

Printed from Macdonald & Pratt, Inc., 369 Lexington Ave., New York

COMPARE THESE PROPERTIES OF **TITANOX-C** WITH THOSE OF OTHER PAINT PIGMENTS

Don't forget to consider the many advantages of Titanox-C. We can't exaggerate how much it can help you in the manufacture of exterior wall paints, gloss mill whites, enamel, and other decorative finishes. Ask yourself this important question: "What other single pigment will combine all the following properties combined?"

1. High opacity
2. Chemical inertness
3. High light reflecting value
4. Chemical stability
5. Neutral reaction
6. Remarkable particle fineness
7. High bulking value

More and more users are discovering that Titanox-C is extremely helpful in producing the whitest of white paints and clear-toned finishes with velvety smoothness. Recently, many paint manufacturers have also discovered that because Titanox-C is so easily dispersed it reduces grinding time considerably . . . and that in some vehicles, the use of Titanox-C makes grinding entirely unnecessary. Get in touch with our nearest branch for helpful information and prices.

TITANIUM PIGMENT CO., INC.

Manufacturers of

TITANOX-B (Barium Base)

TITANOX-C (Calcium Base)

PURE TITANIUM OXIDE



40 John Street, New York, N. Y.;
Carondelet Station, St. Louis, Mo.;
Pacific Coast Distributor: National
Lead Co. of California, 2240 24th
Street, San Francisco, Cal.; Cana-
dian Distributor: Wilson, Paterson,
Gifford, Ltd., 101 Murray St., Mont-
real—132 St. Helen's Ave., Toronto

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Western Paint Review—January 1932—July

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