



“Battling” Climate vs. Your House

THIS Florida climate—nothing like it anywhere—but what a wallop it takes at the paint on your house! Ordinary paint—baked all day in the sun, attacked at night by cool, moisture-laden air—simply can't stand up. It cracks. It scales. It wears down. It discolors. And you pay big painting bills.

There is a paint that won't crack or scale, that won't discolor—a paint that withstands Florida's unusual weather conditions. This paint is Dutch Boy white-lead and linseed oil. Because it is mixed for the job, on the job, Dutch Boy white-lead can be made heavy enough, with low oil content, to fight off

weather attacks. It sticks tight, dries to a tough, elastic film.

FREE booklet gives correct formulas

The Handbook on Painting tells just how paint should be mixed to meet Florida conditions. You will want this book whether or not you do your own painting. Its 124 pages are chock-full of painting information written in every-day language. It is free; postage paid.

Write for your copy today to National Lead Company, Room 1901, 111 Broadway, New York City.



This Dutch Boy trademark is the symbol of pure white-lead—used by painters for generations for saving the surface.

Dutch Boy White-Lead