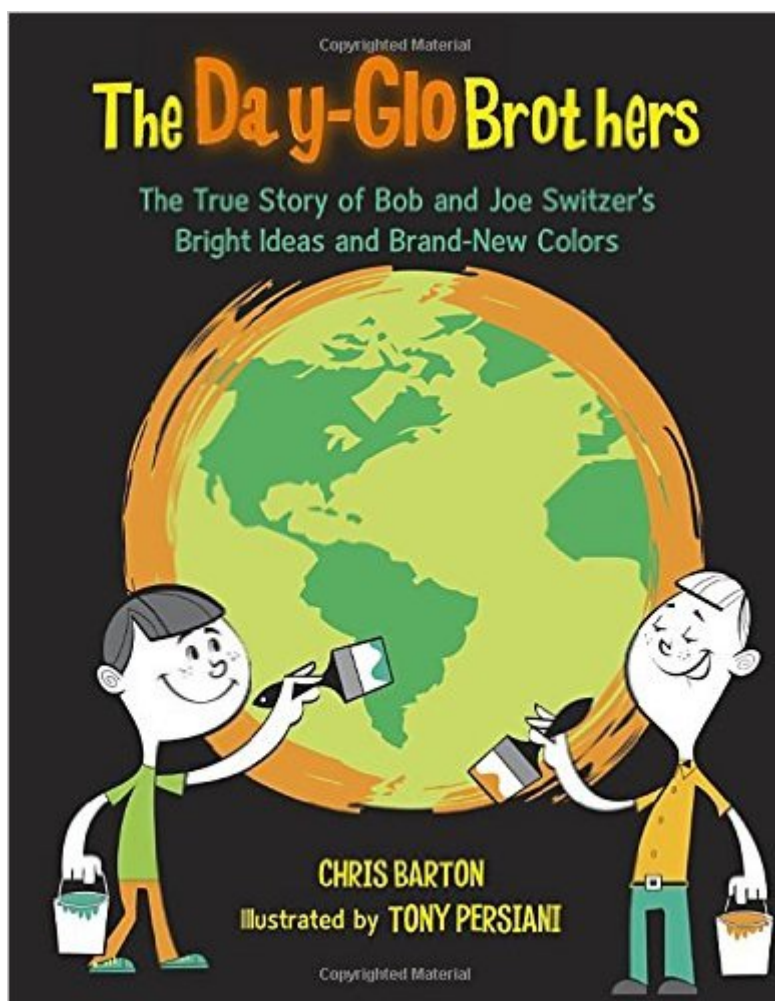


The book was found

The Day-Glo Brothers: The True Story Of Bob And Joe Switzer's Bright Ideas And Brand-New Colors



Synopsis

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.

Book Information

Lexile Measure: 990L (What's this?)

Series: AWARDS: ALA Best Books for Young Adults 2010

Hardcover: 44 pages

Publisher: Charlesbridge (July 1, 2009)

Language: English

ISBN-10: 157091673X

ISBN-13: 978-1570916731

Product Dimensions: 8.9 x 0.4 x 11.3 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #288,965 in Books (See Top 100 in Books) #73 in [Books > Children's Books > Science, Nature & How It Works > Inventions & Inventors](#) #91 in [Books > Science & Math > Physics > Optics](#) #214 in [Books > Children's Books > Biographies > Science & Technology](#)

Age Range: 7 - 10 years

Grade Level: 2 - 5

Customer Reviews

I think a lot of kids grow up thinking that great discoveries are intentional. People intended to walk on the moon. Edison intended to create a light bulb. Some bloke intended to find a way to can Spam. That's why there's a whole genre of non-fiction picture books out there dedicated to accidental discoveries. People like to tell kids that sometimes greatness is a mistake, not planned or earned. But I think there's a third way of looking at this. What about the people who worked har...more I think a lot of kids grow up thinking that great discoveries are intentional. People

intended to walk on the moon. Edison intended to create a light bulb. Some bloke intended to find a way to can Spam. That's why there's a whole genre of non-fiction picture books out there dedicated to accidental discoveries. People like to tell kids that sometimes greatness is a mistake, not planned or earned. But I think there's a third way of looking at this. What about the people who worked hard their whole lives, experimented and tested and mucked about, and then discovered something new and unexpected? These aren't necessarily people who tripped over a genius idea and somehow ended up with a pocket full of cash. People like Bob and Joe Switzer discovered Day-Glo colors because they were curious, thoughtful, and willing to experiment. Now author Chris Barton brings us what is pretty much the world's first biography of the inventors of Day-Glo colors. And what better format to use than the picture book? Works for me. Bob and Joe had dreams, you know. Big brother Bob wanted to someday become a doctor, while younger sib Joe had a fascination with magic. But Bob's dream came to an abrupt halt when an accident in a railroad car gave him seizures and double vision.

[Download to continue reading...](#)

The Day-Glo Brothers: The True Story of Bob and Joe Switzer's Bright Ideas and Brand-New Colors
How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity
The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand
How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity
Day Trading Strategies: A Beginners Guide To Day Trading (Day Trading, Trading, Day Trading Strategies, Day Trading Books, Day Trading For Beginners, Day Trading Stocks, Options Book 1)
The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day
Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback))
Joe-Joe the Wizard Brews Up Solids, Liquids, and Gases (In the Science Lab)
Groovy Joe: Ice Cream & Dinosaurs (Groovy Joe #1)
Eat at Joe's: The Joe's Stone Crab Restaurant Cookbook
Joe: A Memoir of Joe Brainard
Charlie Joe Jackson's Guide to Not Reading (Charlie Joe Jackson Series)
Day Trading: A Beginner's Guide To Day Trading - Learn The Day Trading Basics To Building Riches (Day Trading, Day Trading For Beginner's, Day Trading Strategies Book 1)
Joe Bright and the Seven Genre Dudes
A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century
Bob Marley Quotes: Abstract Lessons from Bob Marley
Bob Marley Talking (Bob Marley in His Own Words)
Bright Baby Touch & Feel Baby Animals (Bright Baby Touch and Feel)
The Little Red Box of Bright and Early Board Books (Bright & Early Board Books(TM))
Bright Baby Touch & Feel At the Zoo (Bright Baby Touch and Feel)

