



# Salmon Trademarks Study Questions

## Grades 7-9

1. Why might an image of U.S. Grant be used to sell a product?
2. Do manufacturers use similar techniques today?
3. Can you give an example of a product that uses that technique?
4. Study these images:





Using clues from the images can you guess where the pictures were taken?  
What clues did you use?

(Hint both photographs were taken at places where the Salmon labels indicate salmon was packed/processed.)

More information at

<http://sos.oregon.gov/archives/exhibits/trademarks/Pages/salmon.aspx>

---

---

## Answers

1. Why might an image of U.S. Grant be used to sell a product?

**As a former President, he would have been a well-known personage.**

2. Do manufacturers use similar techniques today?

**Celebrity endorsements or celebrity spokespersons are common in today's advertising.**

3. Can you give an example of a product that uses that technique?

**Examples could include: Nike, Wheaties, soft drinks, fast foods.**

4. Using clues from the images can you guess where these pictures were taken?  
What clues did you use?

- a. Indians dip netting at Celilo Falls. Taken before 1957, as The Dalles Dam covered the falls, the clothing would suggest sometime earlier than 1950, tools and equipment being used does not look modern. Actual date is 1937. The hills and surrounding environment indicate east of the Cascade Range.
  - b. Horses seining near the mouth of the Columbia River. Use of horses indicates not a modern technique; boat and clothing would be clues to age of the photograph. View of treed hillside and buildings across the water indicate a river rather than ocean location. (1939 near Astoria)
-