

1556; No. 11

INTER-SOCIETY COLOR COUNCIL

NEWS LETTER NO. 11

Notice from the Secretary

The special committee appointed to represent the Executive Committee in counting the letter ballots covering the recent election of officers for the Council for the coming term reports as follows:

Of the twenty-seven voting delegates representing member-bodies of the Council, twenty-two returned ballots in the affirmative for the election to office of the following individuals:

- M. Rea Paul, Chairman
- D. B. Judd, Vice-Chairman
- M. H. Rorke, Treasurer
- R. G. Macdonald, Secretary
- F. L. Dimmick, Counsellor
- W. F. Little, "
- W. M. Scott, "

The above individuals are to assume office immediately, thus conforming to the resolution passed by the Council at its last meeting held February 21, 1935.

R. G. M.

R. S. Hunter, National Bureau of Standards -

A NEW GLOSS COMPARATOR. Circular No. 493, Issued October 1935 by the Scientific Section of the National Paint, Varnish and Lacquer Association, Inc., Washington, D. C., carries a description of a new gloss comparator and a study of different types of gloss effects. In addition to a table classifying five

types of gloss exhibited by various surfaces, the new gloss comparator, together with results obtained through its use, is fully described. A rather complete bibliography of gloss measuring methods is also included in this circular.

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A. C. Hardy, Massachusetts Institute of Technology -

A NEW RECORDING SPECTROPHOTOMETER. Journal of the Optical Society of America, Vol. 25, No. 9, September 1935.

A new recording spectrophotometer has been constructed at the Massachusetts Institute of Technology. A previous instrument was described in the February 1929 issue of the same journal and the present instrument, although somewhat similar in its electrical and mechanical features, employs an improved optical system.

The present system consists of a double monochromator, which is followed by a photometer unit consisting of two Rochon prisms and a Wollaston prism. The Wollaston prism separates the beam leaving the monochromator into two beams, one of which falls on the sample and the other on the standard. The Rochon prism behind the Wollaston prism is rotated at high speed to produce the alternation of the two beams required by the null method. The Rochon prism ahead of the Wollaston prism is used like the nicol in a Martens photometer to control the relative intensity of the two beams. Since both beams traverse the same optical parts, the effect of selective absorption or selective reflection is completely eliminated. Due to the employment of the null method, the readings are not affected by variations in the light source, the photoelectric cell, or the associated amplifier.

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Elizabeth Burris-Meyer, New York University -

COLOR AND DESIGN IN THE DECORATIVE ARTS.

This book of over 550 pages is divided into two parts that contain a wealth of interesting material pertaining to the history of color and its past and present use in the commercial field. The purpose of this work is to organize facts concerning retailing on a sound and dependable basis in order that store executives may approach their color problems with a certainty of results.

Part I deals with historical and geographical significances of color

and the application of the principles of color and design to merchandizing. This is particularly valuable to the business man or woman in any field of work where color is encountered. A discussion is included of color in dress and in cosmetics. Part I also carries an explanation of color harmony, and use of the Munsell Color Theory illustrated by Pigment Color Charts and Diagrams. Color and Design in Interior Decoration and Fabrics is also given attention with schemes of treatment provided for rooms of various periods.

Part II - Design and Display, covers the essentials of Design and their application to Merchandizing and Display, Clothes, Interior Decoration, Decorative Materials and Advertising Layouts. This portion of the book is intended to serve as a guide and aid to prospective merchandisers. The emphasis in this second portion is laid entirely upon a critical study of the basic principles governing design and their application to problems of the trade. This latter section covers Principles of Design, the Harmony of Proportion, Harmony of Balance, Sources of Color and Design, Color in Packing, Window Decoration, and the Lighting of Homes and Stores. There are, in addition, many other interesting topics covered in this section of Part II.

The book carries 69 pages of black and white illustrations including a chart in color containing 66 named colors representative of those in common use in advertising, merchandizing and dress. A mask is included with this frontispiece for examination of colors independent of each other. This book is published by Prentice-Hall Inc., 70 Fifth Avenue, New York City. The list price, five dollars (\$5.00).

GRAVEREAUX COLOR CHART.

J. M. Allen, Librarian of the Bureau of Plant Industry, U. S. Department of Agriculture, Washington, D. C. has asked if the Council can provide any information with respect to the Gravereaux Color Chart, whether it is available and how it may be obtained.

If any of the Council members are in a position to furnish information in connection with the above directly to the inquirer, the Secretary of the Council would appreciate receiving a copy of the communication.

EYE STRAIN

Dr. G. F. Des Autels, Director of Research, Kalamazoo Vegetable Parchment Company, Parchment, Michigan, advises in a recent communication to the Council that he has been searching for data and information on the relation-

ship between color and eye strain. He is particularly interested in knowing whether the color of paper on which reading matter is printed is in any way productive of eye strain.

In contributing information relative to this inquiry, J. E. Ives of the U. S. Public Health Service, furnished reprint from Health Service Report No. 1640 on Effect On The Eye Of The Yellow Light Of The Sodium Vapor Lamp.

M. Luckiesh of the General Electric Company contributed the following information:

"From the viewpoint of visibility of printed matter, a colored paper obviously reduces the contrast. Long ago we found that contrast is the most generally important factor in visibility. Therefore, if the size of the object, printed matter for example, is fairly small, contrast can be an exceedingly important factor and a colored paper may produce more eye strain than a white paper, but not on account of its color but rather on account of the reduced visibility.

"There is some slight theoretical advantage to a yellowish paper compared with a white paper inasmuch as it reduces the extreme blue and violet rays which are not focused on the retina at normal reading distances. Besides, there is some esthetic value in some cases. For these reasons I generally caution the paper and printing people about using colored paper as backgrounds for seeing.

"I have been asked these questions many times for many years. To give complete answers would take us far afield into the psychophysiological side of vision and seeing. However, I feel the foregoing comments answer your question. I have not gone into the psychological aspects deeply because when we are considering eye strain and the reduced visibility of printing produced by colored backgrounds, I think the psychological and esthetic aspects are of minor importance".

Copies of any additional communications that may be furnished by Council members to Dr. Des Autels for his information should be referred to the Secretary of the Council.

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All notices, abstracts, and requests for further information regarding any of the items appearing in this letter, should be addressed to R. G. Macdonald, Secretary, 122 East 42nd Street, New York City, N. Y.

November 27, 1935.