### AUSTIN MOTOR COMPANY.

The report was adopted.



### DAILY EXPRESS

The first morning paper to sell 4,000,000 coples in one day.

### Opinion

There's nothing new

MR. W. G. HALL, the Financial Secretary to the Treasury, has described the Budget proposal to tax advertising expenditure as

### 5d. a paper

THE Advertisement Duty hampered and handicapped the evolution of newspapers for a century and a half. At one time it stood as high as 3s. 6d. on each advertisement.

With the still more exorbitant stamp duty and the duty on paper, it held the price of newspapers out of the reach of all but the well-to-do minority. In 1833, when the Advertisement Duty was reduced from 3s. 6d. to is. 6d., daily papers still cost 5d. and 6d. each. So much for history. What of modern times?

Afraid of freedom

THE Government of this day distrusts the newspapers. It dislikes the free and vigorous statement of views in their columns. It would like to curb their power.

would like to curb their power.
And so, when the Chancellor seeks another £10 millions of income, he proposes that 50 per cent. of a firm's expenditure on advertising should no longer be allowed as a business expense for taxation.
The real intention is, of course, to strike at the newspapers through their advertising revenue.

These will suffer

These will suffer

So far as the national papers are concerned, they will suffer no damage. For advertisements in a newspaper like the Daily Express are already limited drastically by the shortage of newsprint.

But it seems likely that many provincial newspapers will suffer. In that event, the Government will have aimed a successful blow at the diversity and strength of the British Press.

Local opinion, as distinct from London opinion, will be crippled.

### Old and new

are to make an impact on foreign dollars and hard currency markets.

Abandon them

All these considerations weigh with newspapers in selecting which customers should be accepted.

Advertising has an immense part to play in maintaining a healthy and hopeful home market. It will play that part best if it is left to the free interplay of business.

Sir Stafford Cripps should be be banged his head on the celling and was knocked out.

A friend remarked. "Had he killed himself, it would have been a death worlly of the successor of Archimedes."

And now I come to think of it. Baudin, a member of the Council of Ancients under the Directory; was said to have dropped dead from joy when lold in 1799 that Benjaparte had come of the Sec-Saw. How would make to do would not have to do would be to walk up and down with a for the Government.

Mimsie Slopcorner

Mrs. T. CLEVERLEY GRAM- of housiness.

Sir Stafford Cripps should be bold and abandon his

of business.
Sir Stafford Cripps should be bold and abandon his predecessor's proposals altogether.

### Left behind

# MADAM, THE MOTHS BEAT



"Don't be silly, Florence—no one's going to wrap you up in an iron curtain and send you to Siberia'

# new books tell tales He dun to frequent literary cliques of the clibes, but he was no recluse. When his reputation spread to America between the wars he went there to meet publishers and coltors. He went on wilting about the England and the English villages and small provincial to wins, picking out the synthesis between peace byer, collectivism and the first provincial to wins, picking out the wars he went on witting about the English villages and small provincial to wins, picking out the wind memorable language. "The Purple Plain," published tell tales of two

## 6 Boothby's 'faith' after 23 vears an M.P.

by GORDON SEWELL

Beyond the 'isms'

Warning

### H. E. Bates -model for a No. 1 author

by JOHN PUDNEY

SERVED with H. E. Bates in the R.A.F. I have watched his spectacular recent output of fiction, most of it concerned with flying

of it concerned with flying men.
Since the war no nas been stuffing his house with chanded lers, glass paper-weights, good poctures and the magnificent tuchsias which he grows in a small greenhouse at the back.
Seeing him the other day in his country bome user shiften with the country bome user shiften ask whether such in the country ance most rare in a man totage.

People often ask whether such successful writers are born or the country and the

just hard work.

The new room Bates has built for his own brand of hard work is as tasteful and elegant as a boudoir. Difficult to imagine a book like "THE PURPLE"
PLAIN" (Michael Joseph. 10s. 6d.) being written there in two months, in an armchair. (After writing some 30 books. Bates has given up using a desk.)

BATES

### Early start

Is this the story of someone born for the someone born for the some of the som

# WAY by Beachcomber

tary by a man in a diving helmet,

travelling 300 miles an hour in a plane 10.000 feet up. The moves will be radioed to him by an actress.

### The cabmen again

A NEW edition of the "List of Huntingdonshire Cabmen" makes its appearance in time to provide a welcome Christmas gift for all who are interested in this fascinating subject. By adhering to alphabetical order the compilers give the lie to any criticism of indemocratic bias which might be made. Nobody who wants to know the names and initials of crery cabman in Huntingdonshire can afford to be wilhout this standard work.

# family of four, by writing about the country which was in his blood. His children went to the village school (his two sons are still there). He became chair-man of the parish council.

vivid memorable language.

The Purple Plain, "published today is the current Book Society choice. On publication in America it has already earned £37,500. Its initial printing here is 600,000 copies.

I only hope that some quickwitted British official does not take it into his head to direct Bates, who is 42 years old and extremely idle-looking, into some Essential Work. He works on a book from nine till one.

### Inspiration

E spends the afternoon fishing or yardening the has inherited his grandfather's gree
fugers, with powerful results,
he is even so strict with himself
as to take Saturdays and Sundays
off. This I think, is where we
encounter Inspiration—that oldfashioned word which the clever
men have been laughing away for
years.

"A book, you see.

"A book, you see, begins to pursue you."

"A book, you see, begins to pursue you."

complains Bates, who is one of those stimulating miserables when they least look like it. "If won't leave you alone; the damned thing may you. So in the end I turn to it and say; 'I'm going to write you."

"This story about Burma pursued Bates for two years. When he was in Burma during the war apadre suiggested he might like to go over from the camp and help some Christian Burmese villagers choose their hymns for Easter Sunday. The choosing of the hymns and a brief encounter with a lovely Burnes girl staffed his idea.

"The Purple Plain" is about while the war was still on, and about that Burmese girl whom the has called Anna.

Understanding

### Understanding

Understanding

PATES was in Burma

Pates was in Burma

For only three months.

In that short time, however, he carried away so much in his eye that the very burming heat of it all strikes you as you read these pages.

When Bales, as "Flying Officer X," wrote "How Sleep the Brave," he forced on us the agony of men cast adrift in an R.A.P. rubber dimply. His "Voyage of the Breadwinner" cast men adritt again. "Part Stood the Wind for France" (500,000 context adrift) and the U.S.A.) told the story of an air crew painfully saving themselves from occupied France.

After its opening love story this new book traps three men, one badly burned in the Burmese widerness: It is not by callous knock-em and shock-em writing that Bates urges his characters to the limit of hear to the context of the limit of hear the story of the story the sady burned in the Burmese widerness: It is not by callous knock-em and shock-em writing that Bates urges his characters to the limit of hear the story of the story of the limit of hear the limit of hear

knock-em and shock-em writing that Bates urges his characters to the limit of human endurance. Rather he emphasises the enduring human spirit and all its accompanying weaknesses. For all its leavist colour and atmosphere, for all its tenderness and understanding, it is a terrible and tragic document. The critics who say "Burma and all that is finished" are damned. Here is an inspired story of endurance, love. character.

# No export market, so cloth rots

by TOM SHAW

### Frozen cash

### Hold-ups

Rupert and the Big



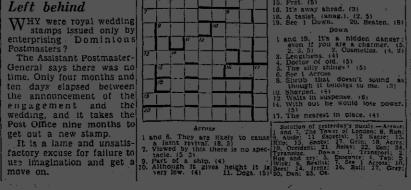


### How much is an hour's sleep worth?

HORLICKS



### CROSSWORD



13. It's an agreeable sound. (7)
15. Pret. (5)
16. It's away shead. (3)
18. A tasiet. (anag.), (2, 5)
19. See 1 Down. 20. Beaten. (8)
19. Down
1 and 19. It's a hidden canyer:
even if you are a charmer. (5,
2, 3, 5)
2. Cosmetics. (4, 2)
3. Lengthens. (4)
4. Discourse (4, 2)
4. Discourse (4, 2)
6. See 1. Across
8. Shrub that doesn't sound as
though it belongs to me. (3)
10. Sharpen. (4)
10. Sharpen. (4)
11. Watts in suspense. (6)
14. With out he would love power.
14. The nearest in Diace. (4)

HOME—312.1 m.
1.30 Records.
1.53 Weather. 7 News.
1.55 Weather. 7 News.
1.55 Lift Up Your Hearts.
1.53 Weather. 8 News.
1.53 Weather. 8 News.
1.53 Weather. 9 News.
1.53 Weather. 9 News.
1.53 Weather. 9 News.
1.54 Supple State 1.55 News.
1.55

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ayers. Clive Richardson Dny Lowry: planos 5 Hubert Selby

usic Makers
oman's flour
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Jack White's Band
the Hobinsons,
Charles Smart;

TELEVISION

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6 News, Sport and this construction of the standard standard sport and the standard sport a

Bang-36