

Why would anyone make a low-priced paint 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 low-priced lines.

And you get Bentone's renowned effectiveness in controlling viscosity, pigment 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 3201, 111 Broadway, New York, N.Y. 10006.

BENTONE GELLANTS
National Lead
Pigments and Chemicals Div

