**"Skirts** • • • **ln The Front Office"**

**By Charlotte Tillar**

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greatest of ease, about inventions which are weird to the imagination now, about international intrigue as it were it were affairs of the next-door neighbors. We will remain impassive and let the rest of the world go

With reconversion the theme song of the present day, we of the newspapers face the necessity of tuning ourselves to the post-war world. The time is rapidly" becoming no more that “shortage of labor and unlimited paper stocks" will cover a multitude of journalistic sins.. The public will expect our newspapers to stay in step with the times, and papers that fail to realize this, are apt to fare poorly.

War-time troubles have been the excuse for some sloppy journalistic output. Papers have departed in many ways desirable paths. Thumbing through almost any paper, we find guidelines left in, abundant proof errors, wrong fonts, and mis-spelled words, a good share of which was due to inexperienced labor and harassing difficulties in the publishing field. News materials and advertising have been omitted, and make-up, not too commendable in pre-war times, "ain't what it·used to be." Some of the departures have been justified. Some have not. Many of our papers have had to fight tto stay alive, and just being able to keep the presses rolling each week was a great accomplishment. But the scene is changing and soon the publisher’s worst headaches -- no labor, and machinery breakdowns -- will cease.

Our American newspapers have before us today a great challenge, to keep the public both well informed and entertained. That challenge has always faced us, but today with competition from radio, television and the movies, the journalistic tasks ahead are greater than ever.

In building bigger and better newspapers, Page Five in this post-war world, we with the veins of printer's ink may as well begin to think about the front pages of our newspapers. Even though news is well written and coverage is good, a paper with good make-up is much more readable. We know that goods attractively displayed in windows sell much easier than items stacked around in haphazard manner. So it is with the front page of a newspaper. Clever make-up attracts the eyes of readers and good news coverage' holds them.

Wi th credit to the good, grey, New York Times, we take the liberty of using their slogan, "All the news fit to print," as explanatory of good news coverage. And we tack onto the Times' slogan, one of our own, "writ to fit," picked up from our backshop buddies. By "writ to fit," we do not mean that the news story fills he hole in the newspaper page, although it is extremely handy if it does.. Rather, we strive to say that the news should be written to fit the locality in which it circulates. Good news coverage includes frequently touching upon the principal economic resources of the community. In other words, a good newspaper keeps its finger upon the pulse of the area which it serves.

How to effect top news coverage is a big problem. Oftentimes, public officials in charge of what should be public information, are loath to dish out the facts. They seem suspicious of a newspaper's intentions and the paper becomes likewise of theirs. However, public officials are not the only ones who are tight with the news. "Don't quote me" has a familiar ring which newsmen and we news­ women hate to hear. Part of our enlightenment-of-the-public program could well be to emphasize the need for the public's co-operation in news gathering. Every newspaper should have a series of beats to cover. These, in places the size of yours and mine, probably include city hall offices, court house offices, local board and ration board offices (rapidly becoming extinct as sources of news, hallelujah!), bank, post office, school, employment service office, and ' offices of local leading industries. Naturally beats vary with different places, but they are ever-present.

Editorial thought, too, will require dusting off. We will be writing about man flying through the air with the

by without gearing our editorial pages to action. Readers may not, and often do not, agree with our editorials but they respect us for having and expressing thoughts of our own. Moreover, a newspaper with a live editorial page usually has a live circulation.

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CENTRAL

PRINTING COMPANY

209 LOUISIANA LITTLE ROCK

Our post-war papers should be all around-publications with interesting reading for every member of the family. When Johnny comes marching home, he will have "been around" and will probably expect more from the home-town paper. So will his family.

We believe that home-town newspapers will keep on being the home­ town newspaper in the age of jet propulsion, atomic energy, and superman. It is a basic tie between peoples of the small places. But we, too, firmly feel that our newspapers must try to stay in step with this progressive age orlose their effectiveness as a medium of public expression.

The best prospect of the present day is the expected increase in advertising. Happy days are here again . . . need I say more?

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Friend: “I caught your daughter kissing the ice man last night.”

End: “Oh my, wasting time on him when we owe the grocer.”

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