

*Liquick
Leather
can
fix
it!*





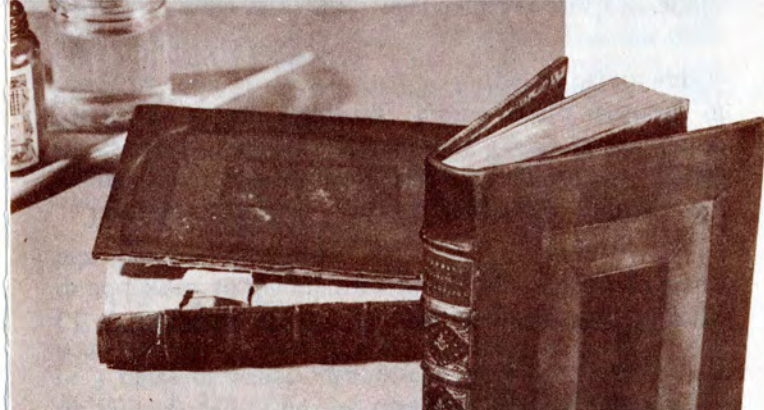
*It's Simple
to Use . . .*

An ordinary artist's brush, a heavy rubber band (or clamp) and a razor blade are the only tools you need to repair any binding.

Not weeks . . . but minutes
Not expensive equipment . . . but simple tools
Not years of experience . . . but easy-to-follow directions
Are all you need to make hundreds of major and minor book repairs with

Liquick Leather

Mends loose bindings . . .
Fixes cracked, broken or detached hinges . . .
Attaches loose labels . . .
Restores powdery leather . . .
Repairs frayed corners . . .
Quickly . . . easily . . . economically . . . permanently



*Loose Covers
Are
No Problem . . .*

Liquick Leather makes it possible to attach loose or detached covers with ease, thus preserving the original binding.

(Inquire about quantity discounts to dealers.)

↑ INSTRUCTIONS FOR THE USE OF LIQUICK LEATHER ↑

Fix Those Sick Leather Bindings!

Liquick Leather is the answer to the librarian's and book dealer's needs for something that will restore to circulation or to salability those worn, cracked and broken leather bindings that are found in every library and antiquarian book shop. The high cost of binding repairs, not to mention the time delay, tends more and more to make it impracticable to send out many repair jobs to professionals. Now, with Liquick Leather, you can make these repairs yourself — *quickly, easily, economically.*

Liquick Leather will restore to new life dry and powdery sheep, calf or morocco. It will mend a cracked hinge. It will reHINGE a loose cover. It will do a dozen other binding repair jobs, not only on leather, but also on cloth or boards. It may be used to bind music sheets — a file of magazines — or loose papers.

The worse the condition of a binding the more convincingly Liquick Leather demonstrates its effectiveness. Books which formerly required rebinding before they could be circulated or sold may now be made ready for use in less than an hour's time.

Liquick Leather is a scientifically formulated plastic designed to retain its flexibility for many years. In appearance it is a white, cream-like substance which dries to a clear consistency and takes a polish to match that of the leather binding of which it becomes an integral part. Coming to you in concentrated form, it may be diluted with water according to your specific needs.

It is harmless and stable. It is non-inflammable in its liquid state. It checks oxidization, retards or completely eliminates the growth of fungus and mildew, and offers maximum protection to your books in leather, cloth or boards.

A special demonstration of Liquick Leather was held for the members of the Bibliographical Society of America in Houghton Library at Harvard University in 1951. The Boston Athenaeum has arranged a demonstration of its use for New England Librarians.

It has passed the practical day to day test of book dealers and the rigid scientific test of one of the nation's leading testing laboratories.

Directions for Use:

A. For Leather with Powdery Surface

1. Dilute LIQUICK LEATHER with 3 to 4 parts water and brush or sponge on surface. (An ordinary watercolor brush may be used.)
2. After this application has dried, apply a second coat if necessary.
3. As the final dressing use any good leather cream or paste wax.

B. For Leather with High Finish or Hard Surface (Dried Out to the Cracking Stage)

1. Remove surface veneer with soap and water or with a mild cleaning fluid (such as carbon tetrachloride).
2. Proceed as in Section A.

C. For Cracked Hinges

1. Lay down any loose flaps of the leather with *full strength* LIQUICK LEATHER.
2. Paint along hinge with diluted LIQUICK LEATHER. If necessary to bring repaired cracks to height of adjoining binding, paint on successive coats as needed, allowing each to dry in turn.
3. Coat intact leather on each side of hinge with diluted LIQUICK LEATHER. Let dry until clear. Polish with leather cream or paste wax.

D. For Broken Hinges

1. If backstrip is off, remove loose dry glue with knife or razor.
2. Lay down loose flaps and backstrip with *full strength* LIQUICK LEATHER. The backstrip may be held in place with rubber bands while drying.
3. Apply diluted LIQUICK LEATHER to edges of the broken hinge, using care to keep end-paper free of LIQUICK LEATHER.
4. While LIQUICK LEATHER is still wet, mold leather of broken hinge to form a smooth joint. If necessary use a clamp or rubber bands to hold hinge in correct position while drying.

5. Fill in hinge with LIQUICK LEATHER. Paint in successive coats the desired height and smoothness. Allow each coat to harden in turn.
6. Coat intact leather each side of hinge with LIQUICK LEATHER. Let dry. Polish with leather cream or paste wax

Methods of Diluting and Tinting:

To dilute LIQUICK LEATHER with water, pour a small quantity of the LIQUICK LEATHER (a teaspoonful or less) into a mixing dish and add the necessary 2 to 3 parts of water. Apply the LIQUICK LEATHER from this dish in order to keep the container of LIQUICK LEATHER free of contamination. It may be necessary to add water to the mixture during use in order to maintain the desired dilution.

To tint LIQUICK LEATHER use the common dry pigments available in most hardware and artists' supply stores. Burnt Umber, Venetian Red, Yellow Ochre, Lamp Black, are typical pigments. Conventional methods of restoring color losses also may be employed before applying LIQUICK LEATHER.

Care of tools is simple. Merely keep brush or applicator in water while not in use. Wash tools thoroughly in soap and water when work is complete. Use wet cloth to keep neck of bottle and cover clean. A piece of wax paper placed over bottle before putting back the cover will make it easy to open.

LIQUICK LEATHER is prepared in highly concentrated form and may be diluted for most uses.

16 ounces \$3.95

Liquick Leather by Halberstadt

ORDER FROM YOUR REGULAR BOOK DEALER

or from **LIQUICK LEATHER**

32 Hawley Street Boston 10, Mass.

or

Goodspeed's Book Shop, Inc.

18 Beacon Street, Boston 8, Mass.

I enclose \$..... Please send me bottles of Liquick Leather.

Name _____

Address _____

City _____ Zone _____ State _____

(Inquire about quantity discount to dealers.)

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Liquick Leather

is

- ★ easy
- ★ quick
- ★ economical
- ★ durable
- ★ flexible
- ★ concentrated
- ★ non-toxic
- ★ non-inflammable
- ★ odorless when dry
- ★ mold and fungus resistant

Antiquarian Bookman, June 16, 1951:

“One of the most startling features of the demonstration was the rehinging of books, the entire operation for each book taking fifteen to twenty minutes from time of application to the almost completely dry state. Books from which the sides were wholly detached were rehinged within a matter of minutes. The material is transparent and virtually invisible after drying, hence it does not affect the color of the leathers to which it may be applied nor does it obliterate stamping or other tooling.”