

GLIDDEN

AVOID VERBAL ORDERS 088000

Cite Mrs. M. A. Duncan Date 6/26/51 For Mr. A. O. Duncan

Subject

Division

Answering letter of

City

Dear Mr. Duncan: VPA

Sept 1951

JUL 9 - 1951

I am enclosing a page from the Woman's Home Companion of May 1919 that I thought may be of interest to you.

We are looking forward to your next visit to our plant. I hope we will not be too far away.

Best regards,
Emmett Clark



HOME, sweet home—there's a difference between a "house" and a "home". Jap-a-lac transforms a "house" full of scuffed and scarred floors, furniture and woodwork, into a beautifully furnished and finished "home". Best of all, you can do it yourself, at little expense, and with magical results.

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Try Jap-a-lac to-day, on just one unsightly floor or discarded piece of furniture. Jap-a-lac comes in seventeen beautiful colors and Natural or clear, and can be used on anything of wood or metal from cellar to garret. The Jap-a-lac Model Floor Graining process solves the problem of "What shall I do with my old carpeted floor to make it sanitary and refined?" Your painter can do it at little expense or you can do it yourself. Insist on Jap-a-lac. For sale by Paint, Hardware and Drug Dealers.



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Write for illustrated booklet containing interesting information and beautiful color card. Free on request. If your dealer does not keep Jap-a-lac, send us 10c. to cover cost of mailing, and we will send a free sample, quarter-pint can of any color (except gold which is 25c.) to any point in the United States.

Our Green Label Line of clear varnishes is the highest quality manufactured. Its use insures perfect results. Ask your paint dealer.

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5594 Glidden Bldg., Cleveland, Ohio

There is only one Jap-a-lac—GLIDDEN'S. Both names stand for quality. JUN 28 1951

N 3200.01

Keep Your Summer Frocks Fresh



Here is the first practical, easy way to protect your summer waists and frocks from dust and dampness—keep them crisp and fresh in spite of summer fogs and moisture.

Not by folding away in drawers or trunks—or hanging in a closet enveloped in a sheet. Not by any other troublesome, tiresome way. Just slip them into a

Wayne Cedar Paper Wardrobe—air-tight, dust-proof, moisture-proof and germ-proof. Your fresh laundered frocks will stay crisp and unsoiled, while the gown that is limp from wear will regain much of its original freshness by putting it overnight in a Wayne Wardrobe.

Wayne Cedar Paper Wardrobes make the care of clothes easy. They are the ideal storage protection all the year round—but their greatest value is for day to day use. They are invaluable in travel—for use in hotels where closet room is limited or there is none at all.

And think of the difference between the clean, delightful fragrance of cedar and the disagreeable smell of tar paper, camphor and moth balls. Yet this pleasant cedar odor does not cling to the clothes.

Note the Construction
Wayne Cedar Paper Wardrobes are made of tough rope paper. A stout steel hanger outside and a row of steel hooks inside bear all weight—none comes on the paper.

An extra wide opening and accordion pleated sides give ample room. Notice the reinforced square bottom and the metal clasps for closing.

Ask for the Wayne Wardrobes at Your Dealer's. At dry goods stores, department stores and clothiers. Should you not find them, write to us—giving styles and sizes and enclosing price. We will send you the Wardrobes at once, transportation prepaid.

No. 6. Women's Gown or Coat, Dress Suit, 200. Business Suit, Frock Coat, 200. No. 5. Gown, Coat, Dress Suit, 150. No. 4. Gown, Coat, Dress Suit, 100. No. 3. Gown, Coat, Dress Suit, 50. No. 2. Gown, Coat, Dress Suit, 25. No. 1. Gown, Coat, Dress Suit, 10.

"How to Care for Clothes." FREE for a Postal. This booklet is most valuable. It tells you how to care for your clothes and how to keep them in good condition. Write for it to: Wayne Paper Goods Co., Dept. 24, Fort Wayne, Ind.

SOIESETTE



For Afternoon Frocks, Walking Gowns, Evening Costumes, Children's Dresses, Shirt Waists, Slips, Foundations, Etc.
SOIESETTE is the most largely used fabric in the world. It offers the silky lustre, beauty, and rich colors of porette. It has the same graceful draping qualities, the fashionable appearance of silk—yet SOIESETTE is far more durable and costs much less. Moreover, it is made perfectly and holds its color and luster permanently.
Beware of imitations. By the word SOIESETTE is made. Look for this label in every garment made from SOIESETTE.
CLARENCE WHITMAN & CO., 39 Leonard St., New York
Sole U.S. and Can. Agents
"MADE IN U.S.A."

Fleur De Lys Brand HAIR NETS
The Fleur De Lys Brand of hair nets excel in quality and are unexcelled. For the hair net with traveling and pins adapted to Grecian style Goffette (as in cut). 10c. "Goffette" Extra large, all over, lace-like (fine) net. Tearproof, good value. 10c. "Goffette" Extra large, all over, lace-like. Patent hairpin fastening. Adapted to any style of Goffette. Convent. 15c. "Goffette" Extra large, all over, lace-like. Patent hairpin fastening. Adapted to any style of Goffette. Convent. 15c. "Goffette" Extra large, all over, lace-like. Patent hairpin fastening. Adapted to any style of Goffette. Convent. 15c.

THE PIN-MONEY CLUB

For Our Girls Who Want to Make Pin-Money

Miss Margaret Clarke, the Secretary of the Club



MAV days are usually happy days, but they are going to be happier than ever in the Pin-Money Club this month because our girls are accomplishing such splendid things and are earning so much money.

I take the greatest pleasure in writing our club news in these columns every month and in telling you just what our club girls all over the country are doing with the money they are making in the Pin-Money Club. Sometimes I receive such dear little letters from girls who have read our columns and who do not understand the work of the Pin-Money Club. One girl in Texas wrote me a few days ago that she

could stand the suspense no longer; curiosity had won and she simply must know all about the Pin-Money Club. Now the only thing that puzzled me was why she waited and waited before she wrote to me and solved the seeming mystery of our club.

Another girl in California wrote me that she felt sure I must have found Aladdin's wonderful lamp, because the club seemed to be enchanted and the members apparently did no work to speak of. She was mistaken there, for the only lamp of Aladdin that we have in the club is work, very pleasant work, however.

When we wish for a little money, then we rub our lamp lightly, but when we want a great deal, we rub it vigorously and briskly. And the checks are always forthcoming. That's the best part of it, our lamp never fails us.

I know you are eager to hear how our girls are spending the money they have made in the Pin-Money Club and I will tell you about a few of them.

First there is the little high-school girl who pays her Phi Alpha dues with the money she has earned in the club and who has also bought a sweater in her school colors, because she is a member of the basket-ball team.

Then there is another girl who bought a long winter plum for her Easter hat. My little friend solemnly assured me that she never would have had it if she had not joined the Pin-Money Club.

Ever so many of our girls are now earning their vacation money in the club. Just listen to this letter which I received a day or two ago from a girl who lives in Massachusetts:

"I'm so glad to tell you that at last I am going to take that trip home. I have been so lonesome and have longed to a visit, but could not afford it. The Pin-Money Club has helped pay for my vacation and I cannot thank you enough for all that you have done for me."

In that same mail there was a letter from a girl in Colorado who said, "I am paying for music lessons with the money I am earning in the club." She is getting along splendidly and hopes soon to play in concert. Then what a proud day for me. She will be. I shall surely try to attend her premiere—and I shall be the first to applaud most heartily. In direct contrast with



"The Pin-Money Club has helped pay for my vacation."



"I am paying for music lessons with money I am earning."



"I spent some of my pin-money for seeds and bulbs and shrubs and plants."



"Through the best club that ever existed I have been able to get my books."



"I could not afford this picture until the Pin-Money Club played fairy godmother."

the girl who intends to make the world listen to her music is this club girl who prefers to sit by her "ain firsaid" and read. This is what she says about it:

"Ever since I was a little girl, Miss Margaret, it has been my dream to have a library all my own. I love books so dearly and I like them well bound, too. Through the best club that ever existed, the Pin-Money Club, I have been able to get my books one by one, and my library is pretty complete."

It is splendid to know that the club is everywhere helping girls to get just the things they want. Here is a busy little mother who for years coveted a particular picture, and I don't blame her for wanting it, it is one of my favorites, too.

"I never felt that I could quite afford this picture until the Pin-Money Club played fairy godmother. I was in such a hurry to see the picture on the wall that I could not wait for any one to help me, but hung it all alone. I cannot begin to tell you how the Pin-Money Club helped me meet household expenses. The heavy debt that has been hanging over us is rapidly growing less, thanks to the Pin-Money Club."

And now let me show you a letter from a dear little grandmother who is a Pin-Money "girl."

"If you care for flowers as I do, dear Miss Margaret, you will easily understand how I longed to have a little garden with some of my favorite flowers. I shall have the garden this summer, for I spent some of my pin-money for seeds and bulbs and shrubs and plants. When they are all in blossom, I shall send you a box of them."

Isn't it good, to think that all this is being accomplished through the Pin-Money Club and that so many people are being made happy directly and indirectly through our club?

I have filled nearly all our space this month and I have not told you a word about the Inner Circle and its gold and diamond brooch, nor about the monogrammed stationery, nor the Camera Club and the checks. I shall have to wait until next month and then I'll tell you a great deal about them.

In the meantime you can find out for yourself all about the Pin-Money Club if you write me just the tiniest scrap of a note. I want you to receive one of our crisp crinkly checks, I want you to use our monogrammed stationery and I want you to wear our gold Inner Circle brooch with its sparkling diamond. Every girl, young or old, married or unmarried, in business or at home, who wishes to make money is eligible for membership. There is no initiation fee and there are no expenses connected with our club. It is just a straightforward money-making club and I want you to be a member. Write to:

MARGARET CLARKE, Secretary Pin-Money Club
WOMAN'S HOME COMPANION
Madison Square, New York

Red Cross Shoe



"In my closet are six pairs of stiff-sole shoes—every pair a torment. Have had the misery of breaking them in, only to lay them aside. In the Red Cross Shoe, I have supreme comfort."

—M. I. Wood, New York City.

Get a shoe that is comfortable the moment you put it on. Change to the Red Cross Shoe. It is durable, stands up to your foot, usually relieves the burning and aching caused by stiff soles.

Don't let anything prevent your wearing the Red Cross Shoe this season.

Go to your dealer's and see all the new models. You won't find them there. Write us and we will send you the name of one who has a supply of Red Cross Shoes direct. It is guaranteed. Write for style book today.

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They Beautify and Preserve the Leather

Do not soil the clothing or grow gummy.

Finest in Quality Largest in Variety

"Dandy" combination for cleaning and polishing, runs on the shoe, 25c. "Star" size, 10c.

For Women's and Children's Shoes use

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The only black dressing that positively contains oil. Softens and preserves the leather and keeps it looking like new. In use saves time, labor and trouble, as it shines without brushing.

Always ready. Price, 25c.

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If your dealer does not keep them send us the address and stamps for a full size package.

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