

In 1898 it introduced Jap-a-lac Household Finishes to the world and with what at that time was the largest advertising program that had ever been spent on a single product Jap-a-lac became famous all over the world almost over night. The Glidden Varnish Company was the first advertiser in American business to use color in advertising and also to use more than one page of advertising in a single paper. It is claimed that the phenomenal success of the then unheard of advertising expenditures on Jap-a-lac were directly responsible for the rapid progress that has taken place in the advertising profession since that date. With the introduction of Jap-a-lac The Glidden Varnish Company almost immediately grew to be leaders in the paint and varnish industry and this growth and expansion has continued on to this date.

In 1917 there were many important changes made in the official line-up and personnel. It was in 1917 that Adrian D. Joyce became president and a new organization took over the entire control of the company. The name was changed to The Glidden Company and has remained so ever since. Today the company has 2,500 employees, 11 factories and direct branches, in Chicago, Reading, St. Paul, St. Louis, New Orleans, San Francisco and Toronto, Canada.

In addition the company owns its own vegetable oil refinery, dry color and chemical plants, zinc mines and smelters, a white lead and corroding unit and a lithopone plant. The facilities have grown to 139 separate buildings, 38 warehouses, 1,431,465 square feet floor space, 63,000 square feet of office space, 1,858,800 gallons of storage capacity for raw materials, 2,920,005 gallons of storage capacity for finished products, 1,032 paint-mixing and grinding machines, 143 varnish fires, 9 power houses, 7 printing plants, 7 chemical laboratories, 11 testing departments, and 7,260 feet of railroad switch.

The present home office of The Glidden Company at Madison Ave. & Berea Road is now one of the finest and largest paint, varnish and lacquer manufacturers in the world.

In 1921 Mr. Joyce, the president, secured the selling rights on Ripolin, The Original Holland Enamel Paint, in North America from The Ripolin Company, Ltd., Amsterdam, Holland. This enamel, while little known in America is practically universally used in all European countries. Ripolin today has been accepted in America as the finest enamel material for general home finishing.

In 1924, after testing for four years, The Glidden Company were able to introduce to the American public a new kind of house paint known as "Zinc-O-Lith". In European countries where the use of white lead in paint is prohibited, it was found that a product similar to Zinc-O-Lith gave the same painting result at a lower cost. With the introduction of Zinc-O-Lith The Glidden Company again were fortunate in finding a product whose sales grew by leaps and bounds, and which has found a real service in the repainting of American homes.

Practically about the same time that Zinc-O-Lith was being introduced to the public drastic changes were being made in the refinishing of manufactured products, such as automobiles, furniture, etc. A new type of pyroxylin lacquers were being developed and The Glidden Company were one of the leaders in the development of these new products. Today many of the largest automobile manufacturers, and practically all of the larger furniture manufacturers are using Glidden Lacquers in the finishing of

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