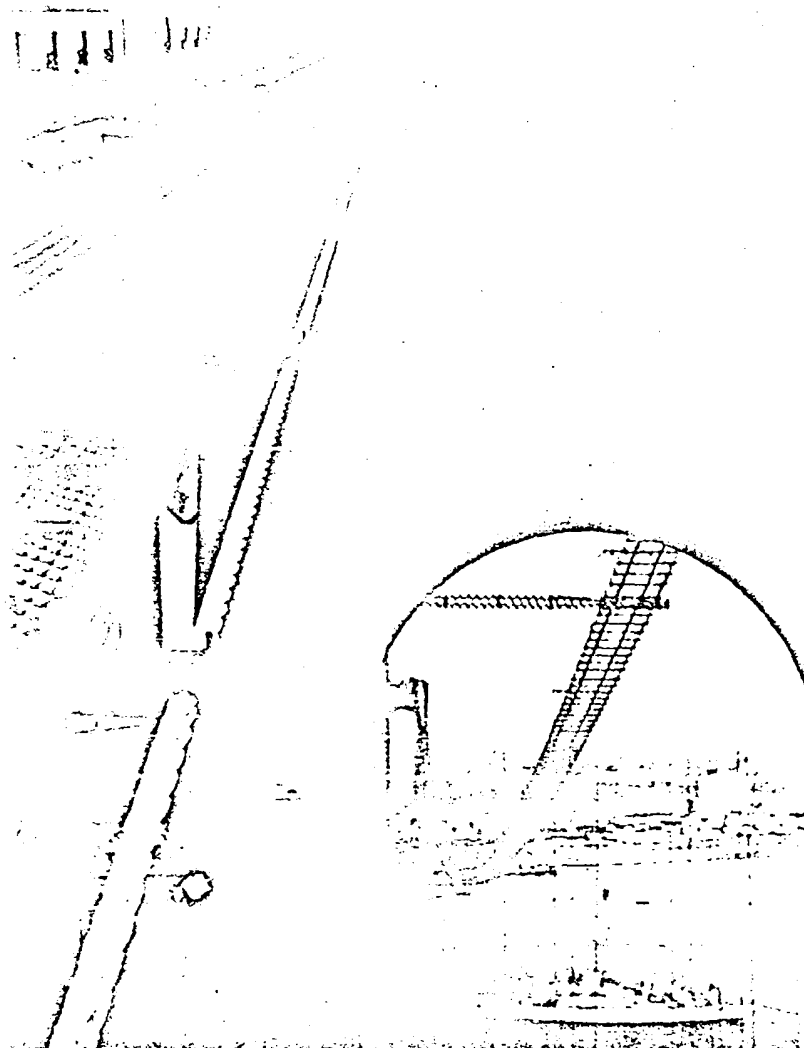
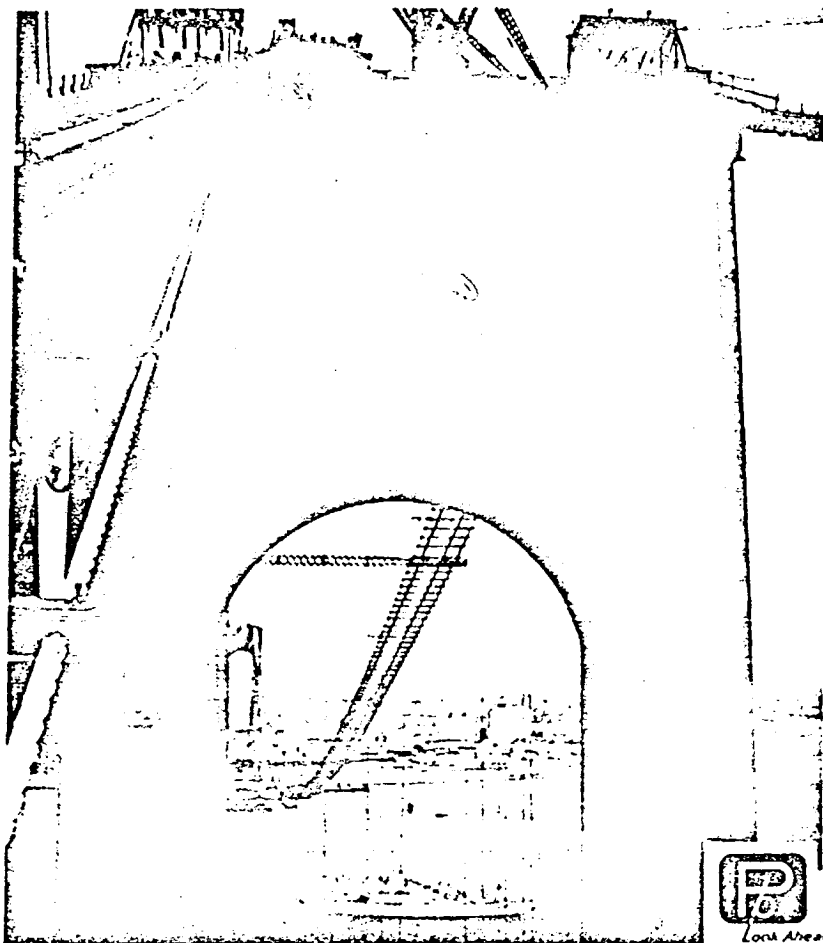




NO EXCEPTION At 6300', the suspended center span of the Verrazano-Narrows Bridge, now under construction by New York's Triborough Bridge and Tunnel Authority, will be the world's longest topping the Golden Gate by 60'. Thanks to lead, there's another span to this bridge that will measure up, too — its life span. Virtually every major steel structure erected in the last century has been given a lease on longevity by rust-inhibiting lead-based paint, and this bridge will be no exception. Here, formulations built around lead silico chromate have been specified. There'll be no exception in the painting, either. Lead moments.

All over the world — on bridges, ships, storage tanks, buildings — lead-based paints are adding years to the service life of steel. No other coatings can match them for resistance to corrosion from salt spray, water, weather, fumes. No others can match them for economy, either. How about your corrosion problem? Like to know which formulation of lead-based paint will best solve it? Write for technical literature: Lead Industries Association, Inc., Dept. F-9, 292 Madison Avenue, New York 17, New York.





NO EXCEPTION This is the much-heralded Verrazano-Narrows Bridge, now under construction by New York City's Triborough Bridge and Tunnel Authority. At 4200', its suspended center span will be the world's longest. It will also be one heckuva paint job—about 150,000 gallons worth, counting approaches and towers.

Coating? Virtually every major steel structure erected in the last century has been given a lease on longevity with rust-inhibiting lead-based paint, and this bridge will be no exception. Here, formulations built around lead silico chromate have been specified. There'll be no exception in the painting, either. Lead pigments have been called for on all three coats (94% lead pigment in the primer, 89% in the intermediate, 39% in the finish).

It's the same story on all the big steel jobs. No other coating can even touch lead-based paint for resistance to corrosive agents—salt spray, water, weather, fumes, what-have-you. If you're talking structural-steel painting, you're talking lead. And we can help you to talk it even more authoritatively. For a start, we've got full details on the three formulations specified for the Verrazano-Narrows project. Technical literature detailing paint systems for all types of steel and exposures is also available. Write: Lead Industries Association, Inc., Dept. K 9, 292 Madison Avenue, New York 17, New York.



LEAD INDUSTRIES ASSOCIATION, INC.
292 Madison Avenue, New York 17, New York

Look Ahead with Lead

This advertisement is appearing in:
American Paint Journal—September 16 and October 21, 1963
Official Digest—September and October, 1963