



The bare facts revealed!

IT'S scandalous how often houses in Florida have to be repainted. Florida's climate does the damage. The warm days, changing to cool evenings, knocks ordinary paint to pieces, because most paint cannot stand the resulting expansion and contraction of the boards it covers.

What Florida needs is a specially mixed, heavy paint, with low oil content—such as Dutch Boy white-lead. With this paint you know you have the correct mixture for Florida, because the paint is mixed right on the job.

Dutch Boy white-lead dries hard, tough; yet expands and contracts with changes in tem-

perature without cracking or scaling. In time, even Dutch Boy white-lead will wear off, but it does it smoothly and evenly, without losing its original color, and it leaves a smooth surface for repainting.

FREE—Booklet on Painting

"The Handbook on Painting" is a 124-page booklet which we will send you. It tells how to mix white-lead to meet Florida's unusual weather conditions.

This booklet is free; all charges paid. Address: 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