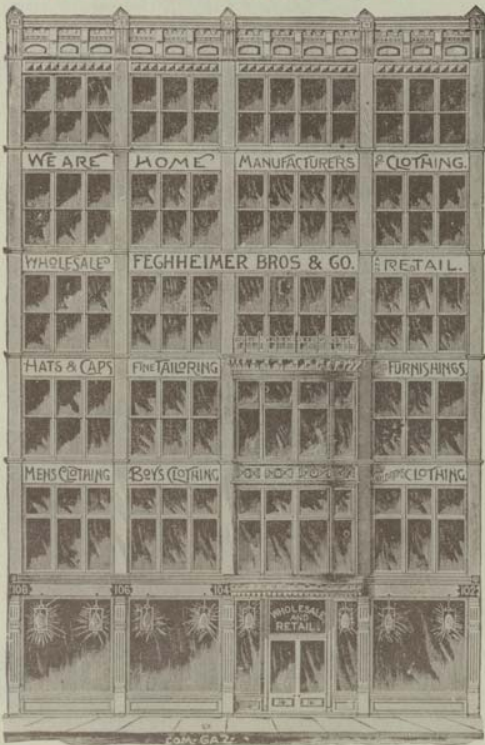


FECHHEIMER BROS. Co.

A 150 YEAR OLD LEGACY



Cincinnati Addresses

- 1842 Fechheimer Goldsmith & Co. locates to 5th & Sycamore Streets
- 1856 Fechheimer Goldsmith & Co. moves to 84 W. Pearl Street
- 1865 Fechheimer, Frenkel & Co. moves to 107 W. 3rd Street
- 1885 Fechheimer Bros. Co. moves to 102-08 W. 5th Street (pictured)
- 1906-68 Fechheimer Bros. Co. was located in the Pugh Building at 400 Pike Street
- 1968 Fechheimer Bros. Co. moved to 4545 Malsbury Road

1885



Jacob S. Fechheimer Arnold Iglauer May Fechheimer

May's business philosophy was noted in the June, 1890 *Criterion*: "Mr. Fechheimer's idea for some time past has been to deal directly with the consumer instead of through the jobber or the middle-man, and his experience is that the man who buys the clothing for himself or his boy desires to come in direct contact with the manufacturer and get the benefit of the middle-man's profit."

This business philosophy has changed direction since the 1880's. Although customer service is still the number one priority, it is a Fechheimer nationwide assistance and distributor network that is able to provide its customers with personal-level attention. Fechheimer specializes in supplying quality uniforms and equipment to such diverse uniform markets as law enforcement, fire protection, postal service, service industries and transportation.

Business

Fechheimer Bros. Co. of Cincinnati, Ohio was established in 1842. Its history with fabrics and dry goods dates back to the time of Samuel Maier (1720-94) who sold clothing door to door in Mitwitz, Bavaria. His son Meyer (who took the surname Fechheimer from the nearby village *Fechheim* where he traded) had a dry goods business "im Auslander" or "abroad" beginning a family tradition of customer service.

Meyer's younger sons began to arrive in American ports as early as 1832. His 9th son Solomon immigrated to America in 1842 and settled in Rogersville, KY where he owned a general store and served as postmaster. Solomon's sons May and Jacob took work at *Fechheimer, Frenkel & Co.*, their Uncle Marcus' business in Cincinnati. May, Jacob and Arnold Iglauer were founders of *Fechheimer Bros. Co.* which made its final name change in 1885.



Red Back topcoat
1840s



Post-Civil War catalog

After the Civil War, *Fechheimer Bros. Co.* (appropriately calling themselves 'military tailors') capitalized on patriotic sentiment by supplying post-war uniforms to both Union and Confederate Veterans. An 18 page catalog titled "United Confederate Veterans... & Sons of Confederate Veterans: Regulation Uniforms" shows some of the uniform pieces: a pair of Charlottesville Confederate gray trousers was \$5.50; matching Vest \$2.50; Dress coat with sleeve insignia \$17.50. Photographs of General Robert E. Lee & Stonewall Jackson appear on the first pages as examples of appropriate regulation dress. This catalog still exists in mint condition at *Fechheimer Bros. Co.*

1941

After World War II, a new generation of officers took the helm at *Fechheimer*.

l-r: Robert W. Heldman (President), George L. Heldman (VP Manufacturing), Warren J. Heldman (CEO).
Pugh Building circa 1960



Uniforms

The United States Postal Letter Carrier uniform has undergone many style changes over the years.



Samuel Fechheimer's great-granddaughters Mary and Helen, donated land that once was known as the *Fechheimer Homestead* in Walnut Hills. Given in 1975 to the city of Cincinnati, it is to be forever deeded "*Fechheimer Park*".

- Barle 1780-1850
- Minna 1785-1827
- Babette 1785-1832
- Moses 1787-1840
- Samuel 1797-1853
- Koppel 1799-1885
- Selig 1801-1869
- Wulf 1803-1870
- Simon 1804-1891
- Nathan 1808-?
- Solomon 1810-1868
- Abraham 1813-1855
- Aron 1815-1850
- Marcus 1818-1861

Moses owned a dry goods store in Mitwitz. His daughter Jeannette married Jacob Elias who moved to Cincinnati and established a wholesale boot and shoe firm in 1840. The next year he joined with Marcus' dry goods business, *Fechheimer, Goldsmith & Elias*. The following year the partners separated. While *Fechheimer & Goldsmith* continued to sell wholesale clothing next door, Jacob remained a dry goods dealer and manufacturer of clothing and carpet bags.

Samuel Maier
1720-1794
Mitwitz, Bavaria

Meyer Fechheimer
1755-1830

Meyer had 14 children and as a result, several *Fechheimer & Co.*'s sprang to life all over America. Most notable are M.M. *Fechheimer* of Wichita 1870 and *Fechheimer, Rau & Co.* of New York 1888.

Wulf's home became a temporary refuge for family members emigrating from Bavaria. The Cincinnati Directories list his residence with those of his immediate family and the names of several "boarders".

Killed by an Envelope. The New York World reported the death of Sigmond (Simon's younger son of *Fechheimer, Rau, & Co.*) as follows: "Cleveland, O. May 2, 1895 - S. *Fechheimer* died here yesterday from blood poisoning as a result of cutting his tongue while licking an envelope." While on a business trip, Sigmond wrote a letter home to his wife. The next day his tongue began to swell and pain him from the paper cut. Blood poisoning was diagnosed by a doctor called to his hotel. This was a singular instance of the dangers of blood poisoning and his case is almost unparalleled in medical history.

Solomon came to America in 1842 and changed his name to Samuel to honor his elder brother who died of consumption in 1853. His sons May and Jacob S. along with Arnold Iglauer became co-founders of *Fechheimer Bros. Co.*

Marcus landed in New York City in 1837 and sold goods to farm wives in NY, PA and OH. In 1842 he joined brothers Abraham & Aron, and Lewis Goldsmith in *Fechheimer, Goldsmith & Co.* A few years later the company merged with Marcus' nephew Jacob Elias' boot & shoe firm. After the Civil War, Marcus' firm became known as *Fechheimer, Frenkel & Co.* and by the 1880's the firm began manufacturing clothing and uniforms, taking the name *Fechheimer Brothers Co.* with Marcus' nephews May and Jacob as officers.

Barle Minna Babette Moses Samuel Koppel Selig Wulf Simon Nathan Solomon Abraham Aron Marcus



22 Garfield Place/No. 86 West 8th

This elegant sandstone house at 22 Garfield Place once belonged to Marcus *Fechheimer* and his family. Built for his bride around 1861, it stands as a reminder of how thoroughly history weaves itself through generations. In the years to come their four children and numerous family members lived in the house until they settled elsewhere. No. 86 West 8th became a refuge for Marcus after a bustling day of 19th century commerce a few blocks away on 3rd & 4th Streets. The large, Renaissance Revival two-story frame has the original marble floors and staircase as well as beautiful stained woodwork on the walls and in the elaborate front entrance. It looks today much as it must have appeared the year of its construction.

The structure (now part of the *Butterfield Senior Center, Cincinnati*) is the oldest surviving building designed by Samuel Harnsford who also designed *City Hall, Music Hall* and a *US Post Office* downtown.

Clothing Store

Simon's son Max settled in Wichita, Kansas in 1869, the year the area became "Public Domain" instead of "Indian Territory". He is listed in the first city directory when Wichita was charted and by 1879 he had erected a new building for his clothing store. In 1985 the *Old Custom House Museum* was built and part of the exhibit has a replica of Max's store with the large "M.M. *Fechheimer*" sign across the top.



Exhibit

During World War II, *Fechheimer Bros. Co.* had a contract with the United States Government to manufacture 10,000 coats for the army. The "Cincinnati Goes to War" exhibit at the *Museum Center* at Cincinnati Union Terminal displays one of the *Fechheimer* heavy wool army green overcoats.



21st Century: The Tradition Continues

January, 1991: The newest generation of officers:
l-r: Fred G. Heldman—Vice President; Gary W. Heldman—President; Roger A. Heldman—Vice President; Robert W. Heldman is CEO (not pictured).

FECHHEIMER

Uniform Quality Since 1842



150th logo—(above) part of a national *Fechheimer Bros. Co.* anniversary celebration and redesign project. The familiar *Fechheimer "Bros"* (right) have been replaced by a sleek new logo (left) that will appear on stationery, garment tags, catalogs and other promotional materials.

Headquarters

Winter, 1991-92—The *Fechheimer* corporate offices underwent interior restructuring to facilitate company growth and to accommodate increased distributor sales and service. Cincinnati is headquarters for two other major *Fechheimer* manufacturing facilities: *Nationwide* in Hodgenville, KY and *Sol Frank* in San Antonio, TX as well as over 40 retail uniform centers from coast to coast. *Fechheimer* has long been considered the country's premier manufacturers of quality Police, Fire, Postal and Band uniforms.