

High quality Bentone[®] gellants are a natural for low-priced paints.

Because they stretch.

Which is to say, they go farther.

That makes them economical.

And you can use less to get maximum results.

Because they're so efficient.

You get the renowned effectiveness of Bentone gellants in controlling viscosity, pigment suspension and color retention.

Be like Bentone gellants. Stretch out your arm, pick up a pencil, and write for more information to National Lead Company, Room 3255, 111 Broadway, New York, N. Y. 10006. (Canadian representative: Enelchem Products, Division of Canadian Titanium Pigments, Ltd., 1401 McGill College Avenue, Montreal, Quebec.)



BENTONE GELLANTS
National Lead
Pigments and Chemicals Div



KC-67-3808—This advertisement will appear in
American Paint Journal, May 1, July 10, September 18, November 27, 1967

PRINTED
IN
U.S.A.