

Let Anaconda's "Better Suspension" White Lead PRODUCE UNIFORM RESULTS AND LOWER OPERATING COSTS FOR YOU!



UNIFORM and steady production of first quality products demands a glaze composition having *good suspension*. There is no better way to obtain this suspension than to use Anaconda White Lead. The exclusive electrolytic 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. It thus reduces the possibility of trouble—spotty, uneven ware and seconds due to the settling of elements during dipping and spraying. You will thus produce uniformly fine work. We will gladly supply samples and technical data upon request. Just clip and mail coupon below.



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.

INTERNATIONAL SMELTING and REFINING CO.
WHITE LEAD DEPT., EAST CHICAGO, INDIANA

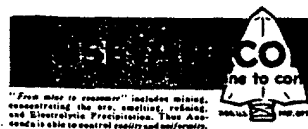
Proof OF ANACONDA'S BETTER SUSPENSION

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. 38410

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 00012632



WHITE

FINEST COMMERCIAL WHITE LEAD MADE - YET COSTS NO MORE

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