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A HISTORY OF DALLAS MAGAZINE
AND ITS CHANGING ROLES IN
THE DALLAS CHAMBER

THESIS

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By

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and Its Changing Roles in the Dallas Chamber. Master of
Journalism, August, 1986, 126 pp., bibliography, 345 titles.

This study explains the development of DALLAS magazine
from its beginnings and changes in sixty-three years in
content and format, departments, staff, and editorial
policy.

The study shows how DALLAS developed, reflecting the
history of the City of Dallas' economic and business growth,
and the Chamber of Commerce viewpoints since 1922.

Concluding, the study reveals that the magazine pro-
jected the Dallas Chamber's viewpoints, that the magazine
reported only positive images of the City of Dallas and its
economy, that the magazine chronicled the changes in jour-
nalistic writing and graphic arts technology, that the
magazine's audience remained the business leaders of the
community, and that staff members progressively became
better qualified for their positions.

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CHAPTER I

INTRODUCTION

A chamber of commerce is an association formed by business people to promote commercial and industrial interests in their community (3, p. 185). The association, supported by membership dues, is based on volunteer participation to promote the continued growth and prosperity of the city it represents. Chambers of commerce deal, on a department or committee level, with economic development, conventions, government affairs, information services, membership, and education, along with other aspects of the business community. Most chambers have a publications department which publishes housing, visitor, and office building guides for distribution to various parties and groups.

Many chambers publish magazines which act in the interests of the chamber to project its city in a progressive and favorable light. Chamber magazines usually include news of business and economic trends, the arts, special interest features, business personality profiles, and features on lifestyle, entertainment, and travel. These magazines provide a service to members, community-minded citizens, and hotel and convention patrons.

Dallas has the largest chamber of commerce in the United States with 8,000 members. Its magazine, DALLAS, offers "The Business Perspective." Although most chamber magazines are defined as association magazines because of their affiliation with chambers of commerce, DALLAS magazine markets itself strictly as a business publication (1).

Statement of the Problem

This study concerns the development of DALLAS magazine from its beginning in 1922 to 1984 and its changes during this sixty-three year period in content and format, departments, staff, and editorial policy.

Purpose of Study

The purpose of this study is to show how DALLAS magazine developed, reflecting the history of its city's economic and business growth, and its changes in content, format, departments, staff, and editorial policy.

Questions To Be Answered

1. How did DALLAS magazine change in content and format from January, 1922 to January, 1984, including the style of writing, the authorship of the articles, chamber news and

feature stories, advertising, and the use of photographs and illustrations?

2. How has DALLAS magazine reflected the history of business and economic growth in the City of Dallas?

3. What influences did the chamber and the changing editorial staffs have on the editorial policy of DALLAS magazine, in respect to the magazine's acting as a spokesarm of the Dallas Chamber?

Review of Literature

A search of related literature and theses and abstracts produced nothing on studies of publications of chambers of commerce or other public administrations.

However, in 1977, Krista Stockard completed an historical study on "The Development of Business Week Magazine," which offers a guideline for tracing the history of DALLAS magazine (2).

Justification

This study is important in showing the development of a successful business magazine and the relevance of chamber of commerce publications in chronicling and forecasting the city's business and economic growth.

This study is important to any student of journalism who plans to work for a nonprofit or a for-profit magazine

because successful content, format, and editorial policy are relevant to all magazines.

Limitations of Study

No evaluation system was set up to determine the validity or accuracy of the historical accounts or tone of coverage in the magazine. Each issue of the magazine on file at the Dallas Public Library was surveyed for articles mentioning the magazine's profitability, circulation, and editorial policy. Five magazines are missing from the 1927 edition of the Library's collection, but the number is insignificant for this study. The years 1929 to 1949 were viewed only on black-and-white microfilm so information on the use of color was obtained solely from the magazine itself. No records exist, however, other than within the magazine itself, that give the advertising rates, editor qualifications, or editorial policy before 1981.

The present editor was interviewed for this study.

Methodology

This study included reviewing each issue of DALLAS magazine on file at the Dallas Public Library for content, advertising, format, editorial policy, and business reporting in respect to the historical chronicling of Dallas's economic growth.

The present editor was interviewed for her viewpoints.

In order to clarify issues emphasized in the magazine, some follow-up research was done. This additional research entailed telephone calls to government agencies, the Dallas Chamber, and other business organizations in the City of Dallas, besides careful review of the Dallas Chamber's annual reports.

Partition of Study

Chapter I presents the introduction; Chapter II traces the history of DALLAS magazine from 1922 to 1984; and Chapter III presents a summary and conclusion.

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CHAPTER II

HISTORY OF DALLAS MAGAZINE: 1922-1984

In 1896, the City of Dallas organized its chamber of commerce and, in 1922, the chamber started a business magazine (January, 1924, p. 14) called DALLAS by recommendation of the 1921 Publications Committee (January, 1952, p. 12). At a time when agricultural products were still the nation's chief export, when labor and transportation problems were forcing industry leaders in the northeastern sector of the United States to decentralize (May, 1924, p. 6), and when the growing popularity of automobiles and airplanes was making oil production profitable, the City of Dallas was becoming the southwestern distribution center of Texas, Oklahoma, Arkansas, and Louisiana (January, 1922, p. 32).

Dallas increased in size by 72.6 percent from 1910 to 1920 (September, 1923, p. 10). The chamber of commerce depended on its new magazine, selling at fifteen cents a copy (January, 1922, p. 10), to publicize Dallas' attributes and to promote continued growth and prosperity. The magazine's objectives were to keep chamber members in closer touch and to tell the "Dallas Story" to the nation (January, 1952, p. 12).

Produced originally as a black-and-white, twenty-six-page magazine, DALLAS addressed the issues facing various chamber departments and the chamber's goals toward the development of Dallas. The magazine was printed by Johnston Printing & Advertising Company (January, 1947, p. 8). During the first year, major editorials were written by chamber members (January, 1922, p. 3; March, 1922, p. 7; May, 1922, p. 7; June, 1922, p. 7; December, 1922, p. 7), and reprints of speeches and stories from local and national publications were used for smaller stories throughout the magazine (January, 1922, p. 26; April, 1922, pp. 4, 30).

The first editor of DALLAS was Z. E. Black, a four-year chamber member (September, 1938, p. 18) and former newspaper man (December, 1946, p. 60), who served as manager of the chamber's publicity department (September, 1938, p. 18). Later, Black served the convention department of the chamber (September, 1938, p. 18) for more than thirty years (December, 1946, p. 60) and also as the manager of the Retail Merchants Association (January, 1966, p. 65), but he remained editor of DALLAS magazine for more than four years (October, 1926, p. 10).

The first cover, illustrated in orange and black, remained the magazine's cover for six issues (January-June, 1922, p. 1), and would be rejuvenated on the August, 1923, cover (August, 1923, p. 1). The nameplate streaked across the cover and the drawing depicted high-rise buildings,

industry smokestacks, horse-drawn carts, cotton bales, oil derricks, building cranes, roaming cattle, automobiles, an airplane, and a train. A centered scroll over the illustration gave the blurbs "Features of this Issue" as "'What of the New Year?' A Confidence-Building Discussion by President Frank M. Smith, of the Chamber of Commerce"; "'Dallas Breaks All Building Records,' A Summary Showing Vitality of Dallas Business as Evidenced by Construction Progress," "'Humphries Oil Interests Choose Dallas,' Other Recent Additions to Dallas' Commercial and Industrial Family," and "'Keeping Up With Busy Dallas,' An Authentic Resume of Activities in the City 'Where Men Are Looking Forward.'" The magazine was saddle-stitched and three-hole punched, and the cover color--orange on the first issue--was subdued, but eye-catching (January, 1922, p. 1).

The main feature of the first issue of DALLAS magazine was on the first page of copy after two pages of advertising. It was the editorial written by the president of the chamber, declaring that the economy would strengthen after "the Great War's" inflation and the subsequent overproduction and depression during 1920-1921. Nonetheless, Smith continued, "business is gathering strength. Dallas has confidence. We know the famous 'Dallas Spirit' which functioned so well through war and adversity will be equally active in the more favorable time ensuing" (January, 1922, p. 3).

With a circulation of 3,500 (January, 1922, p. 10), the magazine's salutary on the masthead page said DALLAS expected "to cover with special articles, pictures and chatty items every line of business and industry in the city. The Chamber will appreciate any advice as to the improvement of the publication, for it is our sincere desire to make 'Dallas' worthy of the wonderful city from which it takes its name" (January, 1922, p. 10). Continuing, the article explained the magazine's conception:

The publication has been launched by action of the Directorate in order to keep our members in closer touch with the Chamber and to be of greater service to them and to Dallas as a whole. It is also desired to keep a large mailing list of outside concerns and individuals considering locating at Dallas, as well as Chambers of the Southwest, in Mexico, and the larger cities of the United States in monthly touch with Dallas' progress (January, 1922, p. 10).

Besides the salutary on the nameplate page, officers, directors, and staff of the chamber of commerce were listed, along with a small article offering a New Year's greeting. Immediately under the nameplate of the magazine, "Official Organ of the Chamber of Commerce, Published Monthly in the Interests of Dallas" stated the magazine's editorial policy (January, 1922, p. 10).

Regular departments in the magazine were "Additions to Dallas' Business Family," with listings of new Chamber members (January, 1922, p. 11); "Keeping Up With Busy Dallas," with short, newsy items concerning corporate mergers, sales, and purchases (January, 1922, p. 8); and

"Business Opportunities," with a listing of manufacturers throughout the country asking for assistance in securing representation in Dallas for the southwestern trade territory (January, 1922, p. 14).

The "Dallas Breaks All Building Records" story (January, 1922, p. 7) set a recurring theme in the magazine until the Depression reached the magazine in 1930 (August, 1930, p. 7).

The magazine included charts and statistics ranking Dallas among other cities in the nation (January, 1922, p. 26), besides smaller articles that addressed bank debits (January, 1922, p. 18), public education (January, 1922, pp. 7-8), transportation (January, 1922, pp. 8, 9), oil production (January, 1922, pp. 7-8), new business (January, 1922, p. 12), the State Fair and other community shows (January, 1922, p. 25), and civic development (January, 1922, p. 12).

By February, 1922, the magazine received second-class postage status (February, 1922, p. 10) and maintained its twenty-six pages (February, 1922, p. 26). Again, the magazine carried no centralized theme except to glorify the City of Dallas and the State of Texas. An uncredited editorial said, "No other city offers facilities and conditions comparable to those found here" (February, 1922, p. 18).

DALLAS magazine's March issue was the first to carry a theme centering on "Made in Dallas" products, with several articles on local industries (March, 1922, pp. 1, 6, 7, 18, 24). The issue included an advertising directory (March, 1922, p. 14) and eight additional pages (March, 1922, p. 32), which the magazine maintained for the next eight years.

Depending on other associations' and publications' statistics, the April issue carried charts and statistics on the earning power of Dallas real estate from The Dallas Times-Herald (April, 1922, p. 4) and employment figures classified by occupation from the Bureau of Census (April, 1922, p. 30). Also in April, the Chamber of Commerce ran a membership campaign. The chairman for the membership committee was Francis E. Stroup, who wrote that month's main editorial.

More manpower is needed by the Chamber all of us are proud of the wonderful records Dallas has made [sic]. Everyone realizes the Chamber played a leading part in stimulating and directing this development (April, 1922, p. 7).

The May issue featured the Southwest Durbar Convention on the cover (May, 1922, p. 1) and the main editorial, without a byline, urged members to make "meet me in Dallas" their slogan in writing to out-of-town friends (May, 1922, p. 5). The magazine featured Dallas as a "complete retail market of the Southwest" in an analysis by Melvin K. Hurst,

chairman of the chamber's Retail Merchants Department (May, 1922, p. 8).

The only significant change in the second half of 1922 was in the masthead typestyle from sans serif to Old English (June, 1922, p. 10). The "Keeping Up With Busy Dallas" department's headline changed in June, 1922--and would remain the same until January, 1929--with a wood-blocked Dallas skyline topping the regular typeface (June, 1922, p. 30).

July's issue utilized the first black-and-white half-tone on the cover, showing Main Street looking west (July, 1922, p. 1). A new department, "Texas, The Land of Opportunities," provided statistics and narrative on natural resources, taxes, agriculture, exports, and population under the kicker, "If They Should Ask About Texas" (July, 1922, p. 8).

With the school year starting, the September issue featured education in a series of articles covering six pages--the largest use of space devoted to a single subject until this time (September, 1922, pp. 5, 6, 7, 11, 12, 13). Seven academic institutions, including Southern Methodist University (September, 1922, p. 13) and private secondary schools (September, 1922, pp. 6, 12, 16), advertised for the first time in this issue. The September issue is significant in that it was the first issue of DALLAS to utilize a

centralized theme in both editorial content and prominent advertising.

December's issue featured a new member emblem on the cover (December, 1922, p. 1), along with an editorial by the president of the chamber entitled, "Helping to Build a Greater Dallas," that recounted the chamber's activities for the year (December, 1922, pp. 7-9). This annual report (December, 1922, p. 8) was to become a regular feature of DALLAS.

In February, 1923, M. L. Bohan was named business manager (February, 1923, p. 10). After being named assistant editor in 1925 (August, 1925, p. 10) and editor in 1926 (October, 1926, p. 12), Bohan would also act as Foreign Trade Secretary of the chamber (February, 1926, p. 7). In 1923, the first annual membership directory was published in a special, expanded, fifty-two-page issue (July, 1923, pp. 34-52). Articles and features continued to be written by chamber members (March, 1923, p. 5). Frank M. Smith, president of the Chamber of Commerce for a third term (December, 1923, p. 7), gave a synopsis of DALLAS magazine in his 1923 annual report.

The magazine "Dallas," authorized by the Directorate two years ago for the purpose of keeping our members in closer touch with Chamber activities and stimulating "Dallas Spirit," as well as presenting fresh Dallas data to several hundred Northern concerns interested in the Southwest, closes its second year far more strongly entrenched in public favor. Its circulation averaged 4,500 monthly this year, as compared with 3,800 last year, and its gross income from advertising carried is approximately \$10,700, leaving some

\$700 as net income for the year. National advertisers are becoming more and more interested in the publication, reaching as it does the business leaders of the leading city of the Southwest.

In addition to going to our members and to Northern and Eastern concerns which we are trying to get to place branches in Dallas, it is sent to Chambers of Commerce and public libraries in all the large cities of the Nation and to the Chamber in all Southwestern towns, as well as to Chambers in Mexico and to various persons or organizations both at home and abroad where it might be helpful to our Chamber or city (December, 1923, p. 11).

Articles on financial planning (February, 1923, p. 16), quotes from Dallas visitors (May, 1923, p. 8), and features depicting the city itself (August, 1923, p. 7) were reprinted from other publications.

The main editorial in the January, 1924, issue called "New Year Radiant With Promise for Dallas and Southwest" was written by the newly elected president of the chamber, T. M. Cullum (January, 1924, p. 7). Articles throughout the year continued to offer statistics and narrative in the financial, industrial, business, and real estate sectors of the city (January, 1924, p. 8).

Main themes developed in the 1924 magazines were real estate (February, 1924, pp. 5-6), transportation (June, 1924, p. 7), and the continued prosperity of Dallas (September, 1924, pp. 7-8). A new department, "Of Interest to Chamber Members," was incorporated in the April, 1924, issue (April, 1924, p. 15) to introduce small, newsy items.

The magazine's first two-color advertisements were produced in the July issue (July, 1924, pp. 2, 30, 31), and the magazine carried its first classified advertising in the November, 1924, issue (November, 1924, p. 25). The June issue carried the first residential section, including analyses of growth and appraisals (June, 1924, pp. 7-9).

Decrying the sluggish growth of the chamber and the needed members and financial backing for the Chamber of Commerce, Cullum, as re-elected president, wrote an editorial called "Facing the Future" at the beginning of 1925 (January, 1925, p. 7).

Articles throughout the year continued to be written by such notables as the consul of Mexico (February, 1925, p. 24), an ex-president of the Dallas Real Estate Board (June, 1925, p. 10), and the chairman of the chamber's Educational Committee (June, 1925, p. 12).

In August, Bohan was named assistant editor of DALLAS and E. Y. Bateman became advertising manager (August, 1925, p. 10).

In 1926, the magazine's repeated themes included increased Mexican trade (February, 1926, p. 7; April, 1926, p. 11), property management (March, 1926, p. 14), economy (March, 1926, p. 17; October, 1926, p. 12), and cotton production (November, 1926, pp. 7-12).

In October, Bohan became the editor of DALLAS (October, 1926, p. 12) for the period of one year, after which he

would join the United States consular service (August, 1942, p. 9). No significant changes were made to the style of the magazine at this time.

During 1926-1930, Victor Schoffelmayer, agricultural editor of The Dallas Morning News, became a regular contributor to DALLAS magazine (December, 1926, p. 15).

In April, 1927, E. C. Wallis took over as editor of DALLAS, and Bateman continued as advertising manager (April, 1927, p. 12). That issue, displaying a Madonna and Child on the cover (April, 1927, p. 1), was "a radical departure from the conventional Chamber of Commerce publication" (April, 1927, p. 12). The following explanation was given:

Industrial development, civic enterprises, and commercial achievement are considered more appropriate themes for treatment of such a periodical than women's clubs. In these three phases of municipal growth, however, the women of the city have played a major part as the articles herein show Recognizing these facts, then, it may not seem so incongruous that what may be classed as a "trade publication" should devote at least one issue to the part that women have already played and are now playing in the development of the city (April, 1927, p. 12).

Several articles featured the activities of women's clubs in the city (April, 1927, pp. 6, 8), and the unattributed main editorial in that month's magazine proclaimed:

The men are out for big business and they get it, but it is in measure due the urging and prodding of the Club women, who tactfully outline their needs, and applaud their efforts at the right minute.

The dear boys, gazing on the accomplishments, never dream but they did it all themselves, all honor to men in charge, and all honor to the little urge in petticoats who keep them on the job.

. . . there can be no greater tablet erected to women in politics than the men who they have reared, loved and influenced, who work along the lines of the best interests of humanity (April, 1927, p. 5).

The June, 1927, issue featured the first four-color engraving, showing six companies' products as "Dallas Made" (June, 1927, p. 29). The first welcoming feature to Dallas newcomers was printed in September (September, 1927, p. 25); October featured the State Fair (October, 1927, pp. 1, 5, 11); and November featured Colonel Charles A. Lindbergh's Dallas visit and the subject of aviation (November, 1927, pp. 5, 6, 7).

The magazine reported similar features during 1928, including interviews with men who did not succeed in business (January, 1928, pp. 10-11), industrial opportunities in the city (February, 1928, p. 6), the Interstate Commerce Commission's new rates (March, 1928, pp. 5, 6, 7), the annual membership directory (March, 1928, pp. 30-54), the progress of the Dallas Chamber of Commerce (June, 1928, p. 5), and the State Fair (September, 1928, p. 5).

In 1929, the magazine took a new look with a professionally designed logo in serif typeface (January, 1929, p. 1). New graphics on the editorial page depicted city scenes in each block letter of DALLAS (February, 1929, p. 5). The "Keeping Up With Busy Dallas" feature sported a new logo: a man reading a magazine in his office with a skyline in the

background (January, 1929, p. 14). Simple line drawings were used for the first time to illustrate stories (February, 1929, p. 5). Even so, chamber members continued to write the major stories and the editorial content did not change.

The covers of DALLAS magazine throughout the 1930's portrayed Dallas business or the city itself in a radiant and prominent light. During 1930, the magazine reported its usual coverage of Dallas business, with editorial titles such as "Dallas Prepared for Another Year of Progress" (January, 1930, p. 7), "Fundamentally Sound In Dallas" (January, 1930, p. 9), and "Dallas Inaugurates Hand-to-Mouth Building" (January, 1930, p. 7), all written by chamber members. Special emphasis was placed on the Trinity River Reclamation Project (May, 1930, p. 5; June, 1930, p. 5; October, 1930, p. 7; November, 1930, p. 5), but nothing in the content of the magazine mentioned the 1929 stock market crash or, at least until the middle of 1930, "The Great Depression" (August, 1930, p. 7). In August, the first sign of less-than-prosperous times appeared when the magazine featured a "Buy It Now" newspaper campaign to quicken the circulation of Dallas dollars (August, 1930, p. 7), and the editorial offered a one-act playlet called "Hard Times" (August, 1930, p. 5). In a one-page article at the back of the November issue, Julian Capers, Jr., wrote, "What Dallas is Doing to Hasten Recovery" (November, 1930, p. 26).

According to Andy DeShong's "The Dallas Chamber of Commerce: Its First Seventy Years, 1909-1979," reality did not offer the optimism of the magazine.

The economy was still in deep trouble--even in Dallas. Bank debits in Dallas decreased from \$2.1 billion in 1930 to \$1.8 billion in 1931; building permits dropped from \$19.3 million to \$12.6 million; and postal receipts from \$3.9 million to \$3.4 million. By early 1932 it was necessary for the Dallas Chamber of Commerce to "supply food, both in baskets and in dining halls" (3, p. 34).

The first issue of 1931 displayed new graphics (January, 1931, pp. 1, 5, 12) and a new feature called "Who's Who in the Dallas Chamber of Commerce" so that "members of the Chamber could become more familiar with brother members" (January, 1931, p. 9), but the magazine dropped to twenty-four pages (January, 1931, p. 24) and would fluctuate from twenty-four to thirty-two pages throughout the Depression.

The year 1931 projected a decline in advertising space, although oil was suddenly becoming a prominent topic (February, 1931, pp. 3, 5, 21; March, 1931, pp. 7, 8, 9, 10, 11, 12, 13, 16-17; June, 1931, p. 6; September, 1931, p. 79). A Dallas Power & Light Company advertisement in the July issue proclaimed, "Prosperity is measured by possessions--not by Dollars, but By What Dollars Buy!" (September, 1931, p. 3).

Then, for the first time since August, 1930, a small editorial in November called "Facing Facts," concerned with

the severity of business conditions, mentioned the Depression (November, 1931, p. 14). The November issue depicted on its cover "Our Answers to Hard Times," showing an airplane over a city view (November, 1931, p. 1) with a main editorial entitled "How Long?" (November, 1931, p. 7). By December, the optimistic president of the Chamber of Commerce, Arthur L. Kramer, wrote an editorial titled "Dallas Marches to a New Destiny" (December, 1931, p. 7).

The year 1932 was similar to 1931 concerning the magazine's content and size, with new and better-looking graphics and editorials on vacation subjects (May, 1932, p. 7). In June, a reprinted editorial by the president to the employees of Lone Star Gas Company, "The Tenth Man," addressed the Depression and the fact that one-tenth of the nation's men were out of work (June, 1932, p. 7). Cartoons depicting a tabloid history of Dallas offered a full page of entertainment (June, 1932, p. 15). July's unsigned editorial offered "lessons learned from the Depression" under the title "Dallas Still Grows" (July, 1932, p. 12), but the small editorial on the masthead page spoke against gossip that hinted that strong firms would fold (July, 1932, p. 12). The small editorials on the masthead page continued in August to address the Depression and signs of collapse (August, 1932, p. 12). Another main editorial without a byline and written in the first person described the gloominess of the times and the need to pick up spirits: "It

began to dawn on me that we are egotistic indeed when we worry about business conditions, depressions, and prosperity when we have so small a place in the great master theme--and our time in it is so short" (September, 1932, p. 7). Smaller editorials continued to express the need for confidence in the ending of the Depression (September, 1932, p. 12) and the need to drive away gloom at Christmastime (December, 1932, p. 9).

First published in November, 1932, the "Junior Chamber of Commerce News" was to become a regular feature of DALLAS (November, 1932, p. 24) until the magazine changed its image in the 1940's (November, 1932, p. 24).

In January, 1933, R. L. Thornton, president of the chamber, wrote "Dallas Leads the Southwest to a Better Business Day" (January, 1933, p. 5). Cartoons and humorous stories filled the pages of the magazine, including articles on vacations (January, 1933, p. 11) and a new restaurant classified directory (February, 1933, p. 28).

In April, 1933, Clyde V. Wallis took over as editor of DALLAS (April, 1933, p. 3) and his brother E. C. Wallis became assistant city editor for The Dallas Morning News (August, 1942, p. 9).

The main editorial in April featured "Recovery Turns Spotlight to Real Estate" (April, 1933, p. 5) and the smaller masthead-page editorial featured "The New Deal" (April, 1933, p. 10).

A new table of contents page in May featured a wood-block golf course with radiance and sunny skies (May, 1933, p. 3), and the editorial acknowledged "President Roosevelt's direct actions as singularly beneficial and fully justified" and pledged "to him and to those patriotic American Statesmen who have co-operated with him . . . our continued cooperation and support," and to "express our firm conviction that gradually improving conditions will soon write the last chapter of the Great Depression and usher in a new day of prosperity" (May, 1933, p. 5). The magazine was down to twenty-two pages with only two issues throughout the year any larger at thirty-two pages (August, 1933, p. 32; September, 1933, p. 32). Two editorials addressed the "National Industrial Recovery Act" printed verbatim in June (June, 1933, p. 5) and with high praise (July, 1933, p. 5) "because of its tremendous importance to business" in July (July, 1933, p. 12).

Education was featured in August with articles on public (August, 1933, pp. 5-6) and private secondary schools (August, 1933, p. 7) and universities, including Southern Methodist University and Dallas Baptist College (August, 1933, pp. 8, 9), although the National Recovery Act and The New Deal still held prominent space (August, 1933, pp. 14, 27). Smaller editorials continued throughout the year to discuss optimism in the New Deal (November, 1933, p. 10).

The cover's look changed with a mosaic of photos at the beginning of 1934, but the magazine was still only twenty-two pages, and articles continued to offer lessons and beliefs concerning recovery from the Depression (January, 1934, pp. 10, 17). In the February editorial, "All men and women who think and who are responsible for the holding together of ordered industry will never forget the fear and blackness of the early months of 1933" (February, 1934, p. 10) hinted at the reality of the Depression, but remaining editorials offered optimism and hope for recovery (March, 1934, p. 14; April, 1934, p. 5).

The first political advertisement appeared in July, 1934, endorsing the re-election of Senator George C. Purl to the Texas Legislature (July, 1934, p. 10). Another political advertisement followed (August, 1934, p. 4).

Still, the November, 1934, DALLAS was the largest ever, featuring articles and advertisements concerning the oil industry (November, 1934, pp. 1, 7, 8, 19, 20, 26, 54, 56) in sixty-four pages (November, 1934, p. 64). The magazine dropped to twenty-four pages after this special issue (December, 1934, p. 24).

During the second half of 1935, the magazine expanded to thirty-two pages (June, 1935, p. 32) and developed regular centralized themes once again on banking (June, 1935, pp. 10-11) and building (June, 1935, p. 5).

After July, DALLAS would never look the same.

In August, 1935, the magazine reappeared with a new image and a new name (August, 1935, p. 1). C. V. Wallis was still the editor, but the magazine was now Southwest Business magazine, and it offered its new purpose in its first editorial: to devote itself to the Texas Centennial; to broaden its editorial content to deal with the southwest's resources, opportunities, and possibilities; and to continue as the official organ of the Dallas Chamber of Commerce in carrying "a record of Dallas' progress" and in carrying "information dealing with the city's strategic location in the Southwest and its unequalled facilities for serving this great market" (August, 1935, p. 9).

The look was new, but the information--news, features, and editorials--were the same. The covers depicted full-page photo bleeds with the only type being the nameplate itself. Even the headline graphics changed with two different type-styles incorporated above major stories (August, 1935, p. 5). The new table of contents page took on a four-state logo showing Texas, Arkansas, Louisiana, and Oklahoma with the City of Dallas starred in the center (August, 1935, p. 3). Area chambers of commerce printed their local news with occasional articles (October, 1935, p. 14; November, 1935, p. 14), and the magazine was attempting to reach a broader reader, advertiser, and writer base from other towns and cities.

Southwest Business magazine remained as such for six years, still displaying the Chamber of Commerce board of directors and president on the masthead (January, 1936, p. 14), besides the chamber logo beneath the magazine's new title above the table of contents (January, 1936, p. 3).

At the beginning of 1936, the magazine's price increased from the original fifteen cents to twenty cents a copy and "OFFICIAL TEXAS CENTENNIAL EXPOSITION MAGAZINE" was prominently displayed on the cover under the Southwest Business nameplate. Blurbs detailing stories inside were centered at the bottom of the cover photograph (January, 1936, p. 1). Each cover throughout the year--with the exception of one showing an aerial view of Southern Methodist University (April, 1936, p. 1)--was devoted to the centennial celebration, even after the exposition itself. Most of the inside articles still dealt with the City of Dallas, but occasional articles appeared written by and about another town's chamber of commerce (January, 1936, pp. 10, 11; February, 1936, pp. 12, 17; March, 1936, p. 13; July, 1936, p. 18).

"Southwest Business Review," a major department, consisted of small articles about the Federal Reserve Bank, farming (January, 1936, p. 5), legislation, and petroleum reserves (March, 1936, p. 5). November statistics were published in the January issue (January, 1936, p. 26), and the "Junior Chamber of Commerce Activities" lost space in

the new magazine from a full page to half a page (January, 1936, p. 29). Departments throughout the year included "New Members" (January, 1936, p. 26), "New Conventions Scheduled" (January, 1936, p. 28), "Index to Advertisers" (February, 1936, p. 30), "Business Opportunities" (March, 1936, p. 25), and "Keeping Up With Busy Dallas" (September, 1936, p. 29).

In October, 1936, Andrew DeShong, with a degree in journalism from Southern Methodist University and as former staff member of the Dallas Times Herald (December, 1936, p. 41), took over as editor. Bateman remained on staff as simply "manager" (October, 1936, p. 3). Clyde V. Wallis, leaving his position as editor after three-and-one-half years, became the assistant general manager of the New Industries Department of the Chamber of Commerce (August, 1942, p. 9).

In January, 1937--two months after the Texas Centennial Exposition--the magazine's cover read, "OFFICIAL GREATER TEXAS AND PAN AMERICAN EXPOSITION MAGAZINE" (January, 1937, p. 1), and Hugh Cargo was added as staff artist (January, 1937, p. 3). The magazine jumped from thirty-two to forty pages and would fluctuate from forty to fifty-six pages throughout the year (January, 1937, p. 40; May, 1937, p. 56; December, 1937, p. 48). Under the column "Editorials," J. Ben Critz, president of the Dallas Chamber of Commerce, wrote "to all members" concerning their work toward the Texas Centennial.

Let me take this opportunity to pay tribute to the staff and employees of the Chamber of Commerce, all of whom have done their jobs in an efficient and capable manner and who do not always get the public recognition to which they are entitled (January, 1937, p. 15).

In May, 1937, a new department was featured called "Southwest Finance" (May, 1937, p. 15). In July, the same column was attributed to the Dallas District Office of the Bureau of Foreign and Domestic Affairs (July, 1937, p. 15); in August, to the district manager of Fenner & Blane (August, 1937, p. 15); and in September, to the president of the Federal Home Loan Bank of Little Rock (September, 1937, p. 17). The inside graphics changed several times throughout the year and some were bold designs with half tones reaching diagonally across double-page spreads (June, 1937, pp. 12-13). In August's and October's issues, the magazine's staff artist advertised his freelance services in one-column-by-three-inch advertisements (August, 1937, p. 29; October, 1937, p. 28).

In November, "PUBLISHED AT DALLAS IN THE INTERESTS OF THE SOUTHWEST SINCE 1922" replaced the caption of the Pan American Exposition (November, 1937, p. 1), but the magazine's articles were devoted primarily to subjects and statistics concerning the City of Dallas. In December, new Chamber of Commerce officers were highlighted in the main editorial (December, 1937, p. 5).

Stories listed in the table of contents of the January, 1938 magazine were "Tax Calendar," "Texas' Second Century,"

"New Factories," "1938 May Be Oil's Golden Age," "Business Review and Outlook," "The March of Business," "Dallas Business," and "Dallas--Key City of the Oil Industry" (January, 1938, p. 3). On the same page, the editorial policy was given: Southwest Business is owned and published by the Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men" (January, 1938, p. 3).

Writers from other firms and publications continued to contribute to the magazine, including Jim Carroll, editor of the Petroleum Daily (January, 1938, p. 10) and Harold M. Young, district manager of the Bureau of Foreign and Domestic Commerce (January, 1938, p. 11).

Statistical reviews were still published for the City of Dallas and "Keeping Up With Busy Dallas" continued under a new logo, with the typeface superimposed over a halftone of Main Street in Dallas (January, 1938, p. 30). A new and regular advertisement called "Honor Roll" was noted with, "New Firms like old friends have demonstrated their worth through the years of plenty and the lean years of hardship. The concerns listed on this page have an enviable record and are known as 'old friends' by thousands of customers and people living in this section" (January, 1938, p. 31).

The rest of the year was dominated by articles on air conditioning (March, 1938, p. 10; April, 1938, pp. 12-20;

May, 1938, pp. 3, 16-20, 22-23) and vacations (February, 1938, pp. 7, 16-20; June, 1938, p. 1; September, 1938, p. 9; October, 1938, p. 14).

Frank A. Briggs, editor of Farm and Ranch (April, 1938, p. 5); John C. Leissler, publisher of The Southwest Insurer (May, 1938, p. 13); E. P. Greenwood, president of the Great Southern Life Insurance Company (May, 1938, p. 24); W. R. Burns, vice president and general manager of the Dallas Railway and Terminal Company (June, 1938, p. 9); Lenox R. Lohr, president of the National Broadcasting Company (June, 1938, p. 37); and Elmer H. Johnson, industrial geographer for the Bureau of Business Research at the University of Texas (July, 1938, p. 22), were all contributors to Southwest Business magazine during 1938.

Hugh Cargo, staff artist, was no longer listed as a staff member at the end of the year (December, 1938, p. 3).

Articles continued on oil (March, 1939, p. 9), building (March, 1939, pp. 1, 10, 15), aviation (April, 1939, p. 7), operas (March, 1939, p. 7), theater (May, 1939, p. 6), foreign trade (May, 1939, p. 15), agricultural trends (April, 1939, p. 13), medicine (August, 1939, pp. 1, 5, 7), "Keeping Up With Busy Dallas" (September, 1939, p. 61), the constitution and by-laws of the Dallas chamber (November, 1939, p. 37), and a membership directory of Dallas oil companies (December, 1939, pp. 21-51).

With Andrew DeShong still as editor and Bateman still as manager, the first issue of 1940 took a dramatic change. The cover photograph, attributed to Parker-Griffith Photography, was of a woman with golf clubs with bold, converging lines and dramatic composition (January, 1940, p. 1).

For the first time, a one-page article on new industry was written solely in Spanish (January, 1940, p. 13), and the feature continued throughout the year.

In April, the editor announced that Southwest Business would change its publication date to the first of each month (April, 1940, p. 3).

The May issue featured the first of "specially prepared chapters from the history of Dallas" (April, 1940, p. 7) compiled by the Work Projects Administration under the Writers Program (May, 1940, pp. 5-25).

There is a temptation to feel that some pioneer said, "Let there be a city here," and lo, there was a city. Actually, however, the case is far different, and during the period of slightly less than a hundred years that Dallas has been a recorded place name, it has stood for a half dozen very different communities! (May, 1940, p. 5).

The first letters to the editor, complimenting the magazine, were published in the September issue (September, 1940, p. 18), although they were not published again during the year.

In July, 1940, the first mention of a possible need to defend the country was featured in an article called

"Agriculture and War" (July, 1940, p. 12); the October issue was filled with "Dallas Gets New Plane Factory" (October, 1940, pp. 5-13) and "Dallas Gets Naval Air Base" (October, 1940, pp. 16-17); the next month's magazine featured a story on Dallas firms getting defense orders (November, 1940, p. 44); and December's magazine featured aviation (December, 1940, p. 1), the American Red Cross, and Aid to Britain (December, 1940, p. 14).

The year 1941 was a turning point for the chamber of commerce magazine. Southwest Business had taken on a new look with excellent cover photographs, new typestyles, graphic designs, and a wider writer and advertiser base.

. . . Southwest Business comes to you this month in a new ensemble--new from cover to cover. In addition to modern heading type, all the editorial and advertisement material has been rearranged. The change was undertaken to make every page more interesting, and easier for you to read. Southwest Business invites your comments upon its "new dress."

The consultant on this restyling program is Milton F. Baldwin, editor, printer, typographer, whose background of magazine and newspaper experience qualifies him to discuss type and layout with authority (January, 1941, p. 16).

Parker-Griffith Photography, touting themselves in a later advertisement as "camera historians of Dallas" since 1936 (July, 1941, p. 49), supplied the February cover photograph of the Chamber of Commerce building (February, 1941, p. 1), and provided excellent covers throughout the year.

The March issue featured national defense with a manufactured engine part on the cover (March, 1941, p. 1); an editorial written by Paul Carrington, president of the chamber, on "The Ramparts of Defense" (March, 1941, p. 6); an article called "Dallas is Ready for Any Emergency," by J. B. Adone, chairman of the chamber's Dallas Defense Committee (March, 1941, p. 7); and "Factories: Front Line of Defense," by Clyde E. Wallis, secretary of the Defense Contracts Committee and former editor to DALLAS magazine (March, 1941, p. 13). On the masthead, M. F. Baldwin was listed as being the typographical advisor, Sam Tobolowsky was added as business manager, and Ed Floyd as advertising manager (March, 1941, p. 3). After sixteen years with DALLAS, the previous advertising manager, Bateman, joined the sales staff of the West Disinfecting Company (January, 1952, p. 13).

The Dallas Power & Light Company's advertisement read "Assuring Dallas Abundant Power for NATIONAL DEFENSE," the first in a series of war theme advertisements (March, 1941, p. 12).

Then, suddenly, the April, 1941, issue reverted to the magazine title DALLAS without explanation or fanfare (April, 1941, p. 1). It was the last issue edited by Andrew DeShong, who left the magazine to become the director of public relations for the Dallas plant of North American Aviation, Incorporated (August, 1941, p. 9).

The May, 1941, magazine was edited by John F. Chambers (May, 1941, p. 3), who had been city editor at the Dallas Journal and who would, after a year, leave the magazine to head the press department at North American Aviation, Incorporated, at Dallas (August, 1942, p. 9). Sam Tobolowsky and Ed Floyd remained on staff as business manager and advertising manager, respectively (May, 1941, p. 3). The cover photograph was still supplied by Parker-Griffith Photography, this time of three service personnel next to an airplane (May, 1941, p. 1) manufactured by the Namer Plane Factory, a bomber assembly plant in Fort Worth (May, 1941, p. 3). Chamber of commerce officers, directors, and staff were still listed on the masthead (May, 1941, p. 3), and chamber members continued to write editorials (May, 1941, p. 5). Six major stories were on defense (May, 1941, pp. 6-7, 8, 10, 12, 13, 18).

The magazine grew in size, averaging forty pages an issue. In a small article in July's issue, the advertising rate for DALLAS was quoted at \$4.20 per column inch at a full-page rate (July, 1941, p. 49). If the pages of the magazine were filled with articles and advertisements dealing with the subject of defense, the August cover showed Patricia Crompton, "SMU [Southern Methodist University] Beauty" (August, 1941, p. 3), under the headline, "Dallas Enjoys Peace in the Sun" (August, 1941, p. 1).

In September's State Fair issue, the governor of Texas published an editorial on the subject in large type (September, 1941, p. 6), and one-fourth of the magazine concerned the Fair (September, 1941, pp. 6, 8, 10, 12, 14, 16, 18, 26, 28, 30).

Although the January, 1942, issue featured football (January, 1942, pp. 1, 6-7, 10-11, 12, 13, 14, 15, 24, 25, 26, 27), an inside advertisement asked, "Are You Doing Your Share in America's Defense? BUY UNITED STATES SAVINGS BONDS & STAMPS" (January, 1942, p. 22).

The rest of the year was filled with patriotic advertisements: "Invest in Victory" (February, 1942, p. 6), "Our City's Spirit Will Help Win War" (February, 1942, p. 10), "How Our Firms Are Aiding in Victory Effort" (March, 1942, p. 8), "Eclipse of the Rising Sun" (April, 1942, p. 2), "Keep 'Em Flying" (April, 1942, p. 3), and "Are You Buying U.S. Savings Bonds Regularly?" (April, 1942, p. 31).

The March issue began a regular feature called "Washington," by Dale Miller, representative of the Dallas Chamber of Commerce in the nation's capital (March, 1942, p. 30).

The April, 1942, issue displayed "Member of the Southwestern Association of Industrial Editors" on the masthead (April, 1942, p. 3). In a two-page insert by the Division of Information Office for Emergency Management, President Roosevelt was quoted from his December 9, 1941, speech, "We

are now in war. We are in it all the way. Every single man, woman, and child is a partner in the most tremendous undertaking of our American history. We must share together the bad news and the good news, the defeats and the victories--the changing fortunes of war" (April, 1942, p. 25).

Herbert DeShong, brother to Andrew DeShong, became editor of DALLAS in May, 1942, and Sam Tobolowsky and Ed Floyd remained on staff (May, 1942, p. 3).

The June, 1942, issue featured civilian defense (June, 1942, pp. 6, 7-8, 9, 10, 13, 16, 18, 19, 20, 22), and July's issue featured Dallas as the "War Capital of the Southwest" (July, 1942, p. 1). Gordon C. Brown took over as editor that month (July, 1942, p. 32) after Herbert DeShong left the magazine to head North American Aviations' publicity department in Kansas City (August, 1942, p. 9). Velma Boswell, the first woman staff member, was listed on the masthead as business manager and Ed Floyd remained advertising manager (July, 1942, p. 3).

The magazine featured more articles on the war and defense; mug shots were being used extensively, and for the first time, throughout the magazine.

The August, 1942, issue celebrated DALLAS magazine's twenty-first anniversary with an article on the magazine's history.

A creditable house organ even in 1922, Dallas today is one of the outstanding publications in Dallas and,

indeed, in the Southwest. It was an attractive magazine from its inception. Its improvements, as they are today, are rather from the standpoint of format and illustrations than from a standpoint of reading matter (August, 1942, p. 9).

January, 1943, depicted the Cotton Bowl football game between "Texas University" and Georgia Tech (January, 1943, p. 1) and it would be the last Parker-Griffith photograph on the cover, replaced now with illustrations attributed to Bud Biggs (March, 1943, p. 1), who taught a class in advertising art at Southern Methodist University and who contributed inside graphics to DALLAS for over a dozen years (May, 1955, p. 94). The magazine reduced in size during 1943, averaging thirty-two pages an issue, and articles throughout the year dealt on war products (September, 1943, pp. 1, 5, 9, 10-11, 12, 13, 14, 15, 16, 17, 18, 19, 23) and postwar planning (May, 1943, pp. 1, 6, 8; December, 1943, pp. 1, 6).

Z. E. Black acted as editor of the December, 1943 DALLAS (December, 1943, p. 3), and Clifton Blackmon took over as editor in January, 1944 (January, 1944, p. 3).

During 1944, the magazine's advertisers' appeals became more demanding. "Men are dying . . . Are you buying? At least \$100 extra in Bonds--over and above your regular buying as your part in pulling over the 4th War Loan. At least \$100, \$200, \$300, or \$500 if you can possibly scrape it up" (February, 1944, p. 2); "Bonds. Buy More Than Before in 1944" (June, 1944, p. 1); "Buy Extra Bonds . . . so he won't have to do . . . as Daddy has to!" (July, 1944, p. 2);

"This American [Prisoner of War] is not expected to buy an extra War Bond" (July, 1944, p. 3); "For Liberty and Peace on Earth . . . Buy War Bonds" (December, 1944, p. 1).

The March, 1944, cover, illustrated by Bud Biggs, showed Red Cross workers transporting a wounded soldier to an ambulance in a bleak and desolate landscape (March, 1944, p. 1). The cover won recognition from the American Red Cross National Headquarters for being dedicated to the War Fund Campaign (December, 1944, p. 27). Two other awards were given to DALLAS by the Southwest Association of Industrial Editors for excellence in service and for excellence in editorials (December, 1944, p. 27). The December annual report stated that DALLAS ended the year "with a surplus of revenue over expenses" (December, 1944, p. 27).

Cover features in 1945 were "The New General," showing a baby in uniform (January, 1945, p. 1); "Producing for Victory *** Preparing for Peace" (February, 1945, p. 1); "For Pete's Sake Give," showing the Red Cross with a wounded soldier (March, 1945, p. 1); traffic (April, 1945, p. 1); "7th War Loan" (May, 1945, p. 1); "Starlight Operetta" (June, 1945, p. 1); the Statue of Liberty with a main editorial blurb, "Let's Finish It Up In the Pacific!" (July, 1945, pp. 1, 5); "Theater" (August, 1945, p. 1); "Open Your Heart and Give!" showing a baby war refugee crying (September, 1945, p. 1); "Southwest Medical College" (October, 1945, p. 1); "The Difference is Victory Bonds"

(November, 1945, p. 1); and a peace dove with Santa Claus (December, 1945, p. 1).

In the November issue, Tom McHall replaced Ed Floyd, after his death (January, 1952, p. 13), as advertising manager on the masthead (November, 1945, p. 3), and the first four-color advertisement was displayed by the Rogers Printing Company (November, 1945, p. 54). December's cover was in four colors for the first time (December, 1945, p. 1). According to the chamber's annual report, the Southwestern Association of Industrial Editors gave DALLAS magazine three awards, including the Suzanne Jester Memorial Award for best editorial content among 500 magazines (December, 1945, p. 19). Also mentioned in the report was the fact that DALLAS had a surplus of revenue over expenses (December, 1945, p. 27).

The January, 1946, cover illustration on "The City With a Fabulous Future" was signed by Dorfsman (January, 1946, p. 1). Dale Miller's "Washington Report" received main editorial prominence (January, 1946, p. 6) and would remain there for eighteen more years. Andrew DeShong, former editor to DALLAS, wrote "What's Behind Today's Trends; What May Be Expected Tomorrow" after returning to the chamber as Industrial Developments manager (3, p. 62) in April (April, 1946, p. 22), and Velma Boswell was no longer listed as being on staff (April, 1946, p. 3). In July, a book review column was started by Jerry Porter, (July, 1946, p. 30), and

a sixty-four-page insert in that magazine gave "The Industrial Report of the Dallas Chamber of Commerce" (July, 1946, pp. 31-95).

The insert in August, 1946, showed photographs "In the Good Ol' Summer Time" (August, 1946, p. 25) and, in September, of the State Fair (September, 1946, p. 35). In October, an illustrator named Virgil (July, 1953, p. 3) Fralin started producing the magazine covers (November, 1946, p. 1), while working for Bud Biggs Studio (July, 1953, p. 3).

In the 1946 annual report, the magazine announced that DALLAS once again received the Southwestern Association of Industrial Editors' "top award for all-around effectiveness in appearance, editorial quality, and appropriateness of appearance" (December, 1946, p. 60). The circulation was above 5,000 copies and the magazine boasted "despite a post-war paper shortage, the publication has carried more advertising during 1946 than ever before, and as a consequence, more pages of editorial content" (December, 1946, p. 60).

January, 1947, marked the silver anniversary of DALLAS magazine, which was featured on the cover and in the feature article "DALLAS Celebrates Twenty-Fifth Anniversary," written by former editor Z. E. Black, who noted that the Haughton Brothers Printing Company was now printing the magazine (January, 1947, p. 8).

Firms advertising in the first issue of DALLAS still advertising in the magazine in 1947 were Dallas Power & Light Company, Hotel Adolphus, Great Southern Life Insurance Company, Lone Star Gas Company, Johnston Printing & Advertising Company, Texas and Pacific Railroad, J. W. Lindsley & Company, Sanger Brothers, Dallas Transfer Company, Kirkpatrick-Thompson Company, J. B. Rucker, Bolanz & Bolanz, and Pittsburg Plate Glass Company (January, 1947, p. 12).

Articles throughout the year were written by the president of the Armstrong Cork Company (May, 1947, p. 8), the chairman of the chamber's Aviation Committee (May, 1947, p. 21), the director of public relations of the Southwest Airmotive Company (May, 1947, p. 28), and a woman named Mary Fletcher Cavender (September, 1947, pp. 16, 20), who would become the magazine's editorial assistant in October (October, 1947, p. 3).

For 1947, DALLAS magazine won two awards: one an award as America's top-ranked chamber of commerce magazine by the National Association of the Commercial Organization of Secretaries and the other an award of first place in editorial content by the International Association of Industrial Editors (December, 1947, p. 56). Announcing another year of surplus revenue over expenses, the chamber's annual report stated that DALLAS contained articles on both chamber activities and business in general (December, 1947, p. 56).

During 1948, the magazine expanded to an average of seventy pages. In May, James F. Marshall was added to the staff as advertising assistant (May, 1948, p. 3). In June, the magazine featured the fortieth anniversary of the Dallas Advertising League (June, 1948, p. 1), for which DALLAS later received recognition from the 10th District Advertising Federation of America (December, 1948, p. 12). The September issue featured the Texas State Fair (September, 1948, pp. 1, 6, 7, 8, 9, 10, 11). The October DALLAS featured the twentieth anniversary of the Dallas Community Chest (October, 1948, p. 1). In November, Roy P. Cookston became the new advertising assistant (November, 1948, p. 3), replacing James F. Marshall, who joined the Dallas office of the Progressive Farmer (December, 1948, p. 51).

The year 1949 continued with the magazine's themes, although Seth Wissman added a feature on television in January (January, 1949, pp. 8-11). Wissman was the construction news reporter for the F. W. Dodge Corporation of Dallas and would become a regular contributor to DALLAS throughout the year on business, civic, and cultural reporting (January, 1949, p. 9).

Dale Miller, reporting from Washington, was still writing the main editorial (January, 1949, p. 6), and Mary Fletcher Cavender added a personality profile called "Women in Business" in the February issue (February, 1949, p. 24). "Letters" (February, 1949, p. 35), "New Members Added to

Chamber Rolls" (February, 1949, p. 37), "In Dallas Last Month" (February, 1949, p. 41), "Books" (February, 1949, p. 67), "Business Opportunities" (February, 1949, p. 70), "March of Industry" (February, 1949, p. 88), and "Advertisers in This Issue" (July, 1949, p. 56) were still regular departments. The magazine was averaging eighty pages throughout the year.

John Rosenfield, amusement editor of the Dallas Morning News, contributed an article on the opera (March, 1949, p. 32), and Clay Bailey, amusements editor to the Dallas Daily Times Herald, contributed book reviews (September, 1949, p. 69) and articles on the Dallas Symphony Orchestra (October, 1949, p. 15). Reprints from other publications included "Letter From Texas" from the employee publication of United Aircraft Corporation (June, 1949, p. 89).

In August, only Clifton Blackmon and Thomas J. McHale were listed as staff on the masthead (August, 1949, p. 5).

By the September State Fair issue, Fralin was once again providing cover illustrations (September, 1949, p. 1), after unattributed illustrations since January (January-August, 1949, p. 1).

The November, 1949, issue celebrated the seventy-fifth anniversary of the Dallas Chamber of Commerce (November, 1949, p. 1). From the original sixty-two members, primarily made up of "buffalo hide and saddlery dealers and dry goods

merchants" in 1874, the chamber had grown in size to 4,000 members (November, 1949, p. 8).

In December, Roger J. McGuire was added to staff as advertising assistant (December, 1949, p. 3). Clifton Blackmon wrote under the Publicity Department heading in the chamber's annual report that the magazine was "serving to round out this program of publicity . . . devoted to publicizing Dallas and Dallas business" (December, 1949, p. 49). Blackmon continued with DALLAS's progress in his report.

In the February issue, it was a feature article on construction, in March it was automobile wholesaling, in April it was insurance [sic] month by month on through the year, DALLAS magazine has done a selling job for Dallas. Dependent solely upon advertising revenue, DALLAS goes each month to the Chamber's membership, to other Chambers of Commerce, and to some 1,500 industrial prospects for Dallas throughout the nation (December, 1949, p. 46).

Grover Patterson, editor-in-chief of the Toledo Blade, wrote "What Others Say: The Way of the World" (January, 1950, p. 116) in the January, 1950, issue; Henry S. Miller, president of the Red Cross, wrote an article on his organization in February (February, 1950, p. 24); John Conrad, publisher of The Insurance Record, wrote an article on insurance needs in April (April, 1950, p. 13); and R. L. Thornton, president of the State Fair, wrote an article on summer theater in May (May, 1950, p. 17).

In March, no advertising assistant was listed on the masthead (March, 1950, p. 3).

In July, 1950, Maurice D. Bratt was added to the masthead as the new advertising assistant (July, 1950, p. 3) and, in September, Horace Ainsworth was added as editorial assistant (September, 1950, p. 3).

The 1950 annual report stated that DALLAS received the first place award as the best chamber of commerce publication in the country, already awarded in 1947 and 1948 to the magazine (December, 1950, p. 35) by the American Association of Commerce Executives (December, 1950, p. 50). The circulation of the magazine was 4,000 copies to chamber members and 1,500 copies to industrial leaders, along with complimentary copies to libraries, universities, and chambers of commerce throughout the country (January, 1950, p. 35). The magazine was entirely self-supporting, with advertising revenue covering all costs of publication (December, 1950, p. 34).

In March, 1951, Blackmon, after seven years with DALLAS, left the magazine to join the First National Bank as assistant vice president of advertising and public relations (March, 1951, p. 10), and Horace Ainsworth was promoted from assistant editor to editor. Thomas McHale remained advertising manager and Margaret Klein was added to the staff as editorial assistant (March, 1951, p. 3). In a small article explaining the editorial staff changes, Blackmon's experience was given as being a reporter for both the Texarkana Gazette and The Dallas Morning News and as associate editor

of Insurance Field before joining DALLAS as editor in December, 1943. Blackmon had a bachelor of journalism from the University of Missouri (March, 1951, p. 10). Horace Ainsworth, succeeding Blackmon, was formerly on the editorial staff of the Austin American-Statesman and served as special writer for the Houston Chronicle and Texas Parade (December, 1951, p. 40).

In June, Diane Staffelbach replaced Margaret Klein as editorial assistant (June, 1951, p. 3).

September's State Fair issue featured football (September, 1951, p. 15), politics (September, 1951, p. 20), "Women in Business" (September, 1951, p. 25), and "Books" (September 1951, p. 52).

In November, Bettye Elrod was added to DALLAS's staff as a second editorial assistant (November, 1951, p. 3) and, in December, Rita Goodberlet was mentioned as assistant in the advertising department (December, 1951, p. 13), without being listed as staff on the masthead (December 1951, p. 3).

In the 1951 annual report, Tom McHale wrote of DALLAS magazine's progress:

Distinctive in its field for extensive use of color, modern typography and graphic editorial presentation, DALLAS has not only recorded the running month-to-month story of the Chamber of Commerce activities but has also carried business stories of general interest. It is universally recognized as a strong factor in selling Dallas to both the business community and to the hundreds of industrial prospects on its mailing list.

Advertising revenue has continued at a high level with new regional and national accounts being added and editorially in modern layout and new uses of color,

DALLAS has continued to see the latest methods for telling the story of Dallas [sic] (December, 1951, p. 39).

Again, the magazine achieved a surplus of revenue over expenses (December, 1951, p. 39).

A boxed story within Thomas J. McHale's report gave a synopsis of DALLAS magazine's worth.

- Every month . . .
 - . . . DALLAS has been on Chamber members' desks for the past 29 years
 - . . . DALLAS is read by on-the-job executives
 - . . . DALLAS is read by top management executives across the nation
 - . . . DALLAS is packed with the latest business news and action photographs
 - . . . DALLAS displays modern typography, colorful artwork and distinctive layout
 - . . . DALLAS advertisers get favorable results
- (December, 1951, p. 39)

The thirtieth anniversary of DALLAS, displaying old copies of the covers, was celebrated in the January, 1952, magazine. The magazine's price was raised from twenty to fifty cents a copy (January, 1951, p. 3). Under a photograph of Z. E. Black, DALLAS's first editor, reading the first issue of the magazine, the cutline read, "The first issue of DALLAS predicted Dallas' future as an oil center as Colorado A. E. Humphries announced the location of his general offices in Dallas" (January, 1952, p. 12). The article continued:

DALLAS itself may provide one of the key reasons for the remarkable growth and expansion of this city during its 30 years of publication. In presenting the "Dallas Story" it has reflected the Dallas Spirit. It has caught the glamour and human interest of Dallas

business life. Its pages have captured the interest of office boys, secretaries and top executives, professional men and small merchants Its expanding advertising volume, especially during the post-war years has enabled it to set the pace for the nation in its field by the use of color, typography and art work placing it on a par with magazines of national circulation and enabling it to better and more graphically present the ever expanding "Dallas Story."

Its growth as a recognized advertising medium has also provided the acid test of its value and readership. From a modest number of pages and simple format in its early years, DALLAS today often runs a hundred pages and its advertising not only include leading Dallas business institutions but a growing number of regional and national advertisers who place space through leading agencies of the Southwest and the nation.

The magazine has had the same name throughout the years except the period from 1935 until 1939 [sic] when it was called Southwest Business for the time it served as an official organ for the Texas Centennial Exposition in Dallas and the Greater Pan American Exposition.

Through the years DALLAS has adhered strictly to its original purpose. Month by month it has recorded the accomplishments of the various working committees of the Dallas Chamber of Commerce. It has set out its programs and objectives every month to every member. It has recorded pictorially the rise of the Dallas skyline and the constant expansion of greater Dallas. It has charted and illustrated in detail the month by month industrial, commercial, and financial growth of Dallas. It has provided Dallas Chamber of Commerce members and citizens generally with an ever present handbook of vital facts and information on their city and their Chamber of Commerce (December, 1952, pp. 12-13).

During 1952, the magazine continued with familiar features and themes, utilizing a lot of inside mug shots and direct-flash "check-passing" photographs. Fralin was still illustrating the covers. In March, the cover showed a man on a roof trying to unleash a kite from a television antenna

(March, 1952, p. 1); in September, the State Fair cover showed a couple on a ride, he sweating it out and she enjoying herself (September, 1952, p. 1). The cover and center spread depicting the State Fair (September, 1952, pp. 8-14) were printed in DAY-GLO colors (December, 1952, p. 9).

In the 1952 annual report, Tom McHale wrote, "DALLAS has also received much wider recognition from national advertising agencies and advertising volume and circulation," while still turning an annual profit for the Dallas Chamber of Commerce (December, 1952, p. 9).

In March, 1953, Dana Ware was added to the staff as editorial assistant (March, 1953, p. 5) and, in August, Rita Goodberlet was given credit, after at least a year and three months on staff, as advertising assistant on the masthead (August, 1953, p. 5).

In August, 1953, "Coming Next Month" was featured for the first time on the masthead page (August, 1953, p. 5) for the year 1953 only (January, 1954, p. 5).

The September issue featured the State Fair (September, 1953, p. 1) and the October DALLAS gave a chamber membership record (October, 1953, p. 18).

In March, 1954, L. J. Moriarty was added to the masthead as advertising associate (March, 1954, p. 5). May featured "Young Men Going Places" (May, 1954, p. 42) to coincide with the "Women in Business" feature (May, 1954, p. 52).

The State Fair issue included a high school football analysis (September, 1954, p. 56) and the final issue of 1954 featured the Cotton Bowl football game between Georgia Tech and the University of Arkansas (December, 1954, p. 1).

Horace Ainsworth, editor; Thomas J. McHale, advertising manager; Dana Riddle and Ruth Capp, editorial assistants; and Rita Goodberlet, advertising assistant, were listed on the masthead in January, 1955 (January, 1955, p. 5). By February, Dana Riddle was replaced by Doris Stewart as associate editor and Ruth Capp was replaced by Diane Bosworth (February, 1955, p. 5).

In February, DALLAS advertised itself for the first time, in its graphic arts issue:

Advertising agencies, artists, engravers, typographers, printers and lithographers are also major Dallas assets.

The value of creative talent and competent craftsmen cannot be measured in Dollars but its sic just as real as collateral in the vaults of the Federal Reserve Bank.

Advertising, merchandizing and graphic arts connections are just as important as banking connections to successful firms.

DALLAS also provides continuous connections of ever increasing value of its advertisers . . . as their copy weaves in each month with the amazing Dallas Story Ask your agency--or call us for Rates and Information.

DALLAS

Business magazine of America's number one Region of Opportunity (February, 1955, p. 80).

In March, 1955, Steve Langregan replaced Ainsworth as editor (March, 1955, p. 3) and, in April, Anne Wright replaced Rita Goodberlet as advertising assistant (April, 1955, p. 5).

In May, 1955, a new column called "Data on Dallas" replaced "Last Month in Dallas" and gave short, newsy items about the magazine and staff. Describing Doris Stewart, associate editor, as "the gal in charge of misspelled words and transpositions," DALLAS gave her qualifications as being a 1953 Southern Methodist University journalism graduate with experience as news editor of the semiweekly campus newspaper, and as a public relations counselor for Ayers Compton Associates for one-and-a-half years (May, 1955, p. 94).

The "Data on Dallas" article continued with attributing the two cover photographs:

More than a score of professional photographers were scampering over rooftops looking for effective angles for skyline pictures on the night of March 7, when most of the lights in downtown buildings were turned on during the Building Owners and Managers Meeting. Among those dangling from precarious perches were Eddie Sparks . . . and Bill Edwards, both employees of Ed Miley Studio (May, 1955, p. 94).

In June, Ed Souza was added to the staff as advertising associate (June, 1955, p. 5). The cover of that magazine was a four-color skyline view by "Bill Davis, one of the top color photography specialists in the Southwest, . . . which received a first-place award from the Dallas Building Owners

and Managers Association" (June, 1955, p. 101). "Data on Dallas" continued with biographical information on contributors to the magazine:

Elery Owens appears in DALLAS for the first time this month as the regular author of "Young Men Going Places," a monthly feature in the magazine. A native of Minnesota Elery is night editor of the newsroom at Radio Station WFAA.

Lou Phelps, veteran of many years in the printing trade, is responsible for the make-up of DALLAS magazine. A pioneer employee of Jaggars-Chiles-Stovall, Dallas typographers, Lou is the man who sees that type is set and the magazine gets to the printers in tip-top shape (June, 1955, p. 101).

In August, 1955, Nancy Rynders was added to staff as editorial assistant (August, 1955, p. 5). "Data on Dallas" reported that Rynders was a 1952 Southern Methodist University graduate in art and would take over as associate editor from Doris Stewart in October "when Doris leaves us to make final plans for her wedding in December." Rynders attended the University of Wisconsin as a graduate student in journalism and worked in the copy department of a department store and was "associated with a local advertising agency" (August, 1955, p. 75).

For September's State Fair issue, "Data on Dallas" attributed the cover to photographer Ed Miley and to display artist Jack Heimburger and, under a photograph in "Data on Dallas" of one man with five women behind him, the cutline read, "State Fair Public Relations director Thad Ricks with

his capable (and beautiful) staff contributed the excellent Fair stories" (September, 1955, p. 99).

In October, DALLAS's theme was distribution (October, 1955, p. 1). Mae Graves was added as the new advertising assistant (October, 1955, p. 10). In "Data on Dallas," the magazine reported McHale's tenure with the magazine.

Ten years ago this month, DALLAS acquired a new Advertising Manager . . . a GI fresh from a stint as a German POW. The ad man must have liked his job because he's still at it, as a matter of fact [sic] he is the only member of the magazine staff of 1945 that is still with us (October, 1955, p. 87).

Continuing, the article explained that Ed Souza was a "native of Malakoff, Henderson County, where he worked as advertising salesman for Michelow publications" (October, 1955, p. 87).

In November, 1955, "Data on Dallas" gave two brief biographies: Mae Graves attended the University of North Carolina at Chapel Hill where she "engaged in research in social sciences and edited a departmental publication," and Diana Bosworth, who kept "the photo file current" and did occasional writing and who "is not leaving Dallas and DALLAS by choice," but because "she is moving to Longview where her husband has been transferred" (November, 1955, p. 102).

In December's annual report, a brief synopsis of DALLAS magazine was given:

Every phase of the Chamber's work, whether it be the immediate goal of publicizing an important cultural event or the longer-range goals of selling Dallas' advantages as a business and transportation city, gets

effective support from the Chamber's magazine DALLAS (December, 1955, p. 32).

Subjects covered throughout 1955 included agriculture (July, 1955, p. 26), aviation (December, 1955, p. 61), banking (October, 1955, p. 18), book reviews (October, 1955, p. 24), civic events (May, 1955, p. 59), entertainment (November, 1955, p. 18), fashion (September, 1955, p. 98), law enforcement (August, 1955, p. 68), medicine (March, 1955, p. 26), promotions (January, 1955, p. 30), elections (January, 1955, p. 51), personalities (March, 1955, p. 39), schools (November, 1955, p. 88), and shopping (April, 1955, p. 37).

Because 1956 marked the one hundredth anniversary of Dallas, Thomas J. McHale wrote in "The Story of Dallas' First Fabulous Century" that DALLAS was dedicated to the "City of the Future" (January, 1956, p. 10). "This issue of DALLAS," he continued, "begins a series of 12 numbers devoted to a hundred years of Dallas progress and the outlook for Dallas in its second century" (January, 1956, p. 10). McHale continued to write these special features throughout the year (February, 1956, p. 12; March, 1956, p. 12; April, 1956, p. 8; May, 1956, p. 10; June, 1956, p. 8; July, 1956, p. 12; August, 1956, p. 8; September, 1956, p. 8; October, 1956, p. 12; November, 1956, p. 8; December, 1956, p. 8).

Dale Miller was still being featured with his "Washington Report" (January, 1956, p. 7), along with a double-page spread on the Boy Scouts (January, 1956, pp. 24-25), another double-page spread on the Young Men's Christian Association (January, 1956, pp. 38-39), and "Why We Chose Dallas," by F. C. Goerke, branch manager of the Chas. Pfizer & Co., Inc. (January, 1956, p. 59).

"Data on Dallas" projected Bud Biggs as the cover artist who would be doing original watercolors showing a scene of Dallas today and one of Dallas yesterday throughout the year (January, 1956, p. 99). The same article announced the "newest addition to the editorial department of DALLAS" as Judy Carr, a Southern Methodist University graduate with a master's degree in medical art from Southwestern Medical School. Her duties included keeping photo files up to date, answering correspondence, and "on one occasion, writing cut-lines" (January, 1956, p. 99).

In February, the masthead took a new look with linear graphics. Departments listed in the magazine for the first time included "Retailing" (February, 1956, p. 24), "Civic Events" (February, 1956, p. 26), "Banking and Finance" (February, 1956, p. 32), "Sports" (February, 1956, p. 35), "City-County" (February, 1956, p. 44), "Transportation" (February, 1956, p. 45), "Agriculture" (February, 1956, p. 47), "Insurance" (February, 1956, p. 56), "Shows" (February, 1956, p. 68), "Honors and Awards" (February, 1956, p. 70),

"Education" (February, 1956, pp. 72-73), "Aviation" (February, 1956, p. 81), "New and Expanding Business" (February, 1956, pp. 91, 94-95, 98-99), and "Appointments and Promotions" (February, 1956, pp. 100-101).

Two new contributors to the magazine, introduced in the March, 1956 "Data on Dallas," were a nine-year assistant professor in journalism at Southern Methodist University and Leo Allman of the U.S. Department of Labor and Information office, who was also a special lecturer on public relations at Southern Methodist University since 1949 and previous correspondent to the Christian Science Monitor (March, 1956, p. 133). Other contributors were Sam Acheson of the Dallas Morning News's editorial staff (March, 1956, p. 19) and B. C. Jefferson, editor-in-chief of the Dallas Times Herald (March, 1956, p. 22). Photographer Ed Miley and artist Bud Biggs were mentioned in "Data on Dallas" as contributors to the magazine, along with Wilson Engravers, Jagers-Chiles-Stovall typographers, and Haughton Printers (March, 1956, p. 133).

Doug Johnson, a contributor to the April, 1956 magazine, was publicity director at Dallas Unlimited, but she also contributed several articles to DALLAS when she worked for the publicity department of the State Fair (April, 1956, p. 102). Tom Hefner, a twenty-eight-year-old courthouse reporter for the Dallas Times Herald and 1952 graduate of the School of Journalism at the University of Wisconsin, was

a contributor to DALLAS in May (May, 1956, p. 101). June's "Data on Dallas" article said, "This month Dallas News amusement editor, John Rosenfield, graciously consented to do a story for DALLAS on the entertainment field" as "the best-known critic south of Chicago and west of the Mississippi" and "one of the best molders of public opinion in the country" (June, 1956, p. 16).

In July, 1956, Doris Ainsworth, associate editor; John E. Stitt, advertising associate; and Carol Ridgeway, editorial assistant, joined the staff of DALLAS (July, 1956, p. 3). In August, Katherine Gaines from Asheville, North Carolina--where she served as Woman's Page editor of the Asheville Citizen-Times--became associate editor, and Mary Jean Kenney, a New Jersey native who worked on a weekly newspaper and two industrial publications and as an advertising copywriter, became editorial assistant (August, 1956, p. 3).

In September, 1956, "Data on Dallas" offered a similar biography on John "Jack" Stitt, as a native of Glen Ellyn, Illinois with an bachelor of arts from Albion College in Missouri who attended the Southern Methodist University School of Law (September, 1956, p. 97).

The January, 1957, DALLAS featured an excerpt from a speech made by Rear Admiral Hymie Rickover called "Are We Losing the Cold War of the Classrooms?" (January, 1957, pp. 8-9), "An Executive's View," by F. O. Detweiler, president

of Chance Vought Aircraft (January, 1957, p. 10), and "An Educator's Reply," by W. T. White, superintendent of the Dallas Independent School District (January, 1957, p. 11).

Throughout 1957, graphics in the magazine became more dominating and inventive, with the first use of white space and headlines moving down from the top of the page. DALLAS was averaging ninety pages an issue.

Annette Robinson was listed as editorial assistant in June (June, 1957, p. 5), but Mary Joan Harvey replaced her in August (August, 1957, p. 5).

In September, "Big Tex" at the State Fair was featured on the cover in full color (September, 1957, p. 1), and an inside spread included four pages of color halftones of the Fair (September, 1957, pp. 11-14).

In October, Mayor J. Erik Jonsson wrote an editorial on voting for bond issues (October, 1957, p. 11).

The December "Data on Dallas" gave a biography of Katherine Gaines as a graduate of Randolph-Macon Woman's College in Lynchburg, Virginia, and as a member of the Dallas Industrial Editors Association, the Daughters of the American Revolution, and Delta Delta Delta sorority and the article stated that she would be promoted to editor for the next month's magazine. Steve Langregan, as a Southern Methodist University graduate, the 1957 president and Editor of the Year of the Dallas Industrial Editors Association, director of the American Association of Commerce

Publications, and a member of Sigma Delta Chi and Kappa Tau Alpha fraternities, was leaving DALLAS to assume the post of assistant to the administrator and director of public relations at St. Paul's Hospital (December, 1957, p. 54).

The Dallas Industrial Editors Association presented DALLAS the first place awards in 1957 from the American Association of Commerce Publications for the best in consistent quality and for the best cover stories (December, 1957, p. 54).

Articles in January, 1958, included Dale Miller's "Washington Report" (January, 1958, p. 7), "Dallas Plans Ahead for Great Expansion" (January, 1958, p. 9), "Dallas Economy Dons Seven League Boots" (January, 1958, p. 12), "1958 Promises Convention Boom" (January, 1958, p. 15), "Dallas Chamber Names Officers for 1958" (January, 1958, p. 16), "Tenico Grows from Scratch to Major Manufacturer" (January, 1958, p. 18), and "Chamber's Highest Membership Goal is Topped" (January, 1958, p. 22).

Throughout the rest of the year, the magazine's covers depicted business flying (February, 1958, p. 1), the history of Dallas (March, 1958, p. 1), finance and insurance (April, 1958, p. 1), construction (May, 1958, p. 1), conventions (June, 1958, p. 1), hospitals and medicine (July, 1958, p. 1), aviation (August, 1958, p. 1), the State Fair (September, 1958, p. 1), distribution (October, 1958, p. 1),

fashion (November, 1958, p. 1), and football (December, 1958, p. 1).

Photography was provided by Squire Haskins (January, 1958, p. 1); Walt Sisco, Dallas Morning News photographer (April, 1958, p. 1); Ed Miley (July, 1958, p. 1); and J. L. Pos, member of the special effects department at Chance Vought Aircraft Company (August, 1958, p. 1).

In June, Betty Waters was added to the masthead as editorial assistant (June, 1958, p. 5); in September, Hal Dawson was added as director of publications and chairman of the editorial board (September, 1958, p. 5); in October, John Stitt was no longer listed as advertising associate (October, 1958, p. 5).

In August, an article addressed the Cold War with Russia: "Better Than The Russians," by Flight magazine editor and publisher George Haddaway (August, 1958, p. 31). A Dresser Industries advertisement said, "'For Peace or Defense,' Tomorrow's Defense Planned Today" (August, 1958, pp. 50-51).

In November, J. Erik Jonsson provided an editorial supporting the proposed capital improvements program on the December 2 ballot (November, 1958, p. 16).

Dale Miller had been a full-time representative of the chamber in Washington for eighteen years. His responsibilities included:

. . . obtaining copies of departmental studies and regulations and legislative bills and committee

reports, seeking expeditious treatment by Government departments of problems afflicting the welfare of Dallas, reporting periodically on political and economic developments, and keeping Dallas civic and business leaders generally apprised of developments in Washington" (December, 1958, p. 19).

In 1959, Bud Biggs was once again illustrating the covers of DALLAS (January, 1959, p. 1; February, 1959, p. 1; August, 1959, p. 1; October, 1959, p. 1), and Squire Haskins (April, 1959, p. 1; November, 1959, p. 1) and Ed Miley (May, 1959, p. 1; June, 1959, p. 1) were providing cover photographs.

In March, 1959, John Foster was added to the masthead as advertising associate (March, 1959, p. 5).

"Inside Dallas," formerly "Data on Dallas," announced in April, 1959, that "this issue is the second to be mailed in a special wrapper. This will not only insure that the magazine reaches its readers with less handling damage, but it will also cut down on the number of magazines lost in the mail" (April, 1959, p. 8).

July's issue, devoted to the subject of oil, had advertisements on eight pages dealing with the oil industry (July, 1959, pp. 28, 29, 30, 33, 40, 41, 46, 75), along with six articles on the subject covering eleven pages (July, 1959, pp. 12-14, 15, 16-17, 19, 20-21, 34-35).

New departments were added in 1960, including "Education" (January, 1960, p. 42), "Clubs and Associations" (January, 1960, p. 54), "Arts and Music" (March, 1960, pp.

50-51), "Traffic" (June, 1960, p. 92), "Advertising-Marketing-Communications" (June, 1960, p. 80), "Football" (December, 1960, pp. 18, 20), and "Fashion" (May, 1960, p. 54).

In January, 1960, the "Dallas Pioneers" advertisement, which first appeared after the Depression (January, 1938, p. 31), was still receiving prominent space on page two with a new caption:

Business Confidence Built on Years of Service. Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest (January, 1960, p. 2).

Listed on the masthead were Hal Dawson as director of public relations and chairman of the editorial board, Katherine Gaines as editor, Thomas J. McHale as advertising manager, John Foster as advertising associate, and Louise Tate as advertising assistant (January, 1960, p. 3).

Articles included Dale Miller's "Washington Report" (January, 1960, p. 11), "Dallas & Growth: Partners During 1950's" (January, 1960, p. 13), "50's See a New City Construction" (January, 1960, p. 14), "Dallas Diversifies" (January, 1960, p. 16), "Manufacturing Firms" (January, 1960, p. 17), "Non-Manufacturing Firms" (January, 1960, p. 24), "Dallas Industrial Districts" (January, 1960, p. 28), "Dallas Mart Spurs Growth" (January, 1960, p. 30),

"Membership Committee Tops 1959 Goal" (January, 1960, p. 32), "Industrial Dallas Campaign" (January, 1960, p. 37), and "Ad Index" (January, 1960, p. 62).

"Industrial Graphics" brought back charts and graphs to the magazine in depicting business growth (January, 1960, pp. 20-21).

In February, L. T. Potter, president of the chamber, wrote, "The Enticing Sixties" (February, 1960, p. 16), which glorified Dallas.

. . . today Dallas has not only become the heart of one of America's great urban areas, but has emerged as a truly important world trade center. During the 1950's, Dallas achieved as much growth and economic progress as were recorded in this community in its first 90 years--between its founding in 1841 and the beginning of the depression in 1930 (February, 1960, p. 16).

In an article on chamber committees, the magazine expounded that "internal communications in Dallas on Dallas Industrial Advantage are just as important as external communications. That is why the Industrial Dallas Campaign is being merchandized back to the Dallas Chamber of Commerce membership through DALLAS magazine" (February, 1960, p. 23).

In April, the second in a series of nine articles on the basic Dallas information brochure being used "to answer initial inquiries in the Industrial Dallas national advertising campaign" was given in "Dependable Business Climate" (April, 1960, p. 30). The chairman of the board at

Employer's Casualty Company, Austin F. Allen, wrote an article concerning accidents (April, 1960, p. 30).

In May, 1960, Lois Mills Durden replaced John Foster as the first woman advertising associate (May, 1960, p. 3).

DALLAS competed with twenty other publications and received the "Best All-Around" magazine award at the annual convention of the American Association of Commerce Publications at Tulsa, the magazine announced in July, besides receiving three other awards in makeup and design, use of color, and best color photo cover (July, 1960, p. 45).

"Computers and data processing" was the subject of February, 1961 (February, 1961, p. 1), "Electronics" in July (July, 1961, p. 1), and "Diversified Manufacturing" in August (August, 1961, p. 1).

In June, Jean Thompson, as managing editor, replaced Katherine Gaines (June, 1961, p. 5) and, in November, Nila Wilhelm was named new advertising assistant (November, 1961, p. 7).

In December, "Bond Program Endorsed by Chamber" (December, 1961, p. 25) offered the chamber's political stand. And, in a small article on page forty-four, the magazine announced that "themes for the twelve issues of DALLAS Magazine of 1962 have been announced by the Chamber of Commerce" (December, 1961, p. 44).

Magazine themes in 1962 included chemical industries (January, 1962, p. 1), medicine (February, 1962, p. 1),

graphic arts (March, 1962, p. 1), banking (April, 1962, p. 1), construction (May, 1962, p. 1), conventions (June, 1962, p. 1), industrial brainpower (July, 1962, p. 1), oil and aviation (August, 1962, p. 1), the State Fair (September, 1962, p. 1), the Cotton Exchange (October, 1962, p. 1), downtown Dallas (November, 1962, p. 1), and the Chamber's annual report (December, 1962, p. 1).

Hal Dawson was listed as editor in January, 1962 (January, 1962, p. 5).

Tom McHale, in another article, wrote, "Beginning with this issue and continuing each month this year, DALLAS will feature the modern facets of Dallas business progress and compare them to the milestones of Dallas growth during the past four decades" (January, 1962, p. 19).

In March, 1962, Brad Lear was named editor of DALLAS on the masthead while Hal Dawson reverted to director of public relations and chairman of the editorial board (March, 1962, p. 5).

The first fold-out covers depicted banking in April (April, 1962, p. 1) and construction in May (May, 1962, p. 1). In August, a special member roster insert was printed on heavier paper (August, 1962, pp. 49-78).

A mug shot of Dale Miller changed with a new look on the "Washington Report" (November, 1962, p. 13). In an article about cotton, A. Starke Taylor, Jr., wrote about the

commodity as president of the Dallas Cotton Exchange (November, 1962, p. 28).

The January, 1963 issue depicted new graphics for both "Young Men Going Places" (January, 1963, p. 43) and "Women in Business" (January, 1963, p. 56).

In December, an article about the chamber described a bi-monthly newsletter called "What's Doing in Dallas," with a circulation of 3,000, concerned with the aerospace, electronics, and data processing areas. The article continued, "Carefully-planned [sic] issues of DALLAS Magazine dealing with the science industry . . . and electronic data processing . . . editorial contents" were "then reprinted as direct mail pieces for wide-spread promotional use" (December, 1963, p. 32).

Another article mentioned the magazine in December, 1963:

In 1963, as in every year, the Chamber has sought to maintain close and constructive liaison with local units of government within a framework of mutual understanding and respect In particular, it has used DALLAS magazine and other chamber communications media to help inform the public, on a factual and non-partisan basis, of the work of local government units (December, 1963, p. 35).

Themes used during 1964 included "New Challenges For Dallas" (January, 1964, p. 1), education and medicine (February, 1964, p. 1), graphic arts (March, 1964, p. 1), insurance and finance (April, 1964, p. 1), construction (May, 1964, p. 1), conventions (June, 1964, p. 1), science

industry (July, 1964, p. 1), oil and gas (August, 1964, p. 1), the State Fair (September, 1964, p. 1), distribution (October, 1964, p. 1), world trade (November, 1964, p. 1), and Christmas (December, 1964, p. 1). The magazine fluctuated between sixty-eight pages (December, 1964, p. 68) and 114 pages (April, 1964, p. 114).

In the January, 1964, issue, president of the chamber Robert C. Cullum wrote, "Forward-Looking Mood Prevails as DALLAS MOVES AHEAD IN 1964" (January, 1964, p. 15). A new double-page spread with "check-passing" snapshots was added to the magazine called "Camera Views of the News" (January, 1964, pp. 31-32).

A special insert starting on page thirty-one said, "A Report: The Rising Affluence in America" (January, 1964, p. 31), with features such as "Be the First on Your Block to Own a 3-Car Garage" (January, 1964, p. 34), "Americans Are Flying High" (January, 1964, p. 37), and "It Costs Your City Money to Be Affluent" (January, 1964, p. 51).

"Committeeman of the Month," featuring an honored chamber member, was on page forty-three (January, 1964, p. 43).

Chamber members (February, 1964, p. 25), editors of other publications (February, 1964, p. 38), and executives with member companies (February, 1964, p. 20) continued to contribute to the magazine.

"Inside Dallas" urged residents to vote on a \$52.5 million bond issue because "the board of directors of the Dallas Chamber of Commerce have [sic] endorsed the program and urge voter approval" (March, 1964, p. 4).

The new cover format, with the nameplate centered at the top of the page and ruled off from the cover photograph or illustration, was by Stan Richards & Associates (March, 1964, p. 4). In May, the beginning of an insert series depicting new buildings in Dallas was introduced (May, 1964, pp. 25-28). In June, the magazine featured an inserted color brochure to be used by the Convention and Visitor's Bureau and by the chamber's Industrial Department (June, 1964, p. 4).

In August, "Dallasites in the National Spotlight" became a regular feature (August, 1964, p. 35) for the remainder of the year. The style was modern feature writing: "His talk is plain. He thinks in an uncluttered way, and he acts with precision. These are marks of a successful man in a tough competitive business--oil" (August, 1964, p. 35).

In December, 1964, Joe MacManus was made advertising manager, replacing Thomas McHale after his nineteen-year tenure with the magazine, and Theresa Travis became advertising assistant (December, 1964, p. 13).

Articles in the January, 1965, issue were "The Road Ahead" (January, 1965, p. 18), "The Chamber's New Leadership" (January, 1965, p. 22), "New Directions, Dallas

Chamber of Commerce" (January, 1965, p. 24), "New Look at Dallas: Oak Cliff Bank and Trust Company" (January, 1965, p. 25), "Postmaster Visits Dallas" (January, 1965, p. 34), and "This is Dallas" (January, 1965, p. 43). Departments remained the same, although the magazine no longer carried Dale Miller's "Washington Report."

In April, Mickey Foster was added to staff as a sales representative, a brand new position (April, 1965, p. 9). In May, Bud Biggs, artist, and Ed Miley, photographer, collaborated on the cover (May, 1965, p. 3). In that month's magazine, a new insert gave the "Dallas Economic Report" on colored paper (May, 1965, p. 15), which was followed with a back sheet in August for a newsletter called "WORK" (August, 1965, p. 75). The first "DALLAS Magazine Apartment Guide" was a new insert (August, 1965, pp. A1-A32), to be continued as a annual "Housing Guide" (September, 1966, pp. A1-A32). In September, the first edition of a quarterly "Visitor's Guide" was inserted in the magazine (September, 1965, pp. A1-A32).

The magazine's graphics were becoming bolder and more modern; photographs centered within a car steering wheel illustrated the cover article on transportation and distribution (October, 1965, p. 12). Bylines were becoming scarcer and scarcer; white space was being used more often. The table of contents shifted from one page to three columns centered over a double-page spread (November, 1965, pp.

4-5). The magazine fluctuated in size from 134 pages in June (June, 1965, p. 134) to sixty-six pages in December (December, 1965, p. 66).

Still acting as the chamber representative in Washington without writing for the magazine throughout the year, Dale Miller wrote, "The Trinity: Triumph and Transition" in December (December, 1965, p. 22).

Themes for 1966 included "Tomorrow's Dallas" (January, 1966, p. 1), "Transportation" (February, 1966, p. 1), "Packaging and Printing" (March, 1966, p. 1), "Air Conditioning and Insurance" (April, 1966, p. 1), "Banking and Finance" (May, 1966, p. 1), "Construction and Real Estate" (June, 1966, p. 1), "Space Science and Industry" (July, 1966, p. 1), "Broadcasting" (August, 1966, p. 1), "Conventions/State Fair" (September, 1966, p. 1), "Warehousing and Distribution" (October, 1966, p. 1), "Graphic Arts" (November, 1966, p. 1), and "Medicine" (December, 1966, p. 1). Covers throughout the year, taken by a variety of photographers, became stylistic with one set-up item shot for effect against a high-key background (January-December, 1966, p. 1)

In January, 1966, Andrew DeShong, previous editor to DALLAS, was listed with other chamber officers on the masthead as general manager (January, 1966, p. 4). The "Economic Newsletter" insert was replaced with "The Business Month" (January, 1966, p. 11), with "WORK" on the back page

of the insert (January, 1966, p. 65). A boxed article under the "WORK" heading gave a memorial to the first editor of DALLAS.

Z. E. Black, who presided at the birth of DALLAS Magazine in 1922, died at his Dallas home Dec. 2.

Mr. Black, who joined the Dallas Chamber's staff as publicity director in 1918, was the first editor of the magazine. He later served as manager of the Dallas Retail Merchants Association and as manager of the Chamber's Convention Bureau.

He retired from the chamber's staff in 1958, but returned to assist in the reorganization of the Convention bureau in 1962, remaining in this "temporary" assignment until early in 1965" (January, 1966, p. 65).

The February cover depicted a roller skate with a wheel off for "Transportation" (February, 1966, p. 1). At that time, Theresa Travis became a second sales representative (February, 1966, p. 4)--promoted from advertising assistant (January, 1966, p. 4)--with her previous position filled by Eleanor Owens (February, 1966, p. 4). "Metro Dallas," offering community profiles of Dallas suburbs and nearby towns (February, 1966, p. 34) became a regular feature of the magazine throughout the year.

March's issue depicted a personified oyster shell wearing glasses (March, 1966, p. 1) for the magazine's theme "Packaging and Printing" (March, 1966, p. 1). "Camera Views" received a new logo with a halftone of a 35mm camera (March, 1966, pp. 40-41) and a thirty-two-page "Visitor's Guide" was an insert to the magazine (March, 1966, pp. A1-A32). Another

quarterly "Visitor's Guide" was inserted in June (June, 1966, pp. A1-A32), September (September, 1966, pp. A1-A32), and December (December, 1966, pp. A1-A32). In August, the annual "Housing Guide" was inserted (August, 1966, pp. A1-A32).

In October, Lucille Tuft replaced Eleanor Owens as advertising assistant (October, 1966, p. 4).

In November, 1966, an advertisement for DALLAS said, "Dallas Chamber Announcing for '67" themes for the 1967 issues (November, 1966, pp. 42-43) and the circulation of the magazine was given as 10,000 copies per month (November, 1966, p. 43).

Magazine themes were broadened in 1967 with the following subjects: plastics (January, 1967, p. 1), construction materials (February, 1967, p. 1), printing and publications (March, 1967, p. 1), outdoor recreation (April, 1967, p. 1), million dollar companies (May, 1967, p. 1), construction (June, 1967, p. 1), downtown Dallas (July, 1967, p. 1), business aviation (August, 1967, p. 1), conventions (September, 1967, p. 1), furniture and appliances (October, 1967, p. 1), food and beverages (November, 1967, p. 1), and medical facilities (December, 1967, p. 1).

During the year, the cover photographs were even more stylized, utilizing singular and simplified subjects on the cover, although different photographers were contributing each month. Depicting "plastics," the January issue showed

realistic fruit cut open to reveal its empty interior. The background was high-key, as it would remain throughout the year. The magazine increased in price to one dollar in January, 1967, and new graphics emphasized a modern look. The Dallas Pioneer advertisements acquired a new look with boxed copy around the firms represented, the same copy used in the past, and a new special feature on one company (January, 1967, pp. 14, 65).

Previous regular departments became "brief news items relating to every category of business and civic activity" in January (p. 5, DM, 1-67): "Billboard" (January, 1967, p. 4), "Business Month" (January, 1967, p. 11), "Public Relations Month" (January, 1967, p. 12), "Camera Views of the News" (January, 1967, p. 32), "Membership" (January, 1967, p. 46), "Chamber Newsletter" (January, 1967, p. 57), "Economic Letter" (January, 1967, p. 58), "Ad Index" (January, 1967, p. 64), and "Pioneer Pages" (January, 1967, pp. 14, 65). The "guide to dallas office buildings" provided the year's first insert (January, 1967, pp. A1-A32).

In February, 1967, to illustrate "construction materials," the cover photo showed stacked match sticks (February, 1967, p. 1). Another insert, an advertising supplement called "This is North Dallas: Showplace of Big D," ran thirty-two pages (February, 1967, pp. A1-A32). An advertisement for DALLAS magazine was titled, "Deadline

Doodles: Notes from the Advertising Department of the Chamber of Commerce." The ad continued:

There are two phases of Outdoor Recreation that will be covered in this feature in several individual stories

If you have a product to sell to this booming market, you'll want an ad in this April Outdoor Recreation issue of DALLAS Magazine (February, 1967, p. 77).

The March, 1967 cover showed a photographically lighted bust of Benjamin Franklin to depict "graphic arts" with printer stripper notes to bring up or down the tones (March, 1967, p. 1). Four articles concerning the subject covered seventeen pages (March, 1967, pp. 20-22, 26-30, 32-33, 34-35), while advertisements concerning the subject covered fourteen pages (March, 1967, pp. 8, 9, 10, 13, 14, 15, 17, 23, 24, 25, 31, 42, 60, 62). The spring "Visitor's Guide" was inserted in the magazine (March, 1967, pp. A1-A32).

A dozen baseball hats stacked on the cover in April, 1967 depicted "outdoor recreation" (April, 1967, p. 1). A new sales representative, Randy Green, was added to staff on the masthead (April, 1967, p. 4).

A Johnston Printing Company advertisement gave the following statistics on DALLAS magazine:

Production Notes on this Issue of DALLAS

COVER:

Printed offset in 4 color process on 8 point coated cover by a 2-color 25X38 offset press

INSIDE:

Printed letterpress in 16-page signatures from made-up type pages on 65# basis enamel by 1- and 2-color 27X41 cylinder presses

OFFSET SECTION:

Printed offset in 16-page signatures by a 2-color 25X38 offset press

Basic line art pasted-up on 2 page flats--four color process separations partially made for this issue, partially furnished by advertisers

ADVERTISING INSERTS:

Mechanically tipped in to 16-page signatures before gathering

BINDING:

Gathered, stitched and trimmed on 10 station saddle-gathering machine and three knife trimmer (April, 1967, p. 6).

A petition sheet asking for signatures for the authorization of an airport authority was tipped into the magazine (April, 1967, pp. 16-17), and paid for by the Citizens Information Committee for the Airport Authority (April, 1967, p. 17).

In May, the "WORK" newsletter became "The New Metro Dallas" (May, 1967, p. 83), but returned to its original title in June (June, 1967, p. 95). June's insert was the summer "Visitor's Guide" (June, 1967, pp. A1-A32).

In October, Phillip Conrad was added to staff as a second advertising sales representative (October, 1967, p. 5), and Randy Green left the magazine in November (November, 1967, p. 5). The name of the advertising assistant changed to Joye Farmer in December (December, 1967, p. 5).

The magazine had a cleaner look, using a mosaic layout for photographs and utilizing more white space within the copy of major stories.

The January, 1968, DALLAS nameplate was moved flush left and the photograph below it showed the Trinity River at sunrise (January, 1968, p. 1). Jack Patterson was made sales representative on the masthead (January, 1968, p. 4). "The Business Month" newsletter reverted to the magazine's regular paper stock (January, 1968, pp. 9-10). Bylines were being used again with unfamiliar names such as Dennis Hoover (January, 1968, p. 20), Al Altwegg (January, 1968, p. 25), and O. B. Guider (January, 1968, p. 35).

The January table of contents listed "On the Horizon--1968 and Beyond," "The Climate for Law and Order," "Dallas-based Stocks in the Year of Swingers," "The Tornado Felt Around the World," and "Get Out and Vote!" as features, and "Business Month," "Public Affairs Month," "Camera Views of the News," "Membership," "Pioneer Pages," and "Ad Index" as departments (January, 1968, p. 4).

March, 1968, profiled sports in "The Pros: Business Asset" (March, 1968, p. 1). "Community Profiles," featuring suburbs and towns near Dallas, became a regular feature throughout the year (March, 1968, p. 40). The spring "Visitor's Guide" was inserted in the March magazine (March, 1968, pp. A1-A32).

In April, 1968, Lucille Enix was named editor of DALLAS (April, 1968, p. 5). Morris Hite, president of the chamber and chairman of the board of Tracy-Locke, hired Enix and "saddled her with the challenging task of changing the

magazine from the internal Chamber publication it was into a community magazine Dallas could be proud of." She would remain editor for eight years (November, 1975, p. 5).

In May, 1968, Bill Raza, editor of Life Insurance Journal, contributed an article called "Actuarially Speaking" (May, 1968, p. 29). Throughout the rest of the year, freelance writers contributed to the magazine: Pauline Neff (July, 1968, p. 5), one of the "best qualified" construction freelance writers in Dallas (June, 1973, p. 20), Dennis Hoover (July, 1968, p. 5), Marilyn Schwartz (August, 1968, p. 5), Carolyn Barta (September, 1968, p. 5), and freelance photographers Mike Marby, as editorial photographer, and Shel Hershorn, as cover photographer, were added to staff on the masthead. Select Media, Inc. was listed as DALLAS magazine's national advertising representative in December (December, 1968, p. 5).

On the January, 1969, cover, cute blurbs were used for the first time. Depicting the cover story on radio and television commercial production, the headline read, "IT MAY BE A PLUG TO YOU . . . BUT IT'S A SOCKET TO ME!" (January, 1969, p. 1). Included in the table of contents were "Mr. T of LTV," "Why Get Involved," and "J. Ben Critz." Departments listed were "Public Affairs Month," "The Business Month," "Membership," and "Advertising Index" (January, 1969, p. 5). The editorial policy was also given on the masthead page:

DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas

Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the news expressed in these articles (January, 1969, p. 5).

Staff members listed in January were Lucille Enix, editor; Hal Lindgren, art director; Mike Marby, editorial photographer; Shel Hershorn, cover photographer; Joe MacManus, advertising manager; Joye Bieciuk, advertising assistant; and Jack Patterson, sales representative. Select Media, Inc. was listed as national advertising representative (January, 1969, p. 5).

Eight four-color pages in January were advertisements (January, 1969, pp. 7, 8, 9, 10, 19, 20, 65, 66). Freelance writers were Marilyn Schwartz, staff writer at the Dallas Morning News (January, 1969, p. 22); Bill Morgan (January, 1969, p. 26); and Pauline Neff (January, 1969, p. 22). The editorial photographs--all black and white--were excellent in composition, design, and technique utilizing a mosaic layout (January, 1969, pp. 22-25). Cartoons were being used to fill space (January, 1969, p. 38) for the first time since the Depression.

In February, 1969, Mollye Hubbard was made editorial assistant (February, 1969, p. 5). On the masthead, a new editorial policy was stated:

DALLAS explores the Dallas environment, heritage, growth, customs, economy and human resources. The magazine serves to probe every facet of community

living that influences the quality of life in Dallas (February, 1969, p. 5).

An article called "Yesterday Was Too Late," about vocational schools, was written by Mary Ficklen, a freelance writer also published by Southern Living, The Washingtonian, Editor & Publisher, and Texas Parade magazines (January, 1969, p. 24).

In March, no editorial assistant was listed on the masthead (March, 1969, p. 5). DALLAS announced a new column on the same page:

With this issue, DALLAS brings its readers a new column--film reviews on motion pictures that are currently or will be showing in Dallas. The reviewer, Burt Prelutsky, was born in Chicago 29 years ago. A man of considerable writing talent, he now works out of Los Angeles, California and reviews films for Los Angeles Magazine, Palm Springs Life and Phoenix Magazine (March, 1969, p. 5).

Freelancers Preston McGraw, a writer for the Dallas Bureau of the Associated Press (March, 1969, p. 24), Bill Morgan (March, 1969, p. 28), and Patsy Swank (March, 1969, p. 34), a Dallas Morning News writer (September, 1969, p. 5), continued to write for DALLAS. The spring "Visitor's Guide" was inserted in March (March, 1969, pp. A1-A32).

The "Good Organs Never Die" cover story in April was written by Raymond Halbrook, a writer for the Dallas Bureau of United Press International (April, 1969, p. 22). A DALLAS advertisement said, "Without color, you're no different than

the other birds. Show your true colors in DALLAS Magazine.
Offset or letterpress" (April, 1969, pp. 66-67).

Now you don't have to buy inserts to get offset color in DALLAS Magazine Why not take advantage of DALLAS Magazine's printing flexibility and give your ads the proven high readership that color commands. It's a double plus in DALLAS, because DALLAS is the prestige [sic] way to reach business leadership with your sales message.

Published by the Dallas Chamber of Commerce since 1922, DALLAS has a total circulation of 12,000 reaching a select audience of Dallas' decision-making executives (April, 1969, p. 67).

In May, a Dallas Chamber of Commerce advertisement said, "Invest in the work of the Dallas Chamber of Commerce for balanced and comprehensive metropolitan community development" (May, 1969, p. 20).

In June, 1969, left-hand blurbs were printed on the cover for the first time (June, 1969, p. 1). A small article on the masthead page explained the "new look" of DALLAS as taking Hal Lindgren a full year to achieve (June, 1969, p. 5). A new editorial assistant, Jenny Haynes, was added to the masthead (June, 1969, p. 5). A business writer for the Dallas Times Herald (June, 1969, p. 5), Bill Reed, contributed an article on cotton distribution (June, 1969, pp. 55-57).

The magazine averaged eighty pages throughout the year, featuring a cover story and two other articles, besides "Business Briefs," "Cultural/Civic Events," "Films,"

"Advertising Index," and "Convention Calendar" as regular departments (December, 1969, p. 5).

The magazine continued in 1970 with articles on home swimming pools (April, 1970, p. 20), mobile home living (July, 1970, p. 22), sports (August, 1970, p. 20), railway freight (October, 1970, p. 26), and fashion (November, 1970, p. 28). The quarterly "Visitor's Guide" was still inserted in the magazine (March, June, September, December, 1969, pp. A1-A32).

In 1971, the magazine continued with articles about the aged (January, 1971, p. 22), fashion (February, 1971, p. 20), personality profiles (February, 1971, p. 26), how to use banks (March, 1971, p. 1), Dallas Postal Service (April, 1971, p. 1), construction (June, 1971, p. 22), chamber membership (June, 1971, p. 56), travel agents (July, 1971, p. 18), outdoor recreation (July, 1971, pp. 26-29), journalism (August, 1971, p. 24), and tennis (August, 1971, p. 1).

Linda Murphee became circulation manager in January, 1971 and Mike Marby was no longer listed as editorial photographer on the masthead (January, 1971, p. 5), although he continued to contribute to the magazine (January, 1971, pp. 28-31).

Freelance writers during the year included Mary Taylor, a Dallas writer for Woman's Wear Daily and former fashion editor in New York (November, 1971, p. 24); Dick Schaffer,

Dallas writer with a bachelor of arts from Oklahoma University (February, 1971, p. 2); Carolyn Barta, reporter for The Dallas Morning News (March, 1971, p. 26); Mavis Bryant, freelance writer (April, 1971, p. 26); Derro Evans, associate editor of the Dallas Times Herald Sunday Magazine (June, 1971, p. 32).

In November, 1971, a statement of ownership quoted the magazine's average circulation at 12,200 monthly: 62 copies sold through counter sales; 8,536 paid subscribers; 2,692 complimentary copies, and 972 copies for office use (November, 1971, p. 64).

Brynie Smith was listed as sales representative on the masthead in February, 1972 (February, 1972, p. 5). Harriett Greanley was promoted to editorial assistant and Penny Yost managed circulation in April (April, 1972, p. 5).

In November, 1972, a small article on the masthead page said DALLAS received an "Award of Excellence" for the fifth consecutive year from the American Chamber of Commerce Executives Association for "content clarity, readability, layout and eye appeal, quality of reproduction and general effectiveness" (November, 1971, p. 5).

In 1973, Jack Caspary took the cover photographs (January, 1973, p. 1). Derro Evans wrote the book reviews (January, 1973, p. 10). In April, five freelance photographers were featured in DALLAS as contributors. Bill Crump contributed "dynamically designed photographs, heavy with

contrast and angular arrangement." Jack Caspary, with a college background in science and chemistry, was the "master of one frame motion pictures." John Rogers, photographer for the "Dallas Housing Guide," was "nationally distinguished as a perfectionist in architectural photography." Bob Smith "has that rare, important ability to fade into surroundings with his equipment to candidly photograph life" because "the empathy cultivated in Bob, a former minister, combined with his exceptional photographic abilities make Bob a master of nature and people photography." Craig Wheeler provided "graphic illustrations for conceptual subjects like 'motivation' and 'energy crisis.' His background as an advertising and newspaper photographer taught him the art of illustrating ideas without benefit of story copy" (April, 1973, p. 5).

In May, Charles C. Armbruster was added to the masthead as sales representative (May, 1973, p. 5).

The chamber's Membership Committee, "The Lasso Club," received a new double-page spread for events and photographs in May, 1973 (May, 1973, pp. 56-57).

In June, 1973, black-and-white advertising rates, to be effective July 1, 1973, were announced in a full-page advertisement: \$550 for a full page; \$400 for two-thirds; \$315 for one-half; \$210 for one-third; \$175 for one-fourth; and \$120 for one-sixth (June, 1973, p. 18).

In July, DALLAS featured another advertisement that said the new rates were covered by a price freeze with a simple and unclear explanation, "Naturally, whether the new rates can be implemented at that time will depend on the regulations under Phase IV" (July, 1973, p. 53).

In October, a full-page advertisement for the magazine said:

DALLAS Magazine is a publication with impact, because DALLAS Magazine is acknowledged to be one of the top city magazines in the country. DALLAS is edited for the broad range of interests of our readers. They're interested in business, of course, but they're also interested in medicine, in the arts, in education . . . in what's happening in Dallas, and why. DALLAS Magazine looks at Dallas in depth (October, 1973, p. 43).

Dudley Lynch, writing on health benefits offered by corporations, had been a freelance writer for one year and a stringer for Business Week magazine, with reporting and editing experience for weekly and daily newspapers, besides religious and trade publications (October, 1973, p. 20).

In November, 1973, a statement of ownership said the 12,000 monthly circulation included 160 counter sales; 8,342 mail subscriptions; 2,526 complimentary issues; and 973 for office use (November, 1973, p. 56).

Throughout 1974, Jack Caspary continued to provide cover photographs (January, 1974, p. 1). Monna Spence was added as circulation manager in January (January, 1974, p. 5).

In February, 1974, Dudley Lynch gave "Predictions for the 1974 Dallas Economy" (February, 1974, p. 16) and, in March, the "Opening of the World's Largest Airport" (March, 1974, p. 16). In April, David Wolfe, regional correspondent for the National Real Estate Investor magazine, wrote "The Industrial File" about partnership investments in real estate (April, 1974, p. 22).

Roger Pendleton was added to staff as managing editor in April (April, 1974, p. 5), after writing two freelance articles (October, 1974, p. 32; December, 1974, p. 20) while an editor at the Dallas Times Herald (November, 1974, p. 5). He continued to write articles for the magazine--five in nine months--and as managing editor, his additional responsibilities included "all production on the monthly DALLAS Magazine, the quarterly 'Visitor's Guide to Dallas,' the annual 'Housing Guide' and the biennial 'Office Building Guide' and 'Industrial District Guide.' As a special treat, he is also responsible for the photography staff" (November, 1974, p. 5).

In January, 1975, "DALLAS Magazine Takes Honors" announced that three journalists--including managing editor Pendleton for his work at the Dallas Times Herald--featured in that month's magazine, received five honors at the sixteenth annual Communications Awards contest.

David Wolfe . . . was presented a Katie for the best business story. His article on industrial districts was published in the April 1974 issue of DALLAS Magazine. Wolfe, a journalism instructor at

Mountain View College, also writes for National Real Estate Investor magazine

DALLAS Magazine was named finalist in the best magazine category and two of its writers were named finalists in the best feature.

Pauline Neff . . . was cited for her story on suicide in the February DALLAS Magazine.

Dudley Lynch . . . was honored for his profile of a car salesman in the September issue of DALLAS Magazine (January, 1975, p. 5).

The Katie Awards were provided by the Katie Petroleum Company for the annual Press Club awards program (February, 1975, p. 5).

In April, Andy Butynes was added to the masthead as classified advertising manager (April, 1975, p. 5), and the first classified ads were listed in that month's magazine (April, 1975, p. 58).

In September, 1975, the magazine's price increased from one dollar to a dollar and twenty-five cents (September, 1975, p. 5). Roger Pendleton was promoted to editor and Herb Chaffin was added to staff as business manager in October (October, 1975, p. 5). In November, Mildred Cary was added to the masthead as office manager (November, 1975, p. 5).

Freelance writers throughout the year included Janelle DuPont Scott, a University of Texas graduate and unemployed journalist (February, 1975, p. 18); Ted Kurris, copy editor for The Dallas Morning News and former reporter/photographer during the Viet Nam Conflict (March, 1975, p. 32); Pauline Neff, freelance writer (May, 1975, p. 18); Darwin Payne,

journalism professor at Southern Methodist University who had been a writer and editor for both the Dallas Times Herald and the Fort Worth Press (July, 1975, p. 5); Joy G. Speigel, a Fort Worth housewife who attended college and received a Stanford Fellowship in her forties (August, 1975, p. 22); and Dotty Griffith, an editorial reporter for The Dallas Morning News and a University of Texas graduate (October, 1975, p. 26).

In 1976, Jack Caspary continued to provide cover photographs. John Torres was added to staff as account executive, and Joye Graves was advertising production manager (January, 1976, p. 5). In a restaurant classified directory, an advertisement for the magazine said, "dallas magazine has the perfect dinner guest." A MARC readership survey done in January proved that 64 percent of DALLAS readers made \$25,000 or more; 44 percent had dinner out five or more times a month; while another 32.5 percent ate out three to four times a month. The advertisement also said that DALLAS's pass-along readership included 100,000 people (January, 1976, p. 45).

In February, freelancer Daniel Garza wrote "Mariano Martinez, Jr., The Story of a Man Who Made It" (February, 1976, p. 5), which would win the Katie Award for the Best Magazine Feature Story at the annual Press Club awards program (February, 1977, p. 5).

DALLAS's rate card was published in February with full-page black-and-white advertising rates quoted at \$595, two-thirds page \$440, one-half page \$346, one-third page \$230, one-fourth page \$192.50, and one-sixth page \$132.50 (February, 1976, p. 44).

Matching Joy Spiegel's three-page article on "How to Hire an Interior Decorator" (February, 1976, pp. 18-21) were three pages of advertisements by interior decorators (February, 1976, pp. 31, 32, 35).

Bill Sloan, a reporter for the Dallas Times Herald since 1961, wrote "Survival of the Stockbrokers" in March, 1976 (March, 1976, p. 18).

Departments in April were "Civic and Cultural Affairs News" (April, 1976, p. 6), "Economic Overview" (April, 1976, p. 10), "Economic Indicators" (April, 1976, p. 49), "Lasso Club News" from the chamber's Membership Committee (April, 1976, p. 62), "New Chamber Members" (April, 1976, p. 63), "Restaurants of Dallas" (April, 1976, p. 64), and "Advertiser's Index" (April, 1976, p. 70).

In May, 1976, Glen A. Garrett was added to the masthead as advertising manager (May, 1976, p. 5). Mark Hughes, manager of the Research Division of the Dallas Chamber of Commerce with a master's degree in economics from North Texas State University and experience as an urban economic and demographic analyst for the North Central Texas Council

of Governments, wrote the "Economic Overview" (May, 1976, p. 10).

In June, 1976, Susan Sanders as editorial assistant, Deborah Thompson as a second account executive, and Lynell Hunsaker as administrative assistant were added to the masthead (June, 1976, p. 5).

In July, a Commemorative Edition featuring "The Past, Present, and Future Dallas" gave a new look to the magazine (July, 1976, p. 5). Andy Butyne remained on the masthead as the only account executive. The table of contents took on a new look with small photographs depicting feature articles (July, 1976, p. 5). A new editorial policy was given:

DALLAS's objective is to explore business trends and city problems as they relate to the business community and offer solutions, to report economic indicators, and to predict and comment on business developments in Dallas (July, 1976, p. 5).

The annual "Housing Guide" was inserted in the magazine (July, 1976, pp. A1-A32), and the Dallas Pioneers advertisement took on a new look with centered graphics and new typestyles (July, 1976, p. 18). Ten pages were devoted to "Impressions of Dallas," showcasing nine photographers' color and black-and-white photographs in an advertisement for The Color Place, Inc. (July, 1976, pp. 47-57).

An eastern sales representative, Blake Meyer Associates, was added to the masthead in August (August, 1976, p. 5) and a new sixteen-page "Restaurant Guide" was inserted in the magazine (August, 1976, pp. 29-45).

In September, the magazine announced that two Gold Quills were awarded by the International Association of Business Communicators for special effects photography by Doug Doering and an award of merit for black-and-white illustrations by Tony Eubanks, both freelancers for the magazine (September, 1976, p. 6).

October, 1976, offered a State Fair Collector's Edition (October, 1976, p. 1). The "highly imaginative cover designed by nationally recognized artist Jack Unrutt became the official poster of the State Fair" (February, 1977, p. 56). Ed Hearne and C. Sharpe were additional account executives listed on the masthead (October, 1976, p. 6). Winston cigarettes (October, 1976, p. 7) and Coors beer (October, 1976, p. 10) advertisements were the only two color pages inside the magazine.

The December, 1976, magazine "spotlighted Dallas' role in the Sunbelt. Advertisers recognized the importance of the magazine and the issue carried 60 pages of advertising, a record for DALLAS" (February, 1977, p. 56). The back page of the December magazine was an editorial called "Our Town," written by David W. Cooley, president of the Dallas Chamber of Commerce (December, 1976, p. 90).

Cover stories throughout 1977 included the wedding industry (March, 1977, p. 1), executive kidnapping (April, 1977, p. 1), aviation (May, 1977, p. 1), tourism (June, 1977, p. 1), downtown Dallas (July, 1977, p. 1), conventions

(August, 1977, p. 1), high school football (September, 1977, p. 1), professional modeling (October, 1977, p. 1), noise pollution (November, 1977, p. 1), and the City of Dallas (December, 1977, p. 1).

The magazine was predated in 1977; thus, the magazine published on January 20--normally dated January--was actually dated February (February, 1977, p. 6). Art director Dennis Benoit was added to the masthead and the editorial quoted more honors for DALLAS magazine:

The International Association of Business Communicators presented DALLAS with an Eddy award as the Best Magazine of 1976. The Press Club of Dallas presented a Katie statuette to DALLAS Magazine writer Pauline Neff for the best business reporting The Press Club also gave awards of Excellence to DALLAS Magazine writer Marilyn Schwartz for her article on the Dallas restaurant business and to DALLAS Magazine in the best corporate magazine competition (February, 1977, p. 6).

In April, chamber president Cooley resigned; he would no longer contribute to the magazine (April, 1977, p. 6). The executive director of Swern Men's and Boys' Apparel Association began contributing a quarterly column called "Executive Closet" (May, 1977, p. 12).

The December, 1977 DALLAS was the first "yearbook edition" of the magazine, featuring the magazine's first perfect bound cover and excerpts from the chamber's annual report (December, 1977, p. 6).

An excerpt from the Dallas Chamber of Commerce 1976 annual report said the magazine also won "the Anson Jones award of Merit from the Texas Medical Association" and that

the magazine had taken "on a new graphic design" and expanded its editorial package in 1977 (February, 1977, p. 50).

In 1978, the magazine continued with a familiar look. Short features such as "Bringing Hope Out of Chaos" and "Portrait" were included in departments listing on the table of contents. Articles featured in the January issue were "If You Want It, You Can Rent It," "Dallas Awakes to Heritage," "The Complete Guide to Homemoving," and "Renovation--New Ideas for Expansion," all written by freelance writers (January, 1978, p. 5). "Inside Dallas" moved to page six and the masthead still listed chamber officers, directors, and staff, besides the magazine staff. Mary Butler, Andy Butynes, and Valerie Kirkpatrick were listed as account executives and "Inside Dallas" announced that an award of merit for Best Corporate Magazine and an award of distinction for Best Writing, by Susan Sanders, were awarded to DALLAS by the International Association of Business Communicators.

What all of these honors really mean to you, a member of the Dallas Chamber of Commerce, is that your organization is producing an effective and beneficial communications tool for your use. This would seem an appropriate time for you to write to DALLAS Magazine. Let us hear your opinions on the impact the magazine has on you and your business and, of course, we would be interested in your ideas on ways to better serve our membership (January, 1978, p. 6).

The theme for February, 1978, was "Selling Groceries in Dallas" (February, 1978, p. 1); March was "How Dallas

Accommodates Guests" (March, 1978, p. 1); April was "Graphic Arts" (April, 1978, p. 1); May was the Dallas/Fort Worth Airport (May, 1978, p. 1); June was America's New International City (June, 1978, p. 1); July was small businessmen (July, 1978, p. 1); August was the world center of distribution (August, 1978, p. 1); September was "The Girls Next Door," as the Dallas Cowboys Cheerleaders (September, 1978, p. 1); October was the State Fair (October, 1978, p. 1); November was construction (November, 1978, p. 1); and December was the symphony orchestra (December, 1978, p. 1).

DALLAS was averaging seventy pages and Jack Caspary continued to provide cover photographs.

In June, six pages were devoted to mug shots and brief biographies of the international consular corps in Dallas (June, 1978, pp. 70, 71, 73, 75, 77, 79).

In August, "Inside Dallas" announced:

. . . in this year's Western Publication Association competition, which includes all magazines published west of the Mississippi, DALLAS Magazine was named one of three finalists in the Best Magazine category. We won the award last year.

Just one more toot: DALLAS Magazine was named the best chamber of commerce magazine in the United States by the American Chamber of Commerce Executives. This highest award came during this year's competition in which we made a clean sweep, winning recognition as the magazine with best graphics and the best editorial content (August, 1978, p. 6).

In September, five account executives were listed on the masthead (September, 1978, p. 5), but only three remained to the end of the year (December, 1978, p. 5).

In October, 1978, Susan Sanders was promoted to managing editor; Vickie Cook was added to the masthead as associate editor; and Samuel Lopez became production and circulation coordinator (October, 1978, p. 6).

Departments listed in January, 1979, were "Inside Dallas"; "Civic and Cultural Affairs," as "changes of persons and organizations in art, business, organizations, churches, civic organizations, education, government, music, medicine, and theater"; "Business Briefs," as "changes of persons and in business in advertising/public relations, banking/finance, business services, communications, construction, distribution, electronic data processing, energy, general manufacturing, insurance, real estate, retail trade, sports, transportation, and utilities"; "Books"; "The Creative Executive"; "Economic Perspective"; "Economic Indicators"; "Lasso Club"; "Convention Calendar"; and "Portrait" (January, 1979, p. 5).

Features in January included "Soaring to New Hites," by Roger Pendleton and Bill Sloan; "Avon Tennis Championship"; "Pompeii A. D. 79"; "Hollywood on the Trinity: Take Two," by Susan Sanders; "Elements of a Classic," by Vickie Cook about the Cotton Bowl game between the universities of Houston and Notre Dame; and "Jack of All Trades," by Daniel Garza (January, 1979, p. 1).

Roger Pendleton was no longer listed on the masthead in January. Susan Sanders, managing editor, wrote the "Inside Dallas" editorial in January, 1979.

Last month, Roger Pendleton was named associate publisher and executive editor of Texas Woman Magazine, a new publication scheduled to appear on the newsstand late this month.

From Roger, I learned there are three absolutely unarguable tenets of magazines: 1) Force yourself to spend as much time on the details as on the perspective. If there's a mistake, invariably it will be something that seemed trivial at the time but now seethes with unexpected significance. Consequently, 2) Never, never, never take anything for granted. It goes without saying. And 3) Don't be afraid to ask questions. You're better off sounding stupid before something is finished than proving it later (January, 1979, p. 6).

Dudley Lynch, Darwin Payne, Daniel Garza, Bill Sloan, and Lana Henderson continued to write as freelancers for DALLAS (March, 1979, p. 6). The cover story for March, 1979 on real estate was written by Jake Fuller, "who moonlights as an advertising executive with Williams Moi," and who "surveyed a dozen of Dallas' top industry and industry-related leaders to get a grasp on what has happened and what they expect will happen in local real estate" (March, 1979, p. 6).

In February, 1979, Susan Sanders announced new technology in printing DALLAS magazine:

Several portions of this month's issue of the magazine were set in type under a new system in which stories are transmitted from our office directly into the computers at Southwestern Typographics. In the future, 100 percent of the magazine will be set in type by this method

After being edited, and copied, the story is . . . retyped After the story is proofread and any necessary corrections made on the tape, the article is transmitted to Typographics over an automatically answered telephone modem

The advantage of all this is a turnaround time cut by two-thirds and monthly typesetting bills cut by more than one third (February, 1979, p. 6).

In April, 1979, Susan Sanders wrote "Inside Dallas" with explanations of staff changes, although members mentioned were not listed on the masthead.

Under usual circumstances, this is not the kind of business that attracts offices full of long-term employees. Magazines, as do most other journalistic mediums, seem to expect their writers, editors, salespeople, to move along to new challenges, new opportunities, seeking the variety with which life is spiced.

But then there come those times, rare indeed, when the chemistry between diverse people works so well that for several years there are virtually no comings and goings. When that happens, it is truly a phenomenon, something to enjoy and take advantage of. It is in that period when new employees are assimilated into the staff so easily that before they've gotten their feet on the ground they are part of the family.

So it is with us, as we welcome three new folks to the publications department of the Dallas Chamber of Commerce. Roslyn Dawson, David Gregory and Elizabeth Goodman have taken on positions with varied responsibilities--designed to allow them to work into areas they most enjoy and in which they have the most aptitude.

At the present time, Roslyn, who has a master's degree in English from Vanderbilt University, is helping to coordinate advertising services while taking on some writing responsibilities at the same time. David . . . is interested in public relations and is beginning to concentrate on the Chamber's communications area. He is a graduate of Southwest Texas State University in San Marcus.

Elizabeth, our newest newcomer, holds a degree in urban studies from Southern Methodist University and sees working for the Chamber as a means to combine her interest in urban studies with her writing skills (April, 1979, p. 6).

The masthead page received a new look in May, 1979 with officers, directors, and staff listed horizontally rather than vertically (May, 1979, p. 6). The magazine was utilizing half a page of white space within major stories (July, 1979, pp. 18, 20-21).

In August, 1979, Susan Sanders announced in "Inside Dallas" the death of DALLAS magazine's cover photographer: "This month's cover is the last Jack will shoot for DALLAS Magazine. With three other Dallas men . . . Jack died in a July 3 plane crash, enroute home from a photography job in Arkansas" (August, 1979, p. 6). In the same editorial, Sanders announced, "This column is kind of a goodbye for me. With the closing of the August issue of DALLAS Magazine, I will be leaving the Dallas Chamber of Commerce to go into business for myself as a free-lance writer" (August, 1979, p. 6).

In September, 1979, Lynn Swann Haag was added to the masthead as executive editor (September, 1979, p. 6). In November, Haag gave an explanation for upcoming changes in DALLAS magazine.

In the past, business leaders turned to the Chamber of Commerce magazines to get a view of what was happening in their local business community. Then, a Chamber's primary function was to attract new business.

But as chambers of commerce became more diversified, so did their publications. To attract new progress, a Chamber had to be concerned about all the "quality of life" facets such as water, transportation, education, the arts. Chamber magazines echoed these interests.

Then came the so-called "city" magazines and numerous business publications, many of them regional or local.

When this happened in Dallas, the Chamber's publications/communications advisory committee analyzed the situation methodically

Some wanted to do nothing But the Chamber wanted more. The committee, the staff, the board of directors wanted a magazine that readers would look forward to receiving, a magazine they would read thoroughly, one that would give them useful information "a magazine that will make Dallasites proud and will create a positive--a realistic--image of Dallas" entertaining and informative--and easy to read.

We needed shorter stories, more white space. . . . so the new magazine had to look good. And it had to break even financially.

The committee recommended, and the board agreed, that the magazine should follow a theme, so that each issue would be devoted to a specific subject.

Meanwhile, the firm of Kress, Chapman, Briand and Norsworthy offered to design new graphics primarily as a public service--and the Chamber accepted (November, 1979, p. 6).

Haag also announced that the editor's slot, vacant for almost a year, was to be filled by Sheri Rosen, a Dallas native and honors graduate from Trinity University. The chamber's board of directors would continue to support the magazine and had agreed with theme topics for 1980 (November, 1979, p. 6). She ended the editorial with, "It looks as though the new DALLAS Magazine is going to be what we've

been striving toward: good looking, easy to read with provocative articles that meet our reader's needs. And a magazine that showcases Dallas" (November, 1979, p. 61).

In January, 1980, DALLAS took on a new look and editorial direction. The cover photograph was centered with the nameplate centered above it and set off by sidebars. Blurbs were stacked below the cover illustration in three columns (January, 1980, p. 1). Departments were ruled off in three columns, with small cutout photographs depicting subjects: a brief case on the "Business Briefs" page (January, 1980, p. 9), and ballet shoes to depict "Civic and Cultural Events" (January, 1980, p. 11). Sheri Rosen, editor, was also given credit as designer on the masthead. She described DALLAS's new editorial content in "Inside Dallas."

. . . we're offering a wider variety of feature stories. And this month we start a new column, "Ideas for small business," since about 80 per cent of DALLAS readers are in small business management.

The big change is in our theme approach. In each issue, a majority of articles will focus on an aspect of Dallas, and this month, we will look at the various communications industries (January, 1980, p. 6).

DALLAS magazine's latest readership survey by Deib, Starling Associates touted new statistics: most DALLAS subscribers fell in professional or managerial categories, with half making more than \$46,000 a year and 30 percent of the family income reaching higher than \$76,000; most readers were married men between twenty-five and forty-five years old and 67 percent had spouses that were not employed and 80

percent had one or two children; most subscribers owned their own homes, two cars, and half of DALLAS's readers dined out nine or more times a month (January, 1980, p. 6).

Also in the January issue, a newsletter on colored paperstock was inserted in the magazine directly addressing chamber members. It was called "Chamber Report" and it offered a listing of directors, officers, and staff of the Dallas Chamber of Commerce, along with brief news items and a listing of new members (January, 1980, pp. 85-90).

Susan Sanders, former managing editor of DALLAS and former city editor of the Richardson Daily News, wrote a freelance article called "Uncle Sam Can Help You" in the February, 1980 DALLAS, with "The Allure of Owning Your Own Store" as its theme (February, 1980, p. 43).

In March, 1980, the theme for DALLAS was food and feature articles included "The Rise of the Restaurant," "The Waiter and Waitress Woes," "Apprenticeship," "The New Gourmet," "Fresh," "Prestige has returned to the kitchen," "Eating incognito is a funny way to make a living," and "Cookbooks for fun and profit" (March, 1980, p. 5).

Rosen announced in the April, 1980 "Inside Dallas" that "Lynn [Haag] managed to find time to write two articles for this issue They are the last stories she'll ever write for us. She was hit by an out-of-control van and died March 6. She was 39." (April, 1980, p. 5).

The first editorial intern, Kim Feil, was listed on the May, 1980 masthead (May, 1980, p. 5).

In November, 1980, a statement of ownership gave the circulation of DALLAS magazine: 19,166 total average, with 729 counter sales; 10,241 paid subscriptions; 4,300 complimentary copies; 3,700 for office use (November, 1980, p. 10).

The "Dallas Pioneers" advertisement received a new look with new type in December (December, 1980, p. 79).

A 1981 reader profile showed that 83 percent of DALLAS magazine's readership were male, 77 percent were over thirty-four years of age, 82 percent were married, 38 percent had a college education and 32 percent had advanced degrees, 68 percent owned stocks and bonds, 72 percent earned over \$50,000 a year, and 80 percent were at least directors with their companies (2).

In January, 1981, "Bits," a new department, introduced items about Dallas and local business; "Enterprise," with features on local companies; "Reviews"; and "Ideas," offering tips for working and leisure and investments (January, 1981, p. 5). "Inside Dallas" announced that DALLAS magazine won more awards than any other publication from the International Association of Business Communicators in local competition: Best Color Magazine, Best Use of Photographs, Best Feature Writing, Best Media Kit, and a second place award in Magazine Design (January, 1981, p. 8).

In February, 1981, D. Ann Slayton was added to the masthead as editorial assistant (February, 1981, p. 6). In April, Tricia Wilcox was added to the masthead as editorial intern (April, 1981, p. 6) and, in May, Sue Ruggles was made advertising manager (May, 1981, p. 6).

"Inside Dallas" announced in June, 1981, that the issue was the largest in the magazine's history.

DALLAS Magazine exceeded its June advertising goal by more than 40 per cent. Advertising income from this issue is the greatest in the magazine's history.

And since our magazine policy permits no more than 40 per cent of an issue to be advertising, more articles are included this month than ever before to keep the appropriate ratio of articles and advertising (June, 1981, p. 6).

The editor wrote in "Inside Dallas" that DALLAS received the Anson Jones Award from the Texas Medical Association for excellence in writing about medical and health issues; the best chamber business publication award by the American Chamber of Commerce Executives Association; and a Gold Quill Award of Excellence in personality profile writing, written by freelancer Bill Sloan, from the International Association of Business Communicators (June, 1981, p. 6).

In August, 1981, Slayton was promoted from assistant to associate editor on the masthead. Carolyn Abraham was listed as circulation assistant and Marguerite Avella was added as the fourth account executive (August, 1981, p. 6).

In September, Margaret Ashmore was listed as production manager (September, 1981, p. 6).

In November, 1981, a new readership survey conducted by Marketing Support Services, Inc. for DALLAS was announced by the editor: 42 percent are self-employed business people or professionals, and 76 percent of the remainder are corporate executives; 76 percent earn more than \$50,000 a year, including 44 percent earning more than \$75,000; 91 percent own their own homes, 73 percent have homes valued at more than \$100,000 with 29 percent valued at \$200,000 or more. "Inside Dallas" continued:

Other feedback we received from the survey solidified plans for future offerings in DALLAS. You can expect articles that appeal to influential, conservative men and progressive women--the people who run the business of Dallas. You will see articles that focus on business services and ways to make your work more productive and effective. You will find information about investing--in everything from stocks to collectibles to real estate. In other words, you can expect more of the same.

And you can expect some changes--new departments in the next few months providing more information on business trends and local business events (November, 1981, p. 6).

A statement of ownership in November gave the total circulation as 20,262, with 829 copies in counter sales; 12,215 paid subscriptions; 4,490 complimentary copies; 2,573 for office use; 155 returns (November, 1981, p. 60).

In December, 1981, the nameplate reflected "DALLAS: The Business Perspective" for the first time (December, 1981, p. 1) and the "Chamber Report" newsletter was deleted from the

magazine, including the listing of chamber directors, officers, and staff for the first time in the history of DALLAS. Two new departments were added, including "Electives," offering speeches, seminars, and opportunities for continuing education, and "Bottom Line," with quick recaps of significant events or trends (December, 1981, p. 6).

Rosen Wolf, just nominated Communicator of the Year by the Dallas chapter of the International Association of Business Communicators (December, 1981, p. 6), became executive editor and Slayton was made managing editor. Craig Cunningham was listed on the masthead as student intern (December, 1981, p. 4).

An "Attention to Detail" advertisement for DALLAS magazine offered a joint offering with Business Week magazine:

As a style conscious business person, you've developed a look that makes a statement about the way you do business. Your blend of traditional elegance with an innovative approach reflects an attention to detail.

For business details that will compliment your business style, take advantage of discounted subscriptions to DALLAS Magazine and Business Week (December, 1981, pp. 9-10).

Another advertisement for the magazine in December said, "If you don't know the difference between DALLAS Magazine and D Magazine. Ask Katie." The advertisement announced that DALLAS was awarded the 1981 Katie Award for

best general interest magazine. "Curious, isn't it, that a business magazine would take general interest honors. But business is of general interest in Dallas" (December, 1981, p. 91).

Magazine themes in 1982 were "Shattering old ways of thinking" (January, 1982, p. 1), "Boat sales on the rise" (February, 1982, p. 1), "Spark interest in your meetings" (March, 1982, p. 1), "Locking up the market" (April, 1982, p. 1), "Unlimited flying options" (May, 1982, p. 1), "Textures shape colors of the interior design industry" (June, 1982, p. 1), "Construction and real estate" (July, 1982, p. 1), "Lights, camera (Where is the action?)" (August, 1982, p. 1), "Banking: Money isn't all that matters" (September, 1982, p. 1), "Harvesting the profits of professional sports" (October, 1982, p. 1), "Instead of buying" (November, 1982, p. 1), and "Mixing business with pleasure" (December, 1982, p. 1).

In January, 1982, the price of DALLAS increased from \$1.25 to \$1.50 (January, 1982, p. 1). Information on the quality of life, education, labor, transportation, utilities, and major corporations was printed in "Dallas At a Glance" (January, 1982, pp. 24-25, 32). The magazine was perfect bound with heavier graphics, larger type, pronounced sidebars and more color than ever before. The magazine was averaging ninety pages.

In the April, 1982, issue, a flap-in card advertised DALLAS with "How this city works. And why," with subjects covered by the magazine: management techniques, inflation, family pressures, construction, minorities and women, population growth, fledging companies, politics, and influences (April, 1982, p. 8).

Article subjects throughout the year included sparking interest in meetings (March, 1982, p. 22), alcoholism (June, 1982, p. 29), layoffs (June, 1982, p. 36), executive headaches (July, 1982, p. 30), and bond issues (July, 1982, p. 38).

In September, 1982, Slayton Schiffler became the editor of DALLAS. Rosen Wolf wrote in "Inside Dallas" that although Slayton Schiffler had newspapering experience, her magazine major at East Texas State University gave her the background and interest for moving up quickly from editorial assistant. Rosen Wolf was leaving the magazine to start an editorial services consulting company (September, 1982, p. 6).

At this time, Slayton Schiffler developed an editorial policy that included objectivity in reporting, offering two sides two sides to controversial and interpretative issues. She made a stance to keep the magazine's articles informative rather than persuasive. She also determined that the magazine would separate itself from the Dallas Chamber of Commerce.

Seventy percent of the magazine was written by eight or nine different freelance writers each month and all photography was provided by freelancers and interns. Cost-effectiveness, variety, and quality offered significant reasons to maintain freelancers.

All typesetting, layout and design, and compiling and writing regular department columns were editorial functions performed by the magazine staff (4).

In October, Beverly Jones was listed on the masthead as editorial assistant and Slayton Schiffler was named designer of DALLAS (October, 1982, p. 6). In November, Gary Di Giovanni was listed as production/art coordinator (November, 1982, p. 6).

"Inside Dallas," in November, 1982, gave brief biographies of the staff members. Beverly Jones, a Texas Tech University graduate who formerly worked for Dallas/Fort Worth Living Magazine and Texas Sports Magazine, handled the compilation of "Bits," "Happenings," and "Electives" columns. Gary DiGiovanni was a graduate of the Columbus Ohio College of Art and Design who had worked at Wilson Engraving Company. Pam Jennings, a graduate of Michigan State University, was responsible for generating sales enthusiasm, creating sales promotions and general marketing of DALLAS. Valerie Kirkpatrick was a graduate of Texas Tech University and a former school teacher. Andy Butynes was a 1952

graduate of the University of Missouri and former ad sales manager for the Dallas Times Herald (November, 1982, p. 6).

Slayton Schiffler had developed a cover style for the magazine utilizing the same graphics, yet more distinctive photographs conceptualized around objects rather than people. She developed a clean look with excellent and predictable studio set-up shots on the cover to give DALLAS its own style and identity (4).

Remaining magazine themes in 1983 were computers (February, 1983, p. 1), graphic arts (March, 1983, p. 1), employee benefits (April, 1983, p. 1), fitness (May, 1983, p. 1), booze (June, 1983, p. 1), economic recover (July, 1983, p. 1), media (September, 1983, p. 1), Dallas/Fort Worth Airport (October, 1983, p. 1), high profile retailing (November, 1983, p. 1), the top ten chief executive officers (December, 1983, p. 1).

In January, 1983, "Real Estate" was added to DALLAS as a new column taking a closer look at various finished and unfinished real estate developments in the city. Mind Your Own Business, or "M.Y.O.B.," by freelancer Lee Ballard, would cover various consumer concerns from security systems to checking accounts to divorce (January, 1983, p. 4).

A "Building a Strong Foundation for Dallas . . ." advertisement for the Dallas Chamber of Commerce volunteers was to become a regular advertisement (January, 1983, p. 57).

In April, 1983, the "Inside Dallas" editorial became "This Month." Michael Stanford was added to the masthead as the fourth account executive, Cyndi Cook was listed as editorial intern, and Greg Rubin was photography intern (April, 1983, p. 4).

In July, 1983, Jeff Hampton was made editorial assistant. He was a graduate of Baylor University and former employee of the Waco Tribune-Herald and he would be writing the "Happenings" and "Bottom Line" columns (July, 1983, p. 4).

DALLAS received an Award of Excellence for Business Magazines from the American Chamber of Commerce Executives Communications Council, according to the July, 1983 issue (July, 1983, p. 128).

In September, 1983, the annual "Industrial Districts Guide" was inserted as a special section of the magazine (September, 1983, p. IDG1-72) and it was sold and distributed as a separate publication by the Dallas Chamber of Commerce (September, 1983, p. IDG-72).

By the beginning of 1984, the circulation for DALLAS magazine reached 30,000 copies monthly, with a pass-along readership of 135,000 (4). Magazine themes throughout the year included advertising (January, 1984, p. 1), pregnant managers (March, 1984, p. 1), the National Republican Convention (August, 1984, p. 1), minority entrepreneurs

(September, 1984, p. 1), and electronic bugging (November, 1984, p. 1).

In January, 1984, "Headliners" replaced the "Bits" column (January, 1984, p. 8) and "Trends" was added as a new column (January, 1984, p. 60). A new "Question and Answer" column interviewed business and celebrity personalities (January, 1984, p. 21).

By February, the magazine was saddle-stitched and listed new staff members Gregory C. Harrison as editorial assistant, Cathy Rose as production/art/illustration coordinator, Susan Campbell as a fourth advertising account executive, and Doug Wintermute as photography intern (February, 1984, p. 4).

The annual "Dallas Housing Guide" with a regular circulation of 15,000 (4) was inserted in the magazine (February, 1984, pp. 27-84), increasing its circulation to the magazine's circulation of 30,000, thus allowing advertising prices to rise (4).

In June's "This Month," the editor wrote that DALLAS received three awards from the American Chamber of Commerce Executives Communications Council, including the Grand Award for Business Magazines, Award of Excellence for Publication Editorial Content, and an Award of Excellence for Most Improved Publication (June, 1984, p. 4).

In September, Jeff Hampton was promoted to associate editor while Linda Puig became editorial assistant

(September, 1984, p. 4). The "Industrial District Guide" was inserted into the September magazine (September, 1984, pp. 35-65).

The magazine had evolved into what Slayton Schiffler referred to as a business magazine because at least 60 percent of its content dealt with business news (3). The Dallas Chamber of Commerce was merely listed as publisher, without further reference to the organization that sponsored the magazine (December, 1984, p. 4).

One-time black-and-white advertising rates had increased significantly by the end of 1984. A full page sold for \$1,760; two-thirds of a page for \$1,320; one-half page for \$1,000; one-third page for \$720; one-fourth page for \$550; and one-sixth page for \$440 (4).

Account executives were directly marketing the industries featured each month in DALLAS magazine to sell advertising space to companies involved in the featured industries, thus allowing increased sales (3).

More color photography than ever before was being used in the magazine and DALLAS was averaging 120 pages an issue at the end of 1984.

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CHAPTER III
SUMMARY AND CONCLUSION

Summary

The study of the history, development, and changes in DALLAS magazine throughout its first sixty-three years revealed that the magazine acted as a spokesarm of the Dallas Chamber; that the magazine did not report negative or unpopular views throughout its existence; that a history of the changes in journalistic writing and graphic arts technology is reflected in DALLAS's first sixty-three years; that the magazine's audience remained the same, growing with the Dallas Chamber membership rolls; and that staff members progressively became better qualified for their positions.

Sponsorship by the Dallas Chamber of Commerce was blatantly evident in the articles' subjects until the 1970's, when DALLAS became a community magazine. In 1981, the chamber of commerce further separated itself from DALLAS magazine by deleting the chamber newsletter and, with that, the directors, officers, and staff listing from the magazine. Nonetheless, the publisher listed on the masthead was the Dallas Chamber and a one-page advertisement for the Dallas Chamber thanking volunteers for special efforts was still included each month.

The magazine projected only positive images of the City of Dallas and its economy. After World War I, still considered "The Great War," the editors of DALLAS offered hope for quick recovery from a brief economic slump. The first reference to the Great Depression in DALLAS magazine came well after the stock market crash, when the crushing effects on business ended hope for a quick recovery. Patriotism was evident in editorials and advertisements during World War II and the need for strong defense during the Korean War, but the unpopular Vietnam Conflict was never mentioned in the magazine. The event that spotlighted Dallas in national news--the 1963 assassination of President John F. Kennedy in Dallas--was never mentioned in the magazine. During 1981, when the economic recession hit Dallas with major layoffs and the folding of large companies, the magazine never addressed the issue except to show the downward trends in economic indicators. By the middle of 1982, when economic recovery was imminent, one article addressed the effects of layoffs on workers (June, 1982, p. 36).

The style of writing began with a Victorian form during the magazine's early years when chamber members contributed to the magazine. During the 1950's and 1960's, staff members, professionally trained in journalism, wrote with shorter sentences and paragraphs, with more conciseness than was evident in earlier writing. The freelance writers of the 1970's and 1980's wrote in a modern journalistic feature

writing style, utilizing the concept of the inverted pyramid. Advancements in graphic arts technologies were evident in the pages of the magazine. The magazine displayed its first photographic halftone on the cover of its seventh issue and the halftones were used more and more prevalently throughout the years. Two- and four-color printing progressed within the pages of the magazine. By the 1980's, telecommunications modems transmitted copy from the chamber offices directly to the printer's typesetter.

The magazine's audience remained the same throughout the years: the business and community leaders of the City of Dallas who became automatic subscribers to the magazine when they joined the Chamber of Commerce.

The first editor of DALLAS, Z. E. Black, had had experience as a newspaperman. Throughout the years, staff members acquired college and advanced degrees, specializing in journalism magazine production.

The changes in editorial content and purpose to move from a community publication to a strictly business publication stemmed primarily from competition with city magazines and local and regional business publications. The changes were made successfully and the magazine began generating a profit again in 1981 (2). Changes in departments, staff, and features reflected the changes in editorial policy.

During the first five decades of its existence, DALLAS magazine acted as the city's only community publication. Cultural and civic events took prominent space, along with business analyses of economic indicators and developing industries that put the city in a favorable context. The business leaders--actually, Chamber members--contributed the bulk of copy, besides advertisements.

By 1965, for the first time in the magazine's history, DALLAS published additional Chamber publications such as the quarterly "Visitor's Guide," the annual "Housing Guide," and the annual "Office Building Guide" as regular inserts to the magazine. Using the magazine's higher advertising rates, the inserts were also printed separately for Chamber use.

In deciding to publish a more profitable and wide-reaching magazine during the 1970's, the Dallas Chamber set new goals for DALLAS: to become strictly a community magazine focusing on community trends and cultures, to reach a wider audience than only Chamber members, and to generate profit. The magazine editors, in conjunction with the Dallas Chamber, determined the magazine's content, and freelancers contributed articles and photographs.

Conclusion

From its inception in 1922, DALLAS magazine has had one goal: to portray Dallas in a wholly positive manner and to blatantly disregard negative news.

The magazine evolved from a primitive journal of local boosterism, pushing the image of a provincial southwestern town, to a slick, four-color, award-winning publication that uses the latest production techniques, accomplished freelance writers and photographers, and editorial themes--mandated by the chamber--to publicize the economy of a now cosmopolitan city.

Although it is not possible to determine the success the magazine had in shaping the city's growth from this study, it is a valid conjecture to say that DALLAS magazine's continuing positive outlook--even to ignore completely such disasters as the Great Stock Market Crash, the 1963 assassination of President John F. Kennedy, and the Vietnam Conflict--was a major factor in sustaining an optimistic outlook among the business community. It could further be concluded that such unflagging optimism and cheerfulness on the part of the chamber's official publication was also a major factor in attracting and keeping new business and industry.

Throughout the last sixty-three years, DALLAS magazine did not lament failings in cotton, oil, and other products; instead, the magazine heralded the benefits of a diversified economy and urged the establishment of such industries as high technology, manufacturing, transportation, real estate, communications, finance, retail trade, and business services. Although the exact role the magazine played in these

successes is vague at best, it is almost certain that it did play a major role.

For patriotic Dallasites, who have thrived on the prosperity and opportunity offered by the city and who invariably joined its chamber of commerce, DALLAS magazine has proved an adequate forum for their attitudes and their ideals. Because DALLAS magazine's audience is Chamber members--or those who strive to be--the publication is successful in projecting its highly positive and, very often, superficial coverage of Dallas business. Nonetheless, the magazine's news, in the form of statistics and graphic indicators and special interest features, reads like a corporation newsletter, which is exactly what it is: DALLAS magazine is the corporate publication for the chamber of commerce. As a public relations tool, DALLAS magazine serves a justifiable need; as a business news digest, the magazine falls short of offering enlightening news.

Recommendations for Further Study

Recommendations for further study include determining the accuracy of the economic forecasting done in DALLAS magazine, and analyzing whether business conditions followed the trends DALLAS projected over the years and whether significant developments in the business and news world were reported within the pages of DALLAS magazine.

Another study could determine whether the City of Dallas actually gained benefit or profit from what was published in the magazine. A survey of newcomers to the city could ask whether DALLAS magazine contributed in any way to their decision to move to Dallas.

A study could be done to determine the impact of only positive news being published in the magazine. Determining whether the lack of negative coverage hindered the city or those moving here, such a study could be valuable to the magazine and to the Dallas Chamber in deciding whether future editorial policy should be more two-sided and honest.

Because the Fort Worth Chamber of Commerce started Fort Worth magazine in 1922, at a time when the city had the same population and the same economic and business prospects as Dallas, a study could be done to compare the business reportage in the two magazines and the possible effects on business growth in the two cities.

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APPENDIX A
INTERVIEW QUESTIONS FOR PRESENT EDITOR

1. Define your editorial policy.
2. Do you consider DALLAS magazine to be a spokesarm of the Dallas Chamber?
3. What is your greatest challenge as editor of DALLAS magazine?
4. How many people do you maintain on staff?
5. Name their functions.
6. How much of the magazine during your years as editor was written by chamber members and by freelancers?
7. How much do you rely on freelance writing and photography?
8. What are the advantages and disadvantages of using or not using freelancers?
9. Do you edit or publish any other chamber publication besides DALLAS magazine?
10. Did you make any changes in the number or names of the magazine's editorial departments and, if so, for what reasons?

11. How well did the magazine reflect the viewpoints of the chamber during your editorship?

12. Define your advertising policy.

13. Have any marketing surveys indicated the demographics of subscribers during your editorship?

14. Where was the magazine distributed besides to Dallas Chamber members during your editorship?

15. Evaluate its success in generating profit.

16. Define a chamber of commerce magazine.

17. Did DALLAS magazine meet your definition of a chamber magazine?

18. Describe your goals concerning the magazine.

19. How successful were you in achieving those goals?

20. What is your major contribution to DALLAS magazine?

21. Did you recognize the rise of for-profit consumer magazines as a threat, as direct competition, to DALLAS magazine?

22. How did you deal with the recent growth in competition?

23. Why do you plan DALLAS magazine's editorial content a year in advance?

24. What advantages and disadvantages do you see in doing this?

25. Why do you include chamber publications as inserts to DALLAS magazine?

26. Why is the individualistic style of DALLAS magazine important to you?

27. How did you achieve it?

28. Has the magazine gained from this uniqueness within the City of Dallas?

29. Do you have a formula for selling advertisements, a pitch made to potential advertisers?

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