



Millions and Millions of Cans of Jap-a-lac are bought Every Year by Housewives All Over America

It is as necessary to a well conducted home as soap and a broom and a dusting cloth. You simply can't keep house without it.

THERE is only one Jap-a-lac, and it's only made by one factory. The name is trade marked, and the quality is insured by the reputation of the manufacturers.

Wherever you find the biggest business, you can be sure that it has been built only through giving the biggest values.

Everything used in Jap-a-lac is 100% in purity and quality.

To begin with, the Kauri gum in Jap-a-lac is expensive and pure. We could use rosin or Manilla gum—you couldn't tell the difference in the tin, but you could in the wear; so we send clear to New Zealand and import a "body" which will guarantee satisfaction to you and success for Jap-a-lac.

We buy Jap-a-lac colors in Germany. Aniline dyes are far cheaper, but they fade, so we pay top prices for permanent colors, and even then we blend them in our own laboratories. Therefore, we can safely warrant that Jap-a-lac will never fade or change, and we can assure you that there isn't even a technical difference in the shade of the Jap-a-lac from one hundred different tins.

The oil in Jap-a-lac is always of the same gravity and the same flowing qualities. It must be 100% pure. After we get it from the refiners, we make it come up to our own standard of refinement and filter it through fifty thicknesses of cloth so that when it is pumped into the tanks, ready for mixing, a microscope can't detect an impurity in a gallon of it.

We use linseed and wood oils for Jap-a-lac. This blending is one of the Jap-a-lac's secrets of perfection. It produces a permanent elasticity and gloss and keeps Jap-a-lac from cracking or blistering. Wood oil comes all the way from China; but we can't find an equally satisfactory oil nearer at hand so we ship it from the other end of the world "for goodness' sake."

You can't buy anything better than Jap-a-lac, and you aren't buying Jap-a-lac unless it is made by the Glidden Varnish Company. There is nothing that's the same. It's the best by test—by test of the years. Insist upon it. If you have used Jap-a-lac, you *do*—if you have *not* used Jap-a-lac, make your first trial today.

You require no skill or experience to secure satisfactory results. Any woman can have her home in tip-top shape with a little Jap-a-lac and a little time and a little intelligence.

JAP-A-LAC

Made in 18 Colors
and natural (Clear)
Renews Everything from Cellar to Garret
You can't keep house without it

Here Are a Few of The Many Uses For Jap-a-lac

For hardwood floors. No other finish is quite so enduring. It shows no heel marks or nail prints, and retains its high gloss for months.

For painting the tops of the kitchen table. Cheaper than oil cloth and outwears it. Far more sanitary. Can be washed thousands of times without losing its porcelain-like glaze.

For coating the pantry shelves, thus doing away with covering them with paper or oil cloth, leaving them one hundred per cent clean and sweet, and enabling you to rub them off daily with a damp cloth.

For enameling bath tubs and exposed plumbing.

For varnishing furniture and restoring old wood work.

For varnishing faded pictures. A coat of Natural Jap-a-lac (thinned with turpentine) restores them to their original freshness of color.

For recoating iron bedsteads.

For gilding radiators and picture frames. Gold Jap-a-lac will make them look like new with a single application.

It takes a book to tell you in how many ways Jap-a-lac comes into your daily life. The book is free. Send for it. Buy a can of Jap-a-lac now. Sold everywhere. All sizes 25c to \$3.50.

The Glidden Varnish Co.

Cleveland, Ohio

Factories

Toronto, Ont.