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THERE'S NO BETTER NAME ON WHITE-LEAD

Easy to...

THIN • TINT • SPREAD

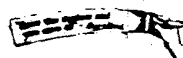


CARTER



Here's the same high-quality, long-wearing Carter white-lead you have known for years—in soft paste form. It pours from the keg...thins easily...tints evenly...and spreads smoothly. Its time- and labor-saving qualities, plus the recognized durability of the paint it applies, are advantages that will help make steady customers of paint buyers whose patronage is worth getting—worth keeping.

CARTER
SOFT PASTE WHITE-LEAD



MADE IN U.S.A. & CANADA

NLI 001509

Here's a way to obtain greater ... hiding power in paints ...

For Use in:

Ready mixed paints,
exterior and interior
Paste and
semi-paste paints
Enamels
Enamel undercoats
Quick drying enamels
Mill whites
Industrial paints
Floor and concrete
paints
Color varnishes
Lacquers
etc.



It is an accepted fact that Titanox-B possesses concentrated hiding power to a far greater extent than the other generally used white pigments. According to test after test, Titanox-B hides 40 to 120% better than these white pigments.

In these days of public demand for lower painting costs, this remarkable hiding power is of particular importance to all paint manufacturers, because paint formulas based on Titanox-B give increased hiding power without excessive pigmentation.

Titanox-B makes a more acceptable product having better brushing qualities, freer flow and greater elasticity ... all at lower cost.

Complete information and prices will be gladly furnished by our nearest branch.

TITANIUM PIGMENT CO., Inc.

Manufacturers of

TITANOX-B (Barium Base) TITANOX-C (Calcium Base)
PURE TITANIUM OXIDE

60 John St., N.Y. Canadian Station, St. Louis, Mo.

Pacific Coast Distributor: NATIONAL LEAD CO. OF CALIF.
2240 24th Street, San Francisco, Calif.

Canadian Distributor: WILSON, PATERSON, GIFFORD, LTD.
101 Murray Street, Montreal 132 St. Helens Ave., Toronto

Job K1 263 A - American Paint Journal - January 5, 1931

Drugs, Oils & Paints, January, 1931
Oil, Paint & Drug Reporter--Jan. 26, 1931
Paint, Oil & Chemical Review--Jan. 8, 1931
Paint & Varnish Production Mgr.--January, 1931
Western Paint Review, January, 1931

NL I001510

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 under-tones 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 spottiness 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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