



Prove to Your Own Satisfaction that
ANACONDA WHITE LEAD
Produces Whiter Whites and Cleaner Tints!



Our tests prove unmistakably that Anaconda White Lead, made by our exclusive Electrolytic Process, is whiter, brighter, purer than any other on the market. *But don't take our word for it.*

Judge for yourself the superiority of Anaconda White Lead—in your own way—in your own home. Prove by actual test that this modern white lead, although it costs no more, produces whiter whites and cleaner tints... provides *all-weather protection and lasting beauty*. You make the tests—you judge results. Could anything be fairer? Send for your Visual Proof and 1 lb. FREE sample... now!

29276

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

USE ANACONDA
from mine to consumer

LEAD

PNYC00C00056

That IS the Master Touch!



... Finish the New Home with

ANACONDA WHITE LEAD

for All-Weather Protection and Lasting Beauty

*Made Whiter, Brighter,
Purer by Exclusive Electrolytic
Process... Yet Costs No More!*

There's a reason why good painters and proud home owners specify Anaconda White Lead. For Anaconda White Lead is made by our patented Electrolytic Process which only Anaconda can use. This process not only removes impurities found in ordinary

white leads, but by a series of over 80 physical, mechanical and chemical tests daily, insures perfect uniformity and highest quality. The net result is a whiter, brighter, purer white lead than any other on the market. A white lead that provides *all-weather protection and lasting beauty*—yet costs no more. WMS

FOR PROOF OF
THE SUPERIORITY OF
ANACONDA WHITE
LEAD... PLEASE
TURN THE PAGE!

INTERNATIONAL SMELTING AND REFINING COMPANY
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MIDDLE ATLANTIC AND EAST NORTH CENTRAL STATI
IN THE APRIL, 1939, ISSUE

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**SEND FOR VISUAL PROOF
AND FREE SAMPLE ... NOW!**

Simply address a letter or penny post-
card to INTERNATIONAL SMELTING
AND REFINING COMPANY, DEPT. WL,
EAST CHICAGO, INDIANA. Write this
only: "Send me Visual Proof and a
one-pound FREE sample, so that I may
judge for myself the superiority of
Anaconda White Lead."

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AS A 2-PAGE SECTIONAL OR "STALL" INSERT IN AMERICAN
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AND KENTUCKY. THE FIRST PAGE, WITH REVISIONS, APPEARS
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