

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

Use TITANOX-B for inks and get clearer tonal values

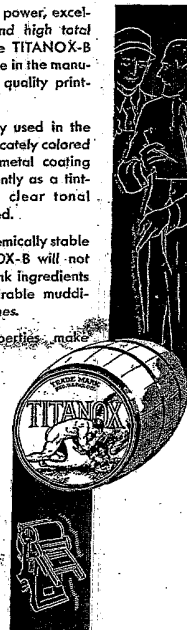
GREATER hiding power, excellent color and high total brightness make TITANOX-B especially valuable in the manufacture of better quality printing inks.

It is now widely used in the production of delicately colored inks, white inks, metal coating whites and frequently as a tinting base where clear tonal values are required.

Because it is chemically stable and inert, TITANOX-B will not react with other ink ingredients and cause undesirable muddiness and undertones.

All these properties make TITANOX-B economical...providing a successful solution to some of the modern inkmakers' most pressing formulating problems.

A letter to our nearest branch will bring complete information about our three popular Titanium pigments.



TITANIUM PIGMENT CO., INC.

Manufacturers of

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

60 John St., New York, N. Y. Carondelet Station, St. Louis, Mo.

Pacific Coast Distributors:

NATIONAL LEAD CO. OF CALIFORNIA
2240 24th Street, San Francisco, Calif.

KT-261—American Inkmaker, Jan., 1931

N 28036

0000-NLI-000014314

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TITANOX - B
gives better
tonal values
to
printing inks

Today's high standards for color printing demand delicately tinted inks of exceptional tonal values.

TITANOX-B has proved to be unusually effective in producing inks used for high-grade color reproductions. Being chemically stable and inert, TITANOX-B does not react with other ingredients and produce undesirable colors. Tints have cleaner undertones. Overtones are free from muddiness and show a pleasing depth of color.

It will pay you to investigate the economy of TITANOX-B. Consult our nearest branch for further information and prices.

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PIGMENT
CO., Inc.**
Manufacturers of
TITANOX-B
(Barium Base)
TITANOX-C
(Calcium Base)
**PURE TITANIUM
OXIDE**
20 John Street,
New York, N. Y.
Cardinal Station,
St. Louis, Mo.
Pacific Coast Distributor:
NATIONAL LEAD CO.
OF CALIFORNIA
2260 24th Street,
San Francisco, Calif.

KT-265—American Inkman—February, June and October, 1931

N 28036.01

0000-NLI-000014315

Improve ink quality with TITANOX-B

Titanox-B (Barium Base) is unusually effective in the production of delicately tinted printing inks. This modern opaque white pigment is characterized by the following qualities:

(1) High opacity. (2) Chemical stability (insurance against reactions with ingredients that often cause muddiness and poor coloring). (3) Neutral whiteness (Titanox-B produces high brightness and clear color tones). (4) A smooth flowing ink (in particle size, Titanox-B is among the finest of all white pigments).

Investigate the many advantages of using Titanox-B in ink manufacture. Write our nearest branch for further information and prices.



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