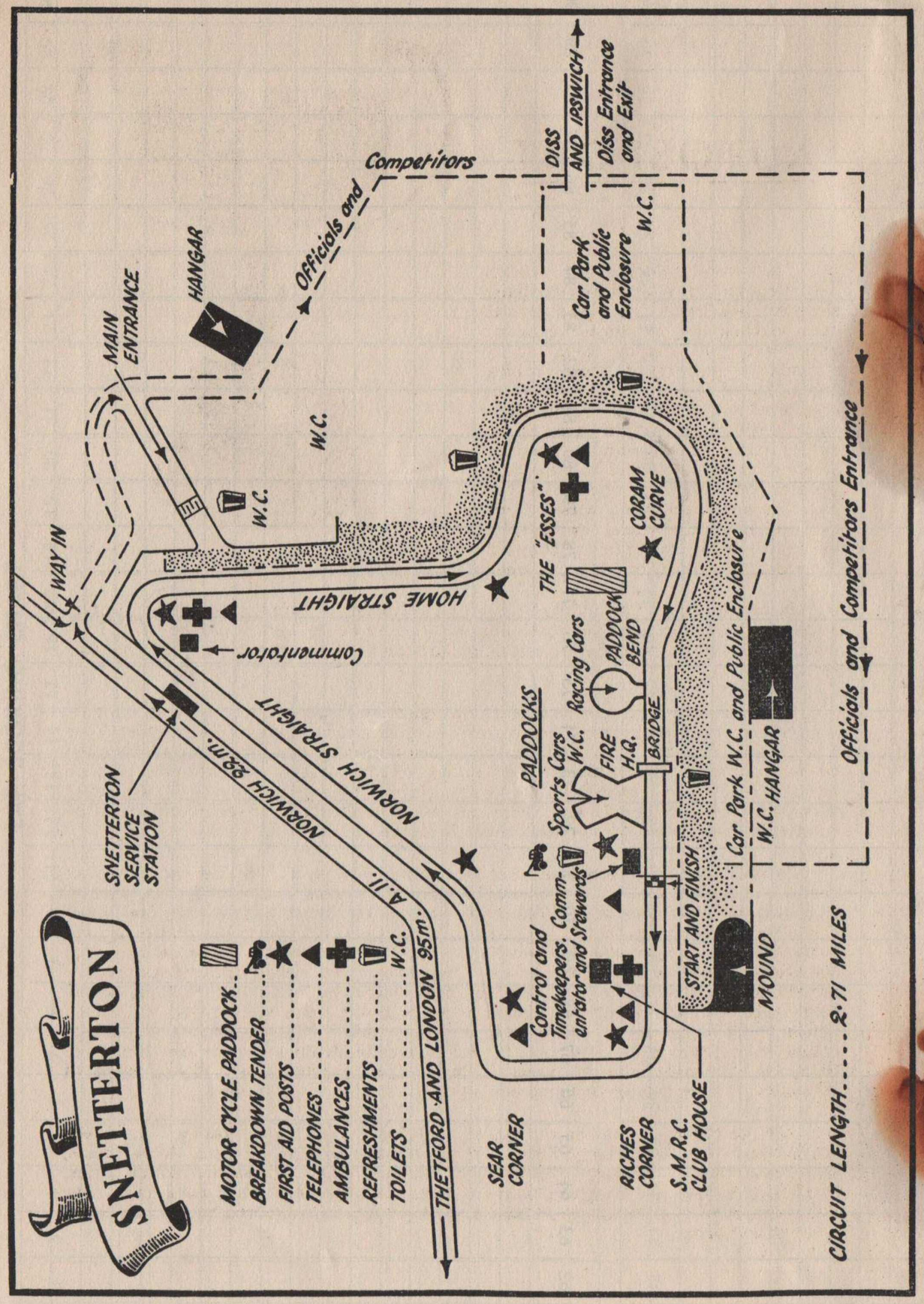

AUTOSPORT

The now widely-read weekly " Autosport " has been in existence since August, 1950. Its object was to cater exclusively for motor sporting enthusiasts by bringing them up-to-the-minute reports of races, rallies, trials, speed events and everything connected with the sport. Its launching was not without great difficulty. Shortage of paper supplies and a printers' strike were not calculated to encourage publication of a magazine which had to come out *every* week, without fail. Stories behind the scenes would fill a very large book, and it is the proud boast of the publishers than never once has " Autosport " failed to come out weekly.

It was touch and go in the Spring of 1955 when yet another strike of printers caused the suspension of publication by practically every weekly periodical. However, " Autosport " transferred itself to Paris and printed there till the strike was settled.

To bring reports of races, considerable organization is involved. Correspondents are required in many parts of the world to supplement the staff. " Autosport " has a large circulation in U.S.A. and Canada, which means that transatlantic affairs must be covered very comprehensively, without ignoring the smaller clubs at home. There are also readers in Australia, New Zealand, South America, and the Continent of Europe to be considered, and there are many enthusiasts to be found in other countries, even China, Japan and Soviet Russia.

In addition to the recognized editorial staff, " Autosport " makes use of various specialists. John Bolster, for example, does road tests and contributes popular technical articles. He is, undoubtedly, one of the most widely-read and most controversial writers in motoring journalism. His checked sports jacket, deerstalker hat and big moustache are also familiar to B.B.C. TV-viewers. Technical drawings are accomplished by Theo Page, whose " exploded views " are exquisite examples of an extremely difficult art. In charge of photography is George Phillips, whose knowledge of motor-racing was gained in the post-war years with M.G's. " Phil's " action shots of drivers are famous all over the world. Main assistance to Phillips comes from Frankie Penn, whose gift for camera-work does not prevent him from being an extremely able Northern Editor. The brighter side is the concern of Raymond Groves, whose cartoons are reproduced all over the world.

Add to them the names of regular contributors such as " Jabby " Crombac, Ruth Sands Bentley, Barry Mason, Billie McMasters, Dr. Alvarez, Alan Bruce, Bill Henderson, " Aeneas," John Gott, Maurice Louis Rosenthal, Hans Fries, Ozzie Lyons, Jack O'Donoghue, Gordon Martin and Jim Hall, then one gets a fairly clear idea of what it means to publish a weekly magazine devoted to the well-loved sport of motoring.