

# THE NATIONAL ARCHIVES IN THE REGIONS...

# June 2010

A MONTHLY CALENDAR OF EVENTS OPEN TO THE PUBLIC

## *Hershey Chocolate Corporation vs. Lawrence Lederer & Hershey Toothpaste Company*

The *Hershey Chocolate Corporation vs. Lederer* case represents a typical trademark infringement case found in the United States District Courts.

Milton S. Hershey began his chocolate and cocoa manufacturing and wholesale business in 1893. He began to use the word "Hershey's" to identify and distinguish his products. He applied for the name to be used as a trademark and trade name in 1906, and he renewed the trademark in 1926. As the business grew to international stature, the name Hershey's became identified with Milton S. Hershey's chocolate company both in interstate and foreign commerce. As such, Hershey's company, known as the Hershey Chocolate Company, and later as the Hershey Chocolate Corporation, sought to protect the reputation it had molded for a high-quality product.

In 1935, Lawrence Lederer began the manufacture and advertising of toothpaste known as Hershey Toothpaste. He also advertised it as "Hershey's Almond White Toothpaste" and "Hershey's Chocodent," as well as using the slogan "They love Hershey Flavor." Packaging it in containers similar to the Hershey Chocolate prod-

ucts and selling it in many of the same outlets that sold candy products, Lederer hoped to confuse the potential customer into thinking that his product was manufactured by the Hershey Chocolate Corporation.

Lederer did not contest the suit filed in the United States District Court for the Eastern District of Pennsylvania. The judge found that Lederer had infringed upon the trademarks of the Hershey Chocolate Corporation and prohibited him from using the Hershey name, similar packaging, and advertising slogans.



Above: Exhibit in Equity Case 8983, U. S. District Court for the Eastern District of Pennsylvania, 1935

# NARA WestCoast June 2010

Small group from a girls summer school on Sunrise Lake, Mount Baker National Forest, WA, 1936  
RG 95  
Courtesy of National Archives at Seattle



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Denver, CO <b>NARA Presidential Academies Workshop for Teachers</b> 8 A.M. Teacher workshop for educators working with Navajo students 303-407-5749	8 Carlsbad, CA <b>Many Facets of the National Archives Web Site</b> Worshop Genealogists 951-956-2000	9	10 Seattle, WA <b>"Brick Wall" Genealogical Discussion Group</b> 10 A.M. Workshop Genealogists 206-336-5115	11	12 Seattle, WA <b>Immigration and Naturalization Records</b> 10 A.M. Workshop Genealogists 206-336-5115  Seattle, WA <b>Court and Prison Records</b> 1 P.M. Workshop General Public 206-336-5115
13	14	15 Loveland, CO <b>Using NARA Primary Resources for Teachers</b> 8 A.M. Workshop K-12 Teachers 303-407-5749	16	17	18	19 Seattle, WA <b>Seattle Genealogical Society-Using Footnote.com</b> 1 P.M. Workshop Genealogists 206-336-5115
20	21	22	23	24 Seattle, WA <b>Teaching American History</b> 11 A.M. Lecture and Tour Workshop K-12 Teachers 206-336-5115	25 Loveland, CO <b>Using NARA Records for Genealogical Research</b> 9 A.M. Workshop General Public 303-407-5749	26
27	28	29	30	<b>Event:</b> <b>Denver, CO</b> <b>"NARA Presidential Academies Workshop for Teachers"</b> <b>6/7/10</b>		

The National Archives at

**Riverside**  
951-956-2600  
riverside.archives@nara.gov

**San Francisco**  
650-238-3501  
sanbruno.archives@nara.gov

**Denver**  
303-407-5740  
denver.archives@nara.gov

**Seattle**  
206-336-5115  
seattle.archives@nara.gov

**Anchorage**  
907-261-7800  
alaska.archives@nara.gov

# NARA EastCoast June 2010

**Big Ridge State Park, TN. Sunday  
crowd at the beach, 1939**  
Record Group 142  
Courtesy of National Archives at Atlanta



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
<b>Exhibit: Philadelphia, PA "Stand Up and Be Counted!" Ongoing</b>		Waltham, MA <b>Maritime Family Records</b> 2 P.M. Lecture and Tour Genealogists 866-406-2379			Philadelphia, PA <b>First Friday Genealogy</b> 12 Noon Open House Genealogists 215-606-0100	
6	7	8	9	10	11	12
		Pittsfield, MA <b>Beginning your Genealogy at the National Archives</b> 10 A.M. Workshop/Genealogists 413-236-3600		Waltham, MA <b>Applications Maritime Records</b> 6 P.M. Lecture and Tour K-12 Teachers 866-406-2379		
		New York, NY <b>Memories, Memoirs, and Family History: An Overview</b> 12:30 P.M. Workshop and Tour General Public 866-840-1752		Philadelphia, PA <b>E Records Forum</b> 10 A.M. Symposium Archival and Allied Professionals 215-305-2008	New York, NY <b>New York's National Treasures</b> 12 Noon General Public 866-840-1752	Pittsfield, MA <b>Irish Ancestry Day</b> 9 A.M. Conference Genealogists 413-236-3604
13	14	15	16	17	18	19
College Park, MD <b>National History Day Competition</b> K-12 Students 301-314-9739	Pittsfield, MA <b>Flag Day</b> 2 P.M. Special Event General Public 413-236-3604	Pittsfield, MA <b>Using Federal Census Records</b> 10 A.M. Workshop/Genealogists 413-236-3600	College Park, MD <b>National History Day Competition</b> K-12 Students 301-314-9739	College Park, MD <b>National History Day Competition</b> K-12 Students 301-314-9739		Morrow, GA <b>Genealogical Society of Clayton and Henry Counties</b> 9:30 A.M. Guided Group Research Tour Genealogists 770-968-2555
20	21	22	23	24	25	26
	Milton, MA <b>Introduction to Genealogy</b> 2 P.M. Lecture General Public 866-406-2379	Pittsfield, MA <b>Using Military Records at the National Archives</b> 10 A.M. Workshop/Genealogists 413-236-3600	Pittsfield, MA <b>Researching German Ancestors</b> 2 P.M. Workshop/Genealogists 413-236-3600	Philadelphia, PA <b>Rare Books and Manuscripts ALA Section</b> Annual Meeting Conference Archival and Allied Professionals 215-606-0100	Pittsfield, MA <b>Researching Italian Ancestors Part I</b> 10 A.M. Workshop/Genealogists 413-236-3600	Waltham, MA <b>Finding Family Migration Routes in Federal Records</b> 11 A.M. Conference Genealogists 413-236-3604
27	28	29	30			
		Philadelphia, PA <b>Rare Books and Manuscripts ALA Section</b> Annual Meeting Conference Archival and Allied Professionals 215-606-0100	Morrow, GA <b>Sailors, Ships, and the Sea: True Stories from the National Archives at Atlanta</b> 12 Noon-1 P.M. General Public 770-968-2100		Southboro, MA <b>Examining the 1940 Census</b> 7 P.M. Lecture/Genealogists 413-236-3604	Waltham, MA <b>Examining the 1940 Census</b> 1:30 P.M. Conference Genealogists 413-236-3604
		Pittsfield, MA <b>Finding Your Immigrant Ancestors at the National Archives</b> 10 A.M. Workshop/Genealogists			Philadelphia, PA <b>Rare Books and Manuscripts ALA Section</b> Annual Meeting Conference Archival and Allied Professionals 215-606-0100	

The National Archives at

**Pittsfield**  
413-236-3600  
pittsfield.archives@nara.gov

**Boston**  
866-406-2379  
waltham.archives@nara.gov

**New York**  
866-840-1752  
newyork.archives@nara.gov

**Philadelphia**  
215-606-0100  
philadelphia.archives@nara.gov

**Atlanta**  
770-968-2100  
atlanta.archives@nara.gov



# NARA Midwest June 2010

Photograph of a flag lowering group at  
Girl Scout Camp, Camp Cassaway on  
Cass Lake, MN, July 1962  
Record Group 95  
Courtesy of National Archives at Chicago



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
<b>Exhibit:</b> <b>Kansas City, MO</b> <b>"Deadly Medicine"</b> <b>3/16-6/10/10</b>			Kansas City, MO <b>The Doctor's Trial at Nurmberg Lecture</b> 5:30 P.M. General Public 816-268-8000	Leawood, KS <b>Introduction to the National Archives</b> 7:15 A.M. Lecture/General Public 816-268-8000  Kansas City, MO <b>Introduction to Genealogy</b> 10 A.M. General Public 816-268-8000		Kansas City, MO <b>Beyond the Basics of Finding Aids</b> Interactive Distance Learning (IDL) via Washington, DC 9:30 A.M. General Public 816-268-8000
6	7	8	9	10	11	12
<b>Exhibit:</b> <b>Kansas City, MO</b> <b>"Mugged! Facing Life at Leavenworth"</b> <b>6/11-8/7/10</b>						Chicago, IL <b>GEN: 7358 - Introduction to Family History</b> 10 A.M. General Public 773-948-9010  Kansas City, MO <b>Where to Find Indian Records</b> 10 A.M. Workshop General Public 816-268-8000
13	14	15	16	17	18	19
	Overland Park, KS <b>Preserving Family Papers</b> 6:30 P.M. Lecture Genealogists 816-268-8000			<b>Exhibit:</b> <b>Chicago, IL</b> <b>"James B. Parsons: More Than a Judge"</b> <b>Ongoing</b>		
20	21	22	23	24	25	26
				Topeka, KS <b>Introduction to the National Archives</b> 7 P.M. Lecture Genealogists 816-268-8000		Overland Park, KS <b>Preserving Family Papers</b> 10 A.M. Lecture Genealogists 816-268-8000
27	28	29	30	<b>Exhibit:</b> <b>Chicago, IL</b> <b>"Becoming American: Immigrants, the Federal Courts in Chicago, and the Expansion of Citizenship, 1872-1991"</b> <b>Ongoing</b>		

The National Archives at

Chicago  
773-948-9001  
chicago.archives@nara.gov

Kansas City  
816-268-8000  
kansascity.archives@nara.gov

St. Louis  
314-801-0850  
Archival Programs Division

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817-831-5620  
ftworth.archives@nara.gov