

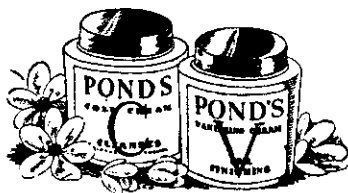
Distinguished American Beauty

Mrs. Franklin D. Roosevelt, Jr., looks like a lovely Dresden China figurine. This distinguished member of America's First Family has for years followed the Pond's ritual of skin care. "Since my boarding school days, I have used Pond's at least twice daily", she says. Her skin is damask-fine, soft, smooth.



Pond's Cold Cream for soft-smooth cleansing. Pat it in over face and throat—a little will do, because Pond's goes so much further. Now wipe off. Your face feels clean as rain, soft as silk.

Pond's Vanishing Cream—a much-loved powder base. Apply lightly before make-up. It's non-greasy. Takes and holds powder with velvet smoothness—and helps protect against wind and weather, too!



POND'S EXTRACT COMPANY, Hudson Street, New York.

TEN-YEAR-OLD RADIO STARLET



PETULA CLARK (above), is a 10-year-old child artist, recently "discovered" by the British Broadcasting Corporation. She was giving a message to her soldier uncle in Iraq, with other children, in the BBC's overseas programme "It's All Yours," and as he usually does, the producer, asking her whether she would like to sing a little song as well as send a greeting, Petula at once started to sing "Mighty Like a Rose" in a voice, the beauty of which startled everyone, including the members of the orchestra, who reached for their instruments and, without music, accompanied her.

Next time Petula came to the studio, she came as an artist (a voluntary one, because no child so young is allowed to earn money in Britain). This time she was brought by her father, Corporal L. N. Clark, R.A.C. Robin Richmond, well-known cinema organist, accompanied her on the Hammond organ, as shown in this BBC photograph.

THERE AREN'T ENOUGH OF US

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a £100 note will look pretty sick by the time all expenses are paid. Can the average young couple afford that? Anyhow, here's my list;

Hospital charge	£ 4 11 0
Extras	1 1 0
Chloroform	8 6
Napkins (4 doz.)	6 10 0
4 flannel squares	1 0 0
3 singlets (cotton)	9 0
3 singlets (woollen) wool only	9 0
3 gowns	
3 coats	
3 petticoats	2 10 0
1 shawl	5 5 0
Butter muslin	6 6
Sundries (powder, safety pins, cottonwool, etc.)	2 0 0
	£24 10 0
Bassinette and mattress	2 0 0
Blankets	2 2 0
Pram and cover	10 0 0
Cot	7 10 0
Baby chair	2 10 0
	£24 2 0
	£48 12 0

"This list (apart from the furniture), covers those things only required for the baby at the home. Nothing has been said about those things required by the mother or about baby's clothes after the first few weeks."

Quality and Quantity

"It is tempting to dismiss the population question as unimportant by saying it is quality, not quantity, that matters," said a lecturer in Philosophy at Victoria University College. "The cannon-fodder mentality which counts heads and prefers them thick is repellent

to most of us. But we must remember that quality itself is dependent on quantity. The life of the large town tends to be culturally as well as materially richer than that of the small town. The same applies to nations as a whole. Modern life is complex and the community must reach a certain size before it can support a flourishing culture. The day of the city state is long past. The day of the small nation would seem to be passing. The population of New Zealand is too small for economic efficiency or cultural independence, and apart from the Maori section of it is not showing signs of any signal increase. At the present birth and death rates the whole population will just about hold its own. In most other English-speaking countries the trends for some time have been toward smaller populations in the future. Can this be allowed? To prohibit artificial means for the limitation of families is an easy remedy, but this has proved inefficient elsewhere (e.g., Italy). Economic bribes have brought small increases in some countries, but only small ones. Regretfully we must admit that there is no easy solution. Low birth rates are bound up with the whole pattern of modern Western society. Very far-reaching changes, material, psychological, and social will be necessary if this is to be altered. As John Stuart Mill said: 'When the object is to raise the permanent condition of a people small means do not merely produce small effects; they produce no effects at all.' But the population problem is only one that suggests a need for far-reaching changes. Many other signposts point the same way."

