



1874 - High Street, Newark, N. J.
The first factory of
The Gerhard Mennen Chemical Company



1908 - Gerhard Mennen Chemical Company
Factory
12 Orange Street, Newark, N. J.



1920-1953 - The Mennen Company
345 Central Avenue, Newark, N. J.



Executive Offices - 1959
The Mennen Company
63 Dickerson Street, Newark, New Jersey

MENNEN *on the move!*



Mennen has had a remarkable growth thru the years since its founding in 1879 that has placed the company in today's position as pioneer in baby-care products and the leading manufacturer of men's toiletries in the world. Continuing growth, outstripping its manufacturing plant capacity, has made it necessary for Mennen to seek enlarged facilities three times in its existence.

The new plant in Morristown is the culmination of this progress and will provide for double expansion. We expect it to be the Home of the Mennen Company for many years to come.

The first Mennen product, Goss KILLER, was manufactured in the back room of Gerhard Mennen's Drug store at 1 Orange Street, Newark, N. J., one of Newark's busiest street corners in 1879. No photograph exists of this earliest enterprise, altho the building still stands.

With the introduction of the now world famous Baby Powern, manufacturing required a factory and in 1907 The Gerhard Mennen Chemical Company moved to quarters at High Street, Newark. Gerhard Mennen operated there with a manager and five employees.

William C. Mennen became President of the Company in 1908 and rapid growth under his guidance forced enlarged quarters. The company set up manufacturing lines in a new location just back of 12 Orange Street, Newark. Offices were in a small frame building run from and kept since 1908 down. In 1920 Mennen bought the building at 12 Orange Street and set up

shops. Manufacturing occupied the first two floors, offices the third and storage the top floor.

In February, 1929, the name of the company was changed from The Gerhard Mennen Chemical Company to its present corporate name, The Mennen Company.

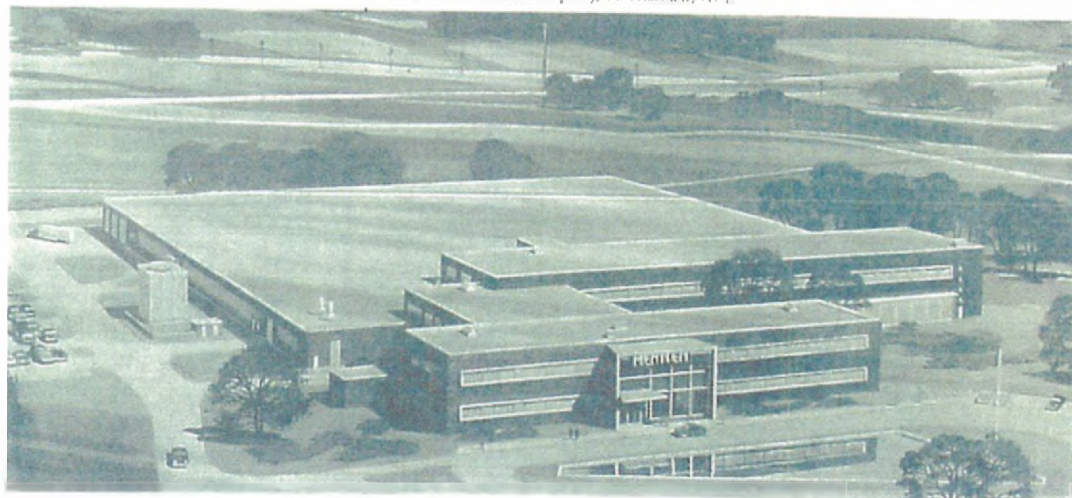
Early in 1929, Mennen moved to today's well known landmark, the green brick building at 345 Central Avenue in Newark. This building, erected in 1900, was purchased in 1918 by Mennen and the red brick office building addition was built in 1929. Operations since 1920 at this plant have carried Mennen to new sales records and merchandising history.

Overflow offices were required and in August 1950, in a building one block back of the plant at 63 Dickerson Street, and commonly known as the pentagon, Mennen housed its executive offices, sales, advertising, export, traffic and accounting divisions. In addition, it was found necessary to take warehouse facilities in Newark, New Jersey.

Ever increasing demands for Mennen products, coupled with excessively cramped quarters outgrewed for the newer production installations made it imperative to consider once again new and expanded plant facilities. Modern, streamlined and truly a dream come true, the 1953 Morristown Plant is Mennen's solution.

By the time this is in your hands, we fully expect to be loaded and operating at Morristown, New Jersey, U. S. A. Mennen is really rolling!

1953 - The Mennen Company, Morristown, N. J.



William C. Mennen, Jr., V. P.
William C. Mennen, President
George S. Mennen, V. P.

father and sons operating
Mennen Company today



December 18, 1952 - first concrete mixer. Three mixers 1120 gallon processing tank, were taken from the fourth floor of the plant by means of a huge crane, then down to existing level, then, for placement in Morristown.



December 22, 1952 - marks arrival of first materials. First honor goes to J. Manheimer, perfume supplier to Mennen since Gerhard Mennen. The pallet pictured is a shipment of tale from Whitaker, Clark & David, representing the first freight delivery on our railroad siding.

EXHIBIT

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PLAINTIFF'S
EXHIBIT
WCD-347

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