



Now you see it.

Now you don't.

Chrome Yellow makes the difference!

It's an important difference, and a safety margin that every city needs.

Chrome Yellow is the brightest, longest lasting, most recognizable precautionary paint you can get. It's perfect for service vehicles and delineating parking spaces, not to mention boulevards, highways, and road signs. Anything that should stand out for safety.

Let Chrome Yellow brighten up your safety record. It's the best investment a city can make.

For more information, write Lead Industries Association, Inc., Dept. U-10, 292 Madison Avenue, New York, New York 10017.



LEAD INDUSTRIES ASSOCIATION, INC.

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