

## THIS SOAP "HASN'T SCRATCHED YET"

Manchester the Home of World Renowned Bon Ami.

### RAPID DEVELOPMENT OF SOAP INDUSTRY.

Business Increases in Twenty-three Years from \$5,000 a Year to More Than a Million a Year.

The manufacture of soap is one of Manchester's later industries which has developed rapidly and to such an extent that it is now the most important industry at the north part of the town. Twenty-three years ago, in January, 1891, John T.

and the mineral soap was rechristened Bon Ami. The business grew steadily and in two years it became apparent that more capital would be needed in order to properly market Bon Ami.

W. H. Childs became interested, and with his cousin, under the name of Childs & Childs, assumed the task of advertising and selling Bon Ami with the privilege of buying the business at the end of five years. They at once invested a large sum of money in advertising. The business expanded, but the returns were not sufficient to reimburse them, and after sinking many thousand dollars they were in doubt as to whether to continue. They decided to keep on a little longer and soon the tide changed. The advertising which had made Bon Ami a household word all over the world began to bear fruit in orders. When the time came to take up their option they were ready and willing to buy and the Bon Ami com-

pany was formed. It has continued to do a successful and growing business to this day and its prospect for the future is bright. In 1899 the Bon Ami company bought the large wooden annex which had been built by the Mather Electric company adjoining its factory near the freight station. Soon after they made the purchase and before the building had been remodeled for their purpose their fac-

tory on Oakland street was burned. They did not rebuild it, but hastened the preparations for moving into their newly acquired property. In 1905 the fine brick factory, built originally by the Mather Electric company and later occupied by the Unitype company, passed into the hands of the Bon Ami company, and this, with the annex already purchased, seemed likely to provide all the room that would be needed for many years. But still the business grew and more property was acquired west of the factory on which a large mill for grinding feldspar was located. This was hardly completed before plans were prepared for a three-story brick mill, to be used in the manufacture of Bon Ami powder. This mill was completed last year and plans are already under consideration for duplicating it in the near future.

The business of the manufacture of toilet and mill soaps was not sold to the Bon Ami company, but remained in the hands of a separate corporation known as the J. T. Robertson company. This corporation has shared the factory facilities of the Bon Ami company and it has been officered by Mr. Robertson and his two sons, William and Herbert. It, too, has grown rapidly. The combined business of the Bon Ami company and J. T. Robertson company has grown from \$4,000 or \$5,000 a year 23 years ago to more than a million dollars a year at the present time. The companies have shared their prosperity with their employees. They give steady work to 150 hands. They have never run on short time and every Christmas they give to each of the employees a dividend of seven per cent on daily wages earned during the year.

## PAPER INDUSTRY AT HIGHLAND PARK

Large Development by Case Brothers in Last Half Century.

### SCENIC BEAUTY OF THE VILLAGE.

Woodland Park of Four Hundred Acres Open to the Public.

At Highland Park Case Brothers have not only developed a large paper manufacturing business but have built and beautified a village which for natural scenery as well as tasteful adornment has few equals in this state. The beauties of the place are not as widely enjoyed as they should be. The locality is a little off the beaten line of travel. Neither steam nor trolley line approaches Highland Park. The place is on a mountainside two miles east of South Manchester. It is reached by a first-class macadam road, to the construction of which Case Brothers contributed liberally.

It is a queer place for a paper mill, so far from transportation facilities, but it has been the home of Case Brothers for many years and although they have extended their manufacturing business to other places where the shipping facilities are better they have a sentimental love for Highland Park which has led them to maintain their main office there and bring their High-

brother, A. Willard Case, and a younger brother, Fred L. Case, under the firm name of Case Brothers started the manufacture of album and binders boards. In 1869 they built a two-story frame mill in the ravine below the original mill. They had it ready for clapping when the big flood of October of that year came along and undermined it. The mill was taken down and moved to the higher bank where the present mill stands. This mill was burned in 1875 but was replaced by another mill on the same foundation which was completed in forty-five days. In 1881 the firm built a brick mill around the wooden mill and then tore down the wooden mill. Since then various brick additions have been made until now the plant has a commodious set of brick buildings with strictly modern equipment. Fred Case withdrew from the firm in 1890 to go into business for himself. The brothers, A. Wells and A. Willard, continued together and from time to time acquired interests in paper manufacturing property in this and neighboring towns. The firm's principal outside interests now are in the old White & Keeney mill at Manchester, which has been completely rebuilt and modernized, the Hartford Manila Company mill at Burnside, and another large mill at Unionville.

A. Wells Case died in October, 1908, and Fred Case in February, 1909. A. Wells Case's interest in the firm of Case Brothers is now held by his son, Lawrence W. Case. The product of the Highland Park mill is mainly press board, although a large business is done at this and other mills of the company in specialties. The ingenuity of Case Brothers has won recognition in the trade and it is not uncommon for parties who have a demand for some peculiar kind or form of paper to apply to Case Brothers to devise a way of manufacturing it. In complying with these requests the firm has been quite successful.

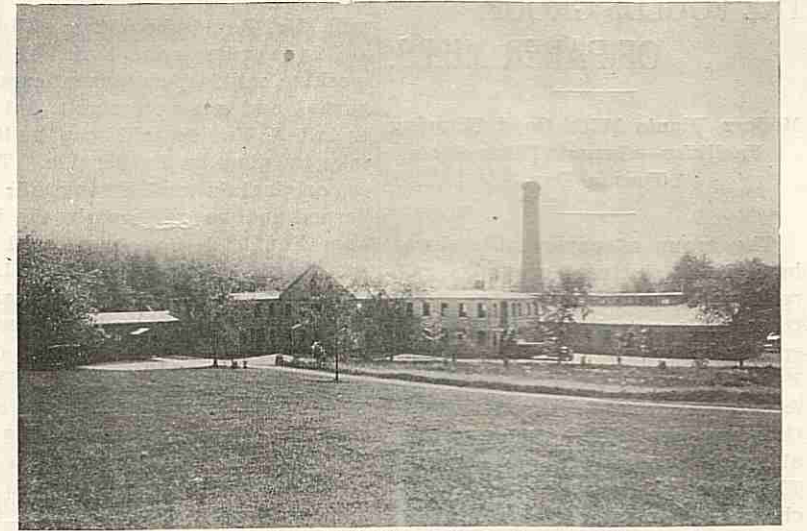
The beautifying of Highland Park was largely due to the energy and good taste of the late A. Wells Case. It was he who conceived the idea of establishing a large forest preserve on the land adjoining the village property to the east. Gradually he acquired more and more land until now the forest preserve on the mountain includes 300 acres which he bought and about 100 acres adjoining, owned by Case Brothers. The beautiful drive entering this tract over a rustic stone bridge leads to the top of the mountain, where, at an elevation of 700 or 800 feet above the sea level, may be seen a broad view of the Connecticut valley. The drive then winds down the opposite side of the mountain and follows the edge of a small lake back to the entrance. This park is open to the public and all who are willing to comport themselves properly are invited to enjoy its beauties.

The firm employs upwards of 100 hands at its Highland Park mill. It pays good wages and furnishes steady work.

### The Mechanics in Homeland Day.

The American Mechanics, one of the north end organizations to take an active part in the Homeland day parade, are planning to march from Depot square to the south end, where they will join the big parade. The Mechanics will assemble in front of their lodge hall shortly after nine o'clock Saturday morning. The line will number between 50 and 70 men. They are planning to have the float in the line from the north end. The parade will be headed by three members representing the "Spirit of '76," followed by the degree team, the members of which have just received their new uniforms. Then will come the Mechanics' float and the members in full regalia.

One of the first stores to put in window decorations for Homeland day was Elman Brothers, who are showing a very pretty display of ladies' and children's wearables against a background of silk flags. Colored electric lights are used with excellent effect, which add to the attractiveness of the display at night.



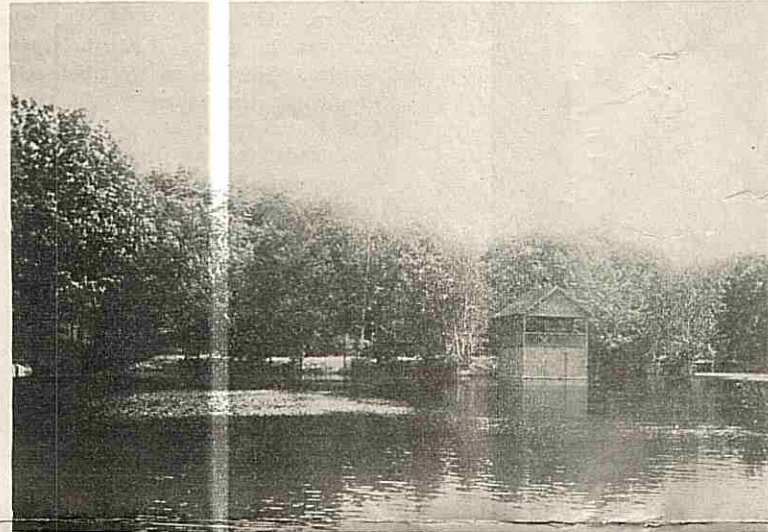
Case Brothers' Highland Park Paper Mill



Highland Park—Residences A. Willard Case (left) and Lawrence W. Case (right)



In the Ravine at Highland Park



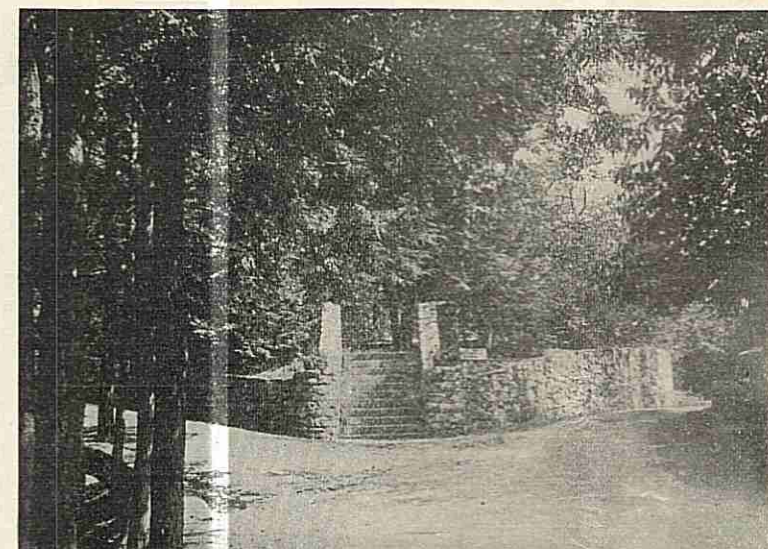
Lake at Highland Park

### Chairman Ingham Home Today.

Herbert Ingham of the Waranoke Inn, who is receiving treatment at St. Francis hospital, is improving and expects to return home Saturday. Mr. Ingham is chairman of the English Homeland committee and George Blake has been acting in his absence.

land Park mill to a high state of efficiency.

The Highland Park mill, like so many other of Manchester's industries, was founded on a grist mill, in this instance owned by one Wylls. Salter & Strong, paper manufacturers, bought the grist mill and made it over into a paper mill before the



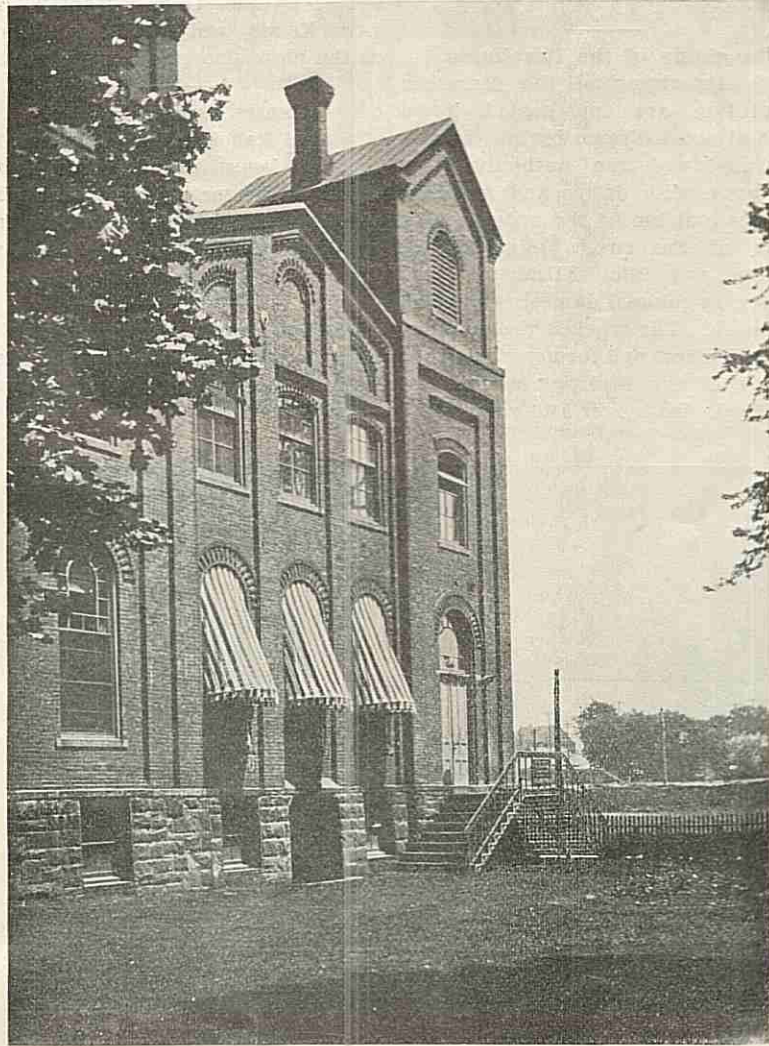
Entrance to Forest Preserve—Highland Park

war. For several years they manufactured wrapping paper. They failed, however, and about the beginning of the war A. Wells Case took over the mill and used it first in recleaning cotton waste. Owing to the war there was a great scarcity of cotton and Mr. Case found it profitable to use the washers and beaters of the mill to clean wiping waste and then resell the waste.

In 1861 A. Wells Case, his twin



Stone Bridge Over Dam, Highland Park

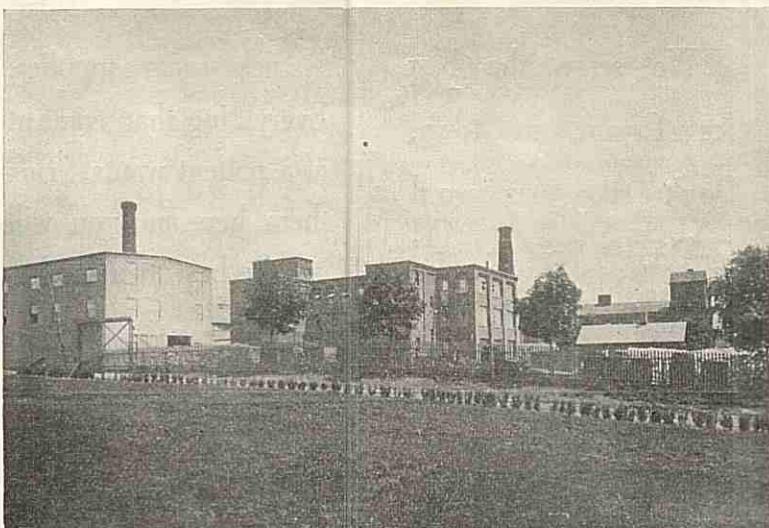


Main Entrance and Office Bon Ami Factory

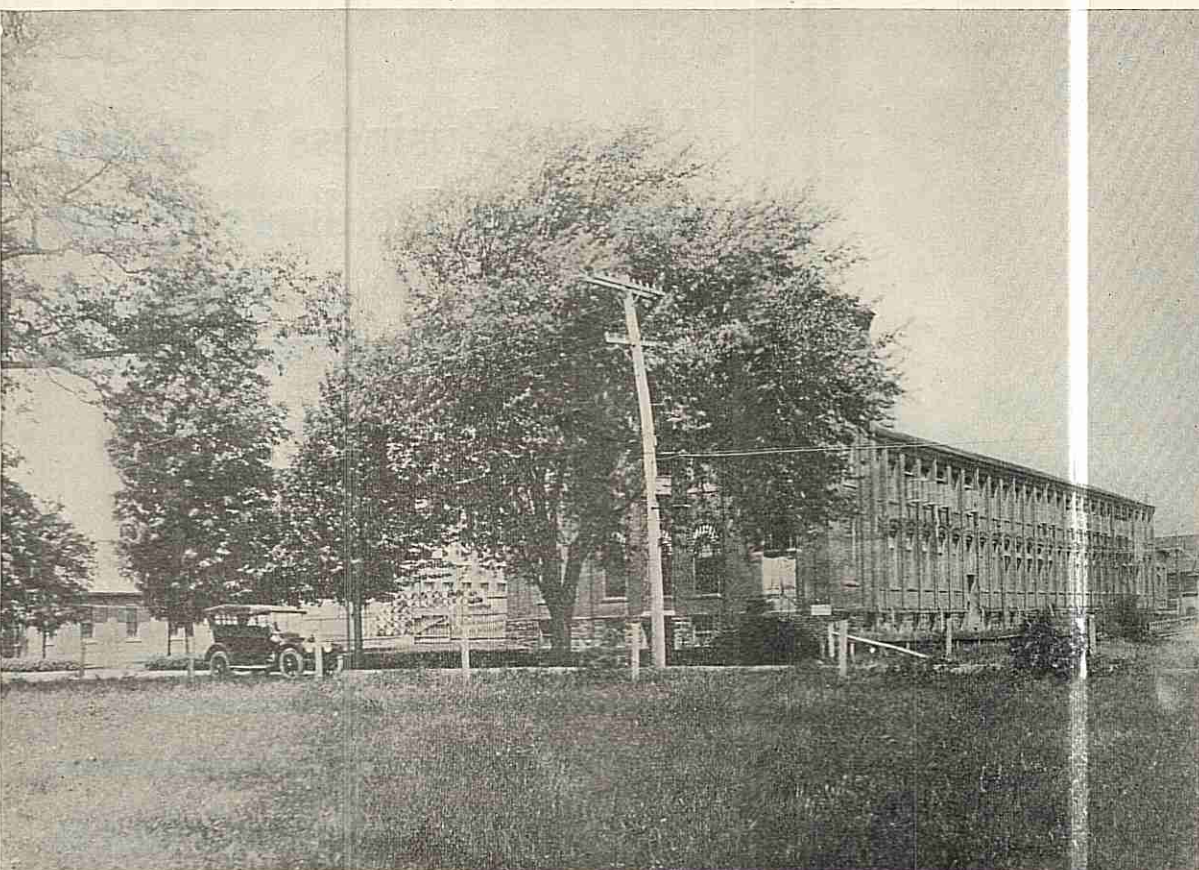
Robertson came to Manchester from Glastonbury, where he had been manufacturing in a small way a mineral scouring soap, toilet soaps and shaving soaps. He had been doing a business of less than \$5,000 a year and he came to Manchester to secure fresh capital and a wider market. He located in the old Childs grist mill at the corner of North Main and Oakland streets. The J. T. Robertson company was organized

pany was formed. It has continued to do a successful and growing business to this day and its prospect for the future is bright.

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West Works, Bon Ami Co.—Grinding Mill and Soap Powder Factory



Main Factory Bon Ami Company—Hilliard Street

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