

INTER-SOCIETY COLOR COUNCIL

NEWS LETTER NO. 72

SEPTEMBER, 1947

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ISCC ANNUAL MEETING

Remember the date and place! March 2 and 3, 1948;
Hotel Pennsylvania, New York City.

NOMINATIONS FOR 1948-49 OFFICERS

The following nominations for officers and counsellors to serve in 1948-49 have been submitted by the Nominating Committee, Forrest L. Dimmick, Sidney M. Newhall, and

Deane B. Judd, Chairman:

For Chairman: I. H. Godlove

For Vice-chairman: I. A. Balinkin, R. S. Hunter
(One to be elected)

For Secretary: Dorothy Nickerson

For Treasurer: Norman Macbeth

For Counsellors: A. H. Croup, R. M. Evans, W. C. Granville,
K. L. Kelly, H. Helson, D. L. MacAdam,
E. I. Stearns
(Three to be elected)

In accord with Article V, Section 5 of the Articles of Organization and Procedure, this will serve as the required 30-day notice to all voting delegates before ballots are forwarded to them. Additional nominations may be made at the request of 10 accredited delegates, individual members and/or sustaining members, provided they are forwarded to the Secretary within twenty days after this notice is sent out. Ballots will be mailed before the end of October so that 30 days may elapse before ballots are counted, the election being required to take place in November.

A HUEFUL TALK TO YOU

About a decade ago the present Editor-in-chief undertook the chief editing of this News Letter. At first the going was tough; there was a lot of hard work, punctuated at intervals by critical knocks. Recently, the situation has changed; we have had many pleasant letters (the most recent from Captain Backer) to file in our "Compliments and Slams" folder. We could reply to these only on the rare occasions when we could get time to answer any letters, by reminding our correspondents, in apparent modesty, that the News Letter is made by a committee. We shall pass over the

slams, except to say that they complained of neglect or of our complete failure to answer letters. Only once did we offer the defense that for eight years of the eleven, the time we spent on our editorial, committee and bibliographical work exceeded by thirty percent that put on our bread-and-butter job.

We began our editorship with a talk: "A Hueful Talk to You; an Apologia -- or Is It?" As one approaches old age, he contemplates with increasing attraction reducing his work-day to say, twelve or even ten hours. One way of doing this comes to mind: by painting for younger persons a picture of the allure of one's beloved field, as a lissom lassie whose bright eyes beckon. Indeed, just before 1937, we had hoped to begin such a course with the above-titled article. We waxed eloquent and poetic (so we thought) on the coming Age of Color, borrowing our own earlier words used, with more taste there, over the radio. There too, however, we promised a course which we have been unable to realize because of lack of space, help and time -- *et toujours la guerre!* You have seen how far behind has fallen our bibliography, a feature you tell us vociferously you like. Another among some which fell by the wayside, comprised answers, in "popular" language, to such questions as: "Why is the froth of amber beer white"; and "Are the colors of cherries and beets chemical cousins?" But we had at least two strikes on us from the start. For our Hueful Talk was buried by mistake. So we repeat a portion of that article. Again we have no space to reprint it all (if you wish a copy, please let us know). After 2 pages about the coming Age of Color (and Science), we said:

With Industry and Art co-passengers, and Science in the driver's seat, we must harness the rainbow to serve our practical needs as well as to satisfy our sense of the beautiful. Industry must flirt with Art, and Art must come to Industry! And Science must not stand scornfully aloof, frowning on such human frailties; it must beam upon this radiant courtship, like a benign, conniving and blessed benedict.

But we were inditing our Apologia -- or were we? We are not long given to the modest mood. The attitude is strange and makes our joints creak. There is too much exhilarating color in the world! Nor do we hesitate to cast off shamelessly the toga pura of the Roman, that stern mantle of the scientist, to don the freer chlamys of the classical Athenian. We shall forget we were scientists -- or were we (?) -- and seek to deck out the dry bones and solid meat of our scientific facts about color, with color. We mean to wallow in the soft pleasant mud of scientific inaccuracy a little, hoping we'll be pardoned if we bathe in exactitude much more. In fact, as color scientists we must recognize that white is whitest when in simultaneous and successive contrast with black.

The scientist, you know, is a man who will spoil a good story by telling the truth! We hope to introduce a few stories about color, or colorists, and fib gleefully, if we must. We shall not wince if you damn us; we shall wail in belly-aching pain if you ignore us, if you don't read us. We were once a teacher, cajoling that most naive of all animals, the college student, into contemplating the beautiful symmetry inherent in the structure of organic chemistry amidst its obnoxious odors; and we learned that they saw most when we camouflaged the facts with a little flimsy adornment of glorified nonsense.

Then we went on to say how we hoped to entice readers, especially among our non-scientist cousins in the industrial and design-and-art fields.

We have four purposes in writing now. First, we want to warn the members of the News Letter Committee that, now that the war is over (- or is it?), we shall expect their active help. (One member has been active from the start, and another almost as long.) Second, will those of you who have been so kind as to send contributions, accept now the Editors' thanks, en masse. It is quite impossible for the Editor-in-chief, at least, to write to thank you individually and also get much sleep or diversion. Third, have we been too unscientific in our reporting, or too scientific perhaps, especially in the feature articles which fell by the wayside? And fourth, we remind our readers of a long-established policy of the ISCC: that the personnel make-up of Council officerships and committees is determined chiefly by desire, willingness and available time to serve. In a decade or two the Editor will have to cut down tennis to three hours a day week-ends (taking up painting or singing again) and give up hard jobs like editing and bibliography-compiling, if he has not been thrown out by a new administration. If he and others have succeeded in painting a more alluring picture of Color, that glamorous lady, a decade ago or since, they may have enticed some of you to take our places on the News Letter. Personally, we do not feel senile, perhaps just senescent; at least, to misquote the Pinafore's captain, not always, just hardly always. Tell us, any of you, are you willing?

VISITORS FROM
CALIFORNIA
COLOR SOCIETY

On Saturday, August 16, the secretary had the pleasure of meeting Mr. and Mrs. Herbert B. Palmer of the California Color Society, who stopped in Washington on their way to New England. Mr. Palmer is Executive Correspondent of the

California group.

NEW COMMITTEE
ON PROBLEM 14

Problem 14, A Study of Transparent Standards Using Single-Number Specifications, has been set up for Council Study.

The purpose is to study the interrelation of transparent standards that make use of single-number specifications, as suggested by Dr. R. H. Osborn at the 1947 annual meeting. As noted in the annual report (pp. 24 and 25) there are now many well-known systems of color standards specified by a single number that are used in color grading. Most of these are not yet measured in I.C.I terms, and many overlap for the very reason that not enough colorimetric data are available to forestall the development of new sets of standards made for the same, or slightly different, purposes. The standards referred to are usually set up in liquid, plastic or glass form and are used in grading oils, naval stores, honey, etc. Among these are the Gardner standards, the U. S. rosin standards, the Hazen standards, the new set recently suggested by Osborn and Kenyon, and others. It should serve a useful purpose to study the existing standards so that colorimetric data on them may be exchanged, and perhaps to study also some of the many problems that arise in the preparation or use of such standards so that a report covering the evaluation of all well known systems could be made through use of the I. C. I. system, with recommendations regarding the limitations of single-number specifications. This problem is intended to apply to the limited field of transparent (or related) series of material standards set up to provide a comparison for color grading by means of reference to a single member of the series, each series following a single and continuous path in color space.

The following sub-committee of the Problems Committee has been appointed by the Executive Committee to study and report on Problem 14, with other members to be appointed later: Dr. Robert H. Osborn, Hercules Powder Co., Wilmington, Del., Chairman; Blanche R. Bellamy (Pfund Honey Grader of Munsell Color Co.), B. A. Brice

(resin standards), C. C. Hartman (National Bureau of Standards, paint section), R. S. Hunter (Gardner standards), Francis Scofield (National Paint, Varnish & Lacquer Assoc.) and A. J. Werner (Corning Glass Works).

COLOR HELM INC. AND THE BRITISH COLOUR COUNCIL We have recently received information that Mr. Joseph P. Gaugler, Painter and executive of Color Helm, Inc., when in England last fall concluded an arrangement with the British Colour Council whereby that firm would be the U.S.A. headquarters for the "official colour family" of Great Britain. We are happy to congratulate Color Helm on this connection.

We are told that pre-war subscribers of the Council are being contacted from lists supplied from London to point out the common features shared by the two organizations in color co-ordination and color leadership and the design of color devices and standards. From Color Helm, Inc., with headquarters at 201 East Ridgewood Ave., Ridgewood, N. J., we received a brochure on the New Center of the British Colour Council at 13 Portman Square, London W 1. We are told, too, that Color Helm will soon be ready to release brochures featuring additional services: dictionaries of colors for interior decoration, etc. Copy of a letter to Lord and Taylor of New York, a former subscriber, gives further details of proposed services. Art Director of the American company is Professor William P. Hudson. Incidentally, we have received also announcement of an exhibit of 39 water colors and a dozen oil paintings by Joe Gaugler which took place July 12th to 21st at The Guild Hall, East Hampton, N. Y. Mr. Gaugler studied with several excellent teachers.

OUR RECENT GENIAL HOST From Newsweek of August 11, 1947, we learned the details of the "sifting formula" used by the Navy to select personnel to assure "sanity in the subs," as described by Captain C. W. Shilling, our recent host in the color conference at New London. We understand that Captain Shilling is now in Washington. The informed and understanding program of psychological studies on prospects and candidates, described by Capt. Shilling, wartime head of the United States Naval Research Laboratory at the Naval Research Base, New London, Conn., is outlined in the Medicine section (P. 54) of Newsweek. It gives some idea of the fine work of our navy physicians and psychologists along these lines.

FABER BIRREN As this News Letter goes to press, we have been unable to get a copy of the August American Magazine, which we understand has a spread about our News Letter committeeman, the well known color engineer, Faber Birren. We are told that the publishers thought the article so interesting that they sent out advance notices; and this may account in part for the issue being sold out in the local shops.

CAN YOU HELP THESE ARTISTS At the New London Color Conference we were asked by Captain Charles Bittinger, our Editor for Art, whether we knew of any paintings of the spectrum earlier than (or even other than) that in the portrait of the announcing angel of Jan van Eyck's "The Annunciation" in the Mellon Collection of the National Gallery of Art, Washington. Later Capt. Bittinger sent us a post card reproducing the picture. As our reputation for knowledge of the history of art is largely undeserved, we pass along this question to our artist or other readers.

On the eighteenth of August we had another communication from Captain Bittinger,

written as always in his interesting style and enclosing a letter from (Mrs. L. T.) Caroline F. Gardner, Box 229, Cumberland Hill, Manville, R. I., in which information about another bit of art history is requested. Mrs. Gardner says that an older sister about 1924 paid \$700.00 for a "Monet Mirror," which was claimed to have been made at the request of Monet himself to scale down the brilliance of a sunlit landscape to the potentialities of the artist's palette. "It is supposed to be made of onyx and has an optical lens ground into it. It is encased in a case similar to those used for daguerreotypes..... It was said that Monet was so well pleased by his own mirror that he had three or four others made up for his artist friends." Mrs. Gardner asked Mr. Bittinger (and now he asks us in turn) for information about the Monet Mirror. He apparently wished to call the gadget the Money Mirrow and asks whether we can cast any reflections from or on it. In passing he told us that he executed a "mild gas attack" over the Schenectady W G Y Science Forum on the relation of Science and Art, and offered to let us have the script, since we "had the good fortune to miss this talk." Knowing him for many years, we shall certainly ask for this script. Captain Bittinger's summer home is at Duxbury, Mass.

GRANVILLE CORRECTS US

In our haste to pick up the great backlog of bibliography in the July issue of the News Letter, we overlooked a correction sent to us by Walter Granville on June 4. He says that in the May issue report on possible future ISCC meetings, the summary of his report on Item #13 stated that there was no answer to the question as to what problem members felt it would be especially desirable to have solved. We beg pardon. This was a misinterpretation of his report. All of the answers under question 13 (pages 3-5 of Addendum to Sect. 2 of Appendix) apply to both questions 13 and 14. Incidentally, he sent us an item about a color-blind hunter which gave us both a chuckle which we hope to pass on to you when we have more space in a later issue.

WRIGHT'S BOOK "RESEARCHES ON COLOUR VISION"

In the review of this book published in the January 1947 issue of the News Letter, from advance information which later proved to be incorrect, we stated that the price is "about \$6.00." A letter from the publisher now gives the price as \$10.00. Under Wright's name in the bibliographical section of this issue we list, in addition to that by the ISCC Secretary, reviews by "V.G.J.", "J.G." and "W.S.S." These initials comprise those of very well known and competent authorities, so that any further remarks by us would be superfluous in reference to this excellent book. We shall say only that though we might, as these reviewers did, find some minor details more felicitously expressed, our understanding and appreciation of this fine "must-read" work was greatly enhanced when we fully assimilated the spirit of the author as expressed in his preface. We found particularly instructive his description of the Researches, in military phraseology, as intended to achieve "deepest penetration by a spearhead attack on a narrow front." Viewed in this light, the attack and report are milestones in the history of color vision.

GREAT TCCA ACTIVITY

The absence of reports on the doings of the Textile Color Card Association from two recent issues of the News Letter must not be taken to mean inactivity of that association. In fact, we have some 14 pages of material on hand describing the Spring 1948 Women's and Men's Shoe and Leather Colors, Woolen Colors, Rayon Colors, A Fashion Coordinating Guide, and so on. But we have reserved their condensation for the next issue, in order to bring up to date our present accumulation of bibliography.

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- W. E. Forsythe, E. Q. Adams & B. T. Barnes; J. Opt. Soc. Amer. 36, 720 (1946); radiation sources for photoelectric radiometry
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