

AULD LANG SYNE



*"Should auld acquaintance be forgot,
And days o' lang syne?"*

MODERN
AS YOUTH
ITSELF!



- Within the space of a score of years, the scope of Southwestern Engraving Company has increased from the parent plant in Fort Worth to an organization of nine plants.
- Pioneering the field in the introduction of modernistic art, a personal service bureau composed of former college annual editors and managers, the budget and dummy system, and field service men, the name "Southwestern" has become synonymous with art motifs that **are** distinctive, an understanding, helpful service, and printing plates that "print right."

THE SOUTHWESTERN ENGRAVING COMPANY

FORT WORTH TULSA ATLANTA DALLAS HOUSTON SAN ANTONIO BEAUMONT AMARILLO WICHITA FALLS



Many new staffs turn each year to SWECO'S corps of artists, personalized service, and engraving technicians for fresh ideas, newer layouts, and modern methods in year book production.