

TITANOX

A WAY TO AVOID "PAINTY" APPEARANCE IN LEATHER STOCKS

The exceptional particle fineness and high tinting strength of Titanox-B offer improved means of preventing "painty" appearance in leather stocks.

- Finishes containing Titanox-B flow into the grain. They do not cover it up. They practically become a part of the leather. Titanox-B makes possible a thin coating that produces uniform covering. • Also because it is chemically stable and inert, Titanox-B will not react with tinting colors with which it may be combined nor with residual chemicals in the skins. Consequently, it helps prevent spottiness and discoloration.
- It will pay you to consider carefully the advantages of Titanox-B in your leather finishes. Write our nearest branch for helpful information.



TITANIUM PIGMENT CO., INC.

Manufacturers of... TITANOX-B (Barium Base)
TITANOX-C (Calcium Base) • PURE TITANIUM OXIDE
60 John Street, New York, N. Y.; Carondelet Station, St. Louis, Mo.; Pacific Coast Distributor: National Lead Company of California, 2240 24th Street, San Francisco, Cal.; Canadian Distributor: Wilson, Paterson, Giffard, Ltd., 101 Murray Street, Montreal - 132 St. Helen's Avenue, Toronto, Ont.

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