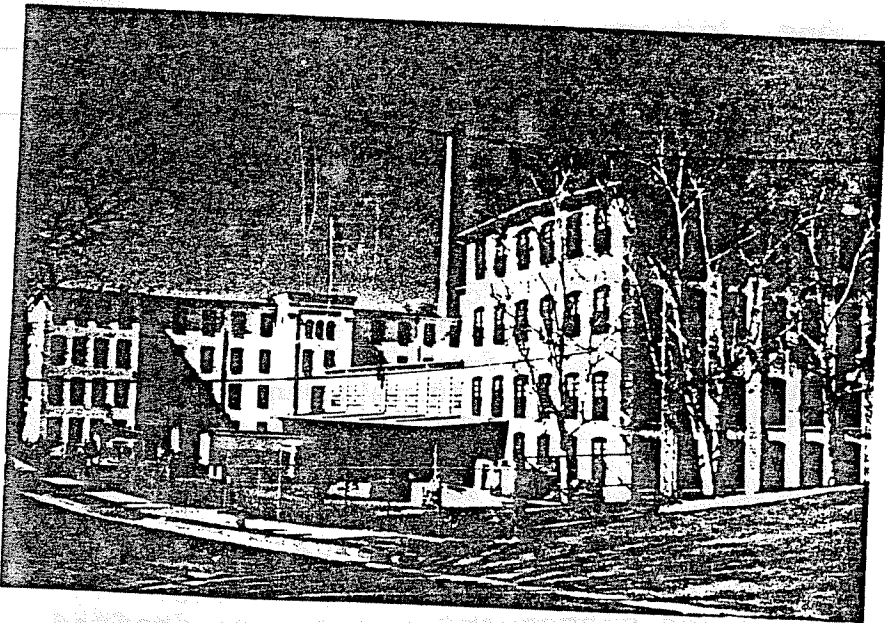


FORM B - BUILDING

MASSACHUSETTS HISTORICAL COMMISSION
Office of the Secretary, State House, Boston

In Area no.	Form no.
	22B-41



Northampton

Address Pine Street

Occupant Prophylactic Brush Co.

Present use Factory plant

Present owner Andrus Realty Trust

Description:

1866 Daily Hampshire Gazette

Source October 30, 1866

Style Victorian Industrial

Architect E.C. Gardner

Exterior wall fabric Brick

Outbuildings (describe) _____

Other features three story buildg.

tower

Altered 1st addit.-1885, 2nd-1893
3 buildgs. added Date 1902

Moved _____ Date _____

5. Lot size: _____

One acre or less _____ Over one acre x

Approximate frontage 378 feet

Approximate distance of building from street

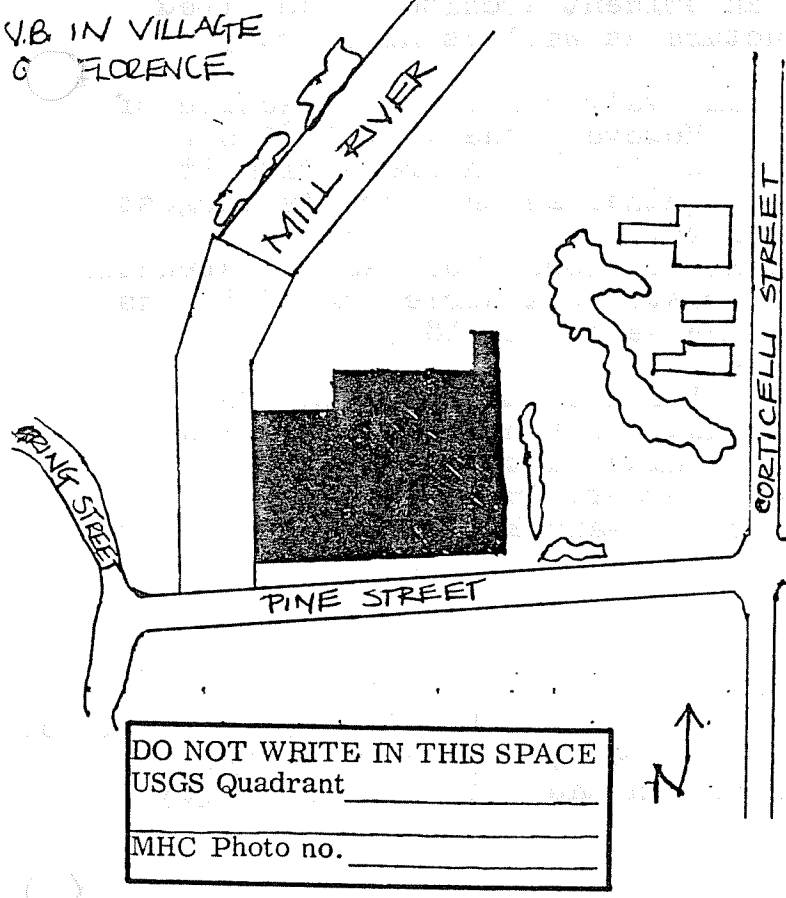
40 feet

6. Recorded by L. Komaromi

Organization Northampton Historical Commission

Date February 26, 1976

Map in relation to nearest cross streets and other buildings. Indicate north.



DO NOT WRITE IN THIS SPACE
USGS Quadrant _____
MHC Photo no. _____

(over)

MAY 5 1976

7. Original owner (if known) Florence Manufacturing Co.

Original use Manufacture of buttons, daguerrotype cases, toilet brushes

Subsequent uses (if any) and dates May 1937- manuf. of tooth powder

8. Themes (check as many as applicable)

Aboriginal	_____	Conservation	_____	Recreation	_____
Agricultural	_____	Education	_____	Religion	_____
Architectural	<u> x </u>	Exploration/ settlement	_____	Science/ invention	_____
The Arts	_____	Industry	<u> x </u>	Social/ humanitarian	_____
Commerce	_____	Military	_____	Transportation	_____
Communication	_____	Political	_____		
Community development	<u> x </u>				

9. Historical significance (include explanation of themes checked above)

The year 1866 is significant for the beginnings of the Florence Manufacturing Co. or that known commonly today as the Pro-phylactic Brush Co. The ideas and subsequent plans were drafted by George Burr, a prominent builder in Florence (he had experience with the Florence Sewing Machine buildgs.). It is relevant to mention the name of E.C. Gardner, an eminent architect who lived in Florence and designed this structure as well as noteworthy townhouses in Springfield.

The company began with the relatively obscure manufacture of buttons, jewels and revolver boxes. However, the year 1885 saw the advent of the internationally known Pro tooth brush with its ornate handles. By 1929, it was recognized as the world's largest manufacturer of a brand name toothbrush.

In 1874 the devastating Mill River flood embraced the structure and caused severe damage to the lower story. A series of additions followed- the first being in 1885, the second in 1893 and finally three new buildings were added in 1902.

It wasn't until 1924 that the Florence Manufacturing Co. changed its name to Pro-phylactic Brush. Having enjoyed a rather prosperous business, (it opened a Canadian factory in 1925), the company acquired Pro-phylactic Tooth Powder, Inc. in 1937 thereby installing a small plant for the manufacture of the powder.

10. Bibliography and/or references (such as local histories, deeds, assessor's records, early maps, etc.) Daily Hampshire Gazette: June 19, 1866, October 30, 1866, April 2, 1867, April 17, 1929, June 20, 1902, September 3, 1924, May 3, 1937. "A Chronicle of Industry on the Mill River," Smith College Studies in History, V.XXI, Nos. 1-4