

GLIDDEN GREEN LABEL

For the past forty years we have been manufacturing the highest grade of varnishes for all purposes.

Our reputation has been built upon quality, as upon quality alone can any manufacturer hope to build an enduring business.

In every branch of trade where varnish is used our varnishes are recognized as standard.

GLIDDEN QUALITY is responsible for this reputation.

We want every user of varnish to become acquainted with the quality of our goods. This advertisement is intended for that purpose.

Every architect, house owner, builder and painter is vitally interested in the **BEST QUALITY** of varnishes. Good results are not secured from the use of poor material. Even the best workman is handicapped by poor tools.

We wish to impress upon you the necessity for the use of the best varnish obtainable. That is **GLIDDEN'S GREEN LABEL BRAND**.

If you are building a home, you want the best interior woodwork—why spoil good woodwork by using anything but the very best varnish as a finish?

If you are building without the services of an architect, we will send you, on request, a set of varnish specifications for the guidance of your painter in producing the best finish on the woodwork of your house.

The best varnish costs little more than the ordinary grades. Use the best and protect the woodwork from early depreciation. Good varnish saves its cost many times in adding to the life of fine woodwork. True economy consists in using the best. That's our **GREEN LABEL BRAND** of varnish, sold under our name and guarantee.

We suggest that you ask your dealer or your painter about our varnishes. Both will tell you that the name "Glidden" stands for the highest quality in varnish, due to the fact that the use of material bearing that name insures perfect results.

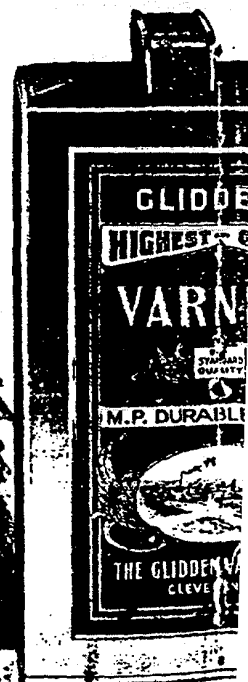
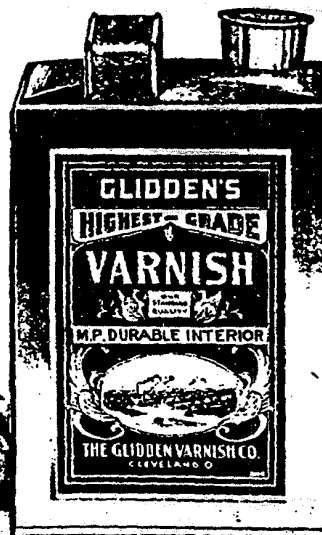
ON THE OPPOSITE PAGE IS A DESCRIPTION OF SEVERAL OF OUR GREEN LABEL VARNISHES. ON APPLICATION WE WILL SEND BEAUTIFUL BOOKLET GIVING FULL INFORMATION ABOUT OUR ENTIRE LINE.

The Glidden Varnish Co.

2189 ROCKEFELLER BLDG.,
CLEVELAND, OHIO.



Made in the largest
complete exclusive varnish plant
embracing seventeen acres
Manufactured under
supervision of an efficient
chemist and varnish maker



GREEN LABEL VARNISH



the largest and most complete varnish plant in the world, fifteen acres.

Managed under the personal supervision of an efficient corps of expert varnish makers.

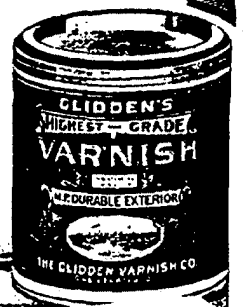
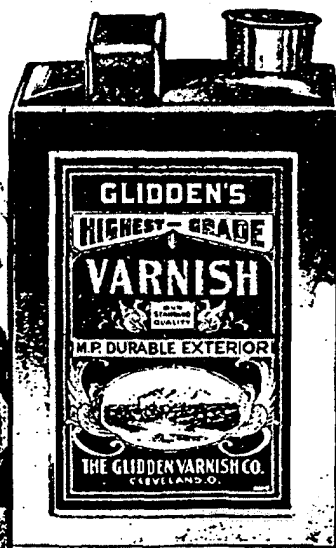
M. P. DURABLE EXTERIOR is a wonderfully durable varnish for outside or inside exposed work. It is very elastic and flows out with a beautiful, deep lustre. It is to be used upon exposed parts of residences, buildings, yachts, etc., or wherever an exterior or spar varnish is required. Price \$4.00 per gallon.

M. P. DURABLE INTERIOR is the highest quality varnish we can produce for general interior use on residences, buildings, etc. This varnish, applied properly, will last as long as the wood itself. It can be rubbed or polished beautifully, or left in its natural gloss. It will not mar white, and woodwork finished with it, can be washed without affecting its finish. Price \$3.00 per gallon.

M. P. DURABLE FLOOR is used for finishing and protecting natural or painted floors. It is not affected by hot or cold water, nor will it show the punctures of heel-nails, and nothing but unusual treatment will mar its finish. It can be rubbed or polished, or left in its natural gloss, and is a beautiful and lasting finish for floors. Price \$3.00 per gallon.

GLIDDEN'S VELVET WHITE ENAMEL (Egg Shell Finish). Its finish is like an egg shell, soft and beautiful. The finish is produced by natural-flowed coats, and has the effect of a rubbed finish, without the expense of rubbing. A surface that is finished with it is waterproof and will stand repeated washings. It is intended for residences of worth, fine public buildings, cold storage plants, hospitals, sanitariums, hotels, etc., and is also intended for general marine work on yachts, and boats of all description. It may be applied over old varnished or painted work, provided the wood is brought to a smooth surface before application. The finish produced by the use of this enamel is beautiful and very lasting. Price \$5.00 per gallon.

GLIDDEN'S SUPERIOR WHITE ENAMEL (Gloss Finish). This enamel is made from the same base as the Velvet Enamel, the only difference between the two being that this dries with a beautiful, high lustre. It retains its beauty through long wear and exposure, is easily kept clean, and will stand repeated washings; in fact, the oftener this enamel is washed the more beautiful the finish. It is used upon the finest work in residences, hospitals, sanitariums, public buildings, cold storage plants, etc. If used upon varnished or painted surfaces, the work should be brought to a smooth surface before application. Our tests of this enamel prove that it is the best that can be made. It rubs and polishes beautifully. Price \$5.00 per gallon.



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