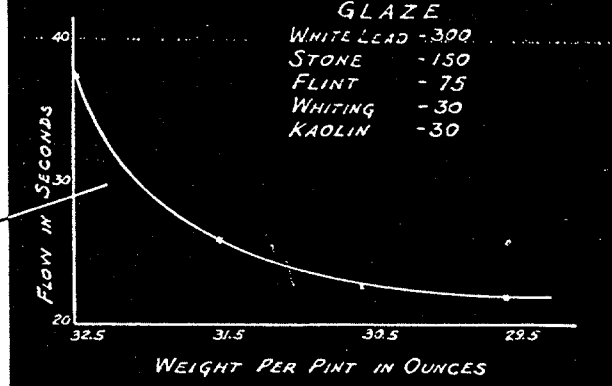


For good fluidity
over a wide range
of specific gravities



Curve illustrates that Anaconda, in glazes of varying specific gravities, flows freely. Shows time it takes for 200 cubic centimeters to go through 5/32 of an inch orifice.
REASON: Finer and more uniform particles.

Use ANACONDA "Ceramic Grade" WHITE LEAD

One batch serves for Both Spraying and Dipping!

PNYC 00012630

COMPARE!

Notice the difference in the uniformity of the particles. Both micro-photographs were taken at 1500X magnification.

← ORDINARY ANACONDA →

ORDINARY ANACONDA

Proof! The comparisons shown here demonstrate the superior suspension possible with Anaconda White Lead. Why not use it?

Save Time—Assure Uniformity

Uniformity, the ultimate goal of all products, is always available in Anaconda White Lead.

Uniform shipments, uniform small particles, and uniform suspension result in uniform glazes. This means increased efficiency in your plant, better finished ware, less trouble, fewer rejects and higher quality at all times.

Furthermore, because Anaconda White Lead has good fluidity over a wide range of glaze specific gravities, a single batch can be used for both spraying and dipping. Thus you can save time and be assured of uniformity by grinding all your glaze at one time.

Anaconda Ceramic Grade White Lead is made to fit the needs of all types of glazes. Available in two distinct P. H. values (D-3.0-3 Neutral and O-3 Slightly Alkaline), it offers Ceramic Manufacturers an opportunity to use the grade best suited for their individual needs. Tell us your problems.

INTERNATIONAL SMELTING AND REFINING CO.
Pigment Division • East Chicago, Ind.
Subsidiary of Anaconda Copper Mining Co.

USE ANACONDA

ne to con

WHITE LEAD

"From mine to consumer" includes mining, concentrating the ore, smelting, refining, converting, from start to finish. 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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