

## DAILY EXPRESS

THE INDEPENDENT  
NEWSPAPER

## OPINION

THE MAN  
FOR THE  
JOB

WHERE is Sir Geoffrey Howe? He is the man whose duty is to protect the consumer. Who has had a special department created for him? Who has a seat in the Cabinet. But who, incredibly, is not in charge of the Government's prices freeze.

Instead this task is shared by the Ministry of Agriculture, Fisheries and Food and by the Department for Trade and Industry.

It is said that a burden shared is a burden halved.

In this case the burden is doubled—for the public. For when two Ministries are involved there is twice the opportunity for muddle, confusion, and double standards.



NOW, come along, Sir Geoffrey, show your mettle.

You are supposed to be the Housewife's Friend. Go to battle on her behalf.

Make an issue of this with the Prime Minister.

One man, with one department, is needed to head the Government's campaign against Mr. Rising Price.

And that man should be you, the Minister for Consumer Affairs.

Else why are you getting £13,000 a year?

## WORTH WAITING

MARVELLOUS! Marvellous! Another eight Trident aircraft are to be sold to the Chinese on top of the 12 they have already bought.

China is proving a superb customer for British aviation. She is rightly getting first-class treatment from the manufacturers who are delivering the first planes two months ahead of schedule.

The success of the Trident is a reward for patience, no less than for engineering expertise.

For years this splendid plane did not achieve all the overseas acclaim it deserved.



NOW China is more than making up for earlier disappointments.

For politicians there is a lesson to be learned in the time it has taken for the Trident to make good its promise.

The lesson is this: it is worth waiting for a good investment to yield results. And British aviation is a great investment for the country.

## TALKING POINT

And learn the luxury of doing good.

—Goldsmith



"She'll give you 'Sportsman of the Year' if you miss."

The Daily  
Express  
Sportsman  
of  
the Year

TODAY

IS YOUR LAST

CHANCE

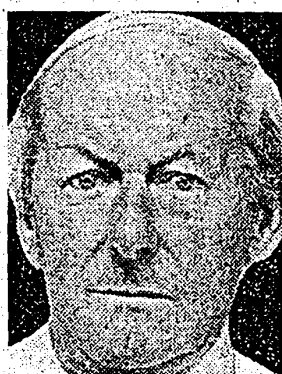
TO ENTER—

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FOR

THE FINAL

BALLOT FORM

The  
man  
they  
still find  
irresistible

H. E. BATES

by KATHARINE HADLEY

"IT'S a Bates Boom." The words are obviously music to the ears of H. E. Bates.

He says them a lot, each time his face spreads with delight.

"Yes, definitely a Bates Boom," he repeated carefully from one of the chintzy chairs at his home in "Little Chart, Kent."

"It's a satisfactory feeling, specially when I've devoted nearly 50 years to writing. Good to feel that today not only people of the older generation want to read me, but the young ones too."

Suddenly, this elderly gentleman has caught everybody with the charm of his writing. And those other writers who try to catch attention with hard sex, have got their noses twisted.

## BUZZING

It's not them but Mr. Bates who trundles up from Kent with his white hair and pink face to go on telly and to attend film premieres.

First he got the country buzzing when his stories, written in 1935, were televised in ITV's "Country Matters." Now he's to attend the London premiere of his new film "The Triple Echo," next Thursday, starring Clarendon, Jackson and Oliver Reed.

It's about a P.O.W. wife, a deserter she hides disguised as her sister and a sergeant who discovers "she" is a he in the course of womanising.

He dreamed the plot up in 1943, wrote it in 1948 because it took him 25 years to get exactly right. At 87, H. E. Bates, author of "Fair Stood the Wind For France," one of the Second World War's finest novels, is among England's great masters. He's a father and a grandfather, the kind of gentleman who dresses in tea-coloured suits and has porcelain on the window sill.

## JEALOUS

"Why are my works popular now?" He thought carefully. "We've reached a stage when there's an awful lot of rubbish being produced. People writing for money and going away to their villas and being unhappy with all their money because that's not what a writer should write for. My works are considered. I'm jealous of every word. People get pleasure from well-written descriptions. We've got this marvellous language you know, capable of infinite complexities and writers

today are too often out to shock and not bothering about the language." Not that H. E. Bates is purely an academician of words. His stories, set in the English country he observed as a boy in Northamptonshire, have all the passionate excitement of a good tale. He can evoke, by the simple caress of a brown man's hand on a woman's throat, more sexual allure than pages of detailed description.

## BLONDE

He knows a lot about women—a woman's writer. His heroines are always feminine, alluring and simple. The kind you quite like to identify with.

Rather like his blonde wife, Madge, he says, who has been married to him for 41 years.

We looked out into a garden which recently inspired his book "A Love of Flowers," where he sits and dreams up stories.

"I never made myself very rich, but I don't mind," he smiled. "I never wanted 15 fast cars. I just said what I wanted to say in my own way."

## Factor for Men

A favourite with women, too.



A MAX FACTOR product



Now in two great fragrances—new Fresh Amber and Original

L. M. SAUNDERS, Acton, London, W.

DURING the two weeks before the price freeze was announced, pharmacists received

notice of hundreds of price increases.

Later this year, when it becomes necessary to order new stocks, we shall be obliged to charge the new "pre-freeze" increased prices.

Having served the public for over 40 years I know, without doubt, what the reaction will be!

E. W. HORTON, Romford.

M.P.s voted themselves a 38 per cent rise last December. I wonder if they could set an example to the trades unions by accepting a reduction of five per cent in their very adequate salaries?

E. ALLISON, London, W.

WHILE Britain is honouring her war dead, the majority of war widows are living in poverty. Britain is the only major country in the world to tax a war widow's pension and it is the only war pension to be taxed in Britain.

German war widows receive £28-48 a month tax free. Foreign war widows living in Britain receive their pensions tax free.

British war widows receive a taxable £8-80 a week.

(Mrs.) J. E. STRANGE, War Widows' Association of Great Britain.

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