

DRY WHITE-LEAD to fit any formula...

• DUTCH OR CARTER PROCESS

• • • H. T. S. (High Tinting Strength)
—a new white-lead with especially high hiding and oil-taking power

• • • BASIC LEAD SULPHATE

• Regardless of which type of white-lead pigment is best suited to your paint formulas, you can get it from National Lead Company and, at the same time, be assured of a product of high, uniform quality. In addition to the white-lead pigments listed above, we are a leading source of supply for dependable lead oxides, red-lead, litharge and orange mineral.



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 639 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Lead Co., 606 Albany St., Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



American Paint Journal
November 16, 1935.

• DRY WHITE-LEAD—Dutch or Carter

• • • H. T. S. (High Tinting Strength) WHITE-LEAD

—a new white-lead with especially high hiding and oil-taking power

• • • BASIC LEAD SULPHATE

THE various forms of lead pigments manufactured by National Lead Company make it possible for us to meet your requirements exactly. In addition to the white-lead pigments listed above, we are a dependable source of supply for lead oxides, red-lead, litharge, orange mineral.

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American Paint Journal
November 17, 1935.

ADJUST YOUR PAINT FORMULAS TO PRESENT-DAY DEMANDS ...USE

TITANOX-B

Now, more and more leading paint manufacturers are realizing that Titanox-B (Barium Base) enables them to offer a product that's in tune with present-day demand. There's one of the reasons for the popularity of Titanox-B pigments, and continually increasing Titanox sales... Test after test—in the laboratory and the factory—have demonstrated the value of Titanox-B in paint formulas. This modern pigment is productive of the whitest paints, paints that not only are white when first applied but that maintain their whiteness through years of protective service. Such paints, furnishing the qualities demanded by exacting buyers, can be economically formulated with Titanox-B and profitably sold at a moderate price. Titanox-B possesses a combination of desirable features that are found in no other paint pigment. Witness its high bulking value, uniform particle fineness, chemical stability, and, therefore, ready mixing qualities, low specific gravity, high hiding power, and moderate price. Most today's paint manufacturers are using Titanox-B. Let us send you detailed information and prices.



TITANIUM PIGMENT CO., INC.

Manufacturers of: TITANOX-B (Barium Base)
TITANOX-C (Calcium Base) - PURE TITANIUM OXIDE
111 Broadway, 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, Gifford, Ltd., 101 Murray Street, Montreal—132 St. Helen's Avenue, Toronto, Ont.

TITANOX-C

...meets requirements for high quality interior paint

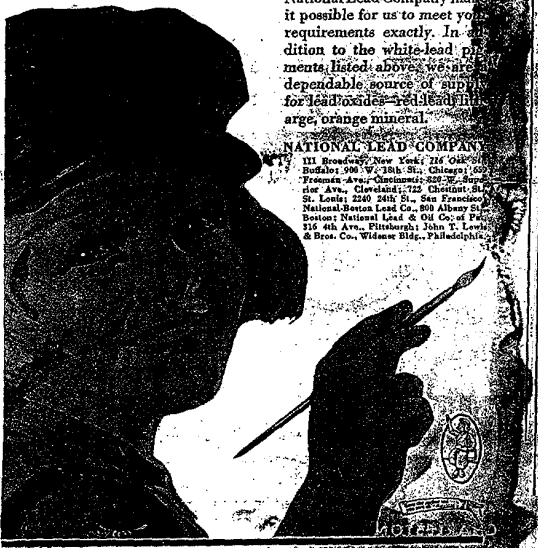
A high quality flat wall paint must be formulated with special attention to the following characteristics: Workability, consistency, levelling, drying, control of sheen, suspension, cost, color, type of vehicle, high non-volatile content, resistance to after yellowing, high light reflective value and opacity. Titanox-C (Calcium Base) is recognized as the ideal pigment for flat wall paints and formulae which develop the optimum of the above qualities have been worked out with it. Such formulae require little or no grinding and are very economical. Helpful information will be furnished upon request.



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Amusement Paint Journal
... DRY WHITE-LEAD—Dutch or Carter
... H. T. S. (High Tinting Strength) WHITE-LEAD
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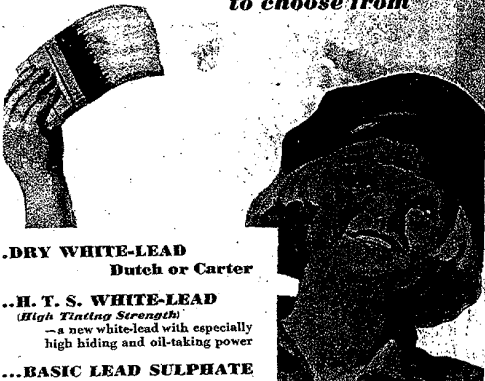


THE various forms of lead pigments manufactured by National Lead Company make it possible for us to meet your requirements exactly. In addition to the white-lead pigments listed above, we are a dependable source of supply for lead oxides—red-lead, orange mineral.

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November 17, 1937

A group of WHITE-LEAD PIGMENTS
 to choose from



... DRY WHITE-LEAD
 Dutch or Carter
... H. T. S. WHITE-LEAD
 (High Tinting Strength)
 —a new white-lead with especially high hiding and oil-taking power
... BASIC LEAD SULPHATE

• From National Lead Company, you can obtain the particular form of white-lead pigment best suited to your formula requirements. We make the white-lead pigments listed above—each one of high, uniform quality. National Lead Company is also a dependable source of supply for lead oxides—red-lead, litharge and orange mineral.

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Amusement Paint Journal
November 17, 1937

MANUFACTURERS ARE GETTING WHITER PAINTS AT LOWER COSTS WITH

TITANOX-B

Many paint manufacturers, seeking to improve their products and at the same time to reduce costs, have discovered in Titanox-B the ideal pigment. They have found that this modern pigment not only produces the whitest paints ever made... but that Titanox paints retain their whiteness through years of service.

When you combine exceptional whiteness and chemical stability with other well-known features of Titanox-B... high bulking value, uniform particle fineness, high hiding power, ready mixing qualities and moderate price... you have sufficient reasons for the fast growing popularity of Titanox-B. Alert manufacturers realize that with all these desirable properties, it is logical that Titanox-B paints should appeal to paint buyers everywhere.

Ask us to assist you to adapt Titanox-B to your paint formulas. Write for detailed information and prices.

TITANIUM PIGMENT CO., INC.



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TITANOX-B (Barium Base)
TITANOX-C (Calcium Base)
PURE TITANIUM OXIDE
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CONSIDER THE NEW LOW PRICES ON

TITANOX-C

Recent price reductions on Titanox-C (calcium base) provide an exceptionally important reason why paint manufacturers should study the various ways in which this modern pigment will reduce costs and at the same time improve quality.

Users now appreciate that Titanox-C saves grinding time. Because of its dispersive properties, it shortens the manufacturing operations. In many instances grinding has been entirely eliminated by using Titanox-C.

Here are other important reasons for adopting Titanox-C. It has high bulking value—exceptional hiding power—and the high degree of whiteness so essential to quality paints. The fast growing popularity of Titanox-C is ample proof that this economical pigment makes paint that meets the demands of the shrewdest buyers.

Write today for new low prices on Titanox-C. Full information will be gladly furnished without obligation.

TITANIUM PIGMENT CO., INC.



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TITANOX-C (Calcium Base)
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