

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

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

TITANOX-B

Now, more than ever, leading paint manufacturers are realizing that Titanox-B (Barium Base) enables them to offer a product that's in tune with present-day demand. That is one of the reasons for the popularity of Titanox pigments, and constantly increasing Titanox sales... Test after test—in the laboratory and the factory—have demonstrated the value of Titanox-B in paint manufacturing. This modern pigment is productive of the whitest paints ever made—paints that not only are white when first applied but that maintain that 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 inertness, ready mixing qualities, low specific gravity, high hiding power and moderate price... Meet today's paint requirements with Titanox-B. Let us send you detailed information and prices.



TITANIUM PIGMENT CO., INC.

Manufacturers of... TITANOX-B (Barium Base)
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60 John Street, New York, N. Y.; Corondale, Ill.
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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.

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