



A slight change in this process makes possible 3 distinct types of white lead

The Sperry electrolytic process for manufacture of white lead is unique in many ways, one of which is that it operates under complete control. By this process, it is possible to produce a series of white leads ranging from high $PbCO_3$ content with relatively low tinting strength and oil absorption, to low $PbCO_3$ content with relatively high tinting strength and oil absorption.

Anaconda produces and markets three distinct types of electrolytic white lead, all of which are equally white, smooth and durable:

Anaconda high oil absorption type. Also high in tinting strength. Especially recommended for use in mixed paints of the flowing or leveling type.

Anaconda medium oil absorption type. Recommended for use as a dependable all-purpose white lead.

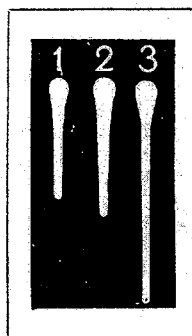
Anaconda low oil absorption type. Particularly well adapted for paste paints or wherever low oil absorption is a desirable quality.

Indicating the relative fluidity of white lead paints made from 3 types of Anaconda White Lead 58% Pig. (C). Raw Linseed Oil.

- 1 High Oil Absorption Type
- 2 Medium Oil Absorption Type
- 3 Low Oil Absorption Type

DATA and SAMPLES FREE

We'll be glad to furnish you with technical data and samples.



ANACONDA LEAD PRODUCTS COMPANY
Plant and General Offices: East Chicago, Ind. District
Sales Offices: Akron, Philadelphia, Boston, Louisville,
New York City



ANACONDA WHITE LEAD

PNYC0000070

THIS ADVERTISEMENT APPEARS IN DRUGS, OILS AND PAINTS, CIRCULATION 1,650, ISSUE OF OCTOBER; PAINT AND VARNISH PRODUCTION MANAGER, CIRCULATION 1,146, ISSUE OF AUGUST, AND IN PAINT, OIL AND CHEMICAL REVIEW, CIRCULATION 2,617, ISSUE OF AUGUST 10; ALSO APPEARS IN SMALLER SIZE IN AMERICAN PAINT JOURNAL, CIRCULATION 1,475, ISSUE OF JUNE 22, 1936. 1498.

ACTUAL SIZE—7" x 10"

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