

Inter-Society Color Council News

ISCC GODLOVE AWARD TO GUNTER WYSZECKI

The 1979 ISCC Godlove Award was presented to Gunter Wyszecki at the Annual Meeting Luncheon of the Inter-Society Color Council, April 24, it was announced by the ISCC. Established by Mrs. Margaret Godlove in memory of her husband, Dr. I.H. Godlove, a pioneer worker in color science and one of the Council's most loyal and active members for many years, the Godlove Award is presented every second year for "outstanding contributions to the knowledge and use of color."

The Award citation for Dr. Wyszecki stressed his 25 years of leadership in the field of color through the direction of research, publication, and national and international professional society activities.

Gunter Wyszecki was born and educated in Germany, receiving the Dr.-Ing. degree in Mathematics at the University of Berlin. After postgraduate training at the National Bureau of Standards under Deane B. Judd and at the Bundesanstalt für Materialprüfung under Manfred Richter, he joined the National Research Council of Canada at Ottawa, where he is now a Principal Research Officer and Head of the Optics Section of the Physics Division.

Dr. Wyszecki is the author of more than 80 publications, with major concentration on metamerism, color matching, heterochromatic brightness matching and color discrimination. Two of the three books he has authored or coauthored, *Color in Business, Science and Industry* (with Deane B. Judd) and *Color Science* (with W.S. Stiles), have become standard texts in the field. Under his direction the Optical Section of the National Research Council has become one of the world's leading groups in colorimetry, color vision, photometry, radiometry and related fields.

Dr. Wyszecki is perhaps best known for his leadership of the Colorimetry Committee of the International Commission on Illumination (Commission Internationale de l'Éclairage, CIE). Under his chairmanship from 1963 to 1975, this committee developed many international standards in colorimetry, including extended tables of color matching functions defining the standard observer, illuminating and viewing geometries, standards of reflectance, indices of metamerism, and uniform color spaces, color-difference formulas and psychometric color terms. The committee also initiated important studies of standard daylight sources, chromatic adaptation, and whiteness evaluation.

Dr. Wyszecki is now Vice-President of the CIE and Chairman of its Action Committee. He was the Founding President of the Canadian Society for Color in Art, Industry and Science, and recipient of its Merit Award in 1975. He is past director of the Inter-Society Color Council, and a Fellow of the Optical Society of America and of the Illuminating Engineering Society.



NUMBER 259

MARCH-APRIL 1979

APPLICATIONS APPROVED FOR INDIVIDUAL MEMBERSHIP

Board of Directors Meeting – April 22, 1979

Mr. Henry B. Castaneda
12334 Chickasaw St.
Woodbridge, VA 22192
ACHS, ASTM, Development and production of transparent permanent liquid color standards as part of a total product to be used in the analysis of water and waste water in the ppm and ppb range. (QC manager, CHEMetrics, Inc.) Member American Society for Quality Control.

Miss Joan Edlis
336 Wellington, No. 803
Chicago, IL 60657
IDSA. Appropriate use of color either in a specific product or an architectural environment, public and private. Psychological response to color as applied towards product acceptance and appropriateness.

Mr. Zenon Elyjiw
Graphic Arts Research Center
Rochester Institute of Technology
1 Lomb Memorial Drive
Rochester, NY 14623
TAGA. Color reproduction and color measurement in the graphic arts. (Reinstated former member)

Mr. Strother MacMinn
Calty Design Research, Inc.
2810 Jamboree Road
Newport Beach, CA 92660
CMG, IDSA. Environmental color relationships and trends affecting automotive marketing. Design proposals related to research information. Product color selection, industrial design. Automotive color application, styling and education. Color fabric research (trends) for automotive application. (Member of Society of Automotive Engineering)

Ms. Victoria Mournean
815 Newport Avenue
East Long Beach, CA 90804
AEA, CMG. Textile design (woven and printed). Color research for automotive design. Automotive paints, vinyls. (Member of So. Calif. Designer-Craftsman, California Design)

Miss Shirley Powlette
225 North Eighth Street
Bangor, PA 18103
AATCC. Computer textile color matching. Quality control of dyes. (Blue Ridge Winkler Textiles)

Mr. Daniel M. Quinn
P.O. Box 228
Washington, NJ 07882
AATCC. Development of coloration formulae for textiles, via computer techniques. (Blue Ridge Winkler Textiles)

Mrs. Barbara J. Reese
24 Deer Path Lane
Weston, MA 02193

Mr. Paul M. Rashba
53 DeGarno Hills Road
Wappingers Falls, NY
12590

Mrs. Edith E. Ricks
The Coca Cola Co., Inc.
P.O. Drawer 1734
Atlanta, GA 30301

Mr. Richard Gary
Rothenberg
Celanese Plastics
P.O. Box 1962
Bishop, TX 78343

Mr. Peter John Staples
Winsor & Newton, Inc.
555 Winsor Drive
Secaucus, NJ 07094

Mr. Ed Vandevort
PPG Industries, Inc.
Coatings & Resins Div.
151 Colfax Street
Springdale, PA 15144

Artist & Exhibitor: Interested in color in art & design. Art materials, viewing & illumination, Color Vision & Color Perception.

FSCT. All topics related to computer color matching and the measurement of color. (Marketing manager for IBM 7842 Color Analyzer II)

Spectrophotometric measurement of colored food products. (Member N.Y. Academy of Sciences)

Research on new colorants for plastics, instrumental color measurement and computers, appearance measurement in plastics, sample preparation, psychology and physiology of color.

Manufacturing top quality artists materials. (Member, Oil & Colour Chemists Assoc., U.K., located in the U.K.)

FSCT. Computer color matching, plant education in color theory.

Mrs. Edith E. Ricks
(address above)

Mr. At.T. Smapson
Photo Training Services
Eastman Kodak Co.
1669 N. Lake St.
Rochester, NY 14650

Mr. John N. Schaedler
John N. Schaedler, Inc.
404 Park Avenue South
New York, NY 10016

Replaces Mrs. Joanne M. Cook, IFT, as Company representative.

Replaces Mr. R. W. Dobles as Photo Training Services representative.

Replaces Ms. Maxine Davis Marc as Company representative (Pinwheel Systems)

IN MEMORIAM

Norman Macbeth died recently while on vacation in the Carribean. More information will be given in a later issue.

NEWS OF MEMBER BODIES

To The Delegates of Member Bodies:

By the time the News Letter arrives in your mail box we will have held our Delegation meeting.

However for those of you who were unable to attend I would like to thank you for your contributions to the I.S.C.C. News and the support you have given me throughout the year. Keep up the good work.

If you have any changes to your Delegations please keep me informed.

Joyce S. Davenport

Changes in Representation

Mr. Everett Call
(address in membership list)

Replaces Mr. Allan W. Gates as NPCA/L.

Mr. Frank Chilla
Vice-President and
General Manager
F. Weber Co.
Wayne and Windrim Ave.
Philadelphia, PA 19144

Replaces Mr. Edward J. Flax as Company representative.

Dr. Robert W. Elliott, Jr.
8732 Falls Chapel Way
Potomac, MD 20854

Replaces Dr. J. D. Larkin as ACP/E.

Mr. Richard Graham
President, Progressive
Color Corp.
12500 Ardannes Ave.
Rockville, MD 20852

Replaces Mr. Charles Dyker as Company representative.

Mr. Gordon Matlock
Director of Marketing
M. Grumbacker, Inc.
460 West 34th Street
New York, NY 10001

Replaces Mr. John W. Wolff as Company representative.

Optical Society of America 1979 President's Contest

Dudley Williams, President of the Optical Society, has declared that the annual presidential contest will continue. The title of the 1979 contest, fifth in the series, is **Black Holes: The Optical Emission Spectrum Thereof**. Prizes will be awarded for the best abstract of a paper explaining a proposed technique for the measurement of the visible-emission spectrum of black holes. Abstracts of papers reporting experimental results will be eschewed. Abstracts are limited to 150 words. Absorption spectroscopy will be considered some other year. Prizes appropriate to the subject will be presented at the meeting and notoriety appropriate to such significant activity will be bestowed. The deadline date for submission of abstracts is September 14, 1979. Send entries to:

Optical Society of America, Suite 620, 2000 L Street, N.W.
Washington, D.C. 20036.

Industrial Designers Society of America

"Gross National Product?"

The Industrial Designers Society of America (IDSA) has selected "Gross National Product?" as the theme for its 1979 Annual Conference and Trade Fair. The Conference, to be held September 26 through 30 at the Hyatt Regency on Capitol Hill in Washington, D.C., will be the "industrial design event of

the year" according to Cooper Woodring, Manager of Product Design at JC Penney Company in New York.

Woodring, who is Chairman of this year's Conference, says "The theme, 'Gross National Product?', establishes for business and government a new design-related meaning for their familiar measurement of our nation's output. The Conference will examine how the business definition of GNP (the total of all goods and services produced in any one year) is directly affected by the design definition of GNP (inappropriate American merchandise)."

Conference registrants will hear from leaders of industry, business and government as to how the designer plays a critical role in the growth of America's GNP. Opportunities for design to be integrated into the management of business and government will be explored.

Woodring further noted "After this Washington, D.C. Conference business and government may relate the designer's conception of GNP to their own perception of GNP, and as a result understand that the two are interdependent — that one cannot grow without the other, but that both can flourish together."

Over 600 industrial designers, educators, design managers and students from across the United States are expected to attend. A full program of general sessions, seminars and workshops are being planned along with a number of social events and tours of Washington, D.C. attractions.

A highlight of the 1979 Conference will be a Trade Fair at which exhibitors will demonstrate the latest innovations in materials, processes and components which can be used by industrial designers in writing their product specifications.

Registration forms and further program information may be obtained by writing to the IDSA Annual Conference and Trade Fair, 1717 N Street, N.W., Washington, D.C. 20036.

Industrial Design is the professional service of creating and developing concepts and specifications that optimize the function, value and appearance of products and systems for the mutual benefit of both user and manufacturer.

BOOKS NOTED

El Color y su Medicion (Color and its Measurement), R. D. Lozano, Editorial Americalee S.R.L., Buenos Aires, 1978.

This book presents, on 640 pages, the basic physical and psycho-physical concepts of color measurements. The book is divided into ten chapters that deal with the following major topics: Historical review; vision; fundamentals of electromagnetic radiation, the sources of radiation and spectrophotometry; color measuring instruments and color specifications; Color differences; errors encountered in color measurement; color tolerances and material characteristics; color reproduction in photography, graphic arts and in color television; color perception.

The text is well organized and contains numerous illustrations and references. The author has indeed done a fine job to put together in one volume the essential elements required for measuring, evaluating and understanding color. The book is written in Spanish and will serve well to the Spanish speaking workers involved in color measurement.

Nestor M. Rodriguez

Color Separation Techniques

Graphic Arts Publishing Company is releasing the revised Second Edition of *Color Separation Techniques*, by Miles Southworth. Printers everywhere who are concerned with quality color reproduction will welcome this completely updated edition of the acknowledged industry standard and guide to the theory and practice of making color separations.

Southworth revised *Color Separation Techniques* in order to include the very latest developments in electronic color scanning equipment and technology. The new Second Edition contains information and specifications on scanners now on the market, on how to purchase the best color separation system to meet individual requirements, and an entire chapter on calibrating color proofing methods to printing conditions. Many new illustrations, a color foldout, and several helpful reference charts are also featured in this edition.

Included with each book are two 19" x 25" wall charts on, "Trouble Shooting Color Separation Darkroom Problems" and "Trouble Shooting Color Reproductions." These handy references list the most common problems encountered in color reproduction and color separation, their causes, and techniques for quickly solving them. The charts are also available from Graphic Arts Publishing Company separately for \$3.95.

Author Miles Southworth is a well-known authority on color separation, and is familiar to thousands of printers through his monthly columns in *Printing Impressions*. A professor in the School of Printing at the Rochester Institute of Technology, Southworth is also a sought-after consultant in industry on problems of color reproduction, color separation and quality control.

The Second Edition of *Color Separation Techniques*, by Miles Southworth, is a 272 page, 6" x 9" hardcover volume retailing for \$21.50 (price including wall chart), available from: Graphic Arts Publishing Company, 3100 Bronson Hill Road, Livonia, New York 14487. Mail orders should include \$1.50 US postage and handling; New York State residents please include 7% sales tax.

INFORMATION REQUESTED

For a paper I'm writing on the work of Maitland Graves (1902-71), artist, art instructor, and author of *The Art of Color and Design*, I'd be grateful for any information on his work, teaching methods, and applications of his color theories. Charles Fletcher, 12 East 41st St., New York, N.Y. 10017.

MEETING NOTED

House & Garden Color Seminar

Color Forecasts for All Home-Related Product Lines Announced by House & Garden

What are the colors the most successful U.S. manufacturers will produce — and the outstanding U.S. retailers sell to the greatest number of consumers — from Fall '79 through next year?

That question was answered at the Third Annual House & Garden Color Seminar in New York.

Manufacturers, retailers, designers, and a host of related experts participated in the session; obtained up-to-date consumer reports from the publication's Color Research Department, which for 33 years has effectively tracked best-selling and most-matched colors in the broadest range of home-related products.

Forecasts are based on actual sales at both the manufacturer and retailer levels with charts resembling a rising and falling stockmarket table showing who is marketing and buying what.

These not only cover items within a single category, but most importantly, items whose colors are matched or coordinated, as in the case of bath and bathroom products, equipment and accessories; bed fashions; floor coverings; furniture and upholstery; housewares; resilient floor coverings; dinnerware, glassware and linens; and wall coverings and window treatments.

House & Garden issues tens of thousands of color chips of its Palette.

Nadine Bertin, H&G Color Director, announced that the anticipated most-matched House & Garden Colors for 1979 were:

- | | |
|---------------------|--------------------|
| 1. Sweet Chocolate | 16. Peach Blush |
| 2. Biscuit | Reef Blue |
| 3. Pineapple | 17. Dove |
| 4. Sun Yellow | 18. Tender Taupe |
| 4. Pongee | 19. Seafoam Green |
| 5. Green Mint | 20. Geranium |
| Bittersweet | 21. Daffodil* |
| 6. Vanilla | Ming Green |
| 7. Ultramarine Blue | 22. Bistro Blue* |
| 8. Sienna | Blue Flower |
| 9. Oyster White | Buttercream* |
| Mercury | Real Red |
| 10. Blue Sky | 23. Caramel Cream* |
| Orange Peel | 24. Greensilver* |
| 11. Pure Cream | Lavender |
| 12. Hot Fudge | Persian Turquoise |
| Tangerine | Pink Blush* |
| True Blue | Pompeian Red |
| 13. Shell | 25. Blue Blue* |
| Heavenly Blue | Garnet Red |
| Creamy Apricot | Raspberry Cream* |
| Sweet Lime | Watercolor Blue* |
| Lacquer Green | 26. Raisin* |
| 14. Velvet Brown | Ice Blue* |
| 15. Pink Pink | 27. Pistachi Ice* |

*New for 1979

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- | | |
|---------------------|-----------------------|
| 1. Sweet Chocolate | 21. Tangerine |
| 2. Pineapple | 22. Tender Taupe |
| 3. Sun Yellow | 23. Reef Blue |
| 4. Oyster White | 24. Sweet Lime |
| 5. Sienna | 25. Shell |
| 6. Ultramarine Blue | 26. Real Red |
| 7. Pongee | 27. Creamy Apricot |
| 8. Biscuit | 28. Peach Blush |
| 9. Orange Peel | 29. Pink Pink |
| 10. Green Mint | 30. Dove |
| 11. Pure Cream | 31. Persian Turquoise |
| 12. Heavenly Blue | 32. True Blue |
| 13. Blue Sky | 33. Blue Flower |
| 14. Mercury | 34. Garnet Red |
| 15. Hot Fudge | 35. Lavender |

16. Velvet Brown
17. Bittersweet
18. Vanilla
19. Chrome Yellow
20. Lacquer Green

36. Seafoam Green
37. Ming Green
38. Geranium
39. Pompeian Red

COLOR HIGHLIGHTS:

Highlighting color developments anticipated in the year ahead, House & Garden said:

Fabrics. Look for surprise combinations — Chinese lacquer red with mauve, turquoise with fuchsias and pink, lavender with soft greens, melons, and pinks, salmon and shocking pink with Nile green. . . Tiny over-all patterns still, but newest of all are the over-scales — sumptuous, exaggerated, larger-than-life. Think of exotic flowers like orchids, water lilies, hibiscus, or romantic perennials like hydrangea, wisteria, and geraniums — in bright flower colors on dark backgrounds. Traditional motifs appear in giant scale, too, giving new importance to the tree-of-life pattern or Indian paisleys or Jacobean lilies. . . Newest look in color comes from hand-painted silks and cottons. From hand-painting and air-brushing have evolved sophisticated, spare new designs, often in shadings of just one or two colors, such as beige and apricot or rust. Notice the influence of abstract painters, and soft-edged impressionist designs often in the soft blues and greens that are associated with Monet.

Sheets. Clean colors and designs are everywhere: blues, pale pinks, white, and butter yellow: Oriental looks such as paisleys, a dark ground with jewel-like colors. . . . Garnet red and true blue big in prints. . . New solids: blue and chocolate brown, plus new grays and camels. Toned-down browns are coming in, and neutrals that blend with pastels. The word overall, *mellow*.

Furniture. In America, the news is naturals and softer colors, with always a few pretty prints in bright colors. Most popular of the new House & Garden Colors is Greensilver, used in velvets, canvas, as a solid color and as background for prints. . . More Oriental influence in new Chinese-look beds and lacquer finishes. From Europe, it's pastels — in particular, pinks, peaches, blues, greens, mauves, yellows. . . Natural colors still very strong, in natural materials like cotton, leather, suede, silk. Brighter primary colors are found in lacquer finishes, plastic, painted metal frames.

Wallcoverings. The prettiest walls around seem to have subtle texture or shiny surfaces. Textured wallcoverings such as straw and grass cloths are sometimes given a soft wash of color with whitened or diluted paint. Subtle paint techniques such as strie or stippled finishes add interest to plain walls. Lacquered walls are the ultimate in shine. A short cut to the lacquered look: polyurethane over painted walls — especially effective in deep colors. Art has spilled over onto the wall, with artists and artisans hand-painting scenes on walls or ceilings, or air-brushing subtle patterns of color — lightest near the ceiling, graduating to the deepest shade at the baseboard.

On the table. For the first time in ages, we're seeing solid color plates, in primary colors (yellow, blue, lacquer red), and — even newer — bright pastel earthenware. The Orient continues to be a major influence, with bright-colored flowers in pinks,

reds, or oranges on backgrounds of white or ivory, and lots of blue and white in wide borders. Chinese patterns, or narrow cafe-striped borders. To see all the best color ideas in action, read on.

Color Expected to Have Stronger Impact on Consumer Sales in '79

Color will have an even stronger impact on consumer selection of the widest range of home-related items in 1979 than ever before.

Color, as a purchasing determinant for home items, is far more important than in buying cars. And it is a key to sales for an ever-broadening range of products as increasing numbers of middle and upper income Americans redecorate one or more rooms in homes or apartments each year.

Such are the conclusions from a newly completed study by House & Garden magazine on America's concern with color.

Results were announced at the magazine's Third Annual Color Seminar in New York.

Among areas covered in the survey were: The importance of color in home, clothes, car and garden; purchase decisions; color preferences for exterior and interior including wall paints, wallcoverings, flooring, furnishings and accessories, household equipment and tableware; frequency of changing color schemes and redecorating plans and utilization of the annual House & Garden Color Palette.

House & Garden has for 33 years established color standards and reported annually on potentially best-selling colors in all home related product areas — tracking these on the basis of both actual sales registered and forecast of trends determined by field study.

The H&G Color Program is licensed to manufacturers and also widely used by the nation's leading retailers.

Nadine Bertin, House & Garden Color Program Director, noted these additional major conclusions from the new preference study:

- Americans like the strongest colors in accessories, art and furniture, but tend to use white and off-white more than other colors for wall paints and wall-coverings except in kitchens, baths, children's or family rooms.
- A majority of respondents redecorate one or more rooms annually, changing color schemes in the process.
- There is a do-it-yourself trend among the majority who personally paint, wallpaper, and install window treatments.
- Top mentioned "favorite color to live with" is green (25%) followed by blue (23%), yellow (18%), brown (13%), white/off-white (11%), and beige (7%). Favorite color to wear is blue (41%) followed by brown (18%).
- Favorite for home: vanilla (29%), oyster white (27%), biscuit (16%), pure cream and pineapple green (each 10%).
- Color appears highly important for homes (88%) and clothes (76%) but not considered important for "gardens" (36%) or cars (29%).
- Carpet is being increasingly used throughout American homes and in various colors to suit room decor.
- The increasing trend toward more frequent redecorating, accompanied by the growing interest in color, means an ever-expanding market in paint, wallpaper, and panelling, new appliances, and furnishings makers — particularly with middle and upper income groups whose homes are valued at an average of \$85,450 and with incomes averaging \$39,020.

- It is important for marketers to consider preferences in paint, wall-coverings, appliances, floor coverings, and room furnishings since each is an area of color choice.

GARDNER LABORATORY BECOMES A DIVISION OF PACIFIC SCIENTIFIC

Stephen J. Toth, President of Pacific Scientific Company of City of Commerce, California, announced in February that Pacific had acquired Gardner Laboratory of Bethesda, Maryland. The Industrial Sales Division of Pacific Scientific has represented Gardner in the western United States for more than ten years.

Gardner, which was a privately owned corporation, manufactures color-sensing quality control instruments for the paint, plastics, ceramics, food, textile, graphic arts, pharmaceuticals, cosmetics and detergent industries.

Headquartered in Bethesda, a suburb of Washington, D.C., in a modern one-story company owned facility, Gardner Laboratory will continue operations under its present staff, including for ISCC members: Edward T. Connor, Vice President and General Manager; Harry K. Hammond III, Senior Scientist; Thomas J. Keane, Marketing Manager; and Jack A. Ladson, Engineering Manager.

Gardner Laboratory was founded in 1924. The late Dr. Henry A. Gardner, a pioneer in improved paint technology, made a science of the development of raw materials and the formulation of improved coatings. After developing physical and chemical testing procedures for evaluating these coatings, he undertook the manufacture of instruments for making these tests as well as rheological and laboratory apparatus.

Gardner Laboratory also pioneered in the development of appearance measurement instruments. Under Dr. Gardner's guidance, studies of appearance properties were begun in the early 1930's and Gardner's first instruments were put on the market in 1935. Through the ensuing years, and most recently with Henry A. Gardner, Jr. as President, the Laboratory has continued the development and manufacture of improved instruments to measure the important properties of appearance — color, gloss, haze, reflectance, clarity and opacity.

LIBRARY OF CONGRESS

36th Annual White House News Photographers Exhibition

Over 150 award-winning news photographs and films in black and white and color. Photographs are presented in 11 categories, with five categories of film played on video terminals continuously. In the Lower Level Gallery, Library of Congress, through May 30.

Prints and Photographs Division on Exhibit.

Over 100 examples of fine prints, photographs, posters, architectural drawings, and popular applied graphic arts in a cross section of the holdings of the Prints and Photographs Division. In the Group Floor Corridors, Library of Congress Building, through May 30.

Drawings of Nature and Circumstance: Caricature Since 1870

An exhibit of caricatures by American artists such as Arthur G. Dove, David Levine, Brad Holland, and Thomas Nast drawn from the Prints and Photographs collection. On the Mezzanine Level, Great Hall, Library of Congress Building, through May 30.

PRODUCTS AND SERVICES

New GATF Seminar on Color for Sheetfed Offset Press Operators Scheduled for Vancouver

Technical Foundation will inaugurate a new seminar entitled *Four-Color Process for the Sheetfed Press Operator* in Vancouver, B.C., Canada, on June 15-16, 1979.

Presenting the Foundation's newest color seminar will be A. Duncan Hannah, a technical services representative with GATF. The seminar will be held at the Holiday Inn Broadway, 711 West Broadway Avenue & Heather Street, in Vancouver.

This new GATF seminar will offer a comprehensive presentation on the characteristics of color presswork, with emphasis on the unique challenge presented to the press operator by virtue of the variety of color originals the press operator is required to reproduce.

Other subjects to be covered in the seminar's sessions include:

- ★ Characteristics of color originals, separation systems, and screens
- ★ Undercolor removal
- ★ Prepress proofing systems and "matching" with the press sheet
- ★ Densitometric applications in the pressroom
- ★ Press and paper factors affecting the process job
- ★ Color sequence and trapping
- ★ Selecting a set of process inks
- ★ Setting color standards

GATF's seminar, *Four-Color Process for the Sheetfed Press Operator*, is designed principally for the sheetfed press operator producing process color work and is also pertinent to the web press operator. Supervisors, foremen, technical sales staff from paper, ink, and equipment firms, as well as printing buyers will also benefit from the knowledge to be imparted at GATF's color seminar in Vancouver.

The registration fee for the seminar is \$95.00 for members of GATF and the Graphic Arts Industries Association (GAIA). Nonmembers may attend at \$145 per person.

An *Early Bird* registration special offers a discount of nearly 15% on the regular registration fee mentioned above. To take advantage of the *Early Bird* registration offer, all registrations must be received at GATF's Pittsburgh Technical Center on or before June 1, 1979.

For a brochure and registration information, send all inquiries to the Special Programs Department at GATF, 4615 Forbes Avenue, Pittsburgh, PA 15213, U.S.A.

GATF Slates Programs and Events for July/August, 1979

JULY 31-14: GRAPHIC ARTS TECHNICAL FOUNDATION, Seminar on "Process Color for Sheet Press Operators," New York, N.Y. Program includes information for the sheet press

operators running single-color and/or multicolor equipment, the finer points of advanced press operation observing the use of instrumentation and the densitometer, color trapping problems and troubleshooting, the systems approach to integrating prepress and press color planning and production, and register control systems from prepress to press. For single- and multicolor sheet press operators and supervisors; and technical and sales staff from paper, ink, equipment, and supply firms. For a brochure and registration information, contact William H. Smith, Special Programs Department, GATF, 4615 Forbes Avenue, Pittsburgh, PA 15213.

AUGUST 20-24: GRAPHIC ARTS TECHNICAL FOUNDATION, "Printing Orientation Program," GATF Technical Center, Pittsburgh, PA. Includes methods and technology of lithography, letterpress, gravure, flexography, and screen printing. The production cycle is covered from copy preparation through finishing operations. For those who are not directly involved in printing production but, because of their close daily association with printing, require a strong knowledge of printing technology. For a brochure and registration information, contact: William H. Smith, Special Programs Department, GATF, 4615 Forbes Avenue, Pittsburgh, PA. 15213.

AUGUST 25: GRAPHIC ARTS TECHNICAL FOUNDATION, "Technology Month seminars," The Pittsburgh Hilton, Pittsburgh, PA. Technology Month consists of a series of six 3½ hour, in-depth, economically priced printing production seminars designed to make valuable GATF technical knowledge available to the "grass roots" of the graphic communications industries. Technology Month seminar titles include: *Duplicator Operations, Process Color Presswork, Makeup/Pasteup Techniques, Process Camera Operations, Paper and Ink Problems, and Stripping Techniques*. GATF's Technology Month seminars are designed for craft-oriented persons, supervisors, camera operators, pasteup personnel, production planners/coordinators, strippers, artists, designers, and sales personnel. For a brochure and registration information, contact: William H. Smith, Special Programs Department, GATF, 4615 Forbes Avenue, Pittsburgh, PA. 15213.

AUGUST 27-31: GRAPHIC ARTS TECHNICAL FOUNDATION, "Printing Orientation Program," GATF Technical Center, Pittsburgh, PA.

Hunterlab D52 Glossmeter

Hunterlab's new hand-held, one-piece glossmeter with 20° or 60° geometries is designed for measurement of specular reflectance of non-metallic surfaces of paints, plastics and other materials. The D52 has been designed to ASTM D523, ISO 2813, DIN 67 530, and other specifications and has the same characteristic precision as other Hunterlab glossmeters. Gloss values are displayed in digital form on the top panel, which also contains the standardizing knob and zero adjustment controls. The easy operation, compactness and portability of this attractive glossmeter makes it versatile and productive in unique situations.

Computer Program for Characterizing Exposure Changes Now Available

A new computer program that can provide qualitative and quantitative information on the elements which contribute to changes in exposed pigmented materials is now available from CIBA-GEIGY Corporation.

Entitled EXPOS, the program characterizes changes in pigment color (fading or darkening) or vehicle color (such as yellowing), changes in surface reflectance (such as changes in gloss, bronzing, chalking or dirt accumulation), as well as total change from the sum of all effects.

Available to the general industry for the first time, EXPOS utilizes data from standard spectrophotometric measurement methods as input.

It provides the user with the analytical results regarding the nature and extent of the changes that have occurred, as well as

objective numerical evaluation of the changes.

This evaluation is particularly useful for augmenting subjective visual evaluations.

Included in the available package is a listing of data requirements, an operational outline and some technical papers regarding the EXPOS program, as well as the program itself, written in Fortran IV.

The program, based on the mathematical model described in "Exposure Evaluation: Qualification of Changes in Appearance of Pigmented Materials" (*Journal of Coatings Technology*, 49, p. 25 [1977]) and discussed in "Exposure Evaluation: Part II - Bronzing" (*Journal of Coatings Technology*, 51, p. 37 [1979]), is available at no charge.

Write directly to: CIBA-GEIGY Corporation, Saw Mill River Road, Ardsley, NY 10502. Attention: Dennis Osmer, Manager, Colorimetry Laboratory.

This space reserved for contributions from ISCC Member-Bodies.

FUTURE MEETINGS

ISCC Annual Meetings

1980: April 21-22 — Rochester, N.Y.

Williamsburg Conferences

1980: February 4-6

1981: February 9-11

Dry Color Manufacturers' Association

1979: The Greenbrier, White Sulphur Springs, WV, June 17-20

Federation of Societies for Coatings Technology

1979: St. Louis Convention Center, October 3-5

Industrial Designers Society of America

1979: Hyatt Regency, Washington, D.C., September 26-30

Optical Society of America

1979: Genesee Plaza Holiday Inn, Rochester, NY, October 8-12

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 co-operation 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 of 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.

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.

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