

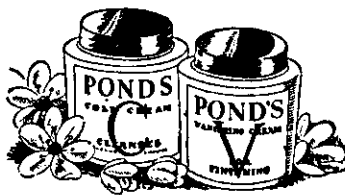
Distinguished American Beauty



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!



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

Rationing In The United Kingdom

(Written for "The Listener" by DR. MURIEL BELL, Nutritionist to the Department of Health)

IN view of the New Zealand rationing that has been instituted for butter and sugar, it may be of interest to readers of this column to learn what are the rationing methods in use in the United Kingdom, and how these compare with those of other countries.

There are two types of ration scales in the United Kingdom—straight rations and points rations. Among the straight rations are:—sugar, 8 oz. per week; butter, 2 oz. per week; margarine (all of which is vitaminised), 4 oz. per week; lard, 2 oz. per week; cheese, 4 oz. per week (though it has been as far up as 8 oz. and as low as 1 oz.: the intention is to be as generous as possible with such a highly valuable food); bacon, 4 oz. per week; eggs, variable, from one a month to one a week, according to supplies. Priority is given to babies from six months to two years, to invalids, and to nursing mothers—the allowance for them being 3 eggs a week; a tin of dried eggs (equivalent to 12 eggs), is also allowed every two months; fresh milk, varied allowance, of which the lowest has been 2 pints a week; special allowance for children, expectant and nursing mothers, and invalids; dried milk, one tin equivalent to 4 pints of skimmed milk, every two months; meat to the value of 1/2 per week; tea, 2 oz. each per week, none for children under 5 years of age (the average pre-war consumption of tea was 9 lb. per year); preserves, 1 lb. of jam, marmalade or honey a month.

The Points Scheme

Under the points rationing scheme, 20 points are allowed per month per person. These may be used in whatever way the person likes, a method that introduces some elasticity into rationing, and thus provides a little variety and yet puts a limit on the amount purchasable, as follows: Dried skim milk, 2 points per tin (equivalent to 2 pints); condensed milk, 2 points per tin (equivalent to 2 pints); sweetened condensed milk, 8 points per tin (equivalent to 2 pints); dried fruits: dates, 12 points per pound; currants, sultanas, raisins, apples, pears, peaches, apricots, 16 points; prunes, 4; figs, 6. The prices of the dried fruits are reasonable, but the points scheme cramps the style of the buyer!

Other foods on the points scheme are rice, 4 per lb.; rolled oats, lentils, split peas, 2 per lb.; haricot and butter beans, 1 per lb.; corn flakes, etc., 1 point per 4 oz.; salmon, tinned, 16 oz., red 32 points, pink 4 points; canned meats, e.g. galatine, 2 points per 16 oz. tin; syrup, 8 points per lb.; biscuits, sweet, 4 points per lb. (varieties cut to 10%).

Bread is unrationed. There is no white bread now—it is all a brownish colour, being made from "national wheatmeal" flour, i.e., it lacks the bran, but contains nearly all the vitamin value, because it includes what we term pollard, etc.

Foods such as fresh fruit (apples and oranges and bananas), are scarce. Prices are controlled. Next we shall compare rationing in other countries.

NEW ZEALAND LISTENER, DECEMBER 24

WHAT! Flavourings hard to get... NO!

Hansell's make the hard-to-get flavourings, as well as lots of others, for sweet or savoury dishes, in concentrated, economical strength. Cloves! Banana! Orange, etc., etc.



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"The Essence Specialists of New Zealand".

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