

**DON'T LET OLD MAN
WEATHER
GIVE YOU THE GONG!**

USE ANACONDA WHITE LEAD

ELECTROLYTIC Process

Anaconda White Lead was
used on this spacious sum-
mer, New Jersey estate, the
home of Major Edward Bowes
— returned aviator and
conductor of Major Bowes
Amateur Hour.



**Provides All-Weather Protection and
Lasting Beauty...Yet Costs No More!**

OLD MAN WEATHER is merciless—but
here's a white lead that can take it!
Made to the most exacting standards, Ana-
conda White Lead is not only whiter and
brighter, but durable, too! Through our
parented *Electro-Chemical* control which only
Anaconda can use, impurities found in or-

dinary white lead are removed, and over 80
physical, mechanical and chemical tests are
made daily to insure perfect uniformity as
well as highest quality.

Thus Anaconda White Lead, due to our
exclusive Electrolytic Process of manufac-
ture, can resist the ravages of Summer sun
and Winter snow and sleet. It provides *all-
weather protection and
lasting beauty.*



INTERNATIONAL SMELTING AND REFINING COMPANY
Pigment Division . . . East Chicago, Ind.
Subsidiary of Anaconda Copper Mining Company

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ADVERTISEMENT NO. 39376—THIS ADVERTISEMENT AP-
PEARS IN THE SEPTEMBER, 1937
PAINTER & DECORATOR, ISSUES OF JUNE AND OCTOBER
ENGLAND. MIDDLE ATLANTIC AND EAST NORTH CENTRAL

PNYC00000059