



The First Climatic Map of the United States Ever Published

This map—the first climatic map of the United States ever published—shows you, whatever part of the country you may be in, just which formula of LINCOLN CLIMATIC PAINT is especially adapted—or “pre-acclimated” to your use in the climate of your particular section. The formulas are numbered and symbolized—so there can be no mistake.

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Explanation of Map

Symbol	Formula	Humidity	Climate	Map
Triangle	No. 1	80 and over	Damp	White
Square	No. 2	65 to 75	Medim	Line
Circle	No. 3	50 to 60	Dry	Dots
Cross	No. 4	Under 50	Very Dry	Black

Why There Can Never Be ANY Other Correct Climatic Paint

Don't be deceived by any claim made in the future that any other paint is climatically adjusted. Such claims are bound to spring up as soon as paint makers see this great truth. But do not be deceived. Lincoln Climatic Paint is Patented—our formulas are protected by the United States government. Our formulas are proportioned exactly on correct scientific information—as explained on this page. And as our formulas, based on the only correct scientific information possibly obtainable by anyone, are patented, NO OTHER PAINT CAN EVER BE CORRECTLY ADJUSTED CLIMATICALLY.

The Astounding Truth About Paint— A Discovery! And a Revelation!

Paint Must Fit Your Climate—the United States Has Four Climates—Lincoln Climatic Paint Has Four Formulas

The manufacturer of ALL paint has been on a basis radically wrong. This fact the people never have known. In this locality or that, many have found one paint or another defective. But never has the public even suspected how incorrectly all paint has been made. Nearly everyone has had his troubles with paint—with its cracking, chalking, peeling or blistering. A brand of paint that would seem all right at one time, or place, would prove woefully faulty at another. Even the makers have been at their wits' end to understand it. At last, we have discovered the TRUTH about paint. You'll be interested in the facts as we reveal them here.

Too much of the best white lead in the world is not good for paint in damp climates. The map shows you this country divided according to its climates. You will see that the divisions are not equal—that the same climate or humidity prevails on the two coasts and the Great Lakes, for instance. We did not discover that the United States has these four climates. That was already known to scientists and statisticians, Gov-

Easy if you choose Lincoln Climatic Paint of the formula prepared for your territory. As hard as ever, though, if you try any other paint. For Lincoln Climatic Paint is the only paint properly adjusted to meet the country's four climates. You have merely to refer to the map above—or to the elaborate climatic map you will find at any Lincoln Climatic Paint dealer's—to determine the correct formula you need. So that there can be no mistake, on each can of Lincoln Climatic Paint the proper Symbol and Formula Number of contents are displayed. Why Take Chances? The correct formula of Lincoln Climatic Paint for your locality is, in a sense, made to order for you. Each formula is based on United States Government statistics. Since all other paints are made on

which you live—the paint that will endure in your climate. It is the simple business proposition of getting your money's worth. Why take chances? Especially when the odds against you are so uneven. When you don't even get a fair run for your money. Taking chances with paint not climatically adjusted, has caused many a man endless trouble and needless expense in the past. Of course it means considerable extra expense to make four paints instead of one. To grind each paint complete. But it also means permanent satisfaction—worth a great deal more than the difference in price. It's cheaper in the end, indeed, because your paint is right to stand your climate. You get dollar for dollar value—in paint sure to last. Probably you have had trouble yourself with paint cracking and peeling, or chalking.

Basis of Lincoln Climatic Paint Formulas

The formulas for Lincoln Climatic Paint are based on charts prepared by a Committee of the Geographic Society of Chicago from statistics furnished by the Weather Bureau, Department of Agriculture of the United States Government, edited by Professor Henry J. Cox, of the U. S. Weather Bureau and Dr. J. Paul Goode of the University of Chicago and secured from the Central Scientific Company of America.

YOU have heard that “this is a big country.” Did you ever appreciate just how big? Look if you please, at the map above. It represents our country, a nation a continent wide. In this country—in different sections—people are overcome by the heat, while others are frozen, at the same time—on the same day. The United States does not have a climate. Such a country—with its extremes of temperature, its giant water line hugged by two oceans, its vast inland stretches—could not have “a climate.” There are four climates in the United States. Therein lies the secret of the past imperfections of all paints. For paint must be made to fit the climate in which it is to be used. Climate Versus Paint Climate always has been paint's “worst enemy.” In so far as paint is concerned climate means humidity—or how dry or how damp is the atmosphere. Heretofore all American manufacturers have made their paint just the same for all parts of this country.

Each has used the same formula for damp and dry sections alike. Naturally different brands of paint would have different formulas. But no one brand ever has been made on more than one formula—until now. Yet a paint that is good where the 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 in Montana and Wyoming. Or a paint able to survive the latter's dryness will powder off a building in a seaboard town. Pre-Acclimated Paint In the more moist climates there should be a larger proportion of zinc in the paint. In dry climates there should be a larger proportion of lead. The hardness of zinc counteracts the softening effect of moisture—and makes the paint endure. Zinc is used in paint for the purpose of hardening or tempering the softness of the lead but



Lincoln Climatic Paint

TRADE MARK REGISTERED

Completely Machine Mixed and Ground



elemental and otherwise, although we show here the first climatic map of this country ever published. But the fact that four kinds of paint were needed in this country to meet the four different climatic conditions is our discovery. A discovery that has led us to originate Lincoln Climatic Paint—made on four separate formulas—to fit the four climates. A discovery that has solved a nationwide problem. Lincoln Climatic Paint simplifies the paint question. It is easy now for you to select just the right paint for your own locality.

the time-worn theory that one formula is good enough for the whole country—on the exploded supposition that this is a one-climate country—the chances are just three to one against you that you won't get a paint that will wear in your climate—if you use any other than Lincoln Climatic Paint. With such odds against you, it is likely you'll get the wrong paint—and find it out after you've paid the bill—when your money is wasted. With Lincoln Climatic Paint—mixed by machinery—you can always be absolutely certain of selecting the rightly adjusted formula—the paint prepared for the exact weather conditions in

When the surface of the wood or iron expands under the heat of the sun and cracks and peels the paint, there is too much zinc in the paint for the relative dryness of the climate. Too much white lead in paint used in a damp climate makes a paint coating that will not wear. The linseed oil is soon destroyed and leaves the lead loose on the surface to be rubbed off. This is Chalking.—The dampness actually turns the paint into a lead chalk. No doubt you have seen paint perform in these ways and never understood why. Even the paint makers couldn't fathom it. Doubtless you have seen with your

The question of climate never confronted us until we came to expand. Then we found our paint would not do in certain sections. Amazed at any trouble with Lincoln Paint—the paint that has always given so much better satisfaction than any other paint that it always has commanded a higher price—we investigated. It was the same problem faced by other paint manufacturers whose product sold throughout the country. But we sought the aid of the nation's most noted scientists. With their help we found the explanation—we discovered the truth about paint—that it must be made to fit the country's four climates. So we have made Lincoln Climatic Paint rightly adjusted climatically. In colors, too, no paint can rival Lincoln Climatic in richness and variety. The formula is on every can. It is honest paint. The dealer knows what he is selling. You know what you're buying. Accept only the paint suited to your climate and mixed and ground by machinery—if you want paint that will endure. A Book For You We have prepared a Book for you, telling all about Lincoln Climatic Paint. We'll be glad to send it to you FREE, with the name of our dealer nearest you. Kindly mail coupon today.

Lincoln Paint and Color Company
 Address Department 38 A Lincoln Climatic Paint Dealer Is Near You Lincoln, Nebraska
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Lincoln Paint and Color Co., Dept. 38, Lincoln, Nebraska.
 Send me at once your FREE BOOK and name of the nearest dealer in Lincoln Climatic Paint.

Name

Street

Town