

BE CAREFUL

LOUD, ISN'T IT?

No other color gets your attention that fast. That's why cities and states use it to mark highways, signs, service vehicles and parking lots for safety.

Chrome Yellow is the traffic paint pigment for maximum safety. It meets the Bureau of Public Roads color standards, and is accepted as the most versatile, low-cost pigment available for safety today.

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.

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