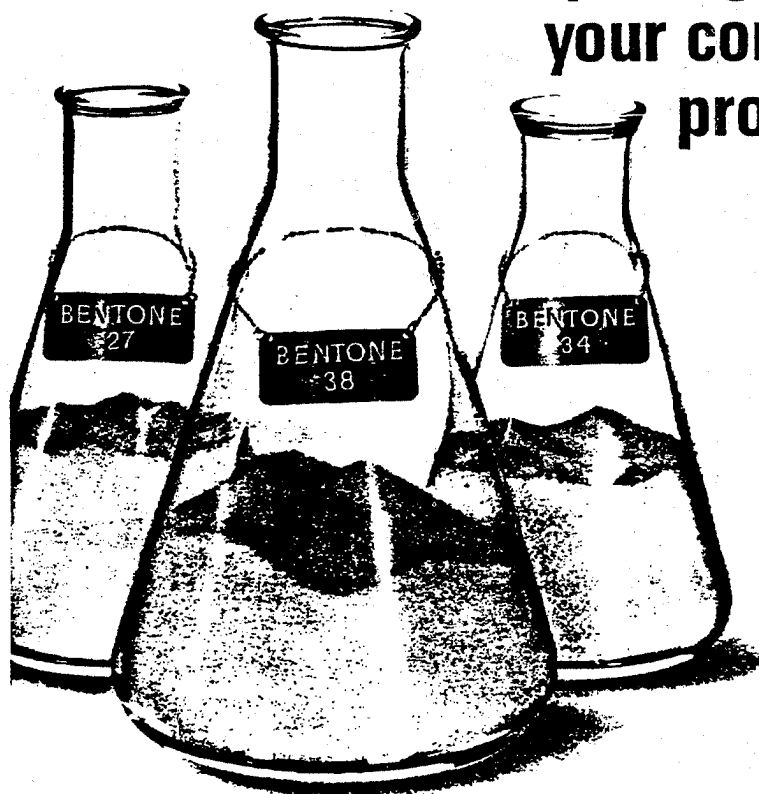


**These high quality additives  
do a surprising thing for  
your competitive  
products.**



**They subtract costs.**

Every time they're used. In every type of product. And the more competitive the better.

They're the famous Bentone® gellants. The efficient ones. The economical ones. Because they go farther. And you use less. And they now cost less than ever.

Bentone 27 is recommended for epoxy, polyester, lacquer and vinyl systems. Adds body to high polarity solvents: diethylene glycol, ethyl acetate, methyl ethyl ketone, and others.

Bentone 34 will thicken and gel low polar solvents such as benzene, toluene, mineral spirits and naphtha. As well as liquids of intermediate polarity such as vege-

table oils, plasticizers, alkyds and other resins.

Bentone 38 will efficiently thicken and gel solvents of both intermediate and low polar types as well as mixtures of low polarity organic liquids with ketones, alcohols and low molecular weight esters.

They all hold the answer to controlling costs.

We'll be happy to send you additional details about the Bentone gellants. Write to National Lead Company, Room 3239, 111 Broadway, New York, N. Y. 10006. (Canadian representative: Enelchem Products, Division of Canadian Titanium Pigments, Limited, 1401 McGill College Avenue, Montreal, Quebec.)

**BENTONE GELLANTS**  
**National Lead**  
Pigments and Chemicals Div.

