



THE SIMPLE FACTS concerning the growth of a great business are of public interest. When any industry has reached such proportions as to become a real factor in the current history of the commercial world, the story of its development is worth reading. Such a story is told on this page.

The business of J. L. Prescott & Company, who now manufacture more stove polish than any other firm in the world, had its beginning in a humble way only a quarter of a century ago. In the Spring of 1870, in a small village in Maine, Mr. J. L. Prescott began the manufacture of stove polish. A one-story shed, about sixteen by eighteen feet in size, constituted the whole plant, and the output of about five gross per day was carried to the railroad station in a wheelbarrow. Year by year, solely through the merit of the goods made and the personal effort of the manufacturer, the sales increased until in 1888 they reached about 18,000 gross, when Mr. A. L. Prescott and Mr. C. O. Littlefield, under the firm name of J. L. Prescott & Company, succeeded to the business. They soon prepared and put upon the market the first paste stove polish which ever proved to be a success, christening the new product, ENAMELINE, "The Modern Stove Polish." Confident that they now had what the world wanted, they began to make it known by extensive advertising. Their expenditure for the first year was equal to twice the amount of their capital at the beginning of the year. They believed in ENAMELINE, and were not disappointed, as the demand for their goods, resting primarily upon their real merit, which was made known by liberal advertising, soon made it necessary to run their plant night and day, and called loudly for larger facilities. The development of their business was the first purpose of the firm, and year by year the appropriations for advertising were larger and larger, until now the figures reach hundreds of thousands of dollars annually. Increased factory facilities were yearly provided, to handle the rapidly increasing volume of business.

It soon became evident that ENAMELINE was to be the world's stove polish, the demand even then reaching beyond the American market, and that a new location must be selected near one of the great centres of commerce, where adequate facilities for manufacture and shipping could be provided. The very logic of the situation, led to the selection of New York City for the new head-quarters, and in the Spring of 1896, an extensive factory, constructed after modern plans, was put in operation at Passaic, New Jersey. The five gross per day of 1870 had then grown to between three and four carloads daily, and the product was being distributed to every English speaking country on the globe, also to Germany and Scandinavia, from warehouses conveniently located as noted on the other side of this sheet.

The year 1896 has witnessed the largest growth of any in the history of ENAMELINE. Two additions to the main factory, and three separate buildings are now being erected at Passaic. The combined length of these new buildings is nearly four hundred feet, and when completed, will practically double the present capacity of the works. The sales for the year exceeded one-half the stove polish consumed in the entire world during the year and were nearly three times the amount made by any other single manufacturer.

The reader can better appreciate the phenomenal growth and magnitude of this business from the following facts. Nearly three million feet of pine lumber are now used annually for shipping cases. About five tons of tin plate are used each day in making the tin boxes in which ENAMELINE is packed. This amount of tin plate, when spread out, would cover nine acres. Paper labels are put upon each of these tin boxes. These labels are now bought in one hundred million lots. About fifty gallons of paste are used each day in putting the labels upon the boxes. All Wholesale and 97 per cent. of the Retail grocers, also nearly all House Furnishing, Stove and Hardware dealers of the United States sell ENAMELINE.

This brief sketch, which is a characteristic one of American enterprise, will do more to sustain the confidence of the trade, by its plain statement of facts concerning the history of ENAMELINE, than much vain boasting, which has no more substantial foundation than the fertile brain of the paid writer.

BLACKENE, "The Modern Benzine Paste Stove Polish," is made and guaranteed by the same firm, and is to the Stove Dealer what ENAMELINE is to the Housekeeper.



The trade are often imposed upon by irresponsible parties, who claim that *their* paste stove polish will not dry out or harden in the box. From such parties there is no redress when the goods spoil. There need be no loss on ENAMELINE, as it is guaranteed to keep perfectly, and should it in any case prove in the least defective, the manufacturers will gladly redeem it in cash.

