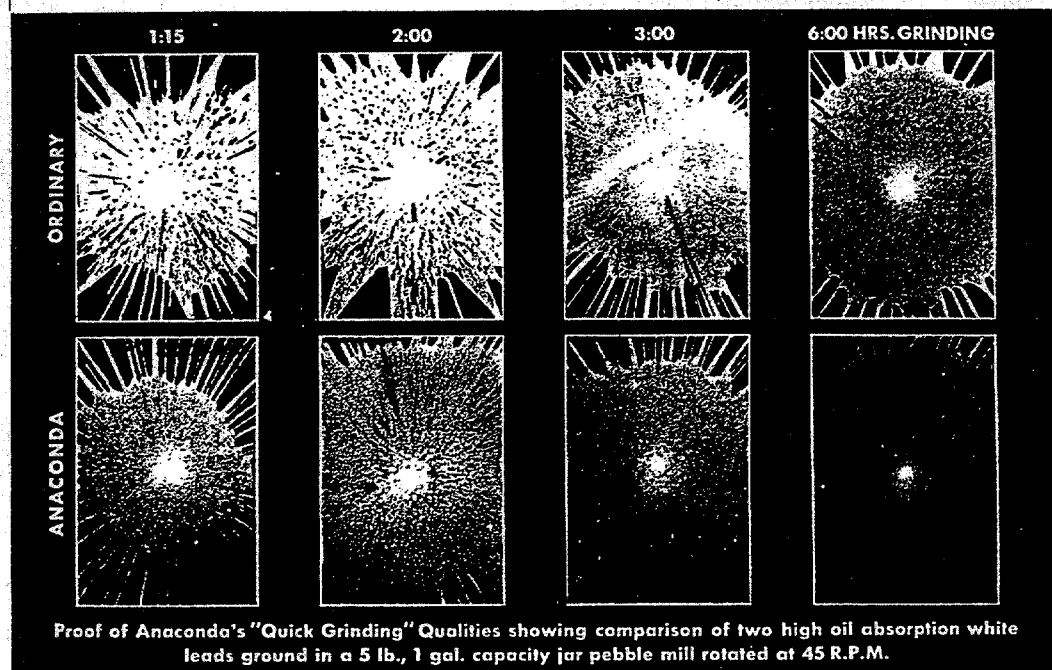


with Anaconda's "Quick Grinding" White Lead



Proof of Anaconda's "Quick Grinding" Qualities showing comparison of two high oil absorption white leads ground in a 5 lb., 1 gal. capacity jar pebble mill rotated at 45 R.P.M.

Exclusive "Electro-Chemical Control" Also Results in Extra Whiteness and Brightness!

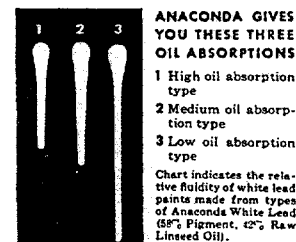
Scientific testing has proved that Anaconda White Lead can be ground in much less time than it takes to grind ordinary white lead. When you use Anaconda White Lead, therefore, you *cut grinding costs*.

Quick grinding is but one of many Anaconda advantages. You also get a white lead that is purer—whiter—brighter. This is due to Anaconda's exclusive "Electro-Chemical Control" process, which works in two ways:

1. The patented electrolytic cells used in the process refine the metallic lead as they convert it into white lead, thus excluding the impurities found in ordinary white leads.

2. The process is rigidly controlled through every step of manufacture, over 80 physical, mechanical and chemical tests being made daily to ensure perfect uniformity.

Here are advantages you cannot afford to overlook—especially when Anaconda White Lead *costs no more*. For free samples and technical data, send coupon today. 38400



ANACONDA GIVES YOU THESE THREE OIL ABSORPTIONS

1 High oil absorption type

2 Medium oil absorption type

3 Low oil absorption type

Chart indicates the relative fluidity of white lead paints made from types of Anaconda White Lead (55% Pigment, 45% Raw Linseed Oil).



USE ANACONDA WHITE LEAD

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"From mine to consumer" includes mining, concentrating the ore, smelting, refining, and Electrolytic Precipitation. Thus Anaconda is able to control quality and uniformity.

PUREST COMMERCIAL WHITE LEAD MADE—YET COSTS NO MORE

International Smelting and Refining Co.
Pigment Division, East Chicago, Ind.
Please send me samples and technical data on Anaconda White Lead.

Name _____

Address _____

City _____

PNYCOC000064

38400. THIS ADVERTISEMENT APPEARS IN PAINT, OIL AND CHEMICAL REVIEW, MARCH 17; DRUGS, OILS AND PAINTS, MARCH; PAINT AND VARNISH PRODUCTION MANAGER, APRIL; CIRCULATIONS 20,071, 1,035, AND 1,220, RESPECTIVELY. 2106.