



Inter-Society
Color Council
Newsletter

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1979 GODLOVE AWARD

Nominations are now being sought for the 1979 Godlove Award. Member-bodies and Chairmen of delegations from member-bodies, including the Chairman of the Individual Member Group, have been notified by mail that nominations are being sought. Specific information on how to submit a nomination is given in "Recommended Practices Governing The Godlove Award Committee," reprinted in this issue. The award was presented at the April 1977 Annual Meeting, and it will be presented next at the April 1979 meeting. The deadline for submitting nominations is June 30, 1978. You will note in the Recommended practices (item 3.4) that individual members may submit nominations. If the information given here does not answer all of your questions, please feel free to write to Norman Macbeth, Chairman of the Godlove Award Committee, 60 Washington Street, Hartford, Connecticut 06106. Other members of the committee are: Joy Turner Luke, Bonnie Swenholt, Hugh Davidson, and Alan Robertson.

RECOMMENDED PRACTICES GOVERNING THE GODLOVE AWARD COMMITTEE

1.0 Description

1.1 Historical. The Godlove Award Fund was established by Mrs. Margaret N. Godlove in memory of her husband, Dr. I. H. Godlove. The fund was presented to and accepted by the Inter-Society Color Council during the 25th Anniversary Meeting of April 6, 1956. The Award is usually but not necessarily presented biennially.

1.2 Award Fund. By authorization of the Inter-Society Color Council Board of Directors the Award fund is maintained in a special account by the Treasurer. No disbursement from this fund is to be made without authorization by the Board of Directors.

1.3 Award Design. The first and second design of the Godlove Award are described in the attached Appendix 2.*

Note: By authorization of the Board of Directors, extra Godlove Award material is stored with Dr. Terry F. Godlove, 4812 Bennett Avenue, Washington, D.C.

At the discretion of the Board of Directors the design of the Award may be changed.

2.0 Organization of Committee

The Godlove Award Committee shall be a Standing Committee of the Inter-Society Color Council. In accordance with the By-Laws of the Council, it shall have a chairman and not more than five (5) committee members.

2.1. The chairman and members of the committee shall be appointed by the President with the approval of the Board of Directors. They shall be selected from the membership of the Council. Officers of the Council are eligible

to serve on this committee. The chairman must have been a former member of the Godlove Award Committee. At least one of the committee's membership shall be a person who has previously received an Award. At least two of the members of the committee shall be replaced every two years, at the time of change in officers of the Council.

2.2. The members of the committee shall be carefully selected to represent the widest diversity of interests in the field of color.

3.0 Duties

The Award Committee shall solicit nominations for the Award, recommend a recipient and prepare a report justifying their recommendation.

3.1. The Award Committee shall solicit nominations for the Award from the Member-bodies but no more than one nomination shall be made from each Member-body.

3.2. A suitable form for presenting nominations is attached as Appendix 1. The information requested on this form must be included in the nomination so that the committee members who may be unfamiliar with the candidate's area of interest can have basic information on which to judge.

3.3. Requests for nominations shall be made in June of the year of the Annual Meeting at which an Award was considered. Nominations shall be closed in June of the following year.

3.4. Nominations may be submitted by Member Bodies (only one from each) or by individual members of the Inter-Society Color Council. The submitted nominations must state by whom the nomination is being made.

3.5. The Award Committee shall consider the submitted nominations on the basis of fulfilling the requirements

AIC COLOR MATERIAL AVAILABLE

The following items from the Third Congress of the International Colour Association, Troy, New York, July 10-15, 1977, are available from the Secretary's office while the supply lasts:

Preprints, book proof volume of invited lectures, and extended abstracts of contributed papers, paper-bound, 524 pp., \$10.00;

Zippered document case, red nylon, 12 x 16 in., with white AIC emblem and the words "Color 77 Troy," \$2.50;

Paperweight, marble, 2 x 2 x ¾ in., with red AIC emblem and the words "AIC Color 77 Troy," \$2.50.

Order, with check enclosed made out to AIC COLOR 77, from Dr. Fred W. Billmeyer, Jr., Secretary, ISCC, Rensselaer Polytechnic Institute, Troy, NY 12181.

listed in paragraph 4.0. The Committee shall not be limited to these nominations in its deliberations of a suitable candidate for the Award.

3.6. If in the judgment of the Award Committee no suitable candidate for the Award can be recommended to the Board, the Committee shall so inform the Board and no award shall be presented at the following Annual Meeting.

3.7. A report shall be made to the Board of Directors no later than the month of November preceding the Annual Meeting at which an Award is to be given. The report shall justify the recommendation. The report need not be identical with the presentation speech described in paragraph 6.0.

3.8. The Board of Directors shall retain the right to disapprove the recommendation of the Award Committee and in case of a disapproval advise the Chairman and Members of the Award Committee of its disapproval. It is then the responsibility of the Award Committee to reconsider the nominations and recommend another candidate to the Board. If no agreement can be reached, the Award shall be omitted during the following Annual Meeting.

4.0 Basis of Judgment for Award

The Award is to be given for contributions to the subject of color. The contributions of an individual shall be examined in light of the Aims and Purposes of the Inter-Society Color Council given in Article II of the Constitution.

4.1. The candidate shall be a citizen and resident of either the United States or Canada.

4.2. The merit of a candidate shall be judged by his contributions to any one of the fields of interest in color whether or not it is represented by the Member-bodies. The contribution to color may be direct, it may be in the active practical stimulation of the application of color, or it may be an outstanding dissemination of knowledge in color by writing or lecturing.

4.3. The candidate must be a member of the Inter-Society Color Council, a delegate, an independent member, a retired member, or an honorary member. Former members of the ISCC, who may not be "retired members" may be considered.

4.4. The candidate need not have been active in the affairs of the Council.

4.5. The candidate must have had at least five years of experience in his particular field of interest in color.

5.0 Public Relations

5.1. Notice of the request for nominations shall be sent to the editor of the *Newsletter*, to the secretaries of the societies represented by the Member-bodies and to the chair-

men of the delegations from the Member-bodies.

5.2. Notice of the Award and the individual to receive it shall be given in the *Newsletter* issue immediately prior to the Annual Meeting. An announcement of the intent to give an award and to whom shall be given to the public, trade and scientific press prior to the Annual Meeting. Effectively, these announcements must be prepared by the end of December prior to the year in which the Award is to be presented.

After the Award is presented, press releases shall be forwarded to the public, trade and scientific press giving the reasons for the Award.

At the discretion of the Board of Directors, the report of the Award Committee and/or the presentation speech may be printed in the *Newsletter*.

6.0 Presentation of Award

The Award may, but need not be, presented by the chairman of the Award Committee or by any of its members. With the agreement of the Board of Directors, the Award may be presented by any member of the Inter-Society Color Council. It is desirable that it be presented during the banquet session of the Annual Meeting. When it is desired that the Award presentation be accompanied by special laudatory remarks, the prepared speech may differ from the report of the Award Committee in verbiage but shall not deviate from the intent of the report. If the recipient is to be the after-dinner speaker at the annual awards banquet, luncheon or meeting, he should be so notified immediately after the approval of the Board of Directors.

Approved by the Inter-Society Color Council Board of Directors, June 17, 1977.

APPENDIX 1

Nomination for the Godlove Award

(Presented to a member of the Inter-Society Color Council to recognize outstanding contributions to the knowledge and use of color and in appreciation of fulfilling the aims and purposes of the Inter-Society Color Council)

1. Name and address
Citizenship (United States or Canada)
2. Professional Affiliation (Company, Institution, etc., if any)
 - a. Present
 - b. Recent (past 10 years)
3. Title (present or most recent) and duties
4. Professional Society affiliations and any positions held
5. Nature of interest and activities in color

6. How long in the field of color
7. Evidence of the contribution made in encouraging the scientific, artistic or industrial use of color
 - a. In own organization, company or employer
 - b. In own aspect of color expertise in own industry or professional group
 - c. Other outside interest contributions in color (other industries, for example)
 - d. National activities
 - e. International activities
8. Writing or speaking done in support of scientific, artistic or industrial use of color. (List of publications, talks, patents, etc., if possible — the list should be representative not necessarily complete)
9. Inter-Society Color Council
 - a. Member body delegation, if any, past and present
 - b. Council administrative positions held
 - c. Problems Committee affiliations
 - d. Other activities
10. Additional information and general background
11. Nomination Source
 - a. Member body — give name of person in Member-body who prepared the nomination
 - b. Individual member — give name
 - c. Award Committee

*Not reprinted—Ed.

WILLIAM F. LITTLE

The January-February 1977 issue called to the attention of all, the death of William F. Little and listed some of the offices and positions which he had held. But omitted were the many contributions that he had made, both tangible and intangible, to the life and careers of those who had come in contact with him throughout his long life, a span of ninety-six years that far exceeded that of many of his contemporaries who knew and respected him.

His integrity both personal and scientific provided an example that his friends and associates sought to emulate. He had the ability to analyze a problem by stripping away obscuring trivia that might mask the actual problem so that he could then employ his clear understanding of basic principles, to develop a solution of the problem and make the solution clear to all. He asked the right questions and developed straightforward solutions. This same ability enabled him to design equipment as well as experiments that would readily provide the required information. These qualities endured from the beginning of his career well past his formal retirement as President of the Electrical Testing Laboratories.

He was an excellent leader and an inspiration to those who worked with him. He stimulated them to exert their best efforts. He was sympathetic with their difficulties aiding them in overcoming their problems. Those of us who

were fortunate in having worked with him are most aware of his honesty of purpose and the support and guidance he gave to our endeavors. In my own case, five years of daily contact were a tremendous inspiration, developing my own abilities as modest echoes of his.

He was quiet and unassuming, "a gentleman of the old school" and we remember him with affectionate respect.

Allan E. Parker

MEETING REPORT FOR THE COUNCIL FOR OPTICAL RADIATION MEASUREMENTS (CORM)

The sixth Annual Meeting of CORM was held at The National Bureau of Standards (NBS), Gaithersburg, on June 7, 1977 in conjunction with a symposium on Ultraviolet Radiation Measurements for Environmental Protection and Public Safety which followed on June 8th and 9th. The morning session consisted of reports on NBS projects and programs in radiometry, photometry, and spectrophotometry. Remarks by Dr. Henry Kostkowski, Chief of the Optical Radiation Section, included a discussion on the importance of the slit function in making spectroradiometric measurements. Dr. Jack Tech, Chief of the Radiometric Physics Section, spoke on projects under his direction, including the silicon photodiode detector package now available from NBS for calibration purposes. Visits to the several related laboratories concluded the morning program.

After lunch Dr. Karl Kessler, Chief of the Optical Physics Division, presented the position of NBS regarding photometric quantities and SI units. Dr. David Goldman, Deputy Director of the Institute for Basic Standards, outlined the purpose and procedure of a Measurement Assurance Program. Lively discussions followed both speakers. An informative invited talk on Optical Radiation Hazards by James Franks of the Army Environmental Hygiene Agency pointed out the effects of electromagnetic radiation on humans and the accepted safety exposure limits.

As a follow up on the well attended flash radiometry workshop held by CORM-NBS in Rochester last November, it was decided to conduct a flash lamp intercomparison this fall under the direction of CORM coordinator Tom Luminello of Polaroid.

TADEUSZ LAPINSKI: INFINITE SPACE COLOR LITHOGRAPHS

"The vast loneliness up here is awe-inspiring and it makes you realize just what you have back there on Earth."
James A. Lovell, Jr., Apollo 8 Mission

In the quiet stillness of the stratosphere, free floating solid geometric forms drift aimlessly through the eternal silence of infinite space, unburdened by the anchor of gravity. Man is but an onlooker. He is not yet a part of this strange environment. It is too different. There is no footing, and the texture and color are foreign, with the

exception of an occasional red, green, or yellow intrusion to indicate the presence of man. Those colors are as much a stranger to this place as man himself.

That Tadeusz Lapinski is an artist of the Space Age is clearly indicated by his recent color lithographs exhibited at Franz Bader Gallery. Spheres float beyond the picture surface from pyramids and rectangles that drift in limitless space. The vantage point is somewhere within a vast, infinite void. But the lithographs are not surrealistic landscapes or illusionistic fantasy. They are stratospheres. Lapinski is exploring the new frontier — not the fantasy of Flash Gordon but the reality of Apollo. While the geometric forms are not real, the feeling conveyed about the lunar space and terrain is.

Simulated texture covers most of the works, like the pockmarked surface of the moon as transmitted to earth through the camera's eye. The colors are muted, almost pearlized metallic colors: copper, brass, silver, translucent turquoise, juxtaposed against the dark void or implied space beyond. They are the colors of a new nature. Not the symbolic colors traditionally associated with nature: greens, blues, browns, but the colors of nature on extra-terrestrial shores. This is a different nature for man, but nature nonetheless.

How strange the red, white, and blue colors look against the greyish background of the moon's surface as astronaut, James Irwin salutes the United States flag. So foreign. Much as the red, green, and yellow spheres that move out into space, beyond the muted tones on the surface of Lapinski's lithographs, look foreign to the environment in which they float. They are the colors of earth, the colors of man's presence. But as man invades the stratosphere, so too does the stratosphere invade man. His vision has been changed.

"A beautiful Moon out there tonight"

"Now, we were just saying that there's a beautiful Earth out there." Frank Borman, Apollo 8 Mission, exchange with Houston.

Barbara Johnson

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NEWS OF MEMBERS

Harry Hammond Appointed to Scientific Staff of Gardner Laboratory

Mr. Henry A. Gardner, Jr., President of Gardner Laboratory Inc., Bethesda, Maryland, has announced the appointment of Mr. Harry K. Hammond III as Senior Scientist. An optical physicist at the National Bureau of Standards for more than 30 years, Mr. Hammond's experience spans colorimetry, glossimetry, photometry, radiometry, and spectrophotometry.

Particular areas of Mr. Hammond's activities include calibration of physical standards and standardization of test methods for appearance measurements. In addition, he served as a delegate to the International Commission on

Illumination (CIE) and to Technical Committees on Paint and on the Paper International Organization for Standardization (ISO). He has served as Secretary of the U.S. National Committee of the CIE.

Mr. Hammond is an active member of the American Society for Testing and Materials (ASTM) particularly Committees D-1 on Paint, D-20 on Plastics, and E-12 on Appearance of materials, and he is a voting delegate to the Inter-Society Color Council. He served on the Paint Committee as a member of the Executive Committee and as Secretary and later Chairman of the Optical Properties Subcommittee. He was for a period Chairman of the corresponding subcommittee of the Plastics Committee. From 1970 through 1976, he was Chairman of the Committee on Appearance of Materials. The ASTM Award of Merit was presented to Mr. Hammond for service to Committees D-1 and E-12. Also, he has been active in the Optical Society of America (OSA) and helped found the National Capitol Section. He is a Fellow of both ASTM and OSA.

Mr. Hammond is also active in the Optical Methods Committee of the Technical Association of the Pulp and Paper Industry, as well as the ISO Technical Committee on Paper, Board, and Pulp.

Miles Southworth

At the 29th meeting of the Annual Technical Conference of the Technical Association of the Graphic Arts (TAGA), it was announced that Miles Southworth had been elected to the office of president of TAGA. He has served as vice-president and chairman of the Color Committee of TAGA. As you know, Miles Southworth has also served as the chairman of the TAGA delegation to the ISCC.

NEWS OF MEMBER-BODIES

FEDERATION OF SOCIETIES FOR COATINGS TECHNOLOGY

Symposium on Color and Appearance Instrumentation Scheduled for March 1978

A symposium on instrumentation for measuring color and appearance in the coatings industry will be held March 14-16, 1978 at the Marriott Hotel, Cleveland, Ohio. The 2½ day meeting will be sponsored jointly by the Federation of Societies for Coatings Technology, the Manufacturers Council on Color and Appearance, and the Inter-Society Color Council.

The program will be divided between "hands-on" workshop sessions and general oral presentations about gloss and appearance, color difference and quality control, spectrophotometry, and colorant formulation. Most of the instruments to be featured in the workshop sessions and on display are new designs, made available less than three years ago.

General program sessions are under the direction of Ruth Johnston-Feller, Color Consultant, who chairs the Federation's Inter-Society Color Council Committee. Arrangements for the workshops and instrument displays are

being handled by Charles Leete, Executive Director of the Manufacturers Council on Color and Appearance.

Complete details will be available shortly. Meanwhile, further information may be obtained by contacting the Federation of Societies for Coatings Technology, 1315 Walnut St., Suite 832, Philadelphia, Pa. 19107.

**SOCIETY OF PLASTICS
ENGINEERS (SPE)
COLOR AND APPEARANCE
DIVISION (CAD)**

Election Results

The following were successful candidates in recent Division-wide elections.

Board of Directors: Walter G. Ball, New Jersey Zinc Co.; Sam Lange, General Tire & Rubber Co.; Robert D. Swain, Chroma Corp.; Keith T. Wade, American Color & Chemical Co.

Technical Program Committee: Walter E. Coleman, C. Withington Co.; John R. Graff, Ciba-Geigy Corp.; Ralph A. Stanziola, Applied Color Systems, Inc.

Councilman: Leonard C. Komar, NL Industries, Titanium Pigment Div.

The term for each is 3 years, beginning with Antec 1977.

In an earlier election within the Board, Thomas V. Haney, current chairman of the Technical Program Committee, was elected Treasurer of the Division for the 1977-1978 year. Other current officers were advanced in position according to normal progression, with Tom Webber becoming next year's Chairman of the Division. Past Chairman Floyd Cole leaves the Executive Committee and becomes an ex-officio member of the Board in accordance with Division practice.

F. C. Cole

Retec '77 is Taking Shape

Keep your October 4 and 5 dates open for the "Coloring of Plastics XI" Retec in Boston. This meeting is being co-sponsored with the Eastern New England Section. Robert W. Alexander of Nortech is General Chairman and Jack MacMillian of ICI United States is Program Chairman.

The theme of the meeting, "The Law and You," is timely and will cover some of the legal requirements governing use of colorants in plastics.

Mark Berenson

Decorating Division Retec, October 25 & 26, 1977

The Decorating Division also plans a Retec next Fall. This one will be at the Regency Hyatt O'Hare in Chicago on October 25 and 26. The theme is "Decorating Plastics 1980."

C. D. Storms

Pentz and Streeper Receive DCMA Award

A. J. Pentz and R. E. Streeper of Rohm and Haas were presented the Dry Color Manufacturers Association (DCMA) award in Montreal for their paper "How to Select Colorants for Acrylics." Their paper was presented at the "Coloring of Plastics X" Retec in Cherry Hill, NJ, last September, thus qualifying for consideration for the 1976-1977 season. Walter Ball, chairman of the CAD Awards Committee, indicates competition for the DCMA award was particularly keen during this period. Five previous papers have received the DCMA award since its inception in 1970.

Proposed Educational Retec — A New CAD Activity

You may be interested in knowing that the CAD is proposing an educational Retec in Chicago designed to help molding, extrusion, fabricating, etc., people who work with colored plastics but have little understanding of the language involved or the cause or potential for color problems in their everyday work. Bob Swain, newly elected Board member from Chroma Corporation, is attempting to set this up with the educational committee of the Chicago Section, hopefully for next Fall. If successful, we would plan to bring it to other urban areas as well.

**SOCIETY OF PHOTOGRAPHIC
SCIENTISTS AND ENGINEERS (SPSE)**

Recent Advances in the Psychophysical and Visual Aspects of Image Evaluation

General Chairman, Roger P. Dooley, announced a two-day seminar on "Recent Advances in the Psychophysical and Visual Aspects of Image Evaluation." Sponsored by SPSE Washington, D.C., the Seminar is planned for October 24-25, 1977 and will be held at the Holiday Inn Downtown in Rochester, NY.

Cooperating societies include: Optical Society of America, Psychonomic Society, and the Association for Research in Vision and Ophthalmology.

SUBJECT: Psychophysics provides a link between the perception of observers and the physical image parameters over which image science has control. The Seminar will be an intense look at the state of the art in this field.

REGISTRATION AND GENERAL INFORMATION: Write or call SPSE for further information regarding registration and other details: Robert H. Wood, Executive Director, Society of Photographic Scientists and Engineers, 1411 K Street, NW, Suite 930, Washington, D.C. 20005, (202) 347-1140.

SPSE Lists Papers from Americans to Be Presented at the Tokyo Symposium '77 on Photo- and Electro-Imaging

SPSE has released the list of papers by Americans that have been accepted for presentation at the Tokyo Sympos-

sium '77 on Photo- and Electro-Imaging. The Symposium will be held September 26-30, 1977, at the Tokai University Members Club, Tokyo, Japan. Of the total of 45 papers which will be presented, 15 will be by American participants.

The following are the papers which will be presented by Americans, with professional affiliations in parentheses:

Relationship of Chemical Structure to Photoconductive Behavior in Some Novel Photoconductive Systems; E. S. Baltazzi (Addressograph Multigraph).

An improved Technique (PLA Method) for Holographic Recording in Thermoplastic Photoconductor; R. Shaw (Xerox).

Imagery with Positive Photo Resists for Micro Electronic Applications; Musti A. Narasimham and F. H. Dill (IBM).

Non-Silver Halide High-Resolution, High-Contrast, Dry-Processing Imaging Systems; invited paper by J. W. Mitchel (University of Virginia).

Laser and CRT Imaging with Dylux Photosensitive Materials; invited paper by Rolf Dessauer (du Pont).

The Long Term Stability of Imaged Vesicular Film; O. J. Cope (Xidex).

Development Effects in Holographic Imaging; invited paper by Stephen Benton (Polaroid).

Spectrodensitometry: A New Approach to Color Image Analysis; C. S. McCamy (Kollmorgen).

Real-Time Correlation of TV Images; L. J. Pinson and W. W. Malcolm (Auburn University).

Image Processing with a Coarse Scan/Fine Method; Kwan Y. Wong (IBM).

Electrochemical Boundaries for the Spectral Sensitization of Silver Halide Emulsions; Paul Gilman (Eastman Kodak).

In the field of Medical Imaging, the following papers by Americans will be presented:

Gastric Fluorescein Angiography — A New Encophotographic Technique; D. F. Adcock (Richmond Memorial Hospital).

Comparison of Radiographic Imaging with Rare Earth Intensifying Screens and Intensifier Photo-Optical Imaging; J. W. Gorski and J. Skucas (University of Rochester).

Some considerations of Future Mammographic Imaging Systems; J. Skucas and J. W. Gorski (University of Rochester).

Hybrid Optical-Electronic Processing Applied to Chest Radiographs; T. C. Strand and A. F. Turner (University of Southern California).

Latest Developments in Application of Electronics Instead of Silver in Photography to be Analyzed at Washington Meeting

The latest developments in this area of electrophotography will be analyzed and discussed by the country's leading scientists and engineers during the Third Annual Conference on Electrophotography. The meeting, sponsored by the SPSE will be held November 15 to 18, 1977 at the Marriott Twin Bridges Hotel in Washington, D.C.

Speakers will include senior scientists and executives

from such companies as Xerox, 3M, Eastman Kodak, Agfa-Gevaert, IBM, and Philips, as well as from leading universities and research organizations.

While the techniques are extremely sophisticated, the implications of electrophotography are not. In general, silver has become an increasingly scarce material, resulting in a sharp increase in the costs of photographic processes, virtually all of which use silver. However, it has become possible to form images through electronic methods such as that used in electrostatic copying devices. Furthermore, it is possible that in the future, such electronic methods of image formation can be used for many of the images now made on silver-based products at a significant savings in money and time.

SPSE Announces 1978 International Congress on Photographic Science Will Be Held at Rochester Institute of Technology

SPSE announced that the 1978 International Congress on Photographic Science will be held August 20-26, 1978, at Rochester Institute of Technology, Rochester, New York. This is the first time that this international congress has been held in the western hemisphere. Previous congresses have been held in Dresden, Moscow and Tokyo.

Over the years, the International Congress has become the major vehicle for the exchange of scientific information among the world's photographic scientists. The Society has also issued a call for papers in the areas of:

- Physics and Chemistry of Silver Halides
- Formation and Properties of the Latent Image
- Emulsion Techniques and Chemical Sensitization
- Spectral Sensitization
- Photographic Development
- Informational Content
- Electrophotographic Processes
- Unconventional Photographic Processes

Only papers of a scientific nature dealing with original research will be accepted, since SPSE wishes to avoid any possibilities of presenting information which has already been presented at other conferences.

The deadline for papers has been set for April 1, 1978. However, the title and an abstract must be submitted by December 1, 1977. Notification of acceptance and instructions for the format of the manuscript will be provided by SPSE before February 1, 1978.

For further details on the Congress, contact the co-chairman of the Congress Committee: George Bird, School of Chemistry, Rutgers University, New Brunswick, New Jersey, or Paul Gilman, Research Laboratories, Eastman Kodak Company, Rochester, New York.

For details relating to papers, contact the Chairman of the Papers Committee; Jack Hamilton, Research Laboratories, Eastman Kodak Company, Rochester, New York.

**GRAPHIC ARTS TECHNICAL
FOUNDATION (GATF)
GRAPHIC ARTS RESEARCH
CENTER (GARC)
ROCHESTER INSTITUTE OF
TECHNOLOGY (RIT)**

GATF-GARC Merger at RIT Contemplated

In a joint statement issued July 27, William J. Mariner, president of the Pittsburgh, Pennsylvania-based Graphic Arts Technical Foundation, and Dr. Paul Miller, president of RIT, revealed that studies are now underway to evaluate a potential merger of the Foundation and GARC at RIT.

Mariner indicated that preliminary data had been reviewed with the GATF executive committee at a meeting in Pittsburgh, and further investigation had been endorsed by the committee. A group composed of leading industry members of GATF was appointed to conduct the analysis and develop a plan.

At present, no timetable has been set for the merger. However, it is anticipated that within the next two or three months, pending the results of the analysis, such a program will be forthcoming.

Reprinted from *GARC Newsletter*, August 1977.

Free GATF Catalogs Available

Free copies of the GATF's recently published 1977 Products & Services catalog are available from GATF.

The Foundation's Products & Services catalog provides capsulized information on more than 200 GATF products and services. Complete price information and order forms are included in the new catalog.

Copies of the Foundation's new Products & Services catalog are available upon request by writing to the Communications Manager at GATF, 4615 Forbes Avenue, Pittsburgh, Pa. 15213.

**OPTICAL SOCIETY
OF AMERICA**

Meetings Calendar

JUNE 1-3, 1977, IEEE/OSA CONFERENCE ON LASER ENGINEERING AND APPLICATIONS, Washington Hilton, Washington, D.C.

JUNE 6-9, 1977, APS/OSA/UPAP/UNIVERSITY OF ROCHESTER INTERNATIONAL CONFERENCE ON MULTIPHOTON PROCESSES, University of Rochester, Rochester, New York.

JUNE 20-24, 1977, INTERNATIONAL CONFERENCE ON FOURIER TRANSFORM INFRARED SPECTROSCOPY, University of South Carolina, Columbia, South Carolina.

JUNE 23-24, 1977, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Ethan Allen Inn, Danbury,

Connecticut.

JULY 18-22, 1977, INTERNATIONAL CONFERENCE ON INTEGRATED OPTICS AND OPTICAL FIBER COMMUNICATION, Tokyo, Japan.

AUGUST 9-11, 1977, OPTICAL PROPAGATION THROUGH TURBULENCE, RAIN, AND FOG, University of Colorado, Boulder, Colorado. (Abstract Deadline April 20, 1977.)

SEPTEMBER, 1977, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Chicago, Illinois.

OCTOBER 10-14, 1977, ANNUAL MEETING OF THE OPTICAL SOCIETY OF AMERICA, Royal York Hotel, Toronto, Ontario, Canada. (Abstract Deadline July 8, 1977.)

NOVEMBER 10-11, 1977, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Royal Coach Hotel, San Mateo, California.

JANUARY 16-18, 1978, IEEE/OSA MEETING ON INTEGRATED AND GUIDED WAVE OPTICS, Salt Lake City Utah, Abstract Deadline: October 20, 1977.

FEBRUARY 1978, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Orlando, Florida.

FEBRUARY 7-9, 1978, IEEE/OSA CONFERENCE ON LASER AND ELECTRO-OPTICAL SYSTEMS, Town and Country Hotel, San Diego, California.

APRIL 1978, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Los Angeles, California.

MAY 1978, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Rochester, New York.

JUNE 1978, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Boston, Massachusetts.

OCTOBER 30 - NOVEMBER 3, 1978, ANNUAL MEETING OF THE OPTICAL SOCIETY OF AMERICA, Jack Tar Hotel/Golden Gateway Holiday Inn, San Francisco, California. (Abstract Deadline to be announced.)

NOVEMBER 1978, WORKSHOP ON OPTICAL FABRICATION AND TESTING, Dallas Texas.

OCTOBER 7-12, 1979 ANNUAL MEETING OF THE OPTICAL SOCIETY OF AMERICA, Holiday Inn - Downtown/Americana of Rochester, Rochester, New York. (Abstract Deadline to be announced.)

For further information write to Jarus W. Quinn, 2000 L St., N.W., Washington, D.C. 20036.

LETTERS TO THE EDITOR

TO PERSONS INTERESTED IN SPECTROPHOTOMETRY:

Approximately two years ago, we sent out the first mailing under this mailing list as an effort to keep you informed about the activities in spectrophotometry at NBS. This is the second such mailing, and the scope of the mailing list has been expanded to cover activities in the Analytical Chemistry Division of the NBS Institute for Materials Research. In this way, we hope to cover most of the work in transmittance, reflectance, and fluorescence measurements which is being carried out at NBS. Enclosed is a list of publications in these areas from NBS or by NBS personnel. Abstracts are given for publications which are not part of the readily available literature, and a card is included which you can check and return to obtain copies

of these publications.

We would like to make this means of communicating with you as efficient and effective as possible. Please indicate corrections or changes of address on the address label of the return card. Let your associates know about our mailing list, for we would like it to be as complete as possible. Also, let us know of your needs and your ideas regarding improving and standardizing spectrophotometric measurements and the related measurements for color and appearance. We can use all of the input we can get in planning our programs.

Sincerely,

William H. Venable, Jr. Radiometric Physics Section, Special Analytical Instrumentation Section, IMR IBS Room A317 Metrology Building National Bureau of Standards Washington, D.C. 20234 Phone (301) 921-2791	Klaus D. Mielenz Radiometric Physics Section, Special Analytical Instrumentation Section, IMR Room B226 Chemistry Building National Bureau of Standards Washington, D.C. 20234 Phone (301) 921-2143
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The material referred to in the preceding letter has not been reprinted in the *Newsletter*. Copies may be obtained from NBS.—Ed.

Dear Dr. Billmeyer:

I was most interested to receive your letter of 8th June. I appreciate your interest and also the fact that you have notified several other people of our plans.

I must though inform you of a decision made recently not to proceed with the '77 event. Whilst we have received considerable interest and support for the development, several of the larger suppliers were precluded from exhibiting because of budgetary considerations. We are quite sure there is a need for a continental European colour event but in our opinion anything of this kind must be fully representative of the industry.

As a result we are now looking at other dates, the possibilities are September 12-16, 1978 or March 20-24, 1979. This event will take place in Basel, Switzerland.

I hope that this decision has not caused you too much inconvenience. I can assure that the decision was not an easy one. I anticipate making a visit to the States in the fall and would very much like the opportunity of a meeting. I hope that this can be arranged.

Yours very sincerely,

Kenneth S. Brooks
Joint Managing Director

BOOK REVIEW

Color for Architecture. Tom Porter and Byron Mikellides. New York: Van Nostrand Reinhold 1976. 151 pp. \$20.

Published simultaneously in the U.S. and Great Britain, *Color for Architecture* is an unusual and original work. Not

many books in recent years have been issued on the subject of color in architecture. Waldron Faulkner, FAIA, did one in 1972, with emphasis on color standards and architectural materials. Most works in the field have been "picture books," usually of interiors and usually written as legends to illustrations.

This work by Porter and Mikellides is different. While both authors are English, a large part of their interests has been in America and in American architectural expression with color — and *exterior* color at that, which is quite singular.

Color for Architecture is well written, scholarly and meant for intelligent readers and viewers. In addition to a well-considered story by the coauthors, there are essays by and about a group of truly eminent architects and authorities. There is pleasure in browsing through the book before beginning again and absorbing the text and illustrations in greater detail. Many fascinating viewpoints and striking color plates bob up for attention.

There are, of course, definite historic precedents for the use of color on architectural exteriors which trace from Egypt to Asia Minor, Greece and Pompeii to the colorful facades of Gothic churches. Oscar Newman in an essay refers to the conservatism of leading schools of architecture and dominance of form over hue and the black and white visualizations and gray cardboard models. He observes, with justification: "Much of contemporary architectural education is actually a form of brainwashing," with color looked upon suspiciously. He recites his own experience with color on a New York City housing project which, criticized by the architectural profession, was quite approved by the residents.

So it goes. Much of exterior American architecture is white, gray, brown or bronze-brown, homes excepted. Prejudice against color may be due to the fact that it is likely to distract from form, and be emotionally rather than intellectually judged. In effect a coat of paint may be more compelling to the public than the edifice it covers, and this may be irritating.

Victor Vasarely of France pleads in the book for "plastic beauty" and has worked with color and graphics in architectural settings. Victor Pasmore of England points to the fact that "one of the principal features of the revolution in the visual arts of the 20th century is the freedom and independence of color."

Colorful buildings by Joseph Esherick, FAIA, are described and illustrated. So also are the accomplishments of other American, British and European architects. Indeed, the scores of full-color examples of exterior color use on apartment houses, factories, office buildings, storage tanks, subway stations, supergraphics, all delight the eye and make the book quite a treat to behold.

Remarkable is the color approach of Jean-Philippe Lenclos of France. Rather than pick architectural colors through personal fancy, academic training, from color systems or abstractly, Lenclos developed palettes derived from the local soil, sand and clay of a region, "which establishes a close link between the earth and the dwelling." Through such strategy, exterior color palettes would differ as different regions differ — and any building would quite naturally harmonize with its surroundings.

There are notes on color in "extraterrestrial habitats" (spacecraft), on various emotional and mental color associations and on a little-known (in the U.S.) "natural color system" developed in Sweden.

Ruskin noted generations ago that architecture was in no wise perfect without color. One wonders if the widespread lack of color on the exteriors of American buildings is due to prejudice or timidity. Where people seek a happy time, as in an amusement center, omission of color is unthinkable. If the Parthenon of Athens was colored outside as well as inside, and if its forms have been reversed ever since in eclectic temples across the land — *without color* — something must be wrong somewhere.

This reviewer is partisan, being a color consultant by trade. I feel that architecture needs color and have good reason to believe (and hope) that this book will, for its excellent text and superb illustrations, convert others to the same courage and inspiring viewpoint. *Faber Birren, prolific writer whose expertise is color, Stamford, Conn.*

Reprinted, with permission, from the *AIA Journal*, March 1977.

PUBLICATIONS NOTED

(U) *Color Coding — An Annotated Bibliography*, by Dan W. Wagner. China Lake, Calif., Naval Weapons Center, March 1977. 58 pp. (NWC TP 5922, publication UNCLASSIFIED.)

(U) Fifty-seven documents were annotated for the purpose of presenting current information on color coding research and color applications. This selective review includes, in addition to a written summary of the work, figures and tables from many of the publications to graphically illustrate or clarify key points.

(U) *Experiments With Color Coding on Television*, by Dan W. Wagner. China Lake, Calif., Naval Weapons Center, January 1977. 18 pp. (NWC TP 5952, publication UNCLASSIFIED.)

(U) Three experiments were conducted to investigate the effectiveness of color coding in a potential cockpit application. The experiments measured the subjects' ability to monitor random malfunction indications, shown in either color-coded, single color, or black-and-white conditions on simulated engine management displays. The subjects were simultaneously engaged in a dynamic target detection task on an adjacent display during the monitoring task. Ambient illumination color and subject experience were additional variables.

(U) The results show that response time on the target detection task was faster when the engine display was color-coded than when it was black-and-white. Time to report malfunctions was slower with red or green monochrome displays than with the other colors. The response time in reporting malfunctions on the black-and-white display was not affected by the choice of color on the adjacent display. Finally, performance on target detection and malfunction reporting was not affected by ambient illumination or the experience of the subjects.

Acta Chromatica, Volume 3, Number 2, 1977 Contents

Sadao Nakamura: The Spectrophotometric Measurement of the Entire Area of Multicolor Compositions on Paintings.

Genro Kawakami: Experimental Studies by Making Use of Color-Difference Simulator.

Koichi Ikeda, et al: Design of Light Source with Arbitrary Spectral Energy Distribution and Simulation of CIE Standard Daylight Illuminants for Colorimetry.

Motoi Nanjo, et al: A Versatile and Fully Automatic Goniospectrophotometer.

Radiometric and Photometric Characteristics of Materials and Their Measurement

A report in German, English and French on radiometric and photometric characteristics of materials and their measurement has been published by the Commission Internationale de l'Eclairage.

The publication is the result of active cooperation between different countries and has been produced by the members of CIE Technical Committee TC-2.3 which has representation from 27 countries.

This report, in conjunction with the International Lighting Vocabulary (CIE Publication No. 17 — 1970), is a survey of the processes which occur if a material is irradiated, and of the characteristics of the material which are important in determining its behavior in general and in a few special cases. The report also clarifies the definitions of the characteristics and processes. Certain correlations among various characteristics are described. For the most important characteristics, practical methods of measurement are given to insure that measurements in different laboratories yield similar values. The processes and characteristics described in this report apply to optical radiation, particularly light. There are 123 literature references and 7 figures.

Copies of this document, CIE Publication No. 38, may be obtained postpaid at \$20 each from: Dr. Jack L. Tech, Secretary, U. S. National Committee, CIE, National Bureau of Standards, Washington, D.C. 20234. Payment should accompany the order and should be made payable to "U.S. National Committee, CIE." Canadians may obtain copies by sending a check payable to "The Receiver General of Canada, Credit National Research Council" with their order to "Publications Distribution Office, National Research Council of Canada, Ottawa, Ontario, K1A 0R6." A list of 30 additional CIE publications is also available.

MEETINGS NOTED

House and Garden Seminar on Impact of Color on Sale of Wide Range of Merchandise Categories

"Few factors are more influential than color on consumer purchasing decisions covering an ever-broadening range of merchandise. . . .

"The right colors, far more than function or price, can lead to increased sales. The wrong colors mean mark-downs and clearances, losses instead of profits."

That is the theme of a unique "Color Is Big Business" seminar conducted by House & Garden Magazine at the Cooper-Hewitt Museum of Design, 9 East 91st Street, New York, New York, March 14, 1977.

Ralph F. Timm, the magazine's publisher, announced that the seminar, for House & Garden Color Program manufacturing licensees and other professional members would offer "a comprehensive insight into color and its relationship to production and sale of merchandise."

The morning session on "The Reach of Color" featured Christian Rohlfing, Cooper-Hewitt Curator of Collections, Nadine Bertin, House & Garden Color Program Director, and Mary Jane Pool, House & Garden Editor-in-Chief.

Color authorities and consultants participating included Faber Birren, internationally known color authority and Helen Vincent and Sara Little, color and design consultants to leading U.S. firms.

The afternoon session opened with an address by Professor Sewell-Sillman, who has carried on the color work of Josef Albers at Yale University, Rhode Island School of Design, and other institutions of learning. Professor Sillman is a teacher and lecturer on the formulation and articulation of color.

A retail Seminar on "The Business of Color" followed, featuring speeches by Chet Edwards, Vice President, Higbees, Cleveland; Neil Janovic, Vice President, Janovic/Plaza, Inc., New York; and Ted Einstein, President, Einstein-Moomjy Carpets. These presentations dealt with the use of color in retail sales.

MORNING SESSION

CHRISTIAN ROHLFING, Curator of Collections, Cooper-Hewitt Museum, *Welcome to the Museum.*

RALPH TIMM, Publisher, House & Garden Magazine *Welcome from House & Garden.*

NADINE BERTIN, House & Garden Color Program Director, *Introduction to the Day.*

SARA LITTLE, Design Consultant, *Color — Where To Find It. How To Use It.*

FABER BIRREN, Color Research Authority, *Color Trends — Color Cycles.*

HELEN VINCENT, Color & Design Marketing Consultant, *Color Futures — How To Profit With Them.*

MARY JANE POOL, Editor-In-Chief, House & Garden Magazine, *The Currents of Change in Living Now.*

AFTERNOON SESSION

PROFESSOR SEWELL SILLMAN, Color Teacher, Lecturer, Publisher. Yale University, Rhode Island School of Design, *An Attitude Toward Color.*

THE BUSINESS OF COLOR

CHET EDWARDS, Vice President, Higbee's, Cleveland, *Color — Its Influence On Department Store Sales.*

NEIL JANOVIC, Vice President, Janovic/Plaza "The Color Store," N.Y.C., *Color and The Consumer.*

TED EINSTEIN, President, Einstein-Moomjy Carpet Centers, Paramus, N.J., *Wall to Wall Colors.*

COCKTAILS & TOUR OF THE MUSEUM AND CURRENT EXHIBITION, *THE ROYAL PAVILION AT BRIGHTON.*

The Third Brazilian Psychodynamic Color Congress September, 1977 — Sao Paulo, Brazil

The Third Brazilian Psychodynamic Color Congress will be held on September 16th, 17th and 18th, at Hilton Hotel, in Sao Paulo, Brazil.

This Congress will gather professors, interior decorators, psychologists, architects, executives, engineers, designers, plastic artists, advertising agents and people connected to the marvelous world of color.

The Third Brazilian Psychodynamic Color Congress is being promoted by the Brazilian Institute of Color Research and is being organized by Professor Simao Goldman, author of "Psychodynamics of Colors" (now in its 5th edition) and the pioneer of the teaching of color at colleges and universities in South America.

The papers to be presented to this Congress have the purpose of establishing an adequate psychological and aesthetic use of color in mass media, interior decoration, planning of products, advertising, industry, hospitals, schools, messages, and traffic safety.

The Third Brazilian Psychodynamic Color Congress will have a special significance, considering the fact that COLOR 77 will be held at Rensselaer Polytechnic Institute, Troy, New York, United States of America. Color experts of developed countries, such as England, France, Denmark, Switzerland, Japan, Sweden and Italy will be present.

At the Brazilian Color Congress color experts will discuss the following topics: Clovis Garcia (Professor at the University of Sao Paulo, PhD in Arts — "Color in mass media and scenery space"); Armindo Beux (Chairman of the Brazilian Engineering Association — "Color and the prevention of traffic accidents"); Edith Cavalcanti (Interior Decorator, M.A., School of Journalism — "Color in interior decoration"); Dante de Laytano (Chairman of the Philosophy and Social Sciences Institute, University of the State of Rio Grande do Sul and chairman of the Brazilian Historic Academy — "Colors in political and social behavior"); Simao Goldman (Architect and lecturer — "Color in packaging, design and marketing"); Clovis Garcia ("Psychodrama and color"); Otto Scherb (Chairman of the Advertising and Marketing School, University of Sao Paulo — "The role of colors in persuasive communication"); Egon Schoden (Professor of Anthropology, author of several works and researches on color — "The symbolism of colors in primitive societies"); Pedro Amaro (of the Brazilian Institute of Color Research — "Color, sound and music"); Epitacio Torres (Lawyer, language teacher, police commissioner and journalist — "Color in Police work"); Simao Goldman ("Brazilian Color Atlas").

Information on registration to the Third Brazilian Psychodynamic Color Congress has to be addressed to: GRUNASE (National Service Group): Rua Moras, 696, Sao Paulo, S.P. — CEP — 05434, Brazil; or to: Rua Andrade Neves, 159, 10th floor, conjunto 104-105, Porto Alegre, R.S. — CEP — 90000, Brazil.

Deutsches Farbenzentrum E.V.

Ort: Muttens bei Basel, Schweiz
 Kongresszentrum Hotel Mittenza, Hauptstraße 4

Zeit: Donnerstag, den 13. bis Samstag, den 15. Oktober 1977

Thema: KOMMUNIKATION DURCH FARBE**Themengliederung:**

Fachsprache Farbe (Begriffe, interdisziplinäre u. internationale Verständigung)

Farbordnungen (Farbsysteme, Farbsammlungen)

Farbnormungen (nationale und internationale

Farbnormen)

Farbe und Kennzeichnung (Kennfarben, Sicherheitsfarben, Ordnungsfarben)

Farbtrends (Werbung, Mode, Architektur, Design)

Umweltfarben (Natur, Verschmutzung, versch. Belastungen, Lichtbeständigkeiten)

Architektur (Gestaltung, Kunst am Bau)

Beleuchtung (Museen, Ausstellungen)

Farbtechnik (Farbmessung, Farb Rezeptur, Farbmischung, Farbtoleranzen)

Reproduktionstechniken (Druck, Foto/Film, Fernsehen)

Farbunterricht (Farberscheinung, Farbwirkung)

Ausstellung: Zum Tagungsthema wird eine Ausstellung veranstaltet.

Die Organisation dieser Ausstellung ist freundlicherweise wieder übernommen worden von: Herrn Heinz Krewinkel, Architekt, Tel.: 07031-24552, Gerokweg 8/1, D-7030 Böblingen.

Es wird erwartet, daß die Referenten ergänzendes Material zu ihren Referaten in der Ausstellung zeigen.

Ausstellungsbeiträge von Tagungsteilnehmern werden je nach vorhandenem Platz berücksichtigt. Die Ausstellung wird am 13. Oktober 1977 vormittags aufgebaut.

Ausstellungsmaterial bitte baldmöglichst anmelden.

Geschäftssitz: D-1 Berlin 62 Bozener Straße 11-12

Food Colour and Appearance Symposium

The Colour Group (Great Britain) is holding a two day symposium on Food Colour and Appearance at The University of Surrey, Guildford on April 4 & 5th, 1978. It is planned to include papers dealing with assessment techniques and instrumentation, colour specification applied to raw materials and products, quality control, food colourants and legislation, and psychophysics.

Further details when available may be obtained from: John Hutchings, Unilever Colworth/Welwyn Research Laboratory, Colworth House, Sharnbrook, Bedford.

PRODUCTS AND SERVICES**1977 HUNTERLAB AREA SEMINARS AND MINI-SHOWS**

The first day of this two-day event is a seminar conducted by Mr. Richard Hunter and his staff on the subject of appearance measurement. Lectures and discussions are supplemented by visual aids, demonstration and hands-on use of the instruments for color, gloss, haze, whiteness, etc. The charge for this one-day course is \$75, which includes lunch, coffee breaks and a copy of Mr. Hunter's book, "The Measurement of Appearance," which is used as reference material in the seminar.

On the second day, the Hunterlab instruments and personnel are available in an informal day-long mini-show exhibit. This affords a no-cost opportunity for interested individuals to discuss their problems with Mr. Hunter or a member of his staff and to measure their products on Hunterlab instruments. Specific appointments can be made ahead of time to assure a conference with Mr. Hunter or a staff member during this day.

Date:**Location:**

October 10-11	Anaheim, California
October 13-14	San Jose, California
November 9-10	Spartanburg, South Carolina
November 16-17	Allentown, Pennsylvania
November 30-December 1	Minneapolis, Minnesota
December 14-15	Cincinnati, Ohio
January 11-12	Raleigh, North Carolina
February 22-24	Chicago, Illinois
March 15-16	Saddlebrook, New Jersey
March 22-23	Indianapolis, Indiana
April 5-6	Birmingham, Alabama
May 10-11	Green Bay, Wisconsin
May 24-25	Boston, Massachusetts

Contact Hunterlab for more information and application forms.

GRAPHIC ARTS TECHNICAL FOUNDATION (GATF)**Brochure Outlines Member Benefits**

GATF has published an attractive and informative four-color brochure entitled, "What's In It For Me?" that details what membership in the Foundation can offer. Information on how to become a GATF member and how to get the most out of membership is also offered.

Free copies of the 12-page promotional brochure are available by writing to the Communications Manager at the Graphic Arts Technical Foundation, 4615 Forbes Avenue, Pittsburgh, Pa. 15213.

**GRAPHIC ARTS RESEARCH
INSTITUTE (GARC)
ROCHESTER INSTITUTE
OF TECHNOLOGY (RIT)**

SPARK Can Halt Halftone Problems

Any printer who routinely works with halftones must determine the screen rulings and screen angles of single-color halftones, determine the rulings and angles of each color in multi-color halftone images, and when rescreening halftones attempt to avoid the appearance of moire patterns.

A convenient solution to these problems is the GARC Screen Pattern Analyzer and Rescreening Key, or SPARK. SPARK consists of a semi-circular pattern of concentric lines, twelve halftone tints of the most common screen rulings, and a cursor, and can be used on film halftones, printed sheets or a ground glass.

The \$10.00 SPARK kit may be ordered from: Order Department, GARC, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, New York 14623.

A Bargain In Color

Those of you who attended the most recent Annual Meeting no doubt noticed Dick Hunter's colorful tie. There is good news for those who turned green with envy, turned red in anger, or blanched in dismay because you did not have one. Milton Pearson has made arrangements with the Graphic Arts Research Center of the Rochester Institute of Technology for members of the ISCC to buy the tie at a reduced rate. The tie normally sells for \$10, but you can buy it for \$7.50. Two conditions must be met for you to obtain the discount. First, you must identify yourself as an ISCC member when you order. Second, you must include your payment with the order so that RIT does not have to send you a bill. Send your order to: Catalog Orders, Graphic Arts Research Center, Rochester Institute of Technology, One Lomb Memorial Drive, Rochester, New York 14623. A description of the tie has been reprinted below from the GARC catalog.

The RIT Color Chart Tie represents the results of research and development work with the Heat Transfer (Sublimation) printing system at the RIT Graphic Arts Research Center in cooperation with the graphic arts and textile industries. The color design of the tie is of the Process Ink Gamut test system developed at RIT in 1969, and is used internationally in graphic arts plants.

Three versions of the tie are available to you. A white background with a colorful process ink gamut is most ap-

propriate for your summer attire. The brown and navy renditions of the tie are a natural for your fall, winter and spring wardrobe. They are sure to complement any attire. Each tie is heat transferred on DuPont's fabric of 100% Qiana and is sure to please. Order your RIT Color Chart Tie from GARC and spruce up the ensemble.

The RIT Tie is now on exhibit at Printworld, Franklin Institute Science Museum, Philadelphia, illustrating the results of recent printing technology.

Order No.	Item	Price
3 168 10	RIT Tie — White	\$10.00
3 168 20	RIT Tie — Brown	10.00
3 168 30	RIT Tie — Navy	10.00

**DESIGN ACTION CENTER BROCHURES
COVER RANGE OF FEDERAL
GOVERNMENT DESIGN ACTIVITY**

The United States General Services Administration publishes and distributes the brochures listed below, without charge, through the Design Action Center in Washington, D.C. Several of the brochures focus on aspects of interior design that relate to current social concerns. Others describe the scope and structure of federal design activity.

"Federally-owned construction projects represent nearly 15% of all outlays for new construction in the United States."¹ Those who want to learn more about opportunities for design work in departments of the federal government will find these brochures useful:

Design Criteria: New Public Buildings Accessibility
Hydroponics Demonstration Project (growing plants)
Interior Planning and Design Services
Task/Ambient Lit Systems Furniture Evaluation Study

In addition, Erma Striner, director of the Design Action Center, urges those interested to send her ideas for the Federal Design Improvement Program's "Bill of Needs," currently being compiled by the General Services Administration. This program is described in a brochure, "Priority," also available at the address below.

To obtain brochures write to Ms. Erma Striner, Director, Design Action Center, Public Buildings Service, General Services Administration, Washington, DC, 20405.

¹"Interior Planning and Design Services" published by Office of Construction Management, GSA, Washington, D.C., October 1976.

Reprinted from *NSC ASID Feedback*, Spring 1977.

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Ruth M. Johnston
Donald Genaro

The deadlines for submitting items to be included in the *Newsletter* are: February 15, April 15, June 15, August 15, October 15, and December 15, in other words, the fifteenth of the even-numbered months.

Send *Newsletter* Items to Editor:
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618 Constitution Ave., N.E.
Washington, D.C. 20002

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1. Any person interested in color and desirous of participating in the activities of the Council for the furtherance of its aims and purposes . . . shall be eligible for individual membership (By-Laws, Article I, Section 2). Application forms for individual membership may be obtained from the Secretary (address given above).
2. The Council re-affirms its community of interest and cooperation with the Munsell Color Foundation, an independent private foundation devoted solely to the advancement of color knowledge in science, art, and industry. It serves as Foundation Associate of the Inter-Society Color Council. The Council recommends and encourages contributions for the advancement of these purposes to the Munsell Color Foundation. For information, write to S. L. Davidson, NL Industries, P.O. Box 700, Hightstown, N.J. 08520.
3. The Council promotes color education by its association with the Cooper-Hewitt Museum. It recommends that intended gifts of historical significance, past or present, related to the artistic or scientific usage of color be brought to the attention of Christian Rohlfing, Cooper-Hewitt Museum, 9 East 90th Street, New York, New York 10028.