

Your PASTEL SHADES can be *Clear* and *Bright*

—use TITANOX

This opaque white pigment
also permits thin finishes
— assures good ventilation

TITANOX eliminates many of
the difficulties in making tinted
leathers. This remarkable pigment
produces clear, delicate pastel colors—
free from muddiness. Sunlight will
not cause Titanox to darken or fade.
Heat will not discolor it.

Furthermore, Titanox is extremely
opaque. It makes possible a thin
finish—develops great hiding power.
This thin, opaque film of Titanox does
not clog the leather with pigment,
does not hide the grain or texture of
the leather. As a result of this low
pigmentation, ventilation and elasticity
are assured.

For white leather also, Titanox ex-
cels. Titanox produces a bright white
—one that does not lose its brilliancy.

Titanox is a true composite opaque
pigment. It consists of 25% Tita-
nium 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.

We are anxious to tell you more
about Titanox. We want you to in-
vestigate its possibilities. Write to
the nearest of our four branches. We
shall send complete information.

TITANIUM PIGMENT CO., INC.

MANUFACTURERS OF

TITANOX • TITANIUM CALCIUM PIGMENT • PURE TITANIUM OXIDE

84 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., 235 MONTGOMERY ST., SAN FRANCISCO



HIDE AND LEATHER

OCTOBER 15, 1927

For *White* and *Light Tints*

Titanox produces a pigment finish that is

THIN and **OPAQUE**

WHITE leathers must stay white.
Tinted leathers must be clear and
free from muddiness. When you use
Titanox in your pigment finish, these
qualities are assured.

Titanox is a true composite opaque pigment.
Its hiding power is remarkable. It produces a
thin, opaque film that will not crack off the
leather. Titanox is chemically stable and inert—
and light will not discolor it.

For fancy leathers, glove leather, bag leather,



white uppers—Titanox excels. It may
be used in finishes for either sides or
soles.

Titanox is a fine, uniform white pow-
der. It consists of 25% Titanium
Oxide precipitated upon and coalesced with
75% Barium Sulphate (*blanc fixe*). It may be
used without fear of chemical combination with
other materials.

Let us tell you more about Titanox. Write to
our nearest branch.

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NOVEMBER 12, 1927