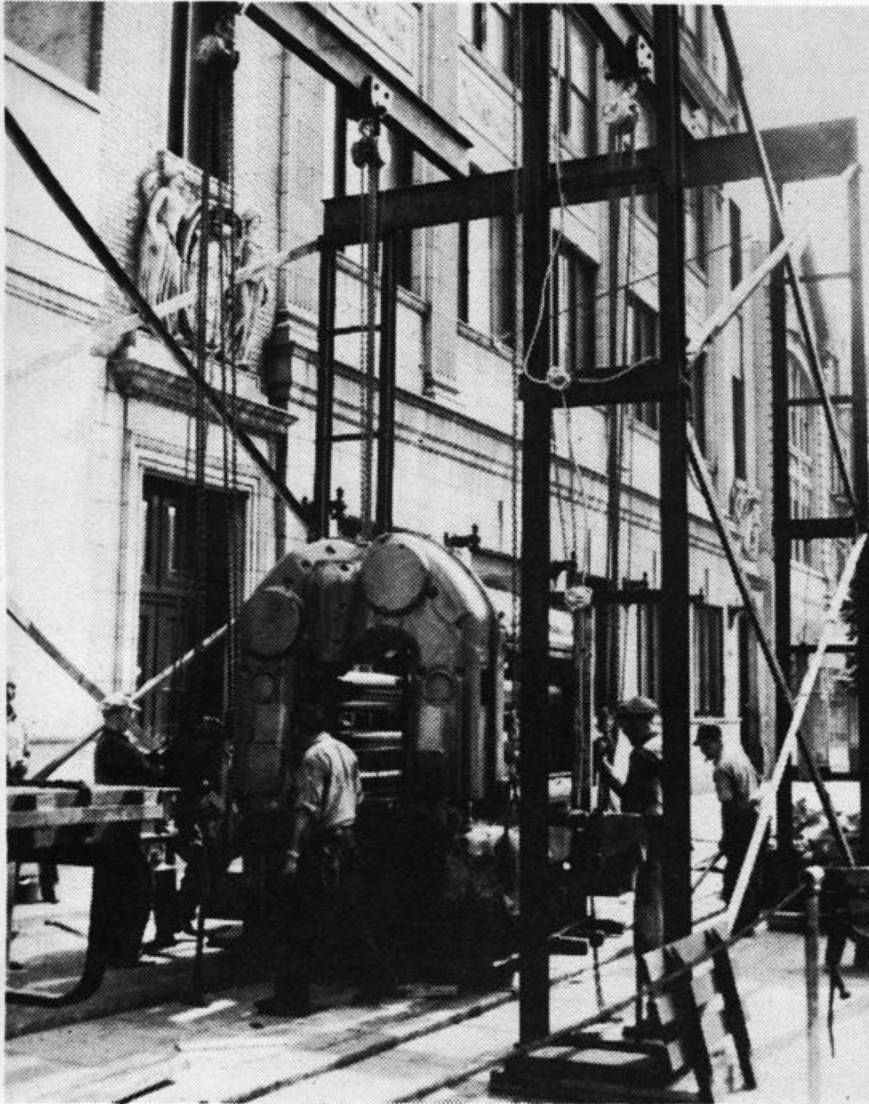


Shop Talk

about THE WASHINGTON POST and TIMES HERALD

September 10, 1956

Vol. 6, No. 13



NEW PRESS ARRIVES—The first unit of a new seven unit Goss press for the Times Herald building is shown as it was unloaded July 17. A gantry was built over H street to lower the press to the sidewalk from a trailer. The unit weighing 6¼ tons was shipped from Chicago via Baltimore & Ohio piggyback service. The entire shipment in excess of 330 tons is the largest ever handled in this area by B&O piggy back. For other pictures and a report on progress of the press see page 2.

MR. CHAIRMAN

Publisher Philip L. Graham has been named chairman of division 1 of the special gifts unit of the United Givers Fund for the October campaign. He will direct six team captains in the public service group.

NEW EDITION

Mark Nevins Albertson, weighing 7½ lbs., arrived at Doctors Hospital Aug. 18. He is the first child of Johnnie Albertson, retail advertising, and her husband, Dean Albertson.

MOST QUOTED

The Washington Post and Times Herald is quoted more often by members of Congress than the Star and the News combined.

During the first six months of 1956 The Post and Times Herald was mentioned 388 times in the Congressional Record. Editorials were referred to 142 times and articles 246. The best that the Star could do was to be mentioned 238 times (editorials 70 and articles 168), while the News was mentioned 83 times (36 editorials and 47 articles).

Typical of the kind of praise that the newspaper and its staff receive is a reference in the July 18 Record. Senator Joseph O'Mahoney of Wyoming described Foreign Affairs Reporter Chal Roberts as "the highly respected and accurate staff reporter of the The Washington Post and Times Herald."

GROUP INSURANCE PAYS OFF

Claims totaling \$180,955 were paid to Washington Post and Times Herald employees, their beneficiaries and dependents under the group insurance plan during a 13-month period ending February 29.

Death claims totalled \$69,000; accidental death payments, \$3000; weekly sickness and accident benefits, \$40,289; personal hospital, \$25,323; personal surgical, \$8525; dependent hospital, \$24,383, and dependent surgical, \$10,435.

SNACK BAR

The New Snack Bar located on the second floor is now serving hot dishes.

Specials each day include a soup, a hot meat dish, and a hot sandwich in addition to the regular offering from the grill of hamburgers, cheeseburgers, grilled cheese, and cheese and bacon sandwiches and frankfurters. Early morning hot dishes include eggs, bacon, ham, sausage and hotcakes.

The Snack Bar is now open the following hours:

Monday 9 a. m. to 2 a. m.

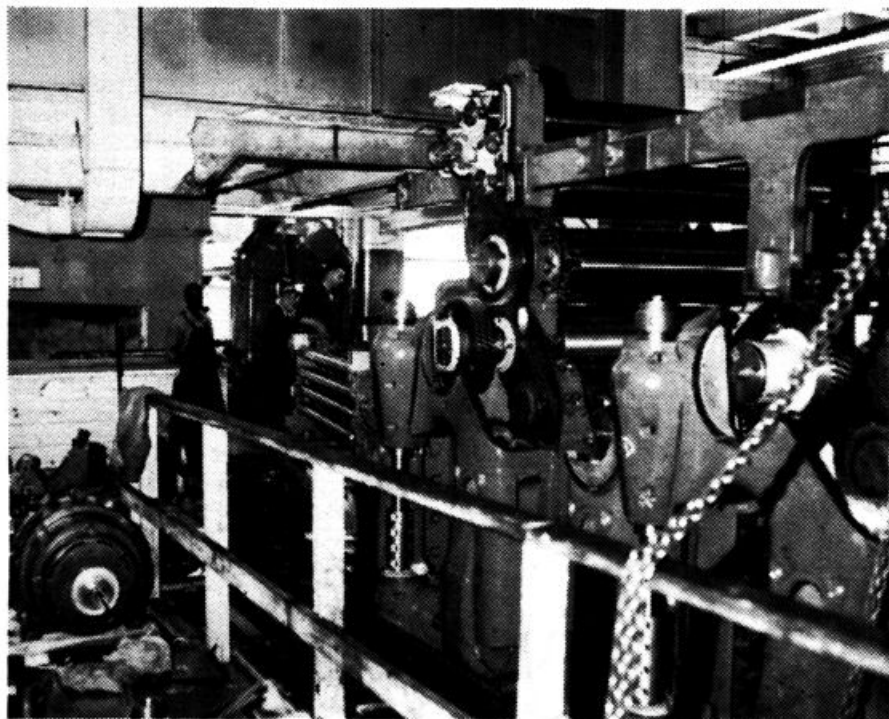
Tuesday 5 a. m. to 2 a. m.

Wednesday 5 a. m. to 2 a. m.

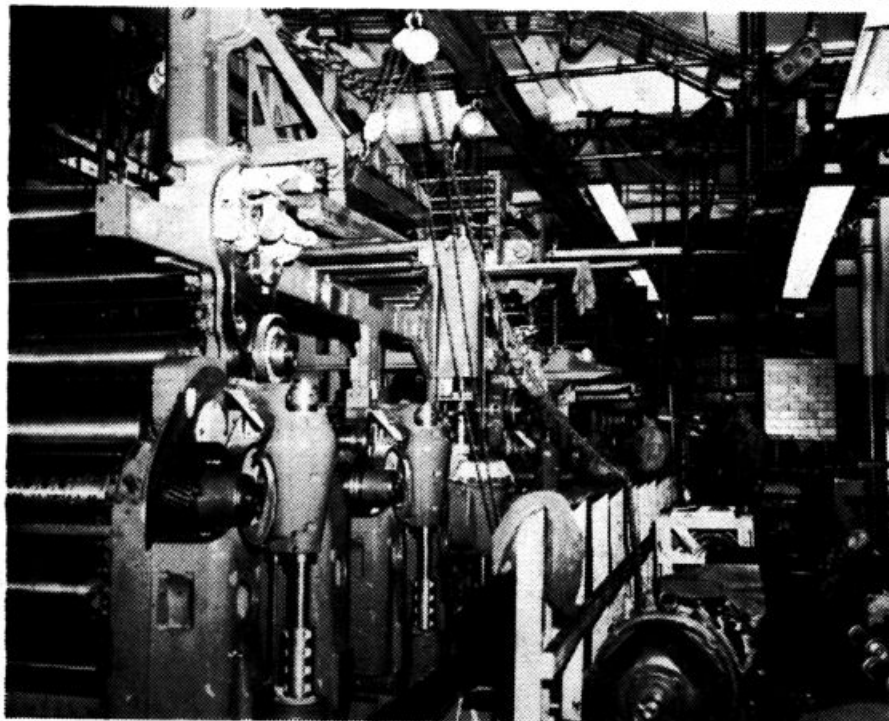
Thursday 5 a. m. to 2 a. m.

Friday and Saturday, open continuously from 5 a. m. Friday until 2 a. m. Sunday.

The Snack Bar will remain open additional hours on special occasions such as midweek insertions and elections.



ONE TO GO—The seventh and last unit of the press is shown as it hoveled into sight through a hole cut into the front wall of the Times Herald press room. The first unit arrived July 17 and the seventh unit was rolled and lifted into place August 10.



OCTOBER PRESS START—The upper section of the folder (top of picture) has just been swung into position in this picture made on August 10. All major units of the press have now been installed by George Hall, Inc., a firm of press erectors. Electricians are at work on the wiring. The press is expected to be put into operation in October. (Photos by Joe Heiberger.)

BOTH GIRLS

Flyboy George T. Collins and his wife, Nancy, are the parents of Christine Ann, born July 17 at Columbia Hospital. Other children are Kathy, 7, and Sheryl, 3.

Richard Roland, composing, became a father for the sixth time August 14 when Susan weighed in at 5 lbs. 11 ozs. at Providence Hospital. Dick and Ann Roland now have a family of two boys and four girls.

NEW FACES

Pat Buzzell, classified, is a newcomer to The Post and to Washington. She and her grandparents recently moved from Augusta, Maine. Her grandfather, Forrest Dow, is in the construction business and is working on the National Shrine at Catholic University.

Pat was born in Winthrop, Maine, but attended high school in Augusta. At school she was president of the Broadcast Club which organized school activities programs for local stations. She was also a member of the French and Latin clubs and played right fullback on the school's field hockey team.

Pat is working on a long-range plan to return to school. Two years from now she expects to enroll in the Chamberlain School of Retailing in Boston to learn merchandising and interior decoration.



Betty Ann Edwards



Pat Buzzell

The new clerk in general advertising is Betty Ann Edwards.

Betty Ann completed her schooling this year in North Carolina before joining her parents, who came to the District area four years ago. She was born in Henderson, N. C., and attended Bethesda High School in Durham and Louisburg Junior College in Louisburg, N. C. She now lives in Laurel, Md. Betty Ann likes outdoor sports, singing and dancing. She was a soprano with the glee club at school.

The July 16 edition of Shop Talk carried a write up of Betty Ann but a picture of another employe. Betty Ann is correctly identified in the picture above. Shop Talk regrets the error.

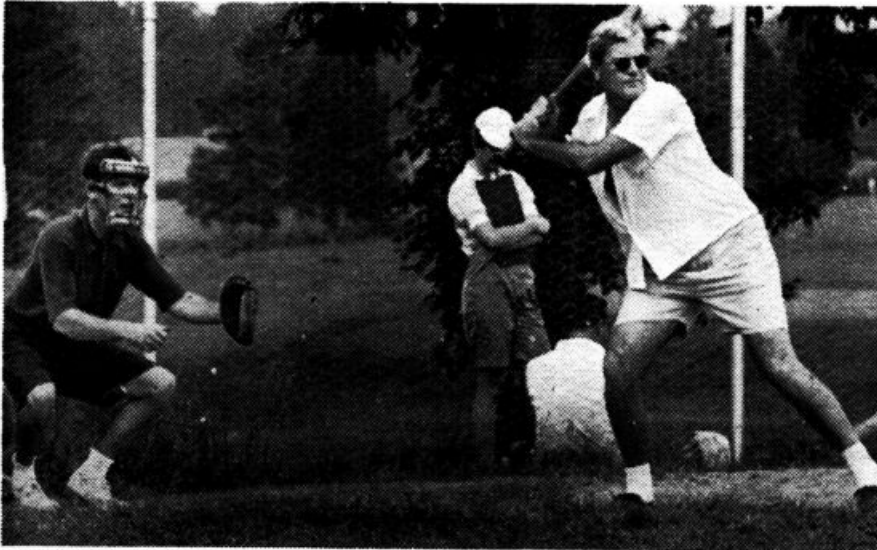
HOME EVENT

The real estate advertising staff has sent out a three-color mailing piece announcing Homes of '56, the ninth in the series of Post and Times Herald sponsored exhibits for new homes and furnishings.

Last year more than half a million visitors explored the model homes and 850 new owners signed contracts before the four weeks had passed.

The exhibit will run from September 8 through September 29.

POST TEAM TAKES DOUBLE-HEADER FROM STAR



Assistant News Editor John "Vinegar Bend" Singerhoff gets ready to step into a fast one in a softball game between newsroom employes of *The Post* and *Times Herald* and the *Star*. That's Walter Wood, *Star* picture editor, catching. (Photos by Dick Darcey.)



Sports Reporter Martie Zad, *Post* team manager, checks with official scorer, Kathy Elson of the Women's Department. His team won the first game 15-9 and the second 14-13.

MORE NEW FACES

Reporter James Clayton has been writing for newspapers since his high school days in his native Illinois. He was a part-time sports writer for the Herrin (Ill.) Daily Journal and for the West Frankfort (Ill.) Daily American while still in his teens.

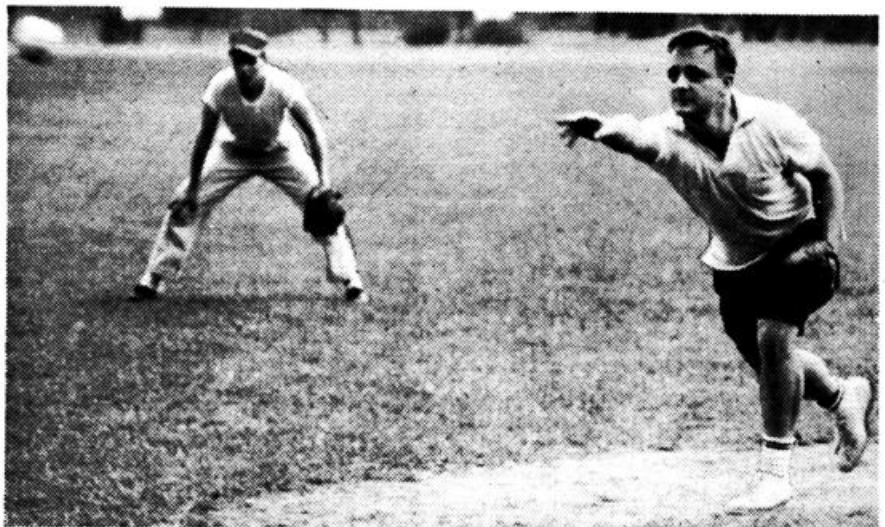
As a student at the University of Illinois, he covered sports for the Champaign News-Gazette and the Urbana Courier. He was a general assignments reporter for the Southern Illinoisan Daily in Carbondale when tapped by the Army in 1952. He served 21 months as a lieutenant in Army Intelligence and is now a member of the active reserve. After the Army he entered the Woodrow Wilson School of Public and International Affairs at Princeton. While studying for his master's degree in public affairs, he worked two summers for the New York Times, first as an assistant in the information bureau and then as a general assignments reporter. He received his degree last June after completing his final year at Princeton on a Class of 1896 Fellowship.



Robert Bowerman



Jim Clayton



In the expanding advertising department, Robert A. Bowerman has been appointed to the new position of retail sales promotion manager. He comes to Washington from Bamberger's department store in Newark, N. J., where he was advertising manager.

Bowerman began his business career with Bamberger's in the advertising production department in 1933. He also held the positions of direct mail advertising manager and basement store advertising manager. In between the jobs at Bamberger's he served three years in the Navy during World War II and gained newspaper experience in New York handling major department store accounts as a retail advertising representative for the New York World Telegram and Sun.

Bowerman and his wife, Elizabeth, have two children.

Underarmner Zad lets go with his "nothing" ball. Zad was winning pitcher in the first game. Head Copy Boy Jack MacKenzie was credited with winning the second. The alert looking shortstop is Reporter Billy Gilbert.

SIX FOR THREE

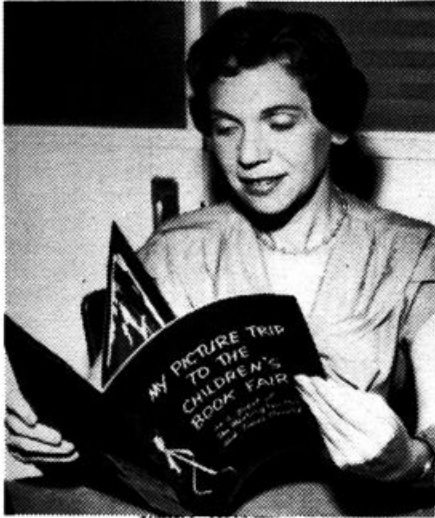
Six new linotype machines have been installed in the composing room on the fourth floor.

Two new "model 29's" will be available principally for ad work and four new "model 31's" will be used for news and classified ads as well as for display advertising copy.

The new linotypes replace three "model 14's" that were retired for disability. The three old machines, brought over from the Times Herald building, were more than twenty years old.

The additional machines bring to 49 the complement of linotypes in the composing room. By some form of wizardry the six machines were made to fit in place of the three on the crowded fourth floor.

Post People



Esther Greenberg

Every Monday morning the Promotion Department meets in the office of Promotion Manager Joseph Lynch to cross breed ideas.

Suggestions on ways to promote the paper, its advertising and its circulation as well as its news content are thrown out and debated. Plans are mapped for future promotion including house ads, trade paper ads and direct mail materials.

One fertile source of ideas is Copywriter *Esther Greenberg* who feels that the copy she writes should reflect the young active feeling *The Post* conveys as a newspaper.

A brochure "My Picture Trip to the Children's Book Fair" evolved after Joe Lynch suggested that Esther do something with the on-the-spot photos taken at the last book fair. Esther and Promotion Artist George Chekan produced a child's photo album. The copy tells the story of the fair as a child would write it under snapshots.

The booklet has produced such comment as ". . . the highest praise for the most convincing piece of evidence as to the fair's value we have ever seen . . ." and the booklet will be used "in future classes on children's literature . . . It is beautifully done—as seen through the publisher's eye and the educator's eye." The former quote is part of a letter from the Honolulu Advertiser which plans a book fair of its own; the latter is from *Childhood Education*, a magazine published by the Association for Childhood Education International.

Esther began her *Post* career a year and a half ago, having spent her first six months in Washington on temporary jobs with Kal, Ehrlich and Merrick, an advertising agency, and S. Kann Sons department store. Esther came here from New York City when her lawyer husband, George, accepted an appointment with the U. S. Tax Court.

She was graduated from Flushing High School and has a degree in sociology and English from New York University. In 1938, when money and jobs were hard to come by, Esther was allowed to study such "impractical" subjects only after she had made a pact with her father that she would also learn shorthand and typing. "Best thing I could have done," Esther said. "It was the wedge I needed to get into the writing field."

After a brief few months as a proof-reader with *India Rubber World*, a trade magazine, Esther joined *Fashion Advertising* as a secretary. In six weeks she was writing copy. A few years later she moved over to Irving Serwer's advertising agency where in addition to writing copy she handled selling problems.

Then, Doyle Dane Bernbach came up with an offer to write copy for a variety of products and firms. Esther is indebted to this employer for teaching her "creative cooperation" as an approach to advertising. The agency believed that it was outmoded that writers deal solely with words, artists with pictures and account executives with money. Esther learned that an exchange of ideas always would bring better results.

It was this ability to integrate and yet to specialize that won Esther the job of

chief copywriter with Charles Jay & Co., costume jewelers, and later took her to I. Miller Shoes as advertising manager of the wholesale division.

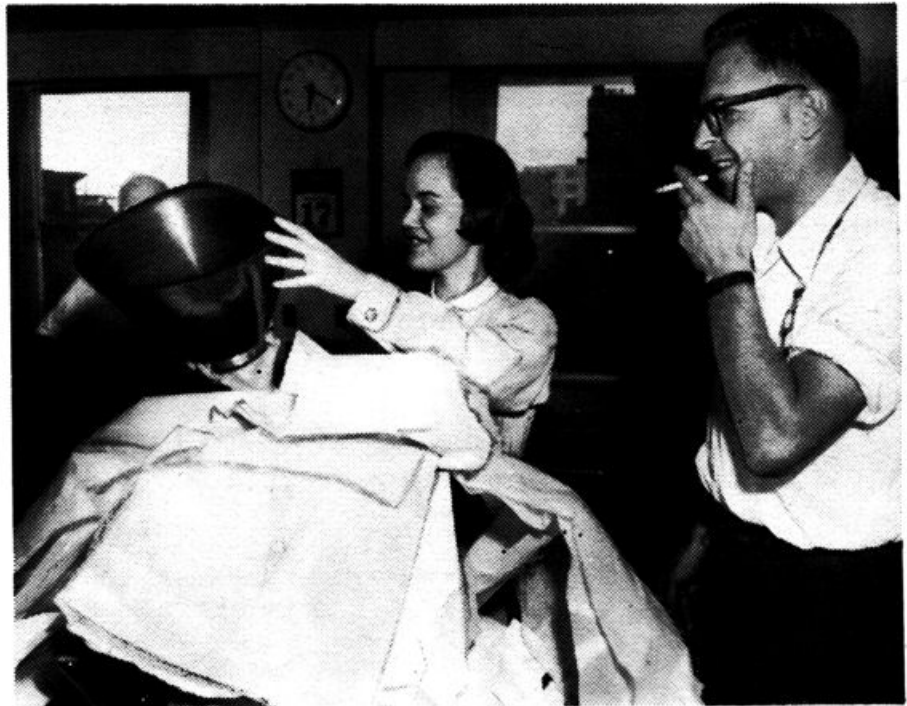
Later she returned to the advertising agency business with Ben Sackheim. She wrote copy and planned campaigns for national accounts such as *World Publishing* and *Vita Foods* until she and her husband moved to Washington.

"I still miss the surroundings and view from that office," said Esther. "We were located in the Plaza Hotel and my office overlooked the ice skating rink in Central Park."

Esther has made a deliberate effort to excel in another field. The balance between keeping house and working is a delicate one, she points out. "Home cooked, carefully prepared dinners help create the atmosphere of home living for us, and it's such a delicious change of pace."

George and Esther spend a good deal of their spare time visiting art galleries. Esther's interest goes beyond looking, though. "I dabble with paints and a District Recreation art course has helped considerably."

Esther and her husband also like to read current novels and classics and spend many hours discussing books they have read together.



CHAMPAGNE, TOO — Assistant Sunday Editor Bob Jordan and Copy Girl Jane Taylor, who will be Mr. and Mrs. Jordan after September 8, were the center of attention in the city room when employes from the news department and composing room presented Jane with a silver and mahogany salad bowl set as a going away present. Women's Editor Marie Sauer interrupted Friday afternoon processing of Democratic Convention copy with a "call for a caucus in favor of our favorite candidate Jane Taylor." In addition to the salad set Jane and Bob received two bottles described as "oil and vinegar" but resembling a more bubbly liquid. Jordan, coming to the rescue of a slightly overcome Jane, said "I don't think a finer bunch of people could have given a finer gift." (Photo by Wally McNamee.)