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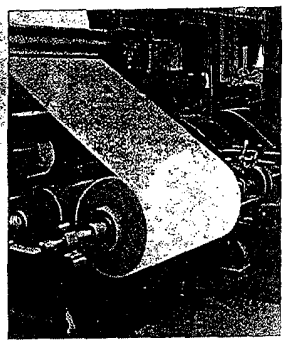

. . . You can produce opaque featherweight stock with this modern white pigment

● Featherweight stocks with improved opacity, greater strength and superior printing surfaces can be successfully produced by using Titanox-B (barium base) as a filler. You can make a thin, strong paper that is exceptionally white and opaque due to the fact that Titanox-B is far more light reflective than fillers ordinarily used in opaque white papers. • When used in combination with your fillers, Titanox-B (barium base) offers these superiorities: (1) fine particle size; (2) exceptional brightness; (3) higher tinting strength; (4) better opacity; (5) good bulking value; (6) improved dispersion; (7) high retention. • In some cases, manufacturers find that Pure Titanium Oxide offers a still better opportunity to improve the opacity and whiteness of light weight magazine and book stocks. • We'll gladly cooperate with you in adapting Titanox pigments to your products. Consult our own paper chemist who will be glad to furnish helpful data.

TITANOX

TITANIUM PIGMENT COMPANY, INC.

Manufacturers of TITANOX-B (Barium Base)
TITANOX-C (Calcium Base) . . . PURE TITANIUM OXIDE

111 Broadway, New York, N. Y. • Carondelet Station, St. Louis, Missouri; Pacific Coast Distributor: National Lead Company of California, 2240 24th Street, San Francisco, California; Canadian Distributor: Wilson, Paterson, Gifford, Ltd., 301 Murray Street, Montreal—132 St. Helen's Avenue, Toronto, Ontario.

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