Inter-Society Color Council

Members of the Society of Motion Picture Engineers have been cordially invited to attend the 17th Annual Meeting of the Inter-Society Color Council which will be held at the Hotel Pennsylvania in New York City on March 2 and 3, 1948. Since the Society is one of the fourteen member bodies of the Council, it is hoped that as many of our members who are able will attend this meeting.

A copy of the final program notice may be obtained by writing to: WALTER C. GRANVILLE, Chairman, Program Committee, Container Corporation of America, 38 South Dearborn St., Chicago 3, Illinois.

The preliminary program is given below.

Tuesday, March 2, 1948—Conference Room 2

9:30 A.M. REGISTRATION

10:00 A.M. DISCUSSION SESSION. Reports from subcommittees studying problems on which the Council is currently working:

Problem 2. Color Names. (Revision) D. B. Judd, Ch.
6. Survey of Color Terms. S. M. Newhall, Ch.
7. Survey of Color Specifications. W. C. Granville, Ch.
10. Color Aptitude Test. F. L. Dimmick and C. E. Foss, Co-Ch.
11. Color Blindness Studies. D. B. Judd and LeGrand Hardy, Co-Ch.
12. Illuminating and Viewing Conditions in the Colorimetry of Reflecting Materials, D. B. Judd, Ch.
13. The Illuminant in Textile Color Matching. D. Nickerson, Ch.
14. Single Number Specifications for Transparent Standards. R. H. Osborn, Ch.

2:00 P.M. DISCUSSION SESSION (Continued)

3:30 P.M. BUSINESS SESSION

Wednesday, March 3, 1948—Manhattan Room

9:30 A.M. COLOR CO-ORDINATION IN INDUSTRY. Discussed by members of the Inter-Society Color Council.

COLOR CO-ORDINATION FOR A HOUSING PROJECT. Isay A. Balinkin, University of Cincinnati, Cincinnati, Ohio

In the spring of 1946 a project was established at the University of Cincinnati Research Foundation to develop a co-ordinated color scheme for prefabricated houses. The color scheme was developed with the aid of a mechanical color space, a model of which will be shown and discussed.

COLOR CO-ORDINATION FOR HUMAN EFFICIENCY AND SAFETY. Faber Birren, New York, N. Y.

Functional color offers one of the newest and most gratifying fields of endeavor. Because of its importance to industrial relations and human welfare, the benefits should be vastly extended. The application of this idea to industrial plants will be discussed.

THE HOME FURNISHINGS STYLE COUNCIL PLANS. Elizabeth Burris-Meyer, New York, N. Y.

This Council was formed to select a group of colors to serve as the basis for color correlation in all branches of the home furnishings industry.

COLOR ENGINEERING—A DOMINANT FACTOR IN HUMAN RELATIONS. N. Creston Dons, Libby-Owens-Ford, Toledo, Ohio

Color research, aimed at combating worker eyestrain in the manufacture of precision glass, resulted in the development and standardization of the "daylight" principle of maintenance painting in all Libby-Owens-Ford plants. A program of color engineering was inaugurated to improve working conditions, create better industrial relations, and surround the worker with an environment which makes for better public relations between him, his fellow workers, and his neighbors. Color engineering thus becomes the catalyst which bonds several harmonious conditions into one condition which we may learn to know as "Human Relations".

2:00 P.M. APPLICATION OF MODERN COLORIMETRY TO PLASTICS. George Ingle, Monsanto Chemical Company, Springfield, Massachusetts

Color laboratories for large manufacturers of colored plastics develop thousands of color matches each year. Too often their efforts seem directed to prove the infinity of color in plastics. But far short of this is a minimum number of colors which will satisfy most requirements. To find this number most quickly and economically, it is helpful to file color matches by their color. A three-dimensional file based on colorimetric specifications of the International Commission on Illumination is proving useful in this work. Properly organized, it can show quickly an array of the colors already developed, one of which may serve a new requirement.

COLOR CO-ORDINATION IN MAIL ORDER AND RETAIL MERCHANDISE. Lucille Knoche, Chicago, Illinois

A study of merchandise color co-ordination for Montgomery Ward and Company was made in the fashion and home furnishing fields. The problem was approached through consumer surveys on color preferences in various lines, analyses of color sales for past years and a belief in the creation of multiple sales through color co-ordination of related lines. The results and applications of these surveys will be presented.

THE 1947 FRAZER-MANHATTAN. Carl Spencer, Detroit, Michigan

Requirements of color co-ordination and scope of materials involved in Frazer-Manhattan car styling as built in mass-production quantities will be discussed. Practical methods established in maintaining color control in the production of Frazer-Manhattan cars include control of viewing conditions, spinning-disk analysis and Munsell specifications. In order to allow maximum creative development, color-effect analysis is used to supplement basic color specifications.

COLOR CO-ORDINATION IN VARIETY MERCHANDISE. Helen D. Taylor, Philadelphia, Pennsylvania

The color plan for W. T. Grant Company will be described and its application by the sources of supply, by the buying staff, and by the retail stores will be presented.

International Commission on Illumination, Colorimetry, and Artificial Daylight

For those members of the Society of Motion Picture Engineers who have a fundamental interest in the science of colorimetry as well as in the current programs for developing international agreement on colorimetry standards, specifications, and terminology, the following introduction and condensed questionnaire are presented here.

The Society is a member body of the Inter-Society Color Council and has the following delegates to represent the motion picture industry's interests in this important field:

R. M. EVANS, *Chairman*

J. A. BALL	L. E. CLARKE
F. T. BOWDITCH	A. M. GUNDELFINGER
M. R. BOYER	H. C. HARSH

The Inter-Society Council, as its name implies, serves to correlate the views, attitudes, and recommendations of all interested groups as individuals in this country for the use of the United States National Committee of the International Commission on Illumination.

THE EDITOR

The International Commission on Illumination (I.C.I.) is planning to resume its activities interrupted by the war. The last meeting was at Scheveningen, Holland, in 1939. The next one is scheduled for Paris in July, 1948.

The I.C.I. operates through national committees of the respective member countries comprising the Commission, and through numerous technical committees covering a wide variety of subjects in photometry and lighting. Each national committee sets up a technical committee for each subject in which it is sufficiently interested. For each of these subjects the I.C.I. assigns the Secretariat to some one country. Each national committee selects the personnel of its technical committees.

For Technical Committee No. 7, Colorimetry and Artificial Daylight, the Secretariat was assigned to the United States and the U. S. National Committee appointed the following committee:

K. S. GIBSON, *Chairman*

D. B. JUDD	D. L. MACADAM
M. LUCKIESH	P. MOON

One of the duties of the secretariat committee is to obtain information on the assigned subject from the various countries and to prepare recommendations or summaries for the next meeting of the I.C.I. Dr. Gibson, chairman of the committee, would appreciate receiving any available information on the subjects as soon as possible.