HERE'S A WAY
TO MAKE

BETTER

INTERIOR PAINTS
AT LESS COST



• This practical, money-making suggestion has helped many paint manufacturers produce better inside paints at lower volume cost: Include Titanox-C (calcium base) in your formulas! • From the standpoint of hiding power and volume cost, Titanox-C (calcium base) is the most economical pigment available for formulating flat wall paints, enamel undercoaters, interior gloss whites and eggshell enamels. Titanox-C is extremely easy to disperse and grind, and such qualities are reflected in further economies to the paint manufacturer. • In addition, here are seven other good reasons why you should add Titanox-C to your interior paints: (1) Titanox-C is chemically inert and therefore non-reactive with the vehicles, pigments or other ingredients of the paint; (2) it is chemically stable and resistant to chemical fumes in the air; (3) it has high hiding power; (4) it insures better package characteristics; (5) freedom from after-yellowing; (6) easier brushing qualities; (7) excellent leveling characteristics. • Write today for helpful information.

TITANOX

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TITANOX

TITANIUM PIGMENT CO., INC.
Manufacturers of . . . **TITANOX-B** (Barium Base)
TITANOX-C (Calcium Base) . . **PURE TITANIUM OXIDE**
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American Paint Journal — March 20 - July 10 - Sept. 4 - Oct 30 - Dec. 25

Drugs, Oils and Paints — May - Sept.

Oil, Paint and Drug Reporter — May 15 - Aug 21 - Nov. 13

Paint, Oil and Chemical Review — March 23 - May 18 - July 13 - Sept. 7 - Nov. 2 - Dec. 28

Paint and Varnish Production Manager - June - October

Western Paint Review - June - October

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