

**Title:** B.J. Johnson Soap Company

**Manuscript Number:** Mss-2415

**Inclusive Dates:** ca. 1900

**Bulk:** .03 cu. ft.

**Location:** Sm Mss

**Scope and Content:** Caleb Johnson established the B.J. Johnson Soap Company in Milwaukee in 1864. In 1898, the company introduced the Palmolive brand, which became so successful that the company changed its name to Palmolive. It eventually merged with the Colgate Company. Records consist of two rewards catalogs for consumers of Badger and Galvanic soap brands.

**Access and Use:** Unrestricted

**Language:** English

**Administrative Note:** Processed by Harrison Marcott, January 2015.