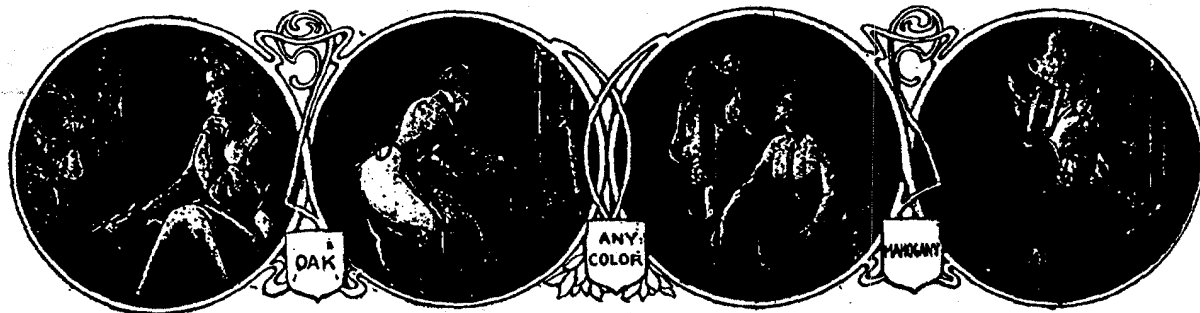




THE ECONOMY OF JAP-A-LAC

A TRUE STORY

WHY should a novel be more interesting than a story of business success?

Why should a "short story" be more thrilling than an advertisement?

The problems of business and the excitement of speculation are frequently the basis of successful novels.

Now, in a sense, advertising is a speculation—and plenty exciting to the man who pays the bills.

We have lots of excitement with Jap-a-lac, and it is a success. Our speculation in advertising has won, and Jap-a-lac is now known and admired in every state in the Union.

This is due to two things: first, to the economy of Jap-a-lac; second, to the advertising.

The facts about Jap-a-lac are interesting to every woman in America who has a home and cares how it looks.

The necessities of life come in about this order: first, food; second, clothing; third, "four walls and a roof"; fourth, Jap-a-lac for the floor; fifth, furniture; sixth, Jap-a-lac for the furniture.

Jap-a-lac is the original floor finish and high-grade colored varnish.

Five years ago it was only an idea, without even a name.

Four years ago Jap-a-lac was known in our factory and a few other places.

Now, Jap-a-lac is sold in every state, and in almost every country in America, and is a staple article on the shelves of over four thousand dealers.

A quarter of a million dollars' worth of Jap-a-lac was sold in 1903,

which was nearly double the amount sold in 1902.

Can we double the sale again this year and make it half a million dollars' worth for 1904?

That is what we are trying to do.

That is what we will do easily, if this advertisement and others are successful in making people believe the plain facts about the "economy of Jap-a-lac"—just the plain facts.

The facts are these:

Jap-a-lac is for use on new or old woodwork, on floors, weather beaten front doors, furniture, old carriages, metal work, radiators, oil cloth, picture frames—on anything and everything where a smooth, glossy finish is desired. It stains and varnishes at one operation and newness follows the brush.

Jap-a-lac saves the things you think worn out. It covers all mars, scratches, or disfigurements, and produces a durable, smooth, brilliant, hard and elastic finish.

It makes a disreputable old floor look like fine hard wood, and it makes a rug do instead of a carpet, so it saves money, brings beauty and promotes health—for the rug-laid Jap-a-lac floor is prettier, cleaner and more sanitary than a dust-laden carpet.

Jap-a-lac is made in twelve colors and natural, or clear:

<i>Walnut</i>	<i>Ox-Blood</i>
<i>Oak</i>	<i>Dead Black</i>
<i>Mahogany</i>	<i>Brilliant Black</i>
<i>Cherry</i>	<i>Flat White</i>
<i>Malachite Green</i>	<i>Gloss White</i>
<i>Blue</i>	<i>Ground</i>

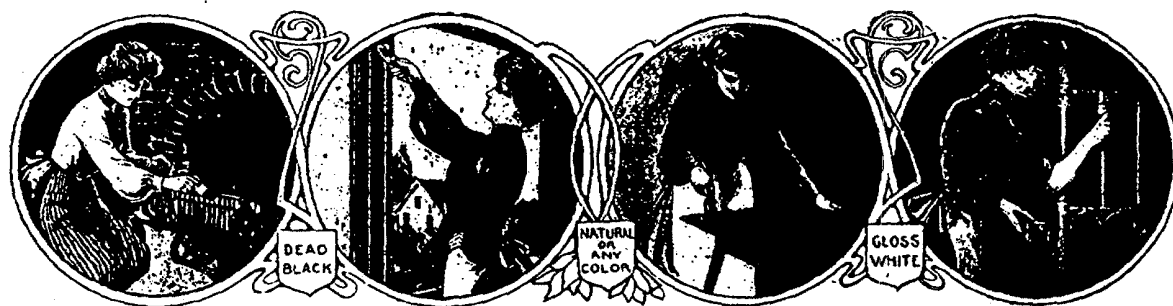
Oak is used more than any other color—for the obvious reason that more natural oak is used than any other wood. It is, of course, the color for imitating hard wood floors.

No matter how ugly and dirty a floor may be, a coat of ground color, followed by a coat of OAK (or a coat of graining color) and a third coat of Natural Jap-a-lac, will give it all the beauty of the best and newest hard wood. You will not believe such a transformation possible until you see it. We have a sample of finished wood, showing the process. Ask for it. It's free.

Mahogany comes next in popularity, and it can be used for floors, the same as Oak, if you prefer the rich red tone it gives. It will also give to soft woodwork, or furniture, the rich solidity of appearance found in the finest San Domingo Mahogany. Oak or Ash woodwork, or furniture, is made particularly beautiful by Mahogany Jap-a-lac, which changes the color without losing the grain.

Cherry is much used by those who prefer a rich shade, lighter than Mahogany, and Walnut is growing in favor as the wood itself becomes more and more rare.

Ox-Blood, Malachite Green and Blue Jap-a-lac are used to make the woodwork of a room chime with the decorations, or with the decorative ideas of the occupant. With them the woodwork and furniture can be made to correspond, and an old room and old furniture given a new, beautiful and artistic dress, impossible in any other way except by the employment of exclusive and expensive professional decorators.



The ad-mixture of White with any of the foregoing colors will give any shade, or tint desired, and the possible artistic colorings and combinations are limited only by the taste and enterprise of the user.

Gloss White Jap-a-lac is also used on iron beds, radiators, picture frames, and on furniture, to give a brilliant glossy surface of pure white enamel.

An old willow chair covered with Gloss White Jap-a-lac needs only a ribbon or two, of appropriate shade, to become an exquisite and inviting piece of furniture, fit for the finest drawing room.

Dead Black Jap-a-lac gives a wrought-iron look to all metal, and turns scuffed and common furniture and picture frames into stylish "Flemish" pieces. The design that looks "common" in light wood lends itself beautifully to the Flemish effect, and hundreds of dollars' worth of furniture may be saved from the junk-shop by the use of a few cans of Dead Black Jap-a-lac.

An old picture frame, whether of wood, or gold, can be renewed beautifully with Dead Black Jap-a-lac.

Ground color is what its name implies. It is a filler—a foundation for the other colors, and is used only to obliterate blemishes and cover discolorations, or when a dark article is to be made light colored. It is most used on very bad floors and is needed only in extreme cases.

Brilliant Black gives a deep, rich, lustrous finish, and among other things is used for refinishing old carriages. 75 cents' worth of Brilliant Black Jap-a-lac will make the old vehicle look like new.

Natural or Clear Jap-a-lac is colorless like varnish. It is used, and

acts, much the same as high-grade varnish, but it is better for all household purposes than any varnish. And we say that, after thirty years of manufacturing varnishes of the highest grade. The Glidden Green Label Varnishes for all purposes, are sold from the Atlantic to the Pacific and from the Lakes to the Gulf, and you can get them anywhere. But for all household purposes, for floors, either old or new; for woodwork and furniture, for oil cloth and linoleum, Natural Jap-a-lac is the finest, toughest, most lasting finish in the world.

Jap-a-lac is the model and ideal floor finish, because it does not show white under heel marks, nor does water turn it white. Soap and water do not hurt it.

Whenever you want absolutely the finest, glossiest finish, combined with long and satisfactory wear—use Jap-a-lac.

Anybody can use Jap-a-lac. It is all ready to dip the brush in. It is of the consistency of good varnish, and is applied with an ordinary varnish brush. No training or previous experience is needed. All you have to do is to spread it evenly over the surface to be covered and let it dry.

It is there that the economy of

With Jap-a-lac the expense ends with the purchase of the can. A quart costs only 75 cents, and a quarter-of-a-pint will cover an ordinary chair or small table. There are eight quarter pints in a quart, so you can see that a new Jap-a-lac chair costs less than 10 cents.

Wherever Jap-a-lac is tried its economy is at once proven and it becomes a permanent housekeeping adjunct. During the past two years we have given away tens of thousands of sample cans, and it is in this way that our enormous increase in business has come about. Our only concern is to have everybody know the plain facts about Jap-a-lac, and if every reader of this magazine could come to us, we would gladly give each one a full-size quarter-pint can. As that is impossible we will do this:

Mention this magazine, and send us 10 cents, which exactly covers the cost of mailing, and we will send FREE to any point in the United States, a sample can of any color you select—free of all charge for the JAP-A-LAC.

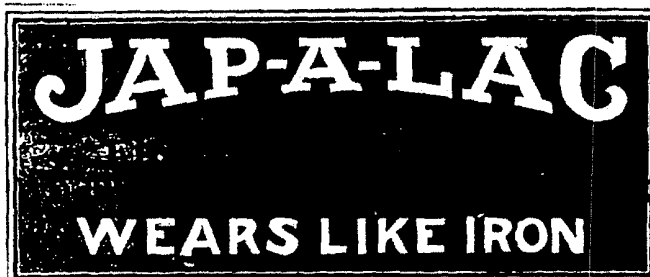
You can probably get Jap-a-lac at your dealer's, but if he hasn't it, you can send 75 cents direct to us and we will send a regular quart can, charges prepaid, to any express point in the United States.

Upon request, we will gladly send an interesting booklet about Jap-a-lac, a color card showing the different shades, and a sample piece of wood, showing the model floor finish.

To expedite reply, please address:

THE GLIDDEN VARNISH CO.

Makers of High-Grade Varnishes
Dept. A, 1032 Williamson Bldg., Cleveland, Ohio



Jap-a-lac comes in. Everybody knows that a painter, or a furniture maker, can make many things "as good as new," but when you have paid for the work the saving is not apparent.