CHARLES BALDWIN WHITE TRADEMARK COLLECTION, ca. 1920-1940
(2 cubic feet; 6 DB)

Scope and Content

This collection consists of several thousand clippings of trade-marks, labels, etc., taken from magazines and newspapers, labels etc. 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.

Provenance

The collection was donated on November 14, 1985 to NMAH by John fi. white of Naples, Florida, and East Orleans, Massachusetts. His relationship to the compiler of this collection is unknown.

Don Darroch, January, 1986

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
CHARLES BALDWIN WHITE TRADEMARK COLLECTION,
undated; circa 1920-1940
(2 cubic feet; 6 DB)

Box   Folder

 Series 1: Trademarks: Living Things

 Subseries 1: Animals

 Birds

1 Chickens
2 Eagles
3 Hawks, Owls, etc.
4 Land (Pheasants, etc)
5 Perching
6 Stylized
7 Water (Ducks and Geese)
8 Water (other)
9 Insects (anthropods)

 Mammals

10 Bears
11 Buffalo (bison)
12 Camels
13 Cats
14 Cows, oxen, etc.
15 Deer
16 Dogs

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<table>
<thead>
<tr>
<th></th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Elephants</td>
</tr>
<tr>
<td>18</td>
<td>Hogs</td>
</tr>
<tr>
<td>19</td>
<td>Horses</td>
</tr>
<tr>
<td>20</td>
<td>Lions</td>
</tr>
<tr>
<td>21</td>
<td>Mammals, general</td>
</tr>
<tr>
<td>22</td>
<td>Mammals, mythical</td>
</tr>
<tr>
<td>23</td>
<td>Rodents</td>
</tr>
<tr>
<td>24</td>
<td>Sheep and goats</td>
</tr>
<tr>
<td>25</td>
<td>Tigers and Large Cats</td>
</tr>
</tbody>
</table>
Marine Animals
26 Fish
27 Mammals
28 Shellfish

Reptiles and Amphibians
29 Amphibians
30 Reptiles

Subseries 2: Humans

Age
31 Babies
32 Children
33 Old age
34 Youth

Anatomy
35 Bones
36 Feet and Legs
37 Hands and Arms
38 Heads
39 Silhouettes

Classes (Military)
40 Knights (mounted)
41 Knights (not mounted)
42 Soldiers
43 Warriors and "Cops"

classes (other)
44 Academic, Clergy
45 Artisans
46 Farming People
47 Fashionable
48 Laborer

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49 Performers
50 Royalty-Conventional
51 Sailors and Seamen
52 Servants

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### In Action (Occupations)

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>53</td>
<td>Domestic</td>
</tr>
<tr>
<td>54</td>
<td>Labor</td>
</tr>
<tr>
<td>55</td>
<td>Salesmen, Delivery</td>
</tr>
<tr>
<td>56</td>
<td>Trades, Crafts, Professions</td>
</tr>
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</table>

### In Action (Recreation)

<table>
<thead>
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<tbody>
<tr>
<td>57</td>
<td>Horsemen</td>
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<tr>
<td>58</td>
<td>miscellaneous</td>
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<tr>
<td>59</td>
<td>Social</td>
</tr>
<tr>
<td>60</td>
<td>Sports</td>
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### Fictitious

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<tbody>
<tr>
<td>61</td>
<td>Allegorical</td>
</tr>
<tr>
<td>62</td>
<td>Deities; Biblical, Saints, Witches</td>
</tr>
<tr>
<td>63</td>
<td>Devils</td>
</tr>
<tr>
<td>64</td>
<td>Fairies, Gromes</td>
</tr>
<tr>
<td>65</td>
<td>Fiction</td>
</tr>
<tr>
<td>66</td>
<td>Mythology, Legend</td>
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</tbody>
</table>

### General

<table>
<thead>
<tr>
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<tr>
<td>67</td>
<td>Fabricated figures</td>
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<tr>
<td>68</td>
<td>Miscellaneous</td>
</tr>
<tr>
<td>69</td>
<td>Original figures</td>
</tr>
<tr>
<td>70</td>
<td>Photographic: picture of manufacturer</td>
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</table>

### Racial (Indians)

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>71</td>
<td>Heads of Indians</td>
</tr>
<tr>
<td>72</td>
<td>Motif</td>
</tr>
<tr>
<td>73</td>
<td>Shooting or sighting</td>
</tr>
<tr>
<td>74</td>
<td>Other</td>
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</table>

### Racial and Ethnic

<table>
<thead>
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<tbody>
<tr>
<td>75</td>
<td>Black</td>
</tr>
<tr>
<td>76</td>
<td>Colonial and Revolutionary</td>
</tr>
<tr>
<td>77</td>
<td>Dutch</td>
</tr>
</tbody>
</table>

*For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270*
78 Great Britain
79 Oriental
80 Quakers
81 Other Foreign

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Subseries 3: Plant Life

82  Blossoms
83  Fruits and Vegetables
84  Leaves
85  Nuts and Grains
86  Trees and Logs

Series 2 Trademarks: Objects

Subseries 1: Civilization

Architecture

87  Ancient; Greece, etc.
88  Architectural elements
89  Castles, Forts, Cabins
90  Cathedrals and Oriental
91  Engineering construction
92  Factories, mills
93  Famous buildings
94  House as motif
95  Lighthouses
96  Parts of buildings
97  Single buildings - Commercial
98  Single buildings - domes and inns
99  Skyline or groups
100  14mdmills

Art

101  Paintings,
102  Sculpture

Clothing

103  Armor
104  Clothing and accessories
105  Crowns
106  Masks etc.

Equipment

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107  Household supplies
108  Fastenings, cordage, etc.
    Furnishing

109  Containers

4.
110  Fireside
III  Furniture and furnishings
112  Lamps, lanterns, and torches
113  Utensils

Instruments (of means)

114  Apparatus - laboratory
115  Arrowheads
116  Instruments of war
117  Keys and locks
118  Machine parts and gears
119  Machines, other
120  Tools, painting and drawing
121  Tools, other

Instruments (of senses)

122  Instruments - bells
123  - indicating
124  - musical
125  - optical and phonic

126  Materials (building)

Recreation

127  Games and toys
128  other

Transportation (ships, etc.)

129  Fore and aft
130  Motif of ship
131  Nautical accessories
132  Powerdriven
133  Square rig-clippers
134  Square rig-galleon and ship
135  Viking and others

Transportation (other)

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136  Airplanes
137  Mixed conveyances and parts
138  Railroad and trains
139  vehicles

Subseries 2: Cosmos

140  Less than USA
      5.
141  USA-North America
142  Foreign (international)

Cartography (Spheres)
143  Double spheres
144  Single spheres

Geology
145  Geological formations
146  Landscapes
147  Minerals
148  Mountains

Elements
149  Fire and flame
150  Other

Heavens
151  Constellations
152  Moon Motif
153  Star Motif
154  Sun (on horizon)
155  Sun (in sky)

Series 3: Trademarks: symbols

Display
156  General
157  Ciphers
158  Monographs
159  Music and numerals
160  Pictures; grams
161  Separated and repeated letters
162  Single letters
163  Shape, grams
164  Graphic lettering historic (modern)
165  (Old English)

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<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>166</td>
<td>(old Fashioned)</td>
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<tr>
<td>167</td>
<td>(oriental letters)</td>
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<tr>
<td>168</td>
<td></td>
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<tr>
<td>169</td>
<td>Graphic lettering of materials (of materials) (stenciled)</td>
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<tr>
<td>170</td>
<td></td>
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<tr>
<td>171</td>
<td>(streamlined)</td>
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<tr>
<td>172</td>
<td>Graphic Script (bizarre letters) (embellished)</td>
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<tr>
<td>173</td>
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6.
<table>
<thead>
<tr>
<th>Page</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>174</td>
<td>(plain lettering)</td>
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<tr>
<td>175</td>
<td>(semi script)</td>
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<td>176</td>
<td>(script)</td>
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<tr>
<td>177</td>
<td>(signatures)</td>
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<tr>
<td>178</td>
<td>(wood units)</td>
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<tr>
<td>179</td>
<td>Heraldic Shield</td>
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<tr>
<td>180</td>
<td>(shield chevron)</td>
</tr>
<tr>
<td>181</td>
<td>(shield-tesse or H-Bands)</td>
</tr>
<tr>
<td>182</td>
<td>n (shield, 1/2 or 2/4)</td>
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<tr>
<td>183</td>
<td>(shield quartered)</td>
</tr>
<tr>
<td>184</td>
<td>(shield miscellaneous)</td>
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<tr>
<td>185</td>
<td>(shield supported)</td>
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</table>

Marks - motif

<table>
<thead>
<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>186</td>
<td>Arrow</td>
</tr>
<tr>
<td>187</td>
<td>Marks, glyphs, symbols</td>
</tr>
<tr>
<td>188</td>
<td>Silver and China marks</td>
</tr>
<tr>
<td>189</td>
<td>Block and outline figures (modern)</td>
</tr>
<tr>
<td>190</td>
<td>n n (other)</td>
</tr>
<tr>
<td>191</td>
<td>Old-fashioned</td>
</tr>
<tr>
<td>192</td>
<td>Patriotic</td>
</tr>
<tr>
<td>193</td>
<td>Pictures of packages</td>
</tr>
<tr>
<td>194</td>
<td>Radiation-electric and radio</td>
</tr>
<tr>
<td>195</td>
<td>Radiation-other</td>
</tr>
</tbody>
</table>

Relief-Seal

<table>
<thead>
<tr>
<th>Page</th>
<th>Description</th>
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<tbody>
<tr>
<td>196</td>
<td>Badges, ribbons, etc.</td>
</tr>
<tr>
<td>197</td>
<td>Coins, medals</td>
</tr>
<tr>
<td>198</td>
<td>Relief-other shapes</td>
</tr>
<tr>
<td>199</td>
<td>Seals in relief</td>
</tr>
<tr>
<td>200</td>
<td>Seals-shape only</td>
</tr>
<tr>
<td>201</td>
<td>Stamps, bonds, etc.</td>
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</tbody>
</table>

Shapes-Curvilinear

<table>
<thead>
<tr>
<th>Page</th>
<th>Description</th>
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<tbody>
<tr>
<td>202</td>
<td>circle-bar across</td>
</tr>
<tr>
<td>203</td>
<td>Circle-illustrations within</td>
</tr>
<tr>
<td>204</td>
<td>Circle-lettering withing</td>
</tr>
<tr>
<td>205</td>
<td>Circle-solid and rings</td>
</tr>
<tr>
<td>206</td>
<td>Ellipses</td>
</tr>
</tbody>
</table>

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207  Heart, spade club
208  lobed forms
209  Miscellaneous
     Shapes-Rectilinear
210  Crosses
211  Keystones

7.
212  Triangles
213  Quadrilateral-90 degree
214 -Oblique
215  Polygons
216  other

Other Symbols

217  Clever and original
218  Foreign Trademarks
219  Watermarks

Series 4: Trademarks: Business and organizations

Business-Industries

220  Automotive/aircraft
221  Banks
222  Insurance (one copy only)
223  Insurance (duplicates filed under "pictorial")
224  Liquor
225  Petroleum
226  Pulp or paper

Business-Periodicals

227  Magazines
228  Newspapers

Business-Printers/publishers 'Colophons'

229  Book dealers
230  Fine editions
231  Foreign presses
232  Local presses
233  Music and Art
234  Publishers (important)
235  Publishers (other)
236  Religious
237  "Series" Books
238  Societies who publish
239  Specialized

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240  University presses

Travel Lines
241  Airlines
242  Bus and taxi systems
243  Railroads
244  Steamship lines
245  Tourist agencies

8.
organizations

246 Educational
247 Governmental Seals
248 Institutes of Standards
249 Societies and clubs
250 Trade associations

Series 5: Trademarks: Other Trademark material

251 Oversize and groups
252 Notes and clippings
253 Publication excerpts
254 Miscellaneous
255 Designs (column headings)
256 Designs (other)

Series 6: Trademarks: Labels

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

Series 7: Trademarks: Publications

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

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Series 8: Patent office Gazette Material, etc.

275     P.O. Gazette clippings
276     Clippings from old books at library

Don Darroch, January, 1986

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