

89

Proof from
Marschalk & Pratt, Inc. 369 Lexington Ave., N.Y.C.

DO YOUR PAINTS NEED
GREATER HIDING POWER?

TITANOX-B

WILL HELP YOU

Paint manufacturers with reputations to maintain, must meet the present-day demand for increased hiding power in paints of all types. That is why so many of the larger companies have adopted Titanox-B (Barium Base). • These manufacturers, over a period of years, have proved to their own satisfaction that Titanox-B hides 40% to 120% better than other commonly used white pigments. Consequently, it provides greatly increased covering power without excessive pigmentation. • Among the other distinctive properties that have made Titanox-B popular with leading paint manufacturers are:

1. Uniform particle fineness
2. Chemical inertness
3. Desirable dispersive qualities
4. High light reflective value
5. Moderate volume cost

Why not let Titanox-B improve your paints—give them 1932 selling points? Ask us to send you valuable data which will help you with your formulas. Write our nearest branch.



TITANIUM PIGMENT CO., INC.

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

60 John Street, New York, N.Y.; Corondelet 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.

This advertisement appears in the following publication:
American Paint Journal, Feb. 8—May 2—July 25—Oct. 17, 1932—March 7—Dec. 12, 1933.
KT-496

Drugs, Oils & Paints—March, Sept.
Oil, Paint & Drug Reporter—March 21, Aug. 22 Dec. 26
Paint, Oil & Chemical Review—March 10, Aug. 25
Paint & Varnish Production Mgr.—March, Sept.
Western Paint Review—March—Sept., 1933.

N 28266

0000-NLI-000014654