

Why would anyone make a low-priced product with a high quality Bentone[®] gellant?

It figures.



Bentone[®] gellants now cost less.
And because they go farther than other gellants, you
often can use less.
That's where Bentone gellants become more economical
than others.
Particularly for your competitive products.
And you get Bentone's renowned effectiveness in controlling
viscosity, suspension and color retention.
Figure it out for yourself. You may standardize on
Bentone gellants for your low-priced lines as well as your
premium lines.

Want more information? Write National Lead Company,
Room 3217, 111 Broadway, New York, N.Y. 10006.

BENTONE GELLANTS
National Lead
Pigments and Chemicals Div.

