

How to make a great paint:

1.

Painstakingly blend puffing agents, anti-flood agents, anti-sag agents, anti-flocculation agents, pigment suspending agents, anti-penetration agents, film reinforcing agents, anti-float agents, viscosity control agents, package stability agents, etcetera.

Or...

2.

Use a Bentone® gellant.

The choice is yours. But for simplicity, efficiency, economy and quality, there's only one real choice. A Bentone gellant. Write us for more information. National Lead Company, Room 4232, 111 Broadway, New York, N.Y. 10006. In Canada: Enelchem Products, Division of Canadian Titanium Pigments Ltd., 1401 McGill College Ave., Montreal, Quebec.

BENTONE GELLANTS
National Lead
Pigments and Chemicals Div.

