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Director of World's Largest Paper Once Hit Editors With 8-Foot Plank

By ALAN HARVEY
Canadian Press Staff Writer
LONDON (CP)—A tabloid newspaper called the Daily Mirror has the world's biggest daily circulation. Here are a few facts about it:

A director once went about slugging editors on the head with an eight-foot plank. The paper received 3,758,441 letters in 10 years. Its daily sale exceeds 4,500,000 and is going up.

When launched in 1903 it was intended for "gentlemen." Sales slumped from 250,000 to 28,000 in three months. Today the Mirror is still aimed at women but nobody would say its approach is gentle.

In fact, it is a tough, breezy, arrogant, confiding sheet, revealing in its own admitted vulgarity, specializing in mass appeal through pictorial cheese-cake, sledgehammer headlines and comic strips that are just that. Its famous cartoon character, Jane, a young woman woman easily separated from

her clothes, was a wartime favorite of Canadian soldiers in Britain.

HUMAN INTEREST

The Mirror celebrates its 50th anniversary in November and to mark the occasion its editorial director, Hugh Cudlipp, has written a book called "Publish and Be Damned!" It traces the paper's fascinating history from the unpromising beginnings to the "revolution" in the '30s when the editors turned to human interest, sex and crime.

"The plan which these young men evolved," he writes, "was simply this—to get under the readers' skins and stay there. They were all, in their way, lay psychologists. Most had come from working-class or middle-class families; they really knew and had personally experienced the aspirations and setbacks, the joys and the heartaches of the millions of ordinary people they set out to entertain and instruct."

Carrying the idea farther, book reviewer Maurice Richardson writes in The Observer that The Mirror is a significant phe-

nomenon marking the latest phase "in the vast social-leveling process by which 95 per cent of the nation has become middle, or to be precise, lower-middle class in habits and ways of life."

MAKES LIFE SEEM GAY

The newspaper makes life seem gay and exciting to housewives, says Richardson. Its reader symbol is a bus conductor "who daydreams of dancing the samba with Princess Margaret."

The Mirror makes a point of aggressiveness. Its wartime attacks on the government were so bitter that Prime Minister Churchill intervened, and the government threatened to close the paper. But The Mirror rode out the storm.

Cudlipp also tells about the pranks of Harry Guy Bartholomew, one-time director, whose favorite trick was creeping up behind an editor and pasting him with a plank. Unsuspecting visitors swooned at the sight, but the plank was made of balsa wood and did no damage.

At luncheon this month Randolph Churchill, the prime minister's son, attacked The Mirror for its treatment of Britain's royal family. Cudlipp, guest speaker, promptly tore up his notes and replied to Churchill. His paper, he admitted, is vulgar, but it is also "decent, awkward, back-biting and courageous." He said it made some mistakes, but it was not really a "sexy" newspaper. In fact, he thought it rather "prissy" at times.

Prisoner Query Still Unanswered

PANMUNJOM (CP)—The United Nations' demand of an accounting of 3,404 men, including three Canadians, believed to be in Red captivity is still unanswered. Major General Blackshear M. Bryan, senior Allied member of the armistice commission, told reporters today he would ask the Reds about it "before too long."

SPECIAL CONCESSION

SUDBURY, England (CP)—The in-law problems of young married couples in this Midlands district may soon be at the end of the past. Council is considering proposals to provide young couples with homes that have a self-contained annex for their relatives.

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Ken Nesbitt - Ronnie Tubb

AS I SEE IT (Continued from page 2)

IF IT IS true that the UN cannot function effectively unless and until China's seat in the UN is occupied by the real government, it is even more to the point that the UN cannot even survive unless the United States remains in it.

I am rather appalled at times at the tone of some of my own letters from ordinary readers across Canada. Many Canadians of 1953 are so fed up with the international policies of the Eisenhower administration inside UN that they advocate a gang up against U.S. policy. I think these forget that if Uncle Sam were to walk out of the UN, there would be no UN; and if for any reason UN goes down only a miracle can avert a third world war.

Big Question Confronts Forecasters

TORONTO (CP)—Transport Minister Chevrier this week gave the weather forecasters an object to strive for: to forecast a whole season's weather.

In a speech to the joint session of the Royal Meteorological Society and the American Meteorological Society, he said:

"Think of the boon to mankind if ever we reach the stage where a season's weather can be forecast in advance, even in such general terms as whether it will be comparatively wet or comparatively dry, comparatively warm or comparatively cold."

Mr. Chevrier gave the weather men something else to think about. Research, he said, might establish whether the climate of North America is warming up.

"Is it possible," he asked, "that the Great Lakes and the St. Lawrence River may one day be open to navigation all the year round?"

"If so, may that occur within the next few generations?" The minister then spoke of what meteorological science has already done for Canada.

The weather service has often come to the aid of the railways. For shippers of perishable fruits and vegetables the forecast has largely solved the problem of when to air condition their goods.

To the Great Lakes where big storms blow up rapidly meteorology has lessened danger.

Mr. Chevrier said that since commercial aviation began not a single Trans-Canada Air Lines passenger has been injured as a result of an error in weather forecasting.

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NINE EUROPEAN BEAUTIES create a pattern of loveliness overlooking the water at Istanbul, Turkey, where units of the Turkish Navy lie at anchor. All entrants in the "Miss Europe 1953" contest, the girls (left to right) represent Sweden, Finland, Switzerland, France, Austria, Monaco, Greece, Belgium, and Italy.

BLACKWOOD on Bridge

By EASLEY BLACKWOOD

Mr. Abel Goes Down By Aiming Too High

While the purpose of the game is to make as many points as possible, that goal is not necessarily attained by going after the maximum number of tricks on every hand.

In today's deal Mr. Abel got into a good contract of four hearts. Now, if the queen of hearts had been on his right not over four long, he could have taken the heart finesse, picked up the trumps, given a club trick and spread the hand for six-odd.

However, the cards were not distributed in that manner and, far from making six-odd, Mr. Abel actually took a minus score.

He won the opening diamond lead with dummy's ace, led the jack of hearts and let it go. Mr. Champion won with the queen and led another diamond.

Mr. Abel ruffed and laid down the ace and king of hearts. When Mr. Dale showed out on this last heart lead, the contract was hopeless.

Mr. Abel cashed the ace and king of clubs and led a third club. But after winning with the queen, Mr. Champion fired another diamond.

Mr. Abel ruffed with his last trump—and there was still a trump out. When a good club was now led, Mr. Champion ruffed and cashed a diamond trick.

Mr. Abel should have timed the hand for safety. After winning the first trick, he should have cashed the ace and king of hearts at once. He could afford to lose two hearts and a

South dealer
Neither side vulnerable
North
(Mrs. Keen)
S-A 8 7 6
H-5 2
D-A 8 6 3
C-A 10 6

East
(Mr. Dale)
S-Q 10 9 4 3
H-5 3
D-10 5 4 2
C-J 5

West
(Mr. Champion)
S-J 5
H-Q 8 7 6
D-K Q J 9
C-Q 7 2

The bidding:
South
(Mr. Abel)
1 E
2 C
4 H
All pass

West
(Mrs. Keen)
1 S
Pass
3 NT
Pass

North
(Mr. Dale)
1 S
Pass
3 NT
Pass

East
(Mr. Champion)
1 S
Pass
3 NT
Pass

club and there was the added chance that this play would drop the doubleton queen of hearts.

Three rounds of clubs would put Mr. Champion in with the queen and while he could force Mr. Abel with diamond leads, Mr. Abel could in turn force him with club leads—and always be one jump ahead in the trump department.

Playing this way, Mr. Abel wouldn't have as much chance of making six, but he would have a much better chance of making four.

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	1941 Dodge Sedan, as is \$185.00

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1948 Ford 3-ton Chassis and Cab, New motor, good tires \$1300.00	1951 Chevrolet 1 1/2-ton Panel, Excellent condition \$1580.00
	1948 Chevrolet Panel, Good condition \$885.00
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