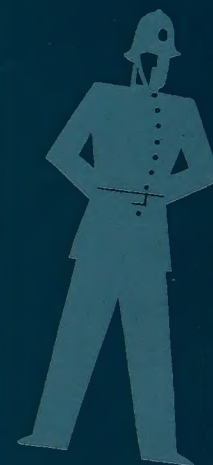


# of the 1920s & 1930s

by John Mendenhall





# BRITISH TRADEMARKS of the 1920s & 1930s

The trademarks in this collection represent some of the finest graphic design to emanate from Britain between the wars. Author John Mendenhall has gathered over 280 trademarks and logos from the archives of the British Library and categorized them by subject. From the carefree exuberance of the twenties to the back-to-work ethic of the thirties, these trademarks reflect the moods and successes of industry prior to World War II and the advent of diversified, multi-national conglomerates.

This book will serve as an inspiration for designers and commercial artists seeking source material beyond the abstract designs of the past twenty years and will fascinate anyone with its unique and often humorous glimpse back to a more innocent era in British life.

As time progresses and design once again reflects a more humanized approach to communication, these simple trademarks can act as guideposts to a new age of company and product identity.

# BRITISH TRADEMARKS of the 1920s & 1930s







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by John Mendenhall

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# Dedication

For Karl and Miriam







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# Introduction

The earliest British trademarks, dating from the 15th Century, were merchants' marks used in commerce and trade. Applied to articles offered for sale, these symbols generally consisted of a monogram or emblem, often combined with a visual pun of the individual's name. A variety of craftsmen, from stone mason to goldsmith, utilized these marks to authenticate the source of origin.

In the 1600s, as travelling merchants were replaced by fixed houses of trade, their marks of identification were substituted by shop signboards. At first these signs consisted of simple pictorial representations of the trade carried on within: a knife for a cutler or a hand for a glover. As time progressed and business became more competitive, the imagery became more complex. In 1803 a traveller wrote about London:

“As it is one of the secrets of the trade to attract the attention of that tide of people which is constantly ebbing and flowing in the streets, it may easily be conceived that great pains are taken to give a striking form to the signs and devices hanging out before their shops.”



1. Merchant mark for John Belton, English goldsmith, c. 1525.



2. Barley Mow tavern signboard from the 1700s.





3. 'Whistling Oyster,' a Drury Lane signboard illustration of 1820.



4. 'Trusty Servant' and 'Hog in Armour.' c. 1700.

In true competitive fashion, shops, inns and taverns consistently attempted to outdo their rivals, often with imaginative results. The *Cat in the Basket* signboard used by a merchant on the Thames actually consisted of a living cat hanging in a basket above the shop. It was quickly copied by other merchants, forcing the shop owner to label his as the *Original Cat in the Basket*. Humor and satire were typically an undercurrent, if not the intent, in many signboard designs. *The Hog in Armour*, *Puss in Boots* (later the *Jackass in Boots*) and the *Ape and Bagpipes* were all sign illustrations reflecting the humor of animals performing human actions or dressed in human garments.

Just as with merchants' marks, puns on a proprietor's name were commonplace, such as with a picture of a *Hand and Cock* for a shop owned by a Mr. Hancock. When a tobacconist named Farr used the advertising slogan "Finest Tobacco by Farr" on his tobacco papers and shop signboard, he was not only describing the quality of his tobacco but successfully expressing his tongue-in-cheek sense of humor. This unique British wit is a common theme throughout subsequent decades of trademark design.

The printed trade card, forerunner of today's business card, was popularized throughout the 19th Century. Besides carrying the name and address of the merchant, an advertising illustration similar to that used on signboards was incorporated into the design. Great progress was being made in manufacturing industries during the 1800s, and it was com-



mon at this time for many of these companies to develop some sort of identifying mark. Typically these were simply pictures of the product the industry produced, reflecting a thriving export trade to non-English speaking countries. The illustration was readily understood without typography. For the home market, ornamental lettering was added, often in conjunction with engraved borders of flowery decoration. While reflecting the high point of Victorian design, these trademarks were rarely remarkable.

As industry flourished, the need became apparent for a method of registering the identifying marks of a growing number of competing industries. The Trade Marks Act of 1875 initiated a system of registration whereby a manufacturer could make exclusive claim to marks appearing on mass-produced goods. These were published in the *Trade Marks Journal*, which has appeared regularly since May 3, 1876.

With the rise in popularity of packaged goods in retail trade, entire label designs were often registered as trademarks to prevent copying by competitors. Many were labels for patent medicines and food, bearing the signature of a real (or presumably real) individual who attested to the product's authenticity. This use of hand-rendered typography as a unique identifying mark for a company or product has become a traditional device in trademark design.

Interestingly, some of the labels which appeared in the first volume of the *Trade Marks Journal* are for goods still in use

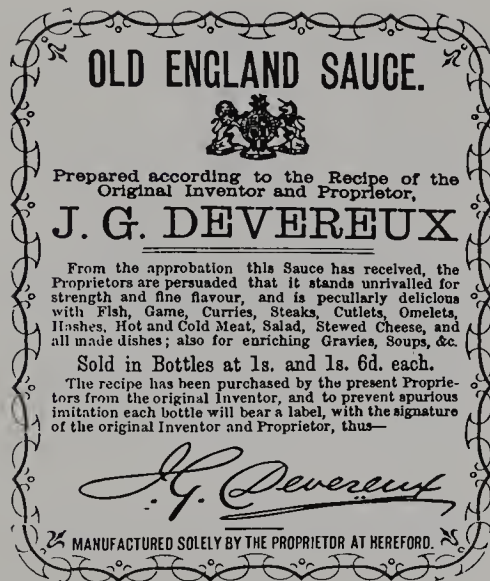


5. Trade card for a cap maker, c. 1740.



6. Typical of Victorian era design is this trademark for 'World Wide' flexible metal window cleaner.





7. A label for 'Old England Sauce,' registered as a trademark and bearing the signature of its inventor and original proprietor to "prevent spurious imitation."



8. 19th Century trademark for fly papers, advertising itself in two spots as being 'up-to-date.'

today. The "Bass Ale" and "Lea and Perrin's Worcestershire Sauce" labels are the most notable examples, having undergone little change over the past century.

By 1900 the number of trademarks registered per year had reached 10,000. Besides marks and labels, advertisements for a variety of goods were registered. Reflecting the advancement of new industries, products depicted broadened to include motorcars, electric lamps, telegraphic instruments, typewriters and talking machines. With the perfection of engraving and printing technology, the pictorial designs became more complex, as well as generally poorer in quality. It wasn't until the 1920s that British trademark designers were capable of achieving a clarity of form and simplicity of message which would elevate their work above that of ordinary drawing.

A number of factors were responsible for effecting this shift in direction. Foremost was the promotion of good design in Britain during the first two decades of this century. One individual, more than any other, championed good design as being good for business.

Frank Pick, working as managing director of the Underground Group of Companies, ranked publicity as integral to the "public face" of an organization, and the pictorial poster as a key method of promotion. From 1912 onward, Pick hired talented British designers, as well as the young American Edward McKnight Kauffer, to design posters for the London Underground subway system.



In 1916 he commissioned the calligrapher Edward Johnston to design a completely new alphabet for London Transport. Originally intended as a poster typeface, it was quickly adopted for all official London Transport communications, including signs and notices. Johnston redesigned the Underground symbol in 1935, adapting the wheel mark of the original General Omnibus Company.

The English revival of excellence in printing and typography at this time facilitated the spread of quality design into advertising and industry. Harold Curwen, founder of the Curwen Press at Plaistow, was one of the first to employ commercial artists to upgrade all aspects of publicity emanating from his shop. Stanley Morison, working as an advisor to the Monotype Corporation, revived classical typefaces such as Baskerville, Garamond and Bembo, while at the same time promoted the contemporary typefaces Perpetua and Times New Roman. Numerous private presses and commercial printers throughout England restored a sense of elegance and refinement to the graphics of this era.

Advertising agencies recognized the positive impact on sales which clarity in design could achieve. Not oblivious to the excellence of the London Transport posters with which their clients' publicity would have to compete, a shift occurred away from the previously popular Victorian illustrative style. Such notable designers as Tom Purvis and Clive Gardner were commissioned by the W.S. Crawford agency, among others, to create compellingly modern poster images.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz

9. The sans serif typeface designed in 1916 by Edward Johnston for London Transport.



10. The original General Omnibus wheel mark and Edward Johnston's adaptation of it for the Underground symbol, 1935.





11. Poster for the Empire Marketing Board, designed by Clive Gardiner in 1930.



12. Trademark for Materna Kakao, designed by Karl Schulpig in 1923.

This new sophistication in design was developing elsewhere in Europe. Germans were making great progress in the area of trademark design; their work in the 1920s is particularly notable for its severe, uncluttered geometry. The stark creations of men such as Karl Schulpig influenced a generation of British designers who were introduced to these new methods of expression via advertising and print journals.

The trademark designs emanating from Britain during the 1920s generally did not attain the level of severity of their German counterparts, in part reflecting the differences in the two societies. The British symbols are best described as humane; while German designers emphasized form, British designers stressed content.

Sadly, most of these trademark designers worked in anonymity as staff or freelance artists in the employ of job printers and advertising agencies. One individual who did receive widespread recognition was Reynolds Stone, a graduate apprentice in 1931 at the Cambridge University Press. Working briefly for Eric Gill, he learned how to engrave in wood. From 1934 on, Stone specialized as an engraver, cutting letterheads and bookplates for private patrons.

It was at this time that he entered the area of trademark design, creating symbols for publishers, printers and paper merchants. His work encompassed numerous graphic design projects, from wine labels to book illustrations, all utilizing the precise cutting of typography and image in wood. It was the successful use of engraving by Stone and others which led

to the popularization of scratchboard and linocuts by so many commercial artists in the 1930s.

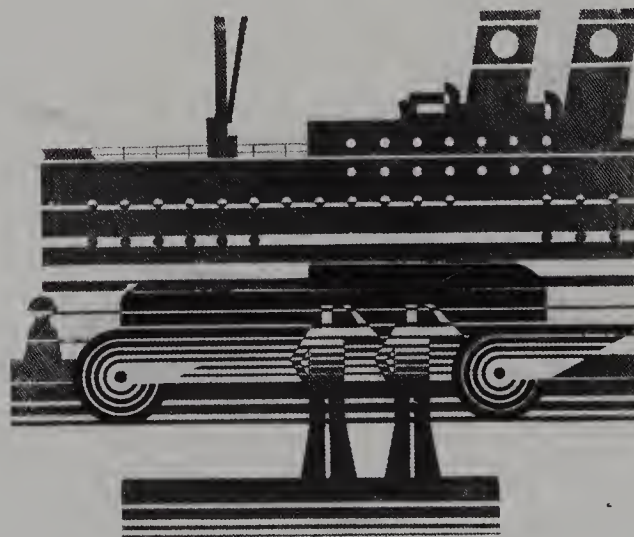
The expressive nature of publicity during this decade of economic depression can be attributed in part to the migration of fine artists into the service of industry. Due to the adverse economy, painters, sculptors and printmakers sought employment in the design professions. This era, prior to England's involvement in the war, is characterized by a blurring of the distinctions between fine and commercial art. As a result, the graphic imagery emanating from the 1930s is notable for its remarkable strength and competency.

Professor Richard Guyatt, in a lecture at the Royal College of Art in 1950, analyzed this quality in design as the distinction of "head, heart and hand." The head provides the logic, the heart gives the emotional stimulus to the design and the hand actually gives it its form. These three factors are so inter-related that the viewer is unaware of them in a successful design.

The "head, heart and hand" are certainly in evidence in the designs presented in this collection. Highlighting the best of British trademarks of the 1920s and 1930s, these symbols are a footnote to English society: its dignity and determination, respect for the past and faith in the future. Rarely in the fifty years that followed did trademarks exhibit such a refreshing sense of personality.



13. Two symbol designs by Reynolds Stone, c. 1935.  
Both are indicative of his wood engraving style.



14. Illustration from an advertisement for Chrysler Motors Limited by the W.S. Crawford agency, 1931.  
The artist is Ashley Havinden.

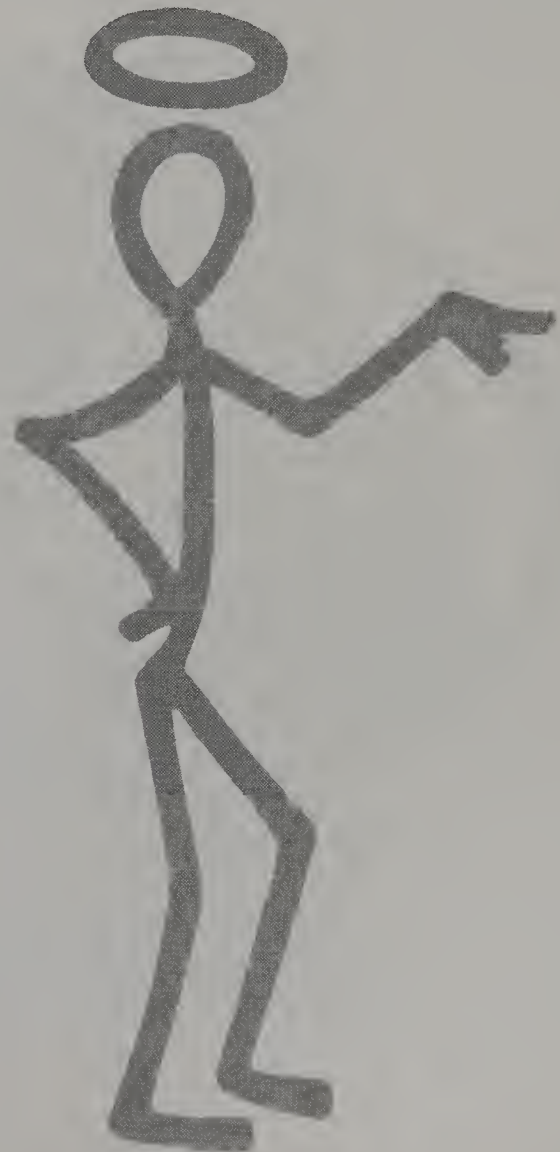




# People

**Leslie Charteris**

St. George's Hill, Weybridge, Surrey  
Books, 1935





**The Somerset Cider Stores**  
Mill Street, Glastonbury, Somerset  
Cider merchant, 1929

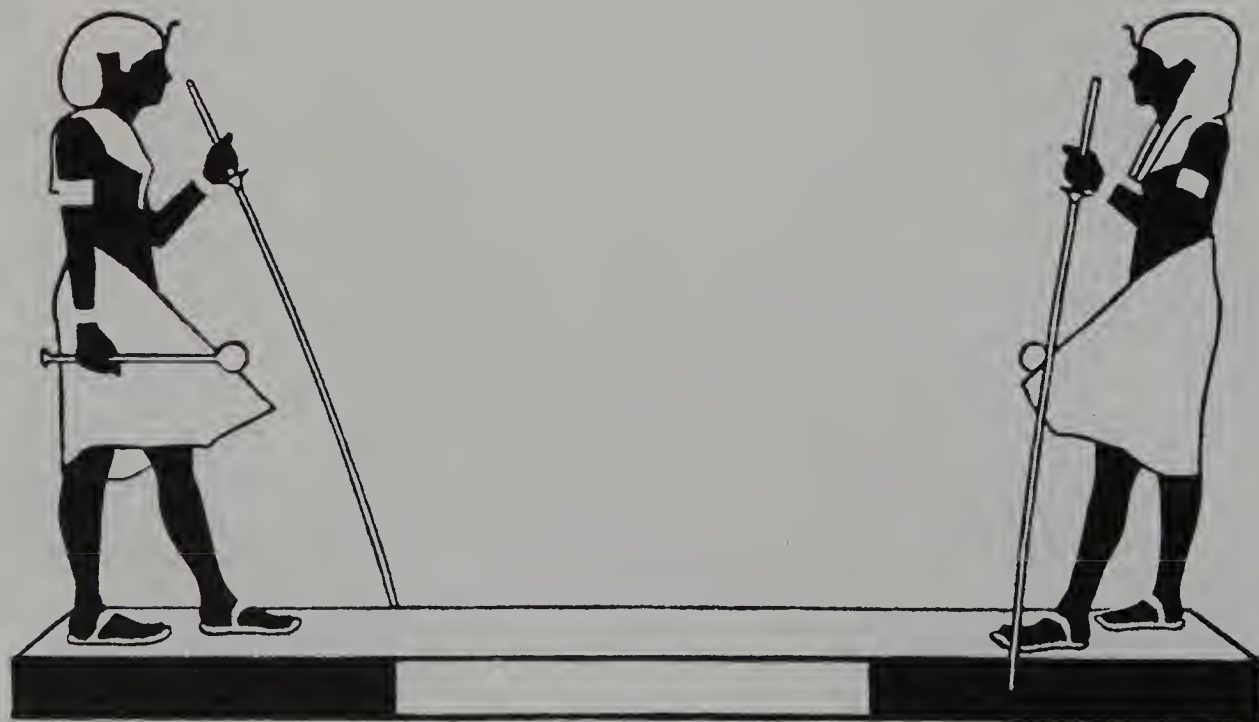
**British Cannery, Limited**  
Drayton House, Euston Road, London W.C.1  
Canned food, 1932



Dean & Company, Limited  
Cheadle Heath Works, Stockport, Cheshire  
Printing ink, 1926







**Carrs Limited**

3-7 Southampton Street, London W.C.2

Fermented liquors and spirits, 1925

**F.J. Hunt & Company, Limited**

Bow Bridge Soap Works, High Street, Stratford, London E.15

Common soap, 1922

**Mains & Allied Radio Supplies, Limited**

41-43 Baker Street, London W.1.

Wireless telephonic apparatus, 1933

**Laboratoire Scientifique**

81 Lichfield Grove, Finchley, London N.3

Perfumes, 1925





**F.J. Hunt & Company, Limited**  
High Street, Stratford, London E.15  
Common soap, 1922

**Baker & Company, Limited**  
Victoria Road, Stoke-on-Trent, Staffordshire  
Earthenware and porcelain, 1922



**Patons & Baldwins, Limited**  
 Clark Bridge Mills, Halifax, Yorkshire  
 Yarns of wool, worsted or hair, 1932

**Leopold & Victor Hyman**  
 4 Frognal Lane, London N.W.3  
 Clothing merchants, 1928





**The Chatwood Safe & Engineering Company**

Shrewsbury

Safes and security equipment, c. 1947

**The Services Watch Company, Limited**

37 Belvoir Street, Leicester

Clocks and watches, 1929

**Albert & Henry Bassat, Limited**

28-37 Easton Street, London W.C.1

Safety razor blades, 1936

**Robert Ross & Company, Limited**

2 Albion Terrace, Southampton

Games, 1934



**Robert Douglas Limited**  
21 New Bond Street, London W.1  
Paper and stationery, 1931

**The Renovating Company**  
38 Carlton Street, Nottingham  
Cleaners and dyers of clothing, 1927

**The Lancashire Confectionery Company**  
1 Lear Road, Liverpool, Lancashire  
Confectionery manufacturer, 1923

**Leeds & Wakefield Breweries, Limited**  
Plum Street, Leeds  
Ale brewers and bottlers, 1936





**Whitgib's Fool Fudge**  
15 Francis Street, Leicester  
Confectionery manufacturers, 1927

**Marcus Harris & Lewis, Limited**  
25 Charring Cross, London E.C.1  
Fireworks merchants, 1925



**Arkirecto Limited**

Carlton House, Regent Street, London S.W.1

Constructional toys, 1934





**Max Spitzer**

16 & 17 Devonshire Square, London E.C.2

Tile merchant, 1927

**Co-operative Wholesale Society, Limited**

1 Balloon Street, Manchester

Electric motors and machinery, 1939

**Caribonum Limited**

Laura Road, Leyton, London E.10

Ink and carbon papers, 1949

**The Nugget Polish Company, Limited**

139 Vauxhall Street, Kennington, London S.E. 11

Polishing and cleaning preparations, 1926



**Morris & Jones, Limited**  
82-84 Whitechapel, Liverpool  
Tea merchants, 1928

**The Imperial Tobacco Company Limited**  
East Street, Bedminster, Bristol  
Manufactured tobacco, 1927

**Illustrated Newspapers Limited**  
London  
Advertising mark, 1929

**Henry Edwards & Son, Limited**  
Holland Road, London W.14  
Cheese, 1936





**Bryant & May, Limited**

Fairfield Works, Bow, London E.3

Matches, 1932

**Phillips' Patents Limited**

142-146 Old Street, London E.C.1

Rubber plates for the soles of shoes, 1928



**Vine Products Limited**

London

Wine merchants, c. 1932

**S.H. Hargraves Limited**

3 Grays Yard, James Street, London W.1

Labels and tickets, 1939



AT YOUR SERVICE

**A. Garcia Espana Sociedad Limited**

101 Leadenhall Street, London E.C.3

Fresh fruits, 1939

**G.A. Pashley & Company, Limited**

68 Havelock Street, Loughborough, Leicestershire

Manufacturers of mineral water, 1935

**Peter Lunt & Company, Limited**

Park Lane, Aintree, Liverpool

Soap manufacturers, 1927

**Berners Radio, Limited**

Great West Road, Brentford, Middlesex

Wireless telephonic apparatus, 1937



DILLY DALLY





**Albert & Henry Bassat Limited**

28-37 Easton Street, Roseberry Avenue, London W.C. 1  
Razor blades, 1934

**Cohen & Wilks, Limited**

Derby Street, Cheetham, Manchester  
Clothing manufacturer, 1923



**Beverlys Limited**

2B Acker's Place, Chorlton-on-Medlock, Manchester  
A cocktail, 1936

**Edwin Thomas & Company, Limited**

34 Upper Thames Street, London E.C.4  
Printing and writing papers, 1931



SWAGGER



**The Services Watch Company, Limited**

37 Belvoir Street, Leicester

Clocks and watches, 1931





The Services Watch Company, Limited

37 Belvoir Street, Leicester

Clocks and watches, 1931





**Exide Batteries**

Clifton Junction, near Manchester

"The Starter" long life battery, c. 1928



**Exhibition of Industrial Art**

14 Oxford Street, Manchester

Exhibition symbol designed by A. Paxton Chadwick, 1930

**Gerrish, Ames & Simpkins, Limited**

63 Carter Lane, London E.C.4

Articles of clothing, 1928



**I. & E. Nelson & Company, Limited**

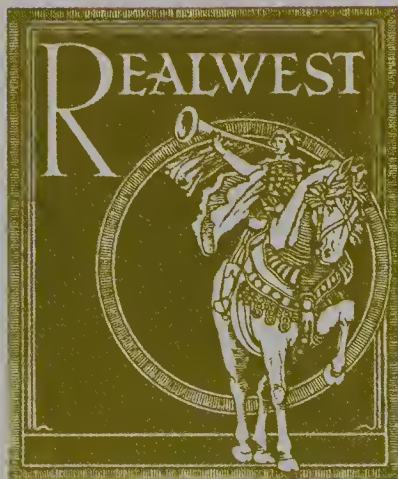
Parkside Road, Sale, Cheshire

Articles of clothing, 1927

**John A. Hunter & Company, Limited**

Broad Green Road, Liverpool

Substances used as food or ingredients in food, 1935



**Veterinary Product Company**

8 King Street Mews, Belfast, Northern Ireland  
Veterinary preparations, 1933

**Gallops Shoe Repair Service Limited**

4 Bute Street, London S.W.7  
Boots and shoes, 1934

**Pirelli Limited**

343 & 345 Euston Road, London N.W.1  
India-rubber tyres, 1931

**Highfield Boot Company, Limited**

Thrapston Road, Finedon, Northamptonshire  
Boots, shoes and slippers, 1928





**Mensana Limited**

10-12 Cork Street, London W.1

Cinema and theatre publications, 1935

**British Hanovia Quartz Company, Limited**

Trading Estate, Bedford Avenue, Slough

Quartz lamps for medical use, 1925

**C.H. Leng & Sons**

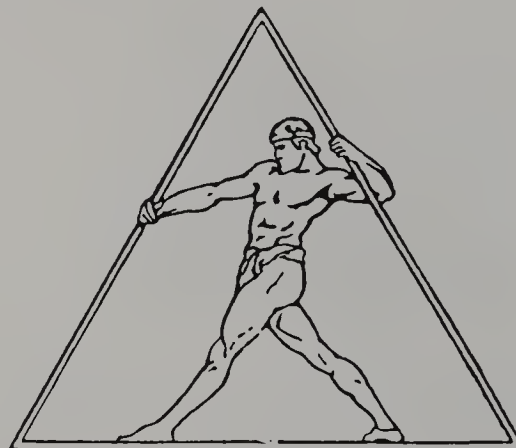
Fordhouse Lane, Stirchley, Birmingham

Metal brushes, 1930

**Finsler & Company, Limited**

9 Great Tower Street, London E.C.3

Preserved fruits, 1934



**Williams Limited**  
Goodman Street, Birmingham  
Manufactured aluminum articles, 1928

**August Lannoye**  
65 Victoria Street, London S.W.1  
Floor coverings, 1930

**London Spinning Company, Limited**  
Trundley's Road, Deptford, London S.E.8  
Ropes, twine and cordage, 1938

**Finmar Limited**  
44 Ranelagh Road, Victoria, London S.W.1  
Furniture and upholstery, 1936



**Lysaght Protected Steel Company Limited**

St. Vincent's Iron Works, Bristol

Roofing material, 1933



**Periodical Distributors Limited**

181 Upper Thames Street, London E.C.4

Periodical publications, 1934





**William Jessop & Sons Limited**

Brightside Works, Brightside Lane, Brightside, Sheffield  
Gas turbine discs, blades and rotors, 1939



**National Accumulator Company, Limited**

50 Grosvenor Gardens, London S.W.1  
Electrical equipment, 1930



**The Valentine Varnish & Lacquer Company, Limited**  
Colham Mill Road, West Drayton, Middlesex  
Paints and varnishes, 1939

**George Mason & Company, Limited**  
265 Merton Road, Southfields, London S.W. 18  
Sauces and jellies, 1934

**The Central Motor Coach Works**  
76 Fountainbridge, Edinburgh  
Cellulose paint for vehicle bodies, 1928

**The Mervyn Coal Company Limited**  
Eagle House, Cannon Street, London E.C. 4  
Coal merchants, 1936



**Sandeman, Sons & Company, Limited**

20 St. Swithins Lane, London E.C.4

Wines and spirits, 1930

**John Jameson & Son, Limited**

Dublin, Ireland

Seven year old whiskey, c. 1928



**Ferguson Edwards Limited**

Abbey Road, Barking, Essex

Paints and varnishes, c. 1935

**John Drew & Sons, Limited**

Grosvenor Road, Perry Barr, Birmingham

Flour, bread, cakes and biscuits, 1929





**Max Michael Kay**

58 Daisy Bank Road, Victoria Park, Manchester  
Cotton piece goods, 1928

**Smith Brothers Limited**

46 Bunnian Place, Basingstoke, Hampshire  
Agricultural and horticultural seeds, 1928

**Thomas Hardcastle & Son, Limited**

Firwood Lane, Tonge Moor Road, Bolton  
Bleached cotton piece goods, 1928

**Smith & Company**

132 Borough, London S.E.1  
Oils prepared for toilet purposes, 1933



**Oxley Engineering Company Limited**  
Clarence Road, Hunslet, Leeds  
Chemical and structural engineers, 1939

**B. Petronzio & Sons**  
Paramount Works, Tyndale Place, London N.1  
Furniture, 1931



**J. Walsh and Sons, Limited**  
72 & 76 Northgate, Blackburn, Lancashire  
Pianos, 1929

**The Continental and Overseas Trust, Limited**  
20 Bucklersbury, London E.C.4  
Film producers, 1929





**The Lace Web Spring Company, Limited**  
Cross Street, Sandiacre, near Nottingham  
Furniture and upholstery, 1929

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**Beaute Limited**  
38 Old Bond Street, London W.1  
Perfume, 1931

**Beret Industries Limited**  
Fairlie Road, Slough, Buckinghamshire  
Berets, 1936



**Permal Laboratories**  
Blundell Street, Hull  
Shampoo creams, 1937

**Samuel Weinfeld**  
2 Kensal Place, London W.10  
Sachets for use in hair waving, 1939





**Bendix-Perrot Brakes, Limited**  
Westwood Road, Witton, Birmingham  
Brakes for automobiles, 1929

**Swedish Bread Company Limited**  
1 Laurence Pountney Hill, London E.C.4  
Food, 1937

**Rayonese Limited**  
65 Whitworth Street, Manchester  
Silk piece goods, 1931

**Lady Zoe Caillard**  
8 West Halkin Street, London S.W.1  
Diet tablets, 1931



**SWEGENA.**



**Helen Jardine Artists**

Avenue Chambers, Vernon Place, Southampton Row, London W.C.1  
Fashion and commercial art, 1929

**Tokalon Limited**

Chase Road, London N.W.10  
Perfume, 1931

**Kolster-Brandes, Limited**

Cray Works, Sidcup, Kent  
Electrical instruments, 1929

**The Yorkshire Sales Corporation Limited**

Parkwood Mills, Grove Street, Longwood  
Woolen blankets, 1935







**Carreras Limited**

Arcadia Works, City Road, London E.C.1

Tobacco, 1928



**G. Paul Leonhardt**  
70-72 Chancery Lane, London W.C.2  
Stockings and socks, 1926

**Hyman Appleberg**  
6 Falcon Street, London E.C.1  
Stockings and socks, 1927



**Mac Fisheries, Limited**

Victoria Embankment, Blackfriars, London E.C.4

Fish merchants, 1928



**Jacob's Cream Crackers**

Aintree, Merseyside

Crackers, c. 1928





**Victor Drury & Sons, Limited**  
Worcester Street, Bromsgrove, Worcestershire  
Shoes and slippers, 1934

**B. Windsor & Sons, Limited**  
Castle Works, Poulton-le-Fylde, Blackpool  
Bathing costumes, 1930



**Howes & Jessop Limited**  
 Clinton Street, Leicester  
 Knitted articles of clothing, 1931

**J. & N. Philips & Company, Limited**  
 35 Church Street, Manchester  
 Bathing suits, 1934

**Paul Dufonte, Limited**  
 1a Great Chapel Street, Oxford Street, London W.1  
 Articles of clothing, 1929

**R. Lehmann & Company Limited**  
 Penninsular House, Monument Street, London E.C.3  
 Common soap flakes, 1932



**The Scottish Co-Operative Wholesale Society, Limited**  
95 Morrison Street, Glasgow, Scotland  
Breakfast oats, 1925

**Percy Bradley**  
38 Ladypool Road, Birmingham  
Beef suet, 1929





**Putnam Knitting Company**  
57-60 Holborn Viaduct, London E.C.1  
Dish cloths and towels, 1929

**The Wonder Washer Company**  
68 Victoria Street, London S.W.1  
Washing machines, 1929



**Crystal Products Company Limited**  
53 Farringdon Road, London E.C.1  
Perfume, 1932

**Albert Weinberg**  
33 Newman Street, Oxford Street, London W.1  
Cigarettes, 1929



**Reckitt & Sons, Limited**

Kingston Starch Works, Dansom Lane, Hull  
Bath oil, 1931



**William Hollins & Company Limited**

Castle Boulevard, Nottingham  
Articles of clothing, 1931





**William Burt Dixon**  
Shaws, Uppermill, near Oldham  
Medicines, 1929

**Saymore Confectionery Company**  
76 Seymour Road, Bolton  
Toffee, 1926



**Va-Per-Marcel Limited**

Radnor House, 93-97 Regent Street, London W.1

Spools for use in curling the hair, 1932

**Nestle & Company, Limited**

48 South Molton Street, London W.1

Hairdressing and hair-waving preparations, 1930







# Animals

British Bemberg Limited  
Hazel House, Milk Street, London E.C.4  
Silks, c. 1930



**Porth Textiles Limited**

Dinas, Rhondda, Glamorgan

Ribbons, braids and trimmings, 1939

**John E. Moss, Limited**

22 Ivy Lane, London E.C.4

Bottle wrappers made of tissue paper, 1931



**PEACOCK**



**P.A. Batty & Company Limited**

21 Neal Street, Covent Garden, London W.C.2

Fruit and produce brokers, 1934

**The Electramonic Company, Limited**

Bear Gardens, Park Street, Southwark, London S.E.1

Gramophones and wireless telephonic instruments, 1928





**Jeremiah Ambler & Sons, Limited**  
Midland Mills, Valley Road, Bradford, Yorkshire  
Carpets and rugs, 1929

**Ashton & Company, Limited**  
48-49 Redcross Street, Barbican, London E.C.1  
Hats, 1923

**Soft-Lite Lens Company, Limited**  
67 Hatton Garden, London E.C.1  
Lens blanks, 1936

**Cockrill & Rew, Limited**  
151 Farringdon Road, London E.C.1  
Textiles, 1930

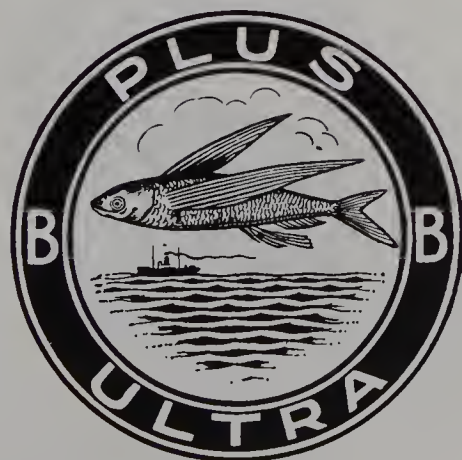


**Alfred Benjamin**  
114-115 Fore Street, London E.C.2  
Socks and stockings, 1934

**Bookless Brothers Limited**  
232a Union Street, Aberdeen, Scotland  
Dried fish, 1926

**Direct Millinery Company, Limited**  
90 Princess Street, Luton, Bedfordshire  
Women's hats, 1925

**Brown & Polson, Limited**  
Carriagehill, Paisley  
Corn flour, 1922



**Claude Lipman Lyons**

12 Beechcroft Avenue, Golders Green, London N.W.11  
Medicated saline preparations for human use, 1935

**Reckitt & Sons, Limited**

Kingston Starch Works, Dansom Lane, Yorkshire  
Polishing preparations, 1934

**The Economic Hot Water Supply Company**

Ynisdrew Road, Pontardawe, Swansea, Glamorganshire  
Geyers for heating water, 1927

**The Eastern Manufacturing Company Limited**

30 & 32 Ludgate Hill, London E.C.4  
Jute yarns and tissues, 1934



**MONKEY**



**William Sykes, Limited**

Westfield Road, Horbury, Yorkshire  
Leather outer cases for footballs, 1930

**The Eastern Manufacturing Company Limited**

30 & 32 Ludgate Hill, London E.C.4  
Jute yarns and tissues, 1934

**Patons & Baldwins, Limited**

Clark Bridge Mills, Halifax, Yorkshire  
Yarns of wool, worsted or hair, 1927

**J. & J. Colman, Limited**

Carrow Works, Norwich  
Cornflour and wheat flour, 1929



**ELK**



**C.H. Leng & Sons**

Hazelwell Brush Works, Fordhouse Lane, Stirchley, Birmingham

Brushes and brooms, 1932



**TWINKAT**

**The Wyvern Fountain Pen Company**

143-144 Holborn, London E.C.1

Fountain pens, 1930

**G. & G. Kynoch Limited**

2 Savile Row, Bond Street, London W.1

Clothing of wool, worsted or hair, 1934

**London & Kano Trading Company, Limited**

Boundary Works, All Saints, Manchester

Cotton piece goods for export, 1931

**Tubbs, Lewis & Company, Limited**

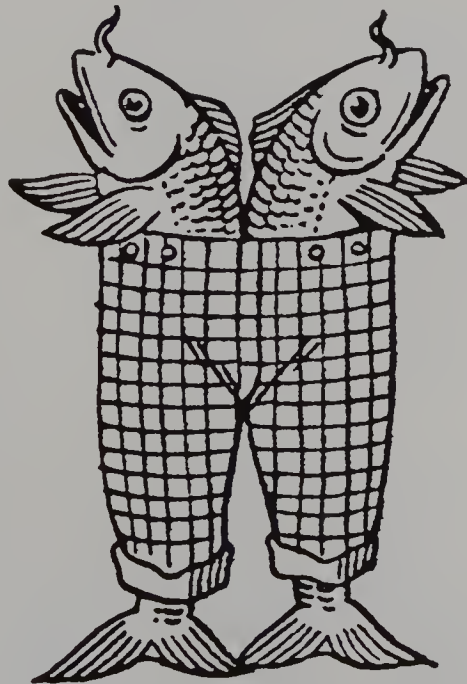
29-30 Noble Street, London E.C.2

Elastic sandallings, webs and cords, 1928









**G. & G. Kynoch Limited**

2 Savile Row, Bond Street, London W.1  
Woollen rugs for personal use, 1933

**The British Dyewood Company, Limited**

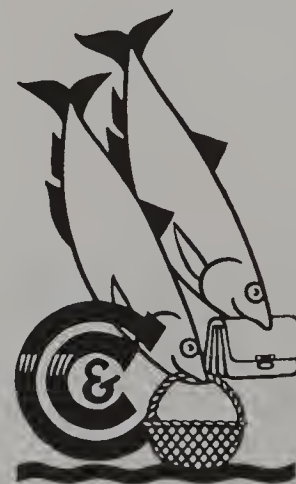
86 St. Vincent Street, Glasgow  
Tanning materials, 1920

**Cash & Carry Limited**

New Bridge Street House, New Bridge Street, London E.C.4  
Substances used as ingredients in food, 1931

**James Buchanan & Company, Limited**

26 Holborn, London E.C.1  
Whisky, 1935



**PENGUIN**





Chappel Brothers Limited

28 Victoria Street, London S.W.1

A meat and cereal food for carnivorous animals, 1927



CHAPPEL BROS., LTD. 28, VICTORIA ST, LONDON. S.W.1

MANUFACTURING A COMPLETE LINE OF FOODS  
FOR DOGS, CATS AND ALL CARNIVOROUS ANIMALS



**Charles Osborn**

80 Moor Street, Birmingham

Light shades and electric light fittings, 1935

**Kimberlin Brown & Company, Limited**

6 St. Martins, Leicester

Women's blouses, jumpers and dresses, 1926

**Richard Johnson & Nephew, Limited**

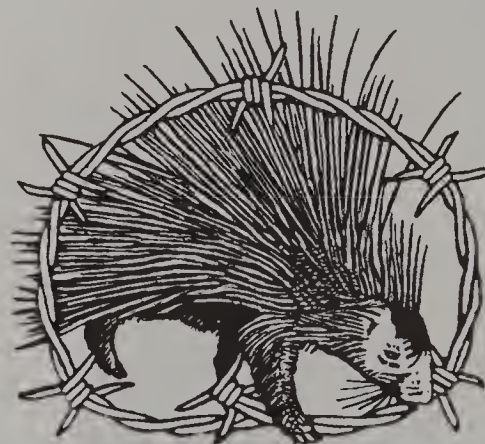
Bradford Ironworks, Forge Lane, Manchester

Barbed wire fencing, 1938

**Purnell & Panter, Limited**

Hanging Ditch, Manchester

Yeast, pickles, sauces and chutney, 1927



**"PORCUPINE"**

BRISTLING WITH GOOD POINTS

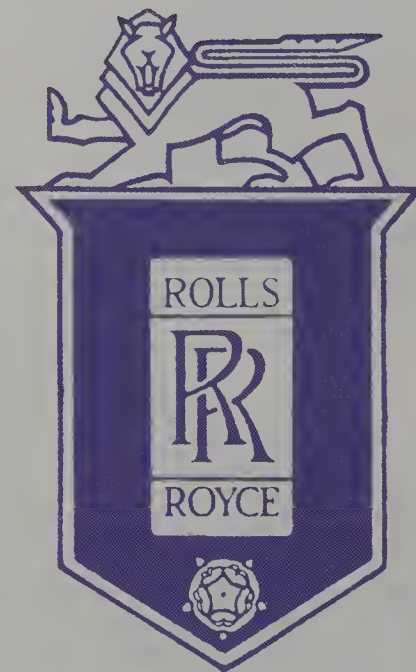


**DOLPHIN**



**John Dickinson & Company, Limited**  
Home Park Mills, Kings Langley, Herts  
Coated papers and boards, c. 1935

**Rolls-Royce Limited**  
Derby, England  
Aircraft engines, c. 1939



**Wilmot-Breeden Limited**

Eastern Works, Camden Street, Birmingham  
Component parts of automobiles and motorcycles, 1932



**The Imperial Tobacco Company, Limited**

East Street, Bedminster, Bristol  
Manufactured tobacco, 1927



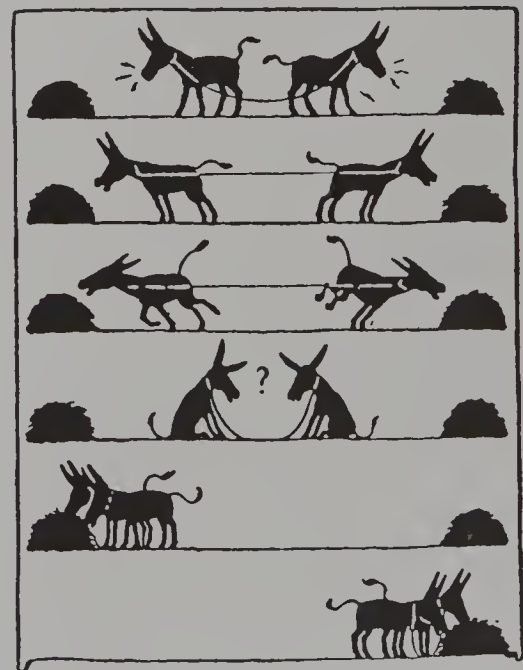
**David Dixon & Son Limited**  
Cardigan Mills, Kirkstall Road, Leeds  
Tweeds, 1933

**Percy Lund Humphries & Company, Limited**  
3 Amen Corner, London E.C.4  
Fine printing and binding, c. 1930



**V.L. Churchill & Company Limited**  
Walnut Tree Walk, Kennington, London S.E.11  
Engineering, architectural and building contrivances, 1937

**Henry Franc & Lauder Limited**  
4 Chepstow Street, Manchester  
Cotton piece goods, 1935

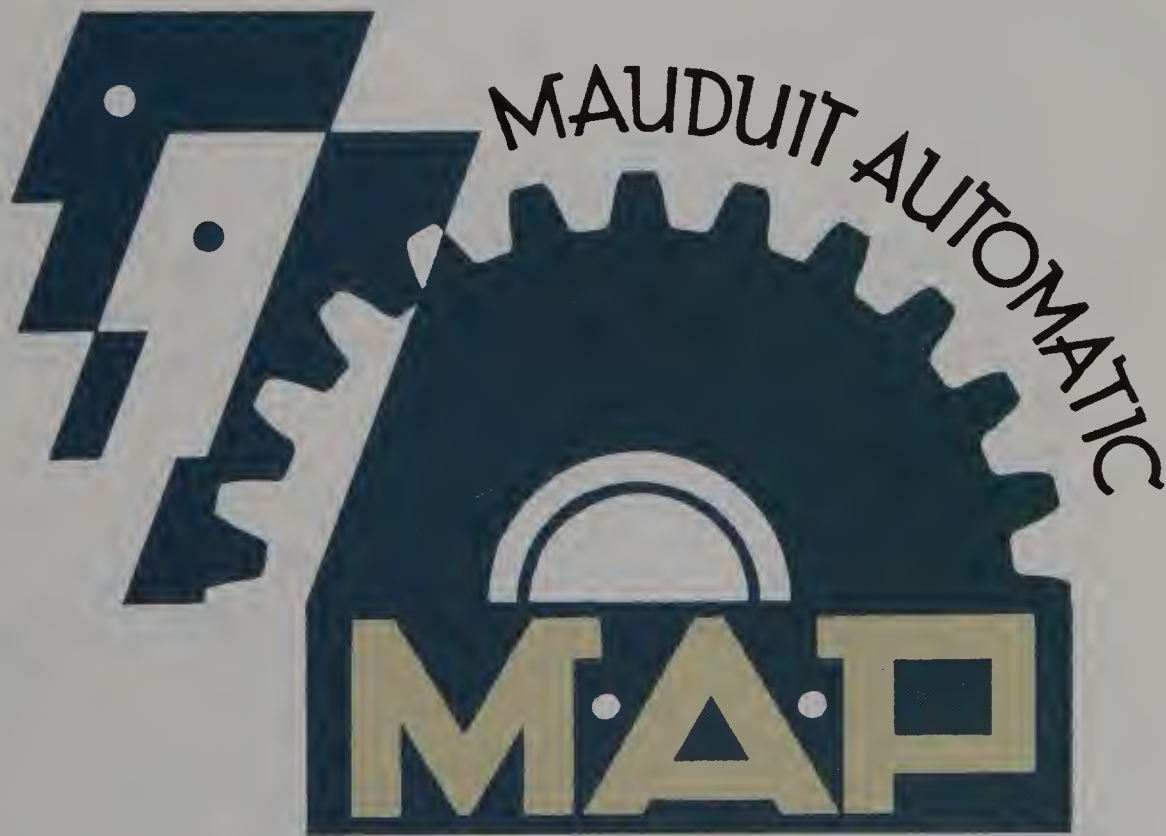






# Objects & Typography

George Marie Maudit  
6 New Burlington Street, London W.1  
Machinery of all kinds, 1929





**The British Lubricating Research Organization Limited**

London

Research involving oil and other lubricants, c. 1930

**Gordon Russell Limited**

Lygon Cottage, High Street, Broadway, Worcestershire  
Furniture, 1929

**Turners Asbestos Cement Limited**

Trafford Park, Manchester

Asbestos goods, 1931

**Levy's Sound Studios, Limited**

83 Cannon Street, London E.C.4

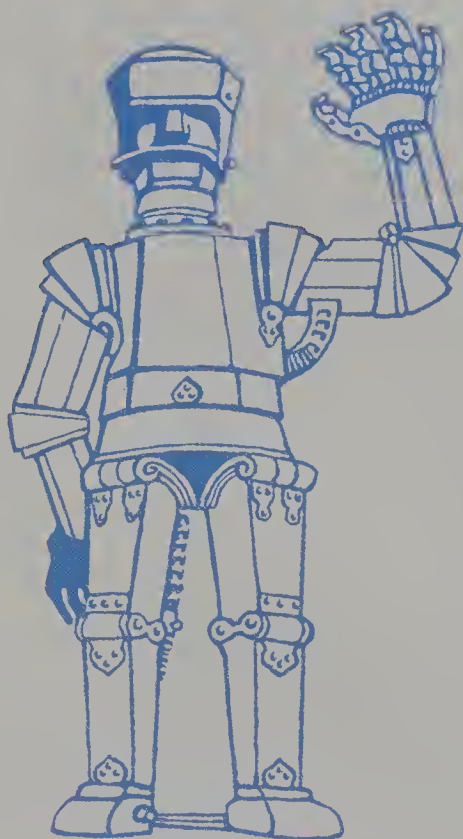
Gramophones and gramophone records, 1931





**A. Bell & Sons, Limited**  
64 Espedair, Paisley, Renfrewshire  
Articles of clothing, 1934

**National Benzole Company, Limited**  
Wellington House, Buckingham Gate, London S.W.1  
Benzole mixture for automobiles, 1930



ROBOT

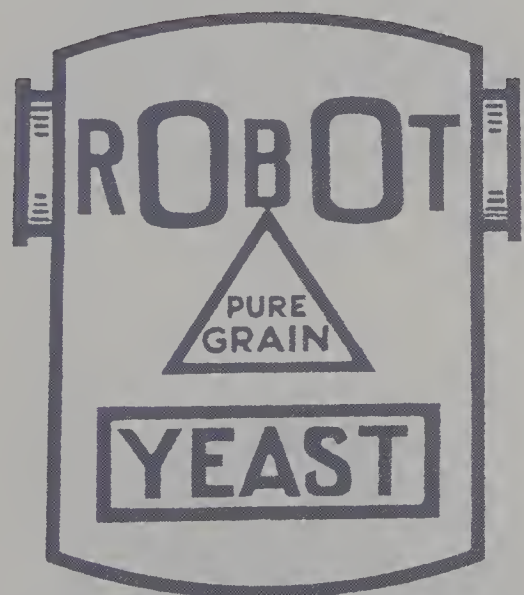
YOUR EXTRA MILEAGE, SIR!



**Beckley & Morris**

21a Barnsbury Park, Liverpool Road, London N.1

Yeast merchants, 1932



**Soag Machinery Company**

Juxson Street, Lambeth, London

Printing presses, c. 1935



**The Isokon Furniture Company**

The Isokon Flats, Lawn Road, London N.W.3  
Wood furniture, c. 1935

**William Mather Limited**

Dyer Street Works, Dyer Street, Hulme, Manchester  
Medical and surgical plasters for human use, 1925

**Nathan Ernstone**

61 Blandford Street, Newcastle-upon-Tyne  
Men's caps, 1938

**Eastern Edibles, Limited**

Stourton Lodge, Wakefield Road, Leeds, Yorkshire  
Potato crisps, 1925



**Reckitt & Sons, Limited**

Kingston Starch Works, Dansom Lane, Hull, Yorkshire  
Starch and blue for laundry purposes, 1933

**Radio Communication Company, Limited**

34 & 35 Norfolk Street, Strand, London W.C.2  
Wireless telegraphy equipment, 1928

**W. Holmes & Son, Limited**

Newton Lane, Wigston, near Leicester  
Boys' and men's stockings, 1935

**Frederick Shoesmith & Harold Shoesmith**

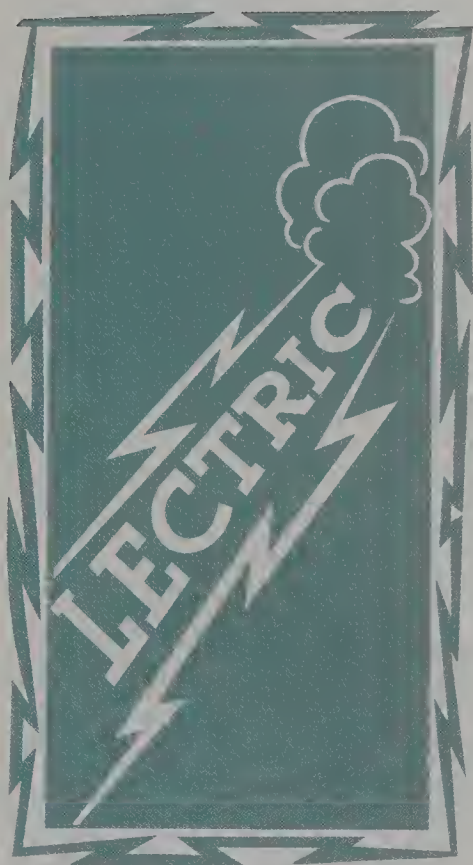
61 Well Road, Glasgow  
Bath salts for toilet use, 1929





**Carter & Smith, Limited**  
13 Coulston Street, Sheffield  
Wholesale grocers, 1924

**Lever Brothers Limited**  
Port Sunlight, England  
Kitchen cleanser mark designed by E. McKnight Kauffer, c. 1930



**The United Turkey Red Company Limited**

46 West George Street, Glasgow

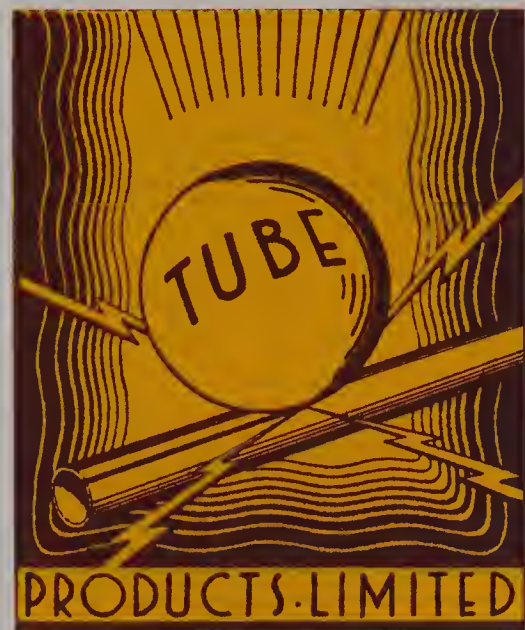
Cotton piece goods, 1934



**Tube Products Limited**

Popes Lane, Oldbury, Birmingham

Metal furniture, 1934



**H. Viney & Company Limited**

Strand Road, Preston  
Paper and cardboard, 1938

**T.H. Prosser & Sons, Limited**

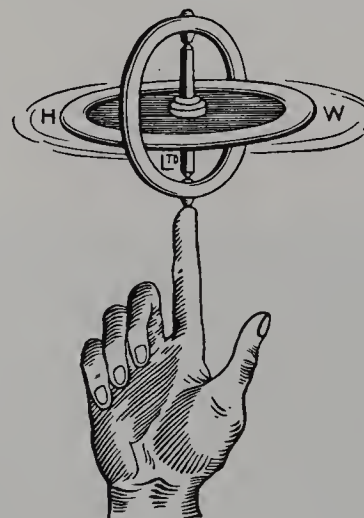
546-562 Holloway Road, London N.7  
Tennis rackets, 1927

**Herbert Whitworth Limited**

115 Princess Street, Manchester  
Agricultural machinery, 1920

**Trusound Limited**

21 Panton Street, Haymarket, London S.W.1  
Gramophone records, 1931







**Briggs & Greenwood, Limited**

Kirkby Road, Sutton-in-Ashfield  
Hosiery and underwear, 1925

**William Merrick**

Worsley Road, Swinton, Manchester  
Raincoats, 1920

**Wilkinson & Warburton**

46 & 48 West Street, Leeds  
Men's clothing, 1920

**Ilford Limited**

Ilford, London  
Photographic papers, c. 1935



**Waterside Clothing Company**

Waterside Mills, Market Street, Hebden Bridge, Yorkshire

Articles of clothing, 1931

**James Thompson & Sons, Limited**

Bagot Mills, 7 Aston Road North, Birmingham

Dried peas, c. 1935



Selincourt & Sons, Limited

3 Vere Street, London W.1

Ladies' coats and suits, 1936



**Mac Fisheries, Limited**

30/34 New Bridge Street, London E.C.4

Preserved fish, fruit and meats, 1930

**Ashton Brothers & Company, Limited**

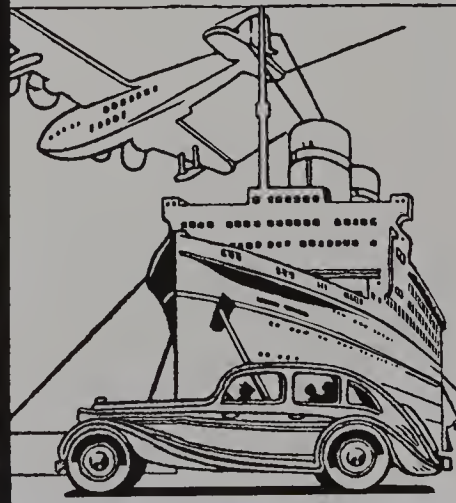
29 Portland Street, Manchester

Bed sheets, blankets and pillow cases, 1939



**GANGWAY**

**'SHEERLUX'**  
BRAND



**LUXURY WITH ECONOMY.**



**Davidson, Unwin & Company**

108 Palmerston House, Old Broad Street, London E.C.2

Oranges grown in Brazil, 1929

**Cousen, Hughes & Company, Limited**

28 East Parade, Bradford, Yorkshire

Piece goods of wool, worsted or hair, 1929



**Maurice Goualin Limited**

49 Albert Hall Mansions, Kensington Gore, London S.W.7

Piece goods wholly or principally of cotton, c. 1935



**R.T. Jackson & Company, Limited**  
171 & 172 Picadilly, London W.1  
Wine merchants, 1931

**British Lion Film Corporation**  
76-78 Wardour Street, London W.1  
Cinematograph films, 1939



**Haigh & Sons, Limited**  
Norwood Mill, Southall, Middlesex  
Picture and photograph frames, 1929

**David Sassoon & Company, Limited**  
Orient House, 67 Granby Row, Manchester  
Yarns for export to China, 1929







**Kattenburgs Limited**

45 Julia Street, Strangeways, Manchester  
Waterproof coats, capes, trousers and overalls, 1938

**Plowman, Barrett & Company, Limited**

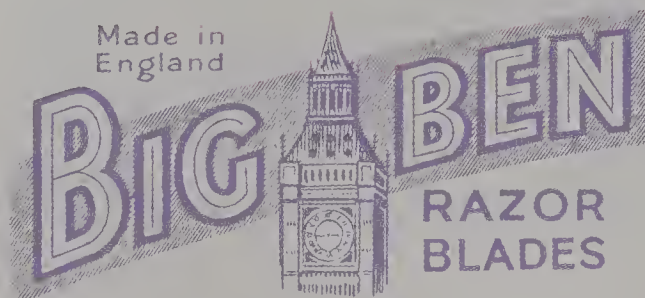
87 Wandsworth Road, South Lambeth, London S.W.8  
Jams, marmalade and tinned fruit, 1924

**Tilers Limited**

Haigh Park Road, Stourton, Leeds  
Roofing tiles made of concrete, 1931

**Souplex Limited**

Westgate, Morecambe  
Safety razor blades, 1930



**Benjamin Sykes & Sons, Limited**  
107, 109 & 111 Brownlow Hill, Liverpool  
Bread, 1925

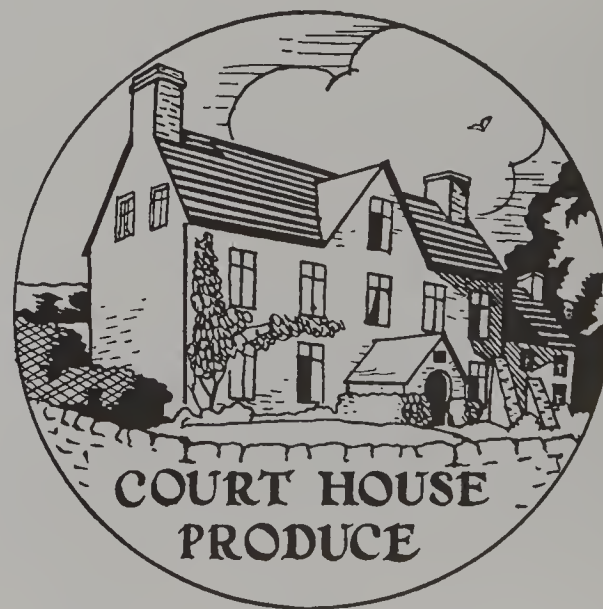
**The Scottish Co-operative Wholesale Society, Limited**  
95 Morrison Street, Glasgow  
Margarine, 1925

**Ashton Brothers & Company, Limited**  
29 Portland Street, Manchester  
Bed sheets, blankets and pillowcases, 1939



**Donald Brothers Limited**  
287 Regent Street, London W.1  
Fabrics, c. 1935

**The Welsh Land Settlement Society Limited**  
56 Principality Buildings, Queen Street, Cardiff  
Fresh fruits and vegetables, 1938





**Harrods Limited**

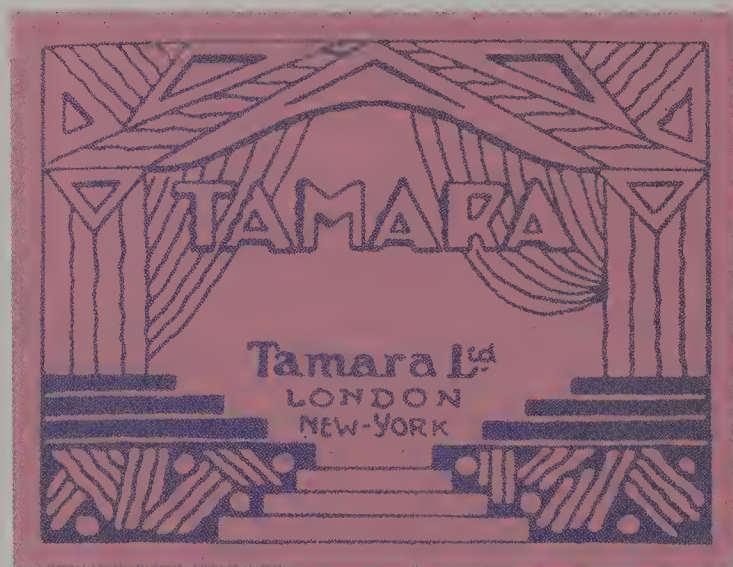
87-135 Brompton Road, London S.W. 1

Jams, jellies and preserves, 1927

**Tamara Limited**

8 New Court, Lincoln's Inn, London W.C. 2

Perfume, 1932

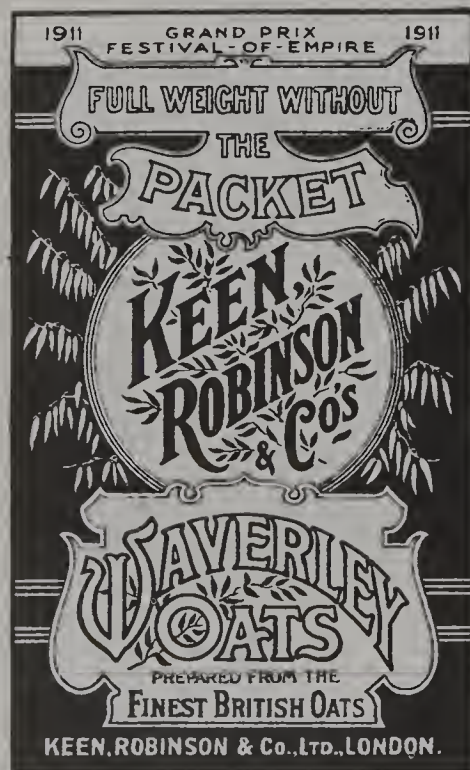




# PYLON

Keen, Robinson & Company, Limited  
New Century Factory, Denmark Street, London E. 1  
Oats grown in Great Britain, 1922

J. Nuttall & Sons  
Pigeon Street Mills, Ducie Street, Manchester  
Self-raising flour, 1925



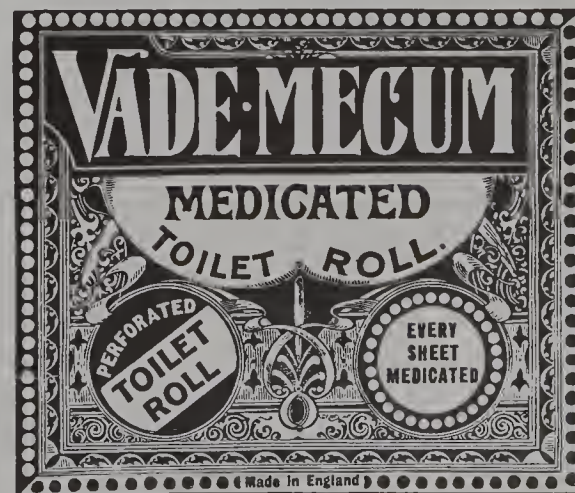


**The Pentan Company**  
38, 40 & 45 James Street, Cardiff  
Self-raising flour, 1926

**The Chester Northgate Brewery Company, Limited**  
The Brewery, Northgate, Chester  
Ale, 1923

**John Wood**  
21 High Street, Perth, Scotland  
Biscuits and shortbread, 1927

**The British Patent Perforated Paper Company, Limited**  
Atlas Works, Berkshire Road, Hackney Wick, London E. 9  
Medicated toilet paper, 1933





Lawson & Smith  
33 Quality Street, Leith, Scotland  
Whiskey, 1929

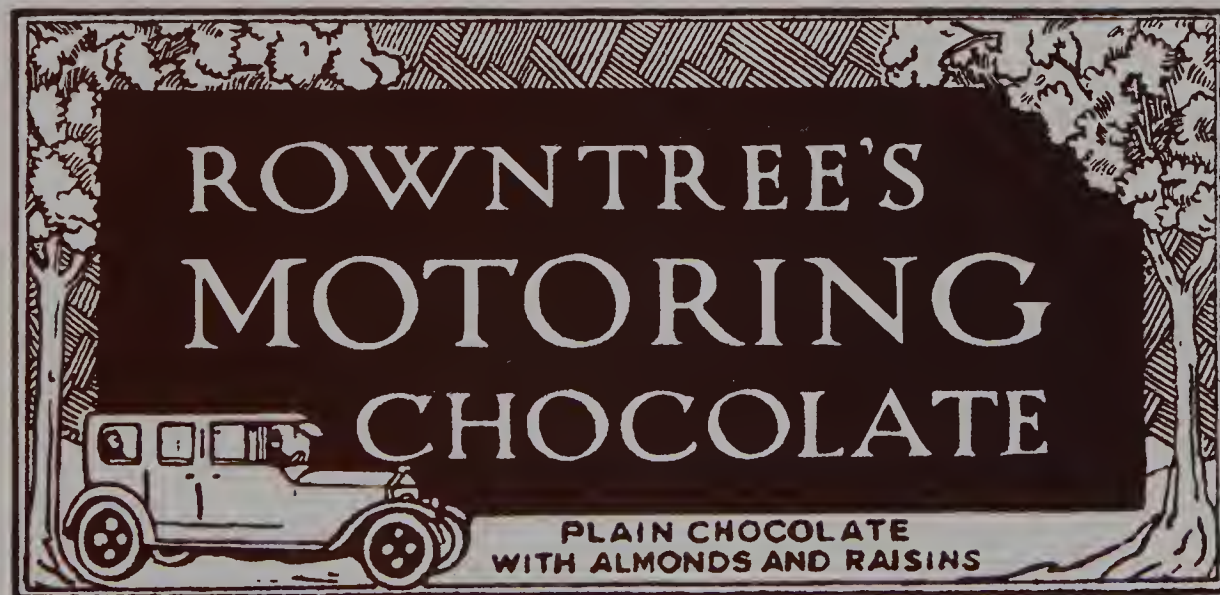
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*Prince Charlie*

Rowntree & Company, Limited

The Cocoa Works, Wigginton Road, York, Yorkshire

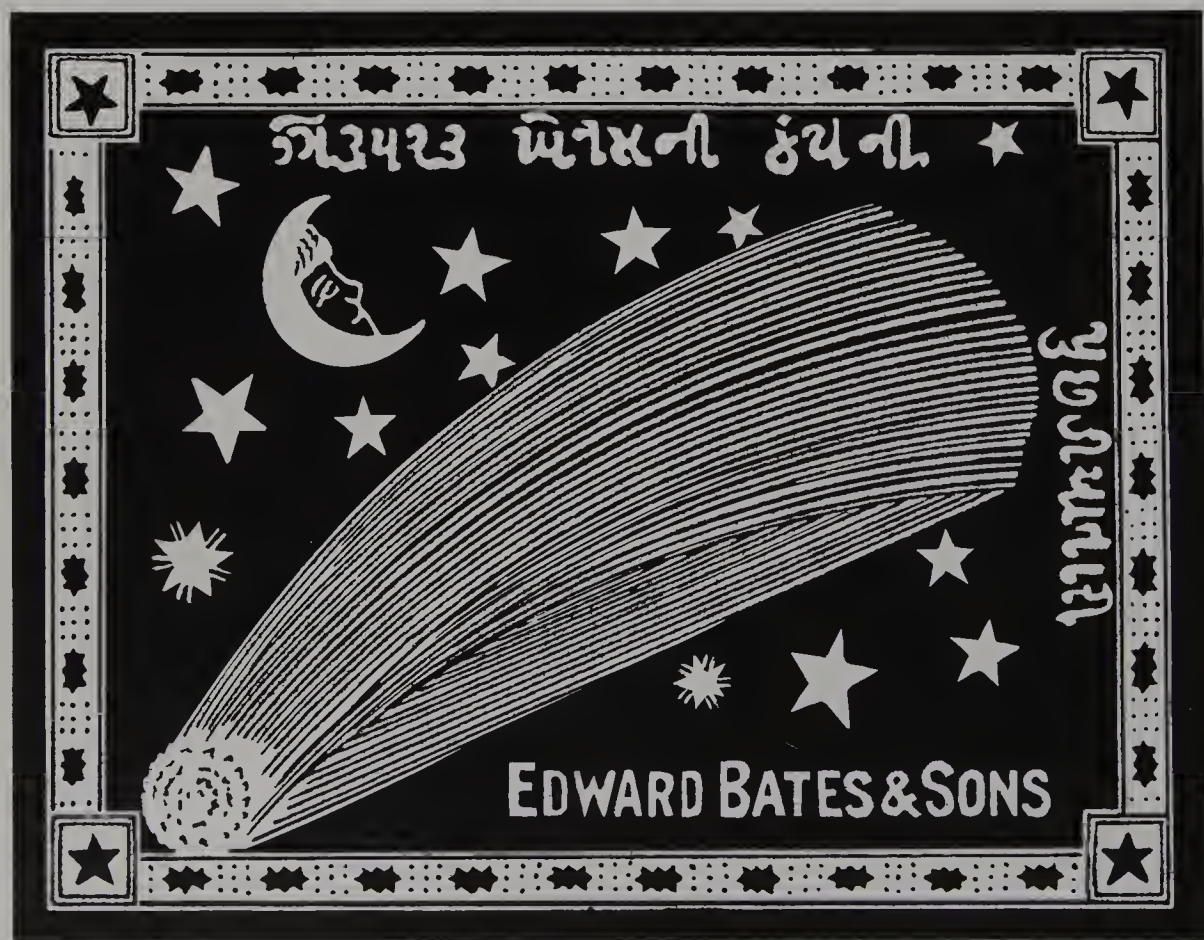
Cocoa, chocolate and confectionery, 1926



**Edward Bates & Sons**

Cunard-Building, Pier Head, Liverpool

Cotton piece goods for export to India, 1926



**Henry Mallet & Sons**

35 &amp; 37 St. Mary's Gate, Nottingham

Lace curtains, nets and bedcovers, 1931

**Blackwood, Blackwood & Company**

101 Olive Street, Calcutta, India

Cotton piece goods, 1925

"The Sanskrit character repeated in the centre of the Mark and at each corner represents the three Hindoo Godheads, 'Bishnu, Rudra and Brama.'"





**Candy & Company, Limited**

Devon House, 60 Berners Street, London W.1

The "Devon Fire" fireplaces, c. 1930



**The Witchampton By-Products, Limited**

Witchampton, near Wimborne, Dorset

Firelighters, 1932

**BURN A WITCH**



**Hewson Price Limited**

170 Westminster Bridge Road, London S.E.1

Printed publications, 1933



**Elizabeth Arden Limited**

5 Cork Street, London W.1

Cosmetics cointainers, 1933

**O.H. Limited**

8 Hatton Yard, Hatton Garden, London E.C.1

Chimney pots, caps and cowls of earthenware, 1936

**Steam Plant Accessories, Limited**

38 Victoria Street, London S.W.1

Metal goods, 1932

**Henry Hope & Sons, Limited**

Smethwick, Birmingham

Metal windows and fascias, c. 1938



**The Ellis Chemical Company, Limited**

15 East Street, Leicester

Fertilizers, 1931

**The Cresols & General Antiseptics Company**

6 Hardwidge Street, Snow's Fields, Bermondsey, London S.E.1

Disinfectants, 1922

**Bridcut Harries & Company**

70 Mortimer Street, London W.1

Articles of clothing, 1925

**The Morris Garages, Limited**

36-37 Queen Street, Oxford

Motor cars, 1928





**The Creamola Food Products, Limited**

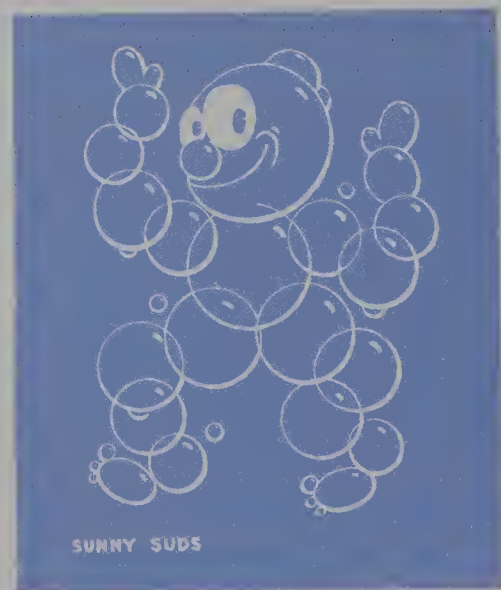
Creamola Works, 196 Clyde Street, Glasgow C.1

A preparation in crystal form for making a beverage, 1931



**Harvey & Company**  
10 & 12 Pentonville Road, London N.1  
Tobacco, 1922

**Advance Laundries Limited**  
118/132 New Oxford Street, London W.C.1  
Laundered articles of clothing, 1938





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Patent Office, Great Britain: London, 1976

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John Lewis

Routledge & K. Paul: London, 1954

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Edited by F.A. Mercer and W. Grant

The Studio Limited: London, 1930 & 1931

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Arnold Whittick

Charles T. Branford Company: Newton, Massachusetts, 1960

## **Thirties: British Art and Design Before the War**

Edited by Jennifer Hawkins and Marianne Hollis

Arts Council of Great Britain: London, 1970

## **The Typography of Newspaper Advertisements**

Francis Meynell

Ernest Benn Limited: London, 1929





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**John Mendenhall** is a professor of graphic design and design history at California Polytechnic State University in San Luis Obispo. Previously he designed computer type fonts at the Computer-based Education Research Laboratory in Urbana, Illinois, and was a graphic designer for the Agency for International Development. Mendenhall received a BFA degree from the University of Illinois in Urbana and an MA from Stanford University. He has taught at several universities and is the author of five books on trademark design.

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