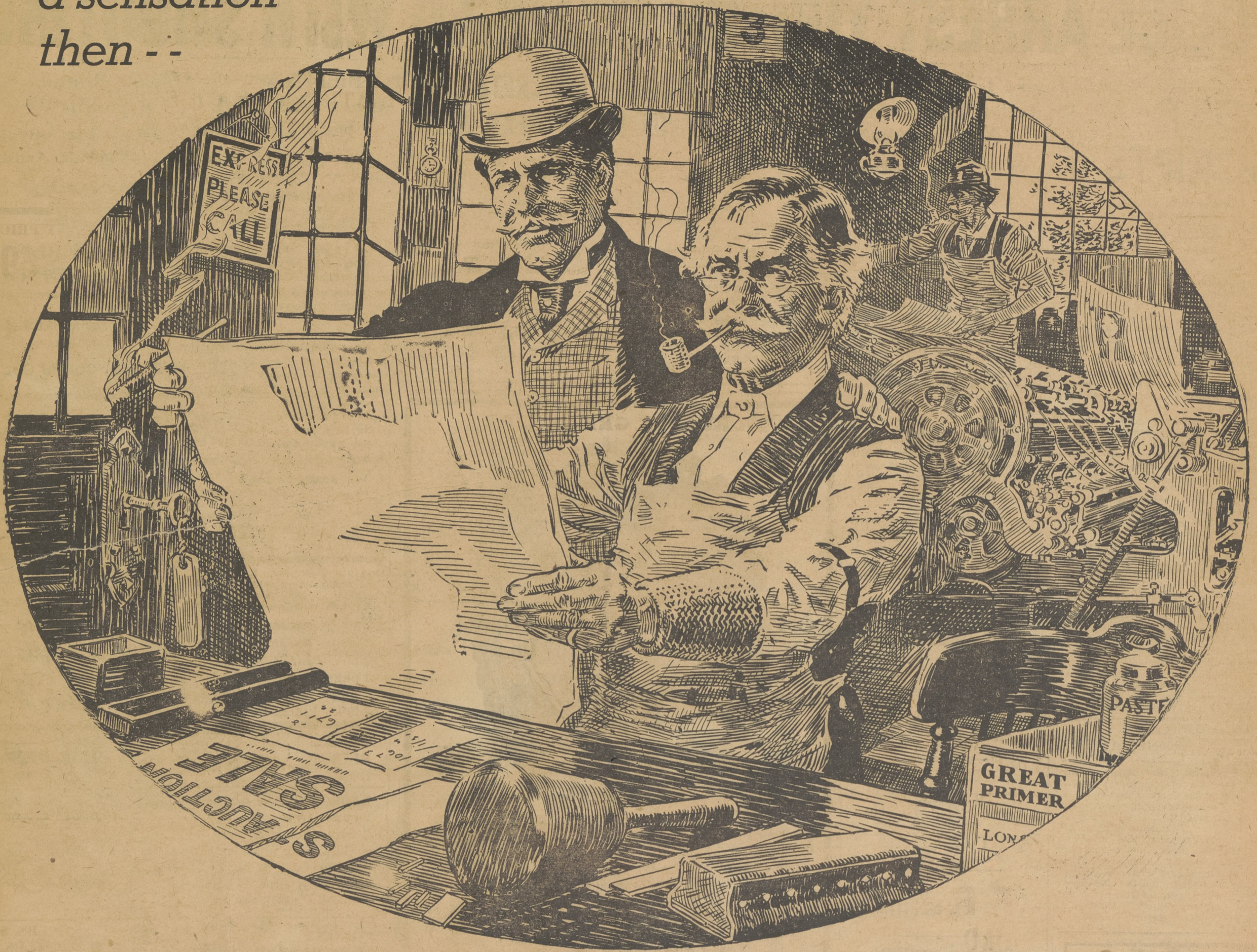


*It was  
a sensation  
then - -*



*--- but that was forty - seven years ago*

When Volume 1, No. 1 of The Dallas Post came off the press forty-seven years ago it was assured of an enthusiastic welcome. Rumors of the goings-on in the tiny building on Huntsville Street had been around town for weeks. "Gettin' to be quite a town" folks said. "Goin' to have our own paper now!"

How proud that editor must have been when they lifted the first damp sheet off the old press. He had taken an idea, nursed it, cherished it, lived with it and finally built it into a tangible thing of paper and type and ink. What a thrill he must have had as he walked down Main Street that day and saw people leaning against hitching posts and clustered in little groups, reading the things he had put into their first paper—Dallas's first paper—Dallas's own paper.

No copy of that first paper exists today, but any printer knows what it looked like. Occasionally a hand-set letter wandered off into white space by itself and the column rules were heavy and sometimes they, too, decided to leave their straight and narrow course and weave drunkenly to the right or left. All, of course, except the inside pages, which were printed in tiny, eye-straining type in Chicago, and shipped here, with one side blank.

The pages were dull, monotonous masses of grey, but no reader considered criticizing the publisher for that. In those days there were no radios, no fast mails bringing in daily newspapers and weekly news magazines and the people were hungry for news. It mattered not if the editor was no speller, how badly the paper was printed nor how inartistic his printers were—as long as it was legible

enough to be read by the light of an oil lamp—and as long as it brought him each week news of names he knew.

Both Dallas and The Post have changed since that day. Where once there were only two ruts, with grass between, concrete roads unroll today. Telephone and power lines link scattered communities. The radio speeds the latest news, the best music, the most modern thought into the farthest farmhouse. The population of the towns served by The Post has doubled . . . tripled . . . then doubled again.

Nowhere are those changes reflected more clearly than in The Dallas Post. Halfway along toward its development into a flourishing daily which will serve the inevitable Back Mountain city, The Post leads, rather than rides with progress.

Yes, The Post has had to change considerably in the last forty-seven years. Its type is easier to read, the arrangement of its pages are more pleasant, it is printed with more efficient machinery. In the face of growing competition from radio, city dailies and big circulation magazines, The Post has maintained its lead locally with the help of such special and exclusive features as Rives Mathews column, Post Scripts and an aggressive editorial policy; by such serials as "Valiant Is The World For Carrie", "And Sudden Death", "Wife vs. Secretary", and "The Princess Comes Across"—intelligent, interesting features which need no apology on any newspaper.

But it is something better than independence of opinion and \$2.00 best sellers that creates such unique reader loyalty for The Post. It is that in a confusing array of media, The Dallas Post is,

to the people of Dallas, Shavertown, Trucksville, Lehman, Harvey's Lake and Noxen, the only newspaper that is pledged, first and foremost, to their interest. No other newspaper, no matter how big or how great, accepts such an obligation. Through hard times and good, this section's OWN paper has clung tenaciously to its loyalty to the people it calls neighbors.

So, though it appears in a more modern mould, The Post is not changed fundamentally from the first paper which came from the old press in the tiny building on Huntsville street forty-seven years ago. It is, truthfully, "more than a newspaper, a community institution."

#### TO ADVERTISERS

The tremendous increase in advertising this year in The Post is worthy of your attention. Obviously, no merchant increases his advertising unless he finds it profitable. Since so many businesses are finding Post advertising profitable, wouldn't it be worth your time to investigate? Particularly since the rates are so low.

Just telephone Dallas 300 and ask us to call on you.

# The Dallas Post

"MORE THAN A NEWSPAPER, A COMMUNITY INSTITUTION"