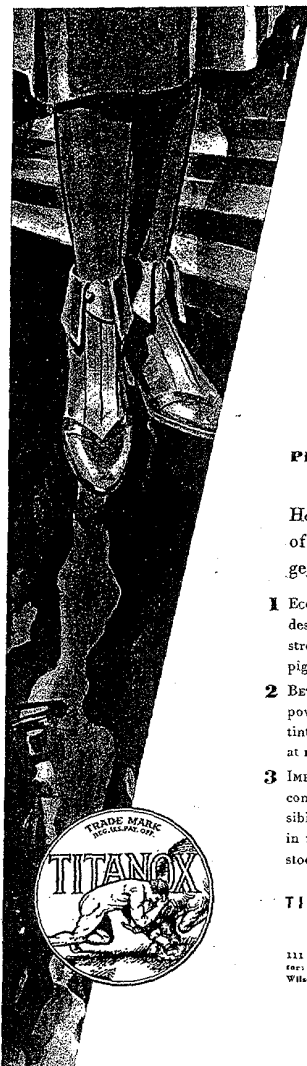


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3 Big • Reasons

WHY MANUFACTURERS PREFER TITANOX-C FOR TINTING RUBBER

Here are three important reasons why manufacturers of white and tinted rubber have found it advantageous to use Titanox-C (calcium base):

- 1 **ECONOMY...** By employing Titanox-C, it is possible to obtain the desired color with less pigment. This is due to the high tinting strength and low specific gravity of Titanox-C. In some instances, pigment volume has been reduced as much as 17½ per cent.
- 2 **BETTER BRILLIANCY...** Titanox-C is 65 per cent stronger in tinting power than some other commonly used rubber pigments. Higher tinting strength produces much whiter or brighter colored stocks at no extra cost.
- 3 **IMPROVED ELASTICITY...** Obviously, the lower pigmentation and consequently, the nearer approach to pure gum stock, made possible by the use of Titanox-C, contributes to improved elasticity in the finished product. It is generally conceded, therefore, that stocks tinted with Titanox-C have improved texture and elasticity.

TITANIUM PIGMENT COMPANY, INC.

Manufacturers of TITANOX-B (Barium Base)
TITANOX-C (Calcium Base) ... PURE TITANIUM OXIDE
111 Broadway, New York, N. Y.; Cascadale Station, St. Louis, Mo.; Pacific Coast Distributors: National Lead Co. of Calif., 2240 24th St., San Francisco, Calif.; Canadian Distributors: Wilson, Paterson, Gifford, Ltd., 101 Murray St., Montreal-132 St. Helen's Ave., Toronto, Ont.

TITANOX

This advertisement appears in the following publication:
India Rubber World, February, June, October, 1933 - December
KT-618

N 28434

0000-NLI-000014872