

Shop Talk

about THE WASHINGTON POST and TIMES HERALD

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PUBLISHER'S REPORT

Profit sharing credits amounting to approximately five and one-half weeks pay for every eligible employe were announced by Publisher Philip L. Graham during his annual report to employes.

Mr. Graham spoke at a series of meetings held in the Community Room and in the composing room. He reviewed the record of the newspaper and the two affiliate radio and television stations during 1955 and discussed plans for the future.

The Washington Post Company put into the Profit-Sharing Plan last year five times the contribution of 1953, the first year of the plan's operation, Mr. Graham said. This was an indication of the progress of the company in its first full year of operating the combined Post and Times Herald. There was no contribution to the plan in 1954 because of unusual expenses involved in the Times Herald purchase.

Employes will be notified within a few weeks of the exact amount of their equity in the fund.

FUND INVESTED

Mr. Graham said that 10 per cent of company profits before taxes was placed in the fund. This sum is equal to a fourth of the money that the company has left after taxes for capital improvement and debt retirement. The money in the fund is invested by the American Security and Trust Co. in stocks and bonds and other securities.

The 260 employes who have participated in the plan since 1953 will find that their shares in the 1953 fund have increased in value by 57.9 per cent through investments and lapses during the two-year period. In 1956, 485 employes will be sharing in the plan.

Generally speaking, to be eligible for the plan an employe must be 25 years old, have been a full-time, regular employe for five years and meet other requirements that are set forth in Profit-Sharing Plan booklets available in the personnel department.

Each individual's share vests at the rate of 10 per cent a year up to 70 per cent during the continuance of employment. That is, if he leaves the company after three years the employe gets 30 per cent but if he leaves after eight years he gets 70 per cent, not 80 per cent. The employe's share in the fund becomes fully vested at age 60 or in case of death or disability.

ослабление международной напряженности. Уже одно то, что сейчас на земном шаре нет района, где бы велась война, показывает, насколько значительны сдвиги, происшедшие в международной обстановке. Вторых, позиции сил мира, демократии и социализма значительно укрепились. Сильно выросли международный авторитет и влияние Советского Союза и всего лагеря социализма. В то же время позиции империалистического лагеря значительно ослаблены. Это вынуждены ныне признавать даже такие люди, как бывший государственный секретарь США г. Ачесон, который недавно, как сообщала газета «Вашингтон пост энд Таймс геральд», заявил: «Если мы оглянемся вокруг, нам будет трудно найти какой-либо район, в котором события минувших нескольких лет не изменили бы положения не в нашу пользу».

STUFF 'N NONSENSE—For non-Russian readers, the underlined in the above reproduction spells out The Washington Post and Times Herald. The Young Communist Pravda is telling its readers that the Soviet Union and its satellites have strengthened their position because of their attitude toward peace while the position of the democracies has worsened. They quote Secretary Dulles as having said in The Washington Post and Times Herald that the United States must beware or lose its advantage.

A MILLION FOR EXPANSION

The continued growth of the fund will depend upon the growth of the company, Mr. Graham said. He pointed out that the company spent more than a million dollars in 1955 for capital improvements and expects to spend an equal sum this year.

The mail room and dock at the Times Herald building were expanded. Flying pasters and extra color cylinders were added to the Times Herald presses. A new Goss press was purchased for installation this summer.

During the year The Post and Times Herald became the first major paper in the East to add a Fotosetter and the sec-

ond in the country to use the Dow fast-etch machine for engravings.

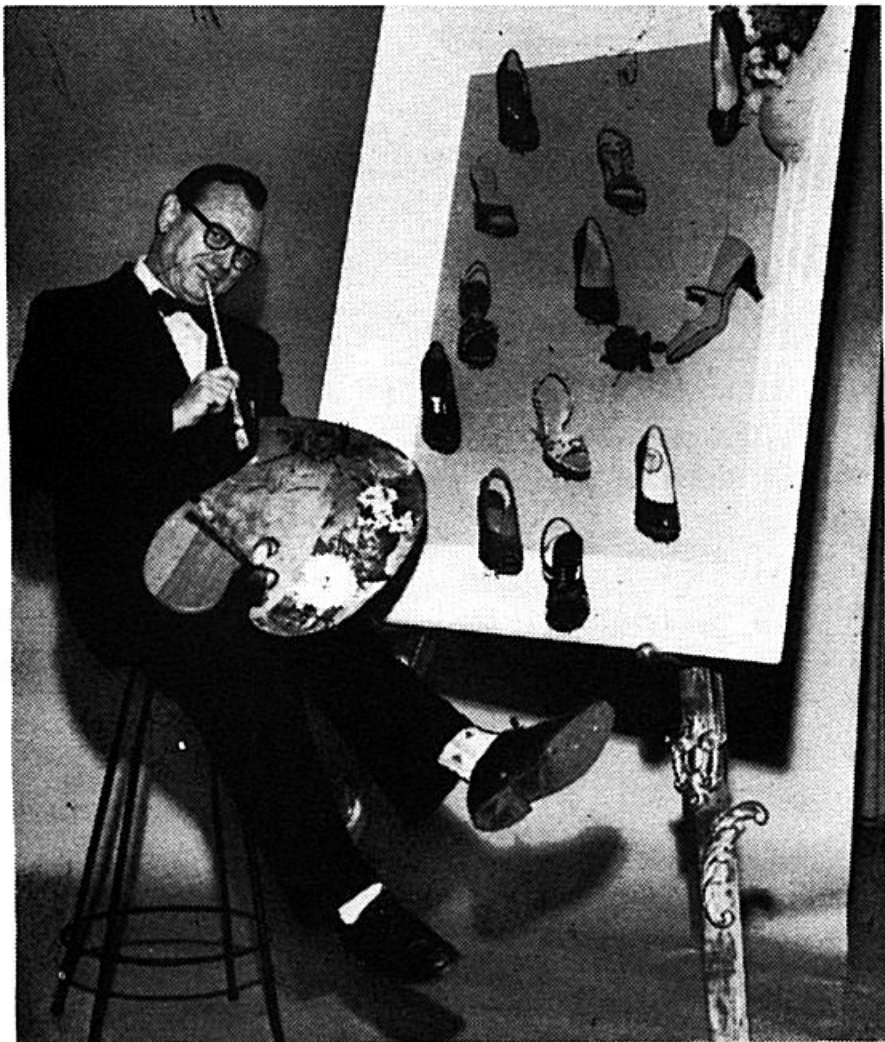
A 1000-foot television tower was added at WMBR, the radio and television station in Jacksonville, Fla., and new color television equipment was purchased for both WMBR and WTOP.

Future plans call for doubling the size of The Post plant by purchasing the parking lot to the rear of the building and extending the building back to the Security Storage building.

COSTS UP

Costs of all services and supplies will be up in 1956. The company will spend over

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ALL IN A DAY'S WORK—Photographer Tom Kelley poses for a test run of the cheesecake picture which appeared with a more likely model in the Sunday, March 4 edition to advertise shoes for spring.

SCORE CARD

The Washington Post and Times Herald ran more news lineage in 1955 than our competitor, the Evening and Sunday Star.

Lineage figures, prepared by Media Records, show The Post and Times Herald ranking fourth among all Sunday papers in the country, and seventh among all morning and evening papers. The Star did not make the first ten in either category.

In the morning field alone The Post and Times Herald was fourth with 14,339,394 lines. The first three were the Los Angeles Times, New York Times and Long Beach Independent. In the evening field alone the Star was seventh with 13,508,508 lines.

NEW EDITION

Adrian Fisher, vice president and counsel, and his wife, Laura, have another girl in the household. She's 7 lb. 8½ oz. Louise Sanford, born March 20 at George Washington Hospital. Ten-year old Laura Donaldson is her sister.



George Graff



Paul Harmon



Evelyn Bonar



Maureen Benes

NEW FACES

Automotive Manager *George C. Graff, Jr.* moved to his new assignment from The Charlotte (N. C.) Observer, where he was retail advertising manager. Prior to this he was a retail advertising salesman, then general advertising manager for the Washington Daily News. He was born in Montgomery, Ala., and attended public schools in Deland, Fla., and Greensboro and Asheville, N. C. He entered the Army in 1941 as a private and was separated in 1946 as a captain in the Corps of Engineers.

Assistant world editor *Paul Harmon* considers himself a country boy, a native of the Kentucky hills.

Early newspaper experience came as a reporter on local Kentucky papers and as a free-lance stringer for the Louisville Courier-Journal, Cincinnati Enquirer and Knoxville News-Sentinel. He was later sports editor for the Danville (Va.) Register and then general assignment reporter, covering war agencies, for the Richmond Times-Dispatch.

A one-year stint as news editor of the Hattiesburg (Miss.) American followed. He credits Bill Loomis, chief of the Times-Herald copy desk, with rescuing him in 1944. During his ten years with the Times-Herald, he served as makeup editor, assistant telegraph editor and—for five years—as editor of the predate edition.

With the purchase of the Times-Herald by The Washington Post Company, "DP" Harmon took himself to the Norfolk Ledger-Dispatch and a telegraph editor's spot for a year before joining The Post and Times Herald on March 5.

His wife, Majorie, is a native of Virginia and a schoolteacher. They live in Falls Church and their free time is spent fishing, gardening and "do-it-yourself piddling."

Evelyn Glenn Bonar, general clerk in accounting, is from Chattanooga, Tennessee. She was graduated from Notre Dame Parochial School, Central High and Edmondson Business College in that city. A visit to Washington and one of the natives, James Bonar, caused her to come North. Evelyn's spare hours are spent getting flowers to grow in their Manassas, Va., home.

Australia born *Maureen Joy Benes* traveled a long way to work as a stenographer in general advertising. She and her husband arrived in the States from down under last year. Karl, who immigrated there from Czechoslovakia in 1948, is now in the United States Air Force and stationed in Montgomery, Ala. It was while Maureen worked for the American Consulate General in Sydney that they met, married and decided to try their luck in the United States.



JACK PATTERSON

CIRCULATOR

Jack Patterson has been promoted to the newly created position of circulation manager. The job was established as a result of the growth of circulation and the consequent increased scope of circulation department activities. Jack formerly was assistant circulation director.

A native of Oregon, Jack moved across the border to attend the University of Washington and then stayed in Seattle for 17 years at the Seattle Star, where he was circulation director. He then moved South to the San Francisco Chronicle and on to the Los Angeles Times, where he established both the home delivery and the "10-mile-zone" delivery service.

Prior to moving East to The Post in January, 1952, he was general promotion manager of the San Antonio, Tex., Light, as well as adviser to the publisher on circulation matters.

Jack and his wife are the parents of Jacqueline and James John.

CHAUFFEURS' BALL

Ira Lawyer, executive offices, was on the committee for the twenty-ninth annual chauffeurs' ball held March 3 at the Willard Hotel. Ira is a trustee of the Private Chauffeurs' Benevolent Association, sponsor of the event.

More than 300 attended the ball with proceeds going to aid fellow chauffeurs. The association also uses its funds for other charities including the purchase of a cardiograph machine for Children's Hospital.

Before coming to The Post and Times Herald, Ira was a chauffeur for the Atomic Energy Commission. Among his other employers have been former Ambassadors Robert Woods Bliss and William C. Bullitt.

PUBLISHER'S MEMO

The following memo from the Publisher was received in the personnel department:

"Last week an old friend of mine from Connecticut brought his wife and children down to tour Washington.

"He called me from Room 1420 at the Statler, and said he could look directly into my office. I opened the curtains and his wife proceeded to wave and throw fervent kisses from the Statler window. Then another telephone rang and I had to drop the curtain and go back to work.

"Later that day his wife reported to me that she had happily stayed at the window for another ten minutes, since someone on the sixth floor underneath my office had assumed that her activities were directed that way, and had avidly blown kisses back to her for some time.

"I am discussing with Don Bernard the ordering of black-out curtains for the entire sixth floor, and intend to get rid of my own curtains at once. Obviously, I have been missing a fine indoor sport for the last five years. P. L. Graham"

THE POST RACK

Reporter Warren Unna has been hitting the New Republic to the extent of twice in the past month or so. His first piece had to do with "giveaways"—the controversial Federal policy which enables the Government to lease public land to private interests. He followed this up with a study of another kind of giveaway—the Federal policy which permits gas and oil companies to net millions of dollars every year by taking full advantage of the special allowances set aside for them in the Internal Revenue Act. It's legal, too.

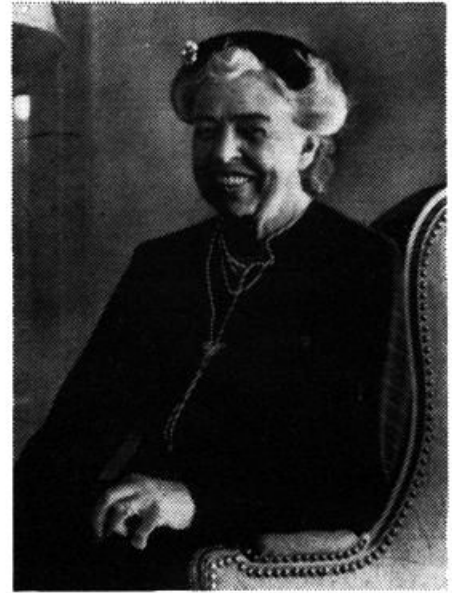
Our Virginia Affairs columnist, Benjamin Muse, also wrote a piece for The New Republic, reiterating an opinion expressed in his column that the NAACP is moving too fast to bring about school desegregation.

To sprinkle the month with a little fancy, Assistant City Editor Art Myers came up with a short story entitled, "See You in Court," published in the American Magazine. Art tells us of the mental wanderings of a pretty, young, righteous lass who got a ticket from a handsome young rookie policeman. Author Art makes sure that Officer Rooney has the situation well in hand—in and out of court and courting.

PICTURE REVIEW

"Best of '55" pictures by Post and Times Herald photographers will be on display in the Community Room during April.

The pictures are arranged by topics and among the subjects are the Capital Transit strike, art, politics, and four-footed friends. Others are age and youth, summer and winter. Fourteen disaster pictures are grouped about a study of a woman in tears.



Eleanor Roosevelt
By Arthur Ellis

PORTRAIT BY ELLIS

The Arthur Ellis portrait of Eleanor Roosevelt was taken in less than one minute.

The picture which brings out all of the warm human qualities of the former First Lady appeared in The Post and Times Herald February 29.

Arthur's assignment was to get a good posed shot of Mrs. Roosevelt, who was in Washington to address a conference of the American Association for the United Nations. The meeting began on time without her.

It became apparent that Arthur would have to take his picture quickly, so he chose a chair in the hall outside, set his camera on a small table nearby, and focused it on the chair.

At last Mrs. Roosevelt rushed into the hall, and Arthur persuaded her to pose for just one minute. She sat down. Arthur snapped the picture, giving it a five-second exposure.

The day the portrait appeared, the Library was swamped with orders for it, including ones from Mrs. Roosevelt's son, Rep. James Roosevelt, Sen. Albert Gore, other members of Congress and even Mary Haworth. To date, the Library has on record orders totaling nearly \$100.

FLATTERY

A special section announcing the spring showing of new Northern Virginia homes will appear in the Sunday, April 22, edition.

A promotion mailer in the form of a legal-looking "deed of bargain and sale" has been sent out to advertisers describing the section.

Last year was the first time a special Northern Virginia real estate section was printed. The Evening Star was impressed and will follow suit this year with a similar section.

PUBLISHER'S REPORT CONTINUED

\$1,000,000 more for newsprint this year than was spent in 1955. Increases in wages and salaries will account for an additional \$300,000 during the year. Other expenses will also be up.

"The only way we can beat the increased costs," Mr. Graham said, "is to increase our efficiency. As more people become eligible for the profit-sharing plan we have to make more profit just to keep contributions even with 1955.

"If we have a bad recession or depression or run into a poor year, the contribution may drop. However, the present outlook is that even though more people will be eligible, the individual shares ought to increase in 1956."

POTENTIAL GREAT

Mr. Graham said that under existing law the maximum amount that can be set aside for each employe is 15 per cent of yearly salary. This would amount to 7.8 weeks pay. The 1955 contribution amounted to 5.4 weeks pay.

"We never dared hope before that we would reach the 15 per cent ceiling but in a few years we might," Mr. Graham said.

"Eventually," the publisher declared, "we hope to invest some of the fund in Post stock to increase further the participation of employes in the company's growth.

"Our potential is really great if we take advantage of it," Mr. Graham said. "We are the outstanding paper in the most important city in the United States. We have an extraordinary staff of people and we own the biggest radio and television station in town and in Jacksonville, Fla."

CIRCULATION STORY

In reviewing 1955, Mr. Graham said that our circulation grew despite a price increase that made our paper more expensive than that of our competitor. The explanation is that we are producing an excellent paper and that we have the best circulation organization in the country.

In the fall of 1954 the first circulation figures for the combined Post and Times Herald showed a daily circulation of 380,000 and a Sunday circulation of 393,000. We lost approximately 6000 papers when we moved back the Capital edition deadline but we still showed an over-all increase to 381,000 daily and 412,000 Sunday by September, 1955.

ADVERTISING GAINS

In advertising The Post and Times Herald is making substantial gains in cutting into the Star lead. Although the Star still carries more advertising linage than The Post and Times Herald, we passed the Star in advertising dollar revenue for the first time in 1955. The Post and Times Herald has higher rates because of its circulation lead.

In 1953 we carried 24,880,000 lines of advertising; in 1954, 32,500,000 lines; and



CAUGHT IN A BLIZZARD—Judy O'Rourke of promotion posed happily for this promotion department picture in the snow storm of entries submitted by Post and Times Herald readers in last fall's football contest. Entries totaled 334,787 over the ten week period, an increase of about 74 per cent above the 192,910 entries of 1954.

in 1955, 37,350,000 lines. Despite a rate increase of five per cent in January our advertising linage so far in 1956 is running 10 per cent above 1955.

The Star advertising lead in 1953 was 18,000,000 lines. It dropped to 11,500,000 in 1954, and to 8,800,000 in 1955.

Last year we were the 18th paper in the country in advertising linage while the Star, which for years was first, dropped to seventh.

Our gains were across the board, in real estate, national, retail and classified.

EXECUTIVE CHANGES

In 1955, former managing editor J. R. Wiggins was promoted to the position of executive editor and placed in over-all charge of the news and editorial departments. This strengthened both departments by coordinating their activities.

Added to the executive staff was a new vice president for finance. He is Kerby H. Fisk, formerly a vice president with the Prudential Insurance Company. Fisk is also financial consultant to the Meyer family.

"This gives us one of the best financial men in the country to advise us and to develop financial plans including investment of the Profit Sharing Fund," Mr. Graham said.

1955 was the year that Mr. and Mrs. Meyer made gifts of stock to some 720 employes and independent circulation dealers. The stock paid only a 50 cent dividend in 1955 and there will be no substantial dividends in the next few years, Mr. Graham said. Profits of the company will go into expansion and debt retirement, but the price value of the stock ought to increase.

NEWS COVERAGE EXPANDED

Turning to the news content of the paper, Mr. Graham said that during the

year the quality of the paper was improved. The business and financial pages were expanded and additional coverage was given to the suburban areas.

In the talk that he gave to news department employes, Mr. Graham said that The Post and Times Herald, with its 70 per cent coverage of the Washington area, probably will influence more people over the next 10 to 20 years than any other institution. This gives us an unusual responsibility.

"We must do our human best," Mr. Graham said, "to report the news fairly and objectively and be not for or against anyone in the news columns.

"We must maintain an editorial independence. This does not mean a lack of spirit or strength but means the avoidance of rigid partisanship. It means a willingness to search for and recognize the consequence of facts.

AVOID STEREOTYPES

"We have to write better and edit better and avoid stereotypes in writing and stereotypes in deciding what a story is. There is a question," he said, "of whether man biting dog is news in lieu of all things men bite other than dogs.

"We have to conduct ourselves in Caesar's wife tradition, avoid jinkets and decorations, and the appearance of commitments.

"Above all," he said, "we must remember that power tends to corrupt.

"A free press," he warned, "properly demands freedom from government control. We will maintain this only by a high degree of self-discipline. We must admit our mistakes quickly and generously, listen to complaints graciously and constantly reexamine our failures and inadequacies."