

LACQ



WHAT IT IS

A BOOKLET FOR SALESMEN



What Is LACQ?

LACQ is a nitro-cellulose coating which is composed of five raw materials in various proportions. Nitro-cellulose cotton makes it waterproof, hard, print resistant and durable. The solvent and non-solvent liquids used in LACQ give it quick drying qualities for which it is famous. These liquids also give LACQ its ease of application and freedom from blushing. The solvents or resins give LACQ its thin, clear film, while softeners or plasticizers provide the elasticity. The pigments used in LACQ gives it hiding power and makes the coating more durable under outside exposure.

Wherein Does LACQ Differ from Paint?

Succeeding coats of LACQ when applied do not produce layers as in the case in paints and varnishes but produce one homogeneous film. This, of course, makes LACQ more durable than paint or varnish. The flexibility of LACQ can be demonstrated nicely by bending a tin strip coated with LACQ as the LACQ is dry. The film is very elastic, will withstand expansion and contraction and will not crack. The same test can be performed on paper on which LACQ has been applied; as soon as the LACQ is dry the paper can be crumpled and the film will not crack; the p

tear first. The same is true in a wood surface: If the surface is bumped, LACQ will follow the indentation and will not chip.

Another very important difference is that LACQ will dry in much shorter time than paint or varnish. It becomes free from dust or touch in about ten minutes and dries in less than one-half hour.

A noticeable difference between Clear LACQ and Varnish is that the LACQ does not produce as thick a film or as heavy a body as the varnish does. Varnish has about twice the thickness of film that any lacquer has, but the lacquer film, although thinner, is much more durable than a varnish film.

The reaction of LACQ to wear is much different than that in paint or varnishes, making the former much more durable. In paints and varnishes the tearing down of the film is started by evaporation and is continued by constant oxidation until the film is worn out and drops off. LACQ is different in that after the evaporation process is over (one-half hour after the LACQ is applied), the film is sealed and does not undergo a further chemical change. The surface friction is the only wearing out LACQ will undergo. This is the chief reason for the extreme durability of both brushing and automobile lacquer.

What Is the Difference Between Automobile Lacquer and LACQ?

The automobile lacquer, which the Glidden Co. produced several years ago after a long period of research and experimental work, is of such a quick-drying nature that it must be sprayed on the work with an air brush. Upon further research, LACQ was developed in such a form that it can be applied with a brush. Other than the brushing qualities of LACQ and the fact that it has a more glossy film than automobile lacquers, there is no difference between the two products; LACQ possesses the same extreme toughness of film and resistance to wear.

Is LACQ Durable?

LACQ has the same lasting qualities as automobile lacquer. It has an extremely tough film which is not affected by such reagents as: Hot or cold water, steam or heat, soap, naphtha, gasoline, grease, milk or foods, acids and alkaline solutions of normal strength.

Is LACQ More Expensive Than Paints or Varnishes?

No. Its initial cost is a little higher, but it is more economical in the long run because of its extreme durability and lasting qualities. It has twice the life of an ordinary paint or varnish.

On What Surfaces Can LACQ Be Used?

On painted, stained or unpainted surfaces among which are metal, brick, wood, stone, cement, tile, crockery and glass. Two coats are generally advisable on any surface. The first coat will act as a sealer and will be absorbed by the old surface; the second coat will provide the tough film. If used on an unpainted galvanized surface, it is necessary first to wash the surface with a solution of two handfuls of sal soda in a half gallon of water with a little ammonia added. After this is dry, wash the iron with clean water. If the iron has been exposed to the weather at least six months, it is safe to use LACQ without washing it.

What Are Some of the Uses of LACQ?

In fact, it is hard to think of a place where LACQ cannot be used, but some of the more common uses of LACQ are as follows:

A. Household Purposes

Baby Carriages
Bags
Banisters
Baseboards
Baskets
Bathroom Fixtures
Bath Tubs
Bedroom Furniture
Book Cases
Book Racks
Boxes
Bread Boxes
Breakfast Room
Furniture
Bric-a-bracs
Carpas
Card Tables
Cedar Chests

Chairs
Chandeliers
Chiffoniers
Clocks
Clothes Baskets
Clothes Poles
Coat Hangers
Congoleum
Crockery
Cupboards
Curtain Rods
Desks
Doors
Drain Boards
Dressers
Dressing Tables
Dust Pans
Electric Light
Fixtures
Fireless Cookers
Fireplaces
Floors (Wood or
Cement)
Flower Boxes
Flower Pots
Furniture
Garbage Cans
Ice Boxes
Ice Cream Freezers
Iron
Lamps (Floor and
Table)
Mantelpieces
Lamp Shades
Leather Dressing
Linoleum
Metal or Wood Sash
Picture Frames
Porch Furniture
Porches
Radio Cabinets
Refrigerators
Sewing Tables
Shelving
Shoes
Signs
Sinks
Smoking Sets
Stairs
Step Ladders
Stoves
Stools
Stove Pipes
Tables
Tea Wagons
Toilet Seats
Toys
Trays
Vases
Walls
Waste Paper Baskets
Wicker Furniture
Window Shades
Window Sills
Woodwork

B. Other Than Household Purposes

Amusement Parks
Airplanes
Automobile Show
Rooms
Bakeries
Bicycles
Boats—interior and
exterior
Canoes
Circus equipment
Department Stores
Fire Alarm Boxes
Fire Plugs
Garages
Hospital Uses
Hotel purposes
Lunch Counters in
Restaurants
Office Buildings
Picture Framing
Establishments

Signs
Show Window and
Display Pieces
Store Counters and
Fixtures

Theatrical purposes
Typewriters, etc.
Water Lines (above
and below)
Zone Marking

Can LACQ Be Used Over Wallpaper? Also Over Imitation Leather Wallpaper?

Yes, LACQ can generally be applied over wallpaper with fine results, but sometimes certain colors (usually those which contain aniline dyes), will bleed through. It is best to test a small space before applying LACQ over the whole surface.

Can Floors Be Grained With LACQ, and What Is the Procedure?

It is very easy to get beautiful graining effects with LACQ. LACQ should be applied first according to the directions. Then apply the graining color at least one-half hour after the LACQ has been applied. While the graining color is still damp the pattern can be put on with the graining tool. The patterns can be brushed over with the wet brush a number of times until the desired pattern is obtained. When the graining color is dry (usually one-half hour after it is applied), apply Clear LACQ. It is advisable to apply two coats of Clear LACQ, allowing at least one-half hour between coats.

Any ordinary graining tool can be used for this purpose. The graining color should periodically be wiped off the face of the tool with a damp cloth.

How Should a Surface Be Treated to Remove Wax, Oil or Grease Be- fore Applying LACQ?

After washing the surface with warm water and soap, go over it with a rag soaked in turpentine or wood alcohol, also to remove scratched or marred spots, grease or oil and dirt that is ground in the surface, use fine steel wool in the same manner as sandpaper is used.

This precaution should be taken on any varnished surface on which furniture polish has been used. Most furniture polishes leave a small layer of wax or grease on the surface, and in order to be sure that LACQ will not pick up the varnished surface it is best to go over the surface as described in the preceding paragraph. If a paint or varnish is very badly chipped or cracked, it may be necessary in some cases to remove the old surface.

If a paint and varnish remover is used for this purpose, it is necessary to wash the entire surface with soap and water or turpentine before applying LACQ. This is necessary because the paint and varnish remover leaves a wax deposit which must be taken off before LACQ is used.

LACQ THINNER is a very satisfactory product for this purpose, and is much safer to use, as it contains no wax.

If the floor is very old and oil soaked, it would be advisable to apply a wash coat of shellac after it has been cleaned as above. This coat will work as a sealer for the undersurface and a good base for the LACQ.

Can LACQ Be Used for Outside Purposes?

Yes, with fine success. It has been thoroughly tested for outside usage and has been found to be very durable. Many sign companies throughout the country are using LACQ instead of enamel. A number of chain stores have adopted it for use on their store fronts and municipalities are using it for zone marking purposes. However, we have found that Clear LACQ is not as durable outside as is the Colored LACQ. This is due to the fact that the actinic rays of the sunlight has a breaking down action on a Clear LACQ or varnish which is not the case of a colored piece of goods.

Can LACQ Be Used with Colors Ground in Oil Or Japan?

No. The solvents of the two are different and will not work together.

Is It Hard to Obtain Interior Decorative Effects with LACQ?

No, it is very easy. Decorative effects can be produced with LACQ which are impossible with varnish as the former is produced in two colors, including black and white. The color schemes can be obtained merely painting over papered walls; it is not necessary to remove the paper. The same is true of varnish or painted surfaces. To aid in various decorative schemes, we are producing a line of high grade LACQ tints.

Can LACQ Be Tinted?

Yes, very easily. Over two hundred different shades can be obtained by merely intermixing the colors they come from the can. Various colors are intermixed but not in parts, a sufficient amount shown prepared to complete the job at the same identical shade or tint was very difficult to secure a second. From our twenty-two colors and black and white, almost any shade can be obtained. For instance, although we do not market an orange, it is known that this shade can be obtained by mixing red and yellow according to the tint desired; like to produce pink, mix red and white; cream, old ivory and yellow; and blue, red and blue. However,

LACQ should not be mixed with the colored, as this mixture does not produce the proper covering.

Can Clear LACQ Be Stained with Dry Colors?

LACQ can be stained with dry colors of sienna and umber, but rough places are likely to appear because the pigment cannot be ground as finely by hand as by machine.

What Type of Surface Does LACQ Produce?

LACQ produces a semi-gloss or egg shell velvety effect. The more coats applied, the glossier the effect, but LACQ will never produce a full gloss. Also with age, the velvety effect becomes glossier.

Is There Any Difference in Composition Between the "Furniture and Woodwork Colors" and the "Wood and Cement Colors" as Shown on the Color Card?

No difference at all. The wood and cement floor colors were grouped because these are the most popular colors for these purposes. However, any furniture and woodwork color can be used for floors and vice versa.

How Much Surface Will LACQ Cover?

This, of course, depends upon the type of surface, but on the average LACQ will cover 400 sq. ft. one coat to the gallon or 200 sq. ft. two coats to the gallon. Clear LACQ will cover about 500 sq. ft. one coat to the gallon or 250 sq. ft. two coats to the gallon.

What is the Hiding Power of LACQ?

LACQ has a much greater opacity than any paint or enamel.

Is An Undercoat Necessary?

No. Two coats of LACQ will produce the desired velvety effect and will give the surface a deep tone.

What Kind of Filler Should Be Used?

Ordinarily, it is not necessary to use a filler unless the surface is very rough or the grain of wood over which LACQ is to be applied is very porous. If so, any high grade, hard drying filler is recommended. If a filler is used, be sure it is dry before applying LACQ. Ordinarily, a filled surface should be allowed to dry overnight before using LACQ.

Can LACQ Be Rubbed?

Yes. A fine grade of steel wool will do, but a better job can be obtained by using pumice stone.

Can LACQ Be Polished?

Yes. Although most people prefer the popular velvety finish LACQ produces, some prefer a glossier finish. This glossy effect can be produced by a coat of Clear LACQ, but this does not bring out the beauty of the color as rubbing will do. Rubbing by hand will bring out the beauty of the LACQ color. Our regular LACQ Polish can be used to fine effect in bringing out the LACQ color.

What Will Happen if LACQ is Brushed Out Too Far?

If LACQ is brushed out as far as paint is, the job will become very streaky. Also it is very likely that the undersurface will be "dug into" and will be "picked up." Therefore, it is quite essential that LACQ be flowed on in the same manner as enamel is applied.

Are LACQ Colors Fast?

Yes. Very high grade pigments have been used in LACQ. Every color will retain its original shade during the life of the LACQ.

Will the Base Colors Bleed Through LACQ?

No, except aniline dyes. Some red mahogany furniture has aniline dyes in it. This dye will bleed through

any paint or enamel as well as LACQ. We find the best process of keeping back this dye is to apply two coats of Black LACQ and then a coat or two of the color desired.

Can Varnish, Enamel, Shellac or Oil Be Put Over LACQ?

Yes. Any of these materials can be placed over LACQ, but wax or oil cannot be used as a base for LACQ. In other words, LACQ cannot be applied over a wax or oil surface. LACQ will not dry over such surfaces and will pick up the wax.

Will White LACQ Turn Yellow if Used Inside or Left in a Dark Room as Enamel Will Do?

No, as it does not have any linseed oil, it cannot turn yellow.

Is LACQ Inflammable?

LACQ will not explode even if a match is applied to the can. It will burn very rapidly, and for that reason we put the caution on the can. But LACQ is no more dangerous than a can of cut shellac. LACQ should not be applied in a closed room near an open flame. However, when LACQ is dry it is not inflammable.

Are the LACQ Fumes Obnoxious or Injurious to the Health?

We found from a questionnaire which we sent out, 98% of the housewives stated that the fumes were not obnoxious and a great many stated that they preferred these fumes to that of turpentine.

LACQ fumes are not injurious to the health. The United States Department of Health has reported that lacquers are not in the least injurious to the health. In fact, it has been found that lacquers have an antiseptic effect upon open wounds. Because of this, the government used lacquer on all their scabbards during the war. However, some brushing lacquers that are now on the market possess a dangerous toxic ingredient in the form of benzol. This is not true of LACQ, as it has no benzol in it whatsoever.

Will LACQ Odor Remain Long in the Room Where It is Used?

No. If the room is aired out, the odor will disappear very shortly. The LACQ odor will not last as long as that of turpentine.

Is LACQ Practicable for Painters?

Yes. Because of its newness, LACQ will naturally meet with some resistance among painters. The nat-

ural tendency of painters is to brush LACQ as they do paint, but as they learn to allow it to flow on they become very enthusiastic about its possibilities. LACQ will save painters a great deal of labor in that they will not need to change their scaffolding, etc., between coats. Two coats can be put on practically at the same time.

What is the Future of LACQ?

LACQ is undoubtedly the most revolutionary paint specialty put out in the last quarter of a century. It has found great acceptance among the householders of the country and is becoming more popular every day.

The Glidden Company is very fortunate for being the original producers of a brushing lacquer. Because of this we have a very strong hold on the brushing lacquer business of the country and we expect this to increase as brushing lacquers become more common.

Directions for the Use of LACQ

The contents of the can must be stirred thoroughly before using. In the event there is a layer of sediment on the bottom of the can, it must be entirely loosened by stirring until all hard particles have been dissolved in the liquid. Best results are obtained by pouring a portion of the liquid contents off and pouring it back

slowly while stirring constantly with flat-end piece of wood or paint paddle.

The surface to be painted should be thoroughly cleaned and dry before application, and all grease or wax should be removed. This is important as no enamel will adhere to wax or grease, and dust will always harm the finest finish. If the surface is marred or scratched, or if the old finish is checked, cracked or peeling off, the surface should be well sanded to a smooth finish. In some instances it may be desirable to remove entirely the old finish with paint and varnish remover, but this is not often necessary. Previous painted or varnished surfaces should be hard and dry before application of LACQ.

It is essential that a new or well cleaned brush be employed for the application of LACQ—practically any type brush will work satisfactorily, although a two-inch oval brush for small surfaces and a three-inch oval brush for walls and floors will give best results.

After the LACQ has been thoroughly stirred, apply evenly with the brush well soaked with the material. Flow LACQ on as in the case with varnish enamels or linseed oil enamels, brushing lightly. Work fast. Do not attempt to brush it out as you would house paint.

Under ordinary conditions, two coats will give perfect results. Allow

the first coat to dry from twenty to thirty minutes and then apply second coat. Remember the second coat will satisfactorily cover brushing imperfections in the first coat.

If the consistency of LACQ becomes too heavy for satisfactory brushing, due to the evaporation of the volatile solvents after the can has remained open for some time, the addition of a small quantity of LACQ Thinner will bring it back to its original consistency. LACQ Thinner may also be satisfactorily used for removing an old LACQ surface.

The brush should be cleaned immediately after using and while still wet with the material. In order to clean a brush properly after using LACQ, pour a small quantity of LACQ Thinner into a cup or other small receptacle and wash the brush out thoroughly. When cleaned, be sure to dry the brush carefully on a dry rag. After the brush has been washed out, the LACQ Thinner used in cleaning may be poured into the can of LACQ. Do not pour back into can of Thinner.

Caution

LACQ must not be used near open flame or fire. In interior work, be sure that there is no open flame in the room when application is being made.

GLIDDEN'S ENDURANCE WOOD STAINS

SUPERIOR to oil or spirit stains and do not raise the grain.

Their great covering capacity makes them especially economical.

Do not injure the finest varnish.

Excellent brushing qualities.

Uniform and permanent.

GLIDDEN'S WOOD BLEACH

THIS product as the name implies is a wood bleacher. It will bleach all spots or discolorations of any character, lime stains, acid stains, etc. Can be used on soft or hard woods. Especially intended for bleaching window sills, treads of stairs and floors and will not in any manner affect the succeeding coats.

DIRECTIONS

GLIDDEN'S Endurance Wood Stains intensify the natural beauty of all woods. They are penetrating, and owing to the special process used in their manufacture, do not raise the grain, and all the colors are permanent.

They are adapted for the painter, who will find them reliable when producing a mission, waxed, or varnish finish.

They cover approximately 1200 square feet to the gallon, varying according to the character of the wood.

Their beauty and practicability lie in the fact that an even stain is produced, thus insuring a beautiful, even, and lasting finish.

A large range of different effects and shades may be obtained by reducing with pure spirits of turpentine.

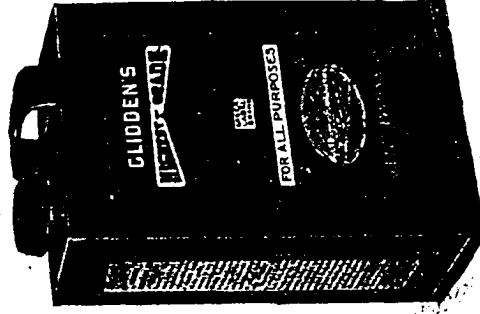
Any special shade required, which is not shown on our list of stains, will be furnished, provided the order amounts to twelve gallons, or more.

Before applying Glidden's Endurance Wood Stains, sandpaper the wood to a smooth even surface then apply the stain with a soft brush, let stand 24 hours, sandpaper lightly, color putty to match stain, when the work will be ready for finishing with varnish, shellac or wax.

If lighter shades are desired reduce with pure spirits of turpentine

Glidden

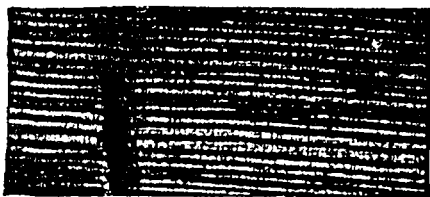
Endurance Wood Stains



THE
GLIDDEN VARNISH
COMPANY

Factories:
CLEVELAND, U.S.A. TORONTO, CAN.

Branch Warehouses:
NEW YORK CHICAGO



LIGHT GOLDEN OAK



DARK GOLDEN OAK



WEATHERED OAK



KRESS GREEN



FUMED OAK



MISSION OAK



THESE color samples are prepared with Glidden's Stains, and are intended to demonstrate the results produced with them.

Glidden's Stains are to be used on new wood which has never been finished. In case it is desired to refinish wood that has been finished, it is necessary to remove the old finish with Glidden's Paint and Varnish Remover. Then apply Glidden's Stain.

When used on woods other than quartered oak, such as cherry, birch, etc., on account of being close grained it should be remembered, that our stains will not appear quite the same color, and we advise preparing a small panel before proceeding with the work.

ENDURANCE STAINS AND WOOD BLEACH

Fives per gal	One gal each	½ gal each	Quarts each	Pints each	½ Pints each
2.40	2.50	1.35	.73	.41	.22



LIGHT MAHOGANY



DARK MAHOGANY



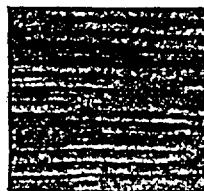
EARLY



CATHEDRAL



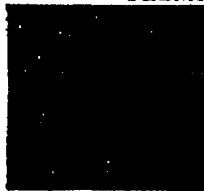
WEATHERED



SILVER



FLEMISH



BLACK