

PAPER TRAIL

a feature showcasing the contributions
of "Bottles and Extras" readers

Edited by Steve Ketcham



Chicken Cock Whiskey

While most of us have seen the great-looking Chicken Cock Bourbon pinched, enameled bar decanter, other items from the J. A. Miller Company of Paris, Kentucky, are less often found. Pictured here are a blotter, a



and a lithograph-on-brass sign as well as the decanter. Clearly this firm knew

(Circuit Court, D. Massachusetts. April 27, 1892.)"

The case is one of trademark infringement. The case states, "Plaintiff and his predecessors have long used upon their whiskey barrels a trademark consisting of a picture of a chicken cock standing upright, within a circle surrounded by the words, 'Old Bourbon Whiskey, Bourbon Co., Ky.,' and below the picture the words, 'From J. A. Miller, Paris.' For over 30 years this brand has been known as 'Miller's Chicken Cock Whiskey' or 'Chicken Cock Whiskey.'"

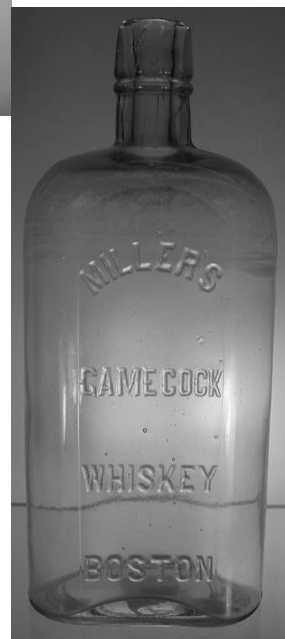
The defendants were accused of using a similar image on their whiskey

labels and thus a trademark infringement had occurred. The judge in the case found for the plaintiff, stating "The designation of the one as 'Miller's Chicken Cock Whiskey' or 'Chicken Cock Whiskey' and of the other as 'Miller's Game Cock Whiskey' or 'Game Cock Whiskey' is the mere substitution



how to use attractive graphics in their sales pitches, whether on its bottles or on its advertising.

The embossed bottle pictured here reads, "Miller's Game Cock Whiskey Boston." There was no relation between these two Millers and their similarly-named whiskeys. In fact, there was bad



label, a labeled flask,

of the word 'Game' for 'Chicken;' and this difference, together with the other minor differences, are not enough to protect the defendants in the use of what is distinctively the complainant's mark."



Towle's Root Beer

Many an American has poured Log Cabin Syrup on a plate of pancakes, waffles, or French toast. The brand was established in St. Paul around 1888 by Patrick J. Towle. Early forms of packaging included lithographed, cabin-shaped tins as well as multi-sided bottles. The company was a success, and Towle eventually sold the brand to General Foods in 1928. The blotter shown here advertises



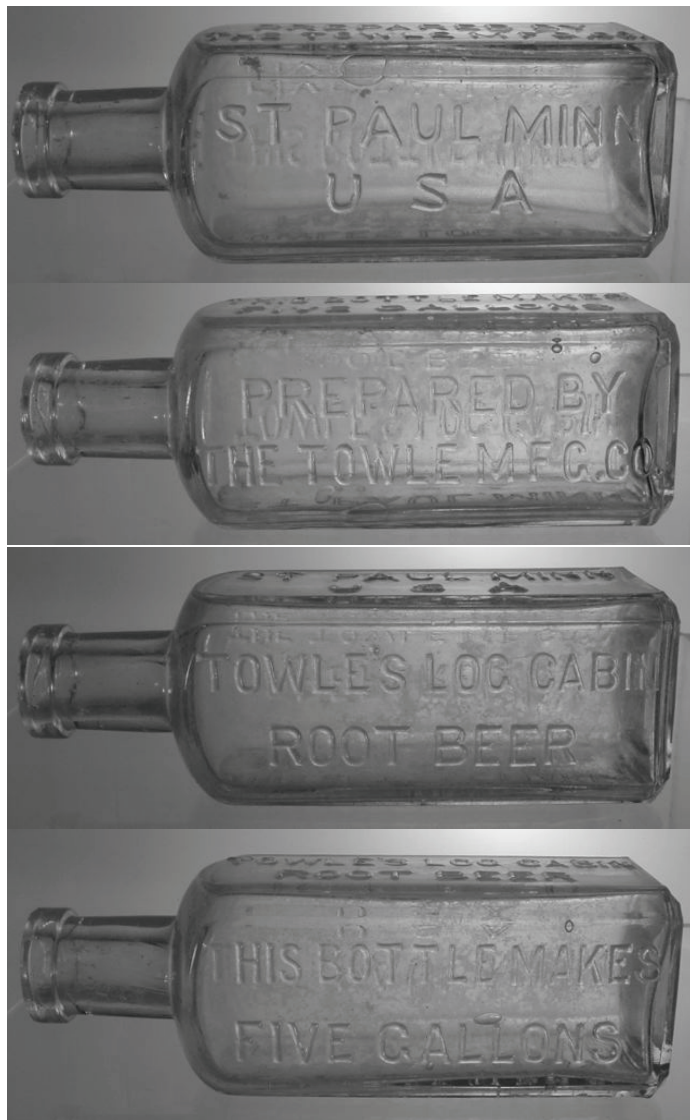
Towle's well-known syrup and boasts that the brand, "Was awarded first prize at the Paris Exposition 1900 over all competitors for absolute purity and richness of flavor."

While Log Cabin Syrup is still available, a lesser-known Towle product has long since been off the market.



In fact, few collectors are even aware that this product once

existed. The second image is of a trade card advertising Towle's Log Cabin Root Beer. The reverse of the card touts the beverage as "The Great Temperance Health Drink." Shown also is a photo of the bottle in which the root beer concentrate was packaged. It looks suspiciously



like a bottle of Hire's Root Beer extract, and this was likely not an accident, however, the brand did not last long. Common as Hire's Root Beer extract bottles are today, the 4 3/4 inch high, aqua Towle's Log Cabin Root Beer bottles are quite rare.

"*Paper Trail*" is a regular feature which showcases the wide world of bottle-related ephemera, from trade cards and post cards to letterheads and blotters. Readers are encouraged to submit items for publication. Simply scan or photograph your item (JPG please), add a short paragraph or two about the item, and include a photo of the bottle to which it relates.

E-mail your contribution to:

Steve Ketcham
s.ketcham@unique-software.com
or mail it to:
Steve Ketcham
PO Box 24114
Edina, MN 55424
Ph: (952) 920-4205