



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

## THE BRONNER JOURNEY FROM LAUPHEIM TO CALIFORNIA

April 7<sup>th</sup>, 2017

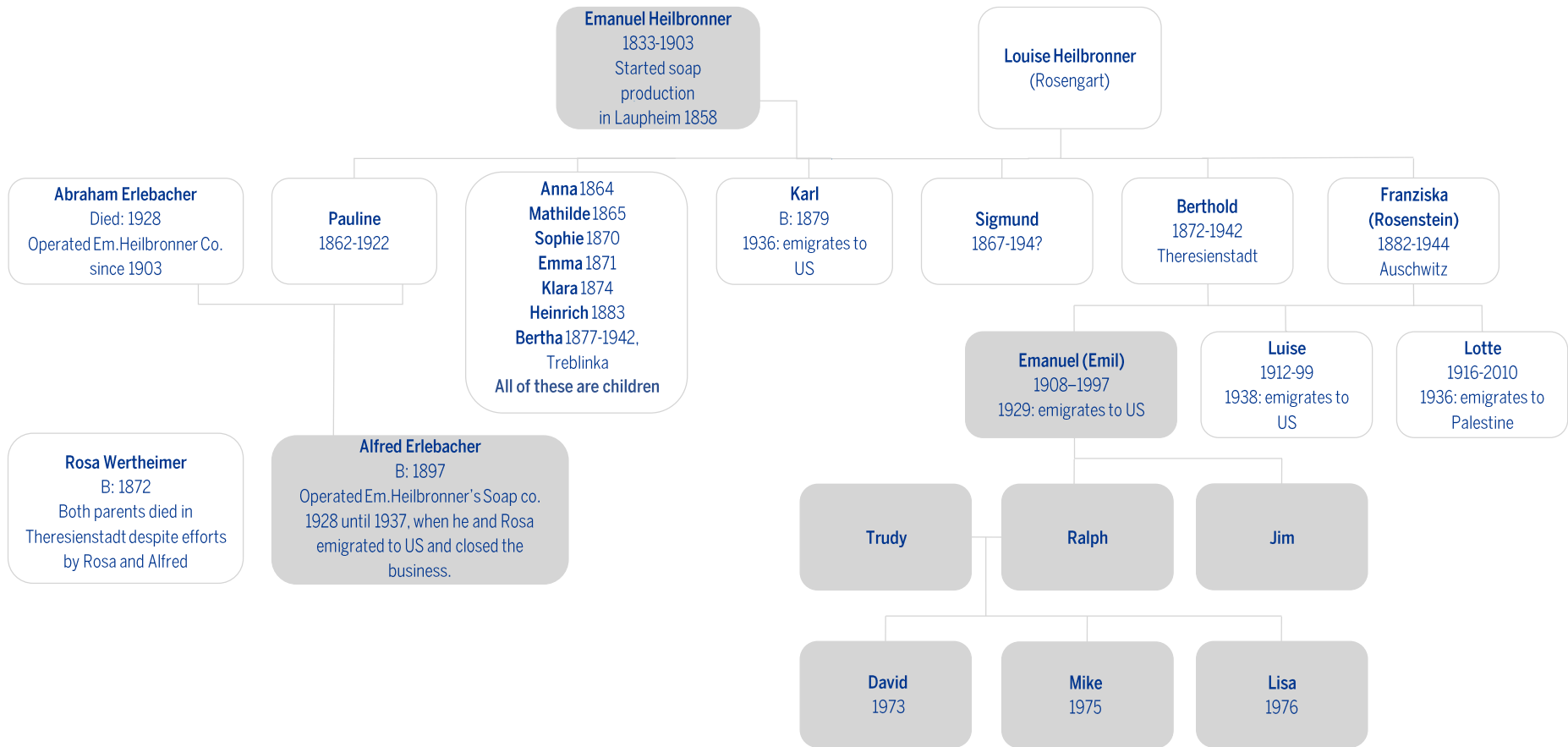




# What Am I Doing Here?

- Give some historical perspective on our family journey
- Share a story of Triumph emerging from and shaped by the Tragedy of the Holocaust
- Examine a little bit the identity and culture of the Jewish diaspora in the United States, as it has evolved over time, through personal anecdotes
- Show how everything connects and comes full circle, in a good way, if you let it.

# Family Tree





# Before We Start

- I was not raised Jewish but am very proud of my Jewish ancestry
- I am here to learn about my ancestry as much as talk about it.



# 5<sup>th</sup> Generation Pilgrimage to Laupheim & Heilbronn

David and Kris Bronner, with Gero Leson, visit the Heilbronner family roots in Laupheim and Heilbronn in 2007. City of Laupheim welcomes David with open arms, and are excited to share all records they have on the family, including city records, gravesite, and ancestral home.

## Familie Heilbronner

### Seife prägt eine Geschichte

LAUPHEIM – David Bronner, Nachfahre der jüdischen Laupheimer Familie Heilbronner, hat mit Stadtarchivar Rolf Müller die Gräber seiner Ahnen besucht. „Intense“ waren für ihn das Museum im Schloss und die Bilder und Dokumente, die dort von seiner Familie erzählen.

Von unserer Redakteurin  
Karen Annemaier

dermeister Emmanuel Heilbronner, der 1928 nach Amerika auswanderte, macht David Bronner heute in Seife. Das „Heil-“ hat die Familie nach dem zweiten Weltkrieg aus Gründen, die auf der Hand liegen, aus dem Namen gestrichen. Schließlich haben aus der Generation des Großvaters nur drei Heilbronners das Regime überlebt, das sich mit „Heil“ grüßte.

Der Großvater nannte seine Firma „Dr. Bronner's Magic Soaps“. Heute ist sie Marktführer im Segment biologische, natürliche Seifen. Die Zutaten

dank dieser Erbauung oder dank der Kosmetikprodukte selbst so gut fühlen. Auf der weltgrößten Biofachmesse in Nürnberg erprobt die Firma zurzeit, ob Dr. Bronners magische Seifen in Deutschland einen Markt finden.

#### Eine intensive Erfahrung

Doch zurück nach Laupheim: Das Heilbronner-Haus am Judenbergr hat ein Zweig der Familie, der den Namen Erlebachtrug, in den 30er Jahren verkauft. Mit dem heutigen Besitzer hatte



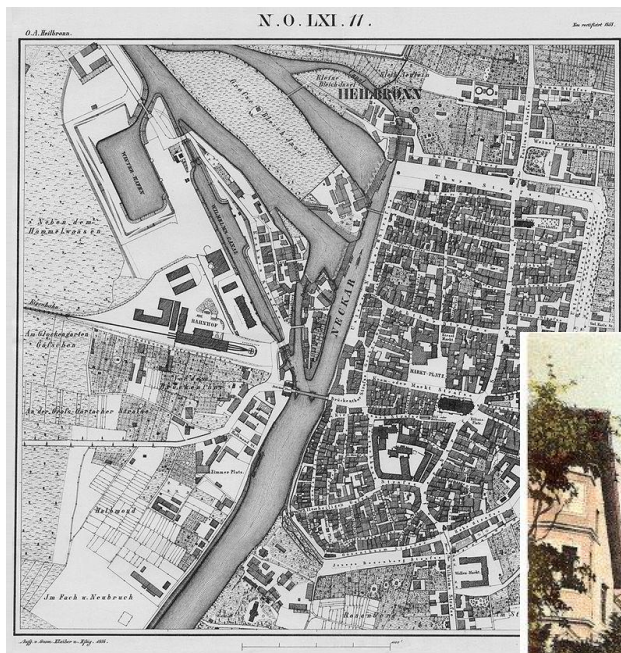
Auf den Spuren der Ahnen: David Bronner (Mitte) hat mit seiner Frau Chris und seinem deutsch sprechenden Mitarbeiter Gero Leson (links) den Laupheimer jüdischen Friedhof und dort Gräber seiner Vorfahren besucht. Foto: ka





# Heilbronner Family Moves from Heilbronn to Laupheim and Back Again

Since the early 1800s, economic and political equality for Jews makes Laupheim an ideal home for the Heilbronner family, which took the name of the city they came from. In 1858, Emmanuel Bronner started a soap making business in Laupheim – the house still exists. However in 1903, due to the lack of economic opportunities in Laupheim, 3 of his sons, Karl, Sigmund and Berthold moved back to Heilbronn and started Heilbronner and Cie.



## Emanuel Heilbronner, born 1908

Third generation of a successful German-Jewish soapmaking family from Heilbronn, Germany.





## Radical thinker & soapmaker

Born with a strong and challenging mind, Emanuel apprentices at his family's soapmaking factory, receives a Master Soapmaking certificate from guild trade school and a Chemistry degree from university.



## Leaves home to start his adventure

Emanuel's modern ideas and powerful personality clash with his parents. He leaves for America at age 21, arrives at Ellis Island, makes his way west to Chicago and Milwaukee to work as a chemist at soap companies, developing several patents.



## Tragedy strikes

With rise of Hitler and World War, Emanuel tries to get his parents to emigrate from Germany, but is too late - they are deported to Auschwitz and Theresienstadt and killed.





## Birth of All-One vision

The murder of his parents and rise of global war leads to the formation of Bronner's global peace plan and All-One vision – we are all “Brothers and Sisters on God's Spaceship Earth! All-One! or None!” - increasingly becoming the focus of the soapmaker's life.

### THE MORAL ABC

“1st Perfect thyself! Work hard! Start now! Teach All-One, 4 billion strong! Ten men must protect Free Speech and Barbarism's gone! Peace is won! All enjoy working united by full truth, God's Law, ETERNALLY ONE: ALL-ONE-FAITH-IN-ONE-GOD-STATE!

For when  $\frac{1}{2}$  true hate is gone and all of us are dust, the full truth we print, protect and teach alone lives on! Full truth is God! It must!

Confucius-Israel-Jesus & Mohammed, inspired by God's Blazing Star, Halley's Comet!

The pen is mightier than the sword If So Used!

Phone! "All One!"

ALL-ONE-FAITH-IN-ONE-GOD-STATE

4 billion strong! Instantly unites all mankind free of  $\frac{1}{2}$  true hate with barbarism gone! Free!

Rabbi Beck survived 66 million murders in Marx' "One World Without Jews" with full truth, 66 words reinforcing  $\frac{1}{2}$  true swords teaching how to survive, again & again suppressed by fake "Rabbis" since 1945:

"THE MARK OF THE MATURE MAN IS HIS ABILITY TO WORK CONSTRUCTIVE! BEING LOVED! TEACHING LOVE! JOYFUL-BRAVE! WITHOUT GUILT! HE TEACHES FRIEND & ENEMY HILLEL'S ESSENE MORAL ABC 4 BILLION STRONG, INSTANTLY UNITING ALL MANKIND FREE WITH BARBARISM GONE! FREE IN "ALL-ONE-FAITH IN ONE-GOD-STATE!" WE TEACH THAT TODATE OR ABSOLUTE NOTHING! ALL ELSE IS UNIMPORTANT! HILLEL INSTANTLY UNITES ALL MANKIND FREE!"

Remember: Marxist Rabbis betray, bury all mankind by  $\frac{1}{2}$  true hate! Hillel's hardworking-constructive-selfish-full truth-Free Speech & profitsharing teamwork instantly inspires, eternally evolves-unites All-One-God-State! Join "ALL ONE!" Phone! Indianapolis, Ind.; Cardiff, Escondido, Modesto or Oceanside, CA! "ALL ONE" Today!

Join "ALL ONE!"

Phone "ALL ONE!"

745-7069  
B-25, CA, 92025  
Escondido  
722-5976  
CA, Oceanside  
521-0388  
CA, Modesto  
283-5413  
Ind, Indianapolis





## Escape to America of Cousin Alfred

After Emanuel Heilbronner, the founder of the first soap business in Laupheim dies, his son in law Abraham Erlebacher continues the business. His son Alfred, the cousin of Emanuel Bronner follows him as company owner in 1928. He and his wife Rosa Wertheimer both escape Germany and move to the US. They are unable to help Rosa's parents leave Germany and both of them perished in the Theresienstadt concentration camp.



## Exodus of Lotte and Louisa

Bertholdt's daughters leave: Lotte to found a kibbutz in Israel called Ein Gev, Louisa to pursue a career in chemical engineering in Boston, where a different world of oppression awaits.



Kibbutz Ein Gev, Israel

## Arrest and escape West

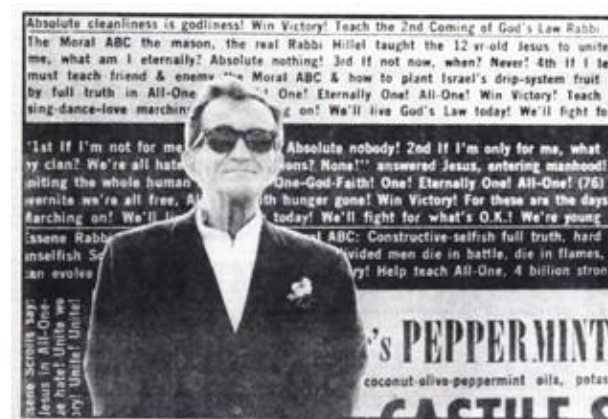
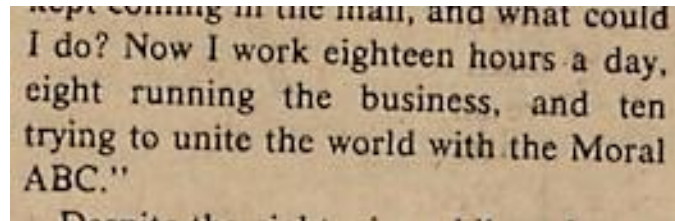
Arrested and put into an asylum after a passionate speech about his world peace plan at the University of Chicago, Bronner escapes by climbing out of a bathroom window, hitchhiking to Los Angeles in 1947.

Elgin State Insane Asylum





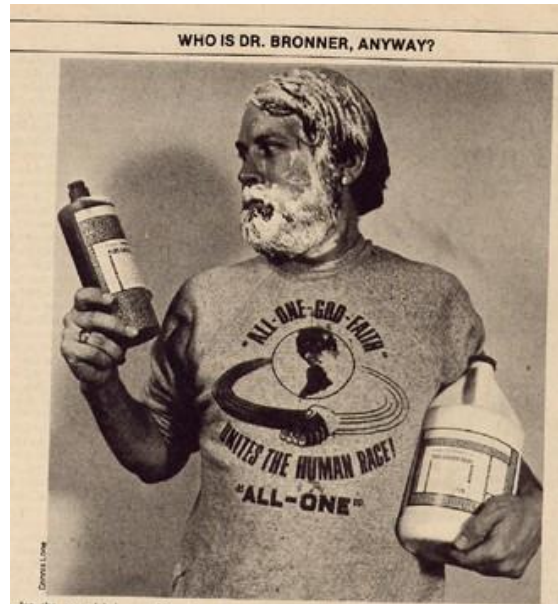
Sleeping with pigeons on the roof of the YMCA, eventually mixing batches of soap in his hotel room, Bronner returns to his street-corner sermons, giving away soap to all who will listen, printing the sermons on the labels. Dr. Bronner's soap is born.





## Marketing, the Dr. Bronner's way

“Put it on the shelf, and it’ll sell!” Dr. Bronner’s soap grows by word of mouth, not advertising. The rise of all things natural, Dr. Bronner’s resonant message, his connection with young people and one-on-one connections with sellers and customers – even printing his home phone number on the label! – steadily grow the soap’s popularity through the ‘50s and ‘60s.



## Peace, Love & Soap

The hippie and peace movement of the late '60s and '70s, and rise of natural food stores, co-ops and organic (Bio) culture, all propel Dr. Bronner's "Magic" soap, which spreads across the country in hundreds of VW buses.





## Sons and daughter: Ralph, Jim & Trudy

In the '90s, Dr. Bronner's sons and daughter-in-law put the business on a firm foundation. Jim, chemist and operations leader, Trudy, business and finance, and Ralph, soap and All-One! evangelist. Together they cement the brand's commitment to values - through philanthropy: giving away a \$1.4M parcel of land to the Boys & Girls Club, treating employees fairly: establishing profit sharing and health insurance for all, and spreading love: Ralph traveling around the country in his van giving away soap, hugs, songs and stories.



## Grandsons David & Mike

When Jim Bronner was diagnosed with cancer, his son David returns home to learn the family business, later joined by brother Mike who was living overseas in Japan. Together they see the family business as an opportunity to live their gifts in service to the world: making socially and environmentally responsible products of the highest quality and dedicating profits to help make a better world.





## Expanding the All-One! vision

With David and Mike's leadership, Dr. Bronner's increases and clarifies its commitment to the stewardship of the earth and all its inhabitants through organic and fair trade standards, employee benefits, philanthropy and social activism. "For we are All-One or None!"



## "to unite humankind as one!! "

As Dr. Bronner's All-One and global vision continues to grow and expand, the company remains focused on creating the highest quality soap in service to the earth and its people, humbly focused on playing our part to enrich, serve, heal, and unite Spaceship Earth!





# Meet The Bronners





# And All Grown Up ☺



# It's All In The Label

WET FIRST. APPLY LITTLE. MASSAGE TO ENJOY THE REFRESHING CREAMY MILD EMOLLIENT LATHER. RINSE TWICE. OK ON BABY, BATH, BEACH AS LIQUID TOOTH PASTE, SOAP, & SHAMPOO. TO SOOTH & DISINFECT FOOT IRRITATIONS. WASH. APPLY DRY. LEAVE OVERNIGHT. WASH AGAIN: OK. TO SIMPLIFY & ENJOY LIFE MORE. THIS SOAP IS IDEAL FOR AT LEAST 9 DIFFERENT USES: IT'S REFRESHING PEPPERMINT OIL BASE HAS UNSURPASSED REJUVENATING & CLEANSING POWERS.

## DR. BRONNER'S 9-in-1 SUPERMILD PURE-CASTILE-SOAP

### ALL PURPOSE SKIN-DENTAL-& HAIR SOAP

1. Use only  $\frac{1}{4}$  oz. in 1 gal. hot water for Facial Pack to
2. open pores, freshen & clean Face, Hair, Skin & Scalp
3. soothing hot pack to tired Eyes, Arms, Feet & all
4. towel-massage, wash & rinse Body, Baby, Bath, Beach
5. ideal to clean Teeth, brush & renew Dental Plates:
6. refreshing Mint-Oil-Shampoo, diluted with soft water
7. OK for Silk, Wool, Nylons, Diapers & Mechanics-hands
8. Fragrant USP - Peppermint - Oil - Disinfectant - Soap.
9. To Fruit & Veg. add  $\frac{1}{2}$  oz. Soak  $\frac{1}{2}$  hr. Rinse til clear: OK!

*"Health Is Our Only Real Wealth"*

Manufactured since 1848 & fully guaranteed by -  
DR. BRONNER & ASSOC., Mfg. Research Chemists  
MADE IN U.S.A.

1 qt. PURE VEGETABLE OIL SOAP

\$3<sup>50</sup>

JUDGE ONLY BY THE RESULTS —  
MADE FROM PURE COCO OLIVE & PEPPERMINT OILS, 100% VEGETARIAN, SUPERMILD CASTILE HAS OUTSTANDING WATER-SOFTENING & CLEANING POWERS, PREFERABLE TO HARSH SOAP & DEFATTENING SYNTHETICS. IT DOES NOT CUT DIRT, BUT DISSOLVES IT. IT IS THE MILDEST, MOST PLEASANT SOAP YOU EVER USED, OR MONEY BACK! ENJOY IN FRAGRANT FLORAL VAPOR BATH! 1948 © & Pat. Pend. by Dr. E. H. Bronner, Chemist

### 9-IN-1 PURE CASTILE SKIN SOAP & SHAMPOO

is ideal for at least 9 different uses: Its Peppermint Oil Base has unsurpassed skin rejuvenating power. For example: To clean freshen & relax, enjoy a hot massage, refreshing facial pack, quick bath & body-rub with 9-in-1 Castile. Pour  $\frac{1}{2}$  oz. over bath towel in 1 gallon hot water. Ring out. Lay it over face & scalp. Massage with finger tips. Repeat 3 or 4 times until arms, legs & all are rubbed, always towards the heart. Rinse towel with plain hot water & massage again. Do it near open window. Breathe deeply. Within 9 minutes you feel "New" with skin cleaned & pores opened by 9-in-1 PEPPERMINT CASTILE POTASSIUM-SOAP & SHAMPOO

Pat. Pend. by DR. E. H. Bronner Chemist, Escondido, Cal. U.S.A.

The original Dr. Bronner's label - 1948







**Absolute cleanliness is Godliness! Teach the Moral ABC that unites all mankind free, instantly 6 billion strong & we're All-One. "Listen Children Eternal Father Eternally One!"**

As taught by The Moral ABC, the real Rabbi Hillel taught Jesus to unite all mankind free!!! 1st: If I'm not for me, who am I? Nobody! 2nd: Yet, if I'm only for me, what am I? Nothing! 3rd: If not now, when????!! Once more, unless consciously-selfish I work hard perfecting first me, absolute nothing can help perfect me! Exceptions none!! 4th: Only hard work - God's Law can save us, but if we teach only our clan, we're all hated then! So, Hillel taught Jesus, we must teach friend & enemy, the whole Human race, the full-truth, hard-work, free speech, press- & profit-sharing Moral ABC's All-One-God-Faith, uniting the whole Human Race! For we're All-One or None! As teach for 6,000 years the African shepherd-astronomers Abraham & Israel, since the year One: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Exceptions eternally? Absolute None!

5th: Whatever unites mankind is better than whatever divides us! Yet, if absolute-unselfish I am not for me, I'm not but classless, raceless, starving masses, a slave, never free nor brave! Only if constructive-selfish I work hard perfecting first me, like arctic owls - penguin - pilot - cat - swallow - beaver - bee, can I teach the Moral ABC's All-One-God-Faith the real Rabbi Hillel taught Jesus to unite all mankind free!

6th: Absolute cleanliness is Godliness! Balanced food for body-mind-soul-spirit is our medicine! Full-truth our God, hard work our enemy, our goal, free speech our weapon, All-One our soul, self-discipline the key to freedom, unity, love unites All-One above! For we're All-One! As teach for 6,000 years astronomers Abraham & Israel: "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Exceptions Eternally? Absolute None!!! So, when your fellow man you measure, take him at his best: with that liver, lift him higher, overlook the rest! For we're All-One or None!

FAMILY SOAPMAKERS SINCE 1858

DR. BRONNER'S

NO DETERGENTS

Enjoy only 2 cosmetics, enough sleep & Dr. Bronner's "Magic Soap" to clean body-mind-soul-spirit instantly uniting One! Absolute cleanliness is Godliness! For facial packs, scalp & soothing body rub, add dash on bath towel in sink of hot water. Wring out. Lay over face & scalp. Massage with fingertips. Repeat 3 or 4 times. "It" arms, legs & all are rubbed, always towards the heart. Rinse towel in plain hot water and massage again. Breathe deeply!

OVER 150 YEARS & 5 GENERATIONS OF SOAP EXCELLENCE

## 18-IN-1 HEMP PEPPERMINT PURE-CASTILE SOAP

CERTIFIED FAIR TRADE  
MADE WITH ORGANIC OILS

INGREDIENTS: Water, Organic Coconut Oil, Potassium Hydroxide, Organic Palm Kernel Oil, Organic Olive Oil, Mentha Arvensis, Organic Hemp Oil, Organic Jojoba Oil, Mentha Piperita, Citric Acid, Tocopherol

\*CERTIFIED FAIR TRADE INGREDIENTS

†None remains after saponifying oils into soap & glycerin.

100% POST-CONSUMER RECYCLED PLASTIC BOTTLE!

2-3x more concentrated than many leading liquid soaps, cleansers & bodywashes. Dilute with water. Clouds when cold. Put in warm room/water: clears at ~70°F.

**WARNING!** Don't drink soap! Keep out of eyes. If cap clogs, poke it clear. Do not squeeze bottle and shoot out soap. Soap can clog and squirt with pump dispensers. Flush eyes well with water for 15 minutes. Consult a physician if irritation persists.



DR. BRONNER'S  
**ALL-ONE!**  
MAGIC SOAPS

In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're ALL-ONE OR NONE! ALL-ONE!

NO FOAMING AGENTS

Dilute: Enjoy 1 soap for 18 different uses! Shave-Shampoo-Shower-Bath-Mop-Laundry-Degrease! Dr. Bronner's Pure-Castile is the very best soap for body, home and Spaceship Earth! Synthetic preservatives? Detergents? Foaming agents? NONE! Health is our greatest wealth! Enjoy body rub to stimulate body-mind-soul-spirit and teach the Essence Moral ABC uniting all free in the shepherd-astronomer Israel's greatest All-One-God-Faith!

100% BIODEGRADABLE!

CERTIFIED UNDER THE USDA NATIONAL ORGANIC PROGRAM

### DILUTE! DILUTE! OK!

1. One small squirt applied to wet hands or washcloth to wash hands-face-body.
2. Work ½ tsp. into wet hair, rinse with Dr. Bronner's Citrus Organic Hair Rinse.
3. Dilute 1:10 with water for hand-washed dishes, best in soft water.
4. For laundry, ½ cup soap in large load, add ½ cup vinegar in rinse cycle.
5. Mop floor with 1/2 cup of soap diluted in 3 gallons of hot water.
6. Wash dog by wetting fur, then massage soap in for good lather, rinse thoroughly.
7. A dash in bowl of water to remove residue from Fruit & Veggies. Rinse clean.
8. All-Purpose Cleaner: add ¼ cup of soap to quart of water in spray bottle.
9. One tsp. in quart of water to spray plants for bugs. Dash of cayenne optional.
10. Shave face-underarms-legs: lather up 5-10 drops in wet hands, apply.

### DR. BRONNER'S IS CERTIFIED



Contains at least 70% Fair Trade ingredients  
Fair for Life certified by IMO



Developed & distributed by Dr. Bronner's, P.O. Box 1928, Vista, CA 92083 USA. 1-800-391-2551. www.drbronnersonline.com  
OCEAN RICH CERTIFIED ORGANIC LEASING INC.

"The 2nd Coming of God's Law," Mohammed's Arabs, 1948, found Israel's Essence Scrolls & Einstein's "Hillel" prove that as no 6-year-old can grow up free without the ABC, so certain can no 12-year-old survive free without the Moral ABC that mason, tent & sandal-maker Rabbi Hillel taught carpenter Jesus to unite all mankind free in our Eternal Father's great All-One-God-Faith! For we're All-One or None: "Listen Children Eternal Father Eternally One!"

7th: Each swallow works hard to be a perfect pilot-provider-builder-trainer-teacher-lover-mate, no half-true hate! Have courage & smile, my friend. Think & act 10 years ahead! Find the man without fault? He's dead! Do one thing at a time, work hard! Get done! Then teach friend & enemy how to work-love-unite all mankind free! Uniting One! All-One! Face the world with a smile, life is always worthwhile! To the fearless are given jewels, keep out of the past, disappointments won't last! Help unite mankind, or we're wandering fools! Repetition is the key to knowledge! So, help unite All-One!!!

9th: Free Speech is man's only weapon against half-truth, that denies free speech to smear-slay-slander-tax-enslave. Full-truth, our only God, unites all mankind brave, if 10 men guard free speech, brave! "If ever one religion unites all mankind, it will be by omitting all irrelevancies & redundancies, added unto the Faith in One-Almighty, all-embracing, ever-evolving, ever-recreating Eternal God, and by ABSOLUTE NOTHING ELSE!" America's founding father, Thomas Paine, 8 books suppressed since 1799! ... 6 million years of kill-or-be-killed half-true hate must be replaced by love & teach love, full-truth, uniting All-One-God-Faith!!!

10th: Thank God we don't descend down from perfect Adam & Eve to sinful sinner, brother's keeper, divided slave! Thank God! United armed, loving hard-working trained brave, from dust we ascend up! Thank God for that! Our brother's teacher of The Moral ABC, mason, tent- & sandal-maker Hillel, taught carpenter Jesus to unite all mankind free! With it, every human being can evolve united, inspired-raised-trained-skilled-disciplined, guiding light-like by a new birth! Without it, we destroy God's Spaceship Earth! Aknathan-Bahá'u'lláh-Buddha-Confucius-Moses-Hillel-Jesus-Mohammed, inspired every 76 years by the messenger of God's law, Halley's Comet, teach: A fire, a mist, a planet, a crystal, a cell, a jellyfish, a dinosaur, caves where cavern dwell! Then a sense for work-love-song-art-play-law-beauty, a face turned up from the sod!

12th: A great teacher must first self-supporting be, like Aleson MD, Berlin Rabbi Baec, Martin Buber, Carnegie, Marva Collins, Cousteau, Edison, Rabbi Lieberman, Paine, Pike, Margaret Sanger, Spinoza, Strauss, Dr. Thomas Szasz, Wendell Wilkie, Yadin & Zamenhof, or he will turn our greatest teachings into spades with which to bury our people! "All people," added carpenter Jesus, entering manhood! Manhood! But for 2,000 years, we Rabbits never teach the Moral ABC that the real Rabbi Hillel taught Jesus, to unite the human race in astronomy's eternally tremendous All-One-God-Faith! For we're All-One or None! All-One! Exceptions eternally? Absolute none!! "God bless the food & bless the loving hands that prepared it! Bless it to give us strength & bless that strength, so we use it to help unite the whole human race in Thy Kingdom, All-One-God-Faith!"

13th: "Knowing the full truth that unites the human race & not teaching all is deathly guilt!", learned carpenter Jesus from Mason Rabbi Hillel! ... What an apology we Rabbits owe Israel, Marx, Mao, all mankind: with just 6 words eternally unites the human race! As teaches African-shepherd Astronomer Israel ETERNALLY ONE! "For on God's Spaceship Earth, with Bomb & Gun, we're All-One or none! All-One! days, my friend: we know they'll never end! We'll work-sing-dance-love, marching on! Marching On! our only God, we rally-raise-unite All-One! All-One! All-One! Again & again, we're All-One or none! ABC that 6-billion-strong unites all mankind free, in Astronomy's Eternally great All-One-God-Faith!"

32 FL OZ / 946 mL

### FROM THE ARMY OF PRINCIPLES

BY THOMAS PAINE, 1799

76: "Americanism is the knowledge of, the loyalty inspiration or attachment to the 'Army of Principles of All-One-God-Faith', that lightning-like unite the Human race! For we're All-One or None! Exceptions eternally? Absolute None!" -Noah Webster

84: "We can no longer live half-saved, half-free! We unite the Human race in All-One-God-Faith or perish by half-true hate! For we're All-One or None!" -Abraham Lincoln

93: "Government, like fire, is our most useful servant, if fully controlled by us, its Citizens; and government, exactly like fire, becomes our most destructive master if not fully controlled by the open majority of its productive working Citizens! Only united-armed-vigilant & trained, Swiss 6,000-year Peace & Freedom reigned! Exceptions? None!" -from "The Army of Principles" by George Washington

95: "I've never stooped so low as to hate any man! For I've learned that in the long run, all mankind needs wants-loves whatever good work you've done! Regardless of your race, color, nationality or religion!" -Booker T. Washington, born a slave!

98: "If ever One Religion reunites God's legions, it'll be by omitting all half-truths added unto All-One-God-Faith, that lightning-like unites the Human race for we're All-One or None! Listen Children Eternal Father Eternally One!" as teach since the Year One astronomers Abraham to Mohammed, inspired by the sign of the Messiah, Halley's Comet!

99: "An army of principles can penetrate where an army of soldiers cannot! It will succeed where diplomacy may fail! It will always unite the Human race where all else divides All-One-God-Faith!" -from American founding father, the world's first steel-bridge builder, Thomas Paine's 8 great books, not taught since 1799!

106: The trouble is that the wrong people are always the most energetic, united & intense; driving the hard-workers to lose in self-defense! That fact alone brings Hitler & Stalin to power & that will only change when we rally-raise-train-evolve-unite the whole Human race with the Moral ABC in All-One-God-Faith!

107: The intensity of man's emotions is a greater driving force and more decisive than the sum total of his education, his money, plus the size of his brain! Proof: Einstein!

### THE MORAL ABC, INTRODUCED BY

KIPLING'S "IF" & SOAPMAKER BRONNER

1st: A human being works hard to love his enemy, to help unite all mankind free, or that being is not yet Human; so, go the second mile, hold the other cheek brave, not meek! For we're All-One or none! All-One! Exceptions eternally none! ABSOLUTE NONE!

22nd: Small minds delay! Average minds delay! Great minds teach All-One today! Win victory and all stand by you; give up! All deny you! Remember, the only difference between the brave and the coward, the Brave has an ideal to fight for, such as teaching the Moral ABC that once unites the human race in All-One-God-Faith! As teach Abraham & Israel, inspired by the Messenger of God's Law, the sign of the Messiah, Halley's Comet, the Blazing Star of Abraham-David-Buddha-Bethlehem & Mohammed! If you can talk to crowds & keep your virtue, or walk with kings & not lose that common touch! If neither loving friend nor enemy can hurt you; If all men count with you, but none too much! If you can work hard to teach each unforgiving minute ALL-ONE-GOD-FAITH mason Hillel taught carpenter Jesus to unite the Human race, come hell, hate, ban, you'll enjoy God's Spaceship Earth & do great work within it; & which is more my son, you'll be a man! A man!

"Sure, East is East and West is West & never the twain shall meet!" But there is neither East nor West, nor border, breed nor birth, once the Moral ABC unites all mankind free on God's Spaceship Earth! Then & only then, no matter how rough the trip, how charged with punishment the scroll, you are the captain of thy ship, the master of thy soul!

Each day, like a bird, perfect thyself first, to have courage & smile my friend! Think & act 10 years ahead! And the man without fault? He's dead! Do one thing at a time! Work hard! Get done! Then teach friend & enemy "How to Work & How to Love" for God is Love, uniting All-One above in God's Eternal All-One-God-Faith!

To dream that impossible dream! To reach that unreachable star! "Till All-One, All-One we are! To fight that unbeatable foe! To reach where the brave dare not go! To right the unrightable wrong! To love pure, chaste, from afar! To try 'thy' arms are too weary! To reach that unreachable star! "Till All-One, All-One we are! For this is my goal! To reach that unreachable star! No matter how hopeless, no matter how far! To fight for the right without question or pause, to be willing to march to hell for a heavenly cause! For I know that if I follow this glorious quest, my heart will lie peaceful & calm when I'm laid to my rest! And I know that the world will be better for this, that one man, tortured, blinded, covered with scars, still strove with his last ounce of courage, to reach that unreachable star! "Till united All-One we are! These are the days my friend, we know they'll never end! We'll work-sing-dance-love, marching on! We'll live God's Law today! We'll win free Speech OK! With 10 men & full-truth, our only God, we rally-raise-unite All-One! All-One!

144th: When half-truth is gone & we are dust, the full-truth we print, protect & teach alive! On! Full-truth is God, it must! Help teach the whole Human race, the Moral ABC of All-One-God-Faith, lightning-like 6 billion strong & in our Eternal Father's Kingdom, we're All-One! "Listen Children Eternal Father Eternally One!"



DR. BRONNER'S  
**ALL-ONE!**

Dr Bronner's label - 2015



# What Does It All Mean?





Mike (links) und sein Bruder David Bronner sind die Enkel des aus Heilbronn stammenden Seifenfabrikanten Emil Bronner, hier auf der Biofachmesse in Nürnberg.

Foto: Adrian Hoffmann/privat

## Eine (Heil)Bronner Erfolgsgeschichte

**USA** Als Emil Bronner in der NS-Zeit auswanderte, hatte er eine legendäre Idee – Enkel betreiben Seifenfirma bis heute

Von unserem Redakteur  
Adrian Hoffmann

nien an. Und die brachte schnellstens in Erfahrung: Salzstraße 60. Bronner fuhr direkt hin, unterstüt

Bestehen des Unternehmens nach der Firmensitz.

Mike Bronner ist Vize-Präsident

ckelte: das sogenannte „Moralische ABC“.

Seine Überzeugung wurde es,

ren wurde sie zum Bestandteil eines jeden Hippie-Haushaltes in den USA. „Es riecht, als hätte jemand ein



# Safeguarding the Family Heirlooms in Mulfingen

Understanding that their future was in peril, Berthold and Franziska entrust their furniture and valuables, including precious silver, to their housekeeper Agathe who had supported them even after Kristallnacht. She also secures the valuables safely in Mulfingen, and returns them to Berthold's daughters Lotte and Louisa after the war.





# idischen Emigrantin und Germ



Luise Bronner 1986 bei einer Rede im Großen Ratssaal. Foto: Stadtarchiv

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## Reconnecting in Mulfingen with the Beck Family

In June 2016, the Bronner family and the Beck family meet in Mulfingen, and share stories and memoirs around the same dinner table that belonged to Bertholdt and Franziska Heilbronner, which Agathe had brought back over 70 years prior.





25 2433

# Madaform Seifenfabrik

DR · ING · H · BAUDER



KREISSPARKASSE HEILBRONN 1497  
POSTSCHECKKONTO STUTTGART 670  
TELEGRAMM-ADRESSE: MADAFORM  
FERNRUF 2175

An die Geschäftsfreunde  
der Firma Madaform!

HEILBRONN A. N., Datum des Poststempels  
SCHLIESSFACH 177

Ich erlaube mir, Ihnen mitzuteilen, daß die Firma

MADAFORM SEIFENFABRIK HEILBRONN

durch Kauf an mich übergegangen und damit in  
arische Hände gelangt ist.

Es wird für mich vornehmlichste Aufgabe sein, nur  
beste Qualitäten der bekannten Erzeugnisse der  
Madaform auf den Markt zu bringen.

Ich verbinde damit den Wunsch, mit Ihnen in ange-  
nehme Geschäftsverbindung zu kommen.

Heil Hitler!

Madaform Seifenfabrik Heilbronn

Dr. Bauder

# Heilbronn Factory Today









## A Family Factory Once Again

In June 2010, after catching Mike Bronner sneaking around the old Heilbronner soap factory and hearing his story, Nicki Frank takes him into what is now a 3<sup>rd</sup> generation metal foundry, and shows him the old soap mills still bolted to the floor. Frank and Bronner family relationship continues to this day.







In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

## OUR MISSION

**Constructive Capitalism is  
where you share the profits  
with the workers and the  
Earth from which you made it!**





OURSELVES

**1**

Work hard!  
Grow!

OUR EMPLOYEES

**3**

Treat employees  
like family

OUR CUSTOMERS

**2**

Do right by  
customers

DR. BRONNER'S



**ALL-ONE!**

OUR EARTH

**5**

Treat the earth  
like home

OUR SUPPLIERS

**4**

Be fair to  
suppliers

OUR COMMUNITY

**6**

Fund & fight for  
what's right



OURSELVES

1.  
**Work hard!**  
**Grow!**





OUR CUSTOMERS

2.

Do right by  
customers





A photograph of two women standing in a warehouse. The woman on the left is smiling and wearing a purple t-shirt. The woman on the right is leaning her head against the first woman's shoulder and has a more serious expression. They are surrounded by tall red metal shelving units filled with various supplies, including large blue and white plastic jugs and boxes. The lighting is bright, typical of a warehouse environment.

OUR EMPLOYEES

3.

Treat employees  
like family



# How our family grows

## 2015 EMPLOYMENT STATISTICS

Total number of Employees 150

### DIVERSITY

Minority Employees 62.7%

Women Employees 50%

Minority Managers 38.1%

Women Managers 47.6%

### BENEFIT EMPLOYEE PARTICIPATION

No-deductible Health Insurance 100%

Dental Insurance 100%

Life Insurance 100%

### COMPENSATION

#### Minimum Compensation

Starting permanent position rate \$17.48/Hr

Compared to CA state minimum wage 194.2%

#### Compensation Ratio (CEO to Avg. worker)

Dr. Bronner's 4.8

U.S. national average† 303

† Source: Economic Policy Institute 2014









OUR SUPPLIERS

# 4. Be fair to suppliers



# Basic Tenets Of Fair Trade

- Cut out intermediaries in the purchasing chain
- Know the farmers and their communities from whom you are buying and build long-term trading relationships
- Make sure prices for crops and wages are fair and paid promptly
- Help finance farm inputs such as organic compost
- Set a floor price that guarantees to cover farmers' cost of production (COP) plus a fair profit should market prices crash below COP
- Ensure that working conditions in processing operations are safe
- Follow rules set by the International Labor Organization regarding working hours, gender equity and the right to collective organization
- Contribute a fair trade premium for community development,
- Achieve the participation of all stakeholders
- Please check out [www.Serendipalm.de](http://www.Serendipalm.de)





## Our fair trade activity

### 2015 FAIR TRADE SOURCING

		DR. BRONNER'S AFFILIATES	OTHER PROJECTS
<b>Total fair trade oil produced for Dr. Bronner's in 2015 (metric tons)</b>		2,099	1,366
<b>Fair trade premium spending by issue area</b>	Farmer support	\$ 44,697	\$ 347,843
	Health	\$ 63,427	\$ 6,959
	Education	\$ 10,406	\$ 11,609
	Water & Sanitation	\$ 0	\$ 5,207
	Infrastructure	\$ 25,278	\$ 24,359
	Other	\$ 161,015	\$ 19,801
	<b>Total</b>	<b>\$304,824</b>	<b>\$415,238</b>

### 2015 FAIR TRADE SUPPLY CHAIN IMPACT

<b>Number of farmers registered</b>	Male	2,322	1,689
	Female	683	318
	<b>Total</b>	<b>3,005</b>	<b>2,007</b>
<b>Farm level income</b>	Total volume purchased (metric tons)	33,808	4,319
	Total value of purchases	\$ 7,736,311	\$ 5,291,127
	Total organic premium paid	\$ 451,942	\$ 577,272
	Average purchase per farmer	\$ 8,417	\$ 11,696
<b>Total acres under cultivation</b>	Certified organic	25,419	8,133
	In-conversion & conventional	6,527	2,884
	<b>Total</b>	<b>31,943</b>	<b>10,997</b>

# Our fair trade and organic sources





# Trusted Fair Trade Supplier of Reputable German Brands

The logo for Rapunzel Bio-Pionier seit 1974 features the word "RAPUNZEL" in a stylized, gothic font inside a yellow oval with a green border. Below it, the text "Bio-Pionier seit 1974" is written in a smaller, sans-serif font.

## Faires Bio-Palmöl

Aus Respekt vor Mensch,  
Tier und Natur

A photograph of a woman, Augusta Kanadu, smiling while working in a kitchen. She is wearing a blue headscarf and a blue shirt, and is holding a bowl of food. In the background, there are other people and kitchen equipment.The "Hand in Hand" logo features two hands shaking, with the text "HAND IN HAND" above and "Bio. Fair. Rapunzel." below.

Augusta Kanadu hat durch die Verarbeitung der Palmfrüchte bei Serendipalm in Ghana einen sicheren Arbeitsplatz, wie viele andere Frauen ihres Dorfes.

### Wir machen Bio aus Liebe.



A group of nine volunteers, including men and women of various ages, are posing for a photo at a recycling event. They are standing on a blue tarp. In the background, there are several large cardboard boxes on pallets, some labeled "Mixed Paper". A blue recycling bin is visible on the left. The volunteers are wearing casual clothing, some with gloves, and are all smiling and waving their hands. One man is sitting in a black recycling bin in the center.

OUR EARTH

5.

Treat the earth  
like home



A vibrant, high-energy photograph of a group of children playing in a pool of soapy water. In the foreground, a young girl with long brown hair, wearing a red and orange striped shirt, is covered in thick white foam. She has a joyful expression, with her mouth open in a smile, and her right arm is raised high. Behind her, several other children are also playing in the soapy water, some with foam on their heads and faces. The background is a blurred wall, and the overall atmosphere is one of fun and community. The text "OUR COMMUNITY" is overlaid in the top left, and "6. Give and give!" is overlaid on the left side in large, bold white letters.

OUR COMMUNITY

6.  
Give  
and give!



# Our social contributions

**Dr. Bronner's contributed \$6,565,328 to various causes in 2015** (6.9% of total revenue, and 37.3% of profit before taxes). The total includes financial, in-kind and direct action contributions.

Animal Rights Advocacy	<b>\$223,321</b>	Health & Healthcare	<b>\$345,792</b>
Children & Youth Services	<b>\$265,889</b>	Homeless Services	<b>\$90,651</b>
Community Betterment & Others	<b>\$327,309</b>	Industrial Hemp Advocacy	<b>\$418,291</b>
Drug Reform & Harm Reduction	<b>\$909,603</b>	Organic Integrity & Soil Regeneration	<b>\$398,704</b>
Environmental Advocacy	<b>\$188,012</b>	Prisoner Education & Reentry	<b>\$114,678</b>
Fair Trade	<b>\$528,877</b>	Wage Equality Advocacy	<b>\$117,203</b>
GMO Labeling	<b>\$2,636,998</b>		





1973



1984



2005



2015

FAMILY SOAPMAKERS SINCE 1858  
**DR. BRONNER'S**





# SOAP AROUND THE WORLD



DR. BRONNER'S  
**ALL-ONE!**

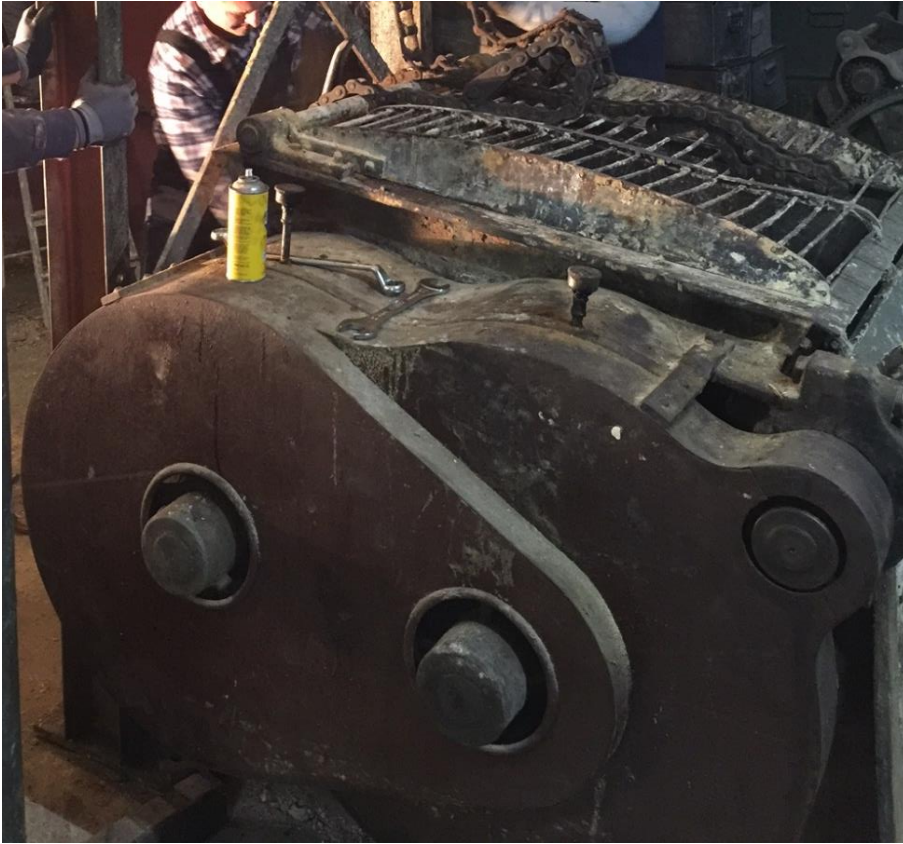






## Coming full circle

Our German team arranges with the Frank family to remove the bar soap plodder from their factory floor and ship it to our headquarters in America, where perhaps one day it will roar to life again....











**Thank you!**