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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 news- Britain. paper called the Daily Mirror HUMAN INTEREST has the world's biggest daily The Mirror celebrates its 50th middle, or to be precise, lower-

slugging editors on the head written a book called "Publish The newspaper makes life with an eight-foot plank.

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

its approach is gentle. In fact, it is a tough, breezy arrogant, confiding sheet, revel ling in its own admitted vul garity, specializing in mass appeal through pictorial cheesecake, sledgehammer headline and comic strips that are just Its famous cartoon char-Jane, a young woman voman easily separated from

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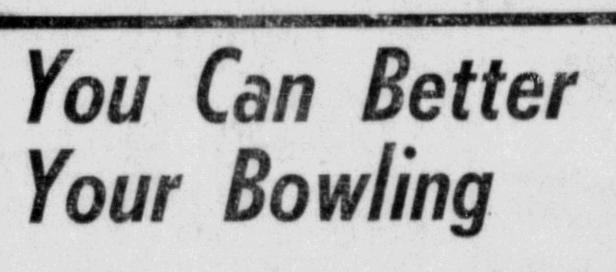
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SEE THEM AT

FASHION FOOTWFAR

her clothes, was a wartime fa- nomenon marking the latest vorite of Canadian soldiers in phase "in the vast social-level-

circulation. Here are a few facts anniversary in November and middle class in habits and ways to mark the occasion its editor- of life." A director once went about ial director, Hugh Cudlipp, has MAKES LIFE SEEM GAY and Be Damned!" It traces the seem gay and exciting to house-The paper received 3,758,441 paper's fascinating history from wives, says Richardson. Its letters in 10 years. Its daily sale the unpromising beginnings to reader symbol is a bus conducexceeds 4,500,000 and is going the "revolution" in the '30s tor "who daydreams of dancing when the editors turned to hu- the samba with Princess Marman interest, sex and crime.

> "The plan which these young The Mirror makes a point of nen evolved," he writes, "was aggressiveness. Its wartime atsimply this-to get under the tacks on the government were readers' skins and stay there. so bitter that Prince Minister They were all, in their way, lay Churchill intervened, and the psychologists. Most had come government threatened to close from working-class or middleclass families; they really knew and had personally experienced the aspirations and setbacks he joys and the heartaches the millions of ordinary people they set out to entertain and

nstruct." Carrying the idea farther, book reviewer Maurice Richard son writes in The Observer that The Mirror is a significant phe

Prisoner Query Still Unanswered

PANMUNJOM (P)-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 he 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 Middlesex district may soon be atning of the past. Council is considering proposals to provide young couples with homes that have self-contained annex for the

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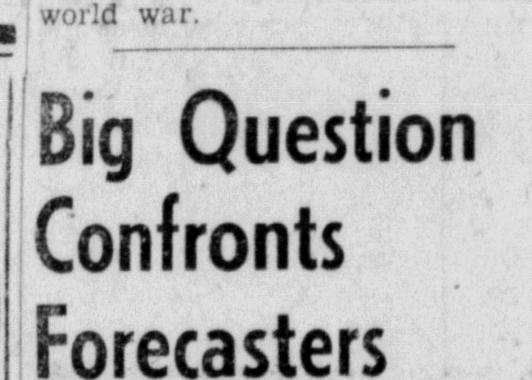
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the paper. But The Mirror rode

Cudlipp also tells about the

pranks of Harry Guy Bartholo-

new, one-time director, whose

wood and did no damage.

lolph Churchill, the prime min-

ster's son, attacked The Mirror

for its treatment of Britain's

oyal family. Cudlipp, guest

peaker, promptly tore up his

notes and replied to Churchill.

His paper, he admitted, is vul-

gar, but it is also "decent, awk-

ward, back-biting and courage-

ous." He said it made some

nistakes, but it was not really

"sexy" newspaper. In fact, he

thought it rather "prissy" at

AS I SEE IT

(Continued from page 2)

IT IS true that the UN can-

not function effectively un-

less and until China's seat in the

UN is occupied by the real gov-

ernment, it is even more to the

point that the UN cannot even

international policies of the

Eisenhower administration in-

side UN that they advocate a

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

gang up against U.S. policy.

of 1953 are so fed up with the for six-odd.

remains with it.

other diamond. TORONTO (CP) - Transport trump-and there was still a ways be one jump ahead in the Minister Chevrier this week trump out. When a good club trump department. gave the weather forecasters an was now led, Mr. Champion Playing this way, Mr. Abel object to strive for: to forecast ruffed and cashed a diamond wouldn't have as much chance a whole season's weather.

In a speech to the joint session of the Royal Meteoroligical he hand for safety. After win- making four. Society and the American Mening the first trick, he should teorological Society, he said: have cashed the ace and king

"Think of the boon to mankind if ever we reach the stage where a season's weather can be forecast in advance, even 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 on day be open to navigation a

WHERE CRAFTSMANSHIP he year round? COUNTS . . . COUNT ON US! "If so, may that occur within Dibb Printing Co.

he next few generations?" The minister then spoke what meteorological science has ilready 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 to air condition their

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

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

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ling process by which 95 per cent of the nation has become





favorite trick was creeping up NINE EUROPEAN BEAUTIES créate a pattern of loveliness overbehind an editor and pasting ooking the water at Istanbul, Turkey, where units of the Turkish him with a plank. Unsuspecting Navy lie at anchor. All entrants in the "Miss Europe 1953" convisitors swooned at the sight, test, the girls (left to right) represent Sweden, Finland, Switzerbut the plank was made of balsa land, France, Austria, Monaco, Greece, Belgium, and Italy. At luncheon this month Ran-

BLACKWOOD on

By EASLEY BLACKWOOD

tricks on every hand.

survive unless the United States hearts. Now, if the queen of

I am rather appalled at times not over four long, he could

at the tone of some of my own lave taken the heart finesse,

letters from ordinary readers sicked up the trumps, given a

across Canada. Many Canadians | lub trick and spread the hand | East

In today's deal Mr. Abel got

nto a good contract of four

hearts had been on his right

However, the cards were not

far from making six-odd, Mr.

Abel actually took a minus

He won the opening diamond

ack of hearts and let it go. Mr.

Champion won with the queen South

Mr. Abel ruffed and laid down 4 H

'ead with dummy's ace, led the

of hearts at once. He could af-

ford to lose two hearts and

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DISPLAYS

BOOKLETS

CATALOGS

and led another diamond.

was hopeless.

listributed in that manner and, D-10 5 4 2

Mr. Abel Goes Down

By Aiming Too High

While the purpose of the game is to make as

Neither side vulnerable

(Mrs. Keen)

S-A 8 7 6

D-A 8 6 3

(Mr. Abel)

H-A K 10 9 4

Mr. Abel could in turn force

of making six, but he would

S-K 2

(Mr. Champion)

H-Q 8 7 6

C-Q 7 2

3 NT

H-J 2

(Mr. Dale)

many points as possible, that goal is not necessarily

attained by going after the maximum number of

the ace and king of hearts, club and there was the added

When Mr. Dale showed out on chance that this play would

this last heart lead, the contract drop the doubleton queen of

Mr. Abel cashed the ace and Three rounds of clubs would

king of clubs and led a third put Mr. Champion in with the

club. But after winning with the queen and while he could force

Mr. Abel ruffed with his last him with club leads-and al-

Mr. Abel should have timed have a much better chance of

queen, Mr. Champion fired an- Mr. Abel with diamond leads,

hearts.





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