



Lead Industries Association, Inc.

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November 30, 1972

SUBJECT: NEWS RELEASE ON CHROME
YELLOW HIGHWAY PAINTS

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

The attached clipping from the November 29, 1972 issue of the American Metal Market may have come to your attention.

It is based on a news release prepared by Lead Industries Association. We think the subject legislation to increase the use of chrome yellow paint will have an important impact on the market for that product.

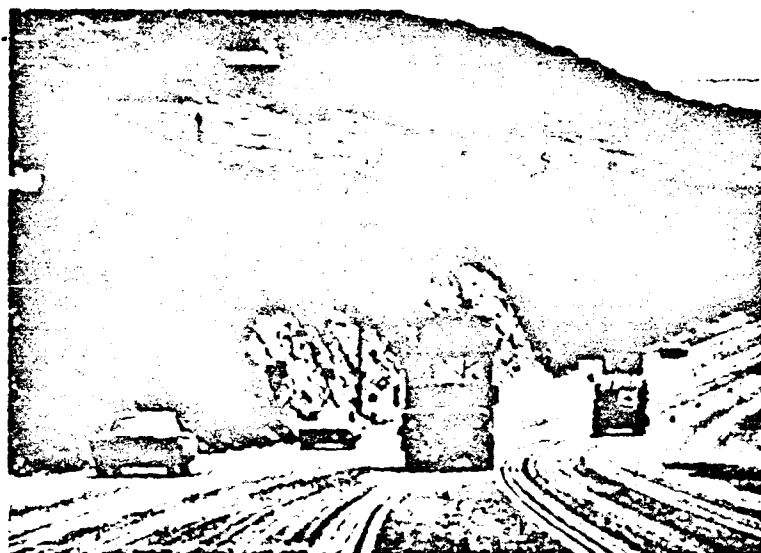
We do, however, have due reservations about the editorial extrapolation found in the article: "Over the course of a number of years, perhaps as much as one million tons of lead could be used in the programs."

Maybe so, but if you're from Missouri (like a lot of lead), you will probably want to make a more pragmatic assessment of your own.

Sincerely,

Jerome F. Smith
Secretary & Manager

JFS:ls
Attachment



PAVEMENT MARKINGS separate opposing directions of traffic flow and are often used to denote road edges. If the 1973 National Highway Safety Act is passed, about \$40 million will be allocated to provide the manpower, paint and equipment to mark approximately 800,000 miles of roadway. Paint to be used will be chrome yellow, which contains about four pounds of lead per gallon. It takes 14.4 gallons of paint for one mile of average four-inch-wide striping....

Key Highway Marking Programs to Use Chrome Yellow Paint Containing Lead

NEW YORK — Lead-containing chrome yellow paint is expected to play a major role in two highway pavement marking programs that are key elements of a proposed nationwide, Federally-funded highway safety project.

Over the course of a number of years, perhaps as much as one million tons of lead could be used in the programs.

The nationwide highway safety project would result from passage of the Highway Safety Act of 1972, which is expected to be passed early in the next session of Congress.

The two highway pavement marking programs — which will cost a combined \$250 million — are considered of priority nature from among the more than a dozen highway safety programs that would be authorized by the Act.

Lead Industries Association here, with a vested interest in what the Act could mean to the domestic lead market, says the two highway programs were developed to help decrease "the staggering 16.4 million vehicular traffic accidents that resulted in 55,000 deaths, 2 million disabling injuries and more than \$13 billion in property damage" in the U.S. during each of the past two years.

The first project that would be authorized by the Act is a special pavement marking program that will utilize "highway yellow," or lead chromate, a special color standard that has been specified for all cautionary highway traffic control devices, including signs.

Chrome yellow (lead chromate) is the yellow paint pigment that most readily meets this standard color requirement, said LIA. Yellow is known to be the most visible color to the human eye from among all those in the visible color spectrum.

But in addition, chrome yellow pigment possesses other important qualities for highway marking applications.

According to LIA, those include:

- Good resistance to degradation by light; and
- Resistance to chemicals used to remove snow and ice from pavements.

In carrying out the overall program, LIA says it is estimated that 800,000 miles of two-lane roads will receive yellow centerline markings, and the approximate cost will be \$40 million. Additional funds will be earmarked for more yellow pavement markings on rural and township roads.

Mileage of chrome yellow could approach 1,300,000 under the tentative provisions of the Act.

Other remaining programs likely to be authorized could cost in the neighborhood of \$1.5 billion in the years ahead, it is reported.

In terms of lead usage itself, LIA said it takes about 14.4 gallons of chrome yellow paint to paint one mile of average four-inch-wide striping, and there are about four pounds of lead per gallon of chrome yellow.