



Here's news for the man who's tired of buying new coats for his house

WHAT! Another coat? And freshly painted such a short time ago. Isn't there some paint, you wonder, that will stand up under Florida's climatic conditions?

There is such a paint—one that can be specially mixed to withstand the never-ceasing change from warm, sunny days to cool, moist nights. It can be mixed heavy with low oil content so that it will dry hard, yet be elastic enough not to crack when the weather changes.

That paint is Dutch Boy white-lead. It is mixed right on the job with linseed oil, in proper proportions to meet the

requirements of the job. It forms a tough, weather-proof film that is impervious to air and moisture. Properly applied, a coat of Dutch Boy white-lead is good for many years.

Mixing formulas in free booklet

Send for a copy of "The Handbook on Painting," containing 124 pages of painting instructions and information. This booklet tells you how to mix paint to meet Florida's unusual weather conditions. It is free. Write for it 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