

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

File

Obtain better, clearer leather finishes with **TITANOX-B**



FOR producing modern, attractive leather finishes... particularly light tans, grays, whites, and many popular pastel shades... Titanox-B is rapidly growing in popularity.

Because it is chemically stable and inert, Titanox-B will not react with tinting colors with which it may be combined nor with residual chemicals in the skins. Consequently, it helps prevent spottiness and discoloration.

Finishes made with Titanox-B flow into the grain and do not obscure it. They facilitate glazing. Titanox-B makes possible the thinnest practicable coating consistent with uniform coloring.

Investigate this modern economical opaque white pigment. Write our nearest branch for further information and price list.

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 Distributor: NATIONAL LEAD CO. OF CALIFORNIA

2240 24th Street, San Francisco, Calif.

Canadian Distributor: WILSON, PATERSON, GIFFORD, LTD.

101 Murray Street, Montreal

132 St. Helens Ave., Toronto

Job KT-290—Hide & Leather, January 10, 1931

N 28037

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TITANOX-B
heightens
the appeal of
delicately
colored finishes

WHEN used as a tinting base for light-colored finishes, Titanox-B produces clean, delicately toned shades that are free from all traces of muddiness.

Titanox-B does not react with residual chemicals left in the skin, because this opaque white pigment is chemically stable and inert. Neither will Titanox-B react with tinting colors to form "off-colors" or undesirable undertones. And its remarkable hiding power will improve the effectiveness of the finish, give better results.

Write for complete information about Titanox-B for leather finishes. Ask for latest price lists, too!

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INCORPORATED
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101 Murray Street 132 St. Helen's Ave.
Montreal Toronto

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When correct shades are
difficult to produce, try

TITANOX-B



When you have difficulty in securing just the right shade for a particular finish...try TITANOX-B. This widely used opaque white pigment produces the clear, lovely undertones which modern style trends demand.

Titanox-B is chemically inert. It won't react with either the chemicals in the leather or other ingredients in the finishes and thus cause spotting or undesirable colors.

Let us tell you more about this modern opaque white pigment and the reasons you should use it. Write our nearest branch for price list.



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