



THERE MAY BE ONE WAY TO IMPROVE YOUR PRODUCT

WHETHER you make glassware, pottery, enamelware, or what not—the same rule holds true: *No product is better than its poorest ingredient.* And it may be that some of the ingredients in your product are not quite up to standard. Your White Lead or your Zinc Oxide, for example.

The manufacturer who uses Anaconda White Lead and Anaconda Zinc Oxide never has any such misgivings. He *knows* that the name Anaconda always stands for the highest quality. And White Lead and

Zinc Oxide which bear this distinguished label are *bound* to function properly and do their part in producing quality finished ware.

Technical data and samples of the various Anaconda White Leads and Zinc Oxides will be supplied free on request. Send for samples today. Remember, if you are not using these Anaconda products at the present time, it may be that they are the very ingredients which would bring a noticeable improvement to your entire line.

PNYC 00012698

INTERNATIONAL SMELTING & REFINING CO.
Zinc Oxide Department

General Sales Office: East Chicago, Ind. Plants at East Chicago, Ind., and Akron, Ohio. District Sales Offices: Akron, Boston, Philadelphia, Louisville and New York City. Carload shipments direct from plants. L. C. L. shipments from warehouses in principal cities.



ANACONDA ZINC OXIDES

36364. THIS ADVERTISEMENT APPEARS IN CERAMIC INDUSTRY, CIRCULATION 2,167 ISSUE OF FEBRUARY, 1936. 1398
ACTUAL SIZE 7 x 10 INCHES

**A finished product is only as good
as its poorest ingredient**



**By specifying Anaconda White Lead and Anaconda Zinc Oxides,
manufacturers are assured of getting the best possible quality**

If quality is something you demand in your finished product, Anaconda Ceramic Grade White Lead and Zinc Oxides are products with which you should be familiar.

For glassware, enamels, and glazes of all types, these products are earning a reputation for excep-

tional quality. Anaconda Ceramic Grade White Lead and Zinc Oxides are made *especially* for ceramic use, which means that they are not only chemically pure, but have especially controlled physical properties. We carry convenient stocks. Samples and information gladly supplied upon request.



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Anaconda Zinc Oxides
Anaconda White Lead

37519. THIS ADVERTISEMENT APPEARS IN CERAMIC INDUSTRY, CIRCULATION 2,375, ISSUE OF MARCH, 1932. 1719.

ACTUAL SIZE—7" x 10"

PNYC 00012699

N13376.01



Both by Sperry

(1) This whitest of white leads
(2) Navigating instruments for the modern plane

Photos Courtesy United Air Lines

An outstanding contribution of Elmer A. Sperry is the electrolytic process by which Anaconda White Lead is made. This same scientific genius is responsible for three important devices on the modern Douglas airliner. They are: the gyro-compass, the artificial horizon, and the automatic pilot.

The Sperry electrolytic process is the one successful application of modern electro-chemistry to the manufacture of white lead. This explains the extreme purity and good suspension qualities of Anaconda



White Lead. It also explains why Anaconda is of such uniformly high quality from lot to lot.

Our list of customers continues to grow as the inherent fine quality of Anaconda White Lead becomes known to ceramic engineers. If you are not using Anaconda White Lead, we will gladly send you data and samples.

INTERNATIONAL SMELTING & REFINING CO.
White Lead Department

Plant and General Offices: East Chicago, Ind. District Sales Offices:
Akron • Philadelphia • Boston • Louisville • New York City

Anaconda White Lead

37522. THIS ADVERTISEMENT APPEARS IN CERAMIC INDUSTRY, CIRCULATION 2,375, ISSUE OF JUNE, 1937. 1764.
ACTUAL SIZE—7" x 10"

PNYC 00012700

N13376.02