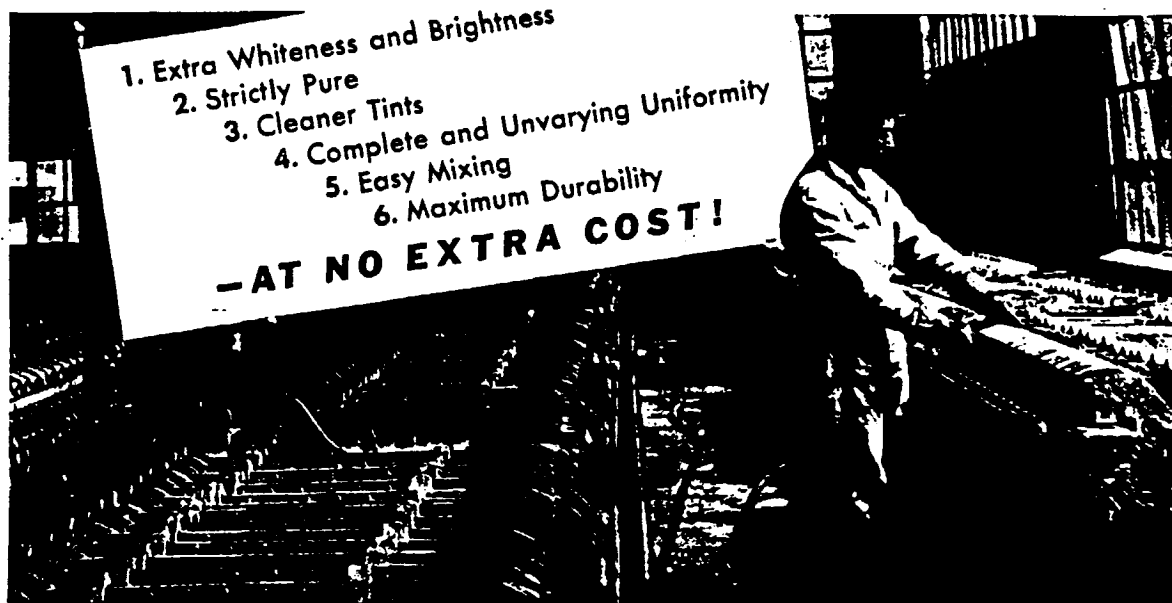


ONLY ANACONDA CAN GIVE YOU ALL THESE FEATURES



How Patented "Electro-Chemical Control" Makes Anaconda White Lead Highest in Quality

To do a first rate job you need a first rate white lead. Such is Anaconda, made by an *exclusive* electrolytic process, which *only* Anaconda can use. This process has 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 80 physical, mechanical and chemical tests are made daily to insure *perfect uniformity*.

This is why Anaconda White Lead is whiter, brighter and purer than any other white lead on the market, *by actual test*. For best results—use Anaconda White Lead!

Two Kinds:
• Heavy Paste
• All Purpose Soft Paste



INTERNATIONAL SMELTING AND REFINING CO., WHITE LEAD DEPT., E. CHICAGO, IND.



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



PUREST COMMERCIAL WHITE LEAD MADE—YET COSTS NO MORE

38404. THIS ADVERTISEMENT APPEARS IN NATIONAL PAINTERS' MAGAZINE, CIRCULATION 55,776, ISSUE OF FEBRUARY, 1938. 2107.

PNYC06000066