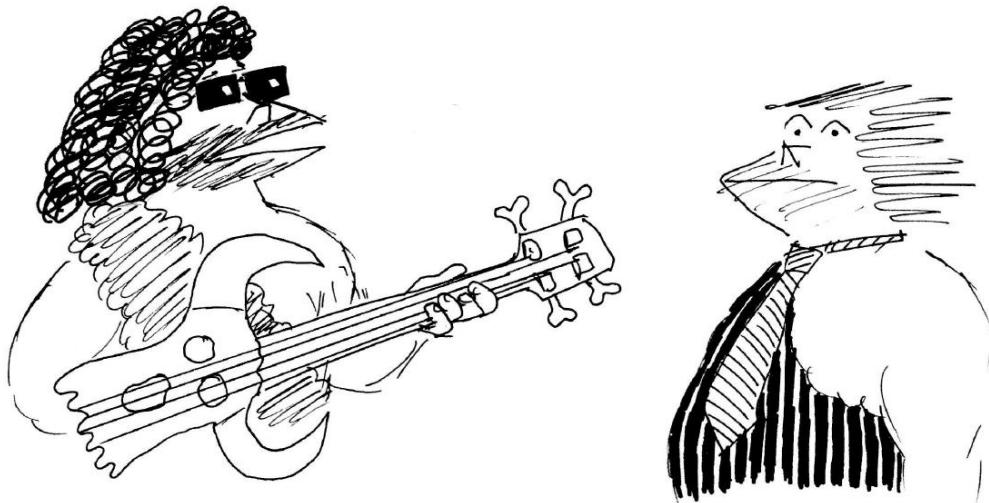
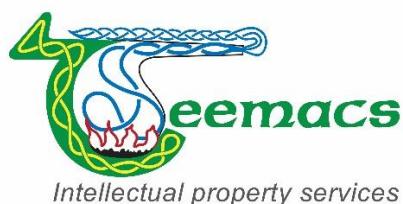


Some famous trade marks

...and the stories behind them...



Like ah say, man, da shape o' mah crittar is yooneek, so yo' gotta defend 'er. Yo! Dat's da name! De Fender! Git writin', man, git writin'...



Introduction

This is pure indulgence on my part. These things interest me, so I put them together in booklet form. They are arranged in the order in which I first thought of them.

If anyone knows any good stories, I'd always be interested.

What's where...

page	page	page	page
ABC	65	Coca-Cola	3
AC/DC	45	Colgate	41
Acer	63	Columbia	13
Adidas	11	Continental	75
Adobe	54	Corn Flakes	18
Aeroflot	73	Danone	53
Agip	25	Dell	71
AKZO Nobel	26	Delta	74
Albertson's	68	Deutsche Grammophon	42
Aldi	69	Deutsche Telekom	81
Alfa Romeo	14	DHL	46
Amazon	11	Diner's Club	47
American Airlines	73	Dior	64
American Express	47	Disney	56
Apple	3	Dodge	78
Araldite	40	Dow	59
Asda	69	Dulux	8
Aston Martin	35	Dunlop	65
Asus	62	Du Pont	2
AT&T	32	Dyson	52
Audi	2	eBay	38
Avon	20	Electrolux	58
Band-Aid	17	Emmys	63
Barbie	66	Ericsson	63
BASF	20	Esso	1
Bass	24	Estée Lauder	56
Bayer	4	Eveready	34
BBC	50	Exxon	1
Ben & Jerry's	33	Facebook	53
Bentley	28	Fanta	60
Berkshire Hathaway	59	Fedex	46
B F Goodrich	75	Fender	20
Bic	65	Ferrari	2
Birds Eye	52	Fiat	14
Black & Decker	36	Financial Times	79
BlackBerry	44	Firefox	72
BMW	2	Fisher-Price	74
Boeing	44	Flickr	77
Bombardier	44	Ford	49
Boots	57	Formica	18
Bosch	7	Fortnum & Mason	48
Boss	64	Foster's	10
Bouygues	37	4711	5
BP	8	Gap	81
Bridgestone	21	Garmin	80
Brita	70	General Electric	4
Budweiser	14	General Motors	62
Bugatti	29	Gillette	26
Buick	10	GlaxoSmithKline	41
Burberry	51	Glenfiddich	32
Burger King	55	Godiva	36
Bushmills	30	Goodyear	21
C&A	76	Google	10
Cadbury	26	Gore-Tex	38
Cadillac	9	Grammy	63
Campbell's	67	Gucci	70
Canon	8	Guinness	30
Carrefour	69	H&M	70
Carrier	29	Häagen-Dazs	29
Cartier	57	Hallmark	38
Casio	76	Harrods	48
Castrol	16	Harley-Davidson	39
Caterpillar	50	Heinz 57 Varieties	18
CBS	65	Henkel	59
Chanel	81	Hennessy	68
Chanel No.5	19	Hermès	52
Chevrolet	9	Hershey	74
Christian Dior	63	Hertz	59
Chrysler	49	Hilti	78
Cisco	50	Hilton	61
Citroën	5	His Master's Voice	6
Clorox	70	Hitachi	57
CNN	55	Holden	36
		Honda	39
		Hoover	51
		HP	21
		Huawei	62
		Hugo Boss	64
		Hyundai	30
		IBM	40
		IKEA	25
		Instagram	79
		Intel	37
		Interflora	55
		IWC	57
		J.P.Morgan Chase	67
		Jaguar	19
		Jeep	49
		John Deere	45
		Johnson & Johnson	35
		Kenworth	45
		KFC	16
		Kia	73
		KitKat	15
		Kleenex	17
		KLM	56
		Kmart	48
		Kodak	6
		Kraft	26
		Kroger	68
		Lacoste	6
		Lamborghini	35
		Land Rover	50
		Lego	7
		Leica	32
		Lever	10
		LG	34
		Lidl	69
		Lindt	57
		Linux	60
		Lipton	71
		Lockheed Martin	60
		L'Oréal	54
		Lotus	19
		Louis Vuitton	22
		Löwenbräu	32
		Lucky Strike	22
		Lufthansa	13
		Lycos	28
		McAfee	37
		McDonalds	7
		McLaren	24
		Macy's	48
		MAN	72
		M&M's	74
		Manchester United	34
		Marlboro	15
		Marriott	61
		Mars	23
		Maserati	41
		MasterCard	47
		Mattel	66
		Max Factor	64
		Mazda	27
		Meta	53
		Mercedes-Benz	1
		Merck/MSD	59
		MGM	12
		Michelin	4
		Microsoft	5
		Miele	61
		Mini	14
		Mitsubishi	25
		Mobil	25
		Moët et Chandon	23
		Monsanto	40
		Montblanc	31
		NBC	65
		Motorola	73
		NCR	79

The Body Shop	54
The Economist	43
The Times	43
Thermos	18
ThyssenKrupp	67
TikTok	79
TimeWarner	55
TNT	46
3M	37
Toblerone	4
Tommy Hilfiger	64
TomTom	80
Tony's	63
Toshiba	33
Toyota	21
Tupperware	77
Twinings	24
Twitter	77
20th Century Fox	12
Ty-phoo	71
UBS	13
UPS	46
Unilever	11
Uniroyal	75
United Airlines	74
Vaseline	17
Vauxhall	62
Velcro	72
Verizon	56
Victoria's Secret	71
Virgin	40
Visa	47
Vodafone	32
Volkswagen	15
Volvo	23
Wall's	75
Walmart	33
Waze	80
WD-40	81
WeChat	78
Wella	56
Wells Fargo	51
Wendy's	55
WhatsApp	78
Whirlpool	58
Wilkinson Sword	27
Wilson	75
Woolworth	69
X	77
Xerox	41
Yahoo!	28
Yamaha	6
Yves St. Laurent	64
YKK	72
YouTube	52
Yves Saint Laurent	64
Zeiss	33
Zoom	79

1. Mercedes-Benz



Daimler-Benz started as two independent companies in 1886, which merged in 1926 in the economic crisis in the aftermath of the First World War. Gottlieb Daimler and his assistant Wilhelm Maybach developed a horseless carriage (which it actually was), whereas Karl Benz saw the need for an entirely new type of vehicle. However, the driving power was the new petrol/gasoline-powered internal combustion engine, made possible by the refining of oil. Daimler chose the tristar as symbolising his work on transport on the trio of land, sea and air. In 1926, it was surrounded by the laurel wreath of Benz, which has transmuted into the ring around the tristar (but which is still found on the badge on the nose of MB vehicles).

Mercedes? Adrienne Manuela Ramona Jellinek, the daughter of Emile Jellinek, an Austrian businessman and amateur racer, was known as Mérçèdes (Spanish for "grace"). Emile raced under the pseudonym of "Monsieur Mercedes" (a practice that still occasionally occurs – young Ayrton da Silva raced under his mother's maiden name, Senna). Emile was forever bothering Daimler for more and more powerful models, and when Daimler produced what he wanted, Emile said he'd take 36 of them and pay in gold – on condition that the cars be named "Mercedes". And so it came to pass...



The name that launched a million cars...

2. Esso



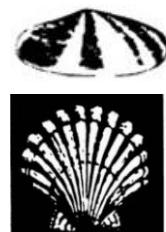
"Esso" is simply a phonetic rendition of "S O" (Standard Oil). Founder John D. Rockefeller's predatory business practices gave it a near-monopoly of the US oil market, until it was broken up by the Sherman Antitrust Act. The result left the biggest bit, Standard Oil of New Jersey, the owner of the famous trade mark worldwide, but in only about half of the US states. Seeking a mark that it could use in the whole USA, and after a narrow escape by almost choosing another Jersey Standard trade mark ENCO (it found out just in time that "Enco" meant "stalled car" in Japanese), it finally plumped for EXXON. The breakthrough was the discovery that the double X occurs with regularity only in Maltese. The logo was the work of the great French-American designer Raymond Loewy...



It's enough to make a Maltese cross...

3. Shell

...as was the revised Shell logo (left). The founder of Standard Oil's great rival, Marcus Samuel (later Viscount Bearsted), had humble beginnings – his father had a little shop in the East End of London, importing and selling sea shells. Marcus adopted a shell as his trade mark, first the one at the top right, and shortly after the now-familiar pecten shell. It remained the emblem even after the merger with the Royal Dutch Petroleum Company to create the present-day giant.

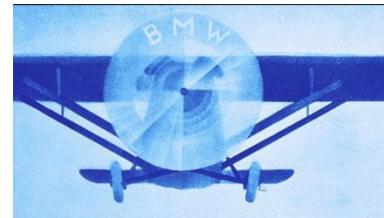


4. BMW

The Bayerischen Motoren-Werke arose in 1917 from the former Rapp Motorenwerke and made engines for aircraft. Forbidden to do this under the terms of the Versailles Treaty, it turned to motorcycles, then to cars. The now



familiar roundel, adopted in the early years, is derived from the Rapp logo. The blue and white represent the colours of the *Freistaat Bayern* (Bavarian Free State). It actually does NOT represent a stylised whirling propeller, this story apparently arising from a 1929 advertisement that featured aircraft with the image of the roundel in the spinning propellers.



Plane to see where it came from...

5. DuPont



The original Du Pont was founded by Éleuthère Irénée du Pont de Nemours, who, with his father, Pierre Samuel, escaped revolutionary France with their heads still attached to their shoulders. E.I., who had learned gunpowder manufacture under the great Antoine Lavoisier (who had parted company with his head), started making high-quality gunpowder in Delaware in 1803. A recent merger with Dow was followed by the founding of three new companies, the new DuPont being a specialty products company.

6. Ferrari



Enzo Ferrari served in the Italian Army during the First World War. He was a great admirer of Italy's air ace Count Francesco Baracca, who painted a red *cavallino rampante* on the side of his plane. After Baracca's death, the squadron rendered the horse in black. After the war, Enzo entered motor racing and was moderately successful. After one success, he was approached by Baracca's mother, who suggested that use of the horse would bring him luck. Enzo took the black horse and put it on a canary yellow background (the colour of Modena, his native city). This became the badge of the Scuderia Ferrari (he ran the Alfa works team under this name in the 1930s) and later migrated to the road and racing cars of Ferrari when Enzo went into production after the Second World War. The stripes of the Italian flag were a later addition.

There has always been some minor irritation between Ferrari and that other prancing horse. When the Porsche family started making cars at the end of the Second World War (mainly to get the money to get Porsche Sr. out of a French jail), they adopted elements of the crest of the city of Stuttgart for their emblem. This has had a black prancing horse (*Rössle*) for centuries, and a horse of some sort since the 13th century (the name "Stuttgart" is derived from an Old High German word meaning "stud farm"). There has been the occasional harsh word exchanged, but now the two beg to differ – and deception and confusion is very unlikely. And Porsche has sought to answer where it really matters to both companies – on the racetrack.



7. Audi



Things weren't going well in the German car industry in the 1920s-30s. The economic problems that forced the amalgamation of Daimler and Benz also forced the amalgamation of four smaller companies, Audi, Wanderer, Horch and DKW. The union of the four was named Auto Union, and the four rings symbolize the four companies. After the Second World War, Auto Union was owned first by Mercedes, then by VW. With the merger of Auto Union and NSU, the Audi name was reborn.

Curiously, the original Audi was founded by Herr Horch. Having had a dispute with his management, Horch founded a new company, but couldn't call it Horch, so he called it "Audi", Latin for "listen", which is what "horch" means in German.

8. Apple



It's hard to believe that what is currently the world's most valuable trade mark (2024) started out looking like the thing on the right. It depicts Isaac Newton under an apple tree, with said celebrated apple about to fall. The legend around the border reads "Newton ... A Mind Forever Voyaging Through Strange Seas of Thought ... Alone". Apple was started by college dropouts Steve Jobs, Steve Wozniak and Ronald Wayne. The name came about because Jobs was coming back from an apple farm and he thought the name was "fun, spirited and not intimidating".



Apple

We can work it out...



There were complications with That Other Apple (the recording label founded by the Beatles), especially when iTunes came along – initially no Beatles' music was available on iTunes. However, a resolution was found and all was harmonious.

9. Coca-Cola



Pharmacist John S. Pemberton was badly wounded during the American Civil War and was forever after in constant pain. Trying to find something to ease the pain and that wasn't opium-based, he came up with a drink consisting of a syrup based on coca leaf and kola nut, to which was added carbonated water. Pemberton decided to sell it as a drink rather than a medicine. His employee Frank Mason Robinson came up with the name and the Spencerian script rendition of the name, which continues to this day. The formula was bought in 1888 for \$550 by Atlanta businessman Asa Griggs Candler, whose aggressive marketing made it the success it is.

The original drink contained traces of cocaine, but Coca-Cola now uses a cocaine-free leaf extract from Stephan, the only company in the USA licensed to import and process coca. The nature of the famous "Merchandise 7X" ingredient remains a trade secret but appears to be a mixture of natural flavours.

It would of course be remiss to mention Coke without mentioning The Other One. It used to be more like Coca-Cola's brand (lower right). It was developed by Caleb Bradham in New Bern, NC, and was originally sold as "Brad's Drink". It was later renamed Pepsi-Cola (after the digestive enzyme pepsin and the kola nuts used in the recipe). The "cola wars" (targeted advertising) continues to this day.



10. Bayer

The might of the German chemical industry rests on the strength of its chemists. Friedrich Wöhler's accidental synthesis of urea when trying to make ammonium cyanate disproved the then-held belief that organic compounds were imbued with some sort of life force and could not be synthesized. Initially it was dyestuffs - not for nothing were the names of The Big Three full of references to dyes – Farbenfabriken Bayer AG, Farbwereke Hoechst AG, Badische Anilin- und Soda-Fabrik



AG. Bayer made the big time with Felix Hoffmann's discovery of aspirin. The Bayer cross trade mark was introduced in 1904. The one on the Bayer HQ in Leverkusen is the biggest illuminated sign in the world.

11. General Electric

The *art nouveau* GE lettering of the world's biggest conglomerate has been there since the beginning in the 1890s, and the inward projections are intended to convey a sense of motion and fluidity.



12. Sony



Masaru Ibuka and Akito Morita started business in post-war Japan as Tokyo Tsushin Kogyo (Tokyo Telecommunications Engineering Corporation).

Looking for a romanised name for the company, they combined the Latin word *sonus* (sound) with "sonny", a common address for a boy in 1950s America to give SONY.

13. Toblerone



The inspiration for product and logo didn't come from the Matterhorn (with bear (symbol of Bern) insert) as shown on the left, but from the *Folies Bergère* nightclub in Paris.



At least the bear's still in there...

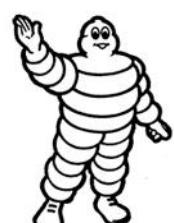
Theodor Tobler went there in the early 1900s with a problem on his mind; how to make the then solid slabs of chocolate breakable. Nobody really knows why the idea of a triangle occurred to him – Theodor's sons believe that the dancers formed a pyramid at the climax of the performance. For whatever reason, he rushed home to Bern and had a mould made. His cousin had been experimenting with a new mixture, consisting of milk chocolate, almonds and nougat, and this is what they used. What to call it? A combination of the family name and "torrone", an Italian nougat specialty.

Tobler is now part of the Mondelēz International Group (the former snack foods business of Kraft). The move of some Toblerone production to Slovakia meant that these products did not comply with "Swissness" requirements (milk from Swiss cows, etc.) and the Matterhorn lookalike was replaced with a generic triangular mountain (right)

14. Michelin



The idea of Monsieur Bibendum, Michelin's famous rubber man, came to Edouard and André Michelin at an exhibition, when they saw two stacks of tyres, smaller ones on top of larger ones. Some years later, French cartoonist O'Galop showed André a rejected cartoon for a Munich brewery, depicting a regal figure with a huge glass of beer and the motto from Horace *nunc es bibendum* (now is the time to drink), André suggested replacing the figure with the tyre man. At the time, Michelin was seeking to develop (more) puncture-proof tyres, and the Michelins got the idea of their rubber man drinking glass shards without injury. So the famous poster (left) depicted just that. In a motor race sometime later, Edouard Michelin passed a competitor and the competitor shouted, "There goes Bibendum!" And a star was born.



Les pneus, c'est nous!

15. 4711

The celebrated cologne got its name from the French Army, which, having occupied Cologne in Napoleonic times, numbered all the houses in sequence. The little perfumery at Glockengasse 9 (No. 9, Bell Alley) received the completely unmemorable "4711". The original name lives on in the bell on the trade mark.



16. Citroën



Before he started making cars, André Citroën made gears. The Citroën chevrons are stylized representations of the chevron-shaped gear teeth of an innovative design discovered by André in Łódź, Poland.



17. Rolls-Royce



The Honourable Charles Stewart Rolls was an English gentleman and a pioneer aviator and motorist, back in the days when the English landed gentry could occasionally take time off from running the country. Henry Royce was an engineer with a determination to build the best car in the world. Rolls had bought several of Royce's vehicles, and then they went into business together – and the two Rs was born. Initially, the background was red, but was changed to black because this was thought more appropriate for a luxury car. This coincided with Rolls's tragic death in an aviation accident, but was not the reason for the change

The figurine "Spirit of Ecstasy", which traditionally graces RR bonnets dates from before the First World War (Sir Henry Royce never liked the idea). It was commissioned by automobile pioneer 2nd Lord Montagu of Beaulieu as a personal ornament for his RR, his model being his lover Eleanor Velasco Thornton. They could not marry because of the big difference in social status, but they remained lovers even after Montagu married someone of appropriate stature, until she was killed in a U-Boat attack in 1915. As a result, some referred to the figurine as "Ellie in her nightie", and there was even one version with finger to lips ("The Whisper") as a hint of the forbidden love. The present (2003) iteration is about to be replaced by one (left) with a lower drag coefficient.



Gotta go with the flow, Ellie!

18. Microsoft

Microsoft Computer geeks Paul Allan and William Henry Gates III formed Traf-O-Data in 1972 (it analysed traffic data).



Allan came up with the name Microsoft in 1975 (from MICROcomputer and SOFTware). A monumental blunder by IBM in allowing Microsoft to retain the rights to operating system MS-DOS precipitated the rise of the company to its present dominance. The new logo looks much better than the original (right).

19. Yamaha



YAMAHA

The Nippon Gakki Seizo KK (Japan Musical Instrument Manufacturing Corporation) was started in 1887 by Torakusu Yamaha. Its musical heritage (which continues to this day – it is the world's largest manufacturer of musical instruments) is reflected in the three crossed tuning forks on its logo. After the Second World War, the company used its metallurgical expertise to commence manufacturing motorcycles. The company celebrated its centenary by formally changing its name to Yamaha.

20. Lacoste

René Lacoste was one of “the four musketeers”, French tennis stars, who dominated the game in the 1920s-30s. Lacoste was known as “The Crocodile” because of his tenacity on the court. So, when he founded *La Société Chemise Lacoste* in the 1930s, the crocodile was a natural as a trade mark.



21. His Master’s Voice/RCA Victor



Nipper and the gramophone is one of the most famous images. Fox terrier Nipper belonged to Mark, brother of artist Francis Barraud. When Mark died, Francis inherited Nipper along with a cylinder phonograph and some cylinders of Mark's voice. Francis observed the dog's interest in, er, his master's voice, and committed the scene to canvas. It was purchased by the newly-formed Gramophone Company, on condition that the painting was modified to show one of their disc machines. The US rights were acquired by the Victor Talking Machine Company (later RCA Victor and GE, and now licensed to Sony Entertainment).

22. Kodak



A great trade mark whose owner has become a major victim of technological change, KODAK is that best of all trade marks, a short word completely devoid of any meaning. To quote founder George Eastman *“I devised the name myself. The letter ‘K’ had been a favorite with me – it seems a strong, incisive sort of letter. It became a question of trying out a great number of combinations of letters that made words starting and ending with ‘K.’ The word ‘Kodak’ is the result.”*

23. Rolex



Bavarian Hans Wilsdorf was not the first foreigner in the Swiss watch industry (Patek and Philippe were Polish and French respectively, and IWC was started by an American), but was arguably the most successful, comprehensively upstaging much older brands, such that new Rolex watches are virtually unobtainable and used ones command prices far above their RRP. He was not a watchmaker, but he did have a feeling for good ideas, not to mention a considerable flair for publicity, and they led to the world's first waterproof watch (the Oyster) and the world's first practical automatic watch (the Perpetual). The origin of the invented word “Rolex” is obscure, but one explanation is that it is derived from the French phrase *horlogerie exquise* (exquisite watch industry). The crown was chosen to symbolise achievement.

24. P&G



English candlemaker William Procter and Irish soap maker James Gamble emigrated to Cincinnati, and met when they married sisters. Their father-in-law persuaded them to go into business together, and so, in 1837, they did. The company is now the world's biggest consumer goods company.



Oh, say, can you see...

The venerable “man in the Moon” logo is never seen these days (its use was discontinued in 1985), but it is worth putting on exhibition for the ridiculous nonsense circulated about it. People saw in it occult meaning, and P&G was even said to contribute part of its earnings to satanic groups. The bits at the end of “the man in the Moon” were seen as demon’s horns and the curlicues in the beard under the face were interpreted as inverted “666” (the Mark of the Beast from the Book of Revelation). In fact, the man in the Moon was a common decorative device in the 1850s and the thirteen stars are a nod to the 13 original colonies (later states) of the USA.

25. Lego



LEGO is derived from the Danish phrase *leg godt* (play well). Prior to the Second World War, the Company made wooden toys. After the war, founder Ole Kirk Christiansen was at a British toy exhibition, and there he saw “Kiddikraft” self-locking plastic building bricks. They were patented in the UK, but not in Denmark, so Christiansen bought Denmark’s first injection moulding machine and set to work. His great innovation was the introduction of the internal tubes, which made locking even better. It is now estimated that there are more than 80 LEGO blocks for every man, woman and child on earth.

26. Bosch



Robert Bosch's great electrical concern started in 1886. The logo represents a magneto armature and casing, one of Bosch's first products. Bosch remains one of the world's biggest suppliers of automotive components. It is 92% owned by Robert Bosch Stiftung, a charitable organization.

27. McDonald's



Richard and Maurice McDonald started their restaurant in 1940 in San Bernardino, California. They began franchising after the Second World War, but had relatively unambitious goals (reportedly they merely wanted to be millionaires). However, much bigger possibilities were foreseen by milkshake machine salesman Ray Kroc, whose curiosity had been piqued by an unusually large order for his then-employer's machines. He persuaded the McDonalds of the viability of greater expansion, and to take him on as a partner. There were disagreements, and he eventually bought them out. Kroc's vision empowered the great franchising operation that today spans the globe.

Original McDonald's restaurants had an arch structure as shown here. When viewed from an angle, the two loops looked like a large yellow “M”. This became the logo, and remained even when the arches vanished.



28. Canon



The *Seikikōgaku kenkyūsho* (Precision Optical Industry Co. Ltd.) was founded in 1937. It

introduced the first Japanese 35mm camera with focal plane shutter. This was called the *Kwanon*, the Japanese version of the Buddhist enlightenment being Guanyin, with logo to match (right). This was changed to Canon, which eventually became the company name.



29. Nestlé



The world's biggest food company started in the 19th century with the amalgamation of the Anglo-Swiss



Condensed Milk Company, founded by the brothers Charles and George Page (Charles was US consul in Switzerland) and the baby food company of Henri Nestlé. Swiss *chocolatier* Daniel Peter developed the first milk chocolate by adding condensed milk, and Nestlé's input was critical with respect to the removal of the water from the milk. The first bird's nest logo appeared in 1868 – it hasn't changed that much (right). It is a play on Nestlé's original name – he was originally Heinrich Nestle from Frankfurt, and "Nestle" is Swabian dialect for a small bird's nest.

30. BP

In 1908, British geologists discovered oil in Masjid-i-Suleiman in present-day Iran. The



Anglo-Persian Oil Company was set up to exploit it, and First Sea Lord Winston Churchill switched the Royal Navy from coal to oil, all of which came from the APOC. It later became the Anglo-Iranian Oil Company and became British Petroleum after Mohammed Mossadeq nationalized the industry and was then overthrown by a US/British coup that reinstalled the Shah. The "helios" logo



replaced the Raymond Loewy-designed BP shield (shaped like a US interstate highway sign) in 2002. It is meant to represent energy in all its forms.

31. Sherwin Williams



Although not well known outside its home country, the Sherwin Williams Company of Cleveland, Ohio was once the world's biggest paint manufacturer, and its "cover the earth" logo was widely known and respected within the USA as a sign of quality. When concerns about environmental pollution began to surface in the 1970s, SW, in an exaggerated response to what some people saw as the implications of the logo, discontinued its use and used instead the bland thing on the right. Thankfully, wiser heads prevailed and the old logo in slightly updated form (left) was restored.



32. Dulux



Still on the subject of paint, outside the USA, there is possibly no brand name better known than Dulux. Which is curious, as that's where the name came from. In the 1920s, the world's big chemical three, Du Pont,

ICI and I.G. Farbenindustrie (the last-named a conglomeration of Germany's big chemical companies) divided up the world between them in a far-reaching cartel. Part of this deal was the use of each other's technology and names in their protected markets.

DULUX originated from Du Pont – nobody is quite sure how, but one thought is that it meant “Du Pont luxury finish”. The original mark was an oval logo, based on Du Pont’s own logo, which lasted down to the 1970s in Australia (right) along with the similar logo for the Du Pont automotive finish DUCO. ICI came to own the mark world-wide, except for the Antipodes, where, for historical reasons, Dulux Australia, then a subsidiary of ICI, was the owner, and it resolutely refused to surrender that ownership. This is probably just as well as ICI broke up and was swallowed by AKZO-Nobel. Dulux Australia, now owned by Japan’s Nippon Paints, is Australia’s biggest paint manufacturer.



Grrrrreat stuff!

Another feature of Dulux advertising world-wide was this hairy creature, an Old English sheepdog. Used on Dulux advertising since the 1960s, the campaign has been wildly successful, so much so that many people know the animals only as “Dulux dogs”.

33. Philips



What is now Koninklijke Philips N.V. (Royal Philips, the way Shell is Royal Dutch-Shell – the title is awarded to companies of national importance) began with carbon filament light bulb manufacture by Frederik Philips and his son Gerard in Eindhoven, Netherlands in 1891. The business didn’t really go anywhere until younger son Anton joined it and laid the foundations for the current multinational. For a long time, Philips had a rather nice shield, the wavy lines representing radio waves and the stars the ether through which they were transmitted. Alas, it has now resorted to this totally boring plain name.



34. Chevrolet



Swiss racing driver and engineer Louis Chevrolet started the eponymous company with partner William Durant in 1911. It was acquired by General Motors in 1918. The “bowtie” logo of Chevy is one of the automotive world’s best known trade marks. The legend is that Durant copied the design from the wallpaper of a Paris hotel. However, the truth is that Durant saw the logo on the right in a newspaper while on vacation and thought the design would be perfect for Chevrolet. And while we’re on the subject of US motoring and pinching other people’s ideas...



35. Cadillac



The US’s second-oldest car company (after Buick) is named for Antoine Laumet de La Mothe, sieur de Cadillac, the founder of the city of Detroit, and the logo is based on his supposed coat of arms. “Supposed” because, according to some historians, Antoine was not only not noble, but also not even a member of the Cadillac family, and he synthesized the coat of arms from bits of other people’s arms. Is anything genuine? I hear you cry. Apparently, this is...



*Aux armes,
charlatans!*

36. Buick



Buick was founded in 1899 by brrrrraw wee Scottish laddie David Dunbar Buick. The trishield emblem is taken from his ancestral coat of arms, which looks like the one on the right in its original colours.



37. Qantas



Queensland and Northern Territory Aerial Services (hence Qantas) was founded in 1920, making it the second oldest operating airline in the world (after the Netherlands' KLM). It has an enviable safety record, never having had a jet fatality or lost a jet aircraft. The Flying Kangaroo emblem once did have wings (right), but has evolved sufficiently no longer to need them.



38. Foster's



Australia's other notable export. If you believe the advertising, Foster's is Australian for beer. However, it is not particularly popular in its homeland, not even in the Foster's Group stronghold of Victoria, to the extent that Foster's doesn't promote it very much. The Fosters were (shock! horror!) two American brothers who founded the brewery in 1888. They had a refrigeration plant, which was necessary for the brewing of beer in Australia's hot climate. They sold up and left the following year, but the name stayed on.

39. Levi's



"The name on everybody's hips" started in San Francisco in 1853 when Levi Strauss from Bavaria came to open a branch of his brother's New York-based dry goods business. Levi perceived a need for rugged workwear. Jeans were already well known (the name is derived from Genoa, Italy, where they were first made for sailors). The French town of Nîmes had taken the thing a step further with a new fabric called denim (*de Nîmes*). The final touch, reinforcing rivets, was the idea of tailor Jacob Davis, and Davis and Levi Strauss & Co. received US patent 139121 for it. Jeans remained workwear until the 1960s, when they took off as normal wear (helped by James Dean's wearing of them in *Rebel without a Cause*).

40. Google

Stanford Ph.D. students Larry Page and Sergey Brin came up with a new kind of Internet search engine. They initially called it "Backrub", but later changed the name to Google, a misspelling of "googol", the name for the number 1×10^{100} (one followed by one hundred zeroes, representative of a very large amount of data). It is currently rated as the world's most valuable trade mark. It has since transmuted into other forms such as the Android mobile telephone operating system beloved by...



41. Samsung



Samsung is a conglomerate (*chaebol* in Korean), with interests in many different industries. The meaning of the Korean word "Samsung" (三星) is "tristar" or "three stars", three representing

something big, numerous and powerful and the stars representing eternity. Previous logos actually did have three stars (right). Given its success in the mobile phone business, I could say it's the apple of Google's eye, but of course I won't... 

42. Panasonic

Panasonic

Japan's biggest electrical goods company started life as the *Matsushita Denki Sangyō KK* (Matsushita Electrical Industry Co.),

named for its founder, but because nobody outside Japan could pronounce the founder's name correctly (roughly *Mat-SHOOSH-ta*), a new name was sought. The first choice was National, but there was a US company in the same business with a similar name. As the initial equipment sold in the USA was sound equipment, the name PANASONIC (*pan* = all, *sonic* = sound) was used there. This eventually became the name used for all products and all markets, and the company finally changed its name to Panasonic Corporation.

43. Amazon

...more correctly, amazon.com. The bane of all book and record stores began as Cadabra, an on-line book store, by Jeff Bezos in his garage.



Since then, it has expanded in all directions. Amazon was chosen as it's the biggest river on earth and the yellow arrow signifies everything from A to Z.

44. Unilever

The current logo of the other great Dutch-British international company may represent all the various things that Unilever does, but the name comes mainly from the 19th century soap-manufacturing Lever Brothers, who set themselves up in Port Sunlight in Lancashire. The modern company came about when Lever Brothers merged with the Dutch company Margarine Unie, to form Uni-Lever.



45. Subaru



The car-making division of the Japanese conglomerate Fuji Heavy Industries was named for the star constellation known in the West as the Pleiades, and the logo is a stylized version of the constellation.



Twinkle, twinkle, little car...

46. Adidas



Adolf and Rudolf Dassler, owners of the *Gebrüder Dassler Schuhfabrik* (Dassler Brothers Shoemakers) in Herzogenaurach, Bavaria, Germany, had a major falling out, which led to the split of the company in 1948.

Adolf founded Adidas, whose name is an abbreviation of his name (Adi is a common diminutive of Adolf). The three stripes on the latest logo are said to represent a mountain, pointing towards the challenges that are seen ahead and goals that can be

achieved. However, the original seems to have had no mountainous connotations, and was just chosen as something distinctive.

Rudolf Dassler's part of the company became rival manufacturer Puma (still in the same town). The brothers never reconciled, and they are buried in the same cemetery, but reportedly as far apart as possible.



47. Nike



The company was originally called Blue Ribbon Sports and started life as the US importer of Onitsuka Tiger shoes. When it went into business making its own footwear, it chose the name Nike (Greek goddess of victory). The now-familiar “swoosh” mark was designed by US graphic designer Carolyn Davidson and has been in use since 1971. According to recent reports, it is the world’s most counterfeited brand.

48. MGM

Ever since the 1924 merger of Sam Goldwyn's studio with Marcus Loew's Metro Pictures and Louis B. Mayer's company, the trade mark has featured lions. The design was by studio publicist Howard Dietz, who based it on The Lions, the athletic team of his *alma mater*, Columbia University. There have been seven lions in all, with the present one, Leo, being the longest-lived (he's been growling there since 1957). And since we're on the subject of movie studios...



What's new, pussycat?

49. 20th Century Fox



Another merger here. Theatre chain pioneer William Fox started the Fox Film Corporation in 1915. It merged with Twentieth Century Pictures in 1935 when Fox got into financial trouble. The logo and searchlights (and the famous fanfare) are Twentieth Century's, with the word "Fox" substituted for the original "Pictures, Inc." As shown in this more recent logo, it is now owned by Rupert Murdoch's News Corporation group. The Fox News channel is a

subsidiary. And continuing the movie theme...

50. Paramount

The Paramount mountain is the oldest Hollywood logo still in use. The original (1912) version, on the left, was the idea of founder William Wadsworth Hodkinson, and is believed to be based on Ben Lomond in his native Utah. The stars represented the major film stars under contract to the studio. The modern version (right), designed for the 90th anniversary of the original, is said to be modelled on the much pointier Artesonraju in the Peruvian Andes.



51. Columbia



The Torch Lady is, of course, the personification of America. But who was she? There have been more than a dozen claimants who have said they were "her". Bette Davis claimed that minor star Claudia Dell had been the model, but nobody really knows. The only thing that anyone knows is who is the present model – a Louisiana 28 year-old called Jenny Joseph, who never modelled before and hasn't since. Joseph's face wasn't used, it being replaced by a composite CGI face.



Oh, stop moaning about your face, Jen, and hold the !@#?! torch up!*

52. Peugeot



The lion rampant of Automobiles Peugeot is probably taken from the crest of Franche-Comté (right), part of Burgundy, from which the Peugeot family comes (precisely from Sochaux, where Peugeot still has major manufacturing facilities and its museum). A less likely story is that it was modeled on the huge sculpture of the Lion of Belfort (lower right), commemorating the heroic resistance of Belfort to the invading Prussian Army in 1871.



We didn't take it lion down!

Because Peugeot designates its cars by numbers with zero in the middle (308, 504, etc.), the myth arose that Peugeot had registered all numbers with a zero in the middle. This is just that, a myth. Previously, numbers alone could not be registered (this is still the case in some countries) – but Peugeot's tendency was sufficient to make Porsche change from "901" to "911".

53. Lufthansa



The name comes from the words *Luft* (air) and *Hansa* (a reference to the Hanseatic League, a trading alliance of merchant guilds and their market towns in 13th-17th century northern Europe). The logo, probably one of the most familiar airline logos, represents a stylized crane in flight and was designed in 1918. Its proposed 2018 colour change (right) has not been well received.



54. UBS

Switzerland's largest bank and the world's largest wealth manager came about as a result of the fusion of the Union Bank of Switzerland (UBS) and the Swiss Bank Corporation after the former fell in a hole in the 1990s. The three crossed keys, the logo of the SBC since 1937, represent confidence, security and discretion. (Should that be "represented"?)



55. Mini

Yes, you really can register a physical object as a trade mark. In this case, one of the most iconic shapes in the automotive world, the Mini. The illustration is taken from the Community Trade Mark registration EU000143933. “ADO15” (Austin Design Office) was designed by Sir Alec Issigonis in response to the Suez Crisis of 1956 and the increase in oil prices. Issigonis took the revolutionary step of turning the engine sideways and employing front-wheel drive and a rubber cone suspension. After a slow sales start, it became trendy and the shape became so well known that it was registrable. Subsequent owner BMW retained as much of the shape as possible for the current Mini.



56. Fiat

The rather un-Italian sounding Fiat is an acronym for *Fabbrica Italiana Automobili Torino* (Italian Automobile Factory of Turin), started in 1899 by the Agnelli family, who still are active in its management. The Fiat logo has been through many iterations, the latest one (right) coming back to the original style lettering with the characteristic “A”.



57. Alfa Romeo



One of the great iconic names of Italian motoring, the ALFA (*Anonima Lombarda Fabbrica Automobili* (Lombard Automobile Factory Ltd.)) started in Milan in 1910. In 1915, it came under the control of Neapolitan entrepreneur Nicola Romeo, hence the name. The badge comprises Italian heraldic elements, the *biscione* (serpent in the act of consuming a human) of the House of Visconti, rulers of Milan in the 14th century, and the red cross of the city of Milan.

58. Budweiser

The US Budweiser beer was the idea of German immigrant Adolphus Busch, who married Lily Anheuser, whose father owned a brewery. It was a light beer, after the manner of beers brewed in Bohemia (now the Czech Republic), especially in the area around Pilsen (now Plzeň). Busch is also known to have visited the nearby Bohemian town of Budweis (now České Budějovice), where beer had been brewed since the Middle Ages. And adding “er” to the end of the town name was a common way in German-speaking areas of designating local beer.



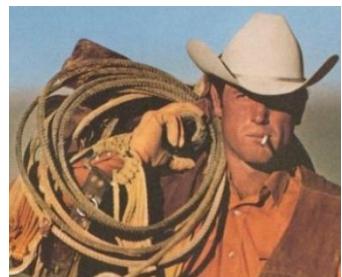
With the expansion of “Bud” overseas and the fall of the Iron Curtain, Anheuser-Busch inevitably came into conflict with the town brewers, particularly the Budweiser Budvar Brewery (*Budějovický Budvar, národní podnik*). So far, the Czechs have done most of the winning, with some draws and co-existence agreements. The UK and Ireland are some of a few places where the *Budweiser* of both companies is available. Sadder Budweiser?

59. Marlboro



Marlboro

Probably the best-known cancer stick logo, it is associated by many with the gentleman on the right. Yet this is a long way from the origin of the name. Philip Morris was an English tobacconist who set up business in Bond Street, London in 1847. The firm continued to flourish after his death, and the family established a factory in Great Marlborough Street (named for John Churchill, 1st Duke of Marlborough, the great British general in the 18th century War of the Spanish Succession). The first Marlboro cigarette was actually aimed at women, and it was filtered.



Welcome to cancer country...

The cowboy arrived in the aftermath of the revelation of the connection between cigarettes and lung cancer, when Philip Morris sought to reposition the brand as a man's brand for men who were concerned about the cancer scare (it was then believed that filter cigarettes were safer). To this end, it used perceived "manly" figures, such as cowboys, in its advertising.

60. Johnnie Walker

John "Johnnie" Walker started a grocery business in Kilmarnock, Ayrshire, in the 19th century and he sold his own brand whisky in it. The big leap forward came in 1860, when it became legal to blend whiskies, and son Alexander was a pioneer in this business. When Johnnie passed on the business to Alexander, whisky accounted for 8% of the firm's income, when Alexander passed on the business to Alexander II, it was 90-95%. It was Alexander I who introduced the characteristic square bottle (easier packing, fewer breakages) and the angled label (more text could be fitted on). The "striding man" was devised by cartoonist and illustrator Tom Browne in 1909. Johnnie Walker is now part of the Diageo multinational drinks empire.

JOHNNIE WALKER®



Hoots, mon, d'ye ken
whaur yer comin' or
goin'?

61. KitKat

Now owned by Nestlé since its takeover of Rowntree Mackintosh, the name goes back to the 18th century UK political Kit-Cat Club. A possible origin of the name was Christopher "Kit" Catt, who owned a pie shop near the tavern where the club met, and the name "Kit-Cat" was also applied to the pies.



Rowntree launched boxed chocolates under the name "Kit-Cat" in the 1920s, but this petered out. The familiar four-fingered bar came from a Rowntree suggestion box. The bar was initially launched as Rowntree's Chocolate Crisp, but the KitKat red packaging and the "Have a break" advertising soon followed.

62. Volkswagen



Most people know that Volkswagen means "People's car", but the fact is that none of the people for whom they were destined ever got their hands on one, as the big new factory in Wolfsburg in Lower Saxony went straight into war production (making the VW-based *Kübelwagen*, the German equivalent of the Jeep). VW paid back the Nazi-era deposits in 1956. It was the brainchild of Ferdinand Porsche, who absorbed a lot of other ideas (including those of the

Czech company Tatra) and added a few of his own to build a cheap car. But it was originally the *KDF-Wagen*, after the Nazi Party movement *Kraft durch Freude* (Strength through Joy).

Ironically, the rise of VW was thanks to the British Army, within whose zone of occupation Wolfsburg fell. It had been intended to dispose of the factory and its machinery. However, Major Ivan Hirst, realizing that the factory could make badly-needed transport for the British Army, got production going. The 2-D black logo (above), introduced in September 2019 and replacing the previous blue 3-D one, is meant, among other things, to make a break with the past and the “Dieselgate” scandal that cost VW dearly.

63. Omega

The Company whose watch went to the Moon was started in 1848 by Louis Brandt, who assembled pocket watches from parts made by local craftsmen in La Chaux-de-Fonds in the Swiss Jura.



Dissatisfied with the quality, he brought manufacture completely in-house. His sons took up after him and they introduced the very successful and revolutionary “Omega” calibre (watchmaker’s term for movement) in 1898. Why “omega”? Presumably because it implied the last word in watchmaking refinement, as omega is the last letter in the Greek alphabet. In any case, it caused the Company to name all its calibres Omega, and eventually it became the Company name.

64. KFC



Harland Sanders opened a roadside restaurant selling fried chicken in Corbin, Kentucky during the Depression years. Sanders pioneered a pressure-cooking method for chicken, which was quicker than pan-fried chicken, but which he believed retained the same quality. He was quick to appreciate the franchising possibilities, and he styled his restaurants Kentucky Fried Chicken. For his success, he received the honorary title of Colonel from the State of Kentucky. He used this to advantage, playing the part of the Southern Colonel, complete with goatee beard, white suit and string tie. The initials KFC (already in general use) were eventually officially adopted, because of the unhealthy connotations of “fried” in increasingly diet-conscious America.

65. Castrol

Charles “Cheers” Wakefield’s business selling lubricants for trains and heavy machinery opened in the late 19th century. It then moved into developing lubricants for two bizarre new contraptions, the aeroplane and the car. This required oil that was sufficiently fluid at a cold start, but that kept working at the high temperatures of internal combustion engines. His people found that the addition of castor oil, the appalling-tasting bane of all small sick children, did the trick, and the new product was called “Castrol”. Wakefield’s next big innovation was sponsorship of competitive air and motor racing events as a means of getting the product noticed. The “flash” logo was introduced in 1946.



Castrol is now part of BP, but maintains its individual identity – and of course its sponsorship activities.

66. Kleenex

Paper facial tissues had been known in Japan for centuries, but Kimberley-Clark introduced them in the USA in 1924. The idea of disposable handkerchiefs came later, and was initially resisted by the Company, but when they were released, they took off in a big way, to become a major seller. The name came from “clean” (from the purpose of the facial tissues) and the “ex” from a previous Kimberley-Clark product Kotex to convey a family relationship. Kleenex has perhaps become too well known for its own good, being virtually a synonym for paper tissues, especially in its native USA. On the subject of generic trade marks...



67. Vaseline



When visiting some US oilfields, Robert Chesebrough learned of a residue called "rod wax" that had to be periodically removed from oil rig pumps. The oil workers had been using the substance to heal cuts and burns. Chesebrough took samples of the rod wax back to Brooklyn, extracted the usable petroleum jelly, and began manufacturing the medicinal product he called Vaseline. The name is believed to come from a combination of the German *Wasser* (water, pronounced “vasser”), the Greek έλαιον [elaion] (oil), and “ine” on the end to make it sound scientific. Chesebrough-Ponds fought a valiant rearguard action to try to stop “Vaseline” becoming generic (which can kill a trade mark’s registration status), but failed in many countries. And continuing the subject of marks that became at least partially generic...

68. Pyrex

Eugene Sullivan, director of research at Corning Glass, had discovered the existence of “Duran” borosilicate low-expansion glass made by the German company Schott, when he was a PhD student in Leipzig. Corning decided that this could be useful in cookware. The “pyr” bit of the name suggests derivation from the Greek for “fire”, but the explanation is much more mundane – Corning had already a number of names ending with “ex”, and one of the first things made with the new glass was a pie dish. In some countries, Corning has lost the registration, as it has been deemed to have become generic.



But of course one can’t leave the subject of generic trade marks without mentioning the most famous of all...

69. Band-Aid



Josephine, the wife of Johnson & Johnson employee Earle Dickson, was apparently particularly adept at cutting and burning herself, so Earle devised the first self-applied adhesive bandage for her. He passed on the idea to his employer, who commercialized it with great success. J&J is always careful to render it “BAND-AID Brand adhesive bandages” – unfortunately, nobody else does.



So, what's wrong with getting plastered in a good cause?

70. Formica

Another word that borders on being generic in some countries, it is a laminate of paper impregnated with melamine resin. It was originally seen as a replacement for mica, used in electrical insulation pre-First World War, hence the name “for mica”. However, the company (formed by two ex-Westinghouse employees) moved into decorative laminates for kitchens and cars.



71. Thermos



The vacuum flask was invented by Scottish physicist Sir James Dewar at the end of the 19th century. It was quickly taken up by two German glassblowers, who realized that it could be used to keep cold drinks cold and hot drinks hot. It was they who commercialized it and registered the name “thermos” (Greek θερμότητα (therma) = heat). They later sold the rights to several Thermos companies in the USA, UK and Canada, and these have continued developing vacuum flasks for all sizes and purposes. Although the mark is registered in many countries, the use of “thermos” as a description is now widespread.

72. Heinz (and those 57 varieties)



Everyone knows Heinz, founded by Henry Heinz in 1869. But where did the celebrated “57 varieties” come from, and what were they?

According to Heinz, he was inspired by a shoe shop advertisement he saw in New York, which boasted “21 styles”. At this time, the Heinz product range included over 60 items. Heinz claimed that 5 was his lucky number and 7 his wife's. However, he also said that he chose 7 because of the "psychological influence of that figure and of its enduring significance to people of all ages" (it is, for example, a number representing perfection or completion – 7 days of Biblical Creation, the Menorah (7-branched Jewish candlestick)).

73. Persil



Persil, the invention of Henkel & Cie. of Düsseldorf, is named for two of the original ingredients, sodium perborate and silicate. This was a major advance in washing powders at the time, as the perchlorate replaced chlorinated compounds as bleaching aids (and got rid of the undesirable chlorine odour).

The name was never universally used, as it is difficult to pronounce in some languages, and in French it's the word for parsley. (In France, Henkel uses “LeChat” (the cat), inherited from the Marseille soap factory C. Ferrier et Cie, acquired by Henkel in 1986).

74. Corn Flakes



Dr. John Harvey Kellogg ran the Seventh-Day Adventist Sanitarium (his word, not “sanatorium”) at Battle Creek, Michigan. In 1894, he and his brother Will, setting out to produce a vegetarian food for the patients in line with the church's recommendations, accidentally produced the first cereal flakes. Subject to budgetary constraints, they rolled some stale wheat, expecting to produce a sheet, but instead produced flakes, which they toasted and gave to the patients. They were very popular and were duly patented. Will Kellogg experimented with other grains, and decided to commercialise the idea. His addition of sugar to make them more commercially palatable did not please his brother.

Originally registered, “Corn Flakes” has joined the long, distinguished line of trade marks that became generic. The Kellogg’s script mark was devised by Will Kellogg.

The name “Sanitarium” lives on in Australia and New Zealand in the name of a major health food company owned by the Seventh-Day Adventist Church – which naturally sells no Kellogg’s products...

75. Scotch



Adhesive tapes tend to have different names depending on locality and on who supplied the stuff. The British tend to talk about “Sellotape” (now owned by Henkel), Australians used to talk about “Durex” tape (which reduced British migrants to tears, as “Durex” is one of the biggest selling brands of condoms in the UK) and Germans about “Tesa” tape.

“Scotch” tape is used in many places as a generic for adhesive tape. The inventor of cellophane adhesive tape was 3M’s Richard Drew. His job was to provide a tape to allow the creation of sharp borders for the two-tone car finishes then in vogue. Consequently, his tape only had adhesive on the edges, and it fell off. The unhappy car painter growled at Drew, “Take this tape back to those Scotch bosses of yours and tell them to put more adhesive on it!” (“Scotch*” here meaning, er, mean, a reputed quality of folk of the northern UK). And the name, er, stuck.

* Any Scots(wo)man will tell you that “scotch” is a drink (see “Johnnie Walker” above) – it’s properly “Scots” or “Scottish”. An’ if ye cannae say that, awa’ an’ bile yer heid.

76. Jaguar



Williams Wamsley and Lyons started the Swallow Sidecar Company in Blackpool, England in 1922. They progressed from sidecars to coachbuilding bodies for other people’s chassis. Lyons had ambitions to build his own cars, and commissioned a chassis, on which he put sporty bodies. The SS 90 and SS100 sports cars caused a stir, the latter carrying the name *Jaguar* and the leaping cat bonnet ornament (animal names being somewhat in vogue at the time). After the Second World War, during which the initials “SS” had acquired an altogether less pleasant meaning, the Company was renamed Jaguar Cars Ltd.

77. Lotus



Colin Chapman, whose influence on motor racing on both sides of the Atlantic lasts down to this day, trained as an aeronautical engineer, hence his obsession with weight (his motto was “simplify, then add lightness”). Charles and John Cooper may have started the revolution of putting the motor behind the driver in F1 cars, but Chapman took the technology to a new level, and the mid-engined Lotus 38, in the hands of Jim Clark, pulverized the field at Indianapolis in 1965, changing that race forever.

But why “lotus”? One story is that his nickname for his wife Hazel was “lotus blossom”. The other is based on the Greek legend that, once the fruit was eaten, the eater forgot where s/he came from and lost all desire to return (hence the English phrase “lotus-eater”). Chapman wanted his road cars to be such an experience. The logo is said to represent a stylized lotus petal. The mixed letters are his initials, Anthony Colin Bruce Chapman.

78. Avon

The older fogeys among us can well remember “Ding-Dong, Avon calling”, the advertising invoking the door-to-door sales ladies that Avon used. But why “Avon”? David McConnell started the business in 1886 in New York, but changed the name to California Perfume Company at the suggestion of his Californian business partner, because of that state’s abundance of flowers. It is said that McConnell visited Stratford-on-Avon, birthplace of Shakespeare, and was taken by the resemblance of the surrounding countryside to that of the New York countryside in which he lived. He decided to use the name “Avon” on his products.



79. Chanel No.5



The world's best known perfume had its origins in czarist Russia, with a perfume *Rallet No. 1*, created by Ernest Beaux, a Frenchman born in Russia. Both Beaux and perfume came west after the Revolution, with Beaux rejoining Rallet, now in the south of France. *Rallet No. 1* was again produced, but because of raw material differences, Beaux had to adapt the formula. Gabrielle “Coco” Chanel, primarily a couturier, wished to sell a signature perfume. According to the story, Beaux, who had been introduced to her in Biarritz by the substantial Russian *émigré* population there, presented her with a collection of numbered bottles, all probably variations of *Rallet No. 1*. Coco chose bottle No.5, because, since her youth, she had regarded 5 as her lucky number. As she explained to Beaux, "I present my dress collections on the fifth of May, the fifth month of the year and so we will let this sample number five keep the name it has already, it will bring good luck."

The full fascinating story of Chanel No.5 and its formulation may be found in the article *From Rallet No.1 to Chanel No.5 versus [sic: via] Mademoiselle Chanel No. 1* by Kraft, Ledard and Goutell in the October 2007 issue of *Perfumer & Flavorist*, available on the Internet [here](#).

80. Fender

Contrary to what my cover might suggest, the name is that of Company founder Leo Fender. A tinkerer with electronics since childhood, Fender wasn't



Let's have a slow of hands for the most popular shape...

the first to produce a solid-body electric guitar, but he was the first to do so and make a commercial success of it, narrowly beating Gibson to the punch (Gibson customer Les Paul, who had made his own solid-body, had pleaded with Gibson to do something, but it was slow off the mark). First there was the Fender Precision bass, and then the single-cutaway

Telecaster (initially called the Broadcaster). And then, in 1954, Fender produced the most famous (and most copied) of all electric guitars, the Stratocaster with its iconic double cutaway shape. All remain popular to this day.



81. BASF



The Chemical Company

The world's biggest chemical company started life as the Badische Anilin- und Soda-Fabrik (Baden Aniline and Soda Factory) in Ludwigshafen am Rhein in 1865. It began as a gas plant, which

produced tar as a by-product. Perkin had discovered that aniline recoverable from tars was

useful for making dyestuffs (which, up to then, had been based on natural materials extracted from plants). BASF hired a German chemist who had experience in England and went into production. As the name implies, it also manufactured soda (sodium carbonate), useful in a large range of things from glassmaking to cookery. It now has a finger in nearly every chemical pie there is. The Ludwigshafen site covers 10 sq. km.

82. HP



To many UK computer ignoramuses of a certain age, such as myself, the primary meaning of "HP" is the thing on the right. To the rest of the world, it means the world's biggest PC manufacturer.

Started by electrical engineers Bill Hewlett and Dave Packard in a Palo Alto garage in 1935, it has made a wide variety of electrical/electronic products in its time, including analytical equipment (spun off as Agilent Technologies).



Why not "PH"? Apparently they tossed for it, Packard won the toss and put Hewlett first. (I could say that this was a fine exercise in neutrality, but of course I won't...).

And the sauce? HP stands for "Houses of Parliament" on the label.

83. Bridgestone



The Japanese tyre and vehicle parts company was founded in 1931 by Shojiro Ishibashi. The meaning of "Ishibashi" in Japanese is "stone bridge", and from that came Bridgestone.

Bridgestone now owns that other tyre "stone" (right), but that came from the name of founder Harvey Firestone.



And while we're on the subject of rubber...

84. Goodyear



Although Charles Goodyear was the man who accidentally made rubber useful for purposes other than erasing things by contaminating it with sulphur (he called the process "vulcanisation" after the Roman god of fire), he had nothing to do with the company, which was named for him and founded by Henry Sieberling in 1898. However, Roman gods figured again. In his home, Sieberling had a statuette of Hermes/Mercury, the messenger of the Greek/Roman gods. He liked the idea of the winged foot in a logo, and so it came to be.



...and I say that to your Michelin tires, Fatty!

85. Toyota



The Toyota Jidosha KK (Toyota Motor Corporation) actually started out as a division of the Toyoda Automatic Loom Works, founded by Sakichi Toyoda. The name was changed from Toyoda (トヨダ) to Toyota (トヨタ), because the Japanese characters for Toyota took 8 brush strokes, regarded as a lucky number. In addition, "toyoda" literally meant "fertile rice paddies", and the company didn't want any old-fashioned agricultural connotations. For a long time, the logo was a stylised version of the Japanese characters (right). The modern logo was adopted in 1990, initially in the USA and then worldwide. According to Toyota, "the Toyota

Ellipses symbolize the unification of the hearts of our customers and the heart of Toyota products. The background space represents Toyota's technological advancement and the boundless opportunities ahead". Brings tears to one's eyes, doesn't it?



86. Lucky Strike



Another one of the world's better-known brands of preventable death, the name is a term from American gold-rush days. A "lucky strike" signified the good fortune of finding gold, and the analogy was that one had had the good fortune to find a good cigarette among all the other rubbish out there. There is no basis for the rumour that the name referred to the alleged presence of marijuana in a certain proportion of the cigarettes, and that the smoker would realise the nature of his or her lucky strike when s/he came down from the ceiling. The "bullseye" design is another of Raymond Loewy's. So, from unhealthy to healthy...

87. Novartis



One of the "Big Two" pharmaceutical companies of Basel, Switzerland was formed by the merger of Sandoz AG and Ciba-Geigy AG, the latter itself being a merger of two old-established Basel firms (the Geigy business going back to the 18th century). The word "Novartis" was apparently coined from the Latin *novae artes* (new arts), meaning the use of scientific research and new technologies to provide benefits for the big bosses' bonuses, er, mankind. (There is some indication that this explanation was fabricated, and that the name was meant to have no meaning). The little coloured device is a stylised representation of a mortar and pestle, the classic chemist's grinding tool. Meanwhile just up the Rhine, on the other side...

88. Roche



In 1895, Fritz Hoffmann married Adèle la Roche, and, in the then Swiss manner, attached her name to his to become Hoffmann-La Roche. The company's name remains F. Hoffmann La Roche AG, universally shortened to Adèle's name. Descendants of the founding Hoffmann and Oeri families are still the majority shareholders.

The hexagon, first used in 1962 and the official Roche mark since 1971, is the traditional chemical representation of a benzene ring (grateful thanks to Dr. H-F Czekay, Head of Roche Trademarks Department, for the explanation).

89. Louis Vuitton



Louis Vuitton, the proprietor of one of the world's most counterfeited luxury goods trade marks, started his business in Paris in 1854. Up to then, trunks had rounded tops to shed water, which stopped them from being stackable, and thus wasted shipping space. Louis, noting that an English maker, HJ Cave, made a flat-topped one, followed suit with a lightweight version, and this rapidly became a best-seller. He then moved on to other luggage. The company has continued to expand into other leather goods, shoes, watches and fashion. Ironically, the use of the monogram was meant to prevent counterfeiting!

In 1987, Louis Vuitton merged with the Moët et Chandon champagne house and the Hennessy cognac house to form the luxury goods group LVMH. And while we're on the subject of luxuries...

90. Moët et Chandon



Claude Moët ("Mow-ETT"), a wine trader in Épernay in the Champagne region of France, started selling his produce in Paris in the mid-18th century, as a fashion for sparkling wines was taking hold. Moët supplied the Royal Court, starting with Madame de Pompadour, mistress of Louis XV. The firm was later to supply Napoleon, and after Waterloo, everybody who was anybody en route to the Congress of Vienna, which redrew the post-Napoleonic map of Europe, stopped off at Épernay to sample the merchandise. This gave Moët an international following, and a major lead over the other Champagne growers, which it has never lost. The "Chandon" is Pierre-Gabriel Chandon de Briailles, son-in-law of Claude's grandson Jean-Rémy, who became joint owner with Jean-Rémy's son Victor.

91. Volvo



"Volvo" means "I roll" (from the Latin verb *volvere*). This was a reference to the ball bearings made by original parent company SKF. After having been owned briefly by Ford, the car company was sold to Chinese company Zhejiang Geely Holding Group. The truck company Volvo is a separate company, but both have the rights to the name and the trade mark. The circle and arrow is the ancient symbol for iron.

92. Saab

Another Swede with a split personality. The Svenska Aeroplan Aktiebolag (Swedish Aeroplane Company Limited) started life as an aircraft manufacturer, and started producing cars and trucks after the Second World War. The original logo even included an aeroplane (left). After separation from the truck and aircraft companies, Saab Automobile



underwent a disastrous period as a GM subsidiary, before being dumped and going bankrupt. It is now owned by a Chinese company with no right to use the name, so Saab cars may be gone forever. The truck (Saab-Scania) and aircraft companies continue to be successful.



The griffin (mythological beast) is taken from the coat of arms of Scania (right), Sweden's most southerly province.

93. Mars



One of the best-known chocolate bars in the world – but ironically not in its native USA, where it looks like the thing on the right. Nothing to do with stellar sales or ambition, Mars is the name of the founding family, who still own it.



94. Starbucks

“So,” you might ask, “why did you take so long to get around to this one?” That’s easy, as a tea drinker, I simply never thought of it. Anyway, Starbucks had its origin in Seattle in 1971 when three ex-University of San Francisco students set up a business to sell high-quality coffee



I seek a decent cup of coffee, Mister Starbuck...

beans and associated equipment. The business was originally to be called *Pequod* after the whaling ship in Melville’s *Moby Dick*, but in the end they settled for Starbucks, the ship’s first mate.

In keeping with the nautical theme considered appropriate for Seattle, the logo is a twin-tailed siren (one of a group of Greek mythological figures who sang beautifully and lured sailors to their doom). The original was topless, which was deemed inappropriate, so the lady’s hair now covers her charms.

And while we’re on the subject of drink, let’s move on to a proper one...

95. Twinings



This apparently has the distinction of being the world’s oldest continuously-used Company logo, being adopted in 1787. Tea was big in London in the 18th and 19th century – and you’ll remember that a tea party in Boston had lasting repercussions. Both Harrod’s and Fortnum & Mason started as tea merchants. But Thomas Twining was ‘way ahead of them – he set up Britain’s first tea room at 216, Strand, London in 1706. The amazing thing is that it’s still there and is still occupied by Twinings.



*Don’t blink or you’ll miss it
– Twining’s tea house on
the Strand*

96. Bass



The Bass red triangle has the distinction of being the UK’s trade mark No.1, and it is still on the UK Register. William Bass started his brewery in Burton-on-Trent in the English Midlands in 1777, and for a large part of that time, the red triangle was used as a trade mark.

But how did it get to No.1? Under the UK’s first Trade Marks Act (1875), registration applications were received from 1 January 1876. There are two stories here. One (the more likely) is that a Bass employee saw in the New Year by queuing all night in order to be the first in line when applications were accepted. The other is that Bass entrusted its application to an enormous drayman (the guys who handled the horse-drawn wagons for the brewery). This guy marched right to the front of the queue – and nobody said a word!

97. McLaren



The second oldest F1 team after Ferrari and now an exotic sportscar manufacturer in its own right, McLaren uses a logo that is a nod to the kiwi, the flightless bird of New Zealand, used by founder and New Zealander Bruce McLaren in his original racing team logo.



98. Mobil



One of the 33 companies resulting from the anti-trust break-up of Rockefeller's Standard Oil Trust was Standard Oil Company of New York, or Socony. It merged with another part of the old

Rockefeller empire, Vacuum Oil Co., to form Socony-Vacuum. From this merger it acquired Pegasus the flying horse, still used on some Mobil products to this day. MOBIL was first used on a product (MOBILOIL), and the company eventually became Socony-Mobil Oil Co., and then just plain Mobil Oil Co. In 1999, Mobil merged with Exxon to form ExxonMobil. Mobil remains a strong brand name in its own right within the new organisation.



99. Mitsubishi



The loose Japanese conglomerate, whose largely autonomous members have interests from shipbuilding and brewing to banking and insurance, was founded in 1870 in the wake of the Meiji-era opening up of Japan to the West. The name "Mitsubishi" (三菱) means "three rhombi" (or "three diamonds"), hence the logo.

100. Agip



The name and associated logo of the *Azienda Generale Italiana Petroli* (General Italian Oil Company) is a familiar sight in continental Europe. It is a subsidiary of the big Italian ENI oil and gas concern, from whom the six-legged dog logo came. The dog is not some mythological beast from Roman times, but the result of a competition by ENI to find a suitable logo. The competition winner was the entry of sculptor Luigi Broggini. It was seen to represent "powerful Italian petrol". The associated advertising slogan was *il cane a sei zampe fedele amico dell'uomo a quattro ruote* (the six-legged dog, loyal friend of four-wheeled man).

101. IKEA



IKEA was founded in 1943 by a Swedish 17 year-old called Ingvar Kamprad, who became one of the world's richest people. The name is an acronym, formed from the initials of Ingvar's name, Elmtaryd (the farm where he grew up), and

Agunnaryd (his hometown in Småland, south Sweden). Blue and yellow are Sweden's national colours. The first store was opened in Älmhult, Småland in 1958 and has spread worldwide. And while on the subject of Swedish squillionaires...

102. Tetra Pak



The dominant force in packaging started life in 1951 as Åkerlund & Rausing, Ruben Rausing has studied in the USA in the 1920s and saw that pre-packaging was the future of grocery delivery. Dry goods were no problem, but liquids were. The first breakthrough was the idea of a tetrahedral pack, which could be made cheaply and efficiently. It took some time for the various technical problems to be overcome. The big money spinner was the Tetra Brik rectangular package, which has given Tetra Pak a near-monopoly in some markets (and the problems that can bring).

103. Kraft



The owner of a huge battery of some of the best-known brand names in the food business, Kraft began with cheese. James L. Kraft, a Canadian, started a wholesale door-to-door cheese business in Chicago in 1903. After an initial slow start, it took off.

The company's invention of pasteurised processed cheese that didn't need refrigeration was revolutionary, gaining huge business from the US Army in the First World War. Since then, there have been numerous takeovers, both by and of Kraft. Most recently, the grocery and snack components of Kraft separated, the snack foods businesses of the group now being known as Mondelēz International.

104. Cadbury



Now part of the Mondelēz International group, one of the UK and British Commonwealth favourites (and the world's second largest confectionery company after Mars) started in Birmingham, UK in

1824. The Cadburys were devout Quakers, and one of the reasons for getting into the tea, coffee and cocoa business was that these were seen as alternatives to alcohol. They built the model town of Bournville for their workers, so that they could have decent accommodation – but no pub.

105. PPG



Not to be confused with P&G (No.24), the Pittsburgh Plate Glass Company started business in 1883. Perceptively, it noted that glass and paint often reached customers through the same distribution channels, and already in the early 1900s it had moved into the paint business. While retaining its glass business, it has become the world's second-largest coatings manufacturer, while diversifying into plastics.

106. AKZO Nobel



The Dutch Company is the world's largest coatings manufacturer. It results from a long history of mergers and acquisitions, the most prominent being that of AKZO, itself a

1969 fusion of Algemene Kunstzijde Unie (AKZ) and Koninklijke Zout Organon (KZO), with the Swedish Nobel Industries (which was descended from companies founded or owned by Alfred Nobel, the inventor of dynamite and founder of the eponymous Prizes). The man logo first appeared in 1988 and was inspired by a Greek bas-relief in the Ashmolean Museum in Oxford. It is said to represent striving and achievement. It was updated in 2008.

107. Gillette



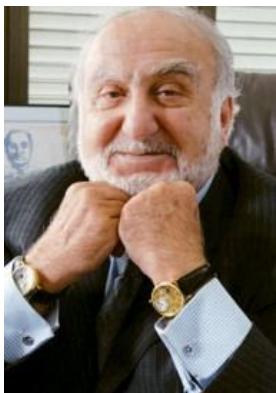
In 1901, King C. Gillette invented the safety razor, using cheap, stamped, throwaway blades, as opposed to the thicker ones that needed to be sharpened. Blade production was a major headache, as it was then difficult to make and sharpen cheap steel blades of the requisite thinness, so the time between conception and market was quite lengthy. However, when the problems were overcome, the product took off in a big way. The brand continues under the current owner, P&G. Note how the spaces in the "G" and the "I" depict the edges of razor blades.

108. Wilkinson Sword



One of Gillette's big rivals really did start off making swords, in Shotley Bridge, Durham, England in 1791. It has diversified into all kinds of edged implements, but no longer swords - most of the Wilkinson Sword machinery, tools and equipment was purchased by the oldest producing sword factory in the world, WKC (Weyersberg, Kirschbaum & Cie) of Solingen, Germany. This company continues to produce ceremonial swords and scabbards for military and police forces worldwide. Wilkinson Sword is now owned by the US company Energizer Holdings.

109. Swatch



Anyone got the time?



The name is a condensation of "second watch", the idea of a cheap, fun watch as a fashion accessory. The conservative Swiss watch industry invented the quartz movement, but then proceeded to ignore it, seeing it as a "short-lived technological fad". As a result, led by Seiko and Citizen, quartz watches swept the world and many small Swiss companies into oblivion.

Enter Swiss-Lebanese-American entrepreneur Nicholas Hayek, who took the idea and popularised it world-wide, with ever-changing models (many of which became collectors' items) and clever advertising ("Swatch. The others just watch"). Hayek used the proceeds to buy up other higher level watchmakers and invest in them. He can fairly be regarded as the saviour of the Swiss watch industry, which has regained its premier position in the watch world.

110. Seiko



The company that led the quartz assault that nearly brought the Swiss watch industry to its knees, Seiko Horudingusu Kabushiki-Kaisha, started in 1881 with Kintaro Hattori's opening of a jewellery shop in the Ginza area of Tokyo. In 1892, he began to produce clocks, which he sold under the name *Seikosha*, meaning roughly "house of exquisite workmanship" (the word *seiko* means "exquisite" or "minute"). The first watches came in 1924. The original company K. Hattori & Co., Ltd, became Hattori Seiko Co. Ltd. and finally Seiko Corporation.

111. Mazda

The Toyo Kogyo Co.Ltd., now Mazda Motor Corporation, was founded by Jujiro Masuda in 1920. *Ahura Mazda* was a god of intelligence and wisdom to early West Asian civilisations and is still the name of God to the Zoroastrians of central Asia. However, there is a suspicion that this explanation was invented later, to cover up a poor English translation of the founder's name. Mazda has been through a number of logos, and the latest one is a representation of a stylised M spreading its wings.



However, there is a much older use of MAZDA. GE used it for light bulbs at the beginning of the 20th century (because of the Zoroastrian connotation of light), and this use continued with various licensees. At one stage, there was a conflict between Mazda and German

electrical giant Siemens (whose subsidiary Osram sold MAZDA incandescent bulbs), but it was subsequently held that there was little likelihood of confusion.

Curiously, Mazda was the first Japanese manufacturer to have won the Le Mans 24 Hours (1991), and the only manufacturer to have won with a non-reciprocating engine - a Wankel-powered screamer whose noise has never been forgotten.



Banzai!

112. Lycos



Forget the cute pooch, LYCOS is derived from *Lycosidae* the Linnean classification name of the wolf spider, evoking an image of a creature that went out actively hunting for something, as opposed to one that



Well, I find him creepy!

sat passively in a web, waiting for dinner to come to it. Now it uses a Labrador retriever, altogether more cute and cuddly. Lycos was developed at Carnegie Mellon University, and for a time it was the search engine. This use has declined and it currently takes its search results from YAHOO! Speaking of which...

113. Yahoo!



"Yahoo" is said to be an acronym of "Yet Another Hierarchical Officious Oracle". However, this is an after-the-fact invention, as founders Jerry Yang and David Filo, graduate electrical engineers at Stanford University, chose it because they liked the slang definition (someone who is rude, uncouth and unsophisticated). The name derives ultimately from the Yahoo, a race of uncultured beings in Jonathan Swift's *Gulliver's Travels*. (Yahoo is also a variant of Yahu, a Caananite god, which name was later transposed to Yahweh, the Hebrew name for God in the Old Testament. Perhaps Yang and Filo subconsciously suspected their divinity...)

114. Bentley



Walter Owen ("W.O.") Bentley started as an importer of French cars, but started to make his own just after the First World War. "Wings" logos were popular back then - see also Aston Martin below. In the 1920s, Bentleys won 5 Le Mans 24 Hours races (when it was an achievement just to

finish), much to the horror of Ettore Bugatti, who described them as "the fastest motor lorries in Europe". They were driven by the "Bentley Boys", wealthy amateurs who would drive their cars to Le Mans, complete with Fortnum & Mason hampers, race, and then drive them home again. After the Wall Street Crash of 1929, Bentley was acquired by Rolls-Royce, which stopped the racing programme and forbade W.O. to use his own name on any car he might develop. Bentleys became slightly-downmarket, badge-engineered Rolls-Royces.

RR's owner, Vickers Armstrong, finally sold the rights of the RR name to BMW, and VW got the rights to the Bentley name and the old RR factory at Crewe. VW promptly set about reviving the Bentley image. A Bentley raced



Absolutely spiffing to see you back again, old chum!

again at Le Mans, and won. The old “chicken wire” grilles of the 1920s cars are back, and Bentley now makes sporting cars (insofar as a 2-ton behemoth can be sporting).

And speaking of Bugatti...

115. Bugatti

Nowadays associated with the hyper-expensive, hyper-performing,



missile-on-wheels Veyron (and now Chiron), Bugatti, founded in what was then the German city of Molsheim in Alsace (which is French or German, depending on who won the previous war), produced some of the most classically beautiful and beautifully constructed cars of all time, characterised by the “horseshoe” radiator (Ettore Bugatti saw himself as much an artist as an engineer – never short of a pithy comment about competitors, he described Rolls-Royce as “the triumph of craftsmanship over design”). The



Nom d'un chien! Qu'est-ce que c'est que ça?

tragic death of son Jean while testing a racing car left nobody at the helm and the original company ceased operations in 1952. The rights to the name were eventually acquired by VW, which produces the technical *tour-de-force* that is the Chiron in Molsheim.

116. Carrier



New York engineer Willis Carrier was the man who helps us all to keep our cool. He was the one who combined cooling with humidity control to give the world's first air-conditioning system in 1902. The invention has had the benefit of making hot places more livable but the problem of ozone layer depletion (not Willis's fault – he was long gone before fluorocarbons came along).

117. Oreo



The world's best-selling cookie/biscuit (and the best selling in the USA since 1912), Oreos were first produced by the National Biscuit Company (later Nabisco), now a division of Mondelēz International. The actual origin of the name is obscure, but theories include (a) from the French *or* (gold), the colour of the original wrapping, (b) from the Greek word for “mountain” (*βουνό*), because of the cone shape of the test version, and (c) someone simply chose a word that was short and easy to pronounce. And on the subject of sweet things...

118. Häagen-Dazs



The Danish-sounding ice cream was first produced by Reuben and Rose Mattus in the very non-Danish Bronx in 1961. The reasons for the name choice were (a) Denmark is known for dairy products, and (b) its exemplary treatment of its Jews in the Second World War. (When the German occupation authorities ordered all Jews to wear yellow stars, they all did – but so did the rest of the population, including the King. And then, one night, the Danes smuggled most of the Jewish population to neutral Sweden).

The original labels featured a map of Denmark. Linguistically, it is not at all Danish - Danish has no umlauts (“ä”) – the Danish equivalent is “æ” – and no “zs” combinations.

The brand name is owned by General Mills but licensed to Nestlé in the USA and Canada.

119. Quaker Oats

QUAKER has the distinction of being the first US registered trade mark for breakfast cereal. The Quaker Oats Company, now owned by Pepsico, was originally formed by the 1901 merger of four oat mills, one of which was the Quaker Mill Company of Ravenna, OH. There is no connection with the Society of Friends (Quakers), the name apparently being chosen by the Quaker Mills' founder as a nod to the Quaker qualities of honesty and decency. The man was said to be based on William Penn, founder of the colony of Pennsylvania, but he is known as "Larry" to Quaker insiders.



120. Hyundai

HYUNDAI A strong candidate for the world's most mispronounced Company name (it's "Hyun-day", with the "hyun" being pronounced as one syllable), the Hyeondae Jadongcha Jushikhwesa (Hyundai Motor Company) came into existence in 1967 as part of the Hyundai *chaebol* (conglomerate). It initially assembled Ford Cortinas, but later hired mainly British expertise to produce its own cars. It and subsidiary Kia comprise the fifth-biggest automotive producer in the world and its plant in Ulsan, South Korea is the world's biggest integrated automobile plant.

121. Guinness

Ireland's most celebrated export started life in 1759 when Arthur Guinness started brewing ales at the St. James's Gate Brewery in Dublin. The stout (dark beer relatively high in alcohol content) now known as Guinness, was brewed there first in 1778. Guinness is now part of the Diageo Group.



122. Bushmills

BUSHMILLS Also owned by Diageo, but at the other end of the island, Bushmills, named for the Co. Antrim town of the same name, is the world's oldest licensed whisky/whiskey distillery. The distillery has a popular visitor's centre and it is just down the road from the Giant's Causeway, the world's most famous example of columnar basalt, allowing one to get stoned in two entirely different ways on the same day.



This area really rocks...

123. Nivea

The famous skin cream is made by German company Beiersdorf AG, founded by chemist Carl Paul Beiersdorf in 1887. The cream was developed by subsequent owner Oskar Troplowitz in 1900. His skin cream was a water-in-oil emulsion using a highly purified lanolin alcohol called *Eucerit* as an emulsifier, and it was the first stable product of its kind. The name "Nivea" was derived from the Latin *niveus* meaning "snow-white".



124. Montblanc



So, how did a German premium writing instrument (and now luxury goods) company end up with the name of a mountain on the French-Italian border? The Simple Filler Pen Company was founded in 1906 in

Hamburg by stationer Claus-Johannes Voss, banker Alfred Nehemias and engineer August Eberstein. The present company name was taken from the second model it produced in 1910. The white stylised six-pointed star logo, first used in 1913, represents the snow cap of Mont Blanc, seen from above.

126. Patek Philippe

The most prestigious of Swiss watchmakers was founded in Geneva in 1851 by two very non-Swiss, émigré Polish businessman Antoni Patek and French watchmaker Adrien Philippe, inventor of



...and it even tells the time... somewhere...

crown winding. In the aftermath of the Great Depression, it was acquired by the Stern family, which made its dials and whose fourth generation continues to own it. It is famous for its complicated watches, such as the double-faced Grandmaster Chime (left) with its 20 complications, which, in 2019, sold at auction for a staggering \$US31,190,000.



The logo, the Calatrava Cross, adopted by PP in 1887, is much more ancient, harking back to a mediaeval Spanish order of chivalry that stemmed from the Knights Templars and took its

name from a castle captured from the Moors (original Arabic *Qal'at Rabah* : قلعة رباح 'fortress of Rabah'). The arms of the cross terminate in *fleurs-de-lys* that form stylized letters "M", reflecting a devotion to the Virgin Mary. It seems that Patek, a somewhat superstitious man, chose it as a good luck symbol. He was also a fervent Catholic and Polish nationalist, who worked for the *Zmartwychwstańcy* (Congregation of the Resurrection of our Lord Jesus Christ), and was not blind to its religious significance. He was recognized by the Vatican for his work and quite a few Popes have owned PPs. It is therefore somewhat ironic that many wealthy folk from the Middle East now wear the Calatrava on their wrists. On the other hand, it could be said that the Calatrava has come full-circle.

126. Nutella



The Piedmont area of northern Italy centred on Turin was already well known for chocolate when Pietro Ferrero started his little business in the aftermath of

the Second World War. Chocolate was only for wealthy folk, but Pietro sought to make something chocolatey that ordinary folk could afford. He came up with Giandujot, a concoction with a lot of hazelnuts and a little bit of cocoa that had to be cut with a knife. Later he produced a spreadable version. But it was son Michele who came up with Nutella as we now know it. The name comes from a combination of "nut" and the Italian diminutive *ella*, as in *mozzarella* and *tagliatella*.



Bongiorno, I am nuts...

Nutella celebrated its 50th anniversary in 2014, and the BBC estimates that, in 2013, 365 million kilos (roughly the weight of the Empire State Building) was consumed. From tiny beginnings, Ferrero has gone on to become the world's fourth largest chocolate confectionery group.

128 AT&T



That rings a Bell...

AT&T, formerly Southwestern Bell, is the latest incarnation of "Ma Bell", the Bell Telephone Company, later the American Telephone & Telegraph Company, founded by Scottish telephone inventor Alexander Graham Bell in 1877. Such was its monopoly of the US telephone market (initially government-sanctioned) that it ran foul of the US antitrust authorities who broke up the original AT&T in 1984, separating the Bell System from AT&T and splitting it into seven "Baby Bells". The present AT&T company is the seventh largest company in the USA and the 14th largest in the world.



129. Vodafone



The world's second-largest mobile telecommunications company (only China Mobile is bigger) started life as a subsidiary of Racal Electronics plc, the UK's largest maker of military radio technology. It formed a joint venture with Sweden's Millicom called Racal Vodafone, the name being derived from **voice data fone**. It was demerged from Racal in 1991 and adopted the current "speechmark" logo in 1997. The trade mark is regularly listed as one of the world's most valuable.

130. Glenfiddich

Relatively few Scotch distillers remain in family hands. The biggest of these is William Grant & Sons of Dufftown. The distillery was set up in the glen of the river Fiddich ("Glenfiddich" means "valley of the deer", hence the stag logo). Glenfiddich is probably the world's best-known and best-selling single malt (i.e. unblended) whisky – Grant essentially created the market for fine single malts by marketing it as a premium product with advertising to match.



131. Löwenbräu



Löwenbräu (roughly "lerven-broy", meaning "lion brew") is the best known of Germany's many, many beers. It apparently dates back to the 14th century. The lion motif comes from a 17th century fresco in the brewing house, depicting Daniel in the lions' den.

It is brewed according to the *Reinheitsgebot*, the Bavarian "pure beer law" of 1516, which allows only the use of water, barley and hops in the production of beer. It is commonly associated with the blue and white chequered colours of Bavaria (see BMW), especially around *Oktoberfest* time.



Listen, guys, you forgo lunch and we'll crack a keg, waddya say?

132. Leica

The world's most iconic camera brand started life in 1913 with a series of prototypes made by Oskar Barnack of the Ernst Leitz Optische Werke in Wetzlar. They were revolutionary, in that they were the first to use standard 35mm film fed horizontally. Originally intended to be used for landscape photography, the release of a commercial model in 1925, bearing the name Leica (**Leitz Camera**) for the first time, was an immediate success. For high quality images from small negatives, high quality lenses were needed, and Leitz had to design and produce them, again a first. Leitz lenses can be found today in other cameras, such as those made by Panasonic.



133. Zeiss



The great German optical company and inventor of the planetarium started life in 1846 in Jena, eastern Germany, when Carl Zeiss opened an optical workshop, which rapidly obtained a reputation for outstanding products. Its work on novel lens designs placed it at the forefront of the optical field in the manufacture of camera



lenses, microscopes, binoculars, telescopes, etc. Small wonder that the old trade mark was a composite lens (right).

This trade mark became the focus of a major trade mark war. Zeiss was set up as a *Stiftung* (foundation), which ploughed the profits back into the Company and was used to improve workers' conditions, education, etc., and to generally benefit the Jena region. At the end of the Second World War, Jena fell within the Soviet occupation zone. The *Stiftung* promptly moved to West Germany. When the German Democratic Republic came into being, the Jena works became VEB (People's Enterprise) Carl Zeiss Jena. Suddenly, the world had two Carl Zeisses, squabbling over who had the right to the famous trade mark. In some countries, e.g. Australia, the courts said "nobody" and expunged the mark from the Register. The two Zeiss companies reunited two years after the fall of the Berlin Wall.

134. Walmart



Wal-Mart Stores, Inc. has the distinction of being the world's largest public corporation, the world's biggest private employer (over 2 million) and the world's largest retailer. It was started by Sam Walton in 1945 on the principle of lower prices to get higher volume sales. After initial difficulties in finding lower-cost suppliers, the thing took off. The business is still family-owned and –run, the Walton family owning over 50% of the business.

135. Ben & Jerry's



Now a division of Unilever, Ben and Jerry's was started by, er, Ben and Jerry. Ben Cohen and Jerry Greenfield, childhood friends from New York,

took a \$5 correspondence course in ice cream-making after college didn't work out for them. Because of Ben's anosmia (inability to perceive odours) and reliance on mouthfeel, they incorporated characteristic chunks into their ice cream. The original flavour (and starting the trend for comic names) was Chubby Hubby (containing pretzel nuggets filled with peanut butter and covered in fudge). B&J has gone on to contribute chubbiness to many people other than hubbies.



Gratefully not Dead

136. Toshiba



The Japanese international electrics/electronics firm came about as a merger of the companies Tokyo Denki (electric) and Shibaura Seisaku-sho (engineering works) in 1938 to form Tokyo Shibaura Electric KK. The shortened form "Toshiba" was first used as a trade mark, and eventually became the company name.

137. Nissan



The Nissan Motor Company (Nissan Jidōsha Kabushiki-Kaisha), Japan's second-biggest automotive producer, started life in 1911 as the Kwaishinsha Motor Car Works. The Nissan name is a contraction of the name of the holding company Nihon Sangyo (Japan Industries), first used in the 1930s.

This was the time of its first major success, which was the building of the British Austin 7 under licence.

Formerly, Nissan sold cars internationally under the name "Datsun". The original car of the Kwaishinsha Motor Car Works in 1914 was the DAT, named for the initials of the company's investors, Kenjiro Den, Rokuro Aoyama and Meitaro Takeuchi. The company was renamed the DAT Jishoda & Co. Ltd. A later smaller model was named the Datson (son of DAT), but because the Japanese word "son" also means "loss", this was changed to "Datsun". Datsun was phased out in the 1980s, but apparently will return in some markets.



こんにちは！ ????

138. LG Industries



South Korea's fourth largest *chaebol* started life as Lak-Hui Chemical Chemical Industry Corp. in 1947, and was Korea's first plastics manufacturer. As Lak-Hui (pronounced "lucky") expanded, it established an electronics company, GoldStar Corporation. The company renamed itself as Lucky GoldStar, and then, in 1995, as it moved into western markets, as LG. The "smiley face" logo was adopted at the same time.

139. Ever Ready/Eveready

In 1898, inventor David Misell obtained US Patent 617592 for the first flashlight, a tube containing two D-cells and a bulb and reflector. The patent was acquired by Conrad Hubert's American Electrical Novelty and Manufacturing Company, later renamed as the American Ever Ready Company, presumably because this light source was "ever ready". This started selling flashlights and batteries under the name EVER READY. A British subsidiary was formed, which became independent of its US parent. The two now find themselves back together again under the common ownership of Energizer Holdings.

EVERREADY



140. Manchester United



One of the best-known sports teams in the world, with a fan base and merchandising operation that spans the globe, Newton Heath LYR [Lancashire & Yorkshire Railway] Football Club, founded in 1878, changed its name to Manchester United in 1902 and moved to Old Trafford Stadium in 1910. It

came back from the terrible 1958 Munich air disaster that wiped out most of a promising young team to reach even greater heights.



The other Holy Trinity – George Best, Denis Law, Sir Bobby Charlton – outside Old Trafford

The team's red shirts gave it the nickname "The Red Devils", hence the diabolical gentleman on the club's logo. The ship is a nod to the coat of arms of the city of Manchester.

141. Johnson & Johnson

This should really be Johnson, Johnson & Johnson as the leading US medical devices, pharmaceutical and consumer goods company was started in 1887 by three brothers, Robert Wood Johnson I, James Wood Johnson and Edward Mead Johnson. The first product was a line of ready-to-use surgical dressings, inspired by hearing a speech by British antiseptic pioneer Joseph Lister.



J&J had used the red cross as a trade mark as early as 1887, before its use was restricted to the Geneva-based ICRC (International Committee of the Red Cross), which chose it as the reverse of the Swiss flag, the nationality of founder Henri Dunant – or so the story goes (it may have been concocted to counter complaints from non-Christian Turkey). J&J sought to prevent the American Red Cross selling products bearing the cross, but lost, and the parties have now agreed that both can continue to use it.



At cross purposes...

142. Aston Martin



James Bond's favourite conveyance started life in 1913 when Lionel Martin and Robert Bamford joined forces to sell Singer cars, and then decided to make their own.

Martin raced specials at Aston Hill in Bucks., England. The first car bearing the name "Aston Martin" was a re-engined 1908 Isotta-Francini built by Martin. Manufacturing started after the First World War. The first "wings" logo was introduced in 1926.

The company was saved financially after the Second World War by purchase by tractor manufacturer David Brown. This was the origin of the "DB" model numbers, which continue to this day, even though David Brown has long disappeared from the scene. After a troubled financial history (which included a period of being owned by Ford), the company is now owned by a variety of shareholders, including a 37.5% stake by London-based investment firm Investindustrial, with a minority shareholding by Daimler-Benz AG for which Aston Martin is developing engines.

143. Lamborghini

Italian magnate Ferruccio Lamborghini, dissatisfied with the offerings of Ferrari just down the road, decided to go one better and make his own. After a period of success, the 1973 oil crisis brought crisis on Lamborghini, which changed hands several times. Now owned by the Audi division of VW, it has settled down to making outrageous hypercars whose performance is beaten only by their price tags.



The bull logo came about as a result of Lamborghini, himself a Taurus, visiting the Seville fighting bull breeding farm of Don Eduardo Miura. He was so impressed by these animals that bullfighting became a common naming theme – the Miura set the pattern for mid-engined sports cars. Then there was Espada (Spanish for sword, sometimes applied to the bullfighter himself), bull breeds and breeding regions (Jarama, Urraco, Jalpa) and even famous bulls (Diabolo, Islero, Murciélagos, Reventón, Aventador). The exception is Countach, probably the Piedmontese dialect equivalent of the Australian *bl**dy h*ll!*

Rumour has it that the colours – yellow animal on black background – were a deliberate reversal of the Ferrari colours to upset Enzo (who is now past caring).

144. Holden



HOLDEN

Largely unknown outside its native land (Australia), but a household word there, Holden (formally GM Holden Ltd), the Australian arm of General Motors, started with the Adelaide saddlery business of James Holden, formerly of Walsall, Lancashire in 1856. It moved into coachbuilding, supplying bodies for General Motors Australia. In the aftermath of the Great Depression, GM bought Holden and merged it with GM Australia. In the late 1940s, it started producing models unique to Australia, not merely copies of GM cars, and it rose to dominate the Australian market. Without tariff protection, local manufacturing in such a small market was ultimately a lost cause, and Holden ceased local manufacture in 2017 (Ford and Toyota had previously stopped local manufacture). GM retired the Holden brand name at the end of 2021.

The lion and stone crest has been part of the Holden identity since the 1920s. It represents the fable that a lion rolling a stone was the origin of the wheel.

145. Godiva



So, how did a premier Belgian *chocolatier* end up with the name of a lady who, according to legend, rode in the altogether through a city in an entirely different country a millennium ago and long before any European had even set eyes on a cocoa bean? According to the Godiva website, founder Joseph Draps sought a name for his company that “embodied timeless values balanced with modern boldness – much like our lady of legend”. I think the story that it was his wife’s idea is much more likely, although there’s no record of her doing likewise through the streets of Brussels.

146. Black & Decker

Probably the best-known brand of electric tool, Black & Decker was founded, by a curious coincidence, by Duncan Black and Alonzo Decker in 1910 in Baltimore. B&D’s 1917 invention of the modern electric drill with pistol grip and spring-loaded trigger (US Patent 1245860) was revolutionary. The company has since grown by merger and acquisition (it owns such brands as Porter Cable and DeWalt) and expanded into other areas. The latest merger has been with...

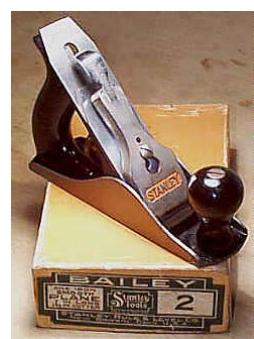


147. Stanley



...to create the company Stanley Black & Decker. The celebrated woodworking tool manufacturer came about as the result of the 1920 merger of the original Stanley Works, a bolt and door fitting manufacturer founded in 1843 by Frederick

Stanley, with the Stanley Rule and Level Company, founded in 1857 by Frederick’s cousin Henry. Among the Company’s inventions were the Bailey woodworking planes with their cast steel chassis and the replaceable blade utility knife (referred to generically as a “Stanley knife” in some parts of the world).



planely the best...

148. Bouygues



The major French international group is simply named for its founder Francis Bouygues, but I include it as English speakers go slightly glassy-eyed when they try to say it. It's "b-WEEG". From its start in construction, it has branched into a worldwide enterprise, including telecommunications, real estate, transportation and even France's TF1 television channel.

149. Saint-Gobain

Few companies have roots so old or as distinguished as this French multinational. It started in 1665 as *La Manufacture royale de glaces de miroirs* (Royal Mirror-Glass Factory), and was intended to overcome the French dependence on Venetian glass. It provided the mirrors for the famous Hall of Mirrors in Versailles. In 1693, it moved to the town of Saint-Gobain in Picardy. It subsequently diversified into all sorts of glass products and then into advanced composites. As a defence against a hostile takeover in the 1960s, it merged with iron and steel industry leader La Compagnie de Pont-à-Mousson (named for the town on the Moselle in Lorraine) and added its bridge symbol to the company logo. The modern company now has an impressive battery of glass, composites, metallurgical and construction businesses in its portfolio. The Grand Canyon Skywalk is made of Saint-Gobain glass.



Top glass!

150. 3M



The three Ms of 3M are Minnesota Mining and Manufacturing, the Company's original name. It started as a mining venture in 1902, seeking to mine corundum (crystalline aluminium oxide, whose hardness approaches that of diamond, making it a useful abrasive). However, its holding turned out not to be corundum. Despite this false start, the company went into the sandpaper business using imported garnet. It has expanded into many fields, and is noted for its innovation – "Scotch" tape, "Post-it" notes, "Thinsulate" insulation, "Scotchgard" stain repellent material and "Scotchlite" reflective material are some famous examples of the 55,000 product range.

151. Intel

The British English expression "you've had your chips" has distinctly negative connotations, but not for this organisation, one of the biggest providers of integrated circuits in the world. The name comes from Integrated Electronics. It was founded in 1968 by semiconductor pioneers Robert Noyce and Gordon Moore (of Moore's Law fame). It developed the world's first commercial microprocessor chip in 1971, and has prospered in spite of increasing competition. It has also grown by acquisition, including...



152. McAfee



One of the better known computer security products was started in 1987 by (believe it or not) John McAfee. Since the Intel takeover, the McAfee name has disappeared (replaced by Intel Security), but the red M shield has remained.

152. Renault

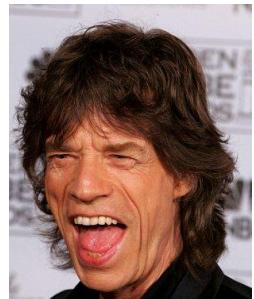
France's biggest car producer was started in 1899 as Société Renault Frères by frères Louis, Marcel and Fernand Renault. The original trade mark consisted of the intertwined initials of the three brothers, but, after a few changes (including a tank at the end of the First World War), they settled (for reasons unknown (to me anyway)) on a diamond in 1926, and a diamond it has stayed ever since.



153. The Rolling Stones



Hard to believe that the pouting lips of Sir Michael Philip Jagger have been around for over 50 years, but the Stones keep on rolling and gathering moss. The original logo was drawn by Royal College of Art student John Pasche and first appeared on the 1971 *Sticky Fingers* album. Pasche said at the time, "The design concept for the tongue was to represent the band's anti-authoritarian attitude, Mick's mouth and the obvious sexual connotations".



Start me up!

154. Hallmark



A postcard craze in the early 20th century caused Joyce Clyde Hall to set up a business making them in Kansas City in 1906. Hall perceived a potential market in greeting cards, and moved into them. He and his brother were later to pioneer gift-wrapping paper. The Hallmark name, adopted in 1926, was derived from the brothers' name and from the hallmarks used since mediaeval times by jewellers to identify precious metals.

155. Gore-Tex

The stuff that keeps us dry in the rain without turning us into mobile saunas was developed by Wilbert and Robert Gore (although the odd properties of DuPont-invented PTFE (polytetrafluoroethylene) had been noted earlier by a New Zealander, who kept them as a trade secret). The discovery of the method of manufacture was an accident caused by frustration – instead of gently drawing a heated PTFE rod, Bob Gore violently pulled it apart, and was rewarded with a microporous structure, which would allow the passage of water vapour (as in sweat), but not the passage of liquid water (as in rain – water's high surface tension places a lower limit on water droplet size). Laminating the physically weak PTFE to another material (such as nylon) and welding the seams (a traditional weak point in clothing) allowed the production of completely waterproof, breathable garments. Since the expiry of the basic Gore-tex patents, many "me too" products have appeared.



156. eBay



The on-line auction site was started as AuctionWeb in California in 1995, by a French-born Iranian-American computer programmer Pierre Omidyar as part of his website. One of the first items sold on AuctionWeb was a broken laser pointer for \$14.83. The astonished Omidyar contacted the winning bidder to ask whether he had understood that the laser pointer was broken. The buyer explained: "I'm a collector of broken laser pointers." The auction site remained a side-interest of Omidyar until the volume of traffic forced his internet provider to increase what it charged him. He passed these charges on to his customers and there was no objection. The phenomenal growth continued.

The site belonged to Omidyar's consultancy company Echo Bay Technology Group. Omidyar sought to obtain the domain name echobay.com, but found that it had already been taken by gold miner Echo Bay Mines, so he registered his second choice – eBay.com. It formerly owned...

157. PayPal

Confinity, a company that developed security software for handheld devices, was established in 1998 in California. PayPal was launched as a money transfer service of Confinity. In 2000, Confinity merged with X.com, an online banking service founded by Elon Musk. Musk saw the possibilities of PayPal and terminated X.com's other online banking business to concentrate on it. The company was renamed PayPal in 2001. It was acquired by eBay, but was then demerged from it in mid-2015.



158. Honda



HONDA

Soichiro Honda started by modifying and racing cars in pre-war Japan, moving on to making piston rings for Toyota. In the aftermath of WW2, he founded the Honda Technical Research Institute in a shack, building and selling improvised motorcycles, then manufacturing new motors rather than refurbishing old ones, and finally manufacturing complete motorcycles. He was joined in 1949 by Takeo Fujisawa, and the combination of Honda's technical expertise and Fujisawa's business acumen proved a recipe for enduring success. Both stepped down from management in 1973.



Honda has been the world's biggest motorcycle manufacturer since the 1960s, and is one of the largest manufacturers of internal combustion engines of all kinds. Following on from Soichiro's enthusiasm for racing, it has competed successfully in

two- and four-wheeled motor sport at the highest levels, often with highly innovative technology.



We have all the angles covered...



ACURA

The motorcycles have carried variants of the "wings" logo since the earliest days, the cars a simple bold H. The Honda US luxury brand Acura has an "A" logo, but with the "A" hinting at the "H" of Honda. And while we're on the subject of motorcycles...

159. Harley-Davidson



The renowned US manufacturer of technologically antediluvian but apparently eternally trendy large motorcycles started in 1901 in Milwaukee, Wis, with, as these things tend to do, a Mr. Harley and a Mr. Davidson. William Harley and his childhood friend Arthur Davidson sought to incorporate a Harley-designed engine in a conventional bicycle frame.

It wasn't successful, but it was the start. The two were later joined by Arthur's two brothers, and there was help on the engine side from outboard motor pioneer Ole Evinrude. The first 45° V-twin, for which Harley is best known, appeared in 1907.

Over the next century, the firm had a chequered history. It was one of only two US motorcycle manufacturers to survive the Great Depression, it was taken over and then sold off, it survived the Japanese invasion only by dint of a 45% tariff on imported motorcycles levied by the Reagan Administration, and is currently (2015) not in the best of health



Born to be filed...

Harley-Davidson tried to register the sound of a V-twin as a US trade mark. It was opposed by 9 competitors, who pointed out that their V-twins sounded just the same. The application was ultimately abandoned.

160. Virgin



Virgin was started by entrepreneurs Richard Branson and Nik Powell in 1970. Branson regarded them as business virgins, hence the name. The original logo for the first Virgin company (a record-selling and later recording company), so-called Gemini designed by fantasy



illustrator Roger Dean (right), is a long way from the present incarnation. When Branson signed The Sex Pistols to the label, he wanted something less "hippy" and more "punk". According to legend, a young designer scribbled it on a paper napkin and Branson loved its "in your face" quality immediately. The V is in the form of a "right" tick.

161. IBM



Big Blue was founded in 1911 as the Computing-Tabulating-Recording Company (CTR) via a merger of three companies each of which brought a significant technological development to the table. It manufactured and sold machinery ranging from commercial scales and industrial time recorders to meat and cheese slicers, along with tabulators and punched cards. The driving force behind its rise to dominance was Thomas Watson, who arrived from National Cash Register in 1914. In 1924, it changed its name to International Business Machines, a name previously used by CTR's Canadian subsidiary. Its dominance of the hardware business led to its underestimation of the software side of things, which opened the door through which walked Bill Gates and Microsoft...

162. Monsanto



The company that all greens love to hate (as typified by the delightful posters on the right), and whose name will shortly disappear following the takeover by Bayer, started as a chemical company in 1901 by John Francis Queeney, who named the company for his wife, Olga Monsanto Queeney. Among other achievements, it was the first company to mass-produce light-emitting diodes. However, its fame (or notoriety) is in the agricultural area, first the herbicide glyphosate (Roundup®), and then the genetic manipulation of crop plants and seeds, in which it was and remains a leader. Courtesy of numerous mergers and demergers, the current Monsanto has moved away so completely from the original Monsanto that it is now regarded as an entirely different company. Acquiror Bayer seems to have inherited the hate and the problems.



163. Araldite

Araldite® Epoxy resin two-pack adhesives were the result of pioneering work in the 1930s of Pierre Castan in Switzerland, Paul Schlack in Germany and Sylvan Greenlee in the USA. The first commercial product came from the Swiss company De Trey Frères, for which Dr. Castan worked, and this company licensed it to Basel chemical firm Ciba Ltd. Ciba owned a British company, Aero Research Limited

(ARL), which made specialised adhesives, and the name of the new adhesive was derived from it – **ARALdite** (“Araldit” in German-speaking countries, because they pronounce the “e”).

164. Colgate-Palmolive



British-born William Colgate opened up a starch, soap and candle factory in New York in 1806. The first toothpaste came in 1873, the first toothpaste in a tube in 1896 (up to then, toothpaste had been sold in jars). In 1924 it was purchased by the Palmolive-Peet Company, originally the B.J. Johnson Company, which had started selling a soap derived from palm oil and olive oil in 1898. It soon changed its name to reflect the fact, later merging with Missouri soap makers Peet Brothers to form Palmolive-Peet. The new company became Colgate-Palmolive-Peet, dropping the Peet in 1953.



165. Xerox



The company whose name became almost synonymous with plain paper photocopying (people would talk about “xeroxing” something) started life as the Haloid Photographic Company in Rochester, NY in 1906, manufacturing photographic paper and equipment. In 1938, an independent inventor, Chester Carlson, invented a process for printing images using an electrically charged drum and dry powder “toner”. Joseph C. Wilson, CEO of Haloid and son of the founder, saw the potential in Carlson’s idea and signed an agreement to develop it commercially. What to call the new system? Wilson came up with “xerography”, from two Greek words meaning “dry writing”. He changed the company name to Haloid Xerox in 1958 and to Xerox Corporation in 1961.

166. Maserati

The five Maserati brothers were all involved with automobiles from the



beginning of the 20th century, first with other companies, then with their own. Maserati had much racing success in both F1 and sports cars, but then had a long period of ownership by other companies, before finally passing into the hands of old arch-rival Ferrari under the aegis of common owner Fiat. It is enjoying a resurgence.



Hoi! That's my cutlery you've got!

The logo is based on the trident of Neptune in the fountain in the Piazza Maggiore in Bologna. Its use was suggested by a family friend, both for being symbolic of Maserati's home town, and for being appropriate for a sports car company, as Neptune represents strength and vigour.

167 GlaxoSmithKline

The British pharmaceutical company, the world's No.4, has a history (and a name) that is indicative of the way the pharmaceutical industry operates. Are you all sitting comfortably? Then we'll begin...:



- 1830 – John Smith opens pharmacy in Philadelphia
- 1843 – Thomas Beecham first marketed his Beecham's Pills laxative in England, opens first factory in St. Helens, Lancashire in 1859
- 1850s – general trading company Glaxo formed in Bunnythorpe, New Zealand by Londoner Joseph Nathan, started business in the UK in 1935
- 1859 – Mahlon Kline joins Smith, to form Smith Kline.

1880 – Burroughs Wellcome founded in London by two US pharmacists, called Burroughs and Wellcome (funny, that).
 1891 - Smith Kline merges with French, Richards & Co, to become Smith, Kline & French.
 1982 – SmithKline & French merges with Beckman Inc, to become SmithKline Beckman
 1989 – SmithKline Beckman merges with Beecham to become SmithKline Beecham, moves HQ to UK.
 1995 – Glaxo and Burroughs Wellcome merge to form Glaxo Wellcome.
 2000 – Glaxo Wellcome and SmithKline Beecham merge to form GlaxoSmithKline.

So, who's next?

168. RCA



During the First World War, radio traffic in the USA was monopolized by the US military as part of the war effort.

When the war and this monopoly ended, the military

sought to maintain it by private means – it offered a monopoly to General Electric, if it set up a US national radio network. GE purchased the assets of the American offshoot of the UK Marconi Company and launched it as the Radio Corporation of America. RCA's radio stations were to form the basis of today's NBC.



Both GE and Westinghouse marketed home radios through RCA until 1930, when RCA acquired its own manufacturing facilities via its purchase of the Victor Talking Machine Co., then the world's biggest producer of phonograph records. This created RCA Victor, and gave RCA the US rights to Nipper (see **His Master's Voice** above). RCA was to pioneer many innovations, such as the 45rpm record and the US's NTSC colour television system.



An antitrust action in 1930 forced GE and Westinghouse to give up their interests in RCA. It was reacquired by GE in 1968, and GE then broke it up and sold off the bits to other companies. The RCA Victor label is now used under licence by Sony Music Entertainment.

Doggone...the Nipper stained glass window in the old RCA building in Camden NJ (now luxury apartments)

Hang about, here comes that dog again...

169. Deutsche Grammophon

Hanover-born US domicile Emile Berliner was the inventor of the laterally-grooved gramophone/phonograph record, which was to triumph over Edison's cylinders. In 1898, he founded the world's first record



company, the German Gramophone Company (*Deutsche Grammophon Gesellschaft*) in his native Hanover. DG had early links with the Victor Talking Machine Company and the British Gramophone Company. Early records used the image of Nipper.



DG was acquired by Siemens in 1941 and in 1949 it sold its rights to Nipper to EMI. The yellow "crown of tulips" logo was designed by Siemens advertising consultant Hans Domizlaff.

Doggedly persisting...

Bolstered by some big names (particularly Herbert von Karajan and the Berlin Philharmonic) and high performance and recording standards, DG became dominant in

the central European and Russian classical and romantic repertoire. It has since branched into early music (Archiv) and *avant garde* (initially under the Avant-Garde imprint). It is now part of the Universal Music Group, the world's biggest music company, owned by French multinational Vivendi.

170. The Times



The Times is not the world's oldest newspaper still in print (that's *Haarlems Dagblad* (1656)) or even the oldest in English (that's Belfast's *The Newsletter* (1737)), but it is certainly one of the most influential. The Top People's Paper started life as *The Daily Universal Register* in 1785, changing to *The Times* in 1788, becoming the first newspaper to feature the word *Times* in its title. Although a pioneer in many ways (it was instrumental in the development of the Times Roman typeface, designed to give clarity in low-tech printing, it was the first to employ a war correspondent (in the Crimea, and whose dispatches helped kick-start the idea of the Victoria Cross)), it stuck to its practice of covering the front page with small advertisements of interest to the British moneyed classes until 1966, when it started printing news on it, like everyone else. It is now owned by Rupert Murdoch's News Corp, no doubt to its plausibility detriment.

The Sunday Times is a completely different newspaper with a different editorial staff, and they have been commonly owned only since 1967.

The *Financial Times*, with its characteristic pink paper, does not belong to the Times Group. Speaking of which...

171. The Economist



...is 50% owned by the *Financial Times*, the rest by a group of independent shareholders. It began in 1843 as part of a campaign against the Corn Laws, a system of import tariffs. Its stance has always been for free markets and *laissez-faire* economics, and among its early editorial positions was that nothing should be done about the disastrous famine in Ireland, which was to lead to a population loss from which Ireland has never recovered and ultimately arguably the loss of Ireland to the UK. Not the sort of thing, I suspect, for which it hopes to be remembered (but then *The Times* said pretty much the same thing).

One policy is that its writers are never identified, and this has led to criticism. As one US commentator put it, "The magazine is written by young people pretending to be old people...If American readers got a look at the pimply complexions of their economic gurus, they would cancel their subscriptions in droves". Nevertheless, it is widely read in business and government circles worldwide.

172. Penguin

Penguin was the idea of Allen Lane (later Sir Allen Lane), a director of The Bodley Head Publishing. In the 1930s, if you wanted to read a good book, you either spent a lot of money or you joined a library. Paperbacks existed, but they were trashy, downmarket things. Lane saw the opportunity to present good-quality material at affordable prices. Lane, his two brothers and V. K. Krishna Menon (later Indian High Commissioner to the UK) launched Penguin Books in 1935. It revolutionized the book market.



But why "penguin"? Lane wanted a 'dignified but flippant' symbol for his new business. His secretary suggested a penguin and another employee was sent to London Zoo to make some sketches. It was subsequently joined by Pelican and Puffin Books.

173. Boeing



William E. Boeing bought a shipyard in Seattle in 1910 and started making seaplanes there. Having made money in the timber industry, he put his knowledge of wooden construction to good use and stayed in Seattle close to sources of wood. The company went on to great things – its B-17s and B-29s were the mainstay of US bomber forces during WW2, its B-52 Stratofortress bomber, introduced in 1957, will still be serving in the 2040s, and its 707 and 747 airliners revolutionized long-distance air travel.



The longest-lasting Boeing logo was the “totem” logo (left), but when Boeing amalgamated with rival McDonnell Douglas, it introduced a modified version of



McD-D's logo, which in turn had been Douglas's (a stylized aeroplane and rocket).

174. Bombardier

BOMBARDIER

The rather warlike name of the peaceful Canadian purveyor of transportation equipment is that of its founder, Québécois Joseph-Armand Bombardier, who started L'Auto-Neige [snowmobile] Bombardier Limitée in 1942. It came up with the popular Ski-Doo, and then moved into railway and aircraft manufacture.

How to say? The proper French pronunciation is *Bom-BARD-dee-yay*, but many in the English-speaking world use *bombar-DEER*, as in the guy who drops bombs on you. And speaking of Canadian multinationals...

175. BlackBerry



RIM (Research in Motion) the world's once dominant business smartphone (before its reduction to near-insignificance by Apple's iPhone and Google Android devices) took the name for its products from the little buttons on its keyboard, which folk thought looked like the stippled skin of some fruits, and “blackberry” got the nod for being snappy.

Another victim of Apple and Android was...

176. Nokia

NOKIA

The once-dominant cell phone manufacturer, whose ringtone (an excerpt from the solo guitar piece *Gran Vals* by Tárrega) became familiar to all, had its origins in a wood pulp mill near Tampere in Finland in 1865. A second mill was built in 1868 near the town of Nokia on the Nokianvirta river, hence the Company name. The company came to cell phones via an expansion into electricity generation (the mills used hydroelectric power) and electrical and communications cables, and then electronics. It was a key developer of the GSM (2G) (second-generation Global System for Mobile Communications) and NMT, the world's first mobile telephony standard. However, it had no answer to the increasing popularity of Apple's iOS and Google's Android systems and the cell phone business was sold to Microsoft. It now focusses on large-scale telecommunications infrastructures.

177. Parker



PARKER

The Parker Pen Co. was founded in Janesville, Wis. in 1888 by George Safford Parker. Parker patented a number of improvements in fountain pens. One of these was a vacuum filling mechanism in a 1932 pen originally called the Golden Arrow, after the newly-designed arrow-shaped clip. The arrow clip became a feature of all future Parkers.

178. John Deere

The world's biggest manufacturer of agricultural equipment started in 1837 when blacksmith John Deere opened a shop in Grand Detour, Ill. Deere's first great innovation was the self-scouring steel plough/plow, which didn't suffer from the defects of wooden or iron ploughs in the rich Midwestern soil. Instead of making ploughs to order, as was then the usual practice, Deere made them for display so that a customer could see them and buy one immediately. In 1848, Deere relocated to Moline, Ill. to gain access to the railroad and the Mississippi River. Deere's move into tractors in the early 20th century produced its most familiar product with the traditional green finish.



Oh, Deere...



JOHN DEERE

The "leaping deer" logo has been with the company in one form or another since 1876, taking its present form in 2000.

179. AC/DC



A logo with perhaps even more recognition than the Stones' "lips" logo, the Australian band was founded in Sydney in 1973 by Scottish-born brothers Malcolm and Angus Young. The oldest brother, George, a former member of the Easybeats, Australia's first major international pop/rock success, was their manager, and sister Margaret came up with both the name (she saw it on the back of a sewing machine and said it signified "power" to her) and Angus's trade mark schoolboy stage outfit (originally the uniform of Sydney's Ashfield Boys' High School, where the brothers attended). The 1980 album *Back in Black*, is one of the world's best-selling records ever. Angus is the sole remaining original member since Malcolm's retirement and death, his place being taken by nephew Stevie. After a brief hiatus because of singer Brian Johnson's hearing problems, they're back, with Angus the world's oldest schoolboy (69 in 2024).



School's out...

180. Kenworth



The major US big truck manufacturer (also well known in Australia) was started in Portland, Ore. in 1912 by brothers George and Louis Gerlinger. They were the first to put a six-cylinder engine in a truck, and the product proved ideal for logging operations in the rugged Northwest. The company moved to Tacoma, Was. in 1916, and the landlord, Edgar Worthington took an interest in the company, he and his business partner Captain Frederick Kent eventually buying it. The company was renamed the Gersix Motor Co. (after the 6-cylinder truck). In 1923, Worthington and the son of Capt. Kent, who had succeeded him, reincorporated the company under the name "Kenworth", this being a combination of their names. The company is now owned by Paccar Inc. which also owns the erstwhile major US rival Peterbilt.

Curiously, Peterbilt also originated in Tacoma in the early 20th century, courtesy of the efforts of timber merchant T.A. Peterman, who sought to get his logs more quickly to the sawmill. He started with ex-Army trucks and gradually developed them. The two are still common on US highways, but face formidable competition from the big Europeans (Mercedes-Benz, Volvo, Saab-Scania).



181. UPS



The world's largest courier service has its origin in the American Messenger Company, founded in Seattle in 1907. It merged with a competitor to form Merchants Parcel Delivery and started consolidated delivery (delivering parcels to a single area with a single vehicle). It became United Parcel Service in 1937 and adopted the familiar Pullman Brown as the colour of its vehicles and logo.

Its main US rival is...

182. Fedex



...which was the brainchild of Yale student Fred Smith who perceived that air delivery was the way to move things rapidly in a



Gosh, they really do deliver everywhere...

world where time meant money. He submitted a paper on the subject to his professor and legend has it that he only got a "C". He founded Federal Express in Little Rock, Ark. in 1971, moving later to Memphis Airport, when Little Rock proved less than accommodating. Fedex is now the world's largest airline in terms of freight tons flown and the world's fourth largest in terms of fleet size. Note how the "E" and the "X" form an arrow. And while we're in a courting mood...

183. DHL



Larry Hillblom, a law student at the University of California in the late 1960s, made money by couriering packages between San Francisco and LA, departing on the last flight of the day and returning on the first flight the next day, up to 5 times a week. He

noted that there was an unfulfilled market need, flying bills of lading from San Francisco to Honolulu – that way, the paperwork could be processed before the cargo arrived, saving time and money. He set up the company with his friends Adrian Dalsey and Robert Lynn, and the company name was made up from the initial letters of their surnames. DHL got early into the international delivery business, offering an overnight service. The company was purchased by Deutsche Post, changed the colour of its logo to Deutsche Post's gold and is now directed from Deutsche Post's HQ in Bonn.

184. TNT



Thomas Nationwide Transport started as a trucking business in Australia in 1946 with a single truck. It expanded into the second-biggest transport empire in the world. It was the first courier service to buy its own aircraft. It was acquired in 1994 by KPN, the Dutch Post Office and now is headquartered in the Netherlands. It has since been demerged, and may be acquired by Fedex as part of Fedex's intention to expand its business in Europe.

185. Diner's Club



The world's first independent credit card company started when Frank McNamara, dining with clients at a New York restaurant, forgot his wallet and his wife had to pay. He

thought of a multipurpose charge card as a way to avoid future embarrassment. He founded Diner's Club International in 1950. It was initially envisaged as "a club of diners" that would allow patrons to settle their debts at the end of each month. It was acquired by Citigroup in 1981 and by Discover Financial Services in 2008.

186 American Express



The American Express Company started life as an express mail service in Buffalo, NY in 1850, and later branched into financial services. In the late 1800s, Company President J.C. Fargo (son of the Wells Fargo one) found that traditional letters of credit were useless in Europe outside major cities. The result was the American Express Traveller's Cheque, and this established Amex on the international stage. Although Amex had considered charge cards as far back as 1946, it wasn't until Diner's Club launched that it began to think seriously about it. Having done so, it now accounts for something like 24% of the total US dollar volume of credit card transactions.



Hmph, wouldn't be seen dead in one of those!

The "centurion" trade mark, long familiar from traveller's cheques and the Amex cards, was first used in the 1950s. He was originally mistakenly described as a "Viking" but this is negated by Amex's internal correspondence referring to "a gladiator on a shield". However, the helmet was much fancier than the gladiator helmets and the fact that Amex now has a Centurion Card seems to indicate that it has adopted the Roman officer explanation.

187. Visa



Visa started life as the BankAmericard of the Bank of America, with a mailing of 60,000 unsolicited cards in Fresno, California, the first time that this had been done. In addition, whereas previous cards such as

Diners had to be paid in full by the end of each month, the BankAmericard allowed revolving credit. Fresno was chosen for the experiment as it was relatively small and isolated, so the damage would be containable if the experiment flopped.

It worked in Fresno, but an overoptimistic early extension to the rest of California was disastrous, leading to massive fraud and the scheme being mothballed. However, it was later resurrected with stricter controls and eventually spun off as National BankAmericard and later International Bankcard Company. Numerous other banks, both national and international joined in and eventually, a single overall name was chosen, Visa, because it was recognizable in many languages and it signified universal acceptance.

188. Mastercard



Mastercard began as the Interbank/Master Charge and was created by several California banks as a competitor to the BankAmericard of the Bank of America, later Visa Card. Robert Leaville, Senior Vice-President of one of the banks, and his son created the overlapping circles logo.

189. Harrods

The celebrated British department store, the biggest of its kind in Europe and a major London tourist attraction (especially the famous food halls), was started by Charles Harrod in 1834 as a wholesale grocery with a special emphasis on tea. In order to capitalise on the Great Exhibition of 1851, Harrod acquired a small shop in Brompton Road, the site of the current store. Beginning with a single room with two assistants and a messenger boy, the business grew, gradually taking over adjoining buildings.



One oddity is that there is, or rather was, only one other branch of Harrods – in Buenos Aires (people tend to forget that the ongoing financial disaster called Argentina was a boom economy in the early 20th century, and that there was a sizeable British community there). This opened in 1914 and grew to occupy nearly an entire city block. It was sold by Harrods in 1922, but continued to operate under the Harrods name until closure in 1998. There are occasional suggestions that it will be revived.

190. Fortnum & Mason



London's other tourist attraction/retailer, famous for its grocery department with the staff in morning dress (tail coats and pinstripe trousers) was started by William Fortnum, a footman at the court of Queen Anne. Fortnum was somewhat of an entrepreneur. The Royal Household's insistence on new candles every evening meant a lot of surplus and unwanted wax, which Fortnum resold at a profit. He also ran a grocery business as a sideline. Fortnum's landlord, William Mason, had a small shop, and they went into business together. It now enjoys considerable upper class and Royal patronage.



Fortnum's became the first store in the UK to sell Heinz's baked beans. Heinz arrived with 5 cases, more in hope than in expectation. Fortnum's saw the promise and bought the lot. *This will really put the wind up Madam...*

191. Macy's



Rowland Macy opened his first store in New York in 1843. The flagship store on Broadway, which all foreign tourists think of as Macy's, opened in 1902. The Macy's logo has always featured a star in one form or another, courtesy of a tattoo that Macy got as a teenager working on a whaling ship in Nantucket. Another ship that featured in Macy's history was *Titanic* - a later owner of the store, Isidor Strauss, was one of the famous victims of that disaster.

192. Kmart

Franklin Woolworth pioneered the variety store – his didn't last (but lasted long enough to have built one of New York's iconic skyscrapers). A salesman who dealt with him, one Sebastian Kresge, liked the idea and invested his money in a dime store in Memphis in 1897. He expanded his empire and later incorporated the S.S. Kresge Corp. The first Kmart store opened in Garden City, Mi. in 1962, and it is still in business. The company now also owns the Sears chain. The Australian business was acquired by local supermarket chain G.J. Coles and is independent of the US business.



193. Ford

Henry Ford started the Ford Motor Company in 1903 in Dearborn, Mi. Henry used mass production techniques to revolutionise the way cars were made and his Model T changed the way America travelled. The Spencerian script (as per Coca Cola) "Ford" came in



1906 and the first oval in 1912. However, the logo didn't appear on cars until the Model A in 1928, and its use wasn't a regular feature – at one point Ford USA had a "crown and shield" logo (left) as a sort-of imitation of the Cadillac crest. A complete change was considered, and logo

expert Paul Rand prepared a Ford logo for the future (right). However, Henry Ford II considered it too great a departure and retained his grandfather's original. It was updated for the Company centenary.



194. Chrysler



The most disaster-prone of the US's Big Three car makers, Chrysler was started in 1925 by Walter Chrysler out of the remains of the Maxwell Motor Company. After a long

period of expansion, including overseas, it fell on hard times, was merged disastrously with Daimler-Benz to form DaimlerChrysler and was then demerged and finally sold to Fiat. For 50 years, its logo was the pentastar



(right) chosen because it appeared to give a "strong engineered look". This was retired by Fiat, which has now moved to a pure "wings" logo, the previous "wings" logo having had the old Chrysler "seal" mark (left) in the middle. Like the other big US manufacturers, Chrysler has a number of brands, perhaps the most well-known of which is...



195. Jeep

The traditional explanation for the origin of the word "jeep" is a contraction of the US military designation "general purpose", the way a US Army successor, the High-Mobility



Multi-Purpose Wheeled Vehicle (HMMWV) was condensed to "Humvee". However, this has been questioned, with one commentator suggesting that the name was given to the four wheel-drive Willys MB by US servicemen after Eugene the Jeep, the jungle pet of Popeye the sailor man, who was "small, able to move between dimensions and could solve seemingly impossible problems".



The Willys Company was owned by American Motors and was later purchased by Chrysler. Rebranded after its most famous product, it makes only SUVs and off-road vehicles. The original Jeep inspired a host of imitators, the most famous being...

196. Land Rover



The first Land Rover was introduced in 1948 by the now-vanished Rover Company. This first model was nearly as spartan as the original Jeep, but much more versatile, and it gained an unrivalled reputation as a go-anywhere do-anything vehicle. The utilitarian Land Rover sales were badly dented by the arrival of the less versatile but infinitely more reliable Toyota 4WDs (one of which the BBC's *Top Gear* famously failed to kill). However, Rover launched the trend for 4WD luxury vehicles with the Range Rover, and this has continued successfully under the new management (with Jaguar) of the Indian Tata Motors company. Popularity seems immune to the well-known reliability problems of Range Rovers – I guess owners just have to use the Rolls while it gets fixed (again).

197. Cisco



To really old guys, such as myself, "Cisco" means the guy on the right and 5.00pm in front of a 14" B/W TV. The later variant is the world's leading supplier of networking on the Internet – it is estimated that something like 85% of Internet traffic goes through Cisco systems. . Cisco was started 1984 by two Stanford University staff. The name is a shortened form of "San Francisco" (and for a long time the Company insisted on spelling it "cisco") and the logo is a stylized version of the main spans of San Francisco's trademark Golden Gate Bridge.



You're Kidding...

198. Caterpillar



The world's biggest producer of construction equipment started in the 1890s as Holt Tractors. In an attempt to stop heavy steam tractors from sinking in soft soil, Benjamin Holt first equipped them with enormous wheels, which worked, but which proved impractical (the tractor could be up to 14M wide). Another way was to lay down a temporary plank road, also impractical. Holt's brainwave was to join up the planks and loop them around the wheels in a continuous belt. Observing one, the Company photographer observed to



Hose 'em down in an entirely different way...

Holt that it looked like a caterpillar – and Holt knew at once that this was the name. The caterpillar track passed into the language, and the import of Holt tractors to the UK during the First World War changed land warfare forever. The British War Ministry, seeking to break the impasse on the Western Front, saw Holt's caterpillars as part of the answer. The final large vehicles were shrouded in secrecy and described as "tanks".

199. BBC



At the end of the First World War, the GPO (UK Post Office), the licensing authority for UK radio communications, was anxious to avoid the anarchy of the air waves that had happened in the USA following the demilitarization of radio communications. It suggested that a single broadcasting licence be issued for a public broadcaster. And so the British Broadcasting Corporation was founded in 1922 as that public broadcaster, making it the oldest broadcasting service in the world. Its founding chairman, Lord Reith, was a dour Scottish Presbyterian whose insistence on high standards was to establish the BBC's formidable worldwide reputation. The BBC is incorporated by Royal Charter and funded by licence fees levied on all owners of radios and TVs in the UK.

Curiously, the best-known and most influential bit of the BBC worldwide is rarely heard in its homeland. The originally short-wave (now also Internet and TV) BBC World Service is known and respected in the remotest corners of the globe, appreciated, on the one hand, by the Head of Radio Moscow, who candidly admitted that he got his news from the World Service, and on the other hand by anti-Soviet Afghan guerillas, who, on hearing the employer of their interviewer, spontaneously burst into a chorus of *Lilliburlero*, the little Irish tune that is the World Service's signature tune. Up to recently, it operated out of different premises and was funded by the Foreign Office, but now it is within the fold, funded by the licence fees, commercial programme sales and limited advertising.

200. Wells Fargo

If you expected Wells Fargo to have been established by a Mr. Wells and a Mr. Fargo, you would be 50% correct. The present bank, the world's largest by market value and one of the US's "big four", was established in 1998 by a merger of Norwest Corporation and the original Wells Fargo, and the latter name was retained to benefit from its distinguished history. Henry Wells and William Fargo, two of the founders of the original American Express company, sought to expand to California to benefit from the gold rush of the 1840s. When the other Amex directors demurred, they set up Wells, Fargo & Co, while still working for American Express.



The Company offered not only financial but also transport services, including the famous stagecoaches, which are part of the Western legend, plus part of the Pony Express, before the latter's obsolescence on the 1861 arrival of the Transcontinental Telegraph. The express and banking operations separated in 1905, with the former having now disappeared into the Loomis armoured security van business.



finally upstaged

201. Burberry



When I was a kid in school, back in the Pleistocene Era, many people referred to raincoats as "burberries", and back then they often were. The British luxury fashion house was started by Thomas Burberry, a former draper's apprentice, in 1856. In 1880, Burberry introduced gabardine, a water resistant but breathable fabric, in which the yarn is waterproofed before weaving. The knight logo with the motto *Prorsum* (forwards) was introduced in 1901. Amundsen and Shackleton both used Burberry clothing for their Antarctic expeditions, as did George Mallory for his ill-fated Everest exhibition.

The most famous Burberry product came about as a result of the First World War, when Burberry was asked to adapt the standard officer's coat for conditions on the Western Front. The result, the trench coat, remained popular after the war. Even more popular was its lining, a distinctive check design, which has become one of the world's most counterfeited trade marks.



Check, mate

202. Hoover



Hoover makes a variety of household appliances, but in some parts of the world, the name is synonymous with "vacuum cleaner". It started in 1908 in Canton OH, when department store janitor James Spangler, an asthmatic, started to suspect that the carpet sweeper he used at work was causing his problems. He made a crude vacuum cleaner, patented it (US889823) and started limited production. He gave one to his sister Susan Hoover, who, enthused, told her husband and son (both William) about it. Hoover

Sr. bought the patent and started the Electric Suction Sweeper Co., later the Hoover Suction Sweeper Co.

In the 1930s, Hoover employed Henry Dreyfuss, an industrial designer, who completely changed and streamlined the shape of the vacuum cleaner, putting all the mechanical components within a single smooth housing. It was a shape that lasted and lasted. The addition of a beating bar to complement the rotating brush gave rise to the slogan “it beats, as it sweeps, as it cleans” (sung to the tune of the US Army’s “Caisson Song”). However, for the wrong reasons, Hoover inspired...

203. Dyson



James Dyson had a Hoover vacuum cleaner. Frustrated at the decrease in suction as the thing clogged, Dyson decided to try a miniature version of a cyclone separator, an industrial device that uses centrifugal force to separate particulates without using filters. Results from a small cardboard one were sufficiently encouraging for him to continue. 5,126 prototypes later, he had a commercial machine. Attempts to license it to major manufacturers failed, probably because the replacement bag market was too lucrative. Eventually a Japanese licence produced sufficient funds to do more research. The result was the DC01, which became the UK's fastest-selling vacuum cleaner. Dyson has since moved on to a variety of other household appliances.



I'm just a sucker for dust...



204. Birds Eye

Why, you might ask (but then you might not, but anyway...), would anyone want to freeze birds' eyes? The short answer is, nobody. Clarence Birdseye (one word) was a taxidermist and naturalist, who, in Labrador on a field assignment, was taught by the Inuit how to preserve fish by exposing them to extremely cold temperatures. Birdseye noted that they froze almost instantly and that, when defrosted, there wasn't the loss of flavour encountered in conventionally frozen foods. He realized that the shorter the time ice crystals had to grow (and therefore the lower the damage to cell membranes), the better the eventual taste. He developed a number of devices for quick freezing, plus a healthy patent portfolio. He sold these to what was to become General Foods Corp. which established the Birds Eye Frozen Foods Company, thus starting off the modern frozen food industry.

205. Hermès



The French luxury goods manufacturer started life in 1837 in Paris where Thierry Hermès started making high-quality harnesses and bridles (hence the carriage logo) for the nobility, moving later into saddlery. A bag for riders started the move into leather goods, and riding clothing was a natural extension. The company, still majority-owned by the family, subsequently branched into all types of luxury goods and fashion wear. The famous scarves were introduced in 1937. Ironically, the thing that nearly destroyed the firm – a longtime insistence on using natural materials – was instrumental in its revival, courtesy of increased environmental consciousness.

206. YouTube

The video sharing website, now owned by Google, was started in 2005 by three former PayPal employees, Chad Hurley, Steve Chen and Jawed Karim. Reportedly the inspiration came from two very different events – Janet



Jackson's (in)famous "wardrobe malfunction" at the 2004 Superbowl and the 2004 Indian Ocean tsunami. According to Karim, the failure to find online video clips of either led to the idea of a video sharing site. However, Hurley and Chen said it was seen as a video version of an online dating site and the *Hot or Not* photo comparison site. The idea was originally to accommodate individuals' personal videos (hence the name), but it subsequently vastly outgrew this, with companies now putting videos on the service. It originally accepted only Adobe Flash Player videos, but it now accommodates most formats.

207. Facebook



Having zero interest in living out my life in public, and therefore zero interest in the social networking site, it took me a long time to get around to this one. However, its influence and reach is undeniable, with many businesses having Facebook pages (and businesses using it to vet prospective employees). It's the creation of Harvard College roommates Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The original was *Facemash*, a copy of the photo comparison site *Hot or Not*. To get information for it, Zuckerberg hacked into Harvard's directory. *Facemash* was promptly closed down, Zuckerberg narrowly escaping both expulsion and charges of data theft and copyright violation. Zuckerberg then launched *Thefacebook*, the name being borrowed from the colloquial name for the Harvard Yearbook. It was originally intended to be limited to Harvard students only, but later it was expanded to all colleges in the Boston area, other Ivy League colleges and Stanford. Increased interest from outside, plus outside investment, led to its universal expansion. The "the" was dropped from the name in 2005.

The company has recently renamed itself to Meta "to reflect its focus on building the metaverse", but possibly to try to distance itself from its recent unsavoury behaviour. *Meta* is a Greek word meaning "beyond". It also happens to be the Hebrew word for "death". One can but hope...



208. Škoda

The original Škoda Works (*Škodovy závody*) was started in 1859 by Bohemian industrialist Emil Škoda in Plzeň, then in the Kingdom of Bohemia, Austrian Empire, later Czechoslovakia, now the Czech Republic. It grew into one of the biggest industrial conglomerates of the 20th century, noted particularly for arms manufacture and heavy engineering. The manufacture of cars came with the acquisition of Laurin & Klement, which had started with bicycles in 1895. The winged arrow device, originally a radiator cap ornament, was adopted in 1925. At the end of the Second World War, the Company was nationalised by the new Socialist government and split up. After the end of the Cold War, the car brand Škoda was acquired by VW. Originally intended to be an entry-level brand, as was the similarly-acquired Spanish Seat, it has become a top-selling VW brand in its own right.



Follow your arrow...

209. Danone



The French multinational food product company started life in 1919 in Spain as a small yoghurt producer. The owner was Isaac Carasso, originally from Salonica, and the company name is derived from Danon, the nickname of his son (Daniel Carasso). The company was later to move to France. The US branch was

called the Dannon Company, because of the US tendency to pronounce the original name “Dan-won” rather than “Dan-own”. Because of its relatively small size, it is protected from foreign takeover (by, for example, the giants Nestlé or Kraft) by a French law protecting “strategic industries”. This has become known as “the Danone Law”.

210. The Body Shop

The environmentally-conscious cosmetics shop chain was started by British businesswoman Dame Anita Roddick. The inspiration came from Roddick's 1970 discovery of a shop of this name in Berkeley, CA, operating out of a former garage and car repair shop and selling naturally-scented soaps and lotions. Six years later, Roddick opened a similarly-named shop in London, using the same colour scheme, and offered the owners of the original shop \$US3.5 million to change their name to *Body Time*. The deal was concluded, and The Body Shop took off in a big way. The chain was eventually purchased by...



211. L'Oréal



The world's largest cosmetics company was started by French chemist Eugène Schueller, who formulated and manufactured his own products, which he sold to Parisian hairdressers. In 1909, he came up with a hair dye formula, which he called *Auréale* (a variation of the French word *auréole* (halo)). In 1919, he formed a company, *Société Française de Teintures Inoffensives pour Cheveux* (French Safe Hair Dye Company). This was eventually named l'Oréal (the pronunciation is very similar to that of *Auréale*).

212. Reckitt Benckiser



Still cutting it after all this time...



Now simply known as RB, the company started off as two separate companies, Isaac Reckitt's 1840 household products company and Jeremiah Colman's 1814 mustard company – Reckitt's blue and Colman's mustard were two staples of the British Empire in its heyday. They amalgamated in 1939. In 1999, R&C amalgamated with Dutch company Benckiser NV. The Colman's food business had previously been sold to Unilever, and it continues in operation, making it one of the longest existing food brands in the world.

213. Adobe



The US multinational software company, most famous for the Portable Document Format (pdf), Flash player and Photoshop program, was founded in 1982 by John Warnock and Charles Geschke, two ex-Xerox employees, who left to develop the PostScript page description language, which helped kick off the desktop publishing revolution. The name came from Adobe Creek in Los Altos, CA, which ran behind the houses of both Company founders, and the A-logo was devised by Mrs. Warnock, who is a graphic designer.

214. Burger King

The McDonald Brothers' operation in San Bernardino CA attracted much attention, and in 1952, two years before Ray Kroc showed up, it was visited by Matthew Burns and Keith Cramer, who set up Insta-Burger-King, the forerunner of Burger King. Although first into the franchising business, they lacked Kroc's organisational flair and the chain fell behind the new McDonald's operation, and its comparative advertising campaign ("the burger wars") didn't help. It went through four new owners before regaining its independence.



215 Wendy's



The third-biggest hamburger joint (and second biggest in the USA, ahead of Burger King) was started by Dave Thomas in Columbus OH in 1969 and named for his daughter.



Hey, that's me up there!

216. Interflora



The international flower delivery service had mixed beginnings. In 1908 Berlin florist Max Hübner started a "flowers donations brokerage organisation", which became Fleurop. Fleurop International started in 1926. Florists' Telegraph Delivery (later Florists' Transworld Delivery) was started in the USA in 1910. It adopted the figure of Mercury as its symbol in 1914. Two English florists applied to join FTD in 1920 and formed the UK branch, called Interflora British Group ("Interflora" was originally the telegraph address). In 1946, Fleurop, FTD and Interflora British Group merged to form the present organisation.

217 CNN

Cable News Network (and not "chicken noodle network" as some would have it), was the brainchild of US media mogul Ted Turner, who had the idea of a 24-hour news network. It was launched in 1980 and now has an enormous worldwide reach, with rivals scrambling to provide a me-too service. It is now a division of ...



218 TimeWarner



Henry Luce and Briton Hadden started *Time* news magazine in 1923, later adding other publications, such as *Fortune*. In the early 20th century, the Polish (technically Russian at the time, as it owned the place) Wonskolaser family emigrated to Canada. The three brothers Hirsch, Aaron and Szmul were joined by Canadian-born Itzhak. They anglicised their names to Harry, Albert, Sam and Jack Warner and started in the movie business, showing and then distributing films in the USA. They founded Warner Brothers Pictures Inc. in 1923 and set up on Sunset Boulevard, Hollywood. They later moved into television and music and amalgamated with Time, Inc. in 1990.



219. Disney

“Disney”, of course means “Walt”. Walt and Roy Disney revolutionised the art of animation. He created the iconic figure of



Mickey Mouse, introduced in the silent *Plane Crazy* and then in the sound *Steamboat Willie*. The colossal gamble in making a full-length Technicolor cartoon, *Snow White*, known in the business at the time as “Disney’s folly”, paid off handsomely. The studio moved into live action pictures and founded the first Disneyland in 1955. It is the world’s second largest media conglomerate.

I share top billing with that?



The signature logo was designed by Walt.

220. Verizon



The 1982 forced relinquishment of the Bell System by AT&T and its subsequent breakup by order of the US Justice Department on antitrust grounds resulted in the formation of seven “Baby Bells”. One of these, Bell Atlantic, merged with

fellow Baby Bell NYNEX and then with GTE, which gave it a nationwide spread. The company name was changed to Verizon, a portmanteau combination derived from *veritas* (truth) and “horizon”. It is the largest wireless communications provider in the USA.

221. KLM

Founded in 1919, the Koninklijke Luchtvaart Maatschappij N.V. (Royal Dutch Airlines) is the oldest airline in the world flying under its original name. Now part of the Air France-KLM Group, it has one of the best safety records and regularly gets top marks for service. And, no, it does not really use dogs to deliver lost and found items, as shown [here](#).



222. Estée Lauder



Initially the Hungarian Jewish immigrant parents of Josephine Esther Mentzer wanted to call her Eszti after her mother's favourite Hungarian aunt, but settled on “Josephine”. However, from that moment on, the child's nickname was Estee. She was more interested in her uncle's beauty products business than in her father's hardware business, and, with her husband Joseph Lauter (later Lauder), went into the beauty business, adding the acute accent to her name to make it look more French. It has become a major player in the high-end skincare, makeup, fragrance and hair care business.

223. Wella

One of the world's biggest hair care and cosmetics companies, Wella was started in 1880 in Saxony, Germany by hairdresser Franz Ströher. He started making wig bases, inventing a base that was breathable, then turning to permanent wave products as wigs fell out of fashion. The word “Wella”, derived from the German *Welle* (wave), and the logo were first used in 1926. After the Second World War, the company fell within the newly-founded German Democratic Republic, which, duly democratically, expropriated the company, forcing Franz and sons to restart in West Germany. The company is currently owned by Procter & Gamble.



224. Lindt



Probably the best known of Switzerland's "quality" chocolatiers, Lindt began in 1836 with a confectionery shop in the old town of Zürich, owned by David Sprüngli and son Rudolf. They later started producing chocolate in 1845 under the name David Sprüngli & Fils, and opened another shop in Zürich's

Paradeplatz in 1859. When Rudolf retired in 1892, he divided the business between his two sons. The younger son got the two confectionery shops, which he named Confiserie Sprüngli. The older son received the factory, which he named Chocolat Sprüngli. He later acquired the Bernese chocolate firm of Rodolphe Lindt, who possessed a particularly desirable *chocolat fondant* (melting chocolate) recipe. The company became Lindt and Sprüngli and has continued to grow, acquiring, among others, the upmarket US chocolatier Ghirardelli, and opening a number of boutiques. The dragon of the logo is apparently part of the Lindt family coat of arms.

Confiserie Sprüngli still exists as an entirely independent concern, run by the sixth generation of the family, and still has the Paradeplatz shop. It is famous for *Luxemburgerli* (Swiss dialect for "little Luxemburgers"), a type of macaroon devised by a Luxembourger in Sprüngli's employ. They are exported worldwide.

225. Hitachi



The Japanese diverse multinational was started in 1910 by electrical engineer Namihei Odaira, making Japan's first 5hp electric induction motor, primarily for use in copper mining. Since then, it has spread into many related and unrelated fields. The name was coined by Odaira-san by combining two *kanji* characters, *hi* (sun) and *tachi* (rise). The Company's original logo evoked Japan's rising sun flag.

226. Boots

The well-known British pharmacy chain was started in 1849 in Nottingham as a herbal shop by John Boot. Son Jesse expanded the business, which is now part of the US-owned Walgreen Boots Alliance. Still headquartered in Nottingham, the characteristic signature trade mark was designed by Jesse Boot in 1883 and has remained essentially unchanged. And speaking of old signatures...



226. Cartier

Cartier The famous jeweller was started in 1847 by Louis-François Cartier, who took over the workshop of his master. His son and three grandsons considerably expanded the business, catering to crowned heads, aristocracy and wealthy everywhere. It is now part of the Richemont luxury goods group. The signature logo has been in use since the 1880s.

229. IWC

Swiss watchmaking is concentrated in the French-speaking Jura. However, the International Watch Company is the odd one out, located in Schaffhausen on the German border. It was founded in 1868 by American watchmaker Florentine Ariosto Jones, with the object of combining Swiss craftsmanship with modern American production methods. The watchmakers in the Jura saw Jones as a threat to their business. However, Jones met watchmaker and industrialist Johann



Heinrich Moser, who had built Schaffhausen's first hydroelectric plant, and this led to the foundation of IWC, now part of the Richemont group.

Ironically for a firm started by an American, the factory accidentally became a target for American bombers in 1944 when, in the then parlous state of aerial navigation, they mistook Schaffhausen for Ludwigshafen am Rhein (235 Km further down the Rhine). One bomb went through the ceiling but fortunately failed to explode.

230. Schweppes



In the 18th century, the great English chemist Joseph Priestly pioneered a way of making carbonated water (he believed it to be a cure for scurvy and Captain Cook took it with him on his second voyage). Based on Priestly's work, Johann Jacob Schweppe, German-born Swiss watchmaker, founded the Schweppes Company in Geneva in 1783 to manufacture carbonated water. He moved to London in 1792 to develop the business there.

For a time, Schweppes was merged with Cadbury as Cadbury Schweppes. When Cadbury became part of Mondelēz, the beverages unit was spun off as the Dr. Pepper Snapple Group, which owns the famous trade mark in the USA. However, Coca-Cola owns the rights in some European countries.

231. Whirlpool



The world's biggest household appliance maker started in 1908 when Lou Upton acquired patents for a hand washing machine from a failed household equipment company, with the intention of electrifying it. The Upton Machine Company was a success and merged with the Nineteen Hundred Washer Company of New York in 1929. In spite of the Great Depression, the new Nineteen Hundred Corporation continued to thrive. The company became Whirlpool Corporation in 1949, named for its most successful product line.

And so to the second biggest...

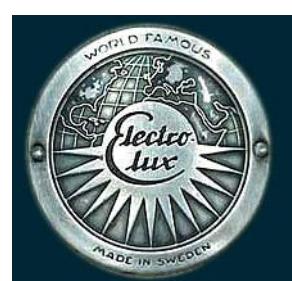
232. Electrolux



Sweden's AB Electrolux arose from the 1919 merger of two companies, Lux AB and Svenska Elektron AB, both involved in making and selling

vacuum cleaners. The company later branched into other household appliances.

The current logo was adopted in 1962, replacing an earlier "sun and globe" logo (right) derived from the Lux logo. The new one came from Swiss designer Carlo Vivarelli and is a stylised capital E – it is unlikely that Carlo came by the idea like this:



233. Berkshire Hathaway

BERKSHIRE HATHAWAY INC.

The US conglomerate, the world's biggest financial services company but with fingers in all sorts of pies, has been made famous by celebrated owner and financial guru Warren Buffett. It started life as two cotton mills. The Valley Falls Company, established in 1839, merged in 1929 with the Berkshire Cotton Manufacturing Company. The resultant Berkshire Fine Spinning Associates merged with the Hathaway Manufacturing Company in 1955. Mr. Buffett began taking an interest in the declining company, but moving away from textiles into insurance, acquiring a stake in the Government Employees Insurance Company (GEICO). The last textile operations were closed in 1985.

Mr. Buffett later described his takeover of the company, instead of going straight into the insurance business, as the biggest investment mistake he ever made.

234. Hertz



Slovakian-born John D. Hertz (originally Sándor Herz) emigrated to the USA as a child, and after a brief boxing career, started a number of businesses, usually involving transport. He founded the Yellow Cab Co. in Chicago in 1915 and quickly franchised the name elsewhere in the USA. In 1924 he acquired a Chicago car rental business and renamed it Hertz Drive-Ur-Self Corporation. From this arose the world's biggest car rental firm.

235. Henkel



The German chemicals, household products and adhesives giant was founded in 1876 in Aachen by Fritz Henkel and two partners. In 1878, Henkel moved the firm to Düsseldorf in the Ruhr, where it has been ever since. One of its most famous products was (and is) Persil (see above). In spite of his considerable increase in size, Henkel has remained a family-owned firm.

236. Merck/MSD



Merck is one of those German chemical firms that suffered from the First World War expropriation of its US Company and the continuation of that company as an independent company. In this case, the US Company (known as Merck, Sharp & Dohme outside the USA and Canada) is one of the top 5 pharmaceutical companies in the world, and much bigger than the original German parent.

The origins of the firm go back to Darmstadt in 1668, when apothecary Friedrich Jacob Merck assumed ownership of the Angel-Apotheke. It really kicked off in 1816 when Emanuel Merck isolated a number of alkaloids, including morphine. This was the start of a burgeoning chemical/pharmaceutical business. The US company, Merck & Co., was established by Georg Merck in 1891.

237. Dow



Canadian chemist Herbert Henry Dow established his company in Midland Mich. to exploit a new way to extract bromine from brine and make bromides. Competition from British and German competitors forced Dow into what became a feature of the company, a rapid diversification of the product line. During the First World War, Dow stepped into the gap vacated by German chemical manufacturers to provide vital chemical raw materials. By 1918, 90% of Dow's output was geared to supporting the war effort.

Dow merged with DuPont in 2017, which then split into three separate companies. The new Dow is a materials science company.

238. Fanta



The popular orange-flavoured drink had its origins in Nazi Germany. Prevented from importing Coca-Cola syrup (made in only a few locations) by the wartime trade embargo, Max Keith, head of Coca-Cola Deutschland, set out to create a new product for the German

market, using only ingredients available in Germany at the time, including whey and apple pomace – the "leftovers of leftovers", as Keith called them. The name arose from a brainstorming session in which Keith asked his staff to use their imaginations (*Fantasia* in German), at which one of them replied, "Fanta!"



Die Fanta hoch...

Coca-Cola reassumed control of the plant at the end of the war and discontinued Fanta, relaunching it in 1955 to compete with Pepsi products.

239. Lockheed Martin

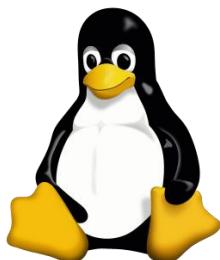
"Lockheed" is an easier spelling of the name of the founding Loughead brothers, who started in 1916,



Lemon-aid?

and which finally got properly going after a couple of false starts. Its greatest claim to fame is the renowned "skunk works" directed by Clarence "Kelly" Johnson, which produced the likes of the U-2 and SR-71 spyplanes and the F-117 Nighthawk stealth fighter. The 1995 amalgamation with Martin Marietta, started in 1912 by US aviation pioneer Glenn Martin, gave rise to the world's biggest defence contractor, which is currently giving rise to what appears to be the world's biggest ever defence lemon, the F-35, with questions arising about the value of persisting with it.

240. Linux



The name of the open-source operating system is derived from the name of Linus Torvalds, the Finn who developed the core system from the Unix system of AT&T, which the latter was forced to offer for licence as a result of antitrust proceedings. Originally Torvalds wanted to call it Freax, regarding "Linux" as too egotistical. However, other users started to call it Linux, and Torvalds eventually acquiesced. Although not common on PCs, it is widely used on mainframe and supercomputers.

Tux, the penguin emblem, apparently came about as a result of Torvalds's having his fingers nibbled by a fairy penguin at Canberra Zoo. Torvalds had been looking for something fun and sympathetic to associate with Linux, and a slightly fat penguin sitting down after having had a great meal seemed perfectly to fit the bill.

241. Hilton



Although the Hilton name seems to be more attached these days to great-granddaughter Paris who's "famous for being famous", Conrad Hilton started the first great hotel chain in 1919, the first Hilton hotel coming in 1926. It is now the world's third largest hotel chain, many of the hotels being franchise operations.



You can check in
any time you like...

242. Marriott



The world's biggest hotel chain (after the 2016 amalgamation with Starwood Hotels) started in 1926 as a root beer stand in Washington DC by John Willard Marriott and his wife, seeking

to give people a cool place to drink in DC's hot, humid summers. The first Marriott hotel opened in 1957.

243. Swarovski



Daniel Swartz, later Daniel Swarovski, of Bohemia (now in the Czech Republic) learned the glass-cutting trade in his father's small glass factory. He went further and developed (and patented) a number of machines that made crystal glass production easier.

The company established a factory at Wattens in the Austrian Tyrol to take advantage of the local hydroelectricity to drive the machinery. The company is still managed by the fifth generation of the family.



The original "block" logo (S inside C, right) was replaced by the swan in 1988. Why a swan? No idea, but one of the Company's more famous pieces was a crystal swan, available in several sizes.

244. Siemens

SIEMENS The German conglomerate, Europe's biggest manufacturing and electronics company, started in 1847 as *Telegraphen-Bauanstalt von Siemens & Halske*, named for its founders Werner von Siemens and Johann Georg Halske. Its initial invention was a telegraph, in which a pointer pointed to letters, rather than use Morse code. It subsequently diversified into many electrical/electronic fields. A Siemens AC alternator driven by a watermill powered the world's first electric street lighting in the town of Godalming, United Kingdom. Siemens was also a pioneer in electric locomotives. Werner's sons played a major role in building up the international business.

245. Miele

The German upmarket domestic appliance manufacturer was founded in 1899 by Carl Miele and Reinhard Zinkann. It remains a family-owned company, Markus Miele and Reinhard Zinkann Jr, being current co-proprietors. The first products were a cream separator, butter churn, and tub washing machine, sold under the *Meteor* brand. The Miele brand name was adopted at a very early stage, the characteristic sloped dot on the "i" being adopted in the mid-1920s. It has been found that the "i" alone is sufficient to identify the company.



246. General Motors



While it's not a particularly interesting trade mark, it is a rather important one. Once the world's biggest car-maker (currently third behind VW and Toyota) and still dominant in its homeland and in some overseas markets (Holden in Australia), General Motors was founded in 1908 as a holding company by Will Durant, owner of Buick. He then added Pontiac, Oldsmobile, Cadillac and Chevrolet. After a disastrous period in 2009 when it went bankrupt, it has emerged from Chapter 11 bankruptcy to return to profitability.

And while we're on the subject of General Motors...

247. Opel/Vauxhall

...as a sort of *memento mori* of marks perhaps about to pass from the scene as a result of the acquisition of the European assets of General Motors by PSA (Peugeot-Citroën).



Adam Opel AG began in Rüsselheim in 1862, making sewing machines. The company moved into bicycles and, in 1899, the first cars. GM acquired Opel in 1931. The lightning logo came from a range of trucks called Blitz (German for "lightning") and was adopted in 1956.

Vauxhall takes the name of the district in London, where it was founded in 1857 by Scottish marine engineer Alexander Wilson, making pumps and marine engines. Its first car came in 1903 and the company moved to Luton in Bedfordshire in 1905 ("Bedford" was used as the name for Vauxhall commercial vehicles). It was acquired by GM in 1925.

The trade mark is a wyvern (mythological beast) derived from the coat of arms of Sir Falkes de Breauté, a mercenary soldier who was granted the Manor of Luton for services to King John in the thirteenth century. By marriage, he also gained the rights to an area near London, south of the Thames. The name of house he built there, Falke's Hall, became changed in time into Vauxhall.

248. Huawei



The Chinese telecommunications company is now the biggest telecommunications equipment supplier in the world, having overtaken Ericsson in 2012. It was founded in 1987 by Ren Zhengfei, a former engineer in the People's Liberation Army. Starting with phone switches, it moved rapidly into other areas of the telecommunications market.

The name (pronounced "Hwa-Way") is, in its original Chinese characters, 华为. 华 is derived from 花 (flower), hence the logo. The character can also mean "splendid" or "magnificent", but nowadays mostly refers to "China", and is a common feature of Chinese company names. The second character means "action" or "achievement", so the combination can be interpreted as "Chinese achievement". Speaking of Chinese achievements...

249. Asus

..the Taiwanese computer company, now the world's fourth largest supplier of PCs, derives its name from Pegasus, the



winged horse of Greek mythology. The name was shortened to give the Company a higher place in alphabetical listings. In Chinese, the name is 华硕, literally "Eminence of/by the Chinese [people]". It was founded in 1989 by four former Acer hardware engineers. Speaking of which...

250. Acer



That other Taiwanese computer company (and producer of the first Chinese computer), takes its name from the Latin for "energetic". It was founded in 1976 as Multitech.

251. Ericsson

Telefonaktiebolaget L. M. Ericsson began with Lars Magnus Ericsson's telegraph repair shop in Stockholm in 1876. From this he moved into equipment manufacture, first in Scandinavia and then worldwide. The "three sausages" logo is actually a stylized "E" – see?



252. Reebok



Joseph William Foster started making running shoes in 1895 at the age of 14 in his bedroom above his father's sweet shop in Bolton, England, producing some of the earliest spiked running shoes. He became famous among athletes for his "running pumps", used by 1924 100m Olympic champion Harold Abrahams (as depicted in *Chariots of Fire*).

In 1958 in Bolton, two of Joe's grandsons, Joe and Jeff Foster, formed a companion company "Reebok", the Afrikaans word for the grey rhebok, a type of African antelope. It was apparently found in a South African dictionary won in a running race by Joe Foster as a boy. The company was acquired by Adidas in 2005.

Formerly, as a British company, Reebok shoes featured a miniature Union flag. The new triangular logo, to quote the Company's website:

"represents the positive and transformative change that fitness can have on a person's life. Through the millennia the delta has been a symbol of change and transformation. The Reebok Delta has three distinct parts each representing the changes - physical, mental and social – that occur when people push themselves beyond their perceived limits and embrace an active and challenging life."

Who on earth thinks up this stuff?

253. The Oscars

The Academy Awards, US's Academy of Motion Pictures Arts and Sciences annual orgy of self-congratulation, started in 1929. The award statuette, now gold-plated bronze, was designed by MGM art director Cedric Gibbons and depicts an Art Deco-style knight holding a crusader's sword and standing on a reel of film with five spokes, representing the original five branches of the Academy: Actors, Writers, Directors, Producers and Technicians. The model for the statue was allegedly a Mexican actor Emilio Fernández.



Why "Oscar"? There are two theories (a) Bette Davis, then the Academy President, claimed she named it after her first husband, and (b) the Academy's Executive

Secretary, Margaret Herrick, said it looked like her Uncle Oscar. Whatever the origin, the name stuck and became official in 1939.

The Oscars inspired a whole host of others, the best known of which are

- **Grammys** (Gramophone Awards), awarded by the recording industry, which started in 1959. The trophy is, naturally a mini-gramophone.
- **Emmys**, awarded by the TV Academy for television programming, starting in 1949. The name was derived from "Immy", from the image orthicon tube used in the early cameras, and feminised to Emmy because of the female figure on the statuette.
- **Tony's**, short for the Antoinette Perry Award for Excellence in Broadway Theatre, for theatre productions. It started in 1947.

254. What's in a name?

You see the name and wonder, Is/was that a real person or a figment of some marketing department? In most cases, the answer appears to be that it is/was indeed a real person – some examples:



Beautician Maksymilian Faktorowicz was born in Poland and set up his company Max Factor & Co in the USA in 1909. Starting off with movie makeup, it moved into other cosmetic fields and was run by several generations of the family until its 1973 purchase by P&G.



Hugo Boss started his firm in 1924. Initially specializing in uniforms, it did a roaring trade with the Nazi Party pre-and during WW2 with that Party's love of uniforms. Post-war it moved into men's suits and became a global fashion name.



Thomas James Hilfiger co-founded a chain of clothing and record stores in upstate New York in 1970, before

moving into preppy sportswear, often marketed in connection with the music industry.



Yves Henri Donat Mathieu-Saint-Laurent, born in Algeria, was regarded as one of France's most highly regarded fashion designers and one of the men who put the *haute* in *haute couture*. Like other fashion labels, the company has branched into other luxury goods, such as cosmetics and perfumes. Saint Laurent got his initial start in the business from...



Christian Dior's family hoped he'd become a diplomat, but he had an artistic bent. He started an art gallery, and moved into fashion design when that failed. He labored during the war to keep the French fashion business going for economic and artistic reasons, even though it meant designing for the wives of Nazi officials and French collaborators. He founded his own fashion house in 1946. The company is now owned by the Groupe Arnault.(Bernard Arnault is the CEO of LVMH, the world's largest luxury goods firm).

255. NBC

The National Broadcasting Company was founded in 1926 by the Radio Corporation of America (RCA), and is the US's oldest major broadcasting network. Control passed to GE in 1986, and it was subsequently acquired by Comcast.



The original NBC logo resembled that of parent RCA (p.41), but later switched to stylized peacock designs.

256. CBS



CBS started in 1926 as United Independent Broadcasters, a collection of 16 radio stations. It was rescued from bankruptcy by the Columbia Phonographic Company (makers of Columbia Records) and renamed Columbia Phonographic Broadcasting System, later shortened to Columbia Broadcasting System and finally to CBS. It became one of the biggest radio station operators in the USA, and then one of the big three national television broadcasters.

The "eyemark" logo, introduced in 1951, and now one of the US's best-known trade marks, was based on a Pennsylvania Dutch "hex" sign, painted on barns to ward off evil spirits.

257. ABC



The third and youngest of the US's national broadcast networks, the American Broadcasting Company, now a subsidiary of the Disney Corporation, started as a network of radio stations in 1943.

Of course, to folks Downunder, ABC means something rather different...

The Australian Broadcasting Corporation, Australia's national broadcaster, Government-owned and -funded, was founded in 1929, and it has played a leading role in the history of broadcasting in Australia. The logo, one of Australia's most recognizable, is a reproduction of a Lissajous figure, obtainable as a cathode ray oscilloscope trace.



A logo to CRO about...

258. Bic

The ballpen was the invention of Hungarian brothers László and György Bíró, who came up with the idea of using a thick, relatively smudge-free ink drawn from a reservoir by capillary action and applied by means of a ball. Forced by their Jewish origin to flee the Nazis, they set up in Argentina and commenced manufacture. Their pens became popular with Allied aircrews, because, unlike fountain pens, they were unaffected by altitude.



French entrepreneur Marcel Bich had seen one of Bíró's pens during the war, and when the war ended, he purchased Bíró's patent, invested in Swiss precision machinery to make the balls and developed a suitable ink and the familiar clear six-sided plastic body (similar to a pencil). Launched in 1950, the Bic Cristal is the world's best-selling pen, something like 100 billion having been produced.

259. Dunlop



The pneumatic tyre was invented and patented in 1845 by Scottish inventor Robert William Thompson. It was subsequently reinvented in 1888 by another Scotsman, John

Boyd Dunlop, a veterinarian working in Belfast, Northern Ireland. Dunlop had the great good fortune to reinvent it when bicycles were popular and the new-fangled automobile was becoming more common, so he is the inventor who is remembered. Dunlop tyres' successes in cycle races brought rapid acceptance and helped the firm off to a good start. Later it was to branch into all manner of rubber goods and sports equipment.

A number of factors, including the decline in the UK car industry, the 1973 oil crisis, bad business decisions, poor quality and productivity, and a disastrous merger with Italy's Pirelli between 1971 and 1981, led to the firm's demise, the tyre business being taken over by Japan's Sumitomo Rubber, which continues to sell Dunlop-branded tyres. Speaking of Pirelli...

260. Pirelli

...it was founded in 1872 by Giovanni Battista Pirelli, and concentrated on the production of tyres and cables for power and telecommunications. Now a subsidiary of the Chinese state-owned enterprise ChemChina, it has established itself as a major maker of high performance tyres and is currently the sole tyre supplier to Formula 1.



Pirelli's other claim to fame is, of course, the celebrated calendar, a 1964

idea of Pirelli's UK subsidiary to make it stand out from the competition. The circulation is limited and early editions have become collectors' items.



Not the retyring type...



Definitely not the retyring types...

261. Mattel



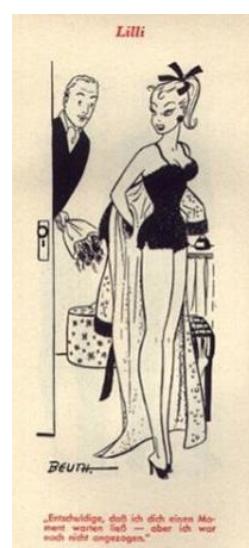
The big US toy manufacturer started in California in 1945. The founders were Harold "Matt" Matson and Eliot Handler, and the name is made from a combination of their names **Matt** – **Eliot**. Matson's poor health caused him to retire and his place was taken by Eliot's wife Ruth, who played a major role in the introduction of Mattel's most successful product...

262. Barbie



...which was born out of Ruth Handler's observation of daughter Barbara playing with paper dolls and her giving them adult roles, as opposed to playing "babies". Her suggestion of an adult-figured doll was initially met with

disapproval by Mattel's management. Then, in 1956, on a trip to Hamburg, Ruth saw exactly what she'd envisaged, an adult doll called *Bild Lilli*, named after Lilli, a blonde bombshell cartoon character appearing in the popular German *Bild* newspaper. Lilli came with a variety of outfits. Mattel acquired the rights and Ruth re-engineered the doll, calling it after her daughter. Over a billion Barbie dolls have now been produced – and Lilli's somewhat more, er, adult aspects have been quietly forgotten...



263. Otis



The world's biggest manufacturer of lifts (elevators) was started by Elisha Otis in 1852. He demonstrated his safety elevator in 1854 by cutting through the rope with an axe at the 1854 New York World's Fair, so presumably Miss Otis had no regrets.

However, the idea didn't really take off (so to speak) until the advent of the electric motor and the steel-framed building that gave birth to the characteristic US "skyscraper". Also big in the lift/elevator business, but somewhat more notorious...

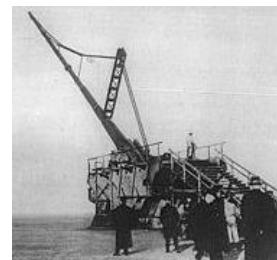
264. ThyssenKrupp



...was formed by the 1999 amalgamation of, believe it or not, Thyssen and Krupp. Thyssen, formerly *Gewerkschaft Deutscher Kaiser*, was formed in 1899 and was a major steel manufacturer in the Ruhr.



Krupp, formed in 1811 in Essen, and a pioneer in the manufacture of cast steel, became notorious as one of the pre-WW1 "merchants of death" armaments manufacturers, having provided guns small and large to Kaisers Wilhelm I and II and Hitler, the most famous of which, the *Pariskanone*, often mistakenly called "Big Bertha" (an entirely different gun), bombarded Paris from a range of 70 miles, its shells becoming the first human objects in the stratosphere. Krupp steel clad the top of the Chrysler Building and Krupp steel was used to make the gondola of the bathyscaphe *Trieste*, the first manned object to descend into the Challenger Deep of the Marianas Trench, the ocean's deepest point (11Km), where the pressure is 1 ton/sq.cm. The company remains a major steel producer.



I lob Paris every moment...

The logo is derived from the three-ringed logo of Krupp (representing steel railway wheel tyres, an early Krupp product) and the arch symbol of Thyssen.

265. Campbell's

The famous soup company, now diversified into various other food businesses, was started in 1869 by Joseph Campbell and Abraham Anderson. In 1898, a Campbell executive, Herberton Williams, convinced the company to adopt a carnelian red and bright white labelling for its cans (he liked the carnelian red of the uniforms of the Cornell University (gridiron) football team). The red and white labelling, with the gold medallion from the 1900 Paris Exposition, has remained essentially unchanged to this day.



Yes, we can...



266. J.P. Morgan Chase



The biggest bank in the USA and sixth biggest in the world by total assets (the five bigger are four

Chinese and one Japanese) has a long and convoluted history, a much-simplified version of which goes something like this. The oldest part, the Bank of the Manhattan Company, started in 1799. This was purchased in 1955 by the Chase National Bank to form Chase Manhattan. In 1996, Chase Manhattan was acquired by The Chemical Bank of New York, an 1824 offshoot of the New York Chemical Manufacturing Company. The new

organisation kept the better-known Chase Manhattan name. Chase Manhattan merged with major New York financial establishment J.P. Morgan in 2001, to form J.P. Morgan Chase. The company subsequently acquired Bank One, Bear Stearns (of 2008 financial meltdown notoriety) and Washington Mutual.

267. Hennessy



Hennessy is the “H” in the LVMH French luxury goods group and the world’s biggest manufacturer of cognac (a spirit produced by distilling wine). Richard Hennessy, an officer serving in the Irish Brigade of the army of Louis XV of France, founded the company in 1765, when his soldiering days were over. The trade mark, the *bras armé* (the arm & axe) is an adaptation of the Hennessy family coat-of-arms (left).



268. Tesla



Contrary to what most people think, leading electric vehicle manufacturer Tesla was not founded by PayPal investor Elon Musk, but in 2003 by engineers and entrepreneurs Martin Eberhard and Marc Tarpenning. Its very public face, Mr. Musk, came in 2004. The name is a tribute to electrical engineer Nikola Tesla, born in what was then the Austrian Empire (now Croatia), who made major contributions to the modern AC current supply.

269. Kroger



The largest supermarket chain in the US by revenue, and the second largest US retailer after Walmart, started in 1883 when Barney Kroger invested his life savings in a grocery store in Cincinnati. His motto was “Be particular. Never sell anything you would not want yourself”. It has grown by expansions and acquisitions into the substantial enterprise that it is today. The US’s second biggest supermarket chain is...

260. Albertson's

...founded in by Joe Albertson in Boise, Idaho in 1939. It features innovations, such as free parking, a money-back guarantee and an ice cream parlor. It expanded heavily in the 1990s, including a merger with...



261. Safeway



...founded in 1915, also in Idaho, by Marion Barton Skaggs. There was considerable cooperation between Safeway and Skaggs, and Safeway became a subsidiary of Albertson's. Unlike the other two, it expanded overseas, so Australian consumers knew Safeway stores well. The Safeway branding Downunder ceased when the chain was acquired by the Australian Woolworths Group, which has no connection with...

262. Woolworth

Probably the most famous of all US retailing names, the original "Woolworth's Great Five Cent Store" was



Towering above
the rest...

Woolworth

opened in 1879 in Utica, NY by Franklin Winfield Woolworth. This failed, and F.W. and brother restarted in Lancaster PA. This grew into one of the world's great retailing operations, and even had its own skyscraper in downtown New York, not far from where the World Trade Center now stands. Changing tastes and increased competition brought problems for Woolworth – the UK arm, once a High Street mainstay, disappeared completely, and the Canadian stores were rebranded or sold to Wal-Mart. The Australian business of the same name never had any connection with the US business, simply using the name (the US company had never come to Australia).

Curiously, there were Wellworths supermarkets in Northern Ireland (no connection whatsoever), which did well (sorry!) until British mainland retailers moved in. They are now part of...

263. Asda

ASDA

The UK supermarket chain had its origins in Yorkshire and a chain of butcher's shops owned by the Asquith family. They merged with Associated Dairies, hence the name Asquith Dairies. It went into

decline and was purchased by Wal-Mart. Like all the others, it faces stiff competition from...

264. Aldi

Aldi is the common brand of two German discount supermarket chains operating in the north and the south of Germany (Aldi Nord is the logo on the left, Aldi Süd on the right). It started in 1946 when the Albrecht brothers took over their mother's shop in Essen, which had been operating since 1913 (Aldi is an abbreviation for Albrecht Diskont). The brother split the company in 1960 over a dispute as to whether the company should sell cigarettes, but they still operate very much as one. There are now 10,000 Aldi stores worldwide. German and worldwide competition is now supplied by...



265. Lidl



In 1930, Josef Schwarz became a partner in Südfrüchte Großhandel Lidl & Co., a fruit wholesaler, and he developed the company into a general food wholesaler. The Schwarz Group wanted to expand into discount stores in the 1970s. For understandable reasons didn't want to label the stores Schwarz-Markt ("black market"), so they chose the name of the former business partner, Herr Lidl. Lidl has emulated the zero waste, no frills approach of Aldi. The low prices (and consequent temptations) of both chains have led to an amusing Irish [take](#)

266. Carrefour

Not to be denied a bit of the action, the French have also expanded internationally. The Carrefour supermarket/department store group was started in 1958 by the Fournier, Badin and Defforey families, starting with a discount supermarket in Annecy, Haute-Savoie, near the French Alps. It was the first company to open a *hypermarché* (hypermarket), a supermarket and a department store under the same roof. Carrefour now operates in more than 30 countries and has 12,300



self-service shops (including 1528 hypermarkets). “Carrefour” is the French word for crossroad and the logo with two arrows in opposite directions (with a “C” in between) represents this.

The other French supermarket chains have followed suit, albeit on a smaller scale. These are Auchan (named for the place of origin, Haut-Champs, whose pronunciation in French is identical), Géant Casino (part of French retailing giant Groupe Casino) and E. Leclerc, founded by – guess who?

267. Tesco



The British chain hasn't been quite so successful at international expansion as its French counterparts (but then, the Brexit fiasco suggests that the British only occasionally get things right).

Nevertheless, it still retains a formidable presence in the UK, and it appears to be recovering from its failed US venture. It was founded in 1919 by Jack Cohen as a group of market stalls. The Tesco name, which first appeared in 1924 is derived from the initials of T.E. Stockwell (a tea supplier) and the first two letters of Mr. Cohen's own name.

268. H&M

Swedish international clothing retailer Hennes & Mauritz AB was actually NOT founded by a Mr. Hennes and a Mr. Mauritz, but by a Mr. Erling Persson in 1947. “Hennes” is Swedish for “hers”, as the original was an exclusively women’s supplier. In 1968, Persson acquired the hunting apparel firm Mauritz Widforss. This caused him to add a men’s clothing line – and Mauritz to the name.



269. Gucci

 GUCCI The Italian brand of luxury and leather goods was founded in Florence in 1921 by Guccio Gucci, hence the double G in the logo. Gucci worked for a time in London and was impressed by the quality luggage he saw guests bring to the Savoy Hotel. Returning to his native Florence, he set up a leather goods shop, utilising the fine materials and expert craftsmanship available there. The business expanded under his sons.

280. Clorox

 Clorox was started in San Francisco in 1913 by 5 entrepreneurs as the Electro-Alkaline Company, the first commercial-scale liquid bleach company in the USA. Clorox, a portmanteau of chlorine and sodium hydroxide, was the name of its product. The company changed its name in 1928. It subsequently acquired a number of other household and professional brands, such as...

281. Brita



...but only under licence in North and South America. The German water filter specialist was started in 1966 by Heinz Hankammer, who named the company after his daughter.

282. Victoria's Secret



The lingerie company, famous for its angels, was founded in 1977 by Roy and Gaye Redmond, unhappy with the dowdy underwear then readily available. It has grown to be the largest US retailer of women's lingerie.



But who was Victoria and what was her secret? Believe it or not, Victoria was THAT one. Why? They saw the Victorian era as one of refinement (as opposed to excessive prudery). The secret was, naturally, what lay beneath. The angels originated from Gaye Raymond's Pi Beta Phi sorority, whose mascot was an angel

Albert, my girdle is killing me...

283. Ty-Phoo

The popular British tea brand, whose advertising jingles are part of the heritage of British Isles inhabitants of A Certain Age, started in 1903 when grocer John Sumner decided to do something different – pre-package tea under a brand name, rather than sell it loose over the counter as was then the custom. He sought a brand name that, he said, was distinctive and capable of protection by registration and tripped easily off the tongue. Ty-Phoo, which approximates to the Chinese word for “doctor” (大夫, roughly “daifu”), was chosen - the tea had been sold as “the tea that doctors recommend”. It is now owned by the Indian Apeejay Surrendra conglomerate. Speaking of British teas, perhaps the best known is...



Yoo-Hoo! Ty-Phoo!

284. Lipton



Now owned by Unilever, the brand was started in 1890 by Glasgow grocer Thomas Lipton (later Sir Thomas). Wanting a new product for his chain of shops, he purchased his own tea gardens in Ceylon (Sri Lanka).

Lipton is famous for his 5 unsuccessful attempts to win the America's Cup. He was eventually presented with a special cup for “the best of all losers”. Nevertheless, his yachting efforts did wonders for the sale of his tea in the USA.



So, to another drink entirely...

285. Red Bull



The world's best-selling energy drink came about when Austrian entrepreneur Dietrich Mateschitz modified an existing Thai energy drink *Krating Daeng* to Western tastes, and, in partnership with Thai originator Chaleo Yoovidhya, founded Red Bull GmbH in 1987 in Chakkapong, Thailand. The Red Bull name is a rough translation of the Thai name (*daeng* means red, and a *krating* is a large species

of wild bison native to South Asia). Yoovidhya's heirs own majority stakes in both brands, and they both use the same red bull on yellow sun logo while continuing to market the separate drinks to the respective Thai and Western markets.

286. Dell

University dropout Michael Dell founded the eponymous technology company in 1984. It went on to become one of the world's largest technology



companies, but only after enduring a series of considerable ups and downs, which included Mr. Dell getting out of it and then buying back into it again.

287 Firefox



The popular free Internet browser, the second most popular after Google Chrome, began life in 2002 as Phoenix, a project of the open-source Mozilla Foundation, which was founded by Netscape, whose Navigator was one of the first Internet browsers (essentially wiped out by the arrival of Internet Explorer and Microsoft's relentless promotion thereof). The original

had a phoenix as a logo, but the firebird was replaced by a firefox. Well, sort of - "firefox" is actually the other name for a red panda, native to East Asia, but the designer decided against using the actual animal).



Oh, come on, I look at least as cute as he does!

288. YKK

As the old advert goes, the name on everybody's hips may be LEVI'S, but the name on nearly everybody's zips is YKK. Yoshida Kogyo Kabushiki Kaisha did not invent the zipper (the modern version was originated by a combination of Swedish-American Gideon Sündback and Swiss Martin Othmar Winterhalter), but YKK has become the world's biggest producer. Founded in 1934 by Tadao Yoshida as San-es Shokai, it has since moved from fasteners of all kinds into architectural and engineering products. Speaking of fastening things...



The hook and loop fastener came about when Swiss electrical engineer George de Mestral, walking in the woods in 1941, was intrigued by burdock seeds that stubbornly clung to his coat and dog. Having investigated the mechanism, he set about reproducing it, patenting it in 1955 and going into production in the late 1950s. The name comes from a combination of two French words, *velour* (velvet) and *crochet* (hook).

290. Post-It

The 3M story of the origin of the Post-It note was of an adhesive that failed. Dr. Spencer Silver of 3M, trying to make a super-strong adhesive, instead produced something that stayed tacky.

After some years of the idea being ignored, Art Fry, a colleague, thought that this would be perfect for marking a place in his hymn book. Fry developed the idea, using yellow paper (the only scrap paper available in the lab next door). It was originally launched as "Press'n'Peel".



However, it appears that an inventor, Alan Amron, also gave the idea to 3M. Mr. Amron launched a lawsuits against 3M, which he won and 3M paid up.

291. MAN



The MAN Truck and Bus AG, formerly the Maschinenfabrik Ausburg-Nürnberg, a wholly-owned subsidiary of Volkswagenwerk AG, is a major supplier of commercial vehicles. The vehicles also feature the lion of Braunschweig (Brunswick),

inherited from a purchase of Brunswick vehicle manufacturer Büssing. It is a depiction of a bronze statue standing in the Burgplatz, Brunswick, the first large detached mediaeval sculpture north of the Alps and the first large hollow casting of a



figure since antiquity. The current one is a replica, the original being in Brunswick's Dankwarderode Castle, to protect it from pollution.

292. Kia



The name "Kia" means "rising from the east" (from the Sino-Korean characters "ki" (起, "to arise") and "a" (亞, which stands for (East) Asia). It was founded in December 1944 as Kyungsung Precision Industry, a manufacturer of steel tubing and bicycle parts, and eventually Korea's first domestic bicycle. In 1952, It became Kia Industries and moved on to licence-building Honda small motorcycles and then Mazda trucks and cars. Hyundai Motor Company owns about one third of Kia Motor Corporation.

In 2016, Kia Motors model reliability was ranked first in the United States by J.D. Power and Associates, becoming the first non-luxury automaker since 1989 to top that list.

293. Ssangyong

Ssangyong Ssangyong means "double dragon" (the logo is said to be a stylized representation of two intertwined dragons rising to heaven) and takes its name from former owner Ssangyong Business Group, a Korean *chaebol* (conglomerate), which in 1986 acquired the Ha Dong-hwan Motor Co (itself a merger of two companies). The East Asian financial crisis of 1997 forced Ssangyong to divest itself of many businesses, including Ssangyong Motor, which is now owned by Indian group Mahindra and Mahindra. It is Korea's fourth-largest automotive manufacturer.

294. Motorola



The original Motorola is no more, having divested itself of its once-profitable phone business (wiped out by Apple, Samsung, etc.), and it now makes telecommunications equipment. It was started by two brothers in Chicago in 1928 as Galvin Manufacturing Corp. When they made a cheap car radio, they called it "Motorola", "motor" from the vehicle and "ola", which was a popular ending in those days.

295. American Airlines



By most measures, the world's biggest airline, American Airlines started in 1938 as a result of an amalgamation of more than 80 smaller airlines, caused by new laws and the disappearance of lucrative mail contracts. A previous biggest was...

296. Aeroflot

...but only because, in Soviet times, Aeroflot (Аэрофлот, Russian for "air fleet"), which started in 1923, had essentially a monopoly within the country for everything from international flights to light aircraft flights in remote parts of Siberia and even Arctic ice-monitoring. As a revamp in post-Soviet times, getting rid of the winged hammer and sickle was considered, but in the end its recognisability saved it.



297. United Airlines



One of the US's biggest carriers, it started as Varney Air Lines in Boise, Idaho in 1926. In 1929, Boeing merged with Pratt & Whitney to form the United Aircraft and Transport Corporation, which purchased VAL among others, and United Air Lines was born. The 2010 amalgamation with Continental Airlines led to the incorporation of the Continental globe logo into the name.

298. Delta



Delta was named for the Mississippi Delta, from which area it came. It started as a crop-dusting operation in 1925 in Georgia, moving that same year to Louisiana. A group of local investors acquired the company's assets and Delta Air Service was incorporated in 1928.

299. Hershey



Hershey, one of the world's largest chocolate companies, was founded by Milton Hershey in 1896. He had started off making caramel, but decided that chocolate was the future. The first Hershey bars appeared in 1900, and the famous Kisses (conical bite-sized chocolate pieces) in 1907. Ironically, the top-selling Hershey product is Reese's Peanut Butter Cups, courtesy of the acquisition of the company of former Hershey employee Harry Reese. Hersheys also had a hand in another US favourite...

300. M&M's



During the Spanish Civil War, Forrest Mars Sr., son of Frank Mars, founder of the Mars company, observed soldiers eating Smarties, sugar syrup-coated chocolate beans originating from the UK Rowntree's company (now Nestlé). The coating stopped the chocolate melting. (The idea goes back to 1907 and the Kneisl company in Holešov, Moravia, now the Czech Republic – the successor company is also owned by Nestlé). Mars set out to emulate Smarties and started producing in 1941. Because Hershey had the monopoly on rationed chocolate during the war, the two companies (normally deadly rivals) collaborated, the two Ms being Mars and Murrie (from Bruce Murrie, son of

Hershey's then president). Because they allowed chocolate to be carried in tropical climates, they were initially sold only to the US Army. After the war, Mars took over completely and M&M's are the company's flagship product.



The M&M's "spokescandies" were introduced in 1994, and the original Red (milk chocolate) and Yellow (peanut) have since been joined by others. A revamping of some designs caused a storm in a teacup in some odder commentator circles.

301. Fisher-Price



The US maker of educational toys for infants and children, a division of Mattel since 1993, was founded in 1930 by Herman Fisher, Irving Price, Price's illustrator-artist wife Margaret Evans Price, and Helen Schelle, concentrating on play value, ingenuity, strong construction,

good value for money, and action. Many of the originals were based on characters from Mrs Price's children's books.

302. Wilson

The sporting goods company (now a subsidiary of the Finnish Amer Sports Group), started life as a slaughterhouse business, which established the Ashland Manufacturing Company in 1913 to find uses for animal by-products. It started with strings for tennis racquets and violins, but quickly moved into tennis racquets and shoes. In 1915, the controlling banks appointed Thomas E. Wilson as President, naming the company after him. Over the years, Wilson expanded into all kinds of sporting goods, even one that starred with Tom Hanks...



So, what are you wearing to the Oscars®, Wilson?

303. Wall's



WALL'S

The famous British and now international ice cream brand, owned by Unilever, started in 1922, but the origins go back much further to a butcher's stall started in 1786 in St James's Market, London by Richard Wall. In 1913, his grandson Thomas Wall II, concerned by having to lay off staff in summer, because of the lower demand for sausages and meat pies, conceived of the idea of making ice cream, but because of the First World War, this was not implemented until 1922, with the Unilever purchase. Under Unilever, it became an international brand, eventually replacing the old "striped awning" logo with the Unilever international "Heartbrand" logo (launched in 1998).



People of A Certain Age can't help falling for one of these...

304. B.F. Goodrich



Although the name is still widely seen on tyres (it was one of the world's biggest tyre and rubber companies), B F Goodrich actually got out of the business in 1990, selling the business to Michelin, which continues to use the mark. In the meantime, what is now the Goodrich Company (founded in 1870 in Akron OH, the home of the US rubber industry), moved into the aerospace industry and was subsequently purchased by United Technologies Corporation, a major defence contractor, now merged with Raytheon. At one time, Goodrich owned...

305. Uniroyal

This started life as the United States Rubber Company, itself the result of an amalgamation of 9 smaller Connecticut rubber firms in 1892. It adopted the name Uniroyal in 1961 (it had previously sold a Royal-branded tyre). It was acquired by Goodrich in 1986. A European joint company with Belgian manufacturer Engelbert was acquired by Germany's Continental Tyre, which now markets Uniroyal tyres outside NAFTA, Colombia and Peru. Speaking of which...



306. Continental



The German tyre and automotive components giant, the world's fourth-largest tyre manufacturer, started life in 1871 as the *Continental-Caoutchouc und Gutta-Percha Compagnie*. It was the first company in the world to produce grooved vehicle tyres. The majority shareholder is the investment arm of the Schaeffler family.

307. Casio

The Casio Computer Co. takes its name from its founder, engineer Tadao Kashio, who founded the company as Kashio Seisakujo in 1946. The first product was far from hi-tech, the so-called yubiwa pipe that allowed a cigarette to be smoked down to the end, a big hit in impoverished post-war Japan. The company moved into electromechanical calculators, and later gave the world the first compact electronic calculator. It was also one of the first manufacturers of digital watches.



308. PEZ



The name PEZ is an abbreviation of PfeffErminZ (German for peppermint). The original compressed peppermint sweet was made by Eduard Haas III in Vienna in 1926, and was originally round. A new manufacturing technique produced the now-familiar brick shape. The original dispenser was the idea of Oscar Uxa and was modelled on a cigarette lighter, and the shapes have proliferated, such that the dispensers have become collectors' items.

309. Pringles

Now owned by Kellogg's, Pringles started life in 1956 at P&G, where Frederic Baur was given the job of developing a new kind of potato chip to overcome the problems of broken, greasy, and stale chips, as well as air in the bags. Baur developed the saddle shape (which allowed stacking without breaking) and the tube container, and the initial undesirable taste was improved by Alexander Liepa.



And the name? There are three possible explanations: (a) Mark Pringle was an inventor of a potato processing method that predated the P&G work, (b) two P&G advertising employees lived on Pringle Drive in Finneytown (north of Cincinnati, Ohio), and (c) P&G chose the Pringles name from the Cincinnati telephone book.

310. C&A



The chain of clothing stores had its origin in a Dutch textile company founded in 1841 by brothers Clemens and August Brenninkmeijer (they are the "C" and "A"). In 1910, Clemens's son Bernard Joseph opened a discount store in Amsterdam, and by 1910 there were ten stores in the Netherlands. Since then, it spread throughout the world.

311. Shimano



The colossus of the bicycle component industry (an estimated 70-80% of the global bicycle component market by value) started humbly in 1921 with Shozaburo Shimano's Shimano Iron Works in Sakai City with a borrowed lathe on rented premises on the site of a demolished celluloid factory. One of his first products was bicycle freewheels, requiring the highest level of technology to produce. The company has gone on from there, introducing many innovations and challenging the Campagnolos of this world in the upper reaches of cycle racing technology.

312. Steinway.



The renowned concert piano maker, now owned by hedge fund Paulson & Co., was started in the USA in 1853 by Heinrich Engelhard Steinweg, who had started making pianos in Seesen, Germany before moving to the USA in 1850 and founding Steinway and Sons, Steinway being an anglicisation of his name. The company maintains a factory in Hamburg, which supplies the world outside the USA, and the US factory in Queen's, New York, supplies the USA.



Pianos are our forte...

313. Tupperware



A name that is almost synonymous with plastic storage containers in some places, Tupperware was the late 1940s' invention of former DuPont chemist Earl Tupper, who formulated a variety of polyethylene and came up with a snap-on sealable lid. However, the idea didn't take off until Tupper was joined by Brownie Wise, who came up with the idea of the Tupperware party, in which a housewife acting as sales agent would invite other ladies to an afternoon tea, during which the Tupperware range could be viewed. Its major rival is...

314. Rubbermaid



Rubbermaid was the name a series of rubber kitchen products, starting with a blue rubber dustpan, produced in 1933. The struggling Wooster Rubber Co. (of Wooster, OH) saw the Rubbermaid products and engineered a merger between the two. Wooster Rubber became Rubbermaid in 1957.

315. Flickr

The US image and video hosting service was started in 2004 by Ludicorp, a Vancouver-based company. It was based on tools created for Ludicorp's *Game Neverending*, a proposed massive multiplayer online game, which, in the end, proved impractical. Flickr was acquired by Yahoo!, which in turn was acquired by Verizon. The name came from a friend of the founders, who suggested that the idea was like "the flickering of the metaverse". flicker.com was taken, so they dropped the "e". The name was partially the original inspiration for...

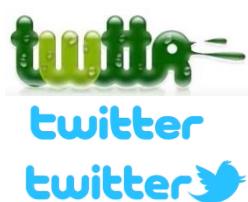


316. Twitter/X



The US microblogging and social networking service with its 140 character limit was created and launched in 2006 by four technology entrepreneurs. The original project name was twtr, inspired by Flickr and the five-character

American SMS short codes. The twitter.com domain name was already in use, but it was later purchased. At first, only the word TWITTER was used, "Larry the bird" being introduced in 2010 (named for a leading player of the Boston Celtics basketball team). The original Larry was a piece of clip art by a British graphics designer, and was later reworked to its present form, becoming the sole Company logo – well, until the 2023 appearance of the bizarre thing on the right, which arrived, courtesy of the takeover of Twitter by Elon Musk, and the rebranding



of Twitter as X.com (the name apparently originated with a banking operation started by Musk some time ago).

317. WhatsApp The popular messaging system, now owned by Facebook, was started in 2009 by Brian Acton and Jan Koum, two former employees of Yahoo! Having purchased an iPhone, Acton and Koum realised the potential of a phone app and had one developed. The name was designed to be similar to the expression “what’s up?” It now has a rival in...



318. WeChat

 **WeChat** The Chinese messaging system started off as a project in 2010 at the Tencent Guangzhou Research and Project Center by Allen Zhang, and it was launched in 2011. The original version was named "Weixin" (微信 – “micro-message”) by Ma Huateng, CEO of Tencent. It was rebranded in 2010 for the international market.

319. Dodge

Horace and John Dodge founded the Dodge Brothers Company machine shop in the early 1900s, starting first with automobile components and then progressing to complete cars in 1914. Both brothers died in the early 1920s, possibly as a result of the Spanish 'flu. The company was sold to New York investment bank Dillon, Reade & Co, before being sold to Chrysler in 1928. It is now part of ...



320. Stellantis



... as are Alfa Romeo, Chrysler, Citroën, Fiat, Jeep, Maserati, Opel, Peugeot, Ram (Dodge's spun-off truck division) and Vauxhall. Stellantis is a Netherlands-based automotive conglomerate formed by the 2021 merger of the Fiat Chrysler group with the French PSA Group. It is the world's sixth biggest automotive manufacturer.

The name comes from the Latin verb *stello*, and is said to mean (if you can believe it) “he/she/it that brightens with stars”.

321. Hilti



Liechtenstein's biggest employer and a top-of-the HEAP manufacturer of power tools for professionals and fixing and anchoring systems for the construction industry was founded in 1941 by Martin and Eugen Hilti. After skirting bankruptcy at the end of the war, its salvation came with a system that could drive nails into concrete and masonry, courtesy of a chemical propellant charge (they are often called “Hilti guns”). The universally-used SDS Plus/Max system for electropneumatic hammer drills was a joint development with Bosch. All of Hilti's registered shares are owned by the Martin Hilti Family Trust.

322. Netflix

 **NETFLIX** The origins of this now very familiar name are clear, and the Covid pandemic boosted it into the top table of recognised names. It was founded in 1997 in California by Reid Hastings and Marc Randolph. Having started with DVD rentals, it moved into streaming, first with licensed content and then providing its own content. It has been instrumental in raising the profile of the prolific Korean television

industry. Its former dominant position was eroded by the arrival of Disney+, Hulu and ESPN+, and it is currently second to Disney+ in subscriber numbers.

323. Financial Times



The Financial Times, behind whose pink pages City gentlemen hide in the morning commute, began as the *London Financial Guide* in January 1888, rebranding itself as the FT one month later. It is currently owned by Nikkei, a Japanese holding company. Its editorial stance is pro-free markets and globalisation. The characteristic salmon pink paper was chosen (a) to distinguish itself from a similarly-named publication, and (b) unbleached paper was cheaper. The paper now has to be specially dyed, so it is now more expensive.

324. TikTok

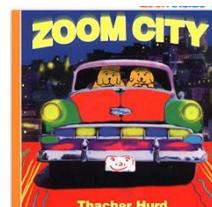


TikTok is a short-form video hosting service started in 2016 in China as Douyin (“shaking sound”) by ByteDance. For use outside China, it was renamed TikTok, an onomatopeic rendering of the sound of a clock, signifying time marching on. It is currently (2024) listed as the world’s seventh most valuable brand.

325. Zoom



Something that Covid made very familiar actually comes from the title of a children’s book – that one over there. The company was founded by former Cisco engineer Eric Yuan in 2011, but the name was suggested to him by investor Jim Scheinman, whose children owned the book.



326. Instagram

The photo- and video-sharing social networking service started life as Burbn, a mobile check-in app created by Kevin Systrom and Mike Krieger, before switching to what we now know. The name is a portmanteau of “instant camera” and “telegram”.



327. NCR

The National Cash Register Co. began life in 1879 in Dayton, Ohio as the National



It don't mean a thing if it ain't got that CHING!

Manufacturing Company and manufactured and sold the first mechanical cash register. Company and products were bought in 1884 by the Patterson brothers, who renamed the company. It was to move into computers and software, and its “bombe”, built for the US Navy, were useful in cracking the German ENIGMA codes during the Second World War.



At one point it was acquired by AT&T, but then subsequently divested.

328. Singer



SINGER

The company was started in 1851 by Isaac Singer, who invented the first practical sewing machine for general domestic use. It grew to dominate the industry, and even had a building in Manhattan that was the tallest in the world at the time of its construction (demolished in 1968). It lost much of its dominant position in sewing machines to foreign competitors, and diversified into other areas, such as office equipment. The sewing machine business was spun off and subsequently acquired rival brands Husqvarna and Pfaff.



Not quite so stitched up any more

329. Polaroid

polaroid

Another company that, like Kodak, was completely wrongfooted and ultimately bankrupted by the arrival of digital photography. It was started by Edwin Land, who discovered a way to make a polymer-based polarising filter (one that can polarise light into a single plane). He left university to commercialise it, and never graduated, but was still commonly addressed as "Dr. Land". He moved into instant cameras of increasing ingenuity, but was undone by the digital revolution. The bankrupted company was bought by Polish investor Wiaczesław "Slava" Smołkowski, who reintroduced the Polaroid name and the cameras, now including a digital model. And, of course, the sunglasses are still with us.

330. TomTom

tomtom

Satnav systems based on satellite systems are a blessing to those of us who remember struggling with paper maps and we can even forgive them most minor glitches (mine still briefly tells me to turn left on a bridge over the Rhine).

TomTom started life as Palmtop Software in the Netherlands in 1991. Initially, it produced business software, such as barcode readers, for handheld devices, before producing its first route planning software in 1996. The first car navigation software, TomTom Navigator, arrived in 2001.

The present logo, a stylised pin indicating a precise positioning on a map, was adopted in 2022. It's really quite boring compared with the original (right), with the two hands that would be used playing a tomtom (the sound the devices still make when switched on). The great rival is...



331. Garmin

The US-headquartered, but Swiss-domiciled Garmin started in 1989 as ProNav, marketing a GPS product. It was subsequently renamed Garmin, a portmanteau word derived from the names of its founders, **Gary** Burrell and **Min** Kao. In addition to GPS systems for cars, it has a range of smart watches and professional avionics.

GARMIN

A more recent arrival on the scene is...

332 Waze

waze

Owned by Google since 2013, Waze started in 2006 as Freemap Israel, a free digital mapping database of Israel compiled in

Hebrew with ensured free content, updates, and distribution. The name is a play on the word “ways”. The little speech balloon used as a logo comes in a variety of colours and contents on the maps, depending on the traffic situation.

333. Gap

The US clothes retailer The Gap, Inc., the US's largest specialist retailer, was founded in 1969 by Donald and Doris Fisher, whose family still remain a strong presence in the firm. The name was the idea of Doris, and is a reference to the generation gap.



334. WD-40



The well-known penetrating lubricant is, like Coca-Cola, a trade secret, whose formula has never been revealed. The name is an abbreviation of “Water Displacement, No. 40”, apparently a reference to the successful 40th formulation. It was developed in 1953 by the Rocket Fuel Company, later renamed as the WD-40 Company, originally for US aircraft and missile manufacturer Convair to prevent corrosion on the surface of Atlas rockets.

335. Deutsche Telekom



Deutsche Telekom is Europe's largest telecommunications firm by revenue. Like many other national telecommunications companies, it began as part of the post office. The Deutsche Bundespost was split into three entities on 1989 and subsequently privatised in 1995.

336. Nvidia



A name that is becoming more familiar with the rise in interest in Artificial Intelligence in which its chips are of considerable interest, the US technology company was founded in 1993 by three engineers with an interest in enhanced graphics processing. The company initially had no name and every product was labelled “NV” (next version). Incorporation required a name, so they chose Nvidia, a shortened version of the Latin *invidia* (envy).

Nvidia concentrates on design and so it almost exclusively uses external suppliers for all phases of manufacturing, including wafer fabrication, assembly, testing, and packaging, thus avoiding most of the investment and production costs and risks associated with chip manufacturing,

337. Chanel



We've already talked about Chanel's most celebrated product, but of course the range doesn't stop at No.5. Gabrielle Bonheur Chasnel (the name was misspelled on her birth certificate, and she went to her grave under that name because a correction of the spelling would have revealed that she'd been born in a poor house). She became a seamstress, and acquired the nickname “Coco” from a song she regularly sang as a brief spell as a cabaret artist. The latest in a long string of lovers, Capt. Arthur “Boy” Capel, put her up in a Paris apartment and financed her first shops. Post-First World War, she was instrumental in establishing a new sporty casual “chic” look, and, of course, the little black dress. The interlocking C logo was her own devising in the 1920s.

338. Suzuki



Suzuki KK was started in 1909 by a Mr. Michio Suzuki, making weaving looms for the Japanese silk industry. Suzuki then sought to broaden the product range, starting with a small car. The prototype, advanced for its time, was stopped by the start of the Second World War. In the aftermath of the war, Suzuki started making motors for bicycles, branching into motorcycles and then cars. Suzuki racing motorcycles have competed at the top level, winning several world championships.