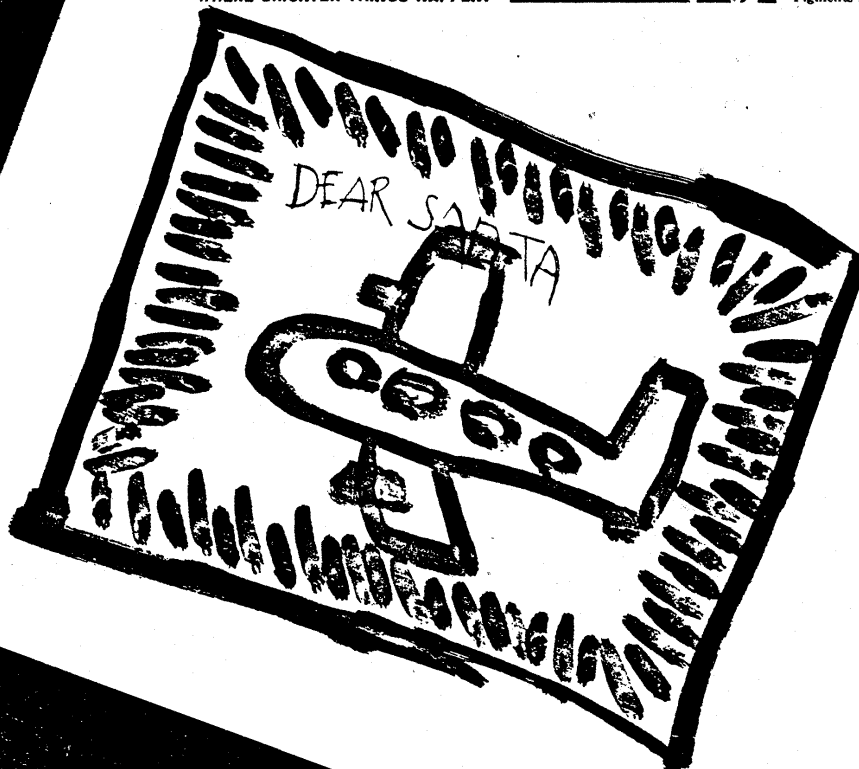


**Titanox[®]
nitpicker
behind the
concealingest
thin papers**

**TITANIUM PIGMENT
CORPORATION** **NL**
SUBSIDIARY OF NATIONAL LEAD COMPANY
WHERE BRIGHTER THINGS HAPPEN!



TITANOX TiO₂ is nitpicked to the peak of quality. It guarantees uniform opacity. Increases brightness, gloss and tint retention. And you can choose rutile, anatase or C pigments. Sulfate or chloride processed. Because TITANOX quality comes in the most complete line of TiO₂. All grades are uniformity controlled. All are sold worldwide to the nitpickingest paper people. Need more hiding power? Flash our experts. In principal cities: 111 Broadway, New York, N.Y. 10006; and Canadian Titanium Pigments Ltd., Montreal.



NLI 117405

This advertisement will appear in:
Paper Trade Journal, Tappl. Boxboard Containers, Chemical Week, Chemical & Engineering News—1968