



Take the roof off your building

SUPPOSE 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 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 plant—without 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—reflects 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 smooth 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 resists dirt like tile.

When ceilings and walls coated with

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*.

Other so-called "gloss" paints turn yellow very rapidly, losing their reflecting power. They, too, must be 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 spray method. Write for booklet, "More Light."

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

Warehouse Stock in Philadelphia
U. S. Gutta Percha Paint Co.

1003 Bailey Bldg.

Charles Bond Co.
617-619 Arch St.

Elmer E. Cox
Camden, N. J.

Capereon Paint Specialties
Camden, N. J.

The O. F. Zurn Co.
2738 N. Broad St.

Chas. A. Gillingham
12th & Morris Sts.

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.

1218 Chestnut St.

Simes Drug Co.
13 South 13th St.

Sees & Faber Co.
2008-10 N. Front St.

W. H. Price & Co.
209-211 S. 10th St.



Ordinary "Flat" Mill White 42-52%.

Barreled Sunlight Gloss 72%.

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

Barreled Sunlight washes clean like white tile



For the Home

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, half-gallons, quarts, pints and half-pints.



THE RICE PROCESS MILL WHITE