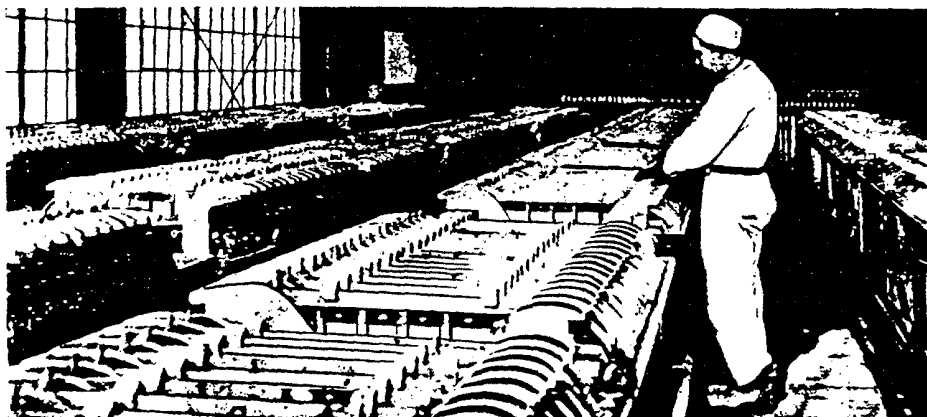


REDUCE REJECTS! SAVE MONEY!

*Anaconda's "Better Suspension"
White Lead Gives Uniform Results!*



Exclusive "Electro-Chemical" Process Permits Rigid Control at Every Stage

To obtain the finest results it is essential first, to use fine materials, and second, to provide the best possible suspension of those elements which compose the glaze. The exclusive elec-

trolytic process by which Anaconda White Lead is made permits rigid control of its physical and chemical characteristics, eliminates metallic impurities, and produces a uniform lead of purer, whiter and finer particles. As a result, when you use Anaconda White Lead you are assured of better suspension for your particular glaze composition; you eliminate the possibility of trouble due to early settling with its danger of uneven, spotty results, 'rejects' and 'seconds'. THIS IS WHAT WE MEAN BY BETTER SUSPENSION.

By using Anaconda White Lead, therefore, you will save yourself trouble and expense. Send coupon today for free samples and technical data.

Anaconda's pH Value Controlled to Fit YOUR NEEDS

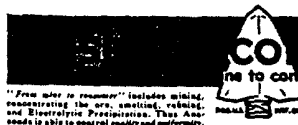
Here is an additional service we give you. As far as suspension qualities are concerned, we have facilities for giving you a white lead with pH values which will work best in your individual case.

Our Ceramic laboratory is also available to you for technical information and data concerning Anaconda White Lead for your particular needs.



Proof OF ANACONDA'S BETTER SUSPENSION

You will see above four test tubes containing four different white leads—the Anaconda product is the second from right. Note the BETTER SUSPENSION of Anaconda White Lead.



WHITE

International Smelting and Refining Co.
White Lead Dept., East Chicago, Ind.
Please send me samples of Anaconda
White Lead and technical data.

Name.....
Address.....
City.....

PNYC 00012631

PUREST COMMERCIAL WHITE LEAD MADE—YET COSTS NO MORE

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