

INTER-SOCIETY COLOR COUNCIL

NEWS LETTER

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Address correspondence regarding subscriptions and missing copies to the Secretary.

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ANNUAL MEETING

MARCH 6, 1957

The 26th Annual Meeting of the Inter-Society Color Council will be held in the Keystone Room at the Statler Hotel, New York City, on Wednesday, March 6, 1957. The morning session will be occupied by reports of subcommittees of the Problems Committee and the Annual Business Meeting which will include reports of the Officers and Chairmen of the delegations from the Member-Bodies. During the afternoon a symposium will be held under the general title of "Recent History of Consumer Color Choice." Helen Taylor, Chairman of the Delegation from the Tanners Council is Program Chairman assisted by Ralph Pike, Chairman of the Delegation from the Federation of Paint and Varnish Production Clubs. Scott Wilson, Chairman of the Delegation from the Industrial Designers' Institute is in charge of the dinner arrangements. There will be three speakers at the afternoon symposium who will present the picture of trends in color choice in the plastics, textiles, and paint fields respectively. The three speakers are:

A. J. Benjamin, Monsanto Chemical Company, Springfield, Massachusetts

Elschen Hood, Coates and Clark, Inc., New York City

Everett Call, National Paint, Varnish, and Lacquer Association, Washington, D. C.

The banquet will also be held in the Keystone Room. The banquet speaker will be George J. Pollard, Jr., Design Supervisor for Styling, General Motors Corporation, who will discuss "Color in Product Styling."

On Tuesday evening, March 5, 1957, the Program Committee has arranged a tour of the House and Garden Magazine offices for those attending the Annual Meeting. Elizabeth Burris-Meyer, Consulting Colorist, House and Garden Magazine, will be hostess at this presentation.

An announcement giving final details on the meeting will be sent to delegates and members by the end of January. A hotel reservation card and advance registration blank will be included with the announcement. The Board of Directors of the Inter-Society Color Council will meet on Tuesday, March 5, 1957, at the Statler Hotel. Committees wishing to schedule meetings on Tuesday, March 5, may arrange for a conference room through the Secretary's office. The spring meetings of the Optical Society of America will be held March 7-9 at the same hotel, and color sessions are being arranged for the early part of their meeting. Guests will be welcome at both ISCC and OSA meetings.

NEW MEMBERS We welcome to individual membership the following whose applications have been accepted (October 4, and December 3).

Associate Individual MembersParticular Interests:

Mr. Charles Falklam
2397 Woodmere
Detroit 9, Michigan

Colors to be exploited in the future, and new pigments of paints.

Mr. William D. Gable
14,520 Montrose
Cleveland 11, Ohio

Establishing color controls or standards for our Lithographic Processes - creative, color separations, tone control, ink and paper.

Mr. Donald R. Gemmel
Western Printing and
Lithographic Company
North Road
Poughkeepsie, New York

Color in the Graphic Arts.

Mr. Robert K. Johnson
The Hilton-Davis Chemical Company
2235 Langdon Farm Road
Cincinnati 13, Ohio

Color specifications, standard methods for mounting textile samples and the colorimetry of fluorescing materials.

Miss Melanie Kahane
Melanie Kahane Associates
32 East 57th Street
New York 22, New York

Color trends in all consumer products, the application of and use of color in manufacturing, plastics, metals, woods, fabrics and other materials. Also color lighting.

Mr. Andrew F. Olinik
1547 Linden
Dearborn 8, Michigan

General color problems pertaining to automotive industry.

Mrs. Mary G. Witt
29,480 Sugar Spring Road
Farmington, Michigan

Interior decoration and coordination.

Affiliate Individual Members

Mrs. Wendy Coker
28 Kapunda Street
Toowong, Brisbane
Queensland, Australia

Miss Jean Dunlap
10,123 South Oakley Avenue
Chicago 43, Illinois

Mr. Robert S. Foster
Columbus Coated Fabrics Corp.
Seventh and Grant Avenues
Columbus 16, Ohio

Mr. John B. Haverly
930 North Rockton Avenue
Rockford, Illinois

Mr. Wilbur I. Kaye
1432 Sunnycrest Drive
Fullerton, California

Mr. Robert D. Loe
4147 East 146th Street
Cleveland 28, Ohio

Mr. Leonard A. Wheeler
159 Bay Street
Toronto, Ontario
Canada

Mr. Frederick J. Whiteman
232-A Willoughby Avenue
Brooklyn 5, New York

Mrs. J. E. Zwisler, Jr.
Triangle Color Company
1026 North Water Street
Milwaukee 2, Wisconsin

Particular Interests:

The psychological and aesthetic application of color in industry, education and therapy. The evaluation of naturally occurring colors and the preparation of ranges of colors suitable for application in the above fields from natural and artificial sources.

Color systems, their use in standardizing colors for art and industry, and the production of stable standards.

Application of instrumental methods to color control in production of plastic and coated fabrics.

Gradual standardization of color names in the paint manufacturing industry. Coordination of these colors with home furnishings manufacturers. Have already cataloged and cross-indexed literally thousands of paint color chips of various manufacturers, using Maerz-Paul Dictionary. The chaos in use of color names is incredible.

Development of instruments for the measurement of reflected and transmitted light.

Standardization and weathering of automotive finishes and functional uses of house-type paints.

All those having to do with selection, measurement, specification, control and compatibility with modern store illumination.

Advances in color theory and notation, methods of teaching color including visual aids, color blindness studies and practical applications of color from the designer's standpoint.

Color standards and specifications, color measurement, pigments.

DR. ALLEN RESIGNS AS
NEWS LETTER EDITOR

letter:

It was with great regret that in mid-November your president and members of the News Letter committee received from our editor, Eugene Allen, the following

Dear Waldron:

This is the most difficult letter which I have ever had to write. I have just gotten a change of assignment involving considerably greater responsibilities than I formerly had, and I am afraid that this will make it necessary for me to give up the editorship of the ISCC News Letter.

You can well believe that I have had to make this decision with mixed emotions. Editing the News Letter has been both a challenge and an inspiration. My only reason for making this move is that I feel that I could not possibly carry out my new job efficiently with a divided responsibility.

May I express my personal gratification at having been able to work with you and with the other officers of the Council and members of the News Letter Committee. I sincerely trust that you will have no difficulty in obtaining a capable replacement, and will do everything that I can to help the new editor as he takes over his job.

Sincerely, (signed) Eugene Allen

While it has been necessary to accept this resignation, nevertheless all of us, as expressed at the December meeting of the Board of Directors, felt it to be a real blow, for in the short time Dr. Allen has served as editor - May 1955 to date - he has become well known and liked as a capable editor by those of us who have had the good fortune to work with him. I feel sure that I can reflect the feelings of the entire Council in expressing our thanks to Dr. Allen and in wishing him all possible success in his new assignment.

Dr. Allen had intended to complete the November issue but was delayed in doing this. Therefore, since it is important that the January issue go out promptly with its notice of the annual meeting, it was decided by the Board of Directors that the November and January issues should be combined in one number, with other members of the News Letter Committee taking over responsibility for its publication as early in January as possible.

It will be hard to find an editor to follow in the capable footsteps of Dr. Godlove and Dr. Allen, but we believe that your Board of Directors is on the track of such a man and will be able to announce his appointment very soon.

Waldron Faulkner, President

NOTICE REGARDING
NEWS LETTER ITEMS

Notices, reports of meetings on color, or of any items that delegates or members think would be interesting, or that belong in the ISCC News Letter are actively sought from our readers. But we beg of you, please put the items in shape for the News Letter, with an original and at least one carbon copy (two would be better), so that without re-typing, and with a minimum of editing, they can go directly into the News Letter manuscript. Many people send notices or long reports that cannot possibly go into the News Letter in their entirety, but which the sender would be in a much better position than the editor to summarize for inclusion. It leaves a great deal of work for the

editors if all of this has to be done by them. So please get into the habit of sending items, but sending them along with titles, and just as you expect and would like to see them appear. We hope to have the name of our new editor on the masthead of the next issue, but until that time send items - marked for the Newsletter - to the secretary. Anything you can do to help in this matter will be a real help also in lightening the load that an editor must carry.

MEETINGS OF COLOUR
COUNCIL OF TORONTO

At their first meeting of the 1956-57 season the Colour Council of Toronto met for dinner and afterwards was addressed by Walter Q. MacNee, Traffic Engineer for the Department of Highways, Province of Ontario, who talked on "Color and Ontario Highway Signs," and the evolution and development of road signs and the effects that certain types of regulatory signs have on accident statistics. The "Manual on Uniform Signs for Ontario Streets and Highways" which has been developed by this highway group, is widely requested for use by many United States as well as Canadian cities. On November 13 a dinner meeting was held at Prince Arthur House, with George Broomfield, stylist and colorist for the Toronto Carpet Company, as speaker. Plans for the Christmas meeting, December 11, included St. Nick, Mobiles at Christmas, and "The Nativity" as subjects, and Buzz Allison, Dick Grooms, and Gene Butt as speakers, all of which sounds like fun! We should also like to note that their COLOUR COMMENTS, edited by 'Gene Butt, is something always enjoyed when it comes across our ISCC editors' desks.

CALIFORNIA COLOR
SOCIETY

On October 10 the California Color Society met at Founders Hall, University of Southern California, to hear a program presented by Albert H. King and E. Taylor Duncan (both well-known ISCC members) on "Some Practical Aspects of Color Mixture Phenomena" and their application to the various arts and crafts, including weaving, mosaic, ceramics, painting, and the graphic arts.

WASHINGTON-BALTIMORE
COLORISTS

For its first meeting of the 1956-57 season members of the Washington-Baltimore Colorists joined with the Art Directors Club of Washington on December 14 to hear Ralph Evans give his remarkably fine lecture, "Creative Directions in Color Photography." (We shall have the pleasure of hearing Ralph again in Washington when he is lecturer for the annual meeting of the Washington Academy of Science on January 17.) The next meeting of the Colorists is being planned for February 19, when Robert Burnham of the Color Technology Division at Eastman Kodak Company will address a joint group of Colorists and local members of a number of ISCC Member Bodies, on SEEING COLOR, a repeat of the very fine illustrated lecture he gave at the Illuminating Engineering Research Institute's symposium on "Light and Color," held last September at Cornell University.

PHYSICAL SOCIETY
COLOUR GROUP MEETS

Reports have been received of fall meetings of the Colour Group of the Physical Society held October 10 in the Lecture Theatre of the Lighting Service Bureau, November 14 at the Institute of Ophthalmology, and December 12 at the Imperial College. With Dr. J. W. T. Walsh in the chair, and over 70 members and guests present for the October meeting, Dr. B. H. Crawford of the National Physical Laboratory gave an illustrated talk on "New Experiments and Use of Lippmann Interference Filters." It is noted that all the many demonstrations which enlivened the talk actually worked, and illustrated the immense potentialities

of this sadly neglected field! After tea, Dr. S. Hesselgren discussed "The Fundamental Basis of the Hesselgren System" illustrating his parameters with pigmented samples and emphasizing the difference between the analytical and descriptive approaches respectively. It was reported that the merit of his system lies in the facility with which the basic parameters can be reproduced and its precision can be improved by strictly controlling the conditions in which the requisite judgments are made. At the November meeting Mr. D. L. Simms of the Fire Research Station talked on "Colour in Fire Research." The subject announced for the December meeting was "Colorimetry: Its Errors and Accuracy," with Miss D. L. Tilleard, Mr. P. S. Williams, and Prof. W. D. Wright, as speakers.

MORE CONCERNING FIRE RESEARCH

A report on fire research by Mr. Simms reminds us of the picture carried by LIFE magazine some months ago of a purple cow. It was taken by a camera device called the Evaporograph which creates pictures solely by the heat given off by objects. There is a succession of colors, but at any one instant the cooler objects show up further along in the color cycle than the warmer ones. The article said that the instrument is so sensitive that it can reflect a one-degree difference in temperature and register objects several miles away. The Evaporograph was developed by Baird Associates of Cambridge, Mass.

DR. JUDD IN SPAIN

In 1949 Prof. José Otero, Director of the Instituto de Optica "Daza de Valdes," invited Dr. Deane B. Judd to give a series of lectures on colorimetry at the Instituto in Madrid. These lectures, translated into Spanish by Dr. Lorenzo Plaza, have been published as a monograph by the Instituto. (It may be remembered that Dr. Plaza worked as collaborator with Dr. Judd at the National Bureau of Standards for nine months in 1949-50.) In 1953 Dr. Judd went to Spain again to present a paper at the Colloquium on Optical Problems in Vision. At that time Prof. Otero invited him to work at the Instituto for several months on research in colorimetry.

This past summer Dr. Judd received an official invitation to work at the Instituto as visiting professor, and this invitation he accepted, having left this country to arrive in Madrid on November 4. While in Spain he will work on color spacing and on field tests of the 1931 CIE standard observer and proposed revisions; he will work with Dr. Lorenzo Plaza who is chief of the Photometry and Colorimetry Section, and Acting Director of the Instituto. Before his return to this country, about March 1, 1957, he hopes to visit Dr. Manfred Richter in Berlin, and Dr. Stiles and Dr. Wright in London.

We hope that the Judds (for Mrs. Judd is with him) have had a most pleasant trip, and that they have made good use of the Spanish which both were studying before they left. There are many ways in which he has been much missed already - no one seems to have so many answers at his fingertips, or in memory, to colorimetric questions as he has. We shall be very glad to have him back here again, and know that the course of colorimetry here - at least for some of us - will run more smoothly again!

NETHERLANDS REPORTS ON ISCC COLOR APTITUDE TEST

We have at hand a report dated August, 1956, on the ISCC Color Aptitude Test, with an interpretation of some testing results made on 48 normal

and 53 color deficient subjects by Walraven, Leebeek, and Bouman of the Institute of Physiology, Soesterberg, The Netherlands. We shall ask to have it reviewed for a later number of the News Letter, but meanwhile we make note of it for those who are interested and may wish to obtain copies direct from the authors.

The authors' summary states that the study includes the distribution of scores, of matches, test retest variability, influence of time, and measurements of subjective brightnesses of the chips for several normal and color deficient subjects. They note that many of the color defectives have scores as high as normals, and they explain this by variation in the brightness differences between the chips. They therefore question the value of the CAT as a test for color discrimination ability.

Because of this criticism we make note of the publication as soon as possible, even though we have not time for obtaining a review of the work at this time. However, as an acting-editor and as a member of the CAT committee, I take the privilege of commenting that it seems to me that there is some misunderstanding of what the CAT is supposed to do. It is my understanding that it is a test for the ability to discriminate small color differences, and it has been so used in our own testing work in which we find color deficient subjects with a keen ability to see small color differences as well as color normals who may have very poor ability to discriminate small color differences, as is required for many commercial "color matching" jobs. (As a matter of fact, we use three tests - the Hardy-Rand-Rittler pseudoisochromatic plates for testing color vision, the match point under two widely different illuminant colors (c. 3000K and 7500K) on the Glenn Color-rule, and the ISCC Color Aptitude Test. We believe we need all three.) At any rate, this one reader will look forward with interest to the review of this work which has been requested for a later issue of the News Letter.

D.N.

GLASS INDUSTRY OF INDIA
HEARS ABOUT COLOR
MEASUREMENT AND THE ISCC

From the Indian Central Glass and Ceramic Research Institute Bulletin, Vol. 3, April-June 1956, we have a reprint of a paper on Recent Developments in the Control of Colored Glass by Norbert J. Kreidl and Tyler G. Pett, presented at the Symposium on Quality Control in the Glass Industry, held in Calcutta on December 21-22, 1955.

Their paper is an interesting one. In it they discuss the CIE system, uniform perception systems (Munsell, MacAdam, Hunter), specification and tolerance on the basis of measurements, as applied to practical glass problems. The introduction to their paper refers so generously to the Inter-Society Color Council and its influence on this modern phase of color work in the glass industry that we quote from it:

"Fifteen years ago the control of colored glass, except filter glass, was generally accomplished by visual inspection The glass industry, with a major portion of American industry, is greatly indebted to the activities of the Inter-Society Color Council for the gradual appearance of orderliness in this field, with the resultant shift of control to instruments and expression of results in modern quantitative color language.

"The Inter-Society Color Council of America is an association of several technical societies, in general, open to all interested in color. Representatives of both the artistic and scientific personnel come together to work out the problems which they have encountered. Among the industries so associated through their engineer are the textile, paper, motion picture, optical, ceramic industries, clothing and others. Among the men and women of outstanding merit in the brief span of its activity have been Dr. D. B. Judd (National Bureau of Standards), Miss D. Nickerson (Department of Agriculture), Dr. I. H. Godlove (Aniline & Film Corporation), Walter C. Granville, (Container Corporation of America), Dr. A. C. Hardy (Mass. Institute of Technology), Dr. David L. MacAdam (Eastman Kodak), Mr. R. Hunter, and many more.

"Among the activities of the Council stands out their work on color names with numerical designations in several systems, the specification of single number color methods, the organization of Symposia on color with member societies, and last but not the least, the direct communication of color science from person to person at the memorable Annual Meetings, at which color often appears in a dramatic setting. The association of the American Ceramic Society with the Council has doubtless catalyzed the natural growth of color science and language among glass people more than any other single factor."

This is a wonderful tribute to the Inter-Society Color Council, and we appreciate it highly because it comes from men who have been in the best position to know. Each has served the Council and his own Member Body, not only as a delegate for many years but as chairman of that delegation at some time during his term. If members of all ISCC delegations could find and abstract for use in their own fields as much from their ISCC contacts as Dr. Kreidl and Mr. Pett have done for the colored glass field which they represent in the American Ceramic Society, we could really feel proud. As it is, it just spurs us on. There is a long way to go before all of ISCC's Member Bodies can report such accomplishments through their delegate members, but we hope that the day may come!

COLORS FOR 1957 Jamestown Festival colors - six advance spring and
JAMESTOWN FESTIVAL summer shades - have been announced by the Color Association of the United States, Inc. As indicated in our September News Letter, they will honor the Jamestown Festival of 1957 which is to begin April 1 and last through November, celebrating the 350th anniversary of the Jamestown colony. On-the-spot research was done at the site of the first permanent English settlement in America to develop a selection of colors that would recall the Jamestown colonists' earliest days. Here is the list:

River Aqua--a misty water color, half blue, half green. It hints of the colonists' five-month voyage and the blue tidal waters of their destination.

Jamestown Clay--a warm, light earth tone, tinged with coral. This shade was developed from the pottery made at Jamestown at a very early date.

Indian Corn--a light sun-warmed yellow, derived from the maize which was an Indian crop and became a staple of the colony of 1607.

Glass Green--a soft, yellow-tinted green. Glassmaking was the first highly skilled industry, and the color is typical of the glass made in 1608.

Golden Tobacco--a rich tawny golden shade. Virginia tobacco, which inspired this color was developed by John Rolfe, who wed Princess Pocahontas.

Virginia Sky--a clear azure blue, the color of the sky during that bright spring when the colonists landed at Jamestown on May 13, 1607.

PROBLEM 7 REPORT
DISTRIBUTED WITH
THIS NEWSLETTER

With this issue of the News Letter ISCC delegates and members will receive a copy of the report on ISCC Problem 7 which is reprinted from the October 1956 issue of the OFFICIAL DIGEST of the Federation of Paint and Varnish Production Clubs, and furnished to us through courtesy of this Member Body. This is the report of the Granville subcommittee, submitted to the 1955 annual meeting and published in July, 1955, as Technical Bulletin No. 3 of the National Paint, Varnish and Lacquer Association, with copies distributed to ISCC members with News Letter No. 120. This report has had wide interest and, at the 1956 annual meeting Mr. Granville noted that a revised report, including the addendum published in ISCC News Letter No. 123, would be published by the FPVPC. We are glad to have reports of our problems committees published by as many of our Member Bodies as are interested. Delegates please take note, for such reports are available to you for this purpose. Contact either the secretary, or the chairman of the subcommittee on the problem in which you are interested.

MEETINGS OF PROBLEMS
COMMITTEES DISCUSSED

At the December meeting of the ISCC Board of Directors the possibility of holding subcommittee meetings of the Problems Committee concurrently with one or more sessions of the Board of Directors meetings was discussed. It was thought that this idea might have merit, particularly for those committees whose chairmen wished to have members of the Board of Directors attend their meetings. It was suggested that this might be quite possible to arrange during the usual June meeting of the Board. If the Board meeting were to be called for two days, at least one or two of the problems subcommittees could schedule half-day sessions with the Board, perhaps meet with them for dinner, and otherwise have full opportunity to discuss their problem and have the advantage of advice from Board members regarding the course of action to be recommended or to be followed up in committee work. Not all committees would need to work in this manner, but there may be some that prefer it. We make this suggestion known to our committees through this item in the News Letter. Those that are interested are invited to contact either the secretary or the chairman of the Problems Committee.

COLOR LECTURES BY
ISCC MEMBERS

Many of our members give talks or lectures on color, and we cannot presume to keep up with them all. But we do know of the following meetings at which our

members were speakers on color:

Walter Granville, Container Corporation of America, addressed the Syracuse Chapter of the Industrial Designers Institute at a dinner meeting on October 15: Color planning and specification for industrial design, for products and interiors.

Isay Balinkin, University of Cincinnati, addressed the annual meeting of the Federation of Paint and Varnish Production Clubs, held in Cincinnati last October. (From Ralph Pike we hear that, as usual, it was a most successful meeting!)

Eugene Allen, American Cyanamid Company, spoke at the November 16 meeting of the New York section of the American Association of Textile Chemists and Colorists, his subject: Fluorescent White Dyes: How they work and how they are evaluated.

Warren B. Reese, Macbeth Daylighting Corporation, spoke at the same AATCC meeting on: The Fundamentals of Lighting.

Ralph Evans, Eastman Kodak Company, on December 14 lectured to the Art Directors Club of Washington, D. C. on Creative Directions in Color Photography.

And the several following ISCC members have taken part as speakers in the second annual Color Seminar of New York University, September 26-January 16, under the leadership of Robert I. Goldberg:

Fred H. Rahr, Rahr Color Clinic, October 24, Color Trend Forecasting;
Joseph P. Gaugler, Color Helm, Inc., October 31, Color Timing in Merchandising;
Egmont Arens, Industrial Designer, November 7, The Dynamics of Color as a Marketing Tool;

O. C. Holland, Interchemical Corporation, November 28, Color in the Graphic Arts;

Helen D. Taylor, Color Consultant, January 2, Color in the Community.

PERKIN CENTENNIAL The following message has been received by delegates of participating societies from Raymond W. Jacoby, chairman of the Perkin Centennial Executive Committee:

The Perkin Centennial has now become history and the general opinion seems to be that proper tribute was paid to the momentous occasion. It was apparent from all the material which appeared in the press, that the importance of color and the tremendous developments arising from Perkin's discovery were fully shown.

The program was very extensive and it is doubtful whether such a great collection of talent was ever previously combined in one undertaking. Many outstanding papers were presented as was to be expected, when the ability of the authors is considered.

The total registration was somewhat disappointing. If anything had to be sacrificed, it was better that it be in the quantity of those attending rather than in the quality of the program. Some of the technical sessions were very well attended and in some the number present was quite discouraging.

The Cavalcade of Color stage presentation put on by Good Housekeeping in co-operation with the National Retail Dry Goods Association played to a capacity audience. The unanimous opinion was that it was an outstanding event. The Exhibits showed not only the importance of color but how the great organic

chemical world, to a great extent, was the outgrowth of Perkin's discovery. Messages from President Eisenhower and Ex-President Hoover, emphasized that it was very fitting for the Perkin Centennial to open with International Day as - "this discovery opened the door to a vast field of chemistry, whose benefits for mankind are not limited by national boundaries."

All the papers presented during the Perkin Centennial will be assembled and printed in one volume entitled - "Proceedings of the Perkin Centennial." A copy of this volume will be sent to every registrant. While many of the papers will appear in the official publications of some of the Participating Societies, this book of proceedings will be the only source for all of them. Undoubtedly, they will be very valuable for reference purposes in the years which lie ahead. Additional copies of this book can be obtained at a cost of \$10.00 from Richard R. Frey, Assistant Secretary, A.A.T.C.C., Lowell Technological Institute, Lowell, Mass.

It would be appreciated if the delegates of various Societies will draw this subject to the attention of their members. A limited number in excess of those necessary for the registrants will be printed. When these are exhausted no further copies will be available. Persons desiring to obtain a copy should send their order together with check or money order to Mr. Frey at the address given above.

MORE ABOUT THE
PERKIN CENTENNIAL

Following is the final report of E. I. Stearns, delegate representing the Inter-Society Color Council to the Perkin Centennial General Committee:

The Perkin Centennial, commemorating the discovery of aniline dyes one hundred years ago by William Henry Perkin, was held the week of September 10, 1956 in New York. The centennial was sponsored by the American Association of Textile Chemists and Colorists and the Inter-Society Color Council was one of twenty-seven participating societies. On September 12th, the topic of "The Psychology of Color" was jointly sponsored by the American Psychological Association and the Inter-Society Color Council. Three speakers represented the Inter-Society Color Council and presented the following papers:

Paper: Description of Color
Speaker: Deane B. Judd, National Bureau of Standards

Paper: Seeing, Light and Color
Speaker: Ralph M. Evans, Eastman Kodak Co.

Paper: Color in Industrial Design
Speaker: Walter C. Granville, Container Corp. of America

The Perkin Centennial attendance was in excess of 2,000 and the attendance at the session on "The Psychology of Color" was in excess of 200. The talks were very well received and were a great credit to the Inter-Society Color Council.

THE COLOUR INDEX
SECOND EDITION

If you wish to be kept informed about the 2nd edition of THE COLOUR INDEX, you should write to the secretary of the American Association of Textile Chemists and Color-

Lowell Technological Institute, Lowell, Mass. There will be about 3000 volumes of application and fastness properties of coloring matters

as furnished by world manufacturers. It is now being prepared jointly by the AATCC in this country and the British Society of Dyers and Colorists. The first volume was expected in December, 1956, and the others will follow in 1957. The price will be in the vicinity of \$100. The work has been completely re-designed and brought up-to-date with the cooperation of all the dye manufacturers in Great Britain, America, Western Europe, India and Japan.

INTERCHEMICAL HAS
NEW MOVIE ON COLOR

By way of Bill Goodwin of Bakelite, we have a notice and holiday greeting from RBH Dispersions Division of Interchemical Corporation, Bound Brook, N. J. announcing a brand new movie, "This Is Color," sponsored by The Interchemical Corporation. Many of us well remember the series of travelling lectures on color sponsored many years ago by Interchemical, and will be glad to learn that they have put their talents to work again in this 27 minute sound motion picture which explores the physical interpretation of color. The film contains no advertising, and since it is available for showing at local Paint and Varnish Productions Clubs, we hope it may also be available to other interested color groups. We quote the following from the announcement:

"By practical demonstration and animation, it points out that color is not an inherent or intrinsic property of the objects we see, but rather depends on light itself. From here the film leads through an illustrated discussion on the spectrum, refraction, reflection, transparency, opacity, subtractive mixtures, and additive mixtures - all in nontechnical terms. These are related to the behavior of light in industrial enamels, in four-color process printing, color T.V., etc. The movie demonstrates how color can be predicted and controlled."

F. L. Wurzburg, Jr. of the Interchemical Research Laboratories was technical director for the film, assisted by an advisory committee that included A. C. Hardy, Dean Farnsworth, and Ralph Evans. It sounds like a grand job, and one that many of our local color groups may want to secure for some future meeting - in case it can be made available. For information write to R-B-H Dispersions, Division of Interchemical Corporation, Attn. R. L. Lynch, Bound Brook, N. J.

PACKAGING INSTITUTE

Ed. Note: The Packaging Institute, featured in this month's article, is one of ISCC's newer Member Bodies. The article has been prepared by F. L. Wurzburg, chairman of delegates from PI to ISCC.

If packaging were considered as an industry, which it isn't, rather than a function, which it is, it would today rank as the nation's ninth largest industry. The value of its product in 1955 was in the neighborhood of twelve billion dollars. The major users of packaging consist of over 40 industries, each of which is concerned with the packaging of its own particular type of product. This product varies radically from one industry to the next and even within the same industry, but in spite of the great variability among the products to be packaged, all users of packaging have certain problems in common. In the first place, the product is packaged for one or more of the following reasons:

To protect it against hazards of shipment.

To make it available to the consumer in convenient and economical containers.

To compete for the attention of the buyer at the point of sale.

To keep the product in good condition both during its shelf life and in the retail outlet and after it has entered the consumer's home.

In order to fulfill the packaging requirements mentioned above, use is made of a very great variety of materials. The more obvious ones include paper, wood, glass, metal, foil, fabric, and plastics. Almost without exception the package, regardless of the material of which it is made, is decorated not only to provide trademark identification, but to assist in the sale of the product through its design.

The use of color in packaging is almost universal. It has been estimated recently that more than half the dollar sales of the printing ink used in the United States go into packaging. As this consists almost entirely of colored ink, it is not hard to see why the packaging industry is interested in color problems.

In 1939 a small group of men representing both the users and the suppliers of packaging materials and machinery got together to exchange information concerning production problems arising in the field of packaging. Thus, the Packaging Institute was born and it has now grown so that its membership consists of 415 corporate members with an additional 275 associate members representing allied fields. The Corporate Membership is divided approximately 60% between the "user companies", which purchase packaging for their products, and 40% between the "supplier companies", which make the packages themselves, and/or the materials which go into them. During this period of growth, the character of the Packaging Institute has gradually changed so that today it is concerned more and more with the technical problems in the field. It operates on a unique plan of membership cooperation and voluntary technical committees, in order to achieve its prime purpose of aiding the producer of packaged products to solve his packaging problems whether technical or economical.

The backbone of the Institute consists of its technical committees. These committees fall into five main divisions, all of them under the general supervision of the Technical Operations Committee. The five divisions under the Technical Operations Committee are:

1. Materials Division
2. Product Division
3. Production Division
4. Printing Packaging Division
5. Machinery Division

Committees are appointed within these divisions to work on specific problems requested by members of the Institute and approved by the Technical Operations Committee. Their membership is drawn from both user and supplier groups.

The technical committees study various problems of interest to those who use packaging materials. These problems involve the following factors:

Materials used in packaging operations
Equipment used in packaging operations
Methods and Procedures used in packing operations
Products placed in containers
Education of personnel
Design of packaging materials
Construction of packaging materials
Conversion of packaging materials
Testing of packaging materials
Testing of fabricated packages
Standardization of packaging materials and packages
The packaging function
The relation of the packaging function to the corporate structure.

One of the most important of the above areas is that involving methods of procedures. The goal is the recommendation of Packaging Institute Test Procedures to the Institute membership in order to encourage standardization throughout the industry so far as possible. In developing these recommendations, preference is given to test procedures developed by recognized organizations such as TAPPI (Technical Association of the Pulp and Paper Industry) and ASTM (American Society for Testing Materials). When such recognized test procedures are not available a committee may develop its own test procedures by cooperative work performed by member companies. Alternatively, the committee may recommend that a procedure be developed by some established agency in the appropriate field.

Perhaps the most important activity of the Institute next to its committee work is its annual fall Forum. This Forum has grown from a one-day meeting attended by a mere handful in 1939 to a three-day meeting with an average attendance in the last few years of from 1200 to 1500 representatives of users and suppliers in the packaging field. The background of these Forums consists of seminars arranged by the various divisions of the Technical Operations Committee. At these seminars the work of the various divisional committees is reported, and invited papers are presented by recognized experts in the fields of interest of these divisions. The entire proceedings of these Forums are published annually and made available to the membership and to others interested at a nominal cost. Published proceedings for the 1956 forum, for example, included 35 technical papers.

In addition to publishing the Proceedings of the Annual Forum, the Packaging Institute publishes and distributes to its membership a monthly bulletin called the PACKET. The PACKET is essentially a newsletter which keeps the membership informed of committee activities and of general items of interest to the packaging field. In addition, it includes abstracts of committee reports and of technical articles from the various scientific and trade journals.

A unique service offered by the Institute to its membership is the Advisory Service Request. If a member has a packaging problem for which he believes an answer can be found within the membership, he submits it to the Institute. The Institute thereupon initiates an Advisory Service Request outlining the

problem and circulates it to the entire membership. Those companies which return the Advisory Service Requests to the Institute with information bearing on the problem receive automatically copies of the final report on the request. Others can purchase these reports from the Institute at a nominal cost. The issuance of reports on Advisory Service Requests is announced in the PACKET so that all members interested may know when they become available. To date there have been some 66 Advisory Service Requests processed and reports issued.

As mentioned earlier, color is a common denominator throughout the whole of the packaging field. In the present era of the chain store and super market the buyers of packaging depend more and more upon the appearance of their packages to sell their product. This means not only the lavish and skillful use of color but, just as importantly, a higher degree of control over its appearance. The producers of packages are becoming increasingly aware of the need for accurate methods of color control and of specifying color tolerances. Problems of metamerism and of the effect on appearance of different illuminants and viewing conditions, which were formally of little concern to the buyer of packages, are now assuming importance with the increased use of different types of fluorescent lighting in retail outlets. The imminence of the large-scale use of color television is forcing the industry to consider both the limitations and the advantages of this new medium as they apply to the design of packages and the identification of brand color and trademarks.

The Packaging Institute hopes that its membership in the Inter-Society Color Council will enable it to draw upon the accumulated knowledge of its members who have an interest in color. It also hopes that it will be able to contribute to the Council from its own broad experience in the use of color and, perhaps, to pose challenging problems in this field.

MORE ABOUT
"HUNTING PINK"

Ed. note: Following is a letter received from Henderson Wolfe (newly moved to Mystic, Conn., where he has a house at 2 Elm Street) concerning an item in News

Letter 126.

"Dear Mr. Allen:

"In regard to Waldron Faulkner's inquiry concerning 'hunting pink', although the word 'to pink' the edge of a fabric does seem to reflect the edge of the garden flower, the color, in so far as it relates to hunting jackets, seems historically to derive from the hue of the flower.

"A mordant, formerly used to produce this color, and consisting of (stannic) tin and ammonium, was called 'pink salt'.

"At the time of the Coronation, I wrote to England to enquire about the origin of the color 'Royal scarlet' which is close, if not indeed equivalent to, hunting pink. The Bradford Dyers' Association stated in reply: 'The shade has its origin in the Red Coats worn by the British army officers. The shade was produced on an aluminum or tin, or combined aluminum-tin mordant, a method of dyeing which gives very bright shades varying from crimson to scarlet'.

"The use of scarlet, or pink, undoubtedly serves the same purpose abroad as it does here, namely to prevent the hunter from being shot by his companions. Incidentally, it helped to win the American Revolution, by making the English officers so easy to pick off.

"Sincerely,

"Henderson Wolfe"

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