



Is your house like a northern tourist?

DOES a little Florida sunshine blister the skin of your house? Does the paint you paid good money for crack, then scale—until the whole surface looks like a sun-poached tourist?

There's no cure—save a new paint job—but there is more than an ounce of prevention. Use a paint mixed to meet local climatic conditions.

Such a paint must be heavy and have a low oil content. It must dry hard enough to prevent dirt discoloration yet remain elastic enough to prevent cracking and scaling. Such a paint is made with pure white-lead, like Dutch Boy white-lead,

mixed with pure linseed oil on the job and for the job.

Correct formulas in Free Book

Just how paint should be mixed to meet Florida conditions is explained in "The Handbook on Painting." More than 124 pages of money-saving hints,

information every Florida property owner should have, whether or not he does his own painting.

Sent Free. Just write 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