

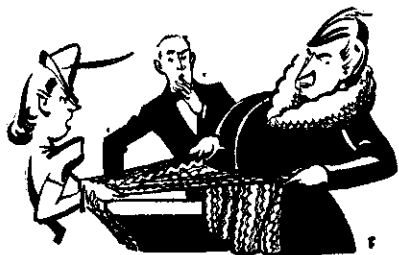
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not design. It would be possible to classify them on the basis of raw materials and sound manufacture, and to list preferences with regard to colour-fastness, rain-resistance, stitching, and so on, and a woman would then know what she was getting.

Measurement of Quality

"Take cloth. What is the use of knowing you're getting a true yard if you've got no protection on the matter of quality, as you have in the matter of Weights and Measures? With the new synthetics coming on the market a set of authorised standards will become all the more necessary, because there is no limit to the variations that can occur in quality, strength, and weight of fibre, and so on, whereas there were limits in the case of natural fibres, and a woman could tell good from bad.

"Prices at present are not necessarily an indication to value, as you know. If a draper has a couple of lengths of cloth, almost the same, to all appearances, and



"A woman could tell good cloth from bad"

he marks one a few shillings higher than the other, your wife may be disposed to trust him and prefer the more expensive one. If he changes the tickets round, she may still prefer the higher price. With standard marks and well defined classifications, we could give the purchaser some authentic guidance."

"Wouldn't you be taking away the soul of the common trader's business? Is he ready to co-operate with a Department that has no power to insist?"

"We can soon show him the advantages."

"You have had this new standard mark out for a few weeks now. Have you had many applications for permits to use it?"

"Not as many as a dozen yet, but it's on school stationery already, and shortly it will be on some brands of footwear, furniture, fire-extinguishers, and of course electrical plugs and sockets.

Inevitable

"But it's got to come everywhere after all, standardisation is only an extension of the principle of measurement, from quantity to quality. If you think about it for a moment you'll realise that every step forward in material progress has been linked up with some advance in the science of measurement. Express trains wouldn't be running ten times as fast as George Stephenson's Puffing Billy if we hadn't learned how to measure more and more finely, and it hasn't only been a matter of measuring distances or quantities either. We've been able to build battleships with thinner armour-plating that has the same effect, simply because it has become possible to measure quality accurately, and, as I've said before, measurements of quantities are going to be useless unless we can measure quality too.

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DEPT. OF HEALTH



SCARLET FEVER

THESE ARE THE SIGNS

Scarlet Fever is on the increase. Watch for it and isolate any suspected case at once. These are the signs:

Sore throat, headache, a feeling of nausea (possibly accompanied by vomiting), hot dry skin, raised temperature, flushed cheeks. If these signs occur **ACT PROMPTLY**. Put the patient to bed at once and keep all visitors away until the doctor has called. If it IS Scarlet Fever, a bright scarlet pin-point rash will appear after 24 hours on the neck, chest and trunk, spreading to the limbs. Parents and teachers thus have **24 HOURS WARNING**.

Children from one to ten years are the chief victims, but adults may get Scarlet Fever. It is mainly spread from person to person by droplet infection in the first 24 hours. If the patient is allowed up too soon, complications may result in the ears, the glands, the kidneys and the heart. With affected ears and glands, a patient can **STILL INFECT OTHERS**.

In any house where there is Scarlet Fever, all children must stay away from school for 7 days, if the patient goes to hospital. If he is nursed at home, child contacts must remain away from school till the patient is released from isolation.

READ THESE INSTRUCTIONS AGAIN CAREFULLY

They show the only way to check an Epidemic

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