

"Electro-Chemical" White Lead WITH ANY OTHER MADE



For Whiteness and Brightness!
Exclusive Electrolytic Process eliminates impurities and allows complete control of *quality and uniformity*. The result is a white lead that is whiter and brighter by *visual proof*.

For Cleaner Tints!
Because Anaconda is a clear white, it makes possible cleaner and more delicate tints.

For Purity!
In addition to the removal of impurities by the Electrolytic Process, Anaconda White Lead is thoroughly washed and dried under close temperature control. This insures the purest commercial white lead made.

For Uniformity!
Anaconda White Lead is made in a continuous non-varying process—it is *not* made in batches. The danger of variation in quality is, therefore, completely eliminated.



ONLY ANACONDA HAS "ELECTRO-CHEMICAL" CONTROL

Anaconda is the *only* manufacturer of white lead to use the Sperry Electrolytic Process.

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 leads. Second... the process permits rigid control through every step of manufacture. More than 80 physical, mechanical and chemical tests are made daily to ensure *perfect uniformity*. This explains why Anaconda White Lead is purer... whiter... brighter.

INTERNATIONAL SMELTING AND REFINING COMPANY • PIGMENT DIVISION • EAST CHICAGO, INDIANA



TWO KINDS:
HEAVY PASTE
ALL PURPOSE
SOFT PASTE

WHITER
BRIGHTER

PNYCOG000067



"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

38405. THIS ADVERTISEMENT APPEARS IN NATIONAL PAINTER'S MAGAZINE, CIRCULATION 55,776, ISSUE OF APRIL, 1938. 2174.