



Lead Industries Association, Inc.

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June 7, 1973

SUBJECT: INCREASED USE OF CHROME
YELLOW TRAFFIC PAINTS

TO THE MEMBERS OF THE LEAD INDUSTRIES ASSOCIATION, INC.:

Recently we sent you information concerning publicity generated by our agency, Lieberman-Harrison, Inc. on the subject of anticipated increased use of lead chromate pigments for traffic marking.

Confirming this trend, which could increase by 50% the use of lead for such pigments annually, is the attached segment of CROSS ROADS, a publication distributed monthly by the New York State Traffic Safety Council. Note the first article, "State to Use New Pavement Marking System," and the overleaf, which is from the New York State Department of Transportation.

We intend to continue exploiting such positive applications of lead, and will keep you apprised of the results.

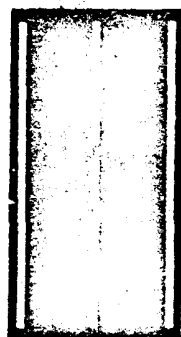
Sincerely,

Jerome F. Smith
Secretary & General ManagerJFS:lm
Attachment

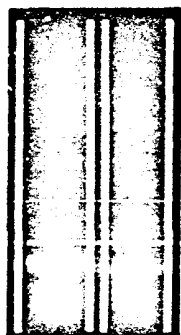
NEW PAVEMENT MARKINGS FOR HIGHWAYS IN NEW YORK STATE



TWO LANE HIGHWAYS



Two-lane, two-way roadway, passing permitted. Edge lines are white and mark the sides of the roadway.



Double solid yellow lines prohibit passing. Crossing with extreme care is permitted only as part of a left turn maneuver.



Yellow lines (one solid, one broken) separate traffic going in the opposite direction. Passing permitted if the broken yellow line is on your side.

YELLOW ENTIRELY REPLACES WHITE FOR CENTERLINES

Yellow completely replaces white for centerline marking on two-way highway pavements under revised regulations of the New York State Department of Transportation. The changes are in accord with new Federal standards which eliminate the use of white markings as a divider between traffic that moves in opposite directions. Previously both white and yellow were used for centerline markings.

The new standards offer added safety in that drivers can identify the center of a two-way highway by the yellow lines. As long as yellow markings are visible on the driver's left, he can be sure he is on the right side of the road and moving in the same direction as other traffic in his lane.

Use of solid white lines as pavement edgelines on the right side of the highway is continued under the new procedures. Broken white lines continue to mark lanes separating traffic moving in the same direction on multi-lane roadways and on one-way ramps and streets.

The yellow marking patterns have the same meanings for drivers as the former white lines in guiding passing maneuvers. A broken line indicates that passing is permitted. A solid yellow line flanked by a broken yellow line on one side permits passing from the side of the broken line.

The changes in New York State are under the direction of the Department's Division of Traffic and Safety. The new markings are being applied to roads of the State Highway System during 1973. Counties, cities, towns and villages are making the changes on their roads and streets as wear necessitates the repainting of existing markings.

The illustrations to the left show the new markings on two-lane roads. Examples on the back of this page show some of the new markings as they apply to multi-lane highways.

State of New York
Nelson A. Rockefeller, Governor

Department of Transportation
Raymond T. Schuler, Commissioner