

ADVERTISEMENTS FOR 1927

N17378

ALL 001482

New!

Dutch Boy Soft Paste White-Lead



YOU can now give your customers the well-known Dutch Boy white-lead in a form that eliminates practically all the labor of breaking up and cuts mixing costs to almost zero.

This new product, known as Dutch Boy soft paste white-lead, is a semi-paste containing 85% strictly pure white-lead and 15% pure linseed oil—*nothing else*. It is of a consistency that makes stirring easy. It therefore reduces to paint in jig time.

The labor-saving advantages of Dutch Boy soft paste white-lead are instantly recognized by users of paint materials. It bids fair to score an immediate and tremendous success.

Sold by the pound in 100 lb. kegs; also 50, 25, and 12½ lb. pails. For further details write to our nearest branch.

NATIONAL LEAD COMPANY

New York, 111 Broadway

Buffalo, 116 Oak St.

Cincinnati, 659 Freeman Ave.

St. Louis, 722 Chestnut St.

Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue

Philadelphia, John T. Lewis & Bros. Co., 437 Chestnut Street

Boston, 800 Albany St.

Chicago, 906 West 18th St.

Cleveland, 820 W. Superior Ave.

San Francisco, 235 Montgomery St.

This advertisement will appear in the following publications:

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NLI

001483

For a BRIGHTER *White* that is more OPAQUE—use TITANOX

This white pigment has unusual hiding power. A trial will convince you.

Find out for yourself the value of the white pigment. First, Titanox is a white, and this is the first step in giving these pigments their remarkable covering power.

Discover for yourself these properties of Titanox. Send you a sample of this unusual pigment and work with it in your laboratory. You cannot appreciate its unusual qualities.

Titanox possesses high light-reflective power. It resists high temperatures without discoloration. It is light-proof—producing a white of lasting brilliancy. And because Titanox is

extremely opaque, even when used in small proportions, it is surprisingly economical.

Titanox is a true composite opaque pigment. It consists of 25% Titanium Oxide precipitated upon and coalesced with 75% Barium Sulphate (heavy grade). It is chemically stable and inert—can be used with any of the grinding liquids, varnishes, and oils without danger of thickening or livering through chemical action.

We are anxious to tell you more about Titanox. We want you to experiment with it. Write to the nearest of our four branches. We will send you complete information.



FOR USE IN:

Paste and Semi-Paste Paints
Ready Mixed Paints
Enamels
Enamel Undercoaters
Floor and Concrete Enamels
Color Varnishes
Industrial Mixed Paints
Lacquers, etc.

TITANIUM PIGMENT CO., INC.

TITANOX - TITANIUM CALCIUM PIGMENT - PURE TITANIUM OXIDE
14 FULTON ST. NEW YORK 5, N. Y. - 112 SIDNEY ST. ST. LOUIS 10, MO. - P. O. BOX 770 NIAGARA FALLS, N. Y.
PACIFIC COAST DISTRIBUTORS: NATIONAL LEAD CO. OF CALIF., 40 CALIFORNIA ST., SAN FRANCISCO

AMERICAN PAINT JOURNAL, DRUGS, OILS & PAINTS,
OIL, PAINT & DRUG JOURNAL, PAINT, OIL & METAL REVIEW,
WESTERN PAINT REVIEW.

Make sure of BRIGHT *Whites* by using TITANOX

This remarkable pigment gives covering power and real whiteness, too



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Enamels
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Floor and Concrete Enamels
Color Varnishes
Industrial Mixed Paints
Lacquers, etc.

TRY it out in your own laboratory. In no other way can you really appreciate the unusual properties of Titanox.

This pigment is valuable for whites and light tint. When you use Titanox, brightness is assured. And because Titanox is light proof it produces a white of lasting brilliancy.

Titanox is extremely opaque. Its spreading power and hiding power are unusual. It possesses high light-reflective power. It resists high baking temperatures without discoloration. And because Titanox gives

splendid results even when used in small proportions, it is surprisingly economical.

Titanox is a true composite opaque pigment. It consists of 25% Titanium Oxide precipitated upon and coalesced with 75% Barium Sulphate (heavy grade). It is chemically stable and inert—can be used with any of the grinding liquids, varnishes, and oils without danger of thickening or livering through chemical action.

Discover for yourself the peculiar value of Titanox. Make experiments with it. Write to the nearest of our four branches for complete information.

TITANIUM PIGMENT CO., INC.

MANUFACTURERS OF

TITANOX - TITANIUM CALCIUM PIGMENT - PURE TITANIUM OXIDE

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