



# The Day-Glo Brothers: The True Story of Bob and Joe Switzer's Bright Ideas and Brand-New Colors

*Chris Barton*

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## **The Day-Glo Brothers: The True Story of Bob and Joe Switzer's Bright Ideas and Brand-New Colors**

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A discovery that made the world a brighter place!

Joe and Bob Switzer were very different brothers. Bob was a studious planner who wanted to grow up to be a doctor. Joe dreamed of making his fortune in show business and loved magic tricks and problem-solving.

When an accident left Bob recovering in a darkened basement, the brothers began experimenting with ultraviolet light and fluorescent paints. Together they invented a whole new kind of color, one that glows with an extra-special intensity—Day-Glo.

This cover reproduction is not printed with Day-Glo colors. The actual book, however, is printed using three Day-Glo colors: Saturn Yellow, Fire Orange, and Signal Green.

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