



CHROME YELLOW THE COMMAND TO ACTION

Yellow is the traditional symbolic warning color. Readily visible in all kinds of weather, it commands attention and dictates action. That's why it has been prescribed as the cautionary color to use in marking traffic patterns, highway signs and to emphasize physical hazards by numerous public and private organizations charged with the responsibility for public safety.

Chrome yellow is the yellow paint pigment that most readily meets the standard color requirements of such official bodies as the U.S. Department of Commerce, Bureau of Public Roads, the U.S.A. Standards Institute, Inc., and the National Education Association. Chrome yellow possesses important

qualities that make it the most versatile, low-cost pigment available for traffic marking and other safety applications.

Chrome yellow pigments have excellent lightfastness, good tone purity, high color absorption coefficient. They are readily dispersed, have good covering power.

Chrome yellow pigments and paint systems have proved their effectiveness in traffic and safety control management in all 50 states, most cities and towns, and elsewhere in the world. For further information on chrome yellow pigments write: Lead Industries Association, Dept. 000, 292 Madison Avenue, New York, New York 10017.



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