

Shop Talk

about THE WASHINGTON POST and TIMES HERALD

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POST LEADS IN NOVEMBER LINAGE



VICTORY CELEBRATION. Eighty-two members of the classified advertising department celebrated their move into linage leadership with a party at the Statler. Above: publisher Graham congratulates assistant phone room supervisor Mildred Bayly while supervisor Devona Horton and assistant supervisor Kit Eckert beam. Below: general manager Sweeterman and advertising director Gatewood join Millie at a table with classified solicitors (from left to right) Virginia Jones, Mary Osborne, Natalie Bond and Mary Cooper.



Ahead of Star in Classified And in Total Advertising For First Time in History

Leadership in advertising finally came to The Washington Post and Times Herald for the first time in recorded history last month. Not only did the Post pass the Star in total but also in classified, traditionally considered the hardest classification of advertising for a challenger to take away from the old champion.

Media Records, Inc., national measuring agency subscribed to by newspapers all over the country and by all three in Washington, reports that we carried a total of 3,984,436 lines of advertising in November to the Star's 3,963,635—a lead of 20,801 lines. In classified Media Records credits us with 746,185 lines against the Star's 745,885. Only a 300-line lead but enough to warrant the victory dinner classified manager Jim Daly gave his department last week.

The Post also led in November in general, automotive and financial, as it has consistently since 1954. The Star continued to lead in retail, though by an ever-narrowing margin, and in legal advertising.

1958

Christmas Party

Congressional Room—Hotel Statler
December 24th

Lunch served from 12 Noon
to 1:30 P.M.

100 Prizes

Bob Addie—Master of Ceremonies

Admission By Ticket Only

POST GRADS

The news department has initiated a series of staff seminars dealing with major news problems. Moderator John J. Riseling, night city editor, described these Tuesday meetings as a "post-graduate" course as compared to last year's general information meetings.

At these sessions, the senior staff and outside experts will strive to give news personnel an improved understanding of the background of the news, perspective on present newspaper problems and news issues as well as an understanding of this newspaper's approach to them.

Executive Editor J. R. Wiggins conducted the first discussion emphasizing the major points of the principles of news gathering. Stating that he felt newspapers had become a substitute for urban pressure, Mr. Wiggins impressed the staff with the moral responsibilities and social functions of the newspaper. Delving into the somewhat nebulous term "news judgment", he further examined the standards of newspapering, though making it clear that the enterprise was more of an art than a science. An important endeavor in this line is to make the serious news interesting and the interesting news serious. The editor further developed the points of impartiality on the part of the reporter and the paper; consistent policy; accuracy; using facts to persuade rather than as a "weapon technique"; and tolerance. After enumerating the "do-not-print" points and contrasting them with the peoples "right-to-know" principle, Mr. Wiggins answered questions posed by the reporters and editors.

The second session, led also by Mr. Wiggins, dealt with communication between writers and the readers. He emphasized that all reader reaction was good, whether favorable or otherwise. He pointed up the value of handling all callers to the newspaper in a deft manner.

Eddie Follard and Bob Albright split the third session, recounting their experiences while on tour in their assigned states prior to election time. A main point covered was that newspapermen are not forecasters, but reporters of election trends.

Back from his 22,500-mile tour of the Far East, Jack Norris was the next speaker. He gave his analysis of that tense situation and U. S. policy in connection with it.

The subsequent sessions will deal with such subjects as: the promise of atomic energy and its dangers; the meaning of the new court decisions on individual rights; mental health, etc.; the youth problem and how it is being handled; the changing racial pattern of the United States and the problem of school desegregation; how The Post is edited—a clinical demonstration; and libel and the right of privacy.



Henry Marien



Dick Maloy

SUGGESTION DIVIDENDS

Henry Marien, composing, and Dick Maloy, news, received award checks for their contributions to the suggestion program.

The sum of \$25 went to Henry Marien for two separate suggestions: the first is a more simplified method of handling and dispensing classified advertising guide slugs in the composing room. To do this, Mr. Marien utilized some previously wasted space, shortened the length of the slugs without harming the operation and organized the method in which slugs are stored. His second idea was an overhauling of the labeling process in the composing room. The new labels are dirt resistant, sturdy and easy to use and change.

The second award of \$10 went to Dick Maloy who suggested a form letter to be used to inform persons or organizations how to obtain publicity in The Post. The letter submitted by Dick contained all the points usually covered by editors and reporters when asked to reply to these inquiries at various times of the day. This will consolidate the operation and be more helpful to the inquirer.

PLEASE ADVISE

The personnel department would like to remind all employees of the importance of maintaining correct addresses and telephone numbers on personnel records.

Whenever your address or telephone number changes, please report it to the personnel office as well as to your supervisor. Neither personnel nor your department will release this information to non-authorized callers. On occasion, it is necessary to reach an employee at home regarding a departmental problem. It would save a considerable amount of time if all addresses and telephone numbers would be kept current by employees.

PARKING

If you are interested in the parking facilities offered by the Burlington Parking Garage as described in the memo on the bulletin boards, please send your name and hours by the end of December to assistant general manager Blumberg.

JACOBS' CAP

"Hats off to the Commander-in-Chief" has a special meaning now to Ensign Thomas L. Jacobs, son of Lawrence Jacobs of the news department's picture desk.

The ensign, now on duty aboard a warship in the Pacific, has just received a letter from President Eisenhower explaining that the Chief Executive caught young Jacobs' cap when he and 893



Ensign Jacobs

other Naval Academy midshipmen saluted their graduation in the traditional fashion at Annapolis last June.

Ike was the principal speaker at the commencement program and was seated on the speakers' rostrum when the graduates sent the caps they had worn for four years sailing in the air. The President caught one and handed it to his aide but none of the midshipmen knew whose it was that he had caught.

The President's letter to Jacobs explained that he was giving the cap to one of his granddaughters.

Jacobs had shaken hands with the President earlier on commencement day when, as a reward for having graduated with distinction, he was handed his diploma personally by Gen. Eisenhower. A battalion commander at the Naval Academy during his last year, Jacobs was also one of 19 graduating midshipmen to receive letters of commendation, awarded to first classmen "who, through the demonstration of outstanding officerlike qualities, have contributed most by precept and example to the development of these qualities within the Brigade."

PROMOTION

Within a year after coming to the promotion dept., Pat Fitzgerald has been promoted to research supervisor. In this



Pat Fitzgerald

capacity she is responsible for Media Records and market research and surveys.

Pat, a student of ancient languages, has a command of French, Greek and Hebrew.

While in Pittsburgh, Pa. she was a Hebrew teacher in the B'Nai Abraham synagogue for ten years. Having studied at the Julliard School of Music in N. Y., Pat also played the organ in the synagogue and taught piano at the Pittsburgh Veteran's Hospital.

Her husband, John, is the legislative representative for the National Small Businessmen's Association.



TWENTY-FIVE YEAR MAN

Recently celebrating his 25th anniversary with the paper, Bill Reith, assistant comptroller and credit manager, began as an outside collector in 1933, just a few months after Mr. Meyer purchased the paper. Within six months, Bill took over the inside work assisting the credit manager. World War II claimed his boss for military service and Bill was appointed credit manager. In short time, he became assistant comptroller.

Reith, a native Washingtonian, attended local schools and graduated from Augusta Military Academy in Fort Defiance, Va., before attending GWU. He continued his studies in night school while at The Post and received a bachelor of commercial science degree from Southeastern University.

Though our soft spoken collection manager tried the promotion, sales and banking fields before coming to The Post, Bill is convinced credit and collections was a right choice. Each day brings a new challenge with every case—a new area for judgment, tact and diplomacy. Post accounts which are turned over to his staff of seven are all delinquent in payment and it is the department's job to see that the customer is not too unhappy while paying up and that The Post is happy with the terms of payment.

Along with these duties, Bill is a charter member of The Post's Credit Union and has held various offices in the organization. For five years he has been on the board of directors in the Washington Association of Credit Men and has served on the publicity committee. His latest appointment to an office is as secretary in the Advertising Media Credit Executives Association which is an international group of newspaper-radio and TV credit men with 100 members.

Beside his twenty-five years with the paper, Bill celebrated his twenty-sixth wedding anniversary this fall. Though Bill claims his job is his hobby, he is quite an authority on movies.

FOURTEEN TO JOIN 20-YEAR CLUB

Established Christmas of 1955, the 20-year club welcomes fourteen new members to increase its roster to 187. John W. Sweeterman, general manager, will present the twenty-year pins at the annual cocktail party given in the club's honor at the Statler on the 24th. Pins will be presented to those pictured here.



Richard L. Coe



Virginia Cullen



Charles L. Everett



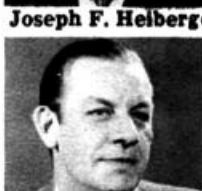
Harry E. Gabbett



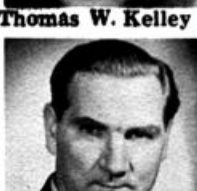
Joseph F. Helberger



Thomas W. Kelley



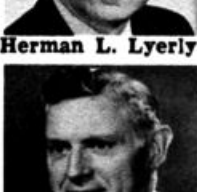
John C. Kohlmann



Herman L. Lyerly



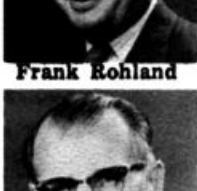
Jesse B. Manbeck



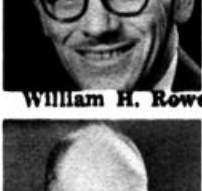
Frank Rohland



William H. Rowe



Gordon W. Scott



Falk E. Sherman



John V. Wurdemann



TRAVELER OF YEAR

"In recognition and high appreciation of his many important services and contributions to the development and advancement of the Traveler's Auxiliary, of the District of Columbia Pharmaceutical Association," Ben Polsen, national advertising, was presented the Traveler of the Year trophy. The membership of this group consists of salesmen who sell to pharmacists and drug operations. Recently elected 3d vice president, Ben has been chairman of the membership and publicity committee. He also pounds out a page of news for their monthly publication.

FILM PRESENTATION

The booming Washington grocery market is the subject of the promotion department's first film presentation viewed by over 200 grocery manufacturers, distributors and retailers at The Post-sponsored Brand Survey luncheon held in the Shoreham some time ago.

One of the highlights in pointing out the superiority of Post advertising results was the showing of the Trading Stamp promotion used by two major supermarket groups in the area.

Since trading stamps are prohibited by law in the District these ads could apply only to the Maryland and Virginia part of the market which according to Sales Management represents 56% of the area population and 57% of food sales. The ad required the reader to clip a coupon and return it to obtain the stamps.

Group A ran a full page identical ad in both The Post and The Star. The tabulated returns gave The Post 66% of the returns and The Star only 34%.

Group B ran the same, adding The News to the list. The results were equally pleasing; The Post pulled 50.3% of the returns, The Star 38.2% and The News followed with 11.5%.

Andy Anderson, national advertising, narrated the opening and ending of this color film created by the promotion department. Plans are being made to show this to advertising agencies and grocery concerns in major cities all over the U. S.

THE FAR EAST

By John G. Norris

Almost every place I visited on my Far East trip is well worth including in your itinerary when you make that long dreamed of world tour.

There wasn't time for formal sightseeing—and I saw nothing of Japan but the Tokyo area and not much of the Philippines besides Manila—but stern attention to duty got me around a good part of Formosa and Hong Kong.



John G. Norris

Some high spots in my memory book:

- The Grass Mountain—Peitou section of Formosa, above Taipei, reeks in places of swift, flowing sulphur water. High above the crowded, rather dreary "provisional capital of the Republic of China," the area embraces Peitou Springs—a spa famed for its hotels, girls and blind masseurs and masseuses. (The law limits this profession to Formosa's sizeable congenital blind)—and the closely guarded estates of President Chiang Kai-shek, his principal aides and American officials.

Clubs and rest camps for both Chinese and American GIs also enjoy the breath-taking view of the valleys below

and the low largely tree-covered peaks. Close to Chiang's principal home is one of the American Embassy owned dwellings. Built by a former Japanese army commander, the Japanese-styled house features three sunken sulphur baths and a prison in the cellar where the convicts who built it were locked up at night.

- The bustling, exciting native streets of Hong Kong, have shops full of bargains—if you haggle long enough—and the contrasting luxury flats of the English and rich Chinese dug into the sides of the hills rise abruptly above the business district on the narrow waterfront. Don't miss taking the cable car to the Peak—it beats the roller coaster at Glen Echo, but doesn't come down as fast—or the beauty of Repulse Bay's rugged cliffs and blue and purple water. Or the squalor of Aberdeen, with its village of junks, loaded down with large families. Hong Kong's thronged harbor, bounded by mountains, has no counterpart we have seen.

- Catholic Father Druetto's church on Quemoy also is unforgettable. Close to the landing beach, its cinder block and galvanized iron construction with flowerbeds outside bordered by beer bottles somehow contributed to the truly religious atmosphere of the church. It is a holy place under fire—hit occasionally by shrapnel (I have a piece at home that hit the wall.) Father Druetto, himself, is a lean, bearded French-born priest who has spent many years in Red prisons.

There also was the little oyster village—opposite Quemoy—almost entirely destroyed by the Red barrage where people lived in shelters and yet talked of rebuilding. And the plank beds and having to write stories by candles at the correspondents' billet.

- The sunset across Manila Bay is beautiful beyond description. Manila, itself, is only half rebuilt, but bustling.

- The new Imperial Hotel, in Tokyo, adjoining the famed and still standing old hotel, presents, unquestionably, the best home-away-from-home hotel in the world. The service is without parallel. There are any number of different dining rooms with varying types of cooking—sukiyaki, American, cosmopolitan, etc.; an arcade, where shopping is only less cheaper than downtown, and a bit safer.

Department stores rival Macy's, Hechts, and Woodward & Lothrop's. The prices are cheaper.

One of the nicest things about living in the Orient is going out for a Chinese or Japanese dinner. In Taipei, the best bets are the Mongolian restaurants. You do your own cooking on fire-pots placed on the table, holding sliced beef and pork against the pot, with chop-sticks, until they brown.



Pictured above are three tables of classified solicitors enjoying the buffet dinner thrown in their honor for November's history-making lineage. Seated around the front table from left to right are Harriet Branham, Gladys Kane, Eva Marshall, Lorraine Bozett, Edna Browning, Gertrude Bailey, Ruth Smith and Mildred LeHew.



LOOK MA, HANDS!—It's all in the assignment. When National Capital Parks opened a bicycle trail along the C&O Canal, Photographer Doug Chevalier and Reporter Elsie Carper took to wheels to cover the story.