

Shop Talk

about THE WASHINGTON POST and WINX

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FIFTEEN EXCITING YEARS AGO is June 13 Eugene Meyer outbid Evalyn Walsh McLean and a representative of William Randolph Hearst to take over proprietorship of The Washington Post. And "Fifteen Exciting Years" is the theme of the 24-page special anniversary section that will be included in The Sunday Post on that coming "re-birthday."

The section will be tied together by a comprehensive 2,000-word history of the fifteen-year period compiled by editor Herbert Elliston. Within and around this main piece, 1933-to-1948's developments will be summarized by other Post staffers on a "each his own" basis.

For instance, international affairs reporter Ferdinand Kuhn writes about the two greatest world leaders of the recent era. Business columnist Joseph Livingston discusses the men who have dominated labor and industry. Entertainment critic Richard Coe looks over "Drama, the Movies, and Radio." Shirley Povich reviews the sports scene.

Al Friendly contributes an amusing bit about the "ephemera" of the past 15 years--those individuals who have enjoyed a fleeting moment in the limelight for one reason or another. Society editor Marie McNair tells how "A Society Era Ends." Agnes E. Over chronicles educational trends apparent since 1933. Political reporter Robert Albritton outlines our national chronology, while reporter Edward Ryan describes the

pre-war and wartime growth of Washington.

There'll be groups of memory-invoking pictures in the anniversary section, too. A page of 1933 shots will recall such familiar events as prohibition repeal, the TVA, the capture of gangster John Dillinger, and the Lindbergh kidnapping trial. Other photopages will be devoted to notable sports figures, the New Deal, the war, remarkable women, and Washington.

"Thirty Years of Service" by reporter Edward Folliard will relate the story of Mr. Meyer's outstanding record in business and public life. Finally, publisher Philip L. Graham tells where he and The Post now stand in his statement titled "A platform and A Pledge."

A lot of hard work on the section is being done by picture editor Walter Wood, in cooperation with assistant to the publisher A. F. Jones. Librarian Jack Burness has been called upon for considerable research.

REPORTER JOHN BALL won the following favorable comment from Senator Hatch (D., N. Mex.) with his May 10 profile of retiring Secretary Anderson. Speaking for The Record that day, the Senator remarked: "Mr. President, an unusual and most interesting article appeared in The Washington Post this morning. In the daily column 'People in The News' Mr. John W. Ball, one of the top-notch reporters of The Post and a man who has great familiarity with the Agriculture and its problems, which is his special assignment with The Post, has an article dealing with the Secretary of Agriculture, Mr. Clinton P. Anderson. The article speaks for itself and needs no comment from me, except that I might add a reporter of the integrity and ability of Mr. Ball would not write an article like this one unless it was highly justified and richly deserved." The entire Anderson writeup was then quoted for the assembled lawmakers.



Hough



DeLozier



Clarke



Griesbauer

DID YOU SEE THE FRONT-PAGE BOX Sunday, May 23, mentioning that day's king-sized real estate section? An all-time record of 29,600 lines of real estate display ad-

vertising was presented for house-hungry Post readers. Credit for the feat goes to real estate ad salesman George DeLozier, Hoyce Hough, George Griesbauer and Bob Clarke.

OUR LATEST PRIZES You probably noticed in The Post Friday, May 21, that editorial writer Alan Barth, to whom awards are no novelty, had won one of ten prizes given nationally for distinguished service in American journalism by Sigma Delta Chi journalistic fraternity. Then last week came the citation from the American Public Relations Association. The latter was a certificate of achievement for last November's Marshall Plan section and for the methods used to bring it before the eyes of the world. The Post's entry, along with the other winners, will be made part of an exhibit at American University. It will also be used as a case history in college public relations classes.

WINX ENGINEERS ARTHUR BUGG and Leonard Euzents had to show the Hall's Hill fire department of Arlington how to stifle a blaze Friday before last. When sparks from the exhaust pipe of the emergency generator at the transmitter set fire to the shack, the aforementioned fire squad came a-running equipped with mere water--useless for killing an electrical equipment blaze. Art and Leonard, however, pitched in with a chemical fire extinguisher and soon had things under control. The fire broke out about 3:30 a.m. while the engineers were testing the generator. Slight damage was done.

FROM FARTHER AND FARTHER AWAY come requests for The Post. Country circulation manager Merle Ellis reports that recently a storeowner in Barranquilla, Columbia, wrote in to ask if he could arrange daily delivery of several hundred copies of The Post for various Americans stationed there. Another inquiry came from a State Department employee in Addis Abbaba, Ethiopia, who wanted a certain back copy.

BESIDES BEING THE 15TH YEAR ANNIVERSARY EDITION the June 13 Sunday Post will feature the main summer travel section, with numerous pages of ads and articles for the vacation-bound. Incidentally, every Sunday in the resort section there's a box urging readers to write or call Mary Smith, clerk in national advertising, to obtain travel folders about places advertised. Mary reports that since the box first appeared April 4, she's had about a thousand inquiries. People not only want the folders, they want to know how to transport babies successfully on long trips and a lot of other things Mary never thought she'd have to know. A common question is, "Is your name really Mary Smith?" Mary may be in for even further notoriety. The other day WRC's Nancy Osgood, who interviews "the most interesting people," spotted the box in the paper, sensed a story, and called to invite Mary to describe her experiences on the air.

THIS MOTION WAS PASSED by the board of directors of the Washington Post Credit Union in a meeting May 19: "Members of the Credit Union who leave the employ of The Post shall automatically forfeit their membership in the Credit Union. In the case of persons leaving The Post prior to July 1 of any year, any money they may have on deposit is to be forwarded to them, less any amount due the Credit Union. Persons leaving after July 1 of any year will be given the option of withdrawing their money or leaving it on deposit until the end of the fiscal year, December 31. If the depositor elects to leave the money with the Credit Union it will be returned to him at the end of the year and any dividend that may have been declared for that year will be paid to him upon the dividend date."

HERE'S A CASE THAT PERFECTLY ILLUSTRATES the importance of two appeals--get group insurance and have your chest X-rayed. Within the past two weeks a girl Post employee learned that her X-ray had divulged definite evidence of tuberculosis in an early stage. Luckily six months or so in the hospital should cure her--BUT--she has no group insurance. For 47¢ a week she could have obtained coverage that would now pay her entire hospital expenses. Instead she'll have financial worries added to illness.

It isn't worth it to neglect getting this protection. Visit the personnel office now and sign up for group insurance. Then step across the street and get your free chest X-ray before the mobile unit at 14th and Pennsylvania closes on June 15.

IT'S GRADUATION SEASON for some of the Post staffers who've been dividing their time between gainful employment and education. Sherwood Smith, library assistant, is receiving his diploma at George Washington U. In a special ceremony before graduation Smith was presented with the E. K. Cutter award given annually to the outstanding student majoring in English. Edna Stanley, general clerk in personnel, wins a B. A. degree from Boston University June 5. Edna took her final six credit hours at GWU after moving here.

ANNOUNCEMENT TO BOWLERS Sports organizer Fred Reidy says that for the coming 1948-49 league season he will be able to obtain use of the Hi-Skor Bowling Alleys at 13th and G Streets, northwest. This overcomes the previous difficulty of finding a centrally-located meeting place. Time will be Wednesday nights at 9:15, beginning the week of Labor Day.



FAREWELL TO FRIENDLY--Bidding bon voyage to reporter Al Friendly Monday evening, May 17, was this gay group at the Press Club. Left to right, front row: Librarian Jack Burness, Mrs. George Wilt with George, promotion artist, Mrs. Friendly, night city editor John Riseling, Friendly, Anne Burness, secretary to managing editor J. R. Wiggins, Mr. Wiggins, reporter Mary Spargo, and reporter Phil Austensen. Back row, l. to r.: Morris Katz, associate economist, Mrs. Raoul Blumberg, wife of the promotion manager, reporter Al Lewis (on chair), reporter Dillard Stokes, John Singerhoff, ass't city editor, C. F. Paradise, secretary to Mr. Meyer, and Mrs. Singerhoff.

WHO SAYS THE POST ISN'T POLITICALLY INDEPENDENT? Maybe doesn't prove anything, but these quotes show that this paper is admired in certain cases by members of both major parties. On May 13 Democratic Representative Cannon of Missouri stated in a House debate: "That is a strong statement, but The Washington Post, one of the great newspapers of the nation and the world, considers itself justified in making that emphatic statement."

Five days later Republican Representative McDowell of Pennsylvania declared that "The Washington Post is a great American institution, a great American newspaper. I ought to know because I have been writing newspapers for over 30 years myself. I am

a great admirer of The Washington Post, although I doubt seriously if The Washington Post is a great admirer of me..."

THE POST'S POLITICAL COVERAGE shifts into high gear as time for the big party conventions approaches. Reporter Ed Folliard has already left with President Truman on the latter's western tour. Folliard, Robert Albright, and a supporting staff will be waiting in Philadelphia when the Republicans go into session June 21, followed by the Democrats July 12. Besides the expert coverage afforded by these writers, Post readers can look forward to the last-minute checks of the Gallup Poll, with its long record of accurate political forecasts.

HUGH GUIDI'S NEW WINX SHOW "You Review the Movies" got off with a few difficulties Sunday before last. The telephone operator misunderstood Hugh's instructions and when the listeners began calling to review the shows, as Hugh had requested, the operator refused to let the calls go through to the studio. Guidi was left twiddling his thumbs for the first fifteen minutes; then Anne Kenney took over from the relief operator and saved Hugh from ad libbing a full half hour by himself

THE BEST LAID PLANS of circulation director John J. Corson went wrong last Thursday. He scheduled a golf match with area manager Cliff Kohlmann at the Washington Country Club that morning, then in-

vited six other a.m.'s to be his guests at a "victory luncheon" to follow the match. But Mr. Corson fatally underestimated his opponent and found himself sponsoring a celebration of his own defeat. The others present, all former branch managers, were A. P. (Buck) Hipsley, Sam Pearson, Clarence Cartner, Bob Mock, C. P. Rice, and Falk Sherman.

WHEN HUMPHREY PENNYWORTH and his friends carved the heads of Joe Palooka and Knobby Walsh on the Mt. Rushmore memorial, they started something. Ham Fisher (who draws the Palooka saga) was here for the National Celebrities Golf Tournament and during a conversation he told of the amazing goings-on at Bedford, Indiana, and Wilkes-Barre, Pennsylvania.

On June 16 Bedford and its surrounding communities are holding their centennial. In honor of the great limestone industry which centers there, they are building an heroic sized statue of Joe Palooka and labelling it "The Champion of Democracy."

The statue is now being cut on the courthouse lawn and will be placed on a hill along the famous U. S. Route 2. Newsboys from all over the country are being invited to Palooka Village, which is being built to house them during the centennial.

Beginning about September 1, the good citizens of Wilkes-Barre plan to have a gigantic Joe Palooka's head carved out of a nearby mountain. Money for the project is being procured by popular subscription. This likeness will also bear the "Champion of Democracy" title.

Fisher added that he'd had a letter from Mrs. Gutzon Borglum, wife of the sculptor who carved the Mt. Rushmore memorial, stating that "the one who put the first four heads on Mt. Rushmore had his

troubles too, but I believe that Joe Palooka belongs up there as much as the others do."

BEFORE TURNING FROM THE COMIC SECTION we might pass along a note from Publishers Syndicate, which handles the "Rex Morgan" strip. P. S. happily reports that the new story is reaching over 16,250,000 newspaper readers and that many papers have already raised it to top position on their comic sheets. A footnote tells of an enterprising toy manufacturer who has asked for rights to sell a Rex Morgan stethoscope and medical kit for kids who want to play doctor.

BRIEFS Librarian Jack Burness has a busy week coming up as the Special Libraries Association convenes here June 6-12. Jack is program chairman for the newspaper librarians' division. The latter group will tour The Post's plant Friday, the 11th. Speaking of the Burness family, Jack and Anne, secretary to the managing editor, were receiving congratulations on their 20th wedding anniversary May 19.

Herblock's editorial cartoon "All the Livelong Day," showing Uncle Sam toiling on the railroad was reprinted in Editor & Publisher for May 15. Herb discussed editorial sketches last Thursday at a meeting of the Washington chapter of the Special Libraries Association.

Mary Osborne, classified telephone solicitor, is back at her desk after an operation. Raymond Arthur, apprentice machinist, Mrs. Bridget Kelley, linotypist, and Abraham Davison, printer, have also returned after illnesses. John Goodin, compositor, became the father of a baby girl May 25. Name: Shirley Anne.

SIX POST CARRIERS have qualified for the big New York blowout in circulation's current new-subscription drive. Many more are expected to

cross the finish line before June 19. And in the "nudist" contest, supervisors Louis Hodge, Ed Messick, and Larry Brubaker, home delivery manager Herman Lyerly, and country circulation manager Merle Ellis have topped the third hurdle; they now sport socks, garters, shoes and socks.

ARRIVALS AND DEPARTURES New circulation staff members include Edward Moran, suburban salesman, Hannah Ewings, telephone salesgirl, John B. Kerr, outside salesman, and Shirley Houff, also a suburban solicitor. Faye Hensley is the new stenographer in the circulation office and James Hathaway, who was on the service desk last summer, has returned in the same capacity. Carrington McGraw is a new copy boy. Joan Gardiner began last Friday as clerk in promotion.

Robert Jonscher has joined the sales staff at WINX. A native Washingtonian, Bob comes to WINX from the I. T. Cohen advertising agency. His wartime experience includes over four years in the European theater, part of the time as a POW in a German prison camp. After three unsuccessful attempts, he finally escaped from the camp just before the end of the war and made his way to the American lines.

Bob replaces George Hartford, who came to WINX last September and has now left to accept a position at guess what radio station--WTOP.

Also leaving last week was Gideon Nelson, assistant circulation director. Gideon entered the circulation department two years ago as a district manager. He has joined Lee D. Butler, Inc., Studebaker distributor, as sales manager. Upon his departure Mrs. Emily Shipman, formerly on the service desk, became daytime supervisor of the telephone salesgirls.