

March 1932 - 135 Lexington Ave., N.Y.C.

TITANOX FORMULAS ARE WORTH TALKING ABOUT!

Pittsburgh Plate
Glass Company
features hiding
power of Titanox
in National
Advertising

"We had dinner in our dining room
the same day it was painted"



VITOLIZED OIL...
makes it possible to paint walls one or two coats
and hang your pictures the same day

It contains a new pig-
ment known as
"Titanium". This
Titanium base gives

IDE

● Here's an excellent example of how a leading paint manufacturer is capitalizing on the properties of Titanox in the merchandising and advertising of its paints. Above is a reproduction of an advertisement of the Pittsburgh Plate Glass Company which appeared in a list of national magazines in February 1932. Note that the advertisement reads: "...contains a new pigment known as 'Titanium'." This Titanium base gives Wallhide much greater hiding qualities. ● Any paint manufacturer may well afford to tell the properties of Titanox pigments to his customers...to talk about Titanox formulas to his sales organization...to feature Titanox advantages in his advertising. ● The fast-growing popularity of Titanox pigments is based upon these distinctive properties: (1) fine particle size; (2) exceptional brightness; (3) high tinting strength; (4) chemical inertness; (5) high refractive index; (6) moderately high bulking value. Test after test has proved that Titanox pigments enable you to produce superior paints at low volume and hiding power costs. ● Ask us to send you valuable data that will help you improve your formulas. Address nearest branch.

TITANOX

TITANIUM PIGMENT CO., INC.

Manufacturers of TITANOX-3 (Barium Base)
TITANOX-C (Calcium Base) - PURE TITANIUM OXIDE

60 John St., New York, N. Y.; Carondelet Station, St. Louis, Missouri;
Pacific Coast Distributor: National Lead Co. of Cal., 2240 24th St.,
San Francisco, Cal.; Canadian Distributors: Wilson, Paterson, Clifford,
Ltd., 101 Murray St., Montreal-132 St. Helen's Ave., Toronto, Ontario.



This advertisement appears in the following publications:

American Paint Journal, June 13, September 5, November 28, 1932

KT-551

Drugs, Oils & Paints, June, December, 1932

Oil, Paint and Drug Reporter, June 6, Oct. 17, 1932

Western Paint Review, June, December, 1932

Paint, Oil & Chemical Review, June 2, Nov. 17, 1932

Paint & Varnish Production Manager, June, Dec.

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