



Houses—like men—can't all wear the same suit

UNLESS a coat of paint is made to fit the job, you can't expect to get the best results for your money.

Especially in Florida's warm, sunny climate is it necessary to mix paint to meet local conditions.

These conditions call for a heavy, dense paint with a low oil content.

It is easy to get this right—mix with pure Dutch Boy white-lead and pure linseed oil—a paint that sticks tight to the surface, that dries hard enough to prevent discoloration yet remains elas-

tic enough to prevent cracking and scaling, that is sun-proof, water-proof—and worry-proof.

Ask your painter—or write for our "Handbook on Painting." This book gives you exact mixing formulas for local painting conditions. It also describes many new interior finishes and contains other helpful handy hints invaluable to the man who pays the bills.



Just write for your copy 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 suiting the surface.

Dutch Boy White-Lead