



Unretouched photograph showing relative whiteness of Anaconda White Lead and new-fallen snow.

## WHITER *than* SNOW

THE superior whiteness of Anaconda Electrolytic White Lead can be even more convincingly demonstrated by practical plant tests. Anaconda White Leads are not only whiter—they are exceptionally smooth textured and opaque—and still offer the ultimate in durability.

If you are not now using Anaconda White Lead we recommend your examination of our three distinct grades. They vary in fineness and oil absorption for color, yet all help impart utmost durability to the finished product. We will gladly furnish samples and technical data on request.

Carload shipments direct from plants. L. C. L. shipments from warehouses in principal cities.



ANACONDA ZINC OXIDE  
DEPARTMENT OF I. L. R. CO.

General Sales Office: East Chicago, Ind. Plants at East Chicago, Indiana; Akron, Ohio. District Sales Offices: Akron, Boston, Philadelphia, Louisville, New York City.

## ANACONDA WHITE LEAD

35287-A

20801—Copy No. 1094—4 5-16 x 7 1-8 inches  
Amer. Paint Jrl.—Jan. 7  
Printed in U. S. A.—L 6577—L & T—12-18-34—1 N  
Display, Caslon 471  
Text, 10 pt. Bookman, 2 pt. leaded

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