

Proof from Marschalk & Pratt, Inc., 369 Lexington Ave., New York

TITANOX

FOR BETTER OPACITY IN COATED STOCKS...TITANOX-B

Paper manufacturers, searching for ways to improve the opacity and finish of coated stocks, have secured promising results with Titanox-B (barium base). This remarkable pigment is distinguished by the following properties: (1) fine particle size; (2) exceptional brightness; (3) high tinting strength; (4) chemical inertness; (5) high refractive index; (6) moderately high bulking value. • In paper manufacturing Titanox-B mixes readily with clay, blanc fixe, or satin white. It disperses easily with casein size. It does not tend to thicken and it brushes out well making an even coat. • Our Pure Titanium Oxide (TiO_2) has also produced excellent results as a filler in book and magazine stock. • It will pay you to investigate Titanox pigments. Discover how these products may help you produce better stocks. Helpful information will be gladly furnished.



TITANIUM PIGMENT CO., INC.

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

60 John Street, New York, N. Y.; Corandale Station, St. Louis,
Missouri; Pacific Coast Distributor: National Lead Company
of California, 2240 24th Street, San Francisco, California;
Canadian Distributor: Wilson, Paterson, Gifford, Ltd., 101 Murray
Street, Montreal - 132 St. Helen's Avenue, Toronto, Ontario.

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