

For All-Weather Protection and Lasting Beauty!



Use

ANACONDA WHITE LEAD

— made by our exclusive Electrolytic Process

PRIDE MEANS PLENTY to a painter! That's why so many of the most successful specify Anaconda White Lead. They know that Anaconda gives double assurance of customer satisfaction. Satisfaction in the beautiful, smooth white finish—satisfaction again in maximum durability and all-weather protection.

The secret of Anaconda's superiority is two-fold. First—our exclusive patented *Electrolytic Process* removes impurities found in ordinary white leads. Second—perfect uniformity and high quality are accurately maintained by over 80 physical, mechanical and chemical tests daily. This exacting and exclusive manufacturing process results in a whiter, brighter, purer white lead. Yet Anaconda White Lead costs no more! Try it—and see for yourself!

INTERNATIONAL SMELTING AND REFINING CO.

Pigment Division... East Chicago, Ind.

Subsidiary of Anaconda Copper Mining Company

IT'S GOT TO BE GOOD!

DID YOU KNOW that the average paint film (3 coats) is approximately only 1/200 of an inch thick?

Yes—only 1/200 of an inch of paint film protects the exterior of a new home. No wonder this paint film must be made from only the highest quality ingredients! Such high quality is assured with Anaconda White Lead—the purest commercial white lead made... ground in pure linseed oil.



Anaconda Will Make A White Spot On Ordinary White Lead!

USE ANACONDA WHITE LEAD

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

ANACONDA WHITE LEAD. PUREST COMMERCIAL WHITE LEAD MADE—YET COSTS NO MORE!

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Painter & Decorator—June

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