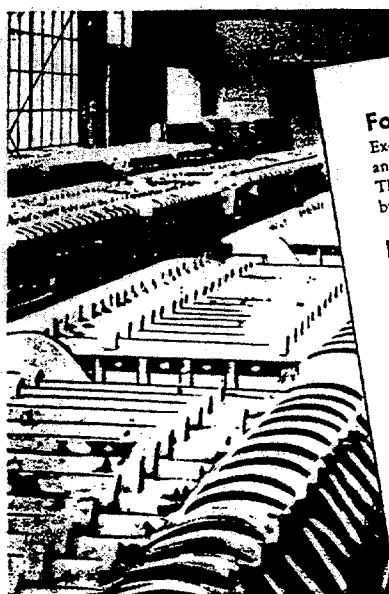


COMPARE ANACONDA

"Electro-Chemical" White Lead

WITH ANY OTHER MADE

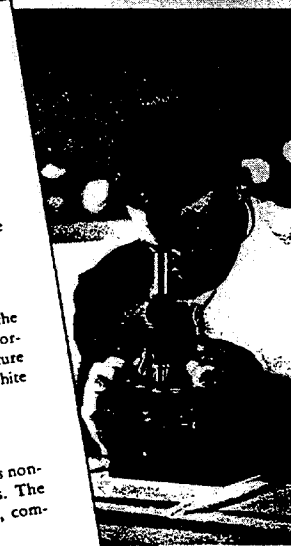


For Whiteness and Brightness!
Exclusive Electrolytic Process eliminates impurities and allows complete control of *quality and uniformity*. The result is a white lead that is whiter and brighter by *visual proof*.

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



Anaconda Gives You 3 Distinct Oil Absorptions:

1. High Oil Absorption Type.
2. Medium Oil Absorption Type.
3. Low Oil Absorption Type.

The chart indicates the relative fluidity of white lead paints made from three types of Anaconda White Lead (58% Pigment, 42% Raw Linseed Oil.) 38401



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.

ANACONDA INC. DET.

PUREST COMMERCIAL WHITE LEAD MADE—YET COSTS NO MORE

International Smelting and Refining Co.
Pigment Division, East Chicago, Ind.
Please send me samples and technical data on Anaconda White Lead.

Name _____
Address _____
City _____

PNYC0000065

38401. THIS ADVERTISEMENT APPEARS IN DRUGS, OILS & PAINTS, CIRCULATION 1,035, NOV. 1938 ISSUE; PAINT, OIL & CHEMICAL REVIEW, CIRCULATION 2,071, APRIL 14, 1938 ISSUE; PAINT & VARNISH PRODUCTION MANAGER, CIRCULATION 1,220, OCT. 1938 ISSUE. THIS AD ALSO APPEARS IN AMERICAN PAINT JOURNAL, CIRCULATION 2,506, IN RESCALE SIZE. 2153.

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