

# Shop Talk

about  
The Washington Post

Vol. 10, No. 4

Friday, May 6, 1960

## Daily Circulation Passes 400,000; Sunday Hits New High of 460,000

What the four-minute mile is to runners, the 400,000 circulation figure has been to our circulation department. As you can see by our full page promotion ads and the front page ear, this milestone has been reached at last, six years after the Times Herald. At the same time the Sunday figure not only passed the 450,000 mark for the first time but jumped 10,000 beyond it.

Six years ago it was freely predicted that The Post would be lucky to hold enough Times Herald readers to come up with a circulation figure of 350,000. These prophets were confounded by the first six months' averages published that fall, which showed the daily circulation above 380,000 and the Sunday past 393,000.

At that time the single copy prices were 5c daily and 15c Sunday, with city home delivery for \$1.75 a month. In the fall of 1955 our Sunday price was raised to 20c, with home delivery costing \$1.95. Circulation continued to rise.

In January 1958 the daily price was raised to 10c on newsstands. Circulation growth was temporarily halted but, as the present figures prove, the check was for a short time only. Thanks to continued improvements in the newspaper itself, and to vigorous promotion and sales efforts as well, circulation has continued to increase both daily and Sunday. This in spite of selling at a premium price—the Star did not raise its Sunday price until eleven months after the Post had done so, and, as you know, still sells its daily editions for a nickel.

Only 16 of the more than 1588 daily newspapers in the United States have more than 400,000 circulation. Only 22 of the country's 564 Sunday papers have more than 460,000.

### POST PHOTOGRAPHER MEETS MENTOR



Before Harry Naltchayan joined the Post photography staff last year he enjoyed a colorful and sometimes exciting career in the Near East.

Living in Beirut, Lebanon, he served in recent years as President of the Karsch Club, a group of professional admirers of the world-famous portrait photographer, Yousseff Karsch.

Shown above is Harry's first meeting with the renowned artist when Mr. Karsch was in Washington last month as a guest at the Book-Author Luncheon.

Both men are of Armenian descent. Mr. Karsch has for a number of years made his home in Montreal.

### POST KEEPS GOOD COMPANY

In two separate surveys, *The Washington Post* emerged this year as being among the top five daily newspapers in the U. S.

Dr. Edward L. Bernays, New York public relations counsel, has for several years conducted a poll among newspaper publishers to measure excellence in the field. Last year, The Post was rated 8th. This year it climbed to 4th place, preceded only by the *New York Times*, *St. Louis Post-Dispatch* and *Christian Science Monitor*.

In another survey conducted by the scholastic magazine, *Practical English*, also conducted among publishers, *The Washington Post* was ranked 5th.

### PROOFREADER HARRY FRIEDMAN RETIRES



Harry Friedman, proofreader who began his typographical career as a Washington job shop apprentice in 1905, last month became the twelfth Post employe to retire under the Supplement to the Profit Sharing Plan.

Harry gained 15 years experience before coming to the Times Herald in 1922. In 1926 he left the printing trade altogether but returned 5 years later. His unbroken service at the Times Herald commenced in 1933.

The Friedmans, who will celebrate their golden wedding anniversary on May 7, plan to remain in Silver Spring where Harry has a formidable backlog of gardening to take care of.

### PROFIT SHARING PLAN PAYS OFF MORTGAGE

A Post employe who met with misfortune in a disabling physical condition has found the shock of premature retirement cushioned to some degree by three Post benefits: gift stock received from Mr. and Mrs. Meyer in 1955, disability payment provisions of the Post group insurance policy, and the P-S plan.

By a happy coincidence, the amount paid out by the profit-sharing fund was almost exactly that needed to pay off the mortgage on the employe's home.

Immediate additional cash was furnished as the gift stock was purchased back by the company.

Finally, our group insurance policy provides that when the holder is so disabled as to call for permanent retirement the face amount of the policy is paid in monthly installments over five years, so this is supplying a monthly income.

These monthly insurance payments are in addition to disability payments received monthly from Social Security, which are payable to those disabled after age 50 and continue for life.

## MAY IS CRITICAL MONTH IN BUILDING COMPLETION

Such a wide variety of work is going on at the new building addition—much of it now out of sight—that a floor by floor run down may be of interest to Shop Talk readers. It is hoped to complete much of this work during the month of May, with the thought of moving into our new press room, mail room, news room, stereo, and composing room sometime during June.

Up on the roof of the present building a new cooling tower is being constructed. This is part of the process of enlarging our air conditioning capacity to take care of the fact that we are doubling the size of our building.

### Ducts To Be Hidden

Between the old room and the new one, you see a huge duct being added. That's the top of the exhaust duct which takes air up from the new press room. Next to this duct you see the new stack, which takes the smoke up from the added boilers and from the incinerator; something we haven't had before. The metal frame that surrounds all this is to support the steel siding which will conceal all this from view.

All of the brick work is finally finished on the west walls and is close to completion on the north wall of the fifth floor, news room extension, as well as the south and east walls. Reason the east wall has the extension towards 15th street at the Lee House end is to install a fire stair, required by the District building code. After this stairwell extension is bricked in there will be no more brick work on the east wall except on the fourth and fifth floors, as the east end of the press rows is being closed in with removable metal partitions, in anticipation of the time when more units will be added to the presses. The south wall brick work is also close to completion. The metal siding is scheduled to be put in place the first week of May on the third floor mail room level, but on the press room level not until the last concrete wall has been poured.

In the basement there is still some digging going on as the last footing is completed, to be followed by the routine of forming, pouring concrete, laying pipes and conduits, back filling, and forming and pouring the top layer, which you watched while the original excavation work was under way.

### Slabs to Be Poured

Close up against the original Post building workmen are chipping away at the remains of the old loading area and the ink tank room, returns room, and similar areas that lay under the dock. When this has all been cleared away floor slabs will be poured at the basement, first floor and second floor levels, connecting directly with the present building across the space once occupied by the loading platform.

In the meanwhile pipes, electrical con-

duits and air ducts are being installed all down through these areas, in what will be a new fan room to handle the big, new pressroom, and in what will be a new locker room for the pressmen, right on the press operating level and but a step from the third row of presses.

There is no second floor because of the height of the presses, but to their south and west are mezzanines, the new fan room to the south and the new electrical control room to the west. On the third floor we moved in some time ago to occupy the west half of the new mail room. Now the conveyors are being put into position in the remainder of the room so that when the 21 units of the three new Goss presses are ready to roll, and the mail room is completely closed in with both brick and steel, it will be possible to use the chutes farther up the loading area instead of just the six at the west end we've been using up to now. Also it will be possible to install the wood block flooring on top of the concrete slab. This had to be postponed until the floor was closed in and no water could get in to swell the wood floor.

This same problem postponed the wood flooring in the new stereo room, which is now practically ready to go into operation, as soon as the automatic plate drop and lift is running between the fourth and press room floors.

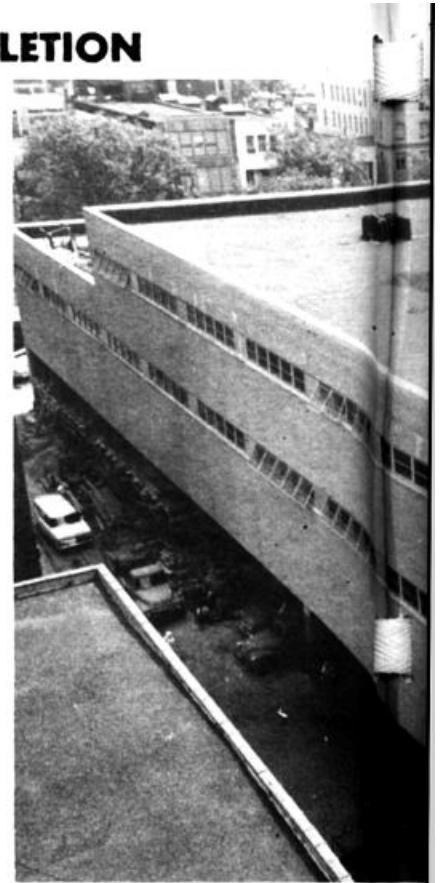
The remainder of the fourth floor in the addition, that is other than stereo, will be composing room. Here work is progressing to complete the ceiling—air conditioning and electrical ducts, lights, and acoustical panels—and finally to put in the vinyl asbestos flooring. Much the same kind of work is going on up in the fifth floor extension of the news room, except that here there is also a problem of moving the existing north line of windows into the new north fifth floor wall.

### Girders Being Fireproofed

In the truck loading area lathers and plasterers have been working for several weeks to put a cement plaster over the exposed steel girders. This is required by the building code. As they complete the work at the east end and move their scaffolding toward the receiving dock we'll have to switch the trucks to the east chutes and close off the west ones used up to now; also there will be some problems connected with getting in the Sunday supplements while access to the freight elevator is restricted.

Finally, running of the new presses has been postponed for a short time to permit completion of work above the presses; installing an automatic sprinkler system and a metal pan hung ceiling.

Tying up all these loose ends is the assignment for May. If it can be done, June becomes moving month. June will also see the beginning of other problems—alteration of the existing building.



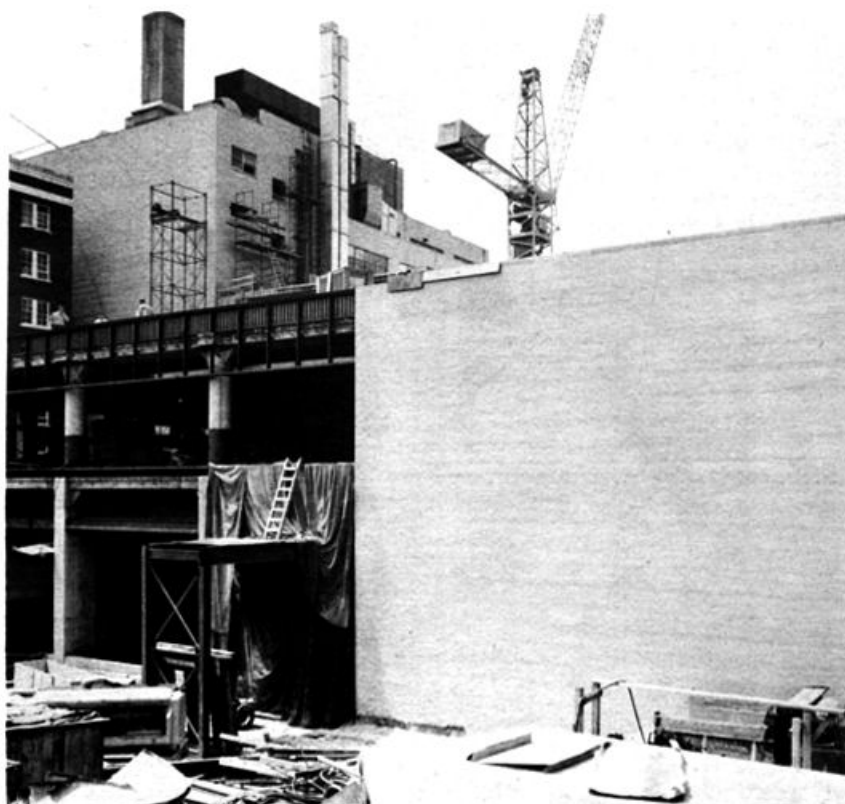
In a seldom seen view, taken from the roof of the photo above shows the northwest corner and the loading area off the alley to the floor extension is seen in its unfinished



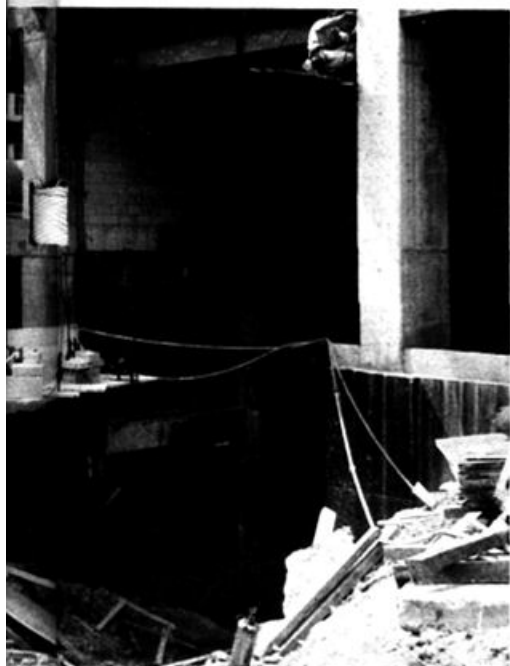
Gaping holes show area where new building off 15th Street and the stairway indicated by the will be closed in.



From the roof of the University Club on 16th Street, southwest corner of the building addition and the complex the rear of the Russian Embassy. The 5th floor is in the final state just behind the elevator penthouse.



New conduits and ducts rise to roof of existing building in rear to provide additional power and air movement capacity to enlarged air conditioning system.



Where the huge presses are brought into the rear east end. Soon this wall will be up and the poured concrete structure at left



Brick masonry rises at southwest corner of building addition. This photo was taken in alley immediately behind our 16th Street Annex. Progress beyond that shown in this 2-week-old photo has been considerable.



## POST PEOPLE

The Post's youngest editorial writer, 31-year-old Karl E. Meyer, is the kind of man who will stand in line for two hours at a Vassar book sale, ride 2000 miles on a bus or trek through the wilds of Cuba's Sierra Maestra mountains to get what he wants. But he's never satisfied. And that, of course, is what makes him a good newspaperman.



### College Editor

As editor of the literary magazine at the University of Wisconsin, he composed the theme for his promising career: a free-swinging critique of his classmates called, "Generation of Jelly-Fish." A pretty blond co-ed promptly sized up his trouble, calling him a "frustrated bachelor." Now married and encumbered with house and mortgage in Cleveland Park, Karl has demonstrated how wrong she was. He's still frustrated. And each new journalistic venture adds fuel to his fires of discontent.

Karl's unwillingness to settle for "a knowledge" prolonged his formal education to include not only undergraduate work at Wisconsin but Master of Public Affairs and Doctor of Philosophy degrees (in politics) from Princeton. He got an early start in journalism, however, as a *New York Times* police reporter in the summer of 1952, as editor of the *Daily Cardinal* at Wisconsin and as campus correspondent there for the *Milwaukee Journal*.

The city room of The Post gained no neophyte, therefore, when he joined the staff in 1956. But even so, he "broke in" as an assistant police reporter under the knowledgeable tutelage of Al Lewis.

In January, 1957, he moved to Editorial and soon became the Department's specialist on Latin America and editor of its "letters" columns. He visited Castro in his mountain stronghold and came home confident that the revolution would topple Batista. No shortcutter, Karl took the rough road to obtain his interview and brought back callouses to prove it. A year later, he revisited Cuba and went on through South America, returning to write a series of editorial page columns that won him a citation by the Overseas Writers.

### Newspaper Family

Karl's father was a *New York Post* columnist and his grandfather was city editor of *Der Germania* of Milwaukee. Come August, Karl expects an heir to carry on the tradition—and the kids of Cleveland Park had better look out; boy or girl, "it" will be no jellyfish.

## NEW FACES



Mrs. McCardle



Miss Conneely



Mrs. Boles



Miss Adams

Dorothy McCardle has joined the Women's Department from syndicated feature writing in recent years. She attended Smith College and graduated from the University of Pennsylvania. The Philadelphia Inquirer and later The Bulletin provided early reporting experience. Daughter Marcia has worked as summer copy boy.

Patricia Conneely, another new face in Women's, has a BS in Home Economics from the University of Maryland. Travel counselor for AAA, model and advisor for college fashions and welfare administration make up her work background.



Mr. Wingrove

Clarence Wingrove recently took charge of the duplicating department. His original home was New York but his multilith and offset career took him to Texas some years ago. During WW II he served as a duplicating specialist in the Army Air Corps.

## PROMOTIONS



Miss Maples



Mr. Asher

Robert L. Asher recently succeeded to head copy boy. Bob is a Washingtonian, attended Sidwell Friends School and went on to Amherst. After a year in London and three in Switzerland, he turned to radio announcing, newscasting and commentary. He is an Air Force Reservist.

Ann Maples became assistant librarian. She is an Annapolis girl, schooled in Alabama and at Swarthmore College, with D. C. Public Library experience.

Elizabeth Boles is Circulation Director Harry Gladstein's new secretary. A New Yorker originally, Elizabeth attended Grace Institute and has been secretary to executives in both the office supply manufacturing and book publishing fields.

Betty Lou Adams is a native West Virginian. She comes to Retail Advertising as a stenographer from Equitable Life and the FBI.



Mr. Mundie



Mr. Wheeler

Ken Mundie, new promotion department artist, is a Los Angelean who attended Meininger and Kann Art Institutes on the West Coast. He did animation for Disney Studios there and in Washington for Creative Arts. Skiing is his prime hobby and he has practiced it both in California and Europe.

Recent addition to the payroll department, Eugene Wheeler is the former payroll supervisor of Kay Jewelry Stores chain. Other payroll experience includes that gained with an electrical contractor, a dairy cooperative association and an iron and steel company.

## TRANSFER

Eileen Carr is General Manager John Sweeterman's new secretary. She comes from Circulation Director Harry Gladstein's office where she has served as his secretary for 2½ years. Mrs. Carr, a Canadian by birth, was assistant to the circulation manager of the Army Times, has been an office manager and served as private secretary in Washington, D. C., the State of Washington and in Honolulu, Hawaii.

