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IN THE INTEREST OF BETTER PAINTING

## LIQUID VELVET N-D-RECT WHITE

A Specially Engineered Finish for Use in Indirect Lighting Work

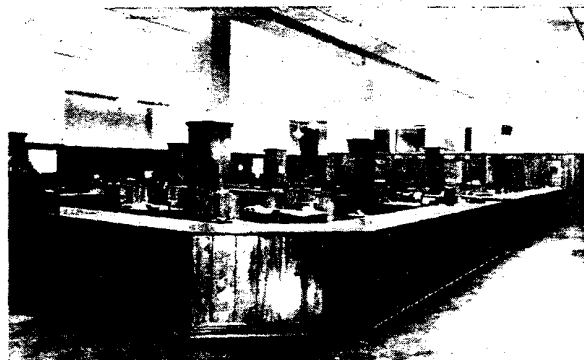
There is no national movement in the commercial world being more aggressively carried out today than the "Better Light—Better Sight" movement sponsored by the electrical equipment and electric power industries. In every city lighting experts are at work daily pointing out the great advantages of proper lighting to owners of buildings, factories and to merchants.

Likewise there is no single movement that offers greater opportunity to the paint and painting industries. Paint is so important to proper lighting that many equipment companies refuse to sell their modern fixtures unless the place in which they are to be used is fully redecorated. Practically every sale of new lighting fixtures automatically produces a paint sale . . . for painter, dealer and manufacturer.

Working closely on actual jobs with the lighting experts of the Indiana and Michigan Electric Company O'Brien technicians have developed a special finish for use in indirect lighting work.

The new finish is called Liquid Velvet N-D-RECT WHITE. In general character, N-D-RECT WHITE is identical with regular Liquid Velvet, in conventional colors. Its difference lies in the fact that it is a slightly different shade of white . . . a scientifically "toned" shade of white, carefully balanced to accomplish a definite function.

All commonly used incandescent bulbs produce light that contains a certain amount of red and



Liquid Velvet N-D-Rect White was used in this unusually attractive office

orange. N-D-RECT WHITE "neutralizes" these red and orange rays to a certain extent and thereby produces a softer, "truer" reflected light without any loss in light quantity.

The use of N-D-RECT WHITE on actual jobs has had extraordinary effects. The softer light produced lessens eye strain and permits easier seeing.

The light reflected is also much closer to true daylight and therefore commercially valuable. In department stores, the difference between two fabrics of like color, or the true color of a white or light gray fabric is much more easily discernible.

N-D-RECT WHITE is recommended primarily for use on ceilings, although it is perfectly suitable for use on walls.

N-D-RECT WHITE is not recommended and has no special value where a tint (ivory, for instance) is to be used on a ceiling or wall. Conventional Liquid Velvet colors should be used.

N-D-RECT WHITE is custom-built for ceilings in indirect lighting work where maximum light reflection efficiency is required . . . and it is so good at its particular job that any lighting expert will welcome its use every time, once he becomes acquainted with it.

Liquid Velvet N-D-RECT WHITE carries the same prices as other Liquid Velvet colors. Its working, covering and handling properties as well as its appearance are also identical.