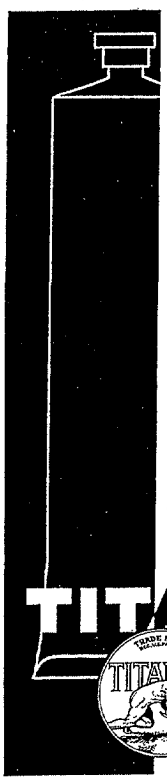
Proof from

Marschalk & Pratt, Inc | 369 Lexington Ave., N.Y.C.

"Blanket the stock"

say printers...

That means inks must have greater hiding power!



● When the printer demands inks that must completely cover the stock...when the color must spread evenly without objectionable spottiness...that's when inkmakers appreciate Titanox-B. ● Titanox-B offers you the following superior properties: (1) chemical stability and inertness; (2) exceptional opacity; (3) unusual brightness; (4) fine particle size; (5) good hiding qualities. These properties are particularly valuable in making light-colored inks to be used over large areas. ● Chemically inert, Titanox-B won't react with other ink ingredients and cause spottiness or muddy tints. ● Let us work with you in improving your inks. Write today for further information.

TITANIUM PIGMENT CO., INC.
Manufacturers of
TITANOX-B (Barium Base)
TITANOX-C (Calcium Base)
PURE TITANIUM OXIDE

111 Broadway, New York, N. Y.; Carondelet Station, St. Louis, Mo.; Pacific Coast Distributor: National Lead Co. of Calif., 2240 24th St., San Francisco

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This advertisement appears in the following publication:

American Inkmaker

March, May, July September, November, 1933

KT-641

N 28419

0000-NLI-000014857