

*when you feel run down*

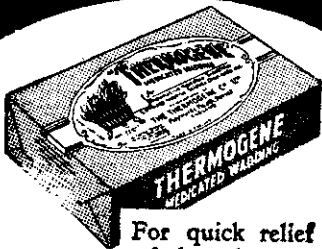
# WINCARNIS

QUICK ACTION TONIC

*will help put you right*

Distributors: Fassett & Johnson Ltd., Levy Building, Mannere St., WELLINGTON.

**RELIEVE PAIN!**  
*By the Warmth that Heals*



For quick relief  
of lumbago,  
sciatica, rheuma-  
tism and neuritis.

**THERMOGENE**  
MEDICATED  
**WADDING**

Agents: Harold F. Ritchie (N.Z. Ltd.),  
104-108 Dixon Street, Wellington.  
Proprietors: The ThermoGene Co. Ltd.,  
Wellington.

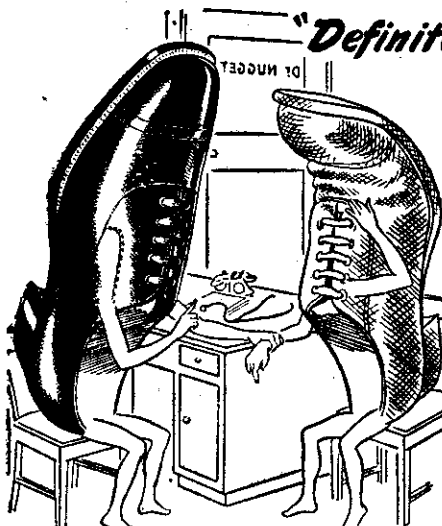


### Untroubled by Teething

Teething is easier when habits are regular and the bloodstream is cool. Steedman's Powders—a safe and gentle aperient—keep habits regular during the teething period. Used by mothers for over 100 years for children up to 14 years of age. Keep some Steedman's handy.

Write now for Free Booklet  
'Hints to Mothers'  
Van Staveren Bros. Ltd.,  
Lt. Taranaki St., Wellington.

Give  
**STEEDMAN'S**  
**POWDERS**  
FOR CONSTIPATION



*"Definitely undernourished.  
A daily dose of  
'NUGGET' will make  
you fit and well"*



**In MILITARY TAN, BLACK, DARK BROWN, BLUE etc.**

## EVEN THE WAVES ARE STANDARDISED

(continued from previous page)

"When I say it's got to come, I'm thinking of competition with overseas manufacturers. In the States, production costs have been brought down by spectacular percentages, by simplifying and standardising production and distribution. Obviously we'll have to do the same, if our own products are not going to be expensive in comparison with imported equivalents."

### How It Is Done

We asked Mr. McDonald how the Institute goes about its work. First, it appears, the initiative comes from outside—a responsible person or body suggests that a standard specification should be framed for which may be anything from corsetry-making to a code of by-laws for "means of egress" in buildings, from pale boiled linseed oil to a test for the "obscuration" value of curtain material, from black nuts and bolts to a fitted cistern for the decontamination of anti-gas oilskin clothing. In fact, for almost anything where there are likely to be two ways about it.

Then the Institute calls together all the parties likely to be affected, representatives of manufacturers' employees, retailers, local bodies, consumer interests, government departments, and so on. It



*"The buyer will know what he is getting"*

acts in a secretarial capacity, prepares the agenda by consultation with experts near at hand, and assists in the deliberations. Finally a specification will be drafted and published, and, if it refers to a retail product, it defines the criterion by which the applications for use of the new standard mark will be judged. Many British Standard specifications have been adopted, with modifications where necessary.

### What America Does

In America, needless to say, standardisation is being vigorously developed. It forms the core of the War Production Board's policy.

But there is one very interesting phenomenon which is linked to it, and which has no parallel in New Zealand. A non-profit organisation called *Consumer's Union* publishes monthly reports and an Annual Buying Guide, which gives the member-subscriber unbiased accounts of the value of all sorts of retail goods—from electric shavers to toothpaste, from portable radios to ginger ale.

One copy we saw in the Standards Institute Library had a photograph of

(continued on next page)