

S.FSP221

POST HASTE

Headline news in pictures - that's the keynote of the new Picture Post. That means speed. Speed in picture gathering - in selection and layout - in transmission to the printers - in printing.

Picture Post has a new office - a new deadline. On Monday, late news stories for next Friday's issue are sent by picture wire and teleprinter to our printers - Eric Bemrose - in Liverpool. Up to the minute pictures like these, taken in Jamaica over the weekend.

At Liverpool, the speed of printing has been doubled. One part of the magazine goes to press early, leaving the decks clear for the bigger late-news section. New machinery too has helped to keep this deadline open until Monday night. All through the night late news stories are set up, planned and etched on to the cylinders. In the early hours of Tuesday morning the last cylinder goes on the machine - and the first copies of next week's issue roll off at the rate of 30,000 an hour.

~~Take a look at the result. We hope you will enjoy it as much as we enjoyed producing it.~~

The first few copies of the issue you see going to press are in this theatre tonight.