

EVEN THE WAVES ARE STANDARDISED

"The Listener" Learns About A Trade-mark



THE sign which we reproduce here may soon become familiar to the New Zealander as an indication that the article or commodity carrying it has fulfilled certain requirements which have been defined by the New Zealand Standards Institute. It has already appeared on school stationery, and manufacturers of some other goods have applied for it, too. It is the symbol of a development which has been found to be of great importance in other countries in the speeding up and multiplication of war industries, and which could have some significance in New Zealand peacetime economy.

IN New Zealand, as in other countries, an institute was founded some years ago to arrange for standardisation of engineering materials and practices, and the idea very quickly spread to other phases of industry, for reasons which are obvious to anyone who has moved from one house to another and found it necessary to buy new plugs for the radio, the toaster, the iron, and the heater.

The Standards Institute quickly became recognised by the Government as a

national necessity, and now it operates as a division of the Department of Industries and Commerce, without power as yet to enforce standards, but with authority to make reports and recommendations that could become law if the Government found them necessary.

In the last few weeks the Institute has released for the first time a standard mark (reproduced on this page) which will probably become familiar to the buyer of retail goods before many months have gone by. The *Listener* decided to call on the secretary (L. J. McDonald) to find out what is involved in the

spreading of the Institute's activity, and what meaning the new mark will have for the purchaser of an article bearing it.

"Look at the Waves"

It is putting it tamely to say that Mr. McDonald believes in the future of standardisation. He will argue its possibilities, its "far-reaching implications," with a gleam in his eye, and dispose of popular misconceptions about it with ready examples. "What is a dictionary but a standard specification for language so that words will mean the same to everyone?" he asks. "And think of the standardisations in Nature. Look at the waves."

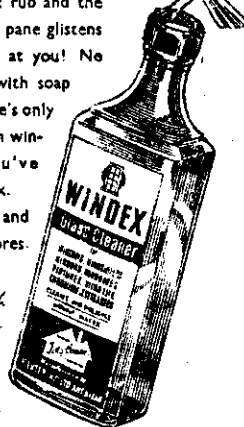
"But standardisation doesn't mean sameness," he says. "It doesn't mean uniformity in aesthetic values, where everybody wants to preserve individuality. Standardised furniture, for example, doesn't mean the same chairs for everyone. It simply means that certain basic universal factors in materials used and methods of manufacture, can be outlined by a committee representing the trade and other interested parties, and agreed to as being essential to an acceptable product, and then the Standard mark can be fixed and the buyer will know what he's getting."

"Then women's hats. You might imagine they'd be the last thing to standardise. But it's a question of quality

(continued on next page)

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without water
or work!

IT'S TRUE! Just a dab with Windex, a quick rub and the dingiest window pane glistens and smiles back at you! No messy washing with soap and water—there's only one way to wash windows once you've tried Windex. At all grocers and departmental stores.



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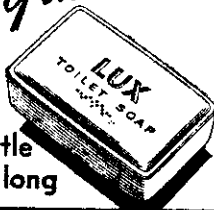
IT TAKES SMOOTH
LOVELY SKIN TO PUT
ANY GIRL ACROSS. I
USE LUX TOILET SOAP
DAILY. IT'S A REAL
BEAUTY SOAP.

ACTUAL STATEMENT
made in Hollywood
on 12th, January,
1943, by

Betty Grable

20th CENTURY
FOX STAR

Costs so little
... lasts so long



MADE BY LEVER BROTHERS (N.Z.) LIMITED,
JACKSON STREET, PETONE. LT.93.322

YOU'RE RIGHT GRACE,
THIS MAKES TEETH
REALLY CLEAN



Could anything be simpler?
Just watch me again.

Yes, do show me.

Dissolve this much powder in warm water, and immerse your teeth overnight or at least for 20 minutes.

And it always removes film and stains?

It certainly does.

Splendid! I must get some in the morning.

CLEAN FALSE TEETH
THIS NEW EASY WAY
Half a tumbler of warm water. Stir in a heaped teaspoonful of 'Steradent.' Steep your dentures overnight or 20 minutes. Rinse well under the tap.



Steradent

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