An Innovation that will Revolutionize Household Finishing

Lacq

HOUSEHOLD LACQUEROID

Not Varnish– Not Paint– All Colors– Dries in less than one half hour

Some of the Wonderful Things You Can Do with Lacq



You can finish a chair and use it *in less than one half hour*



You can finish a floor and walk on it *in less than one half hour*



You can finish the woodwork and hang curtains *immediately*



You can finish a table and put it in use *in less than one half hour*

The GLIDDEN Companies

PAINTS — VARNISHES — STAINS — ENAMELS

Lacq Household Lacqueroid is a development from our experience with our wonderful motor Lacqueroid. Our Research Laboratories have succeeded in developing a material that anyone can apply with a brush. We call it Lacq. You won't forget the name because everyone will soon be talking about it.

The Glidden Company . . . . Cleveland
Heath & Milligan Mfg. Company . Chicago
Adams & Elting Company . . . Chicago
Campbell Paint & Varnish Co. . . St. Louis
T. L. Blood & Company . . . . St. Paul
The American Paint Works . New Orleans
Twin City Varnish Company . . . St. Paul
The Forest City Paint & Varnish Co. Cleveland
The A. Wilhelm Company . . . Reading
Nubian Paint & Varnish Company . Chicago

In Canada
The Glidden Company, Limited,
Toronto, Ontario

To Dealers—In the history of paint making there has never been a household finish so revolutionary as Lacq Household Lacqueroid. It represents the greatest opportunity ever offered the paint and varnish dealer to perform a genuine service for his customers. Write for the "Story of Lacq." Address any one of the licensed distributors listed here.

To Housewives—
Send 10 cents for sample can.

The Glidden Companies, *National Headquarters*, Cleveland, O.
Enclosed find 10 cents in stamps for which please send me a sample can of Lacq in the color checked below.

Name _____

Address _____

City _____ L. D. 7-28

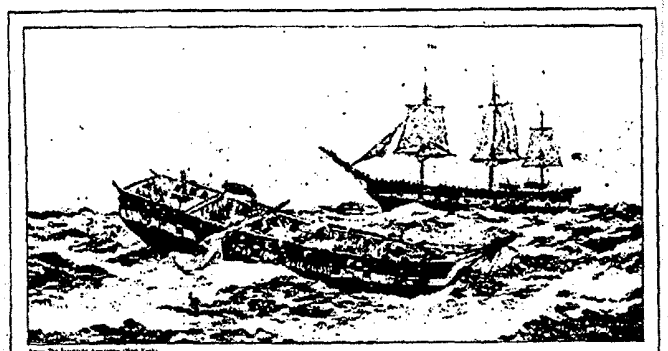
Check color here.

Old Ivory	Bright Red	Apple Green	French Yellow
Indian Red	Golden Yellow	Dark Green	Oak
Mist Blue		Golden Brown	Light Gray
Sherwood Blue	French Gray		Silver
Rich Blue	Lemon Green	Buff	Black
Mandarin Red	Jade Green	Drab	White

GLD33447

N19029

PERSONAL ▾ GLIMPSES



THE *CONSTITUTION'S* MOST FAMOUS VICTORY—END OF THE FIGHT WITH THE *GUERRIÈRE*

TO SAVE THE FRIGATE *CONSTITUTION*

THAT GLORIOUS RELIC OF THE PAST, The U. S. S. *Constitution*, is "in outward form exactly the same ship as that upon which our forefathers looked with grateful pride," but when J. Bernard Walker went aboard her the other day at the Boston Navy Yard and "examined the ropes and spars, the massive framing and planking," it was evident to him that she was "*doomed* to an early death." As he tells us, "this impression confirmed the statement of the Commandant of the Yard, Rear-Admiral L. R. de Steiguer, that unless the American people came to the rescue with sufficient funds for her complete rebuilding from truck to keel (which has been authorized by Congress), the ship must be towed out to a mud bank and burned. Failing this, so rotten were her timbers that she would sink at her moorings." In *The Scientific American*, Mr. Walker reminds us that—

> The *Constitution*, launched at Boston, in 1797, was one of the first three frigates to be authorized under the Constitution of the United States. At the close of the Revolutionary War, our merchant marine began to expand so rapidly that Congress realized it was necessary to have a naval force for its protection. The *Constitution*, *Constellation*, and *United States* were the first up-to-date warships to be built by the young Republic. The *Constitution* went into commission in 1798, saw service in the French War, and helped to clear the West Indies and our coast-line of the French cruisers. A few years later, we find her bombarding the forts at Tripoli and dictating peace without tribute to four of the Barbary Corsair States. This treaty gave such protection to our commerce that it grew rapidly and brought much greatly needed wealth into the coffers of the United States. Then came the War of 1812, when the *Constitution* won a succession of victories over British frigates and so increased our prestige at home and abroad that secession was averted and the war brought to a close.
>
> For a period of eighty-four years the *Constitution* was in active commission, until finally, in 1882, she was made a receiving-ship at Portsmouth, New Hampshire. From that port she was towed to Boston in 1897, in connection with the *centennial* of her launching. Here, ten years later, in 1906-07, she received her third reconditioning.
>
> As Mr. Walker goes on to say, "the love and admiration of the American people for the famous vessel is proved" by the fact that she has already been reconstructed three times. The first renovation "came in 1833 and was done at *Boston*."
>
> The second reconstruction took place in 1871, when she was rebuilt at the Philadelphia Navy Yard. Then, in 1905, when she was *considered unsuited for any* naval service or repair, it was *recommended* that she be used as a target for some of the ships of the North Atlantic fleet and be sunk by gun-fire. This aroused such a storm of protest throughout the nation that Congress in 1906 appropriated $100,000 for her rebuilding as closely as possible to her original lines and spar plan. The repairs at that time took place mainly above the upper deck, since the appropriation was not sufficient to allow very much to be done upon the hull itself. In the twenty years or so that have intervened, the timbers of the hull have been so eaten away with dry-rot and other decay that only complete rebuilding can save the ship.
>
> She was "one of the most remarkable naval vessels *of her time*," we are told, and Mr. Walker continues:
>
> That her designer, Joshua Humphreys, of Philadelphia, was a navy architect of

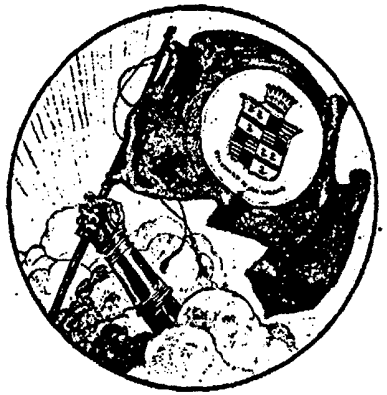
OLD IRONSIDES

By OLIVER WENDELL HOLMES

AY, THAN her tattered ensign dowa!
Long has it waved on high,
And many an eye has danced to see
That banner in the sky;
Beneath it rang the battle shout,
And burst the cannon's roar;—
The meteor of the seas no more
Shall wave on the clouds no more.

Her deck, once red with heroes' blood,
Where knelt the vanquished foe,
When winds were hurrying o'er the flood,
And waves were white below,
No more shall feel the victor's tread,
Or know the conquered knee;—
The harpies of the shore shall pluck
The eagle of the sea!

Oh, better that her shattered bulk
Should sink beneath the wave;
Her thunders shook the mighty deep,
And there should be her grave;
Nail to the mast her holy flag,
Set every threadbare sail,
And give her to the god of storms,
The lightning and the gale!



THE PLEASANT COMPULSION OF DOING WELL

No man who serves Cadillac either in the factory or in the sales-field owns himself. He ceases to be a free agent as soon as he assumes the responsibility of that association. From that moment forward he is under the ennobling tyranny of high public expectations.

He is under the compulsion of giving the very best that is in him, because nothing less will be accepted by the public from Cadillac.

The admiration accorded Cadillac is something much more than a fine feeling. Maintained in the minds of millions, it is a standard below which Cadillac may not fall.

It is expected of the car that it shall surpass—and the same thing is expected of the personal efforts of the craftsmen who build it, of the engineers who design it, of the executives who shape its policies, and, finally, of the men who distribute it to the public.

The heads of most business institutions obey an inward monitor in striving after the thing vaguely called high quality.

Cadillac is fortunate in that it must not only follow this inward ideal, but has imposed upon it a command from the outside world which it dare not disobey.

The same compulsion operates upon every vendor who comes to Cadillac to offer materials or accessories of any sort whatsoever. He knows that ordinary standards will not do—that he must give Cadillac greater measure of intrinsic merit.

These facts constitute an assurance of value to the buyer of the Cadillac beside which the inducements for consideration offered by any other car are unimportant.

CADILLAC

Division of General Motors Corporation

CLD3348