## DALLAS POST

Serving the Back Mountain community for 96 years





A student writes . . . and is answered with scholarships

oks for fall

"News" means different things to different people and the one place where you will find all the "news" you're looking for ... is in "your" newspaper. Inside The Dallas Post, you'll find business and sports, coupons and classifieds, and much, much, more. Take advantage of the many facts and features The Dallas Post has to offer. It's "your" newspaper.

## We really are 'your' newspaper

The Dallas Post, now in its 96th year of serving the Back Mountain community, has undergone both major and minor changes through the years in an attempt to keep its readers as informed as possible.

The most recent major change at The Post is apparent in the general appearance of the newspaper as a much sharper, cleaner image is now portrayed to the reader. This "crispness", as we in the newspaper business like to call it, comes from the use of a very sophisticated, highly technical computer system used to transfer a reporter's story or a press release onto the printed page you read in

The Post has added a few features over the past year features that you, our readers, have suggested you'd like to see. A completely redesigned Editorial page with local editorials and valuable information gives you serious news.

An expanded "Letters to the Editor" column allows our readers to voice their opinions - on just about anything and a new business section tells you what's happening with the Back Mountain economy

Sports comments in The Dallas Post continue to "tickle the fancy' or, as the case may be, "get the goat" of local sports fans while The Dallas Post photographers are catching all the local sports action on film.

Our "Community Calendar" keeps our readers informed of the events scheduled in their area while the authors of our "neighborhood news" columns continue to inform you of who's engaged, who had a baby, or who's taking a trip. Our "Cookbook" column offers readers scrumptious recipe ideas every week and a newly expanded Classified

Advertising section brings buyers and sellers together.

We have even gone so far as to separate our Back Mountain and West Side editions so that we may bring expanded news coverage to both areas.

All of these changes are not for any of us at The Dallas Post - they are for you, our readers. Because we care and because we want to keep you as informed as possible, we are constantly changing - to meet your needs. Remember, we do want to be "your" newspaper.

## THE DALLAS POST

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