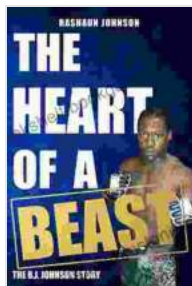


The Johnson Story: A Saga of Perseverance, Innovation, and Success



The Johnson family's story is one of perseverance, innovation, and success. From humble beginnings in the rural South, they rose to become one of the most prominent and influential families in the United States.



THE HEART OF A BEAST: The B.J. Johnson Story

by Rashaun Johnson

★★★★★ 5 out of 5

Language : English

File size : 7040 KB

Screen Reader : Supported

Print length : 202 pages

Lending : Enabled



Samuel Johnson, the family's patriarch, was born in 1835 in a log cabin in North Carolina. He was the son of a poor farmer and had little formal education. However, Johnson was a born entrepreneur and he soon began to make a name for himself in the business world.

In 1865, Johnson moved to Chicago and founded the Johnson Products Company. The company initially manufactured floor wax and other household products. However, in 1895, Johnson developed a new type of wax that was much more durable and resistant to wear and tear. This wax was a huge success and it quickly became the company's flagship product.

Under Johnson's leadership, the Johnson Products Company grew rapidly. By the early 20th century, the company was one of the largest manufacturers of household products in the United States. Johnson was also a pioneer in the field of advertising and he was one of the first business leaders to use mass media to promote his products.

In addition to his business success, Johnson was also a devoted family man. He and his wife, Helen, had four children: Andrew, Martin, Helen, and Samuel Jr. Andrew and Martin both went on to become successful business leaders in their own right.

Andrew Johnson, the family's eldest son, was born in 1870. He attended Yale University and then went to work for the family business. In 1900, Andrew became the president of the Johnson Products Company. Under his leadership, the company continued to grow and expand.

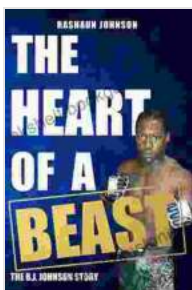
Martin Johnson, the family's second son, was born in 1874. He also attended Yale University and then went to work for the family business. In 1904, Martin became the vice president of the Johnson Products Company. He was responsible for the company's manufacturing operations.

Andrew and Martin Johnson were both brilliant businessmen. They were also devoted to their family and to the community. Andrew served as the president of the Chicago Symphony Orchestra and Martin served as the chairman of the board of the Chicago Art Institute.

The Johnson family's story is a testament to the power of perseverance, innovation, and success. From humble beginnings, they rose to become one of the most prominent and influential families in the United States. Their legacy continues to inspire people today.

Additional Resources

* [The Johnson Products Company](https://www.scjohnson.com/) * [The Johnson Family Foundation](https://www.johnsonfamilyfoundation.org/) * [The Johnson Museum of Art](https://www.museum.cornell.edu/)



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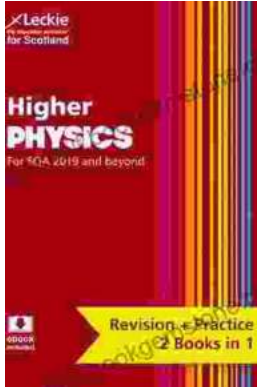
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