



advertisement can be well displayed by a single flood-lighting plant. Generally speaking, the volume of light required is less than in the case of illuminated signs and advertising surfaces lit from behind. The further the flood-light radiator is removed from the surface to be flooded, the greater is the radius of the illuminated field, but the less the volume of light and the more power will be required to attain the desired volume. Up to a distance of twenty yards enamel reflectors are used, for greater distances, mirror reflectors, with which one can attain effects up to a distance of 150 yards. With an enamel reflector, a field 10 yards in diameter can be illuminated at 5 yards distance, at 20 yards distance, a field 40 yards in diameter. With mirror reflectors the effective angle of radiation is less; at 10 yards distance one has an intensive glow upon a surface of about  $4\frac{1}{4}$  yards in diameter, and at 150 yards distance, a surface as large as 67 yards in diameter can be flooded with an even glow of light.

Translated by E. T. Scheffauer

Bauzaun,  
Berlin, Kur-  
fürstendamm  
(Flutlicht)

Hoarding,  
Berlin, Kur-  
fürstendamm  
(Flood lighting)