

JACOB MANHEIMER, 214 E 21 St NYC
interview 1/21/53

August 16,
J.M. is in his 89th yr- born 1864- oldest living supplier of The Mennen Company. He joined Warrick Freres (est. 1860) in 1876 and took over in 1898. His boss supplied the perfume used in Gerhard Mennen's powder. *1898*

When Gerhard Mennen planned to go into the powder business he called on J.M. in New York (premises on Pearl Street, N.Y.) for perfume. G.M. had clerked in Fehr Pharmacy, Hoboken; the clerk traditionally slept in the store, did night duty; green and red lights burned in window all night. This druggist put out a soapstone powder in a paper box, for use on babies. G.M. called on Manheimer one Saturday afternoon, bringing a package of Fehr's powder. Later Manheimer visited G.M. in store on Central Ave & Broad St., Newark (and home, in high-stoooped house on High St.) *189*

In rear of store was a room with a sifter; perfume was applied by an atomizer; J.M. helped out by turning the handle of the sifter. Each round pasteboard box (holes in top) was weighed (2 or 3 oz.); a spin-wheel top covered the holes. Talc was put through the mill with boric acid and then through a fine-meshed sifter machine, being sprayed meanwhile. Boxes were filled by hand with a scoop. ~~Mrs. G.M. came in and helped fill~~ Basement was used for storage. J.M. went over to Newark once a week, carrying 25-50 lb. perfume oils.

(1884: entire U.S. consumption of cosmetics \$60 miln; today, more than \$1 billion.)

108 ~~1897~~ Mennen in Orange St.- a converted old carriage house back of the street, with lane to drive in and out. Lackawanna RR station was on Broad St., 3 blocks from Orange. J.M. would take Lacka ferry to Hoboken or Penna ferry to Jersey City, thence by steam r.r. to Newark.--J.M. also helped make corn mixture. *Lackawanna*

Mennen used signboards on roads to advertise his powder.

20 Clark, of Whittaker, Clark & Daniels, sought out G.M. as a user of talcum; this firm, one of the early importers of Italian talc. Manheimer would meet Clark in Mennen's store, also George Miller of American Can Co. Manheimer imported basic raw materials used for the perfuming of cosmetics. Production method of essential oils remains unchanged; native method of distillation. -- Use of talcum powder increased as a matter of education.

Babies used to be diapered with thick canvas sheets that cut the skin; talcum eased the chafing. You had to be careful to use a perfume that wouldn't irritate skin.

In Orange St. days Mennen had 10-12 employees. Distribution was through wholesale druggists.

G.M. was well-liked, absolutely honest, charitable; invested in mortgages but wasn't worth a million as the papers said when he died. -- G.M. told him, "If I sell a gross of talc for \$18 and I make \$8, I spend \$4 for advertising. That's the way I'll always keep ahead." Advtg expndre attuned to earnings. -- About 1900, G.M. fell off a bicycle on Orange St. one day, skinned himself, sat down on curbstone with Manheimer & whipped out ~~ex~~ a copy of Satevepost from his pocket, saying, "What do you think those rascals want for that page?" pointing to back cover, "\$1500." /Inaccurate: Post cover cost \$900 in 1902/

tabbles

EXHIBIT

PLAINTIFFS
EXHIBIT
WCD-350

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