



Shot at every sunrise Buried every night

OLD Sol shoots his sunny rays—all day long your house is bombarded with sunshine. The boards dry out and shrink apart. . . . Then—along comes night, enshrouding the sun-baked boards with a cooling mantle of moisture-laden air. The boards absorb this moisture. They swell, expand. . . . And all the time, day in and day out, the paint film is expected to meet these movements of the covered surface.

Does it? It will if your paint has been mixed to meet Florida's peculiar painting conditions. These conditions demand a heavy paint—a paint mixed on the job with Dutch Boy white-lead and a minimum amount of pure linseed oil. Such a paint dries hard, preventing dirt and other forms

of discoloration. At the same time, it remains elastic, accommodating itself to the daily expansion and contraction of the wood surface. It smiles back at the sun like a native without scaling or cracking. And it is extremely economical to apply.

Handy paint book FREE

Complete, easy-to-understand details for painting in Florida are given in "The Handbook on Painting." Its 124 pages bring you money-saving facts and formulas that no Florida property owner can afford to disregard. This book will be sent you, all charges paid. 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