



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Charles Baldwin White Trademark Collection

NMAH.AC.0182

Don Darroch

1986

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Charles Baldwin White Trademark Collection
Date:	1920-1940
Identifier:	NMAH.AC.0182
Creator:	White, John H., 1933- (Donor) White, Charles Baldwin (Collector)
Extent:	2 Cubic feet (6 boxes)
Language:	English .
Summary:	Clippings of trademarks, labels, and other images from pre-World War II magazines and newspapers.

Administrative Information

Acquisition Information

Collection donated by John H. White, November 14, 1985.

Processing Information

Collection processed by Don Darroch, 1986

Preferred Citation

Charles Baldwin White Trademark Collection, 1920-1940, Archives Center, National Museum of American History

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Scope and Contents

This collection consists of several thousand clippings of trade marks, labels, etc., taken from magazines and newspapers, and labels. Many of them are quite small and a very few have dates and sources noted on the reverse side. Most of them appear to have been clipped in the 1920-1940 period. They were classified by the collector on the basis of the insignia, symbol or design of the trademark (not the product or organization which it represents). Subgroups include living things (animals, humans, plants) represented, objects (architecture, clothing, etc.) and

symbols. Business and other organizations, trademarks are subdivided by industry or sector. Publications, including some of the U.S. Patent Office, which deal with trademarks are included.

Arrangement

The collection is divided into eight series

Series 1: Trademarks: Living Things

Series 2: Trademarks: Objects

Series 3: Trademarks: Symbols

Series 4: Trademarks: Business and Organizations

Series 5; Trademarks: Other Trademark Material

Series 6: Trademarks: Labels

Series 7; Trademarks: Publications

Series 8: Patent Office Gazette Material

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Patents
- Trademarks

Types of Materials:

- Advertisements
- Labels

Container Listing

Series 1: Trademarks: Living Things

Subseries 1.1: Animals

Box 1, Folder 1	Chickens
Box 1, Folder 2	Eagles
Box 1, Folder 3	Hawks, Owls, etc.
Box 1, Folder 4	Land (Pheasants, etc)
Box 1, Folder 5	Perching
Box 1, Folder 6	Stylized
Box 1, Folder 7	Water (Ducks and Geese)
Box 1, Folder 8	Water (other)
Box 1, Folder 9	Insects (arthropods)
Box 1, Folder 10	Bears
Box 1, Folder 11	Buffalo (bison)
Box 1, Folder 12	Camels
Box 1, Folder 13	Cats
Box 1, Folder 14	Cows, oxen, etc.
Box 1, Folder 15	Deer
Box 1, Folder 16	Dogs
Box 1, Folder 17	Elephants
Box 1, Folder 18	Hogs
Box 1, Folder 19	Horses

Box 1, Folder 20	Lions
Box 1, Folder 21	Mammals, general
Box 1, Folder 22	Mammals, mythical
Box 1, Folder 23	Rodents
Box 1, Folder 24	Sheep and goats
Box 1, Folder 25	Tigers and Large Cats
Box 1, Folder 26	Fish
Box 1, Folder 27	Mammals
Box 1, Folder 28	Shellfish
Box 1, Folder 29	Amphibians
Box 1, Folder 30	Reptiles
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	Humans
Box 1, Folder 31	Babies
Box 1, Folder 32	Children
Box 1, Folder 33	Old age
Box 1, Folder 34	Youth
Box 1, Folder 35	Bones
Box 1, Folder 36	Feet and Legs
Box 1, Folder 37	Hands and Arms
Box 1, Folder 38	Heads
Box 1, Folder 39	Silhouettes
Box 1, Folder 40	Knights (mounted)
Box 1, Folder 41	Knights (not mounted)

Box 1, Folder 42	Soldiers
Box 1, Folder 43	Warriors and "Cops"
Box 1, Folder 44	Academic, Clergy
Box 1, Folder 45	Artisans
Box 1, Folder 46	Farming People
Box 1, Folder 47	Fashionable
Box 1, Folder 48	Laborer
Box 1, Folder 49	Performers
Box 1, Folder 50	Royalty Conventional
Box 1, Folder 51	Sailors and Seamen
Box 1, Folder 52	Servants
Box 1	Domestic
Box 1, Folder 54	Labor
Box 1, Folder 55	Salesmen, Delivery
Box 1, Folder 56	Trades, Crafts, Professions
Box 1, Folder 57	Horsemen
Box 1, Folder 58	miscellaneous
Box 1, Folder 59	Social
Box 1, Folder 60	Sports
Box 1, Folder 61	Allegorical
Box 1, Folder 62	Deities; Biblical, Saints, Witches
Box 1, Folder 63	Devils
Box 1, Folder 64	Fairies, Gromes
Box 1, Folder 65	Fiction

Box 1, Folder 66	Mythology, Legend
Box 2, Folder 67	Fabricated figures
Box 2, Folder 68	Miscellaneous
Box 2, Folder 69	Original figures
Box 2, Folder 70	Photographic: picture of manufacturer
Box 2, Folder 71	Heads of Indians
Box 2, Folder 72	Motif
Box 2, Folder 73	Shooting or sighting
Box 2, Folder 74	Other
Box 2, Folder 75	Black
Box 2, Folder 76	Colonial and Revolutionary
Box 2, Folder 77	Dutch
Box 2, Folder 78	Great Britain
Box 2, Folder 79	Oriental
Box 2, Folder 80	Quakers
Box 2, Folder 81	Other Foreign

Subseries 1.3: Plant Life

Box 2, Folder 82	Blossoms
Box 2, Folder 83	Fruits and Vegetables
Box 2, Folder 84	Leaves
Box 2, Folder 85	Nuts and Grains

Box 2, Folder 86

Trees and Logs

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Series 2: Trademarks: Objects

Subseries 2.1: Civilization

Box 2, Folder 87	Ancient; Greece, etc.
Box 2, Folder 88	Architectural elements
Box 2, Folder 89	Castles, Forts, Cabins
Box 2, Folder 90	Cathedrals and Oriental
Box 2, Folder 91	Engineering construction
Box 2, Folder 92	Factories, mills
Box 2, Folder 93	Famous buildings
Box 2, Folder 94	House as motif
Box 2, Folder 95	Lighthouses
Box 2, Folder 96	Parts of buildings
Box 2, Folder 97	Single buildings Commercial
Box 2, Folder 98	Single buildings domes and inns
Box 2, Folder 99	Skyline or groups
Box 2, Folder 100	[Windmills?]
Box 2, Folder 101	Paintings
Box 2, Folder 102	Sculpture
Box 2, Folder 103	Armor
Box 2, Folder 104	Clothing and accessories
Box 2, Folder 105	Crowns
Box 2, Folder 106	Masks etc.
Box 2, Folder 107	Household supplies

Box 2, Folder 108	Fastenings, cordage, etc.
Box 2, Folder 109	Containers
Box 2, Folder 110	Fireside
Box 2, Folder 111	Furniture and furnishings
Box 2, Folder 112	Lamps, lanterns, and torches
Box 2, Folder 113	Utensils
Box 2, Folder 114	Apparatus laboratory
Box 2, Folder 115	Arrowheads
Box 2, Folder 116	Instruments of war
Box 2, Folder 117	Keys and locks
Box 2, Folder 118	Machine parts and gears
Box 2, Folder 119	Machines, other
Box 2, Folder 120	Tools, painting and drawing
Box 2, Folder 121	Tools, other
Box 2, Folder 122	Instruments bells
Box 2, Folder 123	Instruments indicating
Box 2, Folder 124	Instruments musical
Box 2, Folder 125	Instruments optical and phonic
Box 2, Folder 126	Materials (building)
Box 2, Folder 127	Games and toys
Box 2, Folder 128	Other
Box 2, Folder 129	Fore and aft
Box 2, Folder 130	Motif of ship
Box 2, Folder 131	Nautical accessories

Box 2, Folder 132	Powerdriven
Box 2, Folder 133	Square rig clippers
Box 2, Folder 134	Square rig galleon and ship
Box 2, Folder 135	Viking and others
Box 2, Folder 136	Airplanes
Box 2, Folder 137	Mixed conveyances and parts
Box 2, Folder 138	Railroad and trains
Box 2, Folder 139	Vehicles

Subseries 2.2: Cosmos

Box 3, Folder 140	Less than USA
Box 3, Folder 141	USA North America
Box 3, Folder 142	Foreign (international)
Box 3, Folder 143	Double spheres
Box 3, Folder 144	Single spheres
Box 3, Folder 145	Geological formations
Box 3, Folder 146	Landscapes
Box 3, Folder 147	Minerals
Box 3, Folder 148	Mountains
Box 3, Folder 149	Fire and flame
Box 3, Folder 150	Other
Box 3, Folder 151	Constellations
Box 3, Folder 152	Moon Motif
Box 3, Folder 153	Star Motif

Box 3, Folder 154	Sun (on horizon)
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Box 3, Folder 155	Sun (in sky)
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Series 3: Trademarks: symbols

Box 3, Folder 156	General
Box 3, Folder 157	Ciphers
Box 3, Folder 160	Pictures; grams
Box 3, Folder 161	Separated and repeated letters
Box 3, Folder 162	Single letters
Box 3, Folder 163	Shape, grams
Box 3, Folder 164	Graphic lettering historic (modern)
Box 3, Folder 165	Graphic lettering (Old English)
Box 3, Folder 166	Graphic lettering (old Fashioned)
Box 3, Folder 167	Graphic lettering (oriental letters)
Box 3, Folder 168	Graphic lettering
Box 3, Folder 169	Graphic lettering of materials (of materials)
Box 3, Folder 170	Graphic lettering (stenciled)
Box 3, Folder 171	Graphic lettering (streamlined)
Box 3, Folder 172	Graphic lettering (bizarre letters)
Box 3, Folder 173	Graphic lettering (embellished)
Box 3, Folder 174	Graphic lettering (plain lettering)
Box 3, Folder 175	Graphic lettering (semi script)
Box 3, Folder 176	Graphic lettering (script
Box 3, Folder 177	Graphic lettering (signatures)
Box 3, Folder 178	Graphic lettering (wood units)
Box 3, Folder 179	Heraldic Shield

Box 3, Folder 180	Heraldic Shield (shield chevron)
Box 3, Folder 181	Heraldic Shield (shield tesse or H Bands)
Box 3, Folder 182	Heraldic Shield (shield, 1/2 or 2/4)
Box 3, Folder 183	Heraldic Shield (shield quartered)
Box 3, Folder 184	Heraldic Shield (shield miscellaneous)
Box 3, Folder 185	Heraldic Shield (shield supported)
Box 3, Folder 186	Arrow
Box 3, Folder 187	Marks, glyphs, symbols
Box 3, Folder 188	Silver and China marks
Box 3, Folder 189	Block and outline figures (modern)
Box 3, Folder 190	Other
Box 3, Folder 192	Old fashioned
Box 3, Folder 193	Patriotic
Box 3, Folder 194	Pictures of packages
Box 3, Folder 195	Radiation electric and radio
Box 3, Folder 196	Radiation other
Box 3, Folder 197	Badges, ribbons, etc.
Box 3, Folder 198	Coins, medals
Box 4, Folder 199	Relief other shapes
Box 4, Folder 200	Seals in relief
Box 4, Folder 201	Seals shape only
Box 4, Folder 202	Stamps, bonds, etc.
Box 4, Folder 203	circle bar across
Box 4, Folder 204	Circle illustrations within

Box 4, Folder 205	Circle lettering withing
Box 4, Folder 206	Circle solid and rings
Box 4, Folder 207	Ellipses
Box 4, Folder 208	Heart, spade club
Box 4, Folder 209	lobed forms
Box 4, Folder 210	Miscellaneous
Box 4, Folder 211	Crosses
Box 4, Folder 212	Keystones
Box 4, Folder 213	Triangles
Box 4, Folder 214	Quadrilateral 90 degree
Box 4, Folder 215	Oblique
Box 4, Folder 216	Polygons
Box 4, Folder 217	Other
Box 4, Folder 219	Clever and original
	Watermarks

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Series 4: Business and organizations

Box 4, Folder 220

Box 4, Folder 221	Automotive/aircraft
Box 4, Folder 222	Banks
Box 4, Folder 223	Insurance (one copy only)
Box 4, Folder 225	Insurance (duplicates filed under "pictorial")
Box 4, Folder 226	Petroleum
Box 4, Folder 227	Pulp or paper
Box 4, Folder 228	Magazines
Box 4, Folder 229	Newspapers
Box 4, Folder 230	Book dealers
Box 4, Folder 231	Fine editions
Box 4, Folder 232	Foreign presses
Box 4, Folder 233	Local presses
Box 4, Folder 234	Music and Art
Box 4, Folder 235	Publishers (important)
Box 4, Folder 236	Publishers (other)
Box 4, Folder 237	Religious
Box 4, Folder 238	Series Books
Box 4, Folder 239	Societies who publish
Box 4, Folder 240	Specialized
Box 4, Folder 241	University presses
Box 4, Folder 242	Airlines
Box 4, Folder 243	Bus and taxi systems

Box 4, Folder 244	Railroads
Box 5, Folder 245	Steamship lines
Box 5, Folder 246	Tourist agencies and organizations
Box 5, Folder 247	Educational
Box 5, Folder 248	Governmental Seals
Box 5, Folder 249	Institutes of Standards
Box 5, Folder 250	Societies and clubs
	Trade associations

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Series 5: Trademarks: Other Trademark material

Box 5, Folder 251

Box 5, Folder 252	Oversize and groups
Box 5, Folder 253	Notes and clippings
Box 5, Folder 254	Publication excerpts
Box 5, Folder 255	Miscellaneous
Box 5, Folder 256	Designs (column headings)
	Designs (other)

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Series 6: Trademarks: Labels

Box 5, Folder 257

Box 5, Folder 258	Fruits (tissue)
Box 5, Folder 259	Hard Liquor
Box 5, Folder 260	Liquor (tinfoil)
Box 5, Folder 261	Liquor (picture of label or bottle)
Box 5, Folder 262	Beer (3.2%)
Box 5, Folder 263	Cigar Box
Box 5, Folder 264	Tissue, wax and tinfoil
	other

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Series 7: Trademarks: Publications

Box 6, Folder 265

Box 6, Folder 266	American Fire Marks
Box 6, Folder 267	An Epitome of Useful Information
Box 6, Folder 268	Bulletin of the U.S. Trademark Association (2 copies: April 1935; July 1935)
Box 6, Folder 269	New Jersey Potteries, 1685 1876
Box 6, Folder 270	The Adventures of Ceresota
Box 6, Folder 271	The Aunt Jemina Trade Mark
Box 6, Folder 272	The Story of the 40 Fathom Fish
Box 6, Folder 273	Thirty one Trade mark Bulletin (excerpt)
Box 6, Folder 274	Thirty one Trade mark Bulletin (excerpt)
	Trade marks: Trade names; unfair competition (June 1925)

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Series 8: Patent office Gazette Material

Box 6, Folder 275

Box 6, Folder 276 P.O. Gazette clippings

Box 6 Clippings from old books at library

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