



COTY

In New Zealand, as all over the World, women have regretted the unavoidable war-time shortage of exquisite Coty Face Powder and Coty Talc Powder. They have treasured each last box...

Today, however, it is delightful to announce that Coty Face Powder and Coty Talc are once again available in limited supply.

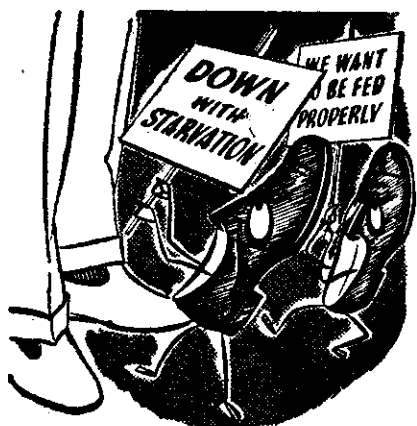
The pack is a war-time design...but the powder is exactly as pre-war quality...in fragrance, texture, and beauty appeal.



A Coty Product...obtainable from Chemists, Toilet Salons, and the Cosmetic counters of Departmental Stores.

Agents: Van Sueren Bros., Ltd., Lower Takanaki Street, Wellington.

2.3



Leather dries out and cracks unless it is "fed" regularly—The right diet for footwear is Kiwi Polish.

Kiwi is a double-purpose Polish—it gives the most brilliant waterproof shine and its fine waxes and dyes in the purest solvents "feed" the leather, keeping it supple and "alive". Polish and feed your footwear with

KIWI

BLACK POLISH

As good as the world-famous KIWI Dark Tan.

Culture or Common Sense?

...

"THE historian whose style most nearly resembles Gibbon's is an advocate of Basic English. His speech at Harvard has made it an issue in world politics, and lest we should suppose that he spoke on impulse, the newspapers assure us that a Cabinet Committee under Mr. Amery has begun to investigate its claims."—Comment by "New Statesman" on Mr. Churchill's speech at Harvard.

THAT speech was made in September, and excited comment all over the world. But in September Italy surrendered, and so many other things happened about the same time on the war fronts that the discussion was overlooked and soon died down. Now it has flared up again, and we have been asked by several readers to tell them what Basic English is, and what claims are made for it.

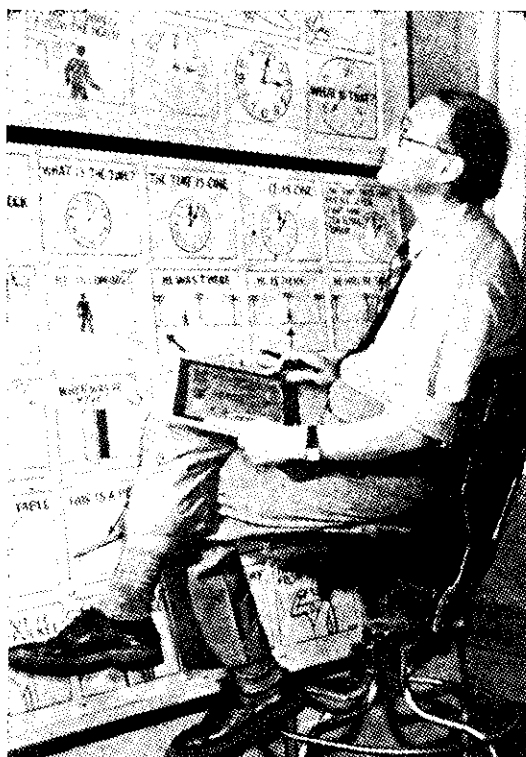
We begin by quoting from an article in a recent issue of *Life*, written by Lincoln Barnett.

Of the uncounted radio listeners who heard Winston Churchill's address at Cambridge a few weeks ago, it is improbable that more than an erudite fraction understood his reference to Basic English. Educators, philologists and research scholars in China and Latin America knew what he was talking about. So did the Rockefeller Foundation, which has helped finance the teaching of Basic English in foreign countries for a decade. So did instructors in Massachusetts' civic education classes, where Basic English is taught to adult aliens. So did Ivy Low Litvinoff, who edited Basic English textbooks now widely used in Russia. So did Walt Disney, who made an experimental short for Basic English teachers. But a sample poll of a reasonably well-informed group in New York City revealed that a majority believed, prior to Churchill's address, that Basic English was the title of some book akin to Fowler's *Modern English Usage* or a grade-school primer in the elements of syntax and grammar.

As a result of the Prime Minister's utterance, additional thousands are now aware that Basic English is a proposed international language—or as its exponents prefer to call it, a supra-national language—for the communication of all men on the face of a rapidly shrinking globe. It is not intended to supersede Portuguese or Bengali or any other of mankind's 1700 languages. Its advocates hold nothing in common with the linguistic imperialism of those Nazi savants who awaited the day when English would become "a minor Germanic dialect of no world importance." They see Basic as a secondary or auxiliary language for men in all lands—scientists, business men, scholars—whose activities transcend national boundaries.

Other Claimants to World Support

Everyone of course knows that there are several so-called international languages in existence at the present time. The best known in New Zealand is *Esperanto*, which has study groups in most of our larger cities. Others have made no progress here, but are well established in America and Europe—I do, *Novial*, and *Nulango*, for example.



DR. I. A. RICHARDS, who discovered Basic English in collaboration with C. K. Ogden, studies sketches for a film made by Walt Disney to teach Basic to foreigners

But these are artificial languages—synthetic products which make no pretence to be anything else. No one speaks them now: they have no literature and no tradition. English, on the other hand, is spoken by 200 to 300 millions of people. It is the acquired or administrative tongue of regions in which the population is at least 500 millions—compared with 120 millions who speak Russian, 100 million who speak German or Spanish, 80 million who speak Japanese, and perhaps 75 million who speak French.

To quote *Life* again:

Basic English is to English as metal is to ore. It is a language within a language, whose existence was first discovered 23 years ago by an academic team of Cambridge Fellows named Charles Kay Ogden and Ivor Armstrong Richards. While collaborating on a book entitled *The Meaning of Meaning*, they noticed, in analysing and defining words and idioms, that certain key words tended to reappear again and again in their definitions. Before long, they became convinced that with a given number of these indispensable analytical words, any other word could be defined and any thought, idea or statement fully and intelligently expressed.

Fascinated by this promise, Ogden went to work with a determination to strip English down to its irreducible skeletal structure. A decade later, his task was done. From the 500,000 words in big unabridged dictionaries, from the 83,000 in desk dictionaries, from the 20,000 in the vocabulary of the average well-informed man, from the 8000 in common everyday use, from the 2000 in the vocabulary of the normal three-year-old child, he evolved Basic English—a quintessential language of 850 words, capable of reproduction on a single printed page. In Basic's tiny lexicon 600 words are names of things (or nouns), 150 are names of qualities (or adjectives), and 100 are "operations" (structural words which put the others to work).

In no event did Ogden put in a word simply because of its frequent use in daily talk or writing. And it may be noted that Basic's words are not necessarily little words. They are those which say most, do the hardest work, and go farthest across the clouded and uncertain waters of their mother-tongue. But not all are general, far-ranging words. Some, like *organisation*, *government*, *punishment* and

(continued on next page)