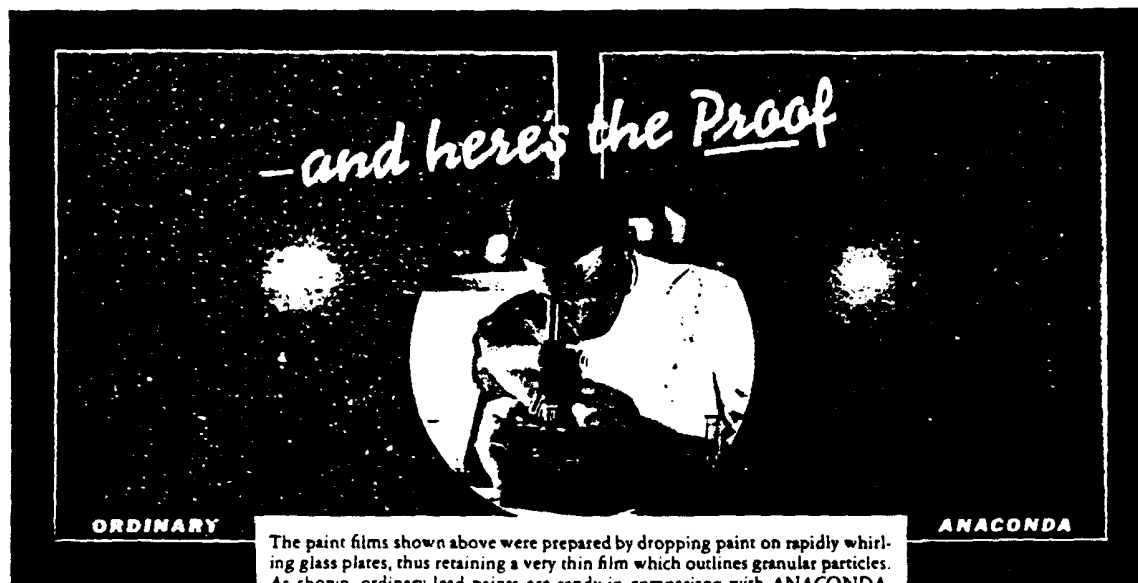


Exclusive Electro-Chemical Control Makes Anaconda White Lead "FINER AND SMOOTHER!"



Patented Process Permits Over 80 Separate Checks Daily for Purity, Whiteness and Uniformity...

Here is a white lead unequalled not only for fineness and smoothness but also for whiteness, purity and uniformity.

Only Anaconda can give you a white lead of this quality, for *only* Anaconda has Electro-Chemical Control—the famous patented Electrolytic Process with these two *exclusive* advantages:—

First—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 lead.

Second—the process is rigidly controlled through every step of manufacture. Over eighty physical, mechanical and chemical tests are made daily to ensure *perfect uniformity*... The result is an exceptional white lead which cannot fail to produce paints which are brilliantly white, smooth textured and opaque—and, at the same time extremely durable.

INTERNATIONAL SMELTING AND REFINING COMPANY • PIGMENT DIVISION • EAST CHICAGO, IND.



USE ANACONDA WHITE LEAD

from mine to consumer

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

REG. U.S. PAT. OFF.

PUREST COMMERCIAL WHITE LEAD MADE—YET COSTS NO MORE

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