



**ELECTRONIC ENGRAVING**—This is a picture of the new German-made Vario-Klischograph K-181 which the Express and News use to make color printing plates electronically. It was invented by Dr. Rudolf Hell of Kiel, Germany. Fewer than six newspapers in the U.S. own the machine.

## Express-News Scores 'First' With Electronic Color Plates

Another newspaper "first" was achieved in Texas Saturday by the Express and News by producing the first true process color

advertisement printed from plates made electronically.

The advertisement may be found on Page 1-B.

The color printing plates were made in the Express and News' engraving department on a new Vario-Klischograph K-181, an electronic German-made machine which has just been installed.

This is the first newspaper west of the Mississippi and one of less than six newspapers in the U.S. to own and use the new device.

The art work for the Hutchins Bros. advertisement was painted in full color. The Klischograph K-181 then separated the colors and electronically produced the red, yellow and blue plates.

"We are highly pleased at the results", said John Hutchins, the clothing firm executive who placed the advertisement.

"We feel that this gives a merchant an extra opportunity to bring merchandise to his customers in full color by way of the newspaper".

Hutchins said that he anticipated a large mail and phone order response from the advertisement because customers could see the true colors of the merchandise. "They won't have to guess", he said.

The Express and News pioneered the use of full color in South Texas newspapers, both in news columns and in advertisements.

The new German machine, operated by skilled technicians in the Express and News plant, opens new vistas to both editors and advertisers who wish to use color in preference to black and white.

The machine sharply reduces the cost and the time element formerly required. It gives the newspaper great flexibility and still guarantees high fidelity color reproduction.

This is another step in the home-owned Express and News' campaign to produce a better newspaper by means of new ideas, new techniques and electronic age equipment.

