

# White Rubber

is really *white*

When the pigment is TITANOX

WHEN the criterion is *whiteness*—use Titanox. This opaque pigment of high hiding power, when used for the pigmentation of rubber products, produces a white that is really white. It is adaptable either to steam vulcanization or acid cure.

Rubber sheeting, bathing caps, toys, druggists' smudgies, white rubber footwear—wherever a clean sharp white is needed, Titanox excels. And when used

in tints Titanox produces clear tones and bright colors.

Titanox consists of 25% Titanium Oxide precipitated upon and coalesced with 75% Barium Sulphate (*blanc fixe*). It is chemically stable and inert—can be used without fear of chemical reaction with other materials.

We are anxious to tell you more about Titanox. Write our nearest branch.



TITANIUM PIGMENT CO., INC.

MANUFACTURERS OF

TITANOX - TITANIUM CALCIUM PIGMENT - PURE TITANIUM OXIDE

94 FULTON ST., NEW YORK, N. Y.—1 SIDNEY ST., ST. LOUIS, MO.—P. O. BOX "D" NIAGARA FALLS, N. Y.  
PACIFIC COAST DISTRIBUTORS: NATIONAL LEAD CO. OF CALIF., 485 CALIFORNIA ST., SAN FRANCISCO

THE INDIA RUBBER WORLD

MARCH, 1927

Read what Titanox is—and does. How you can use this remarkable white pigment.



YOU want white rubber that is really white—tints that are clear and bright in tone. You can be sure of both by using Titanox.

Titanox will not discolor. It is unusually resistant to sulphur and to accelerators. Under steam vulcanization or acid cure Titanox holds its whiteness.

Titanox is a true composite opaque pigment. It consists of 25% Titanium Oxide precipitated

upon and coalesced with 75% Barium Sulphate (*blanc fixe*). It is chemically stable and inert—may be used without fear of chemical combination with other materials. Its specific gravity is 4.3. It disperses well in mixing.

This unusual pigment has great hiding power. Because it gives splendid results even when used in small proportion, it is surprisingly economical.

We are anxious to tell you more about Titanox. We want you to experiment with it. Write to our nearest office.

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Manufacturers of

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SEPTEMBER, 1927

*This remarkable pigment produces a true white.  
Learn its properties. Test it in your laboratory.*

WE urge you to discover for yourself the unusual qualities of Titanox. We ask you to try it out—actually work it up in your mix—and experiment with it in any way you choose.

You will find that Titanox does not discolor. It is unusually resistant to sulphur—and to accelerators. Under steam vulcanization and acid cure it holds its whiteness.

Furthermore, Titanox has great hiding power. Because it gives splendid results even when used in small proportion, it is surprisingly economical.

Titanox is a true composite opaque pigment.

It consists of 25% Titanium Oxide precipitated upon and coalesced with 75% Barium Sulphate (*blanc fixe*). It is chemically stable and inert—can be used without fear of chemical combination with other materials. Its specific gravity is 4.3. It disperses well in mixing.

Owing to its high *blanc fixe* content, Titanox has excellent abrasion-resisting qualities.

We are anxious to tell you more about Titanox. We want you to experiment with it. Write to the nearest of our four branches. We will supply complete information.



TITANIUM PIGMENT CO., INC.

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