

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

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 undercoaters
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. Carondelet 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 KT-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

N 28035

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**For Flat Wall Paints,
Undercoaters,
Mill Whites,
Interior Enamels,
use TITANOX-C
(CALCIUM BASE)**

Exceptional hiding power, chemical inert-
ness, greater tinting strength, high bulking
value and freedom from off-yellowing...
these are the characteristics of TITANOX-C
which enable paint manufacturers to
produce interior paints that are better
and of the same time meet the pressing
need for quality at a price.

TITANOX-C contains 30% pure titanium
oxide. One pound of TITANOX-C in paint
form will completely obscure more than
50 square feet of black surface—a solid
gallon hides 1340 square feet of black
surface. Because of its unusually high
tinting strength, comparatively moderate
amounts are required to secure excep-
tional results.
Let us send you additional information
and prices on our three titanium pig-
ments. Address nearest branch.

TITANIUM PIGMENT CO., Inc.

Manufacturers of
TITANOX-A (Barium Base)
TITANOX-C (Calcium Base)
PURE TITANIUM OXIDE
60 John St., N. Y. Correspondence Station, St. Louis, Mo.
Pacific Coast Distributors, NATIONAL LEAD CO. OF CALIF.
2240 24th Street, San Francisco, Calif.
Canadian Distributors, WILSON, PATRICK, GIFFORD, LTD.
101 Murray Street, Montreal 1225H, Habel & Ayres, Toronto

KT-284—American Paint Journal—Jan. 12—April 6—June 29—Sept. 21
—Dec. 14, 1931

Drugs, Oils & Paints—February, 1931
Oil, Paint & Drug Reporter—Feb. 23 & Dec. 7, 1931
Paint, Oil & Chemical Review—Jan. 22—July 9—Dec. 24, 1931
Paint & Varnish Production Mgr.—Feb. 1931
Western Paint Review—Feb. 1931

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For Use in:
Enamels
Enamel undercoaters
Quick drying enamels
Mill whites
Industrial paints
Flat wall paint
Interior glass paint
Wall primers and
sealers

TITANOX-B Resists the Discoloration

Caused by Fumes and Gases



For paints that must withstand unusual atmospheric conditions... exposure to sulphur fumes, industrial gases, heat, sunlight, moisture and conditions that ordinarily discolor paints... Titanox-B makes an ideal pigment.

Titanox-B is chemically stable and inert. This modern, economical paint pigment is exceptionally resistant to chemical exposures of either acid or alkaline types.

More and more, manufacturers are using Titanox-B to make paints that possess remarkable hiding power, lasting whiteness and longer volume cost.

You should have more complete information about our three Titanium pigments. Consult our nearest branch for further information and prices.

TITANIUM PIGMENT CO., Inc.

TITANOX-B (Heavy Base) - **TITANOX-C** (Colatum Base) - **PURE TITANIUM OXIDE**

60 John Street, New York 14, N.Y. - **Correspondence Station, St. Louis, Mo.**

Canadian Distributor: **WILSON & PATTERSON, LTD.**, 100 Murray St., Montreal, 122 St. Helen's Ave., Toronto



RT-331—American Paint Journal, Jan. 19, April 18, July 6, Sept. 28, Dec. 31, 1931

Drugs, Oils & Paints—March, 1931
Oil, Paint & Drug Reporter—March 28, Dec. 28, 1931
Paint, Oil & Chemical Review—Feb. 5-July 23, 1931
Paint & Varnish Production Mfr.—March, 1931
Western Paint Review—March, 1931

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