

# The First National Bank of Lincoln

welcomes and appreciates the accounts of banks and bankers, firms and individuals, believing that its extensive clientele, during forty years' of consistent, considering service, is splendid endorsement of the agreeable and satisfactory accommodations accorded to correspondents and depositors.

**CAPITAL AND SURPLUS \$750,000**

**S. H. BURNHAM,**  
PRESIDENT

**H. S. FREEMAN,**  
CASHIER

This map shows you whatever part of the country you may be in, just which formula of LINCOLN CLIMATIC PAINT is especially adapted—or "PREACCLIMATED"—to your use in the climate of your section.

Paint troubles in the past, such as cracking, peeling and chalking have been due largely to the fact that no makers have manufactured paint climatically adjusted. Each maker has made all his paint the same—thinking one formula good enough for the whole country.

Paint must fit your climate—to endure. The trouble with ALL ready-mixed paint in the past has been due to the ignorance of the fact. Climate always has been paint's "worst enemy." Insofar as paint is concerned climate means HUMIDITY—or how DRY or how DAMP is the atmosphere.

A paint that is good where humidity or degree of moisture is above 80 per cent, is bad where it is below 50 per cent. Hence a paint that will withstand the dampness of the Atlantic coast will crack and drop off the buildings in the Middle West or Wyoming or Mon-

## Lincoln Climatic Map



### Explanation of Map

Symbol	Formula	Humidity	Climate	Map	Copyright 1910
Triangle	No. 1	80 and over	Damp	White	Lincoln Paint and Color Company
Square	No. 2	65 to 75	Medium	Line	
Circle	No. 3	50 to 60	Dry	Dots	
Cross	No. 4	Under 50	Very Dry	Black	

tana. Or a paint able to survive the latter's dryness will powder off a building in a seaboard town.

In the dryer climates there should be a larger portion of lead. In the more moist climates there should be a larger portion of zinc. The pigment lead is like the metal, soft, pliant. It will stand extreme dryness, its own nature making up for the lack of moisture. The softness of the lead counteracts the hardening effect of the dryness and makes the paint endure.

On a seaboard town paint with too much lead in it absorbs a great amount of moisture, making the paint coat so soft that chalking and checking soon destroys it.

To overcome this chalking or act as an antidote for this moisture, a large percentage of zinc is added.

Our map shows you this country divided according to its climates. We did not discover that the United States had these four climates. That was known to the scientists and statisticians, although we did make and publish the first climatic map of this country ever shown.

But the fact that four different kinds of paint were needed in this country to meet the four different climatic conditions is our discovery. A discovery that caused us to originate Lincoln Climatic Paint made 4 separate formulas to fit 4 climates.

It is easy now for you to select just the right paint for your locality. You have only to refer to the map to determine the correct formula you need. So there can be no mistake. The proper symbol and formula number of the contents is displayed on each can of Lincoln Climatic Paint just as they are shown on the map. No. 1, triangle, for wet climate. No. 2, square, for normal climate. No. 3, circle, for dry or semi arid climate, and No. 4, cross for the extremely dry or arid.

We have a little book for you, telling all about Lincoln Climatic Paints—how they are made, how originated and just how they are adjusted to meet climatic conditions. Will you write and ask for it at

## Lincoln Paint and Color Company

MAKERS OF PAINT

LINCOLN, NEBRASKA