THURSDAY, MARCH 18,

Take the roof off your building

UPPOSE you could take the roof right off your factory building. What a flood of light would pour in!

Every manager knows the part light plays in the operating scheme of industry. With good

Barreled Sunlight are washed, the original whiteness and lustre reappear.

"Flat" finish paints have none of the advantages of gloss. They collect dirt instead of repelling it. When soiled they cannot be washed clean. They must be recoated an unnecessary expense.

light is sure to come contentment, efficiency. more and better work.

Do you want to increase your daylight 19 to 36% without any alterations in your plantwithout adding another square foot of glass to your window space?

Then finish your ceilings and walls with the paint that has the reflecting and diffusing power of white tile. The pure white, GLOSSY, tile-like surface of Barreled Sunlight THE RICE PROCESS MILL WHITE-roflects all the light that enters your windows, increasing your daylight 19 to 36% by actual test.

And when soot and grime begin to settle on your ceilings and walls-then is the time you will appreciate Barreled Sunlight. Its andoth gloss surface can be washed clean like a piece of china.

Barreled Sunlight is an OIL paint with a high gloss finish. It is made by a special process which we control. Its elastic, durable composition produces a smooth, sanitary surface that pesists dirt like tile.

When ceilings and walls coated with

Other so-called "gloss" paints turn yellow very rapidly, losing their reflecting power. They, too, must e recoated-more unnecessary expense.

Still other paints chip and scale-same result.

Remains White Longest

The Rice Process produces a GLOSS paint that remains white longer than any other, resists dirt and germs, withstands the shock and jar of the heaviest machinery, expands and contracts with temperature changes, washes clean like tile.

6000 plants today use Barreled Sunlight on ceilings and walls. 6000 managers know Barreled Sunlight remains white longer than any other known finish for ceilings and walls.

Although Barreled Sunlight costs slightly more per barrel than other mill whites, its extraordinary covering power and ease of application reduce cost of paint and painter's time 16 to 21%.

Sold in barrels, also in cans. Applied by brush or suray method. Write for booklet, "More Light."

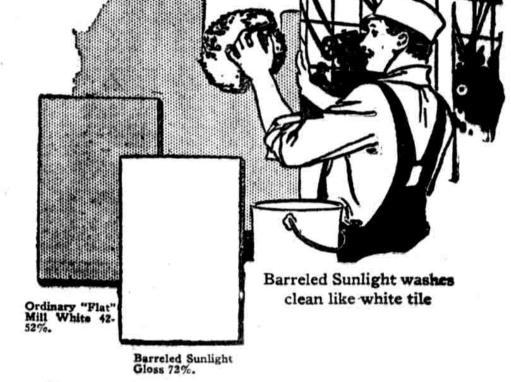
U. S. GUTTA PERCHA PAINT CO. Providence, R. I.



W. U. S. Pot. OR THE RICE PROCESS MILL WHITE

Warehouse Stock in Philadelphia U. S. Gutta Percha Paint Co. 1003 Bailey Bldg. 1218 Chestnut St. Charles Bond Co. The O. F. Zurn Co. Simes Drug Co. 617-619 Arch St. 2738 N. Broad St. 13 South 13th St. Elmer E. Cox Chas. A. Gillingham Sees & Faber Co. Caniden, N. J. 12th & Morris Sts. 2008-10 N. Front St. Caperoon Paint Specialties W. H. Price & Co. Camden, N. J. 209-211 S. 10th St. G. P. Darrow Company, 5621 Germantown Ave.

T. Crane & Company, 115 N. Mass. Ave., Atlantic City, N. J. George C. Felker' 9 S. Kentucky Ave. Atlantic City, N. J.



After one year's exposure to normal factory conditions-showing comparative power of reflecting light.



There are rooms where white ceilings, walls and woodwork are peculiarly fitting, such as the kitchen, nursery and bathroom. Barreled Sunlight makes rooms bright, cheerful and sanitary. It is cheaper than enamel and easier to apply. Sold in gallons, halfgallons, quarts, pints and half-pints.