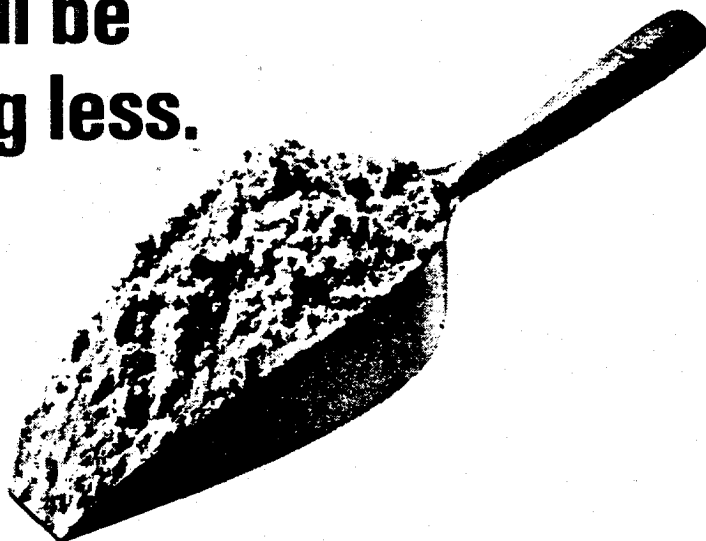


**You'll be
using less.**



So you'll be buying more.

Huh?

You won't be puzzled if you're already using Bentone® 38.

Because you can use less of this versatile gellant and get better results.

And you can use it in more formulations. More successfully. More easily.

And more economically.

Particularly since Bentone gellants now cost less than ever.

Now see what we mean?

If you don't, or want more information, check with your National Lead Company branch office. Or write National Lead Company, Room 3258, 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.



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