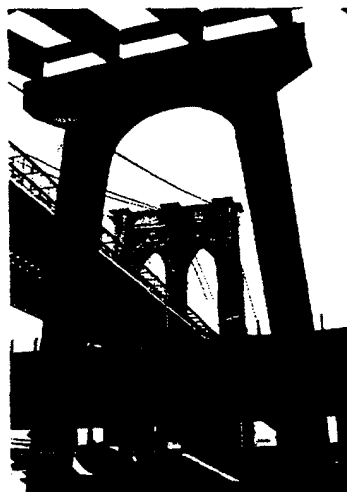


New paint for corrosion resistance.

*Lead Pigment X3 =
years of maintenance-free protection*



This approachway to the Brooklyn Bridge buys protection with a three coat paint system. It's made up of corrosion-resistant lead pigment. One shop coat primer, and two top coats. It follows in the tradition of the Brooklyn Bridge itself, which has been protected with lead based paints since its opening in 1883.

Marine atmospheres require extra protection and lead fills the bill. Lead means economical, long range protection because the job probably won't need redoing or excessive maintenance for as long as a decade.

That's why so many cities and states are using lead pigment systems, formulated for their special needs. You can too. Write Lead Industries Association Inc., Dept. F-6, 292 Madison Avenue, New York, N.Y. 10017.



LEAD INDUSTRIES ASSOCIATION, INC.

Look Ahead with Lead

35

This advertisement is appearing in:

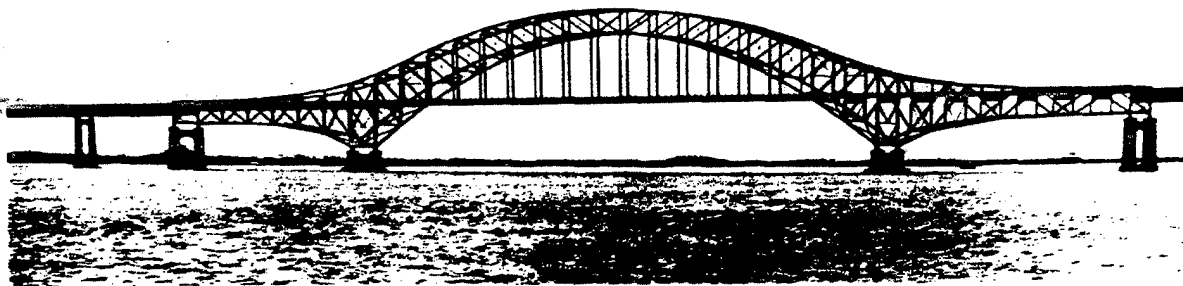
American City — August, 1967
Engineering News Record — June 13, July 13, 1967
Public Works — July, 1967

Printed in U.S.A.

N10055

PNYC00000271

Lead pigments are good for long span corrosion resistance.



Here's a long span that proves it. The prize winning Robert Moses bridge, at the Fire Island inlet, Long Island, New York. It's protected by a three coat lead-based paint system.

Salt water atmospheres are extremely corrosive, but lead offers lasting protection. Economically and effectively. And even if you don't have a new bridge, there are good LEAD maintenance

systems, too!

Lead paints can be formulated for better protection against all kinds of corrosive situations. Yours included. Find out more about what they can do for you. Write Lead Industries Association, Inc., Dept. F-8, 292 Madison Avenue, New York, N. Y. 10017.



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N10055.01



**ALONG
THE ROAD
THEY WORE A YELLOW RIBBON.
THEY WORE IT IN THE
PARKING LOTS
AND AT THE AIRPORT TOO.
AND IF YOU ASKED THEM
WHY THE HECK THEY WORE IT...**

They'd tell you that yellow is the most effective warning color in the world. For highways, signs, parking lots, airports, and a host of others.

Chrome Yellow pigment offers the winning combination of excellent lightfastness, high opacity, and decidedly lower cost for those crucial spots. That's why so many cities and states choose it.

Let Chrome Yellow brighten up your safety record too. Write to Lead Industries Association, Inc., Dept. U-4, 292 Madison Avenue, New York, New York 10017.



LEAD INDUSTRIES ASSOCIATION, INC.

Look Ahead with Lead

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