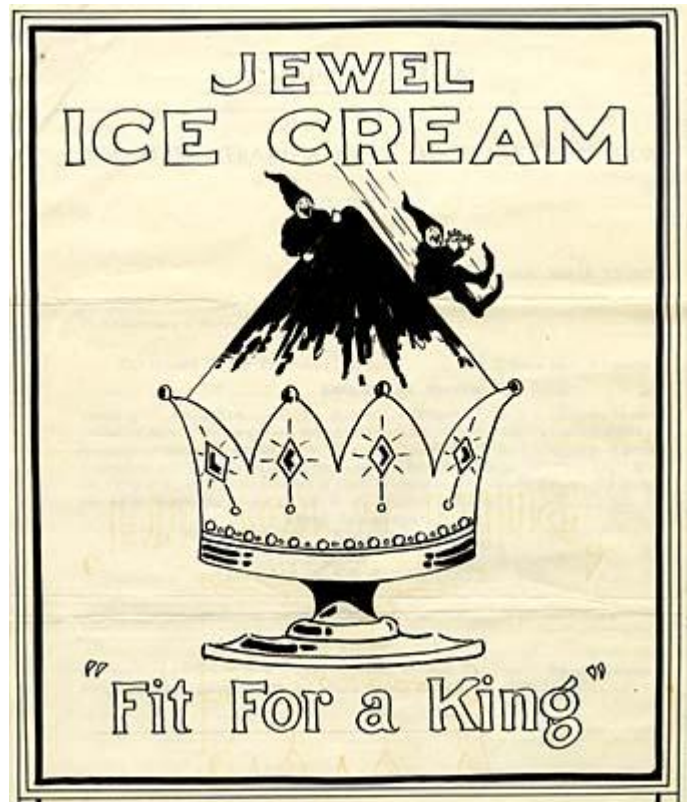
Trojan Twill Trousers - #7511, Day's Tailor-d Clothing, Inc., Washington, 1950

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Oregon Secretary of State

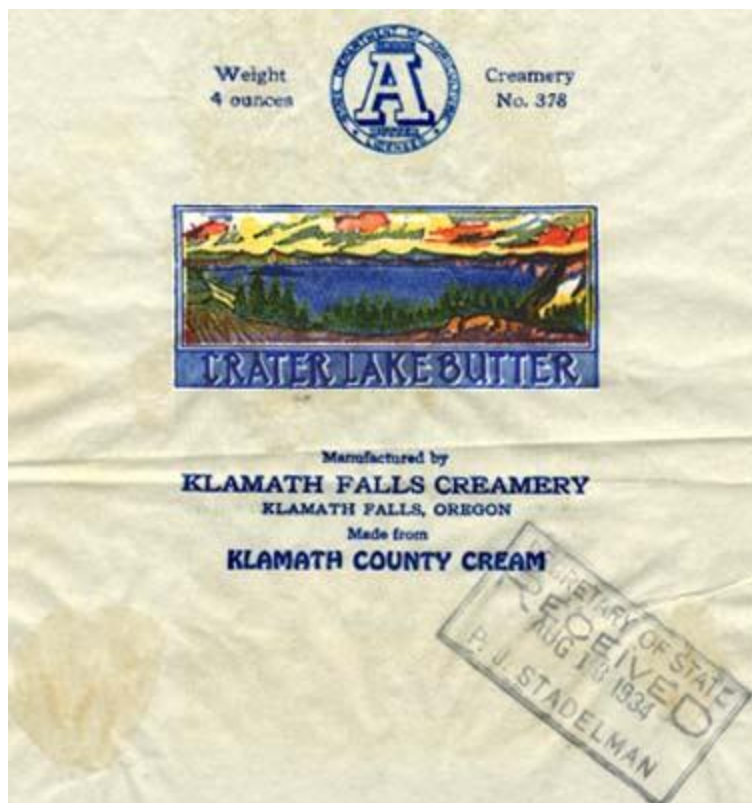
Dairy Trademark Gallery



Froskist Ice Cream - #2252
Lower Columbia Co-OP Dairy Association
Oregon, 1923



Jewel Ice Cream - #2460
Ericksons Dairy Products Company
Oregon, 1927



Crater Lake Butter - #3510
Klamath Falls Creamery, Oregon, 1934



Lake Brand Evaporated Milk - #1317, Lang & Jones, Oregon, 1910



I Scream for Frozen Sweet - #3524, Ideal Dairy Company, Oregon, 1934



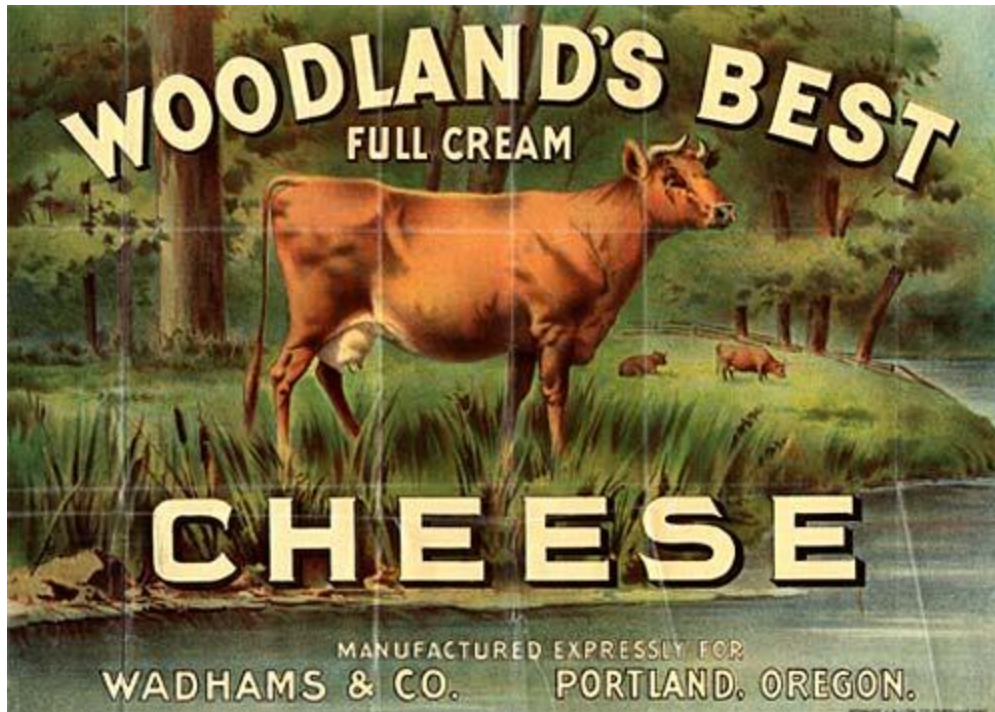
Daisy Brand Evaporated Milk - #1269, H. S. Gile & Company, Oregon, 1910



Oregon Creamery Butter - #723, Elk Creek Creamery, Oregon, 1902



Golden Cheddar Cheese - #1038, Robert Robinson, Oregon, 1906



Woodland's Best Full Cream Cheese - #549, Wadhams & Company., Oregon, 1898



Nikl-Stikl - #3118, Frozen Confections, Inc., New York, 1931



Roseburg Creamery Butter - #3126
Roseburg Creamery, Oregon, 1932

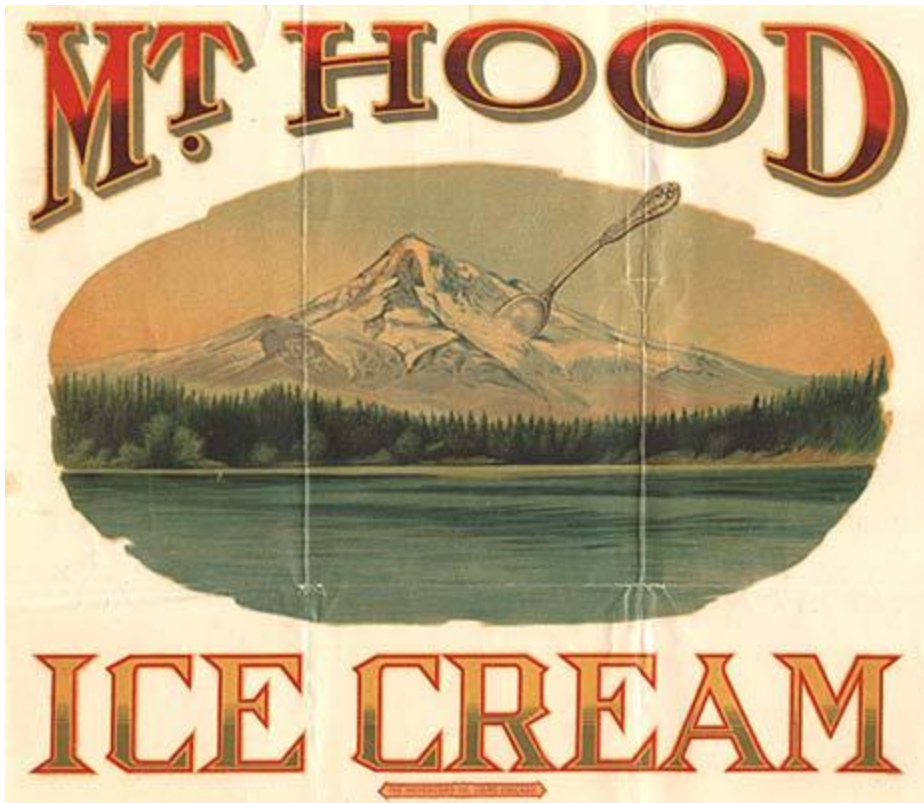
Official web site of

Oregon Secretary of State

Dairy

The dairy industry began in Tillamook County in the 1860's. By the 1870's there were large herds on the prairies and river bottoms. Farmers shipped sixty-pound kegs of butter to western Yamhill County on pack horses. By 1890, the dairy industry in Tillamook was second only to lumbering. That year, Tillamook County produced 100 tons of butter. Creameries were developed and in the 1890s, large cheese factories. Dairying spread to other regions of the state as it was settled.

Dairying has held firm as Oregon's first or second largest agricultural business. Many of the products of dairying - butter, ice cream, evaporated milk, cheese - are contained in the trademarks registered with the Secretary of State.



Mt. Hood Ice Cream - #1468, Mt. Hood Cream Company, Oregon, 1912

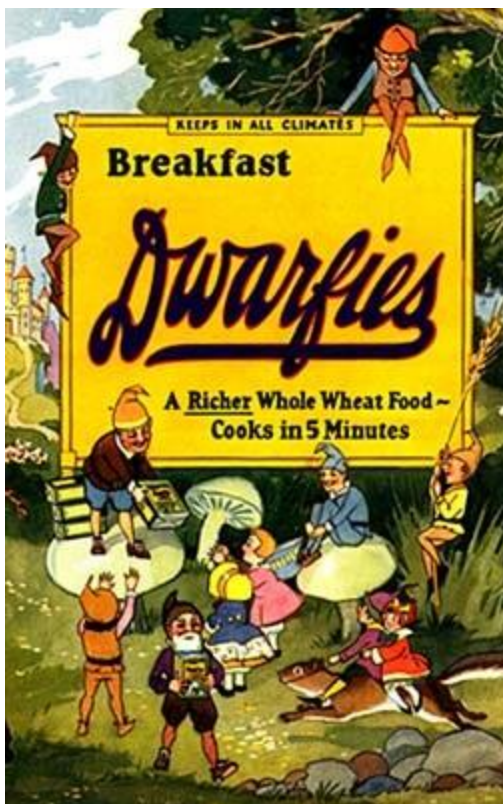
Official web site of

Oregon Secretary of State

Flour

The first flour mill in the Oregon Country began operating at Fort Vancouver in 1828. Oregon's temperate climate and fertile soil were well-suited for producing grain. Ft. Vancouver raised enough food to feed the Hudson's Bay Company employees and to sell supplies to trappers who bought their provisions from the company. It was especially important to create a local supply of grain because grain and flour were often damaged on the voyage from Britain.

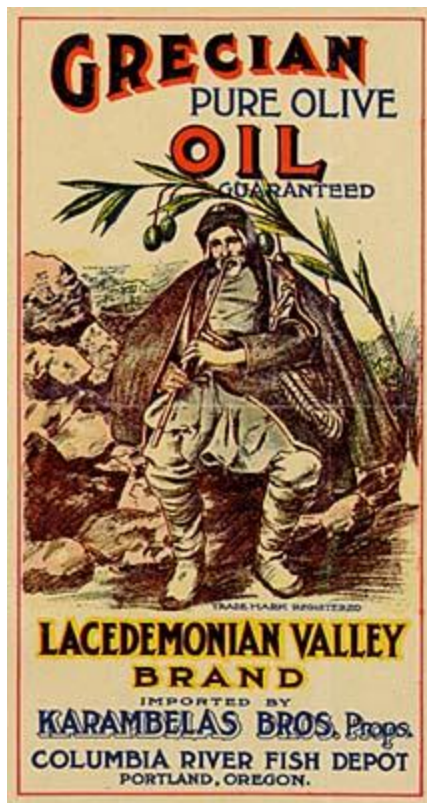
Flour production continued to be a major business as Oregon was settled. The first trademark registered with the Secretary of State was the Willamette Valley's Standard Mills, in 1864.



Dwarfies - #2722

Dwarfies Corporation, Iowa, 1929.

Prussian Stock Food - #694
Prussian Remedy Company, Minnesota, 1902



Grecian Pure Olive Oil - #1540
Karambelas Brothers, Washington, 1913



Red Cross Oil - #158
Whittier, Fuller and Company, California, 1884



Bowe's Blue Label Slug Destroyer - #1083
F. M. Bowe, Manufacturer, Oregon, 1907



Beaver Brand Natural Leaf Japan Tea - #296
Allen & Lewis, Oregon, 1890



Transcription

D.D.D. Dolphine Antiseptic Dandruff Destroyer
Is positively the only remedy known to German scientist
that will effectually remove dandruff and stop falling hair.
Strictly vegetable ingredients.
Guaranteed to cure in from six to nine applications.
Price \$1.00 a bottle
Put up by the Dolphine Chemical Co. Portland, OR.

Dolphine Antiseptic Dandruff Destroyer - #680
Dolphine Chemical Company, Oregon, 1902



Transcription

"SACAJAWEA"

An Oregon Perfume

Sweet as the scent of the cedar and pine

And the wild flowers decking the mountain,

Charming the senses with odor divine

As dear as the spring from earth's fountain.

Joy bringing - bright as the light of the ocean

Appeared to the wearied ones, Lewis and Clark

When guided by thy never flagging devotion,

Enraptured they gazed o'er an empire sublime

Adding thy name to theirs for the fullness of time.

Sacajawea

Manufactured solely by

Rowe and Martin, Portland, Oregon

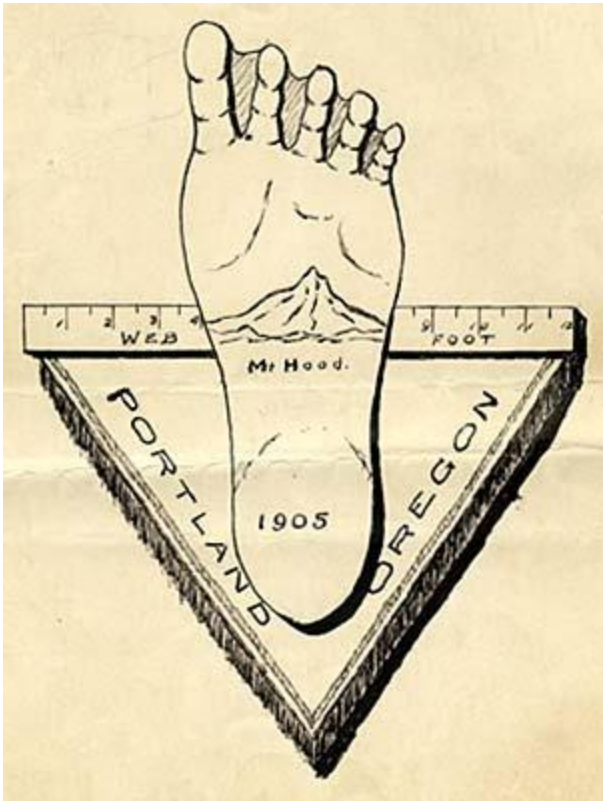
"Sacajawea" An Oregon Perfume - #831

Rose & Martin, Oregon, 1903

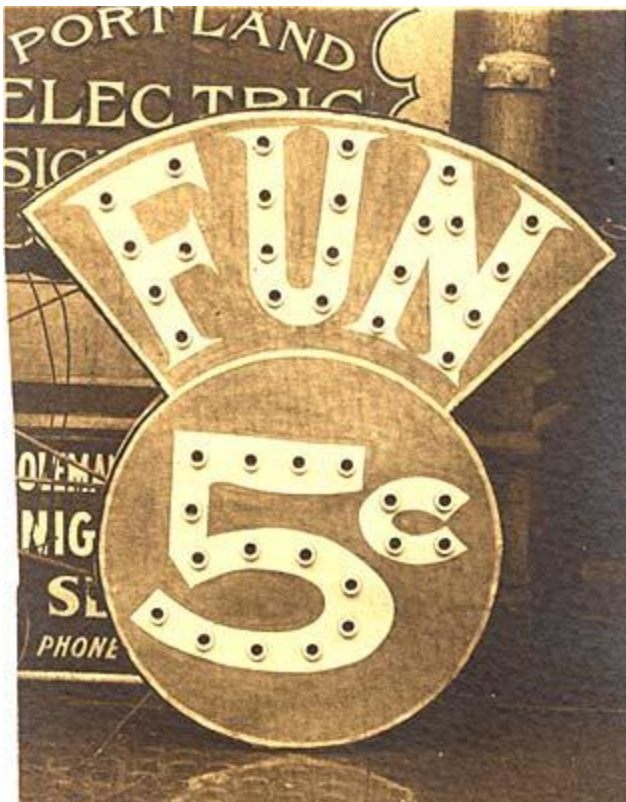


Orange Blossom - #2627

the Gusher Inc., Oregon, 1929



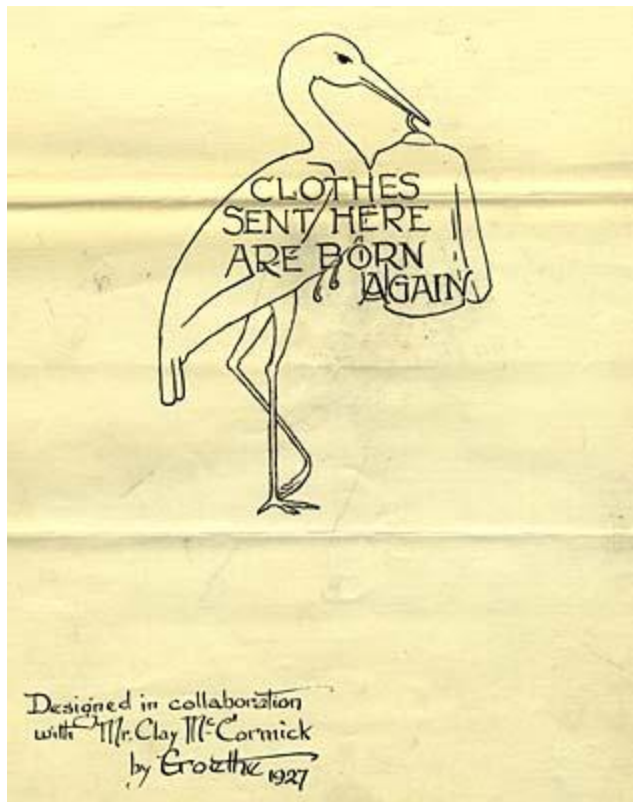
"Web Foot" Souvenir - #983
George S. Halley, Oregon, 1905



Fun 5¢ - #1153
Moving Pictures, Oregon, 1908



Eggfoam Shampoo - #998
Rowe & Martin Practical Pharmacists
Oregon, 1905



Clothes sent here are born again - #2732
Clay McCormick, Oregon, 1930



Groesbeck's - #619
Kent Manufacturing Co., Oregon, 1900



Oregon Queen Bee Tools - #288
Foster & Robertson, Oregon, 1890



Our Taste Mackerel - #184
Hall, Luhrs and Company, California, 1885

PORTLAND, OREGON

PENDLETON OFFICE OF

PENDLETON, OREGON

BEAVER STATE
WOOLEN
COMPANY

PENDLETON, OREGON

Goods Sold Direct to
Consumer on a Money
Back Guarantee.

We always keep the
following goods in
stock:

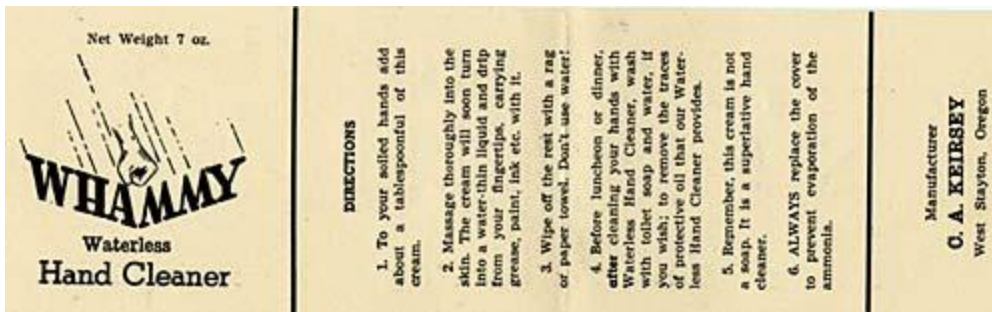
- Tents
- Tarpaulins
- Blankets
- Comforters
- Army Breeches
- Leather Vests
- Sheep Lined Coats
- Hats and Caps
- Underwear
- Overalls
- Corduroy Pants
- Pendleton Robes
- Dress Shirts
- Gloves
- Boots and Shoes
- Army O. D. Shirts
- Pendleton Wool Shirts
- Work Shirts
- Sweaters
- Hosiery
- Wool Hats
- Coveralls

We Carry Only the Best of Merchandise

Beaver State Woolen Company - #2414
Max Gorfkle, Oregon, 1926



Red Cross Ambulance Company - #1114
R. O. Hoffman & Frank Shepard, Oregon, 1907



Whammy Waterless Hand Cleaner - #7508, C. A. Keirsey, Oregon, 1950

Transcript:

Net Weight 7 oz.

Whammy Waterless Hand Cleaner

Directions

1. To your soiled hands add about a tablespoonful of this cream.
2. Massage thoroughly into the skin. The cream will soon turn into a water-thin liquid and drip from your fingertips, carrying grease, paint, ink etc. with it.
3. Wipe off the rest with a rag or paper towel. Don't use water.
4. Before luncheon or dinner, after cleaning your hands with Waterless Hand Cleaner, wash with toilet soap and water. If you wish; to remove the traces of protective oil that our Water-less Hand Cleaner provides.
5. Remember, this cream is not a soap. It is a superlative hand cleaner.
6. ALWAYS replace the cover to prevent evaporation of the ammonia.

Manufacturer

C.A. Keirsey

West Stayton, Oregon



Josephson's Sealskin Hat - #1072
Mrs. M. Josephson, Oregon, 1906



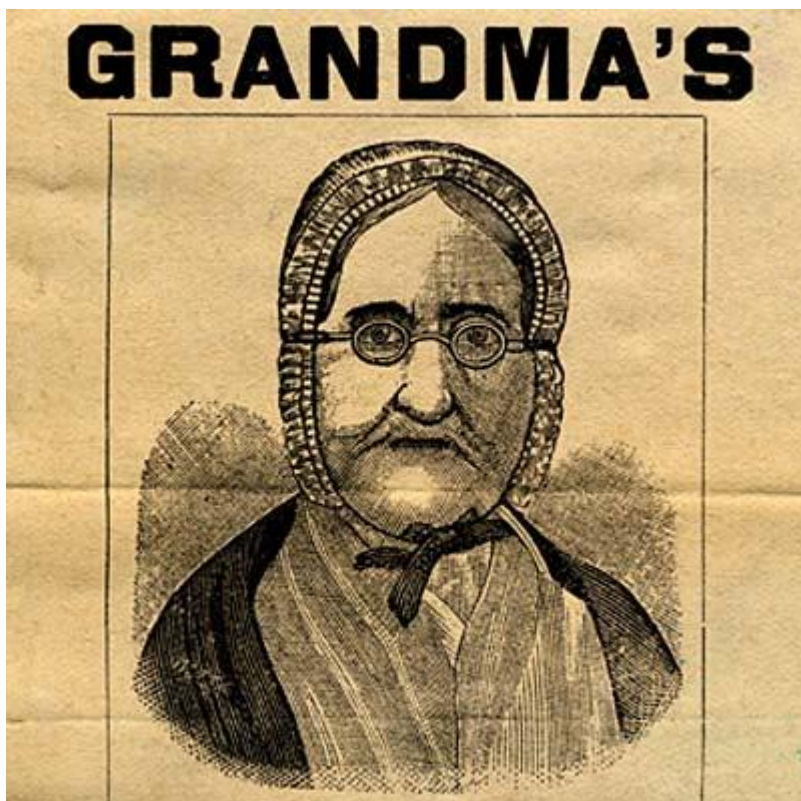
Coca-Cola - #4009, Coca-Cola Company, Delaware, 1936

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Oregon Secretary of State

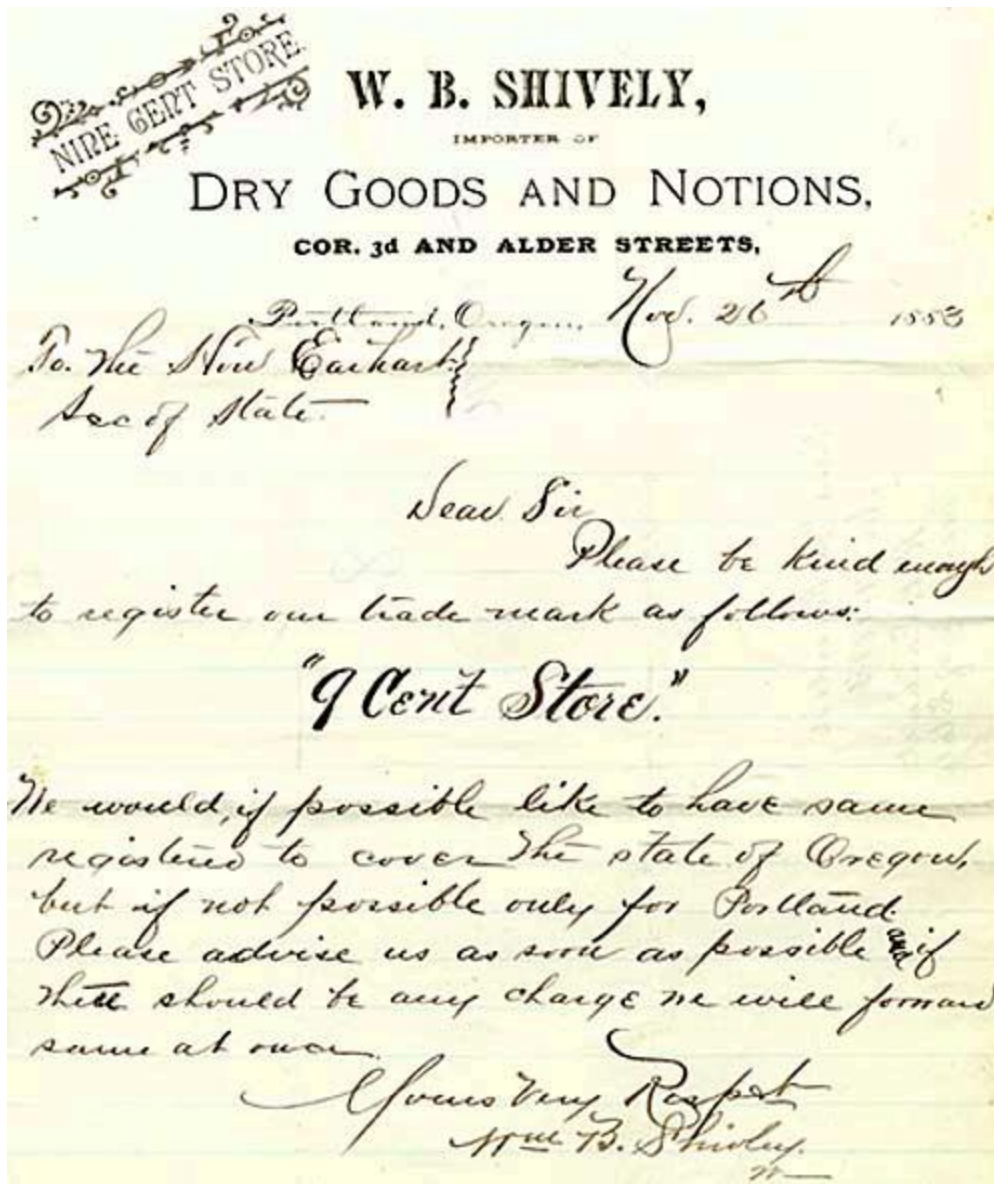
General Store Trademark Gallery 2



Koke - #1326
Koke Company, California, 1910



Grandma's [soap] - #484
Wadhams & Kerr Brothers, Oregon, 1897



Transcript:

Dear Sir,

Please be kind enough to register our trade mark as follows:

"9 Cent Store"

We would, if possible like to have same registered to cover the state of Oregon, but if not possible only for Portland. Please advise us as soon as possible and if there should be any

charge we will forward same at once.

Yours Very Respect,
Wm B. Shively

Nine Cent Store - #149
W. B. Shively, Oregon, 1883

Portland Oregon June 11, 1886.

Hon. R. P. Earhart

Secretary of State

Salem Oregon. Dear Sir: Being desirous of availing myself of the rights and privileges guaranteed and conferred under the General Laws of Oregon, formal application is hereby made of you to file in your office as Secretary of State of the State of Oregon the following Trade Mark or Brand, a facsimile of which is hereunto attached, and made a part of this application described as a monogram together with the words "Luckels Cold Water Bleaching Soap" it is our intention to use, print, imprint, brand, paint the same upon boxes, packages, cases, or on wrappers containing Soap manufactured and sold by us in the manufacture and sale of which we desire protection, and for that purpose we hereby claim the exclusive use and control in this State of the above Trade Mark or Brand, the especial feature of which is the colored monogram of "L" and "S"



This Trade Mark or Brand of the Letters "L" and "S" "Luckels Cold Water Bleaching Soap" it is our intention to use, print, imprint, brand, paint the same upon boxes, packages, cases, or on wrappers containing Soap manufactured and sold by us in the manufacture and sale of which we desire protection, and for that purpose we hereby claim the exclusive use and control in this State of the above Trade Mark or Brand, the especial feature of which is the colored monogram of "L" and "S"

Done at Portland this 14th day of June A.D. 1886.

J. C. Luckel

Transcript:

Portland Oregon June 11, 1886

Hon R.P. Earhart

Secretary of State

Salem Oregon. Dear Sir: Being desirous of availing myself of the rights and privileges guaranteed and conferred under

the General Laws of Oregon. formal application is hereby made of you to file in

your office as Secretary of State of the State of Oregon the following Trade Mark or Brand.

a facsimile of which is hereunto attached and made a part of this application.

This Trade Mark or Brand described as a monogram of the Letters "L and S" together with the words

"Luckels Cold Water Bleaching Soap" it is our intention to use, print, imprint, brand, paint the

same upon boxes, packages, cases, or on wrappers containing a certain quality of soap manufactured

and sold by us in the manufacture and sale of which we desire protection. and for that purpose we

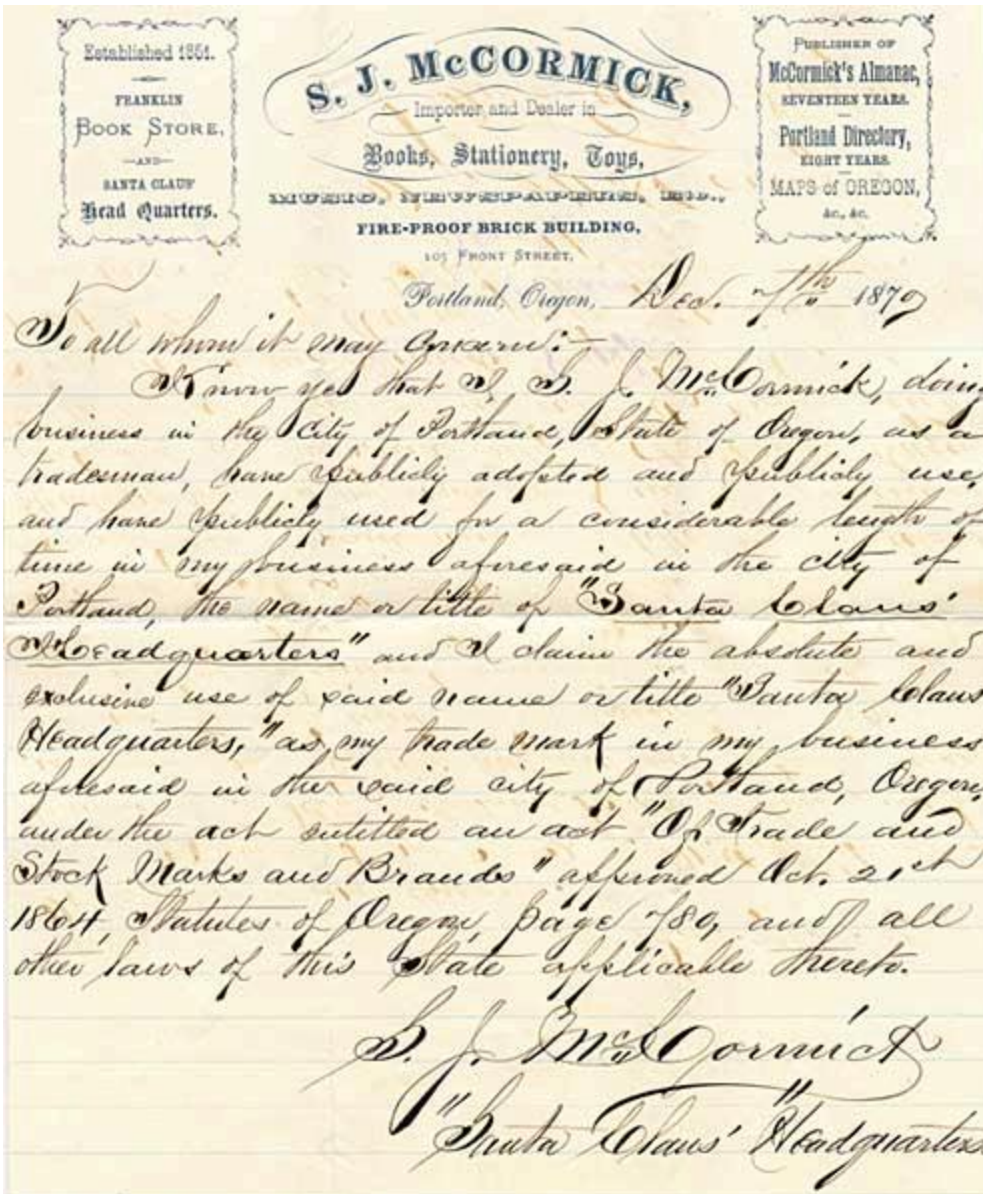
hereby claim the exclusive use and control in this state of the above Trade Mark or Brand, the especial feature of which is the colored monogram of "L and S"

Done at Portland this 14th day of June A.D. 1886.

J.C. Luckel

Luckels Cold Water Bleaching Soap, #199

L. C. Luckels, Oregon, 1886



Transcript:

December 7th 1877

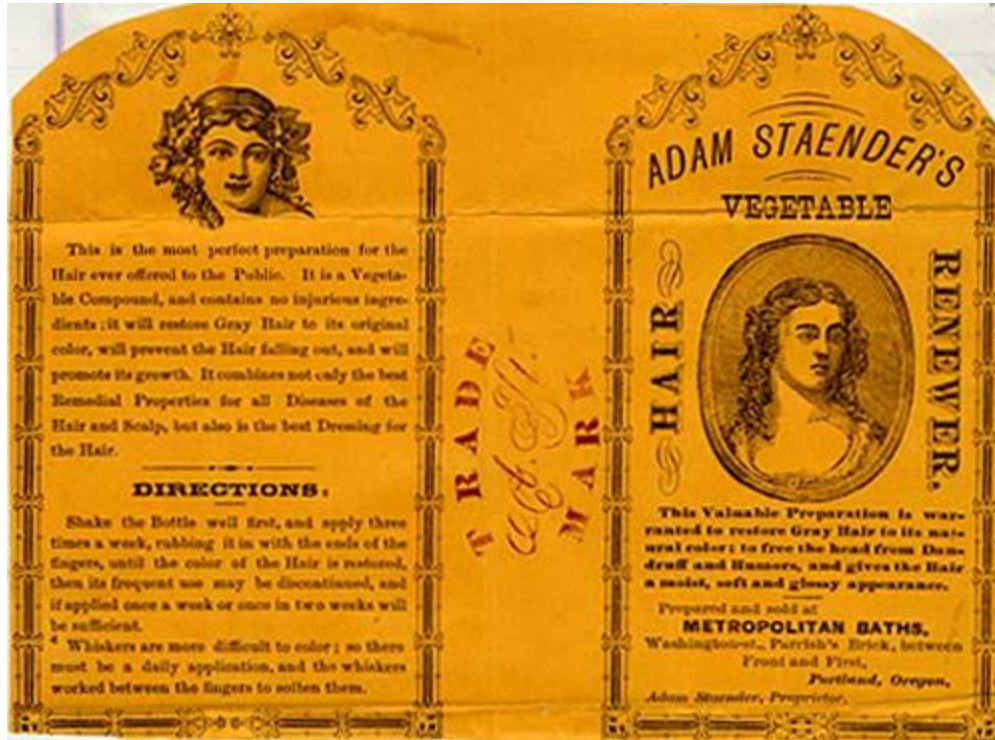
To all whom it may concern:
Know ye that I S. J. McCormick, doing
business in the City of Portland, State of
Oregon, as a tradesman, have publicly
adopted and publicly use and have
publicly used for a considerable length
of time in my business aforesaid in the
City of Portland, the name or title of
"Santa Claus' Headquarters" and I claim
the absolute and exclusive use of said
name or title "Santa Claus
Headquarters," as my trade mark in my
business aforesaid in the said City of
Portland, Oregon under the act entitled
and act "Of Trade and Stock Marks and
Brands" approved Oct. 21st 1864,
Statutes of Oregon, page 780, and all
other laws of this State applicable
thereto.

S.J. McCormick
"Santa Claus' Headquarters"

Santa Claus' Headquarters - #18
S. J. McCormick, Oregon, 1870



BeatSol Cleaner Shiner Polisher Everybody's Friend - #1287
Beatsol-Silica Company, California, 1910



Adam Staender's Vegetable Hair Renewer, #31
Metropolitan Baths, Oregon, 1875



SOLE AGENTS FOR
IX L AND SUCCESS COLLAR FASTENERS.

OFFICE OF
P. SHARKEY & SON,
MANUFACTURERS OF

Harness, Collars & Saddlery
JOBBER IN WHIPS AND SWEAT PADS.

OFFICE AND FACTORY: 84 UNION AVENUE, EAST SIDE.

ONLY GOLD MEDAL AWARDED FOR SUPERIOR HORSE COLLARS AT
PORTLAND INDUSTRIAL EXPOSITION.

Portland, Or. May 8 1894

Hon. Geo. A. M. Bride
Sec. of State
Salem Or.

Dear sir

Enclosed please find check for 2⁵⁰ to
pay fee allowed for registering our trade mark: trade
mark to be used on horse collars of our own manufacture

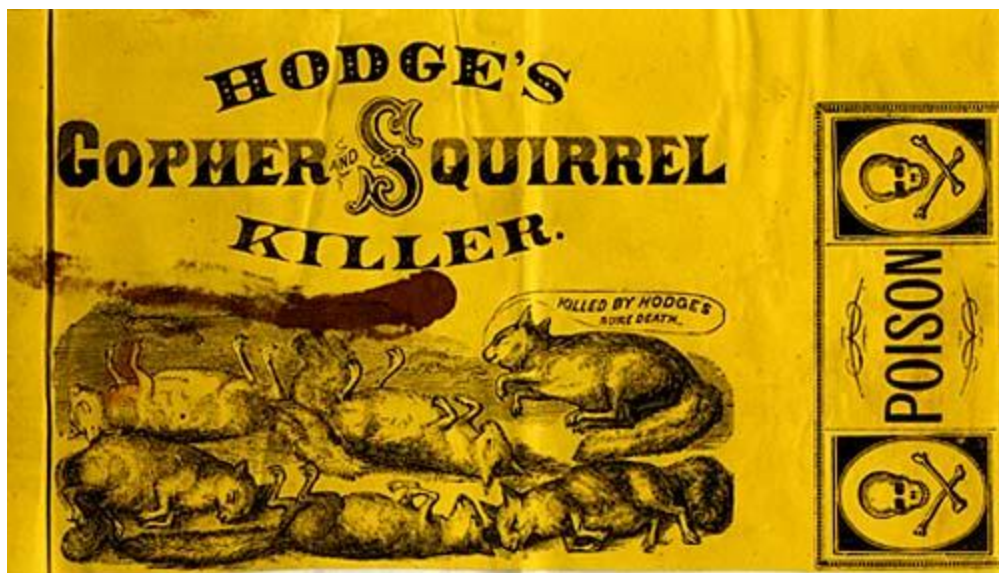
Below is a true copy of our trade mark which is
being used by us at present.

Respt

P Sharkey & Son



Long Straw Throat Collars - #401
P. Sharkey & Son, Oregon, 1894



Hodge's Gopher and Squirrel Killer - #34
Hodge Calef Company, Oregon, 1876



"Beaver Money - \$10" - #846
H. W. Little, Oregon, 1904



Willamette Cottage Colors - #225
Cleveland Paint Manufacturing Company, 1887



Blue Point Oysters - #408
Wadhams & Company Incorporated, Oregon, 1894



Irving's Best Condensed Bleaching SOAP - # 44
Oregon Standard Soap Works, Oregon, 1878



Portland Crawfish Company - #1764
J.E. Falt & Louis Neischl, Oregon, 1916



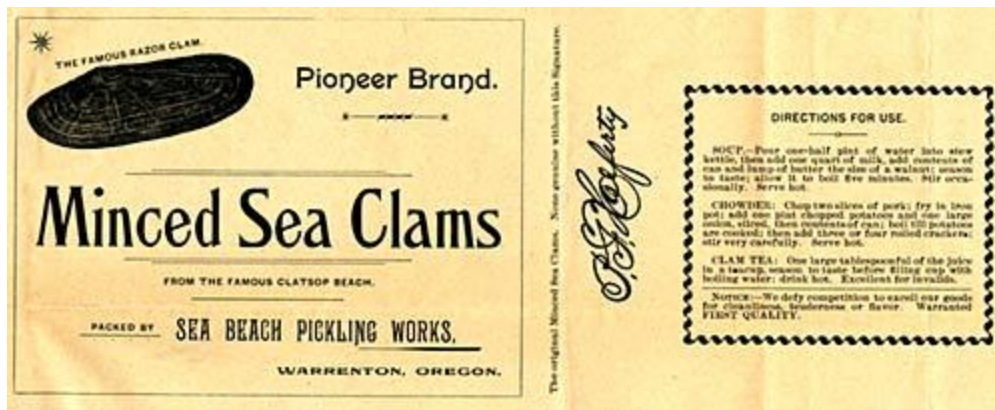
Lucky Dog Food - #4049
Carstens Packing Company, Washington, 1936



Black Silk Iron Enamel - #1441
Black Silk Stove Polish Works, Illinois, 1911



Delicious Jerked - #2002
Oregon Jerked Fish Company, Oregon, 1920



Minced Sea Clams - #435
Sea Beach Pickling Works, Oregon, 1896



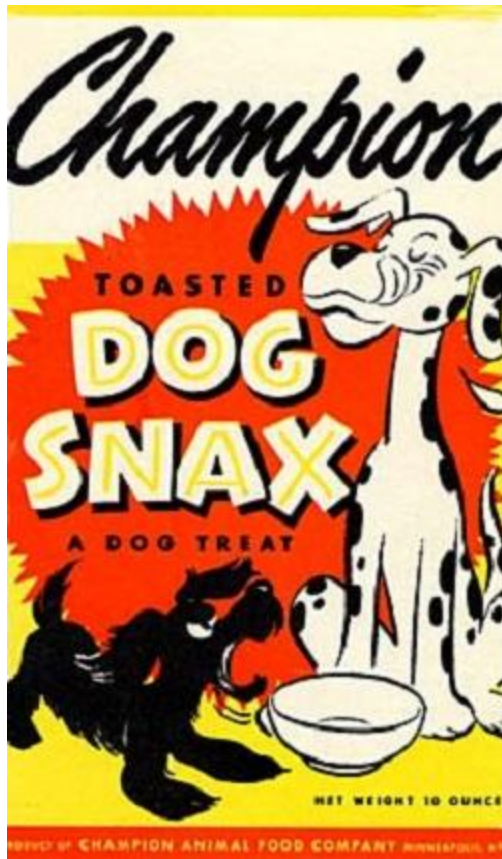
Official web site of

Oregon Secretary of State

General Store

The general store of the 19th and early 20th century carried a wide variety of goods, including groceries. In the United States the general store succeeded the trading post, which served the pioneers and early settlers. Products sold by the general store included food, clothing, housewares and farm equipment. Because money was scarce in many rural areas, some of the trade was accomplished through barter. Because produce from the land and forest tended to yield a seasonal return, the storekeeper might also extend credit of from six months to a year to his customers. The general store also served as a place for members of the community to meet. The storekeeper was an important member of this community. He supplied material goods and was the source of news and gossip.

The American general store flourished throughout the 19th century but declined rapidly in the 20th century, with the advent of catalog sales, rural free delivery, and chain stores, particularly after the 1920s. Many of the products exhibited would have been sold in a general store.



Dog Snax - #7418, Champion Animal Food Company,
Minnesota, 1950

Historical Oregon Trademarks

Trademark records held in the Oregon State Archives begin in 1864 when the first trademark law was passed. This law required anyone who wanted the exclusive use of a name, mark, brand, designation or description, for any article of manufacture or trade, or for any mill, hotel, factory, machine shop or other place of business, to file with the Secretary of State, a particular description, or a facsimile, of such mark, brand, name designation or description with a fee of \$2.50.



Orego Peaches, [registry](#)

#1656a

<https://secure.sos.state.or.us/prs/search.do?searchreset=true>

Trademarks in this exhibit reflect products produced during the later part of the 19th century and beginning of the 20th century. Oregon's fertile lands, huge forests and abundance of fish influenced the settlement of Oregon from the time of its first human habitation.

Early products of the land included flour, fruit, salmon, and dairy products. Many trademarks reflect these products of Oregon. Trademarks from other states are also registered with the Secretary of State.



"The Best Hard Wheat Flour" from Grant, OR.

Other groups of trademarks in the Archives include patent medicines, clothing, liquor, household items, auto supplies and business establishments.

There are over 10,000 cancelled and expired trademark registration certificates, 1864-1971, and 29 volumes of trademark registers, 1864-1965, in the Oregon State Archives. One hundred seventy-four trademarks were selected from these records for this exhibit.

Find more using the [**Historical Trademark Search**](https://secure.sos.state.or.us/prs/search.do?searchreset=true) > <https://secure.sos.state.or.us/prs/search.do?searchreset=true>

Additional Resources

Photographs: [**Farm Security Administration and the Office of War Information, 1935-1945**](http://www.loc.gov/pictures/collection/fsa/) (<http://www.loc.gov/pictures/collection/fsa/>)

Includes images of salmon canneries in Astoria, Oregon and fishing at Celilo Falls on the Columbia River.

Books

Carter, David. E. *The Book of American Trade Marks*. Ashland, Kentucky: Century Communications Unlimited, 1972.

Morgan, Hal. *Symbols of America*. New York: Viking Press, 1986.

Reid, Brian C. *A Practical Introduction to Trademarks*. Oxford; Tarrytown, New York: Pergamon, 1984.

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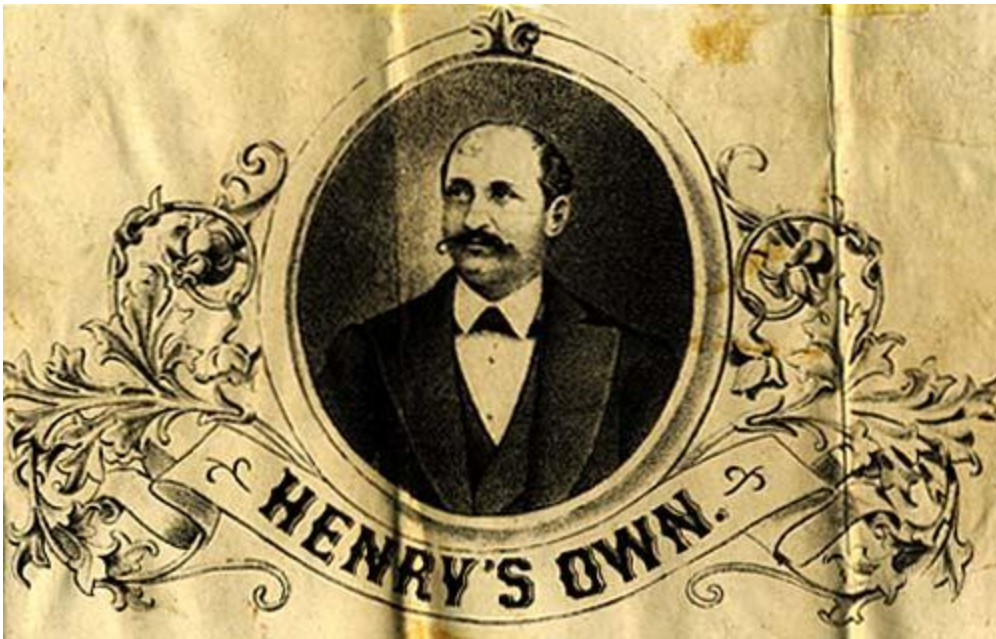
Official web site of

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Liquor

Liquor and beer trademarks are from out-of-state as well as local breweries and distilleries. These trademarks reflect the thriving commerce in alcohol before and after Prohibition in Oregon, from 1916 to 1933.

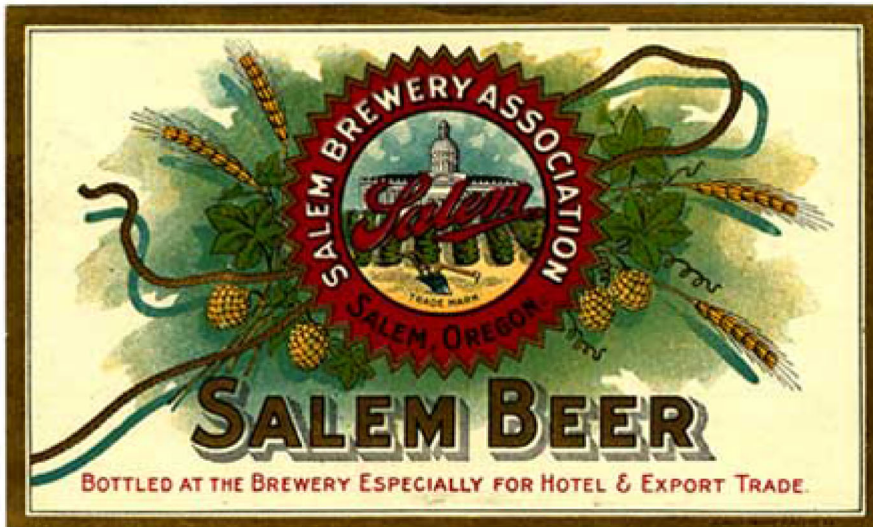
Trademarks used during Prohibition show the imagination needed to market products that used liquor's terminology but stayed within the letter of the law. In 1916, Jessie W. Day filed a trademark with the word "nothing" to be used on a temperance beverage.



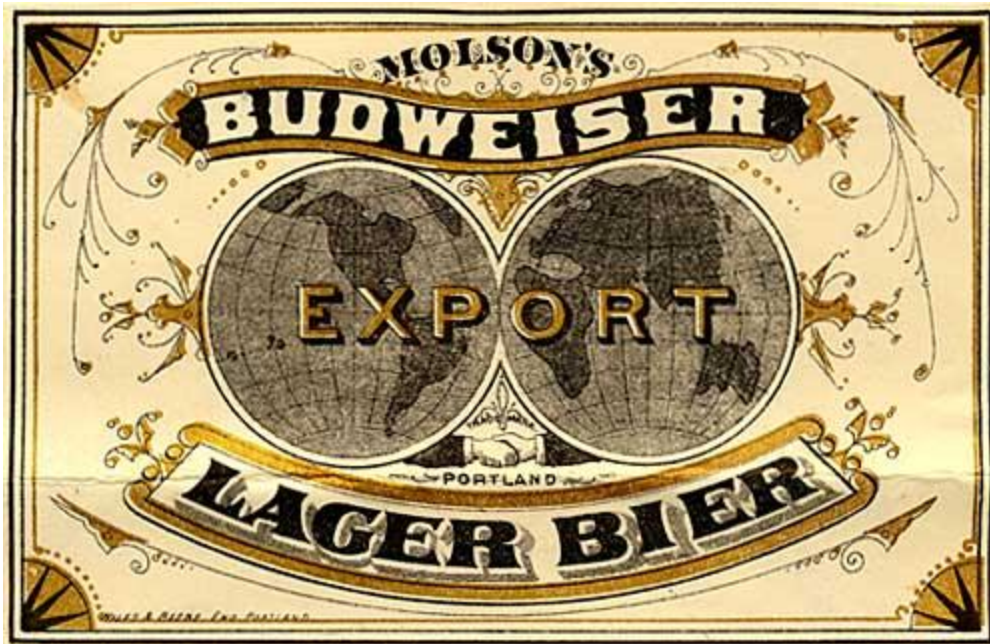
Henry's Own - #104, R. P. Rosenfeld & Company, Oregon, 1882

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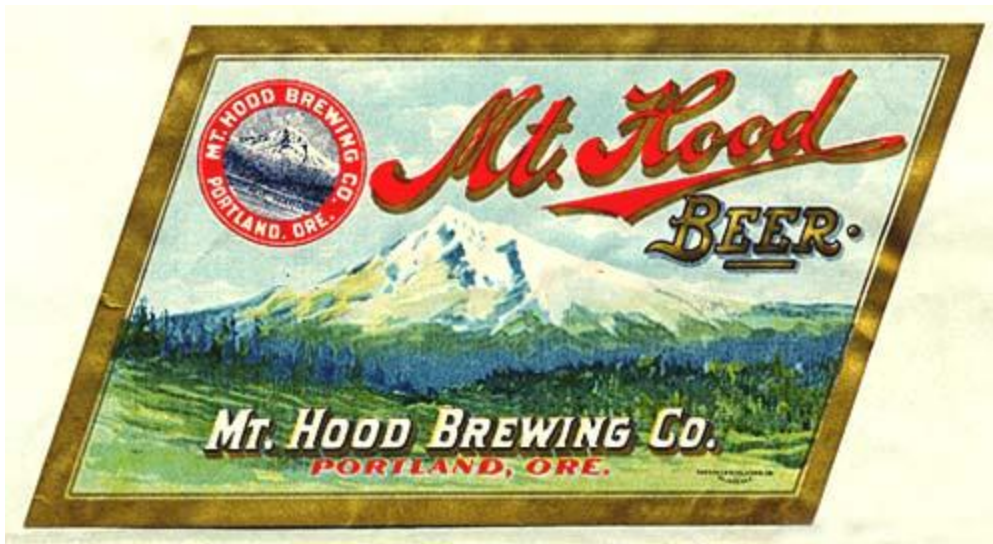
Liquor and Beer Trademark Gallery



Salem Beer - #860, Salem Brewery Association, Oregon, 1904

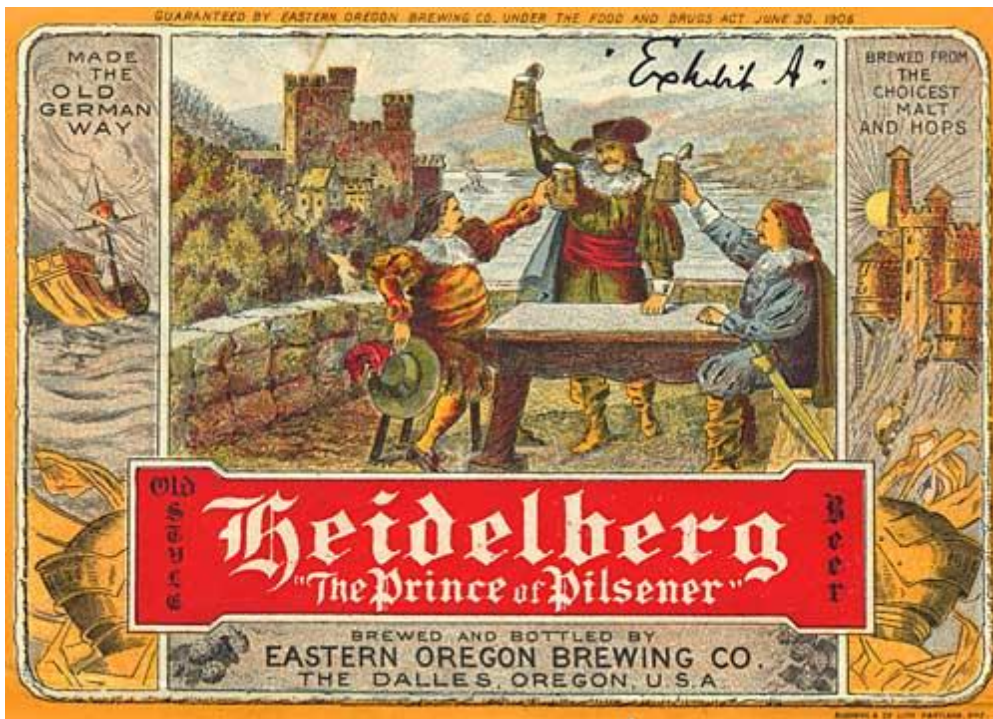


Budweiser Lager Bier - #60, Molson & Sons, Oregon, 1880



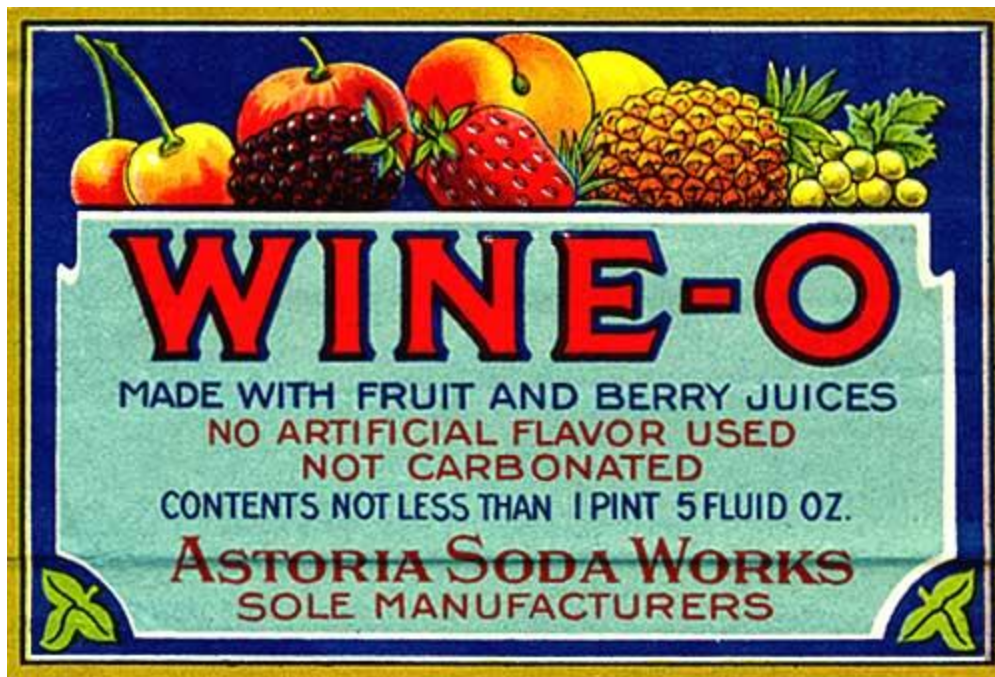
Mt. Hood Beer - #1099

Mt. Hood Brewing Company, Oregon, 1907



Heidelberg Beer - #1448

Eastern Oregon Brewing Company, Oregon, 1911



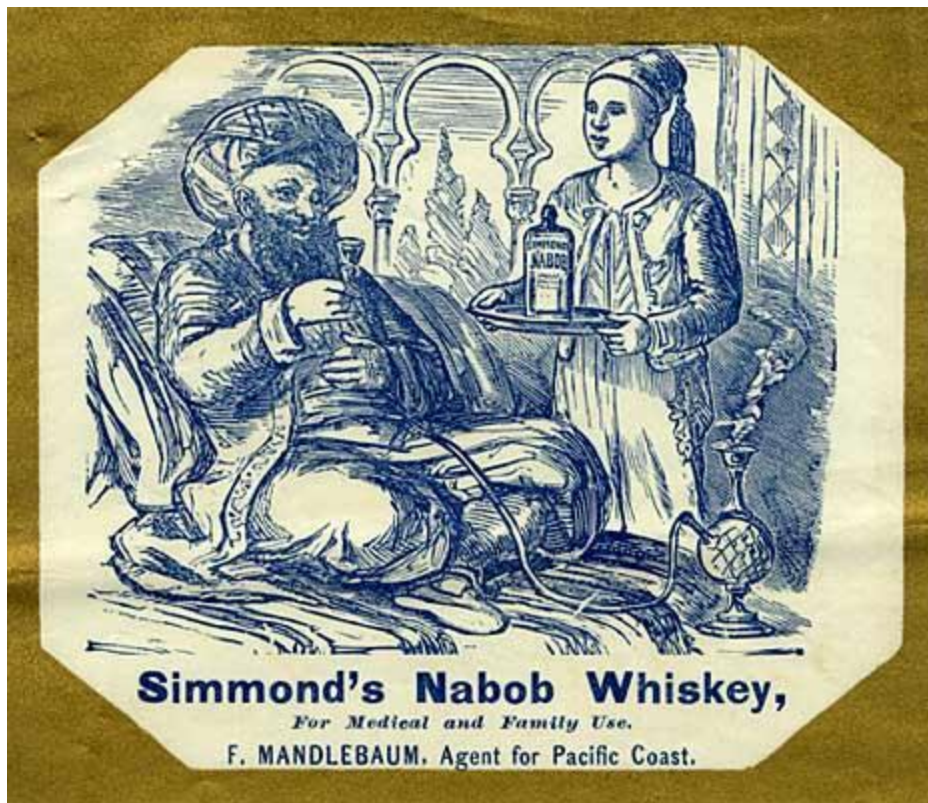
Wine-O - #1891

Astoria Soda Works, Oregon, 1918



Rainier Beer - #1057

Seattle Brewing & Malting Company, Washington, 1906



Simmond's Nabob Whiskey - #54
George Simmonds, California, 1879



Gold Seal Beer - #4037,
Southern Oregon Brewing Company, Oregon, 1936



Kentucky Whiskey - #645
Giuseppe Arata & Company, Oregon, 1901



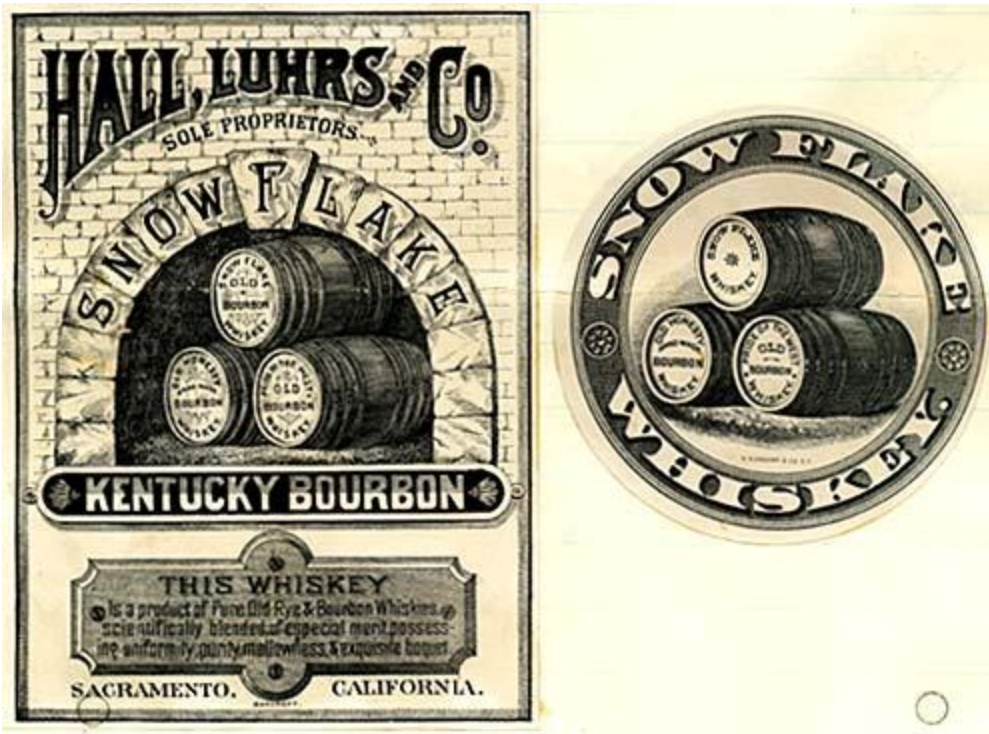
North Star Old Kentucky Bourbon - #472
Coblentz & Levy, Oregon, 1897



JAX Beer - #4133, Jackson Brewing Co., Louisiana, 1937



Ice Cream High-Ball - #2109
John H. Starbird, Washington, 1922



Snow Flake Whiskey - #183
Hall, Luhrs and Company, California, 1885



Ras-Porter - #1576
Puritan Manufacturing Company, 1913



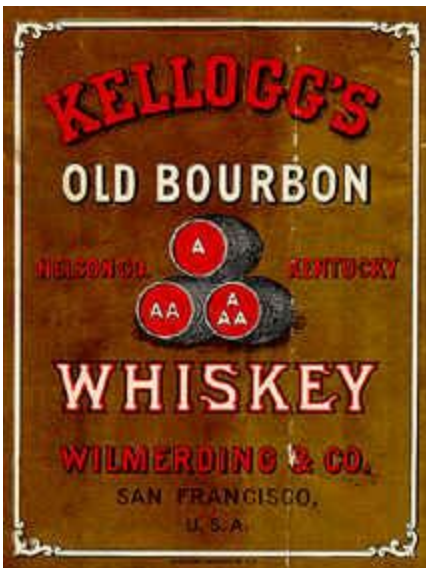
Henry Fleckenstein and Co. trademark for
Billie Taylor Whiskey - #1669, Portland OR, 1914



Kentucky Superior Old S.H. M. Bourbon Whiskey- #419
Loewe Bros., 1895



Old German Lager - #1490
Independent Brewing Company, 1912



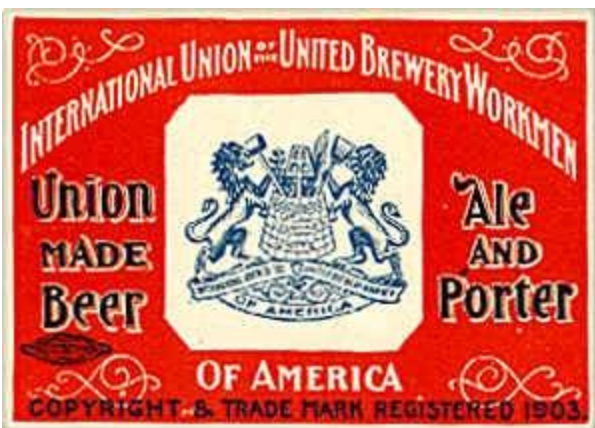
Kellogg's Old Bourbon Whiskey - #419
Loewe Bros., 1895



Old German Lager - #1397
Independent Brewing Company, 1911



Honey Rye Whiskey - #620
E.A. Fargo Co. trademark, 1900



Union Made Beer, Ale and Porter - #821
International Union of the United Brewery Workmen, 1903

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Lumber

Lumbering began in the Oregon Country in 1827 at Fort Vancouver. Here, the Hudson's Bay Company were employed to cut lumber for export to the Sandwich Islands (now Hawaii).

The first sawmill in the Willamette Valley was established by Ewing Young on Chehalem Creek in 1837. Young's mill supplied lumber for incoming settlers. In 1844 Henry Hunt established a mill above Astoria to make lumber for export to California.

Later, the gold rush in California created a lucrative market for Oregon mills. By 1849 there were 37 sawmills in operation in the lower Willamette and Columbia region. The huge forest products industry continues to be a major part of Oregon's economy even after its downturn in the 1980s.

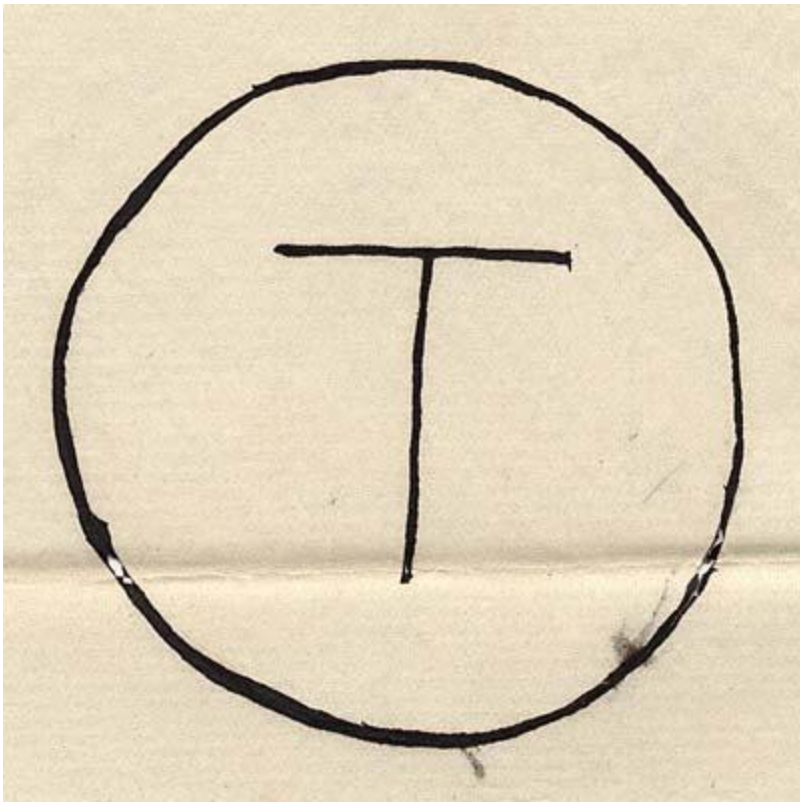
Early Brands Filed with the Secretary of State



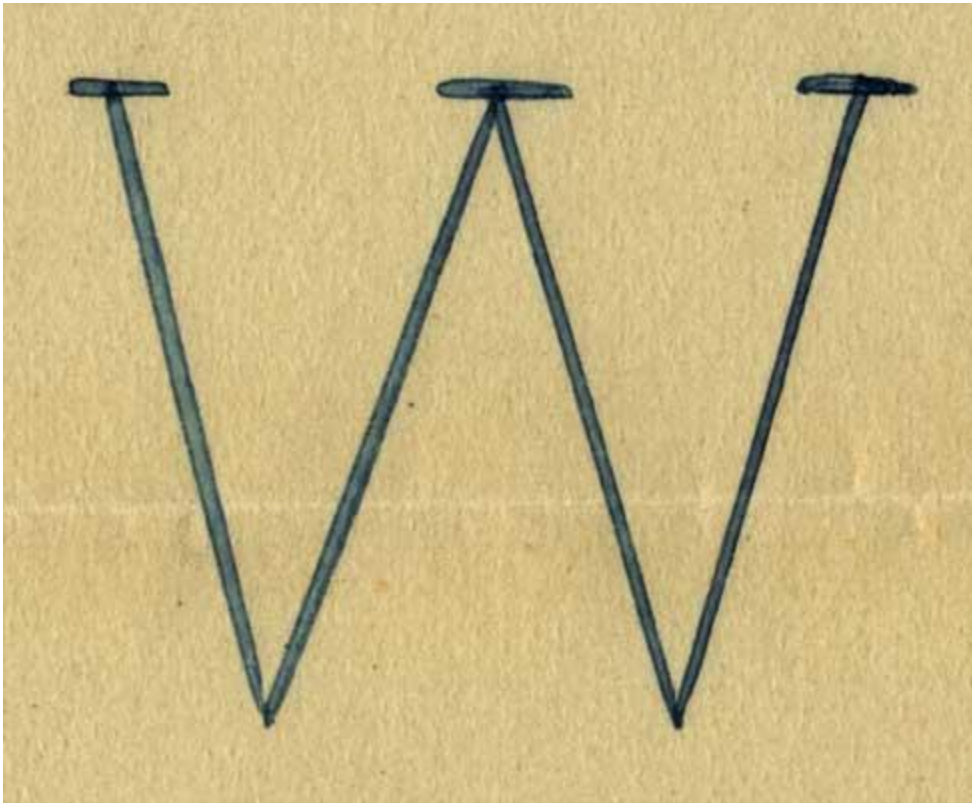
No. 1 Lebanon Manila - #1141, Oregon, 1908



Allen Robinson & Company - #42, Oregon, 1877



Oregon Timber & Lumber Company - #858, Oregon, 1904



Western Lumber & Fuel Company - #1191, Oregon, 1909

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Oregon Secretary of State

Medicine

Patent medicines were marketed in the 19th century as cures for a host of diseases and ailments. Syrups, stouts, bitters, and tonics claimed to cure consumption, rheumatism, loss of appetite, and rejuvenate weak constitutions. California Prune Laxative, (#179, 1885), maintained that it was an "effectual cure for constipation, the worst enemy of mankind." Many of these patent medicines contained alcohol or narcotics. Federal legislation in the early 20th century required manufacturers to list the ingredients and prohibited them from making false promises about their products. This nearly killed the entire industry.



Kola Tonic Wine - #1040, Hygiene Kola Company, Oregon, 1906

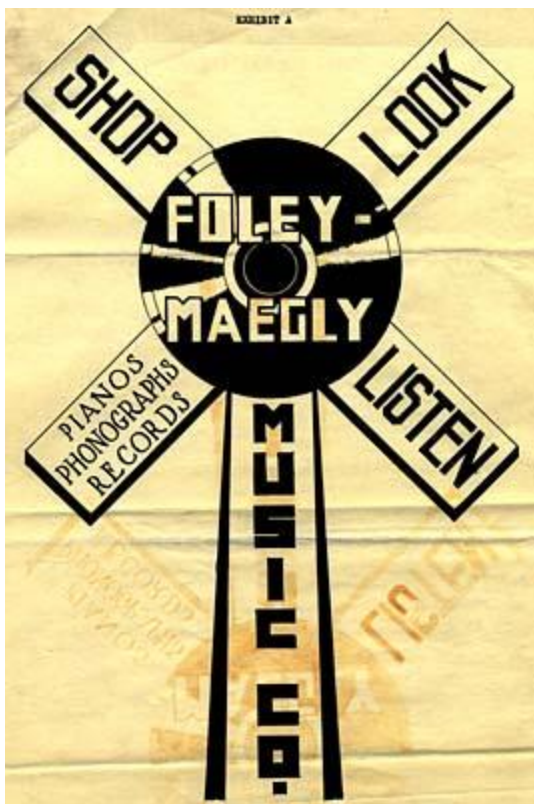
Official web site of
Oregon Secretary of State

Music

Nipper, the fox terrier immortalized in "His Master's Voice", is one of the music trademarks filed in the Secretary of State's records. His owner, Francis Barraud, a Bristol, England theater stage set painter in the late 19th century, noticed Nipper listening intently, head cocked, to a cylinder phonograph. After the dog's death this image never left Barraud.

He later painted the image of Nipper, listening intently to an Edison-bell cylinder machine. The Edison-bell company was not interested in the painting because "Dogs don't listen to phonographs." The Gramophone Company in London commissioned Barraud to alter the painting with a Gramophone. The painting was brought to the United States and was used as a logo and later by a successor, the Victor Talking Machine Company.

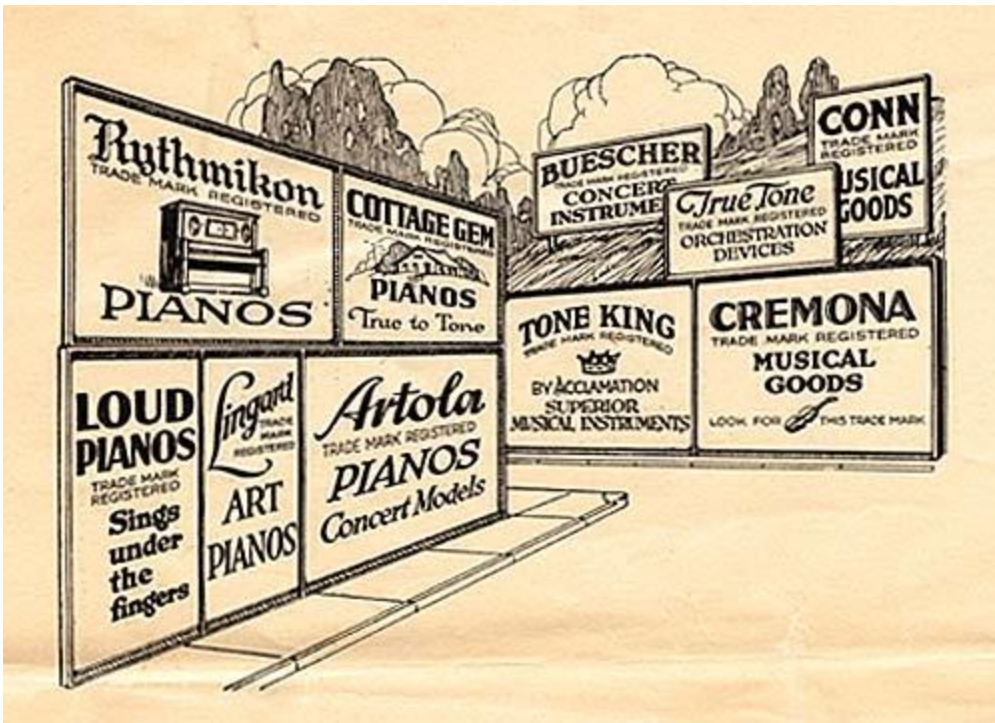
Music Trademark Gallery



Shop Look Listen - #2063
Foley-Maegly Music Company, Oregon, 1921



The Portland College of Music and Dramatic Art School - #358
W. Edgar Buck, Oregon, 1892



Loud, Rythmikon, Lingard, Cottage Gem, Artola, Conn, Buescher, True Tone, Tone King and Cremona - #2020
The Rudolph Wurlitzer Company, Ohio, 1920



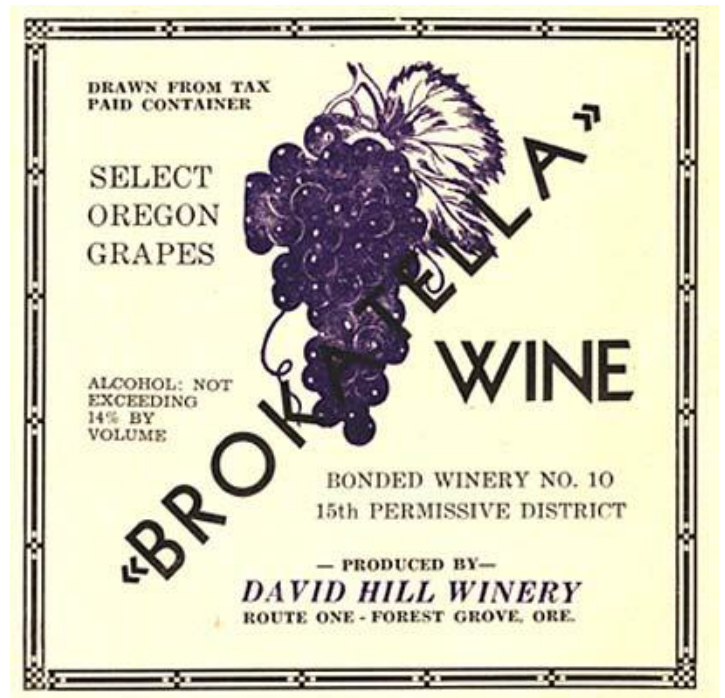
His Master's Voice - #906
The Victor Talking Machine Company, New Jersey, 1904

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Oregon Secretary of State

Packed Food Trademark Gallery 2



Vegetized Wafers - #2699
Vegetized Foods, Incorporated, California, 1929



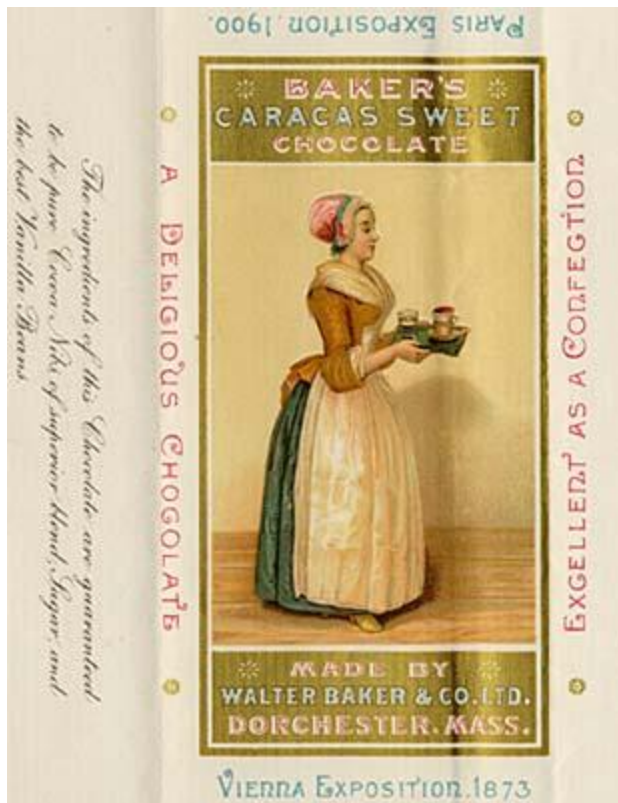
Brokatella Wine - #4041
Brokaw Brothers, Oregon, 1936



Pig 'n Whistle Candy - #1771
 Ackerman Company, California, 1916



Vegetized Wafers - #2699
 Vegetized Foods, Incorporated, California, 1929



Baker's Caracas Sweet Chocolate - #812
Walter Baker & Company Limited, Massachusetts, 1903



Newton's Oregon Fruit Chewing Gum - #416
Newton Brothers, Oregon, 1894



Daily Dozen Dated Eggs - #4129
Safeway Stores Incorporated, Oregon, 1936



Nugget Brand Ham, Bacon, Lard - #4158
Baker Packing Company, Oregon, 1937



Mickey Mouse Animal Crackers - #3508
United Biscuit Company of America, Illinois, 1934



2 Minute Macaroni - #2692
Joliet Macaroni Company, Illinois, 1929



Apple-Jack Wine - #4140
The Ballif Distributing Company, Oregon, 1937



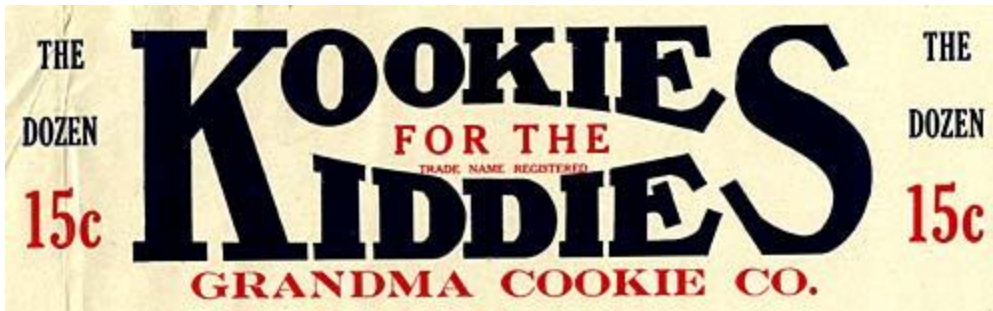
Weston Mountain Seed Potato Growers Association - #2202
Weston, Oregon, 1922

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Packed Food Trademark Gallery



Golden Gate High Grade Coffee - #667
J. A. Folger & Company, California, 1902



Kookies for the Kiddies - #1922
Grandma Cookie Company, Oregon, 1919



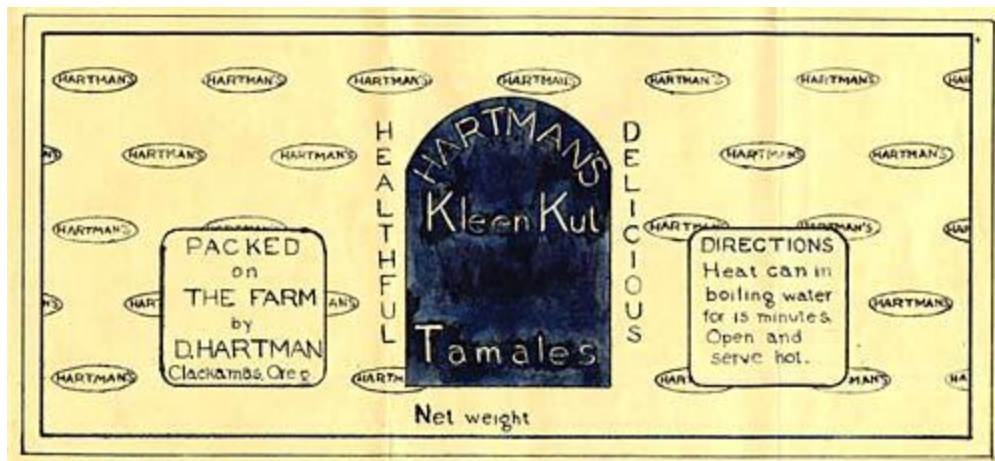
Carroll's Chocolate Chips - #847
Carroll-Thompson Candy Company, Oregon, 1904



Defiance Baking Powder - #352
Portland Coffee and Spice Mills, Oregon, 1892



Gedney's - #625
M. A. Gedney Pickling Company, Minnesota, 1900



Hartman's Kleen Kut Tamales - #4043
David Hartman, Oregon, 1936



Multnomah Mustard - #351
 Portland Coffee and Spice Mills, Oregon, 1892



Kinky Kernel Popcorn - #4349
 Kinky Kernel Pop Corn Company, Oregon, 1938



Goody Goody Potato Chips - #4057
Goody Goody Company, Oregon, 1936



Black Bottom Chew Candy Bar - #2457
Better Candies, Incorporated, Oregon, 1927

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Oregon Secretary of State

Packed Food

Food packaging can be traced to the leather, glass, and clay containers of the earliest Western commercial ventures. The Industrial Revolution dramatically changed the processing and packaging of food. Many trademarks filed with the Secretary of State reflect these changes.

The most widely used material in the packaging of food items is the cardboard carton. It is light weight, inexpensive and easy to manufacture, print, and store. Other container materials are glass, cans, plastic, cellophane and paper. The labeling of trademarks varies depending on the type of product container.



Airport Brand Sweet Split Pickles - #4475, Airport Pickling Company, Oregon, 1938

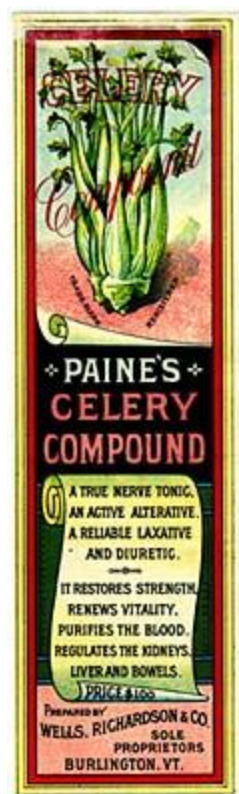
Patent Medicine Trademark Gallery



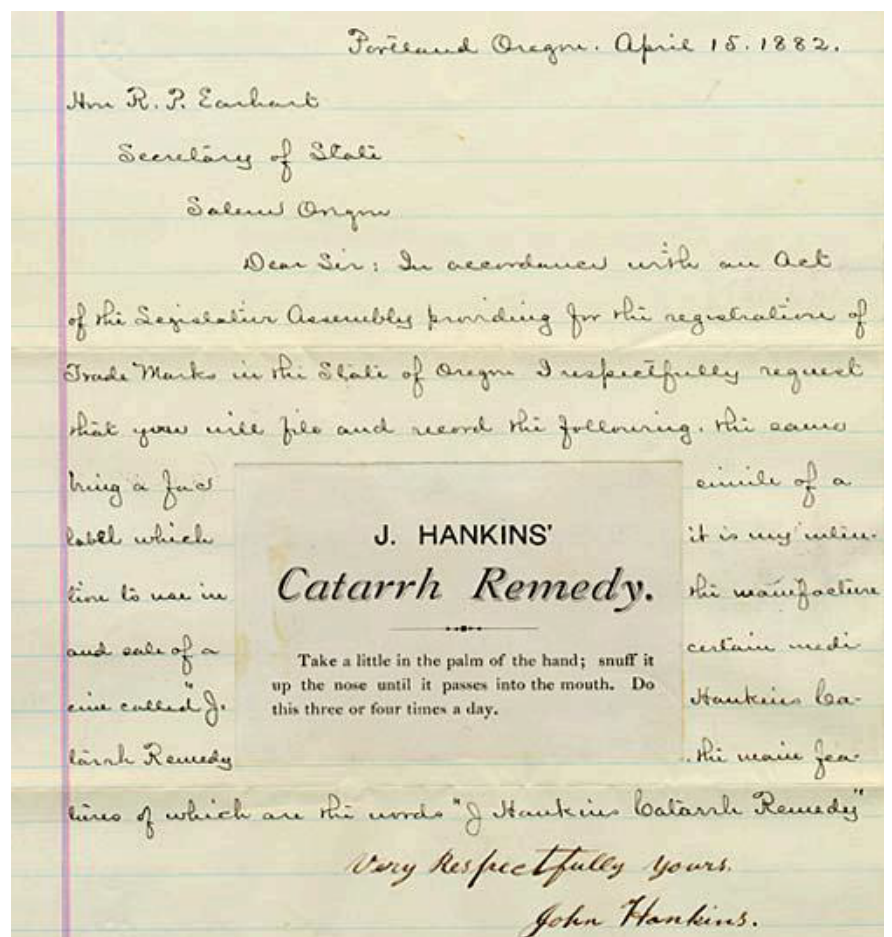
Oregon Blood Purifier - #45
Wm. Pfunder & Company, Oregon, 1878



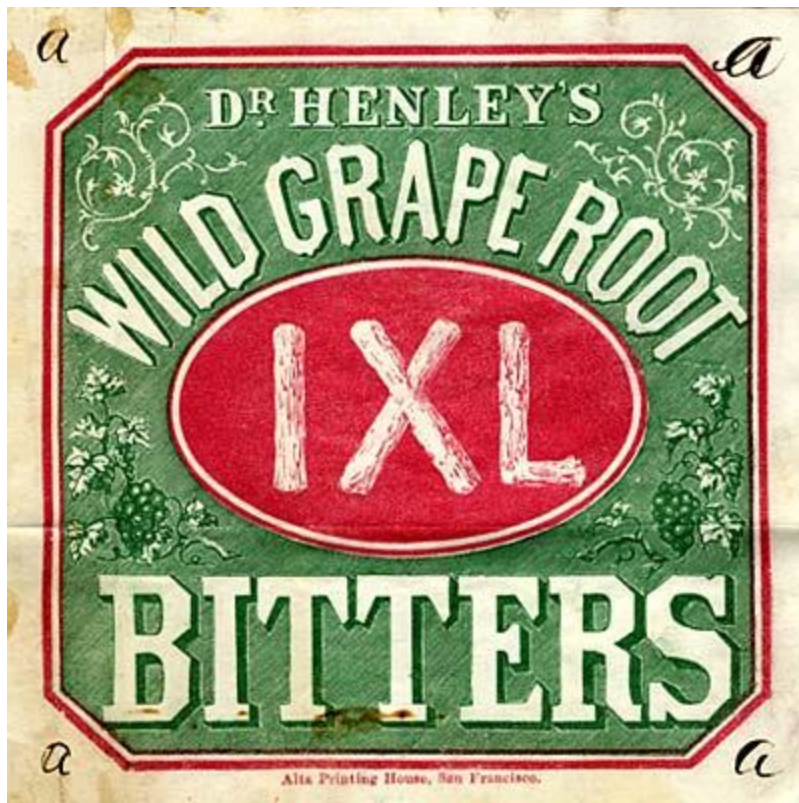
Pettingill's Kidney-Wort Tablets - #740
Wells and Richardson Company, Vermont, 1902



Paine's Celery Compound - #531
Wells & Richardson Company
Vermont, 1898



Catarrh Remedy - #110, John Hankins
Oregon, 1882



Dr. Henley's Wild Grape Root Bitters - #10
L. Gross and Company, California, 1868

SOLE EXPORTERS, THE APOLLINARIS COMPANY, LIMITED, LONDON.

MINERAL WATER. *Friedrichshall.* **MINERAL WATER.**

"MOST EFFICACIOUS. TO KNOW IT IS TO APPRECIATE ITS HIGH VALUE."—BARON JUSTUS VON LIEBIG.

OPINIONS.

"I know nothing at all equal to Friedrichshall."
... Checks calculus disease and prevents uric acid formation."
SIR HENRY THOMPSON.

"For habitual constipation it is unrivalled."
BRITISH MEDICAL JOURNAL.

"Most valuable in the treatment of bilious complaints, gall stone, and obstruction of the bowels."
Professor FRERICH.

By reason of an improved method of capton, by which dilution is avoided, FRIEDRICHSHALL WATER will be found now to be of considerably greater strength and efficacy than heretofore.

The ordinary dose is a large wineglassful (4 ounces), taken fasting. Most efficacious when mixed with an equal quantity of hot water.

NOTICE.
The larger Friedrichshall is taken the smaller is the quantity necessary to effect the purpose.—SIR HENRY THOMPSON.

USES.

1. As a salutary Aperient.
2. Against obstinate Constipation.
3. As a Corrective of Digestion.
4. In Congestion and Inflammation of the Bowels.
5. Against Bilious Disorders and Gall Stones.
6. In the successful treatment of Piles.
7. For the Prevention of Uric Acid, Gravel and Stone in the Bladder, and for the Cure of Gout.
8. A valuable Alterative and Purifier of the Blood, and an active Diuretic.
9. A potent agent against Scrofula.

Friedrichshall
MINERAL WATER.

SOLE PROPRIETORS,
C. OPPEL & CO.,
FRIEDRICHSHALL.

OPINIONS.

"The most suitable aperient for prolonged use."
Professor SEEGEN.

"A most powerful agent against scrofula."
Professor LOESCHNER.

"After twenty years' use I appreciate it as highly as ever."
Professor VIRCHOW.

"A highly efficient alterative, correcting disorders of the blood."
LONDON MEDICAL RECORD.

By reason of an improved method of capton, by which dilution is avoided, FRIEDRICHSHALL WATER will be found now to be of considerably greater strength and efficacy than heretofore.

The ordinary dose is a large wineglassful (4 ounces), taken fasting. Most efficacious when mixed with an equal quantity of hot water.

NOTICE.
The larger Friedrichshall is taken the smaller is the quantity necessary to effect the purpose.—SIR HENRY THOMPSON.

Friedrichshall Mineral Water - #230, The Apollinaris Company
England, 1888



King of the Valley Liniment - #286, Thomas Witteycombe Jr Oregon, 1890

DR. HENLEY'S,

DANDELION

TONIC.

FOR ROUSING THE

TORPID LIVER.

Label No 2.

consists of a piece of plain white paper, without border on which is printed the following words.

Formula

ex Extract Dandelion

Podophyllin

Cassia Bark

Cardamom Seed

Wild Cherry Bark

Att. Sig.

Take a small wine glassful

three times a day.

Prepared by

Dr. H. Henley.

Dr. Henley's Dandelion Tonic - #88, Hodge, Davis and Company Oregon, 1881

The above Trade Mark or Brand, designated as Exhibit A,
it is my intention to place on bottles, cases or packages
containing medicines manufactured and sold by me.
The following Trade Mark or Brand it is my desire
and purpose to use in connection with the foregoing
and will also be placed on bottles, cases or packages
containing medicines as above: to wit:

CELERY, BEEF & IRON

IS FOOD FOR SUCH MEN AS

WEBSTER, SHAKESPEARE AND BYRON,

TO RESIST THE STRAIN

UPON THE BRAIN,

AND FURNISH NERVES LIKE THREADS OF IRON.

An effective combination of CELERY, a splendid new tonic; BEEF, a great builder up of the System; and IRON, the greatest invigorator of the Blood known; all combined with CONDENSED WINE, the most remarkable discovery of the age.

DIRECTIONS:

A WINEGLASSFUL THREE TIMES A DAY.

HODGE, DAVIS & CO., Sole Agents.

These Trade Marks or Brands are used only by myself and I hereby claim
the exclusive use, ownership and control of the same within the limits
of the State of Oregon. Witness my hand and seal, Done at Portland.

This 12th day of May A. D. 1883.

D. H. Hodge [Seal]

Celery, Beef and Iron - #134, Hodge, Davis and Company
Oregon, 1883

THE GREAT YAQUIS

A Guaranteed CURE
FOR

RHEUMATISM

WHETHER

ACUTE, CHRONIC,
SCIATIC, NEURALGIC

OR

INFLAMMATORY

50c a Bottle.



PREPARED FROM PURE
RATTLESNAKE OIL.

THE ONLY COMPANY IN
THE UNITED STATES
THAT MAKES THE
GENUINE
ARTICLE.

50c a Bottle.

SNAKE-OIL LINIMENT

RELIEVES INSTANTANEOUSLY

AND CURES HEADACHE, NEURALGIA, TOOTHACHE, EARACHE, BACKACHE,
SWELLINGS, SPRAINS, SORE CHEST, SWELLING of the THROAT, CONTRACTED CORDS
and MUSCLES, STIFF JOINTS, WRENCHES, DISLOCATIONS, CUTS and BRUISES.

It Quickly takes out the Soreness and Inflammation from Corns, Bunions, Insect and Reptile Bites.

The best External Preparation for BYCICLISTS and ATHLETES. It makes the Muscles supple
and Relaxes the Cords. Loosens the Joints and gives a feeling of Freshness and Vigor to the whole System.

SNAKE-OIL LINIMENT CURES ALL ACHES AND PAINS.

If you are suffering from Rheumatism, ALWAYS take LA-CAS-KA internally for the Blood and
use SNAKE-OIL LINIMENT externally. When used together we GUARANTEE A CURE in every
instance or MONEY REFUNDED.

If You Are Afflicted With DEAFNESS

Get Our Specially Prepared

PURE Rattlesnake Oil

WHAT A PROMINENT BUTCHER OF COTTAGE GROVE, OREGON, SAYS


The Yaquis Medicine Co., Dear Sirs:—Please send me by express, C. O. D., two bottles of your Rattlesnake Oil Liniment.
I have used one bottle of the La-Cas-Ka and one of the Liniment and am nearly cured of my rheumatism. It did me more
good than anything I have ever used. I want to keep a supply always on hand. Yours resp'y,

W. H. BEADLE

THE YAQUIS MEDICINE COMPANY

SAN FRANCISCO, CAL.

PORTLAND, OREGON.

Oregon Chemical Co. 
424 Wash'n St. Portland, Oregon.

The Great Yaquis Snake Oil Liniment - #765, George Forgler & W. J. Brown
Oregon, 1903

THE GREAT YAQUIS COUGH CURE

Everybody's Cough Cure! Your Money Refunded if it Does Not Cure!

STOPS A COUGH IN ONE DOSE

CURES A COLD IN FROM 1 TO 2 DAYS

A SPECIFIC FOR LA-GRIPPE

READ THIS FROM A MOTHER.

PORTLAND, ORE., Dec., 10, 1900.

THE YAQUIS MEDICINE Co., City.

Dear Sirs:—Your Cough Cure saved my two children from choking to death with the croup. I never had anything before that acted so quick and sure. I shall never be without it in the house. Yours respectfully,

Mrs. C. WHITTAKER.

We claim that this **COUGH CURE** is superior to any other similar preparation on the market today. **IT CURES** where others pretend to cure and ultimately fail. It contains nothing detrimental or injurious to the system. Can be given to the infant as well as to the aged, and is recommended by Physicians and Druggists everywhere as

The Best Cough Cure for Everybody!

It will stop a **COUGH** at once, and cures **COLDS, CONSUMPTION, ASTHMA, BRONCHITIS, TICKLING** in the **THROAT**, and all **THROAT and LUNG Troubles**; Prevents **PNEUMONIA**, and the First Stages of **CONSUMPTION**. It never fails to cure any case of **CROUP** or **WHOOPIING COUGH**. Try it and be convinced.

PRICE 25c AND 50c A BOTTLE.

The 50-cent size contains 3 times as much.

For Sale at All Drug Stores and Dealers in Drugs and Medicines

THE YAQUIS MEDICINE COMPANY

Laboratory No. 424 Washington St. - - - Portland, Oregon.

La-Cas-Ka The Yaquis Blood and Nerve Tonic - #766, The Yaquis Medicine Company
Oregon, 1903

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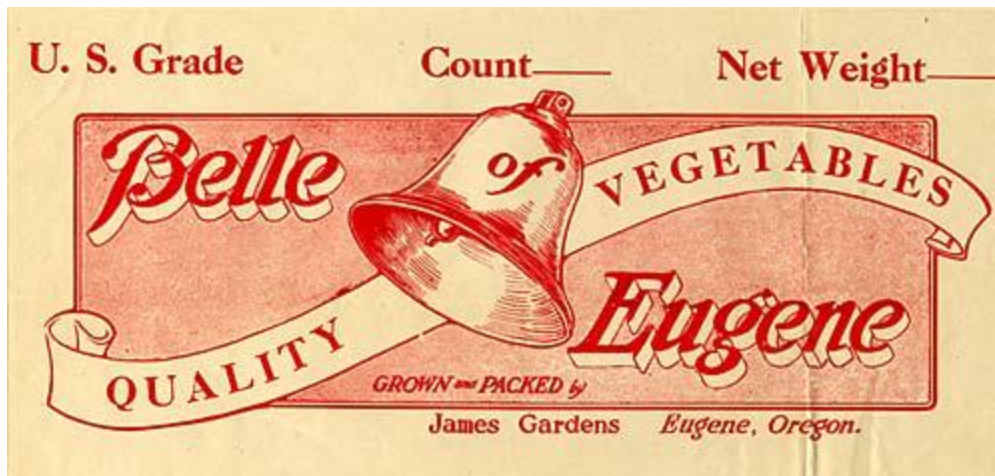
Produce Trademark Gallery



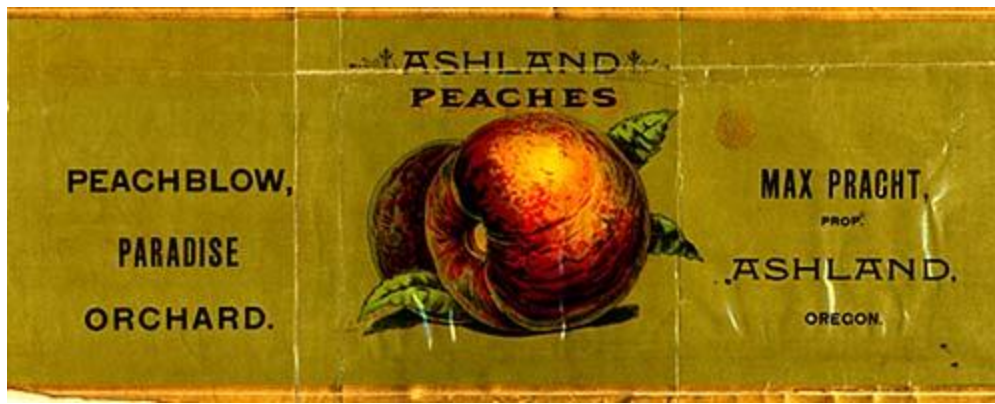
Aer-O Brand Pears - #1306, Tacoma Grocery Company, Washington, 1910



Orego Peaches - #1656, Mason Ehrman & Company, Oregon, 1914



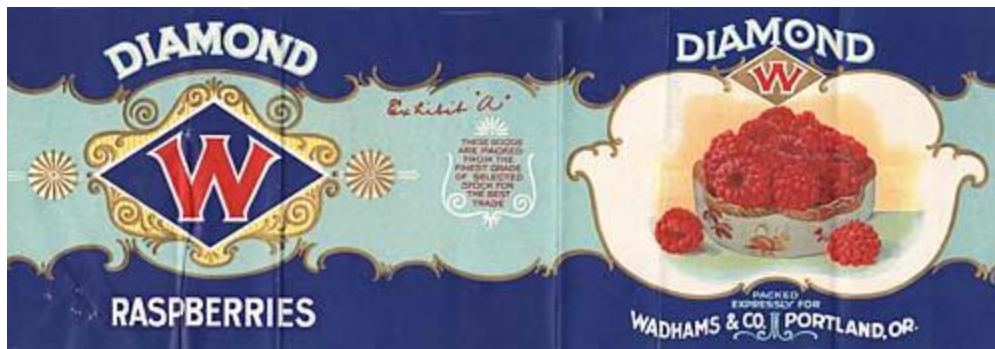
Belle of Eugene Quality Vegetables - #4002, James Gardens, Oregon, 1936



Ashland Peaches - #384, Max Pracht, Prop., Oregon, 1893



Northern Pacific Cannery, Fresh Tomatoes - #214, E. Shannon, Oregon, 1885



Diamond Raspberries - #648, Wadhams & Company, Inc., 1901



Beaver Brand Pears - #269, The Oregon Packing Company, Oregon, 1889



The Pride of Oregon Strawberries - #430, The Wallace Cannery, Oregon, 1895



Standby Brand Apples - #3796, Pacific Fruit & Produce Company, Washington, 1935



Beaver Brand Oregon Prunes - #1207, H.S. Gile & Company, Oregon, 1909

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Produce

Pears, apples, and peaches came to the Oregon Country in 1847, with cuttings brought overland by Henderson Luelling and seeds by Joseph Geer. Luelling started a nursery at Milwaukie and in the early 1850s started selling the fruit in Portland. His first box of fruit brought a profit of \$75, and single apples brought as much as \$5. In the 1870s, Fendel Sutherlin planted the first large pear orchard in southern Oregon and in 1885 J. H. Stewart began large-scale commercial pear growing in the Rogue River Valley.

Asa Lovejoy pioneered commercial fruit, berry and vegetable canning in the 1870s, north of Oregon City. Many trademarks for Northwest produce are filed with the Secretary of State.



Oregon Coast Cranberries - #4013, Kaye J. Howard, Hauser, Oregon, 1936

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Oregon Secretary of State

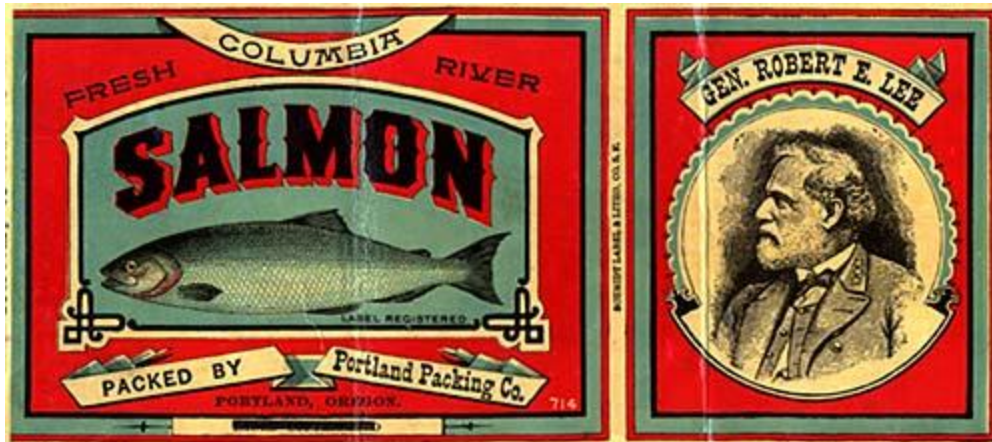
Salmon Trademark Gallery



Gen. U. S. Grant Brand Salmon - #356, Portland Packing Company, Oregon, 1892



Cape Arago Brand Salmon - #480, Oregon Southern Packing Company, Oregon, 1897



Gen. Robert E. Lee Brand Salmon - #357, Portland Packing Company, Oregon, 1892



Fishermen's Brand Salmon - #74, Fishermen's Packing Company, Oregon, 1881



Celilo Brand Salmon - #289, Celilo Salmon Fishery, Oregon, 1890



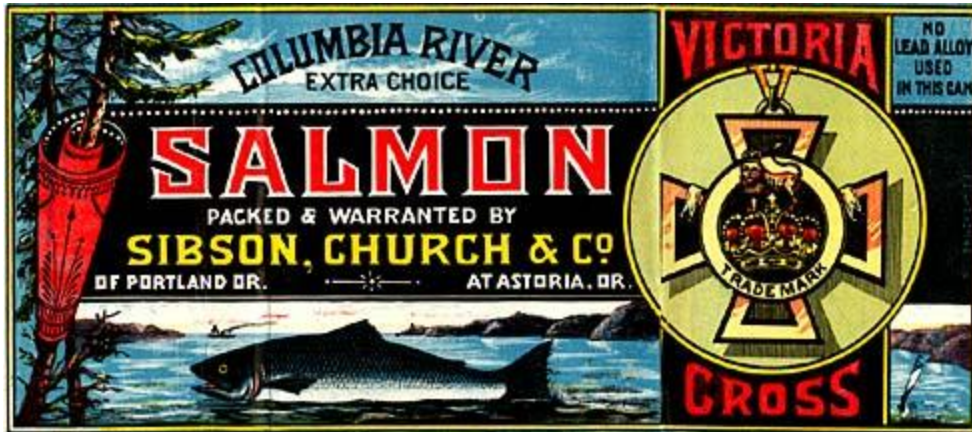
Forget Me Not Brand Salmon - #495, J. G. Megler & Company, Washington, 1897



Joseph Hume Photo Brand Salmon - #113, Joseph Hume, Washington Territory, 1882



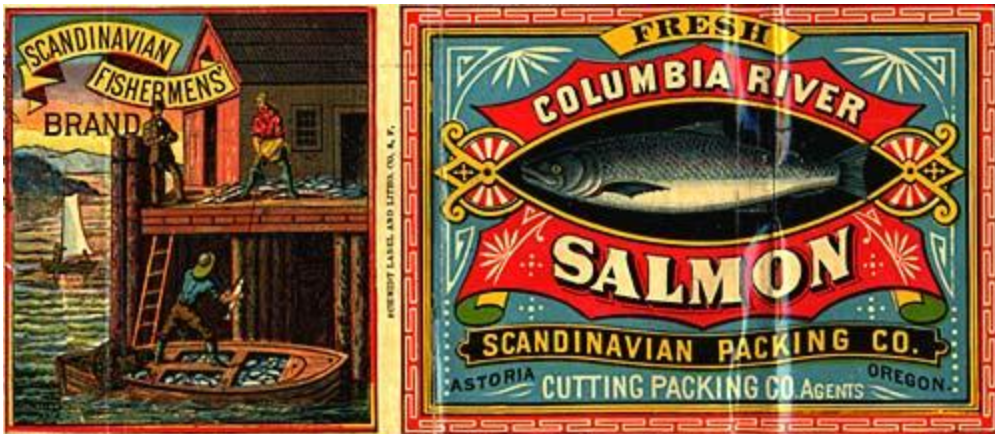
Columbia River Salmon - #246, Columbia Canning Company, Oregon, 1889



Victoria Cross Salmon - #177, Sibson, Church & Company, Oregon, 1885



Columbia River Salmon - #246, Seaside Packing Company, Oregon, 1889



Scandinavian Fishermens' Brand Salmon - #190, Scandinavian Packing Company, Oregon, 1885



Fresh Columbia River Salmon - #192, West Coast Packing Company, Oregon, 1886

This ends the Historical Oregon Trademark online exhibit. Some historic trademark images are available for purchase if they are older than 75 years and inactive, putting them in the public domain.

Salmon

At the end of the 19th century, when Oregon's salmon canning industry was in its prime, the canneries along the Columbia River used colorful labels to promote their own brands of canned salmon. With twenty-nine canneries operating in 1889, competition was extensive and the product was not unique, at least along the Lower Columbia River. The majority of the cannery labels date from 1880 to 1890 and were used by companies in Astoria. Other labels come from canneries in Coos County, Portland, Tillamook, Celilo in Wasco County and Anacortes, Washington.



White Star Brand Salmon - #188, White Star Packing Company, Oregon, 1885