



CALIFORNIA ORIGINALS

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Trademark Digitization Project

A National Historical Publications and Records Commission grant to the Friends of the California Archives is enabling the California State Archives to digitize early trademark filings. These files from 1861-1900 include interesting and often beautiful trademark specimens (labels) as well as the applications. Since the digitization project began in April, State Archives staff have already scanned hundreds of files with new equipment purchased with grant funds.

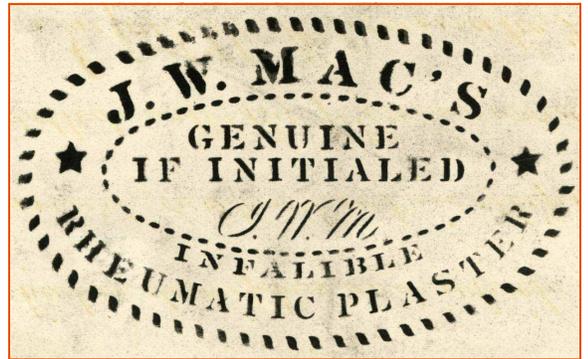


Graduate student Lindsey Gillespie reviews a scan of a 19th century cigar box trademark

Preparations for scanning are carried out by Archives preservation staff who ensure papers are stable enough to be handled and flat enough to be scanned effectively. Imaging staff get in on the action by digitizing any oversize material and the occasional three-dimensional object (like shirt collars and cigar box ends). A San Jose State University student in the Master of Library and Information Science program is also working on the project.

Digitization is more than sitting at a computer and waiting for the scanner to do its work. Before the project began, Archives staff collected a large pool of descriptive information also known as metadata. Staff will connect that metadata to each

image that is scanned at the optimal resolution for long-term preservation. By the time the project ends in March 2015, approximately 24,000 images and related data will be available online. This time-consuming process will allow anyone to search and view the items, including what may be the first trademark filed by a woman in California: J.W. Mac's Infalible [sic] Rheumatic Plaster.



By Rebecca Wendt, Managing Archivist
for Public Programs

From the State Archivist

The first law enacted in California was entitled "An Act Concerning the Public Archives." Passed on January 5, 1850, Chapter 1, Statutes of 1850, directed the Secretary of State to "safely keep and preserve" the records of the government. From 1854 to 1992, the State's archives were housed in different locations in Sacramento including the basement of the Capitol where some records were damaged by flooding in the 1950s. For the next 40 years, the State's archives were in the old State Printing Plant building. Beginning in the 1960s, there were calls for a new building to house the State Archives. Finally, in 1989, Governor George Deukmejian signed Senate Bill 638 for construction of a building complex for the Secretary of State's offices and "to house the collections and operations of the California State Archives for at least the next fifty years." Construction of the complex began in 1992. Three years later, the Secretary of State moved into the new building. By marking the 25th anniversary of the 1989 legislation, we recognize the first Legislature's mandate "to safely keep and preserve" the records of the government.

Nancy Zimmelman Lenoil, State Archivist

"Preserving and Promoting the History of California"

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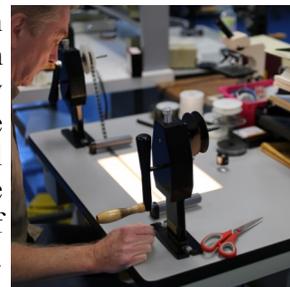


Program Notes

Imaging Program

For many years, the State Archives has had the Microfilm Program, generally staffed by two microfilm technicians. In light of technological advances, the program has been transformed. While continuing to microfilm records, the technicians now scan (digitize) selected records. To reflect the evolving nature of the program and new technology, its name was changed to the State Archives Imaging Program.

Imaging is crucial for several reasons. When researchers can no longer safely use an original, a record is either filmed or scanned to enhance long-term preservation. An example of this type of preservation imaging is a bound volume with significantly damaged or deteriorating pages. Once the record has been filmed or scanned, the original item is usually removed from reference use. Other records, such as original laws and state land deeds, are either filmed or scanned to produce a security copy. The high-quality copy of the record is then stored off-site in a state-owned facility. If anything ever happened to the original record, the security copy would be available. Other records may be filmed or scanned because they are used frequently for research or have specifically been requested by a patron.



The Imaging Program uses a variety of equipment. A rotary microfilm camera is used to film documents that have uniform physical characteristics such as size and color. This camera is capable of producing a high volume of images on reels or cartridges. A 16-millimeter planetary camera films records that cannot be fed into the rotary camera, such as bound volumes and maps. Completed films are put through a processor, and then inspected for uniform density, resolution, and physical defects. Oversized records are reproduced using either a digital camera or a large-format scanner. Archives staff will soon begin using a high-speed film scanner that will generate a digital copy of the microfilm.

By Laren Metzger, Deputy State Archivist

Records in the Spotlight

Trademarks and Articles of Incorporation

The Secretary of State Record Group is one of the largest groups in the State Archives. The record group contains thousands of records reflecting the responsibilities of the office, including two series that are particularly valuable for the study of commerce in California: trademarks and articles of incorporation.

The trademark series, dating from 1861 to about 1990, is composed of 600 cubic feet and 24 volumes. The series includes applications to register trademarks, as well as facsimiles of the trademarks. California has one of the earliest trademark registration laws in the world, providing for the protection of product names and associated images. This protection allowed the owning businesses to market their brands exclusively.

The articles of incorporation, dating from 1850 to 1956, fill close to 2,300 cubic feet and more than 600 bound volumes. Perhaps not surprisingly, the first incorporated entity in California was a mining company. The Mariposa Mining Company filed its papers with the Secretary of State in May 1850; the final documents were accepted in September, just after California became the 31st state. In 1980, the Secretary of State recorded the one-millionth incorporated entity.

The Secretary of State's Business Programs Division still receives these filings today, making the trademark registrations and articles of incorporation some of the oldest continuously filed documents in the state. See pages 1 and 4 of this newsletter for more information about trademarks.

By Linda Johnson, Archivist



Meet the Staff

Stephanie Hamashin, Archivist



Stephanie Hamashin began working at the State Archives in September 2000. Before coming to the State Archives, she worked at the San Francisco Maritime National Historical Park, Golden Gate National Recreation Area, Treasure Island Museum, and the Presidio Park Archives and Records Center. A native of Texas and raised in a military family, Stephanie was fascinated with travel, people, history, and anthropology. Since 2005, Stephanie has worked extensively in planning the annual Archives Open House, Sacramento Archives Crawl, Family History Day, and the Preservation Workshop that all occur during Archives Month in October. In addition, she helps to produce the California Archives Month poster that is created collectively among four institutions and distributed nationwide. “Outreach and assisting researchers are my two biggest passions. To me, that is what it’s all about!” says Stephanie. Outside of work, Stephanie enjoys travelling, cooking, gardening, and beading.

Farewell

After over 32 years of service to the State of California and the California State Archives, Laren Metzger retired from his position as Deputy State Archivist on July 1. He served as program lead for a number of Archives programs and directed the 1992 and 1995 moves of the State Archives. Laren is the author of *The Historical Records of County Government in California* and has taught workshops on a variety of archival topics. He was the first administrator of the Western Archives Institute, an intensive program teaching basic archival practices. He was Deputy State Records Coordinator and a member of the California Historical Records Advisory Board. In addition, Laren was president of the Society of California Archivists from 1998 to 1999.

Archivist Sara Kuzak’s last day at the Archives was July 3. Sara started as a graduate intern and was hired as a full-time archivist in June 2005. In addition to working in the core areas of accessioning, processing, and reference, Sara has been the Graduate Internship Program lead, joint lead for the backlog processing project, Archives’ webmaster, and coordinator for data clean-up projects. Best wishes on your new endeavors, Sara.

Archives & Records Management Reunited

After nearly 50 years as part of the California Department of General Services, the California State Records and Information Management Program (CalRIM) is returning to the State Archives. CalRIM helps state agencies create records management programs and, along with the State Records Appraisal Program approves and maintains all state agency records retention schedules. CalRIM staff Ramona Gutierrez, Javier Sanchez, and Jenny Chakonova joined the Archives Division on July 7 and we’re excited to have them here. Welcome to the Archives!



Speaker Series Launches

The Friends of the California Archives is sponsoring a new speaker series at the State Archives. The first program in the series is set for August 21, when Paul Duguid will present “An Anniversary to Mark: The Who, What, When, and Why of California’s Path-breaking Trademark Registration Law of 1863.” The event will begin at 4:30 p.m. with a viewing of the exhibit “Signs of the Times: California Businesses and Trademark Art.”

California introduced the modern trademark law to the United States, as well as “common law” jurisdictions that included the United Kingdom and most of the countries of its former empire. Yet the state’s contribution is rarely acknowledged. Drawing on the historic collection of California’s marks in the State Archives, Duguid will look at how the state led the way and what the early trademark registrations can tell us about the state’s developing economy.

Paul Duguid is an adjunct full professor at the School of Information at the University of California, Berkeley; a visiting fellow in business history in the School of Management at York University in the United Kingdom; and an honorary fellow of the Institute for Entrepreneurship and Enterprise Development at Lancaster University School of Management. As an “information scientist,” Professor Duguid has long been interested in the informative role that trademarks play in the modern economy. For the past 10 years he has been studying the early trademark practices of the United States, United Kingdom, France, and Portugal in collaboration with international scholars.

For more information about the State Archives Speaker Series, visit www.sos.ca.gov/archives/events

Upcoming Events

July 6-18	Western Archives Institute	www.sos.ca.gov/archives/wai
July 25, August 22, September 26	Monthly Public Tours of the California State Archives	www.sos.ca.gov/archives/tour.htm
August 13-16	National Association of Government Archives & Records Administrators/Society of American Archivists/ Council of State Archivists Joint Annual Meeting	www2.archivists.org/2014
August 21	Speaker Series: Paul Duguid on Trademarks	www.sos.ca.gov/archives/events
October 11	Sacramento Archives Crawl	sacarchivescrawl.blogspot.com

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