

TITANOX-B

(Barium Base)

improves the
opacity of "super"
and coated stocks

IN their search for a better means of improving the opacity of paper stocks, leading manufacturers are investigating the superior characteristics of Titanox-B (Barium Base) as a filler and coating material.

Among the properties which recommend its use in modern paper manufacture are exceptionally fine particle size; remarkable whiteness; high tinting strength; chemical inertness; high refractive index and moderately high bulking value. These characteristics of Titanox-B are proving helpful in improving paper quality, particularly from the standpoint of opacity.

Titanox-B is a true composite, opaque pigment—a white, fine, uniform powder consisting of titanium oxide precipitated upon and coalesced with barium sulphate (blanc fixe).

In some cases it has been found desirable to use Pure Titanium Oxide (TiO_2)—another of our products—instead of Titanox-B. It will be well worth your time to investigate Titanox pigments. Get in touch with our nearest branch for further information.



TITANIUM PIGMENT CO.

INCORPORATED

Manufacturers of

TITANOX-B TITANOX-C
(Barium Base) (Calcium Base)

PURE TITANIUM OXIDE

60 John Street, New York, N. Y.
Carondelet Station, St. Louis, Mo.

Pacific Coast Distributors:

NATIONAL LEAS CO. OF CALIFORNIA
1741 California Street, San Francisco, Calif.

Canadian Distributors:

WILSON PATTERSON, GIFFORD, LTD.
101 Murray Street 132 St. Helen's Ave.
Montreal Toronto