DRESS PATTERNS

COMMERCIAL STANDARD CS13-30

ELIMINATION OF WASTE
Through
SIMPLIFIED COMMERCIAL PRACTICE
Below are described some of the series of publications of the Department of Commerce which deal with various phases of waste elimination.

**Simplified Practice Recommendations.**

These present in detail the development of programs to eliminate unnecessary variety in sizes, dimensions, styles, and types of over 100 commodities. They also contain lists of associations and individuals who have indicated their intention to adhere to the recommendations. These simplified schedules, as formulated and approved by the industries, are indorsed by the Department of Commerce.

**Commercial Standards.**

These are developed by various industries under a procedure similar to that of simplified practice recommendations. They are, however, primarily concerned with considerations of grade, quality, and such other characteristics as are outside the scope of dimensional simplification.

**American Marine Standards.**

These are promulgated by the American Marine Standards Committee, which is controlled by the marine industry and administered as a unit of the division of simplified practice. Their object is to promote economy in construction, equipment, maintenance, and operation of ships. In general, they provide for simplification and improvement of design, interchangeability of parts, and minimum requisites of quality for efficient and safe operation.

Lists of the publications in each of the above series can be obtained by applying to the Commercial Standardization Group, Bureau of Standards, Washington, D. C.
DRESS PATTERNS

COMMERCIAL STANDARD CS13–30

[ISSUED OCTOBER 10, 1929]

Effective Date, January 1, 1930
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(II)
COMMERCIAL STANDARD CS13–30

ACCEPTED BY

ASSOCIATIONS
National Retail Dry Goods Association.

INDIVIDUALS
Alabama Polytechnic Institute, Auburn, Ala.
American Fashion Co., New York, N. Y.
Asheville Normal School, Asheville, N. C.
Bamberger & Co., L., Newark, N. J.
Bon Marche, The, Seattle, Wash.
Butterick Publishing Co., The, New York, N. Y.
Cheyney Training School, Cheyney, Pa.
Clifford, M. Ida, New York, N. Y.
Colorado Agricultural College (extension service), Fort Collins, Colo.
Connecticut Agricultural College, Storrs, Conn.
Cornell College, Mount Vernon, Iowa.
Cornell University (college of home economics), Ithaca, N. Y.
Drexel Institute, Philadelphia, Pa.
East Central State Teachers College, Ada, Okla.
Fairmont State Normal School, Fairmont, W. Va.
Fashionable Dress Publishing Co. (Inc.), New York, N. Y.
Feldt & Sheinberg, Houston, Tex.
Georgia State College of Agriculture, Athens, Ga.
Greist Manufacturing Co., The, New Haven, Conn.
Home Pattern Co., The, Brooklyn, N. Y.
Illinois Woman's College, Jacksonville, Ill.

Illustrated Fashion Service, New York, N. Y.
Indiana University, Bloomington, Ind.
Iowa State College (home economics division), Ames, Iowa.
Lansburgh & Bro., Washington, D. C.
Massachusetts Agricultural College, Amherst, Mass.
May Co., The, Denver, Colo.
McCall Co., New York, N. Y.
Middlebury College, Middlebury, Vt.
Montana State College, Bozeman, Mont.
New Jersey College for Women, New Brunswick, N. J.
New York State College for Teachers, Albany, N. Y.
North Carolina College for Women, Greensboro, N. C.
North Dakota Agricultural College (extension division), Fargo, N. Dak.
Ohio State University (school of home economics), The, Columbus, Ohio.
Ohio Wesleyan University, Delaware, Ohio.
Oklahoma Agricultural & Mechanical College, Stillwater, Okla.
Palmenberg's Sons (Inc.), J. R., New York, N. Y.
Paris Pattern Co., The, New York, N. Y.
Peerless Pattern Co., The, Brooklyn, N. Y.
Picken Fabric & Fashion Studio, Mary Brooks, New York, N. Y.
Pictorial Review Co., The, New York, N. Y.
Pratt Institute, Brooklyn, N. Y.
Purdue University (school of home economics), West Lafayette, Ind.
Rhode Island State College (department of home economics), Kingston, R. I.
Rudge & Guenzel Co., Lincoln, Nebr.
Saxon Heard Dry Goods Co., Dothan, Ala.
State Agricultural College (home economics division), Manhattan, Kans.
State Agricultural and Mechanical College (home economics department) Orangeburg, S. C.
State College, Brookings, S. Dak.
State Normal School (home economics department), Farmington, Me.
State Teachers College at Buffalo (home economics department), Buffalo, N. Y.
State Teachers College, Harrisonburg, Va.
State Teachers College and State Normal School, Trenton, N. J.
State University of Iowa, Iowa City, Iowa.
Stephens Junior College for Women, Columbia, Mo.
Texas Agricultural and Mechanical College (division of rural home research), College Station, Tex.
Texas State College for Women, Denton, Tex.
Tuskegee Normal and Industrial Institute, Tuskegee, Ala.
Union Special Machine Co., Chicago, Ill.
University of Alabama, University, Ala.
University of Arizona, Tucson, Ariz.

University of Chicago (department of home economics), Chicago, Ill.
University of Colorado (home economics department), Boulder, Colo.
University of Delaware (women's college), Newark, Del.
University of Idaho (extension division), Boise, Idaho.
University of Idaho, Moscow, Idaho.
University of Illinois, Urbana, Ill.
University of Kansas, Lawrence, Kans.
University of Maine, Orono, Me.
University of Maryland, College Park, Md.
University of Minnesota (division of home economics), St. Paul, Minn.
University of Missouri, Columbia, Mo.
University of Montana, Missoula, Mont.
University of Nevada, Reno, Nev.
University of New Hampshire, Durham, N. H.
University of Tennessee (extension service), Knoxville, Tenn.
University of Texas, Austin, Tex.
University of Utah, Salt Lake City Utah.
University of Wisconsin, Madison, Wis.
Utah Agricultural College, Logan, Utah.
Virginia Polytechnic Institute, Blacksburg, Va.
Western State Teachers College, Kalamazoo, Mich.
West Virginia University, Morgantown, W. Va.
Winthrop College, Rock Hill, S. C.

GOVERNMENT

Department of Agriculture: Bureau of Home Economics, Washington, D. C.
District of Columbia, Government of, Washington, D. C.
DRESS PATTERNS

COMMERCIAL STANDARD CS13-30

On February 7, 1929, a joint conference of representative manufacturers, merchants, educators, and users adopted a commercial standard for dress patterns. The industry has since accepted and approved for promulgation by the Department of Commerce, the specifications as shown herein.

The following classifications and corresponding body measurements are recommended as standard for dress patterns:

*Dress patterns, corresponding body measurements*

[All measurements in inches]

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1 Hip measurement taken 7 inches below natural waist line.
2 Socket bone; uppermost thoraco vertebrae at back of neck. The individual is measured while wearing shoes.

(1)
Dress patterns, corresponding body measurements—Continued

INFANTS

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BOYS

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LITTLE BOYS

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1 Socket bone; uppermost thoracic vertebra at back of neck. The individual is measured while wearing shoes.

Widths of material listed on pattern

It is recommended that for purposes of uniformity, the following widths of material be recognized as standard for pattern layouts and for listing on dress patterns as a basis for yardage of material required: 27, 32, 35, 39, and 54 inches.

It is understood that other widths may be used to suit special materials or patterns.

Note on anthropometric measurements

It is understood that the above recommendation may not coincide with the average of anthropometric measurements from various sources, but is rather a practical compromise between such measurements, the experience of dress pattern manufacturers, and their commercial practice, and will provide approximate dimensions to suit the average requirements bearing in mind that final fit is established by adjustments to suit the individual.

This recommendation is to be effective from January 1, 1930, and is subject to regular annual revision by the standing committee.

Promulgation recommended.

R. M. Hudson,
Assistant Director for Commercial Standards.

Promulgated.

George K. Burgess,
Director Bureau of Standards.

APPROVED.

R. P. Lamont,
Secretary of Commerce.
The manufacturers of dress patterns in a series of three preliminary conferences, beginning June 22, 1928, and ending October 23, 1928, prepared recommendations covering pattern classifications, grading, body measurements, and widths of materials to be recognized for pattern layouts. A study was also made of the various reports covering anthropometric measurements, checking this data with the general experience of each manufacturer.

It was the general opinion that producers, distributors, and consumers would all receive many benefits from the establishment of a commercial standard as a basis for marketing dress patterns and by facilitating a popular recognition of the fundamental basis for uniform sizes and size classifications.

GENERAL CONFERENCE

Agreeable to a joint request from the leading producers of commercial dress patterns, a general conference of producers, distributors, users, and educators was held on February 7, 1929, at the Pennsylvania Hotel, New York, N.Y., to consider the establishment of a commercial standard for dress patterns.

The conference was ably directed by Hubert M. Greist, director, Bureau of Costume Art, National Retail Dry Goods Association, which, jointly with the National Bureau of Standards, sponsored the conference.

I. J. Fairchild outlined the procedure for establishment of commercial standards and the function of the Bureau of Standards in publishing and promoting such standards after acceptance by industry.

Louis Dempsey presented the recommendations of the producers and outlined the scope of the proposed standard as mainly to standardize pattern classifications, body measurements upon which patterns are based, and widths of materials for pattern "layouts," and for listing on pattern envelopes yardage of piece goods required for individual patterns. The purpose is to eliminate confusion and facilitate the selection of proper sizes, to improve the service, and assure satisfaction to the distributor and user of patterns.

After full discussion, which revealed indorsement of the program by leading merchants, educators, and others directly concerned, the conference voted to adopt the proposed commercial standard without change.

Upon motion, duly made and seconded, the conference went on record as recommending a comprehensive and truly scientific study of body measurements to be conducted by some thoroughly competent organization, preferably the Bureau of Home Economics, United States Department of Agriculture.

(3)
The conference voted that a record of the remarks by Wilson Flake, outlining the services of the Bureau of Foreign and Domestic Commerce in the translation and publication of commercial standards into foreign languages as a means for promoting foreign trade, be mailed to each producer, and that the question be considered after a trial of the standard for one year in domestic markets.

The following individuals were present:

AVERY, A. W., Royal Worcester Corset Co.
BAUMAN, J. R., J. R. Bauman Model Form Co.
BENY, E. D., Beauty Pattern Co.
BLACK, MALCOLM S., Butterick Publishing Co.
BLACKMORE, BEULAH, Cornell University.
BRISENTHAL, SIDNEY C., Brisenthal-Johnston Co.
CAVANAUGH, P. C., P. C. Cavanaugh Model Form Co.
CALL, CHARLES W., Women's Wear Daily.
CHAPMAN, ARDENIA, Drexel Institute.
CHURCH, W. R., J. R. Palmenberg's Sons (Inc.).
CLIFFORD, M. IDA, Fruit of the Loom Mills.
COLLIN, Mlle MARIETTE, Fabric & Fashion Promotion in United States and Canada (independent).
DEERING, EDITH, Strawbridge & Clothier.
DEMPSEY, LOUIS, Butterick Publishing Co.
DEVINCENTO, M. A., Bleeks Designing & Art School.
DIMELow, GRACE C., Butterick Publishing Co.
DUFault, LEAH A., New Jersey College for Women.
ECKENRODE, M. VIRGINIA, American Fashion Co. "Style."
ECKSTEIN, JOSEPH, Joseph Eckstein (Inc.).
EVANS, CHARLES M., A. Hutchinson.
FRIEDMAN, M., The Hecht Co.
GARRISON, RALPH R., J. R. Palmenberg's Sons (Inc.).
GAYLOR, WOOD, Home Pattern Co.
GLEMBY, R. H., Associated Merchandising Corporation.
GOTTHELF, BEATRICE W. (Mrs.), Elite Styles & Elite Patterns Co.
GREENE, SEYMOUR J., Fashionable Dress Publishers Co.
GREIST, H. M., National Retail Dry Goods Association.
GRiffith, T. D., Vogue Pattern Service.
HAZEN, HELEN W. (Mrs.), New Jersey College for Women.
HERZBERG, M., The Pictorial Review Co.
HOOVER, JESSIE M., Montgomery Ward & Co.
HUNTER, F. BEATRICE, National Retail Dry Goods Association.
HUTTER, FRANCIS, McCall Co.
JOHNSTONE, R. M., Carson, Pirie, Scott & Co.
KINNEY, MARJOHIE, Pratt Institute.
LOHM, MORTIMER, Lohm Co.
LASKOWITZ, JOSEPH, J. R. Palmenberg's Sons (Inc.).
LENNER, B. H., Associated Dress Industries of America.
LEONARD, DAVID A., Leonard & Zimmerman (Inc.).
LINES, H. S., Butterick Publishing Co.
LONIE, MANSFIELD, Butterick Publishing Co.
MORESOHN, DAVID N., Associated Dress Industries of America.
NICHOLS, C. N., Donahoe & Nichols.
O’Brien, Ruth, Bureau of Home Economics, Department of Agriculture.
Ortenberg, Adolph S., Associated Dress Industries of America.
Palk, Bertram, Kresge Department Stores.
Payne, G. M., Butterick Publishing Co.
Pickens, Mary Brooks (Mrs.), Mary Brooks Pickens Fabric and Fashion Studio.
Rabinowitz, Samuel, Sanger Bros. (Inc.).
Rohr, Mayer, McCall Co.
Rosenfeld, Isador, Pattern Fashion Syndicate (Inc.).
Schorr, S., American Fashion Co.
Seibert, Mildred R., New Jersey College for Women.
Slater, Edith Louise, Belding Heminway.
Stoddard, E. V. (Mrs.), Beauty Pattern Co.
Strauss, Emil, Elite Styles & Elite Pattern Co.
Tiffany, Mabel A. (Mrs.), L. Bamberger & Co.
Trebitsch, Oscar, Fashionable Dress.
Whelan, Joseph W., Sears, Roebuck & Co.
Whitney, C. M., Hugh A. Marti Co.
Williams, Clementine T., Paul Stekette & Sons.
Department of Commerce:
Fairchild, I. J., Bureau of Standards.
Flake, Wilson C., Department of Commerce.

STANDING COMMITTEE AND EFFECTIVE DATE

The following standing committee was appointed and authorized to recommend revisions in the standard and to keep it abreast of progress in the industry:

Louis Dempsey, fashion executive, Butterick Publishing Co. (chairman).
Francis Hutter, secretary, McCall Co.
Max Herzberg, director, Pictorial Review Co.
Ruth O’Brien, division of textiles and clothing, Bureau of Home Economics, United States Department of Agriculture.
Mary Brooks Pickens (Mrs.), Mary Brooks Pickens Fabric & Fashion Studio.
Helen W. Hazen (Mrs.), head, department of home economics, New Jersey College for Women.
F. Beatrice Hunter, assistant director, Bureau of Costume Art, National Retail Dry Goods Association.
J. R. Bauman, pattern and design, J. R. Bauman Model Form Co.
W. R. Church, assistant general manager, J. R. Palmenberg’s Sons (Inc.).
Peter Bouterse, merchandise manager, L. Bamberger & Co.
Mabel A. Tiffany, director, Bamberger Institute of Fashion, L. Bamberger & Co.
J. A. Thomas, buyer, silk department, R. H. Macy & Co.

The conference voted that the effective date for new production of dress patterns, in accordance with the commercial standard, be set as not later than January 1, 1930, with a normal revision interval of one year.

CERTIFICATION PLAN

The conference went on record as favoring the certification plan and requested the National Bureau of Standards to apply it to dress patterns.
The certification plan, as applied by the Bureau of Standards to commercial standards, consists in the compilation and distribution of lists of manufacturers who are willing, when requested to do so, to certify to purchasers that products supplied by them comply with all the requirements and tests set forth in nationally recognized commercial standards. The plan is also applied to selected Federal specifications.

These lists are available on request to individual consumers, consumer groups, companies, and, in fact, to any prospective purchasers, for their guidance.

The benefits now derived from the use of specifications by large consumers are thus made immediately available to the small consumer, with incidental advantage to the larger consumers, of convenience in ordering and accepting material with fewer laboratory tests, and of lowering the price by reason of broadening the field of supply. The manufacturer also benefits from the well-known economies accompanying "mass production."

The lists of manufacturers "willing to certify" to the quality of certain commodities are made by corresponding with, as nearly as possible, all the manufacturers of that product and listing only those who signify their willingness to certify to the purchaser, when requested to do so, that the commodities delivered actually comply with the commercial standard.

Obviously, the purchaser making use of the lists of "willing-to-certify" manufacturers will select therefrom such manufacturers as are known (or assumed) by him to be reliable.

The trend toward the purchase of materials of certified quality from sources shown on such "willing-to-certify" lists supplies added incentive to standardization on the part of other producers, and thus the benefits of the certification plan will be felt by purchasers either directly, or indirectly, whether or not they make use of the plan themselves.

COMMERCIAL STANDARD PROCEDURE

Industry has long sensed the need for a wider application and use of specifications developed and approved by nationally recognized organizations. To assist these bodies and the producers and consumers in securing this result and as a natural outgrowth of the movement toward elimination of waste through simplified practice, the Bureau of Standards has set up a procedure under which specifications, properly indorsed, may be printed as official publications of the Department of Commerce and promulgated as "Commercial Standards." This service parallels that of simplified practice in many respects and is available only upon request.
Broadly speaking, the aim is to continue the same character of cooperative service in this field that is being rendered in simplification. The division of trade standards is not designed to act as a standardizing body, nor will it engage in the preparation of specifications. Its service is mainly promotional in character, since its chief mission is to get behind a standard or a specification which any branch of industry may want to promulgate on a nation-wide basis; to determine its eligibility for promulgation; to publish and broadcast it in the event the prerequisites of procedure have been met, including a satisfactory majority acceptance; to facilitate the application of the certification plan for the assurance and convenience of the small purchaser; to provide means for periodical audits of adherence; and to cooperate with the Bureau of Foreign and Domestic Commerce in determining the desire of industry relative to translation and promulgation of such specifications as a basis for foreign commerce.

In general, it may be said that a simplification covers types, sizes, and varieties of a commodity which are retained by industry on the basis of demand, whereas a commercial standard establishes definite requirements as to grade, quality, or dimensional tolerances in addition to any limitation of variety desired and accepted by the industry.

**ORGANIZATION AND DUTIES OF STANDING COMMITTEE**

Each general conference appoints a standing committee, composed of about three representatives from each division of the industry, namely, producers, distributors, and consumers. The proper functioning of the committee requires that its members be able to attend in person meetings held at some central place. They must also be prepared to devote the necessary time and to accept such assignments and responsibilities as may be found requisite to the success of the program.

Because the department in no case assumes the prerogative of taking final action in connection with a commercial standard, it is essential that there be some avenue through which the industry can be consulted promptly and can, in turn, make known its wishes. This function is best performed by a representative standing committee. For this reason, the chairman, in accepting his appointment, places his services and those of his committee at the disposal of the Bureau of Standards for the prompt and careful consideration of all questions which may arise when the program is put into actual use.

A committee that quickly and accurately reflects the wishes of the majority of its industry, and through its chairman, promptly disposes of matters referred to it is a practical insurance against any serious difficulty in the adoption of a commercial standard. The
standing committee must recognize that the Department of Commerce has no "police powers" to compel the acceptors to adhere strictly to the letter of the recommendation. Unanimous adoption by the general conference indicates a recognition of the benefits inherent in standardization. If this fact is properly emphasized, the acceptors should be equally willing to follow the program in all cases where it is applicable.

While the recommendation is in effect, the standing committee is to receive all information showing departures, and to apply such corrective measures as appear to be in the best interest of all concerned.

YOUR COOPERATION

As a producer, distributor, or consumer of some of the commodities which have already been standardized, you are in a position to add impetus to this method of eliminating waste. The first step in that direction is to record your intention to adhere, as closely as circumstances will allow, to one or more of the existing commercial standards other than those you have already accepted.

You will, of course, want to examine the schedule before signing. The commercial standardization group will, therefore, furnish a copy of any standard which you wish to consider with a view to its adoption. Fill in the form on page 11 and check the standards desired from the list appearing on page 12, detach the sheet and mail to the commercial standardization group, Bureau of Standards, Washington, D. C. (We will furnish detailed price list on request.)

The receipt of your signed acceptance will permit the listing of your organization in new editions of the commercial standards you have so accepted. Acceptance form for the commercial standards on dress patterns is included on page 9. Any proposed revisions will be submitted to acceptors for approval prior to publication. This support is entirely voluntary and applies to stock items. It is not meant to interfere with the purchase or sale of such special sizes and types as are sometimes required to meet unusual conditions.

Trade associations and individual companies often distribute large numbers of the printed booklets for the information and guidance of their business contacts. In such cases it is possible to extend the scope and degree of adherence by urging each recipient to send in an acceptance. Bear in mind that the practical value of any standardization is measured by the observance it receives.
NOTE.—The information requested in footnote is essential to the proper listing of your organization in future editions of the printed bulletins.

ACCEPTANCE OF COMMERCIAL STANDARD

Date

The Bureau of Standards,
Washington, D. C.

Sirs: We, the undersigned, hereby accept the commercial standard, Dress Patterns—Commercial Standard CS13–30, as our standard of practice beginning

(Date)

in the production,\(^1\) distribution,\(^1\) and consumption\(^1\) of commercial dress patterns.

We will use our best effort to secure its general adoption.

Signed

(Kindly typewrite or print the following:)

Title

Company

Street address

City and State

\(^{1}\) Please designate by drawing lines through those which do not apply.
REQUEST FOR COMMERCIAL STANDARDS

Date ________________________

Commercial Standardization Group,
Bureau of Standards,
Washington, D. C.

Dear Sirs: The undersigned wishes to examine the commercial standards checked on the reverse side of this page, with a view to accepting them as our standard of practice in the production, distribution, or consumption of the standardized lines.

Signed ____________________________________________

(Kindly typewrite or print the following lines:)

Title _____________________________________________

Company __________________________________________

Street address ______________________________________

City and State ______________________________________

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<th>CS No.</th>
<th>Item</th>
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<tr>
<td>1-28</td>
<td>Clinical thermometers.</td>
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<td>Surgical gauze (preparation postponed).</td>
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<td>3-28</td>
<td>Stoddard solvent.</td>
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<tr>
<td>4-29</td>
<td>Staple porcelain (all clay) plumbing fixtures.</td>
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<td>5-29</td>
<td>Steel pipe nipples.</td>
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<tr>
<td>6-29</td>
<td>Wrought-iron pipe nipples.</td>
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<tr>
<td>7-29</td>
<td>Standard weight malleable iron or steel screwed unions (in preparation).</td>
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<tr>
<td>8-29</td>
<td>Plain and thread plug limit gage blanks (in preparation).</td>
</tr>
<tr>
<td>9-29</td>
<td>Builders' template hardware (in preparation).</td>
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<tr>
<td>10-29</td>
<td>Brass pipe nipples (in preparation).</td>
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<tr>
<td>11-29</td>
<td>Regain of mercerized cotton yarns.</td>
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<td>17-30</td>
<td>Diamond-core drill fittings (in preparation).</td>
</tr>
<tr>
<td>18-29</td>
<td>Hickory golf shafts (in preparation).</td>
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