DO YOUR PAINTS NEED GREATER HIDING POWER?

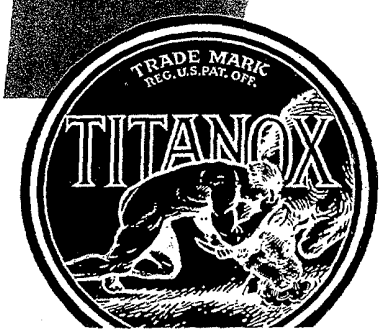
TITANOX-B

WILL HELP YOU...

Paint manufacturers with reputations to maintain, must meet the present-day demand for increased hiding power in paints of all types. That is why so many of the larger companies have adopted Titanox-B (Barium Base). • These manufacturers, over a period of years, have proved to their own satisfaction that Titanox-B hides 40% to 120% better than other commonly used white pigments. Consequently, it provides greatly increased covering power without excessive pigmentation. • Among the other distinctive properties that have made Titanox-B popular with leading paint manufacturers are:

1. Uniform particle fineness
2. Chemical inertness
3. Desirable dispersive qualities
4. High light reflective value
5. Moderate volume cost

Why not let Titanox-B improve your paints — give them 1932 selling points? Ask us to send you valuable data which will help you with your formulas. Write our nearest branch.



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 Company of California, 2240 24th Street, San Francisco, Cal. Canadian Distributors: Wilson, Paterson, Gifford, Ltd., 101 Murray Street, Montreal—132 St. Helen's Avenue, Toronto, Ont.

February
February
JANUARY 12, 1933

PAINT AND VARNISH PRODUCTION MANAGER
WESTERN PAINT REVIEW
PAINT, OIL AND CHEMICAL REVIEW

0000-NLI-000014861

N 28423