

VERSATILITY ON PARADE

We have a deep-down feeling against mechanized specialization, a hearty respect for versatility. People who visit us are impressed by the variety of work we do—at the newspapers, the magazines, the direct mail pieces, the tickets, the stationery and the circulars that come from the Post presses. They are surprised more when they learn that we write the articles in the magazines, that we conceive the direct mail pieces and sell them, design the stationery, budget the advertising. Most of all they enjoy having us show them the casual touches that distinguish our work from ordinary printing. We achieve these things only because we are interested more in results than in the conditions that produce them. No idea need lose its lustre here while it is being tossed from one specialist to another. Here one compact, friendly organization accepts your idea, becomes enthusiastic over it, watches over it vigilantly all along the process with a responsibility that ends only when your idea has been crystallized in a piece of printing or an advertising campaign that is right in every minute detail. We are learning to do that so well that more and more people are coming to us. Many come only for the advice we give freely and gladly. Others contributed to our record-breaking business volume during the first six months of 1935. Broken into its component parts, that volume spells Versatility.

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