

MEMO

2/13/59

To

Mr. P. W. Neidhardt

Mr. L. S. Fulton

I got the attached from

Joe Pedarre.

ADD

A. D. DUNCAN

N 3221

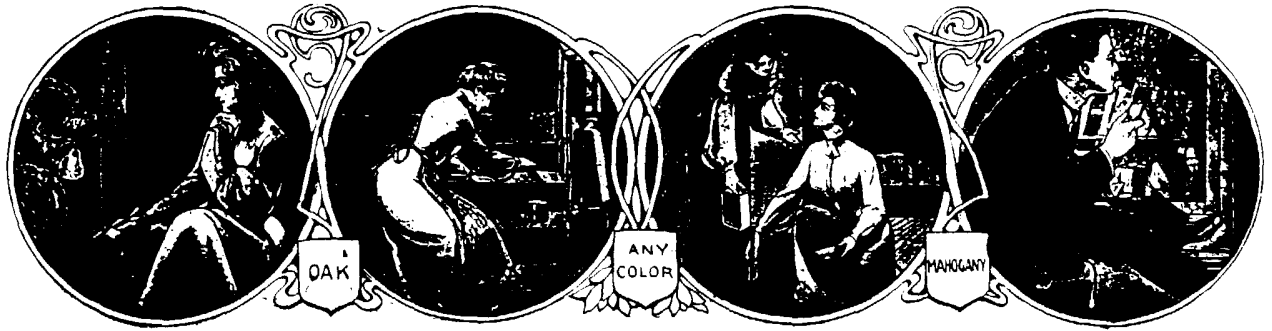
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MEMO

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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.