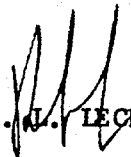


Glidden

FROM R. L. Lechner DATE November 10, 1964 FOR T. H. Turney
CITY
ANSWERING LETTER OF
SUBJECT ADVERTISING ARCHAIVES

The attached came from Hayden Cooksey of Nashville, who has an actual McCALL'S magazine for May, 1909. The attached should be added to your archaives; the old Japalac ad might sometime be of use to us.

lg


R. L. LECHNER

JAP-A-LAC

Reg. U.S. Pat. Off.

"WEARS LIKE IRON"

"Big
Improvements made
in a little way"

"Mamma,
Show ME
How"

How Many Things

in your house which could and ought to be refinished with a beautiful glossy surface that "wears like iron,"—if you only knew how.

JAP-A-LAC requires neither work nor technical knowledge. A child can apply it, although maturer judgment and good taste in the selection of colors is needed to insure harmony of tones.

JAP-A-LAC is the hardest, most durable and lustrous colored varnish made. Applied according to directions it "sets" hard as adamant with a mirrorlike surface and "Wears Like Iron."

JAP-A-LAC is made in sixteen beautiful colors for refinishing every kind of Woodwork, Bric-a-

brac, Chandeliers, Floors, Furniture and every painted or varnished surface from cellar to garret.

JAP A-LAC has no substitute.

For Sale by Paint, Hardware and Drug Dealers

If your dealer does not keep JAP-A-LAC, send us his name, with 10 cents to cover cost of mailing, and we will send a free sample, quarter pint can of any color (except gold which is 25 cents) to any point in the United States.

Write for illustrated booklet containing interesting information and beautiful color card. Free on request.

The Glidden
Varnish Co.

2597 Rockefeller Bldg., Cleveland, Ohio, U. S. A.

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

