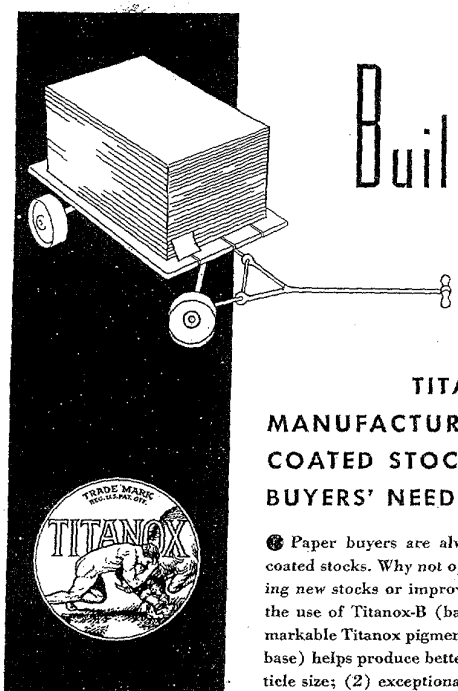
Proof from

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

BETTER OPACITY



Builds Sales

TITANOX-B HELPS MANUFACTURERS PRODUCE COATED STOCKS THAT MEET BUYERS' NEEDS

Paper buyers are always demanding something new in coated stocks. Why not open up new fields of use by developing new stocks or improving your present products through the use of Titanox-B (barium base) or one of the other remarkable Titanox pigments? • Here's why Titanox-B (barium base) helps produce better coated stocks: It has (1) fine particle size; (2) exceptional brightness; (3) high color value; (4) chemical inertness; (5) high refractive index; (6) moderately high bulking value. Uniformity of color and ease of dispersion are among those other desirable characteristics of Titanox-B which have assisted paper manufacturers to produce stocks with superior opacity and whiteness. • Now is the opportune time to test Titanox pigments. Our paper chemist will gladly work with yours in the solution of your problems. May we help?

TITANIUM PIGMENT CO., INC.

Manufacturers of TITANOX-B (Barium Base)
TITANOX-C (Calcium Base)
PURE TITANIUM OXIDE

111 Broadway, New York, N. Y.; Cacondelet Station, St. Louis, Mo.; Pacific Coast Distributor: National Lead Company of Calif., 2240 24th St., San Francisco, California; Canadian Distributor: Wilson, Paterson, Gilbert Ltd., 101 Murray St., Montreal—122 St. Helen's Ave., Toronto, Ontario.

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