

# Finding Aid to The HistoryMakers® Video Oral History with Theodore "Ted" Manuel

---

## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Manuel, Theodore Zeno, 1930-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Theodore "Ted" Manuel,
<b>Dates:</b>	March 5, 2022
<b>Bulk Dates:</b>	2022
<b>Physical Description:</b>	9 uncompressed MOV digital video files (4:10:56).
<b>Abstract:</b>	Hair care marketing and advertising executive Theodore “Ted” Manuel (1930 - ) served as vice president of advertising at Revlon, vice president and general manager at Deluxol Laboratories, in the sales department of Helene Curtis Industries, and as a sales manager at the Toni Home Permanent Company. Manuel was interviewed by The HistoryMakers® on March 5, 2022, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2022_022
<b>Language:</b>	The interview and records are in English.

---

## Biographical Note by The HistoryMakers®

Hair care marketing and advertising executive Theodore “Ted” Manuel was born on August 7, 1930, in Winona, Minnesota, to Dorothy (Shelton) Miller and Ted Manuel, Sr. He graduated from San Diego High School, in San Diego, California, in 1948 and received his bachelor’s degree in land economics in 1956 from the University of Illinois Urbana-Champaign, where he also studied marketing and advertising and joined Kappa Alpha Psi. Manuel also attended Roosevelt College (later Roosevelt University) in Chicago and San Antonio College, in San Antonio, Texas.

As a teenager, Manuel worked as an apprentice taxidermist. In 1950, during his sophomore year at Roosevelt College in Chicago, Manuel enlisted in the United States Air Force, where he served for three years, including in the Human Resources Research Center’s West Coast Aircrew Classification Testing Detachment at Lackland Air Force Base, in San Antonio, Texas, and as a career guidance specialist in an aircraft repair squadron in Japan. Following his military service, Manuel enrolled at the University of Illinois Urbana-Champaign. After receiving his degree, in 1956, Manuel sold beer for Chicago’s Peter Hand Brewing Company and then worked for a short time selling advertising in *Ebony* magazine for Johnson Publishing. He then joined the sales team at the beauty parlor products firm Helene Curtis Industries, Inc., where he helped introduce Everperm. In 1963, Manuel was recruited by the hair care products firm Toni Home Permanent Company as a sales manager. Two years later, he joined Deluxol Laboratories, Inc., a hair care company founded by his stepfather, Jack Anderson, in 1956, where he helped expand the market for French Perm, first developed in 1962. When Deluxol was acquired by Revlon’s Professional Products Division in the mid-1970s, Manuel stayed on at Deluxol as vice president and general manager. He later became vice president of advertising for Revlon in New York City. After retiring from Revlon in the mid-1980s, Manuel became a specialty contractor in Chicago and a consultant in the beauty industry, primarily at Redken Labs in California.

Manuel lives in Chicago, Illinois, as does his daughter, Perri Lynn Irmer, and as did his late son, Dr. Christopher David Manuel.

Theodore “Ted” Manuel was interviewed by *The HistoryMakers* on March 5, 2022.

---

## Scope and Content

This life oral history interview with Theodore "Ted" Manuel was conducted by Larry Crowe on March 5, 2022, in Chicago, Illinois, and was recorded on 9 uncompressed MOV digital video files. Hair care marketing and advertising executive Theodore “Ted” Manuel (1930 - ) served as vice president of advertising at Revlon, vice president and general manager at Deluxol Laboratories, in the sales department of Helene Curtis Industries, and as a sales manager at the Toni Home Permanent Company.

---

## Restrictions

### Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

### Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

---

## Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

---

## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Manuel, Theodore Zeno, 1930-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Manuel, Theodore Zeno, 1930---Interviews

---

# Organizations:

HistoryMakers® (Video oral history collection)

---

The HistoryMakers® African American Video Oral History Collection

---

# Occupations:

Personal Care Chief Executive

---

# HistoryMakers® Category:

StyleMakers

---

# Administrative Information

## Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

## Preferred Citation

The HistoryMakers® Video Oral History Interview with Theodore "Ted" Manuel, March 5, 2022. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

## Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

---

# Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

---

# Detailed Description of the Collection

## Series I: Original Interview Footage

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_001, TRT: 1:29:40 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_002, TRT: 2:29:14 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_003, TRT: 3:33:09 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_004, TRT: 4:30:14 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_005, TRT: 5:31:24 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_006, TRT: 6:28:52 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_007, TRT: 7:32:39 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_008, TRT: 8:28:57 ?

Video Oral History Interview with Theodore "Ted" Manuel, Section A2022\_022\_001\_009, TRT: 9:06:47 ?