

WATCH OUT!

YOU CAN ALMOST HEAR IT SCREAMING!

Yellow is the symbolic warning color for highways, airports, signs, service vehicles, parking lots, and many other places. No other color gets your attention faster.

Chrome Yellow is the paint pigment for these purposes. It looks brighter and lasts longer. Let Chrome Yellow brighten up your safety record. It's the most profitable investment a city or state can make. Find out more about Chrome Yellow paint and its hundreds of safety applications in your area. Write to Lead Industries Association, Inc., Dept. 000, 292 Madison Avenue, New York, New York 10017.