

Distinguished American Beauty

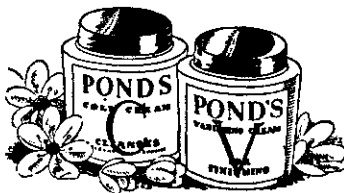
—Mrs. Anthony J. Drexel III.—

... a name which represents generations of culture, wealth and distinction in America ... has for years followed the Pond's beauty ritual. She says, "I cleanse my skin night and morning with Pond's Cold Cream. Then when my skin is all fresh, I spread on a light film of Pond's Vanishing Cream for overnight softening, or for a powder base when I'm going out."



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!



Ponds Extract Company International Ltd., 60 Hudson Street, New York.



IF you could see

the thousands of living germs in the air after a sneeze or in any crowded place you'd guard your throat with

Pulmonas

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WOMEN IN FLEET STREET



"PEARSON, Sir Neville, 2nd Bt., cr. 1916; b. 13 Feb. 1898; s. of 1st Bt. and Ethel, Lady Pearson, q.v.; S. father, 1921; m. 1st, 1922, Mary Angela (marriage dissolved, 1928, she m. 1928, C. Willoughby Horden), 2nd d. of 1st Baron Melchett; one s. one d.; 2nd, 1928 Gladys Cooper, q.v. (marriage dissolved 1937; she m. 1937, Philip Merivale); one d. EDUC., Eton. President Fresh Air Fund; Hon. Treasurer and Vice-President St. Dunstan's; R.F.A. European War, 1917-18; subsequently entered firm of C. Arthur Pearson, Ltd., publishers, of which he is Chairman; is also a Director and Vice-Chairman of George Newnes, Ltd. Recreations: shooting, golf, tennis. HEIR; s. Nigel Arthur, b. 30 Aug. 1925. CLUBS: Garrick, Bath."

* * *

THAT is how *Who's Who* describes Sir Neville Pearson, who has been visiting New Zealand in the Press delegation. So I thought, as a woman journalist, that I should somehow or other get a personal interview with him.

I did, and it was, of course, inevitable that conversation should turn on "shop" and things literary. I said to myself: Here is a priceless opportunity to do a little spadework on behalf of aspiring women writers all over the Dominion.

Sir Neville agreed that nearly everyone aspired at some time to write, but—and it was a very big But—there was one essential point that, in his opinion, left no argument.

It was impossible to write to order. Anyone who thought she could take a fly at serious writing from an experimental viewpoint, or just as an addition to some other job, was headed for a certain tumble.

You must be born with the gift, he insisted; and if you are not, all the pummelling and shaping and effort will not make you one.

First essential then—to be dowered at birth; second essential, training. The two taken together have a fighting chance of adding up to a good writer.

On the definition of training, Sir Neville said that naturally a newspaper apprenticeship was the logical and most satisfactory medium, but with such jobs strictly limited, opportunities for this type of training were not numerous. As an alternative, there was the thorny

(continued on next page)

NEW ZEALAND LISTENER, DECEMBER 10