

See the Difference

**PROVE THE
DIFFERENCE**



Either way, Anaconda White Lead shows up WHITER!

It may be of only academic interest that the Pfund Colorimeter shows Anaconda White Lead to be highest of all commercial white leads in both brightness and whiteness. It is of practical importance to all progressive manufacturers of paint, however, to know that Anaconda White Lead produces whiter paints, and that it produces such paints without sacrificing any of the other advantages of white lead.

Anaconda White Lead is uniform, highly opaque, and durable—in addition to being the whitest and the purest of all commercial white leads.

It is available in three degrees of oil absorption—low, medium and high. Samples are available and technical cooperation for testing will be gladly given upon request.



INTERNATIONAL SMELTING & REFINING CO.

White Lead Department

Plant and General Offices: East Chicago, Indiana

District Sales Offices: Akron, Philadelphia, Boston, Louisville, New York City

Anaconda White Lead

37511 THIS ADVERTISEMENT APPEARS IN DRUGS, OILS & PAINTS, CIRCULATION 1,005, ISSUE OF FEBRUARY; PAINT, OIL & CHEMICAL REVIEW, CIRCULATION 2,096, ISSUE OF FEBRUARY 18, AND PAINT & VARNISH PRODUCTION MANAGER, CIRCULATION 1,192, ISSUE OF APRIL, 1937. 1715.

ACTUAL SIZE—7" x 10"

PNYC00000041

N10009