

Use of Standard Mark.—The fact that the new licences issued during the year were more than twice the number issued during the previous year, and increased the total by more than 50 per cent., reflects the growing interest of both trading concerns and consumers in the principle of certification by means of Standard Marks based on national standard specifications, which is being firmly established and will progressively develop as manufacturers organize their production according to standard specifications and consumers seek the full advantage of this. The value of Standard Marks is not, however, determined solely by the number of licences granted, but rather by the growing awareness of the importance of the factor of quality which it engenders. This consideration is of paramount importance not only to the consumer public, but to the sound development of our manufacturing industries, which are increasingly responding to the urge to strive for and maintain quality standards as a means of reinforcing public confidence in the merit of commodities manufactured in New Zealand—a consideration of the utmost importance to the economy of the country.

Inspection.—The inspection and examination of commodities bearing the Standard Mark, referred to in the last report, has been consolidated and extended. The majority of licensees have shown genuine desire to conform fully to the relevant standard specifications and to preserve the validity of the Standard Mark as a hall-mark of quality. Although many cases have been found of failure to conform to the specification in minor respects, this has been due, generally, to oversight or misunderstanding, which a positive and constructive approach has corrected, with consequent improvement in the standard of quality of the commodities concerned.

STANDARDS COUNCIL

(Two meetings)

Executive Committee Three meetings.

Standard Specifications.—The reconstituted Standards Council at its first meeting endorsed and formally recommended to the Minister of Industries and Commerce, for declaration pursuant to the Standards Act, 1941, 432 standard specifications and 118 emergency standard specifications which had been adopted prior to 1st April, 1947. Fifty-four emergency standard specifications which had been adopted previously were withdrawn, as these related solely to war needs and were no longer required. Steps were also taken to have the remaining 118 emergency standard specifications reviewed with the object of including in the regular series of standard specifications those which should be retained and having the others withdrawn.

Standardization Projects.—The Standards Council considered the standardization projects in the course of development at the beginning of the year and authorized work in connection with 134, of which 45 had progressed to the stage of draft specifications, 58 others were under active consideration, and the remaining 31 were temporarily in abeyance. Subsequently the Standards Council and its Executive Committee authorized 32 new projects, bringing the total number of projects to 166 at the close of the year.

Standing Committees.—At its first meeting the new Standards Council reviewed the standing committees then in existence and formally reappointed 197 of these, pursuant to the Standards Act, 1941, to undertake the development of current projects or to remain as standing committees to review existing standard specifications as found necessary. Eight new committees were subsequently appointed, bringing the total to 205.

General.—The Standards Council and its Executive Committee considered all requests for the development of standard specifications, reviewed those received from overseas and directed the necessary action in connection therewith, examined the reports of all meetings held during the year and endorsed these, subject to their further directions.