

spoken and cultured gentleman. He is very fond of music and patron of all legitimate amusements, and is very popular in consequence thereof.

In all walks of life, he is the same genial gentleman, with always leaning towards 'the underdog in the fight.' With these characteristics, there is no reason to doubt that Mr. Johnson will, in the near future, be numbered among the most honored and successful businessmen of the land. 'There are seven Johnson boys,' says Mr. Johnson, 'ranging from my own age downward, so that there are strong chances that the Valley-Tan Remedies will for many years be manufactured by the Johnsons.'



"Vintage" Stan Sanders along side his patent medicine collection in the Stan Sanders Bottle Museum.

Analysis of the 'Valley-Tan Trademark'

The CIRCLE - when complete, represents the un-ending circle of time - without beginning or end. The circle is a symbol of beauty. It is a symbol of The Earth, and of everything above, below and around, about or upon it.

The BROKEN CIRCLE typifies the mortal existence. Man cometh up in the morning and goeth down in the evening of life. Whence, and where, who shall truly tell?

The SUN is the giver all of all life. It is emblematic of every other thing that

mankind comprehends. Its glory typifies the Glory of Him we call God. Its daily appearance and disappearance illustrates the brevity of human life; and what more beautiful comparison than the one which leads to the thought that we died and lay our bodies down to arise again in brighter glory. Light and heat are LIFE; Darkness and cold - DEATH! The seed dies in teh cold soil unless the sprout son reaches the warmth and light of the SUN! Every thought of it is sublime!

The OAK WREATH is an emblem of long life. The oak tree is looked upon as attaining the greatest age of anything we speak of as being alive.

The LAUREL WREATH is an emblem of victory. Man obtains a victory inexpressible when he has learned to 'speak no ill, but lenient to the other's failings as his own.' Are you, reader, in possession of the wreath of the laurel?

The SHIELD is an emblem of protection; its application as boundless as time and space.

The RIBBON OF LOVE, which binds firmer than chains of steel. Dynasties are swayed by it.

The MOTTO - vitus semper viridis - 'Virtue is ever-bright, or evergreen.'

The SOUNDS SYMBOLS, V.T.R. are the initials of the words Valley-Tan Remedies. Combinations of the sublime and ridiculous are made from them in almost endless numbers.

The TRADEMARK in its entirety makes a neat and tasty design by which our friends may instantly recognize the preparations emanating from the 'Valley-Tan' or 'V.T.R.' Laboratory. We shall never permit a poor article to go out, bearing the V.T.R. Trademark."

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Shore, North Carolina was a whiskey distilling community located on Flint Hill Road in Yadkin County, fifteen miles west of Winston-Salem. The town was incorporated on May 14th, 1903, helping to date the pictured jugs. It is felt that the name of the town was likely chosen due to the large number of inhabitants of that name.

A large portion of the whiskey distilled in Shore was sold to the Winston-Salem based Casper Company. This firm was a distributor, not a distiller, of whiskeys. With seven distilleries reportedly present in Shore, the 'goods' were in ample supply for a major distributor.

There are three distillers from which I can identify stenciled



jugs -- I. C. Shore & Co, Yadkin Valley Distilling Co and Riverside Manufacturing Co.

Clarence "Corky" Shore is a long-time collector of North Carolina whiskey items and vinegars. He always has an interest in hearing from collectors with Shore, North Carolina, items. He can be reached at shorejugs@triad.rr.com.