

## The New TEHS Logo Has Early Origins

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The new TEHS logo.

You may have noticed that the TEHS has a new logo. You may expect it to be displayed prominently in all of our publications, in order to raise awareness of the Society and all of its fine work.

As you study the logo you will notice a stylized figure known as the “Welsh Dragon.” The origins of the Welsh Dragon can be traced to the epic journey of Alexander the Great, which began in 334 B.C. His journey took him as far north as northern India, establishing trade between Africa and India, and, for the first time, with China. The dragon itself was derived from the Great Red Serpent that once represented the old Welsh god Dewi.

During Roman times, the “draco” was a prominent figure fixed by the head to the top of a staff, allowing the body and tail to wave in the air. This later became the model standard for the dragon used by Anglo Saxons.

The French Bayeux Tapestry from as early as the 1070s depicts the dragon as the standard of King Harold, and in 1190 “the terrible standard of the dragon” was borne before the army of Richard Coeur-de-Lion in an attack at Messina.

In the seventh century, the Welsh hero Cadwaladr carried the dragon standard, which by that time had become the symbol of Wales. As Welsh archers began to serve in the army of England in the mid-1300s, the symbol of the Welsh Dragon had become well established. It began to appear in English heraldry, as well as in fairy tales and church carvings. Also known as the Celtic Dragon, it is said to represent sovereignty, power, or as Pendragon, the Celtic word for “chief.”

Since we know that the Welsh were early settlers in this area, it would naturally stand to reason that the Welsh Dragon would appear in the area as well. The predecessor to the TEHS, the Tredyffrin Easttown History Club, adopted it as their symbol when they organized in 1936, so it was not by coincidence that it was chosen as the centerpiece of the new logo.



Early TE History Club logo.



The Welsh Dragon at Berwyn Station.

There is evidence of the Welsh Dragon up and down the Main Line, but it was not until recently that our own Jim Brazel discovered the Welsh Dragon as part of the carvings at Berwyn railroad station, on the westbound side.

Thanks are extended to Sandra Zaleski, from Designz (www.designzstudio.com), a local graphic design company, who developed several ideas that evolved into our new logo.