



## Procter & Gamble

Topic Guide for Chronicling America (<http://chroniclingamerica.loc.gov>)

### Introduction

Procter & Gamble, a consumer goods company that manufactures cleaning and personal care products, was founded in 1837 by candle-maker William Procter (1801-1884) and soap-maker James Gamble (1803-1891). The Cincinnati residents were brothers-in-law and each pledged \$3,596.47 to start the company. Their first plant, Central Avenue Plant, was established in 1840 in close proximity to raw materials and Cincinnati's canal which allowed for transport of their products to markets beyond city limits. The company continued to grow, and by 1859, sales had reached \$1 million and the company employed about 80 staff. Their high-quality and innovative products, advertising, work conditions and philanthropy contributed to the success of what started as a family business, and P&G products are still being used all over the world.

### Important Dates

- October 31, 1837: William Procter and James Gamble sign a partnership agreement, establishing their candle and soap company, in Cincinnati, Ohio.
- 1840: Central Avenue Plant is established allowing for increased production and sales.
- 1841: Procter & Gamble receives its first patent, for a device that molds candles.
- 1850: The moon & stars logo is adopted.
- 1861-1865: Procter & Gamble supplies soap and candles to the Union Army.
- 1879: Ivory Soap is invented by James Norris Gamble.
- 1882: Novel mass marketing techniques are used to advertise Ivory Soap.
- 1887: William Arnett Procter institutes profit sharing for workforce.
- 1890: Procter & Gamble is incorporated to raise additional capital for expansion.
- 1911-1912: Production of Crisco begins.
- 1915: James Norris Gamble develops the "Community Chest" which was the first coordinated campaign for charities in Cincinnati.
- 1920: Candle production ends.

### Suggested Search Strategies

- Try the following terms in combination (as an "all" word search), proximity or as phrases: Procter, Gamble, Cincinnati, Ivory, Gillette, Crisco, VapoRub, soap, candle, profit share, Ivorydale, factory.
- Search by date to find information about specific events or people associated with P&G.
- Search newspapers in all states, not just Ohio.

### Sample Articles from Chronicling America

- ["When with some soap..."](#) *Democratic Northwest* (Napoleon, OH), March 7, 1889, Image 3, col. 5-6.
- ["The Procter and Gamble Company"](#) *Sun* (New York, NY), July 19, 1890, Image 7, col. 4.
- ["War Fund Set Aside for Relief"](#) *Labor Advocate* (Cincinnati, OH), June 30, 1917, Image 3, col. 2.
- ["Procter & Gamble Plan Includes Three Employees on Board of Directors"](#) *Evening World* (New York, NY), October 29, 1919, Image 24, col. 1-5.
- ["Procter & Gamble 8-Hour Factories"](#) *Labor World* (Duluth, MN), March 5, 1921, Image 6, col. 6-7.
- ["This Coupon is Worth 30c"](#) *Great Falls Tribune* (Great Falls, MT), December 2, 1921, Image 7.