

Shop Talk about The Washington Post

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LAST TIMES HERALD PRESS UNIT NOW OPERATING IN NEW PLANT

On July 20 installation was completed on the last of twenty-eight 13-ton press units transferred from the Times Herald pressroom. The new Post pressroom now has seven 7-unit presses.

The present capacity will be augmented by the addition of one new unit to each press during the next few months, making the total number of units 56 and considerably increasing our capacity to print color. These units have been purchased and delivered. Two are in place, three are in the building and two are in storage.

Transfer of the 28 units from the Times Herald Building, where they were installed new just before the Times Herald purchase in 1954, has been a continuous process spanning the past 12 months.

In the past year and a half 960 tons of new press equipment has been installed here and 1280 tons transferred from the Times Herald.

NEW SERVICE FOR ADVERTISERS Benefits Editors, Too

After one month of operation, the stamp of success has been placed on The Washington Post's new service to advertisers—the so-called "one proof" system.

The system, adopted July 1, has accomplished its aim—to smooth the flow of advertising copy through the Production Department.

The result has been to make life much better for advertisers and the Advertising and Production Departments by eliminating uncertainty and cutting copy revisions to a minimum.

Late dummie changes have practically ended. This has provided better makeup and improved quality of production.

Finished copy and art provided by advertisers under the system helps Production turn out corrected proofs for advertisers far enough ahead to prevent last-minute jam-ups.

The one-proof system has produced important side benefits. The layout of the paper can now be "set" earlier with far greater assurance that it will stay that way. This has proved a decided benefit to the News Department. The improved efficiency of operation has made possible later press starting times which provides fresher news for readers.

NESSLY AND LEAR RETIRE AFTER 75 YEARS OF SERVICE



June and July saw two venerable Post people, both best of breed, liked and admired, go into retirement under the so-called Supplemental Profit Sharing Plan. They were Wm. V. Nessly, for ten years head of the national bureau, then world editor until last year, and George C. Lear, old-school printer and mainstay in the composing room since 1925.

Thirty-nine years of distinguished service to The Washington Post ended on July 3 for William Vance Nessly.

The most enduring figure in the news department of the newspaper, World Editor Bill Nessly, took into retirement with him the unanimous affection and esteem of all those privileged to be his co-workers.

For the Washington Post, Bill Nessly edited history for nearly four decades as the boss of the fast-breaking events on the World Desk. He won the admiration of the entire news staff for his skills at assessing and handling the big story.

He joined The Post in 1922 as a telegraph copy editor after a term as reporter for the Spokane, Wash., *Spokesman-Review* and later took a turn as White House, State Department and Treasury reporter before organizing and heading The World Desk.

His own right-wing political inclinations were absent in his objective handling of ten Presidential elections beginning with the Coolidge-Davis battle in 1924. Over the years, he watched The Post's circulation grow from the 52,000 of the early 1920s to the more than 410,000 of today.

Nessly was born in Rosalia, Wash., in 1893 and attended Washington State College. He did a turn in WWI as an Army lieutenant and learned then about shifts in command. He served successively under ten managing editors of The Wash-

ington Post, each of whom was quick to recognize his rare competence.

Editor J. Russell Wiggins and Managing Editor Alfred Friendly headed a delegation that took the Nessly's home at 518 Missouri ave. nw., in a surprise invasion to express its spoken esteem for their long-time comrade and friend. Among the presentations to Bill was a hefty scrapbook of testimonials from the editors and staff, also his famed copy-cutting scissors that were a world desk landmark.

The scissors were complete with the rusted chain that had guarded them from filching by less conscientious members of the staff. "Here are the scissors, Bill. You can go out a ribbon and dedicate a bridge if you like," it was said at the presentation.

Nessly is still on assignment. He will write a memoir on the early days of The Washington Post, to be used in a history of the newspaper projected for its 100th anniversary.

LEAR AT POST 36 YEARS

George Lear was born and learned his trade in Greencastle, Pa. At the Greencastle Press, where departmentalization was practically unknown, he had a hand in most phases of the operation and recalls having to lower the overhead lights in the wintertime to heat the fountain on the press so that the ink would flow.

Mr. Lear arrived in Washington on the day Admiral Dewey returned from Manila just before the turn of the century. After 12 years with a sportsnews publication and National Publishing Co., Lear put in eight years at the Herald and tried his hand in the commercial field for six more.

Following that he devoted 36 years to The Washington Post.

Next March 17, Mr. Lear will receive a 60-year membership button from Columbia Typographical Union 101.

Sports of nearly every variety have been this printer's favorite hobbies—some as a fan—many as a participant. He also has a green thumb and rubbing his chin last week he mused, "I think I'd have made a damned good farmer!"

Mr. and Mrs. Lear have three children, 10 grandchildren and five great-grandchildren.

POST PEOPLE

Jack Burness went to California this Spring and struck it richer than he'd expected.

At its annual convention in San Francisco, May 28-June 1, the Newspaper Division, Special Libraries Association, elected The Washington Post's head librarian as chairman.



This means that when the newspaper librarians meet in Washington next year, Jack will be in charge. This is a far cry from 1935 when this midwestern newsman first came to Washington with a family but jobless in the midst of the depression.

Staffers at the old Post were agreeably surprised to find a man in the library who could talk their language and understand their needs.

Jack had been a UP man in St. Paul and an AP man in New York before the depression struck. His wife Anne accepted a civil service job in Washington, and they came to the Capitol with their newborn son, in 1935. Jack found a job in the Post library, and after a year was made head librarian.

While Jack was doing his stint in WWII, Anne came to work temporarily for the managing editor, and became "permanent" when J. Russell Wiggins got the job.

Jack looks to the future when a reporter in quest of background data will be able to insert a coded card into a microfilm reader-printer and carry away a freshly printed file.

Jack believes in operating an efficient shop, insists that each day's clip and photo harvest be classified and filed the same day. He credits staffers with good cooperation in getting borrowed material back to the files at the end of each working day.

Not surprisingly, the library is regarded as among the best in the business.

Among Jack Burness' extra-curricular efforts has been to revitalize the National Press Club library.

A comment made last week, concerning the library that Jack built, came from veteran White House reporter Eddie Follard. "Two things distinguish Jack Burness as a newspaper librarian," said Follard. "One is the fact that he becomes a partner in the effort to make a story complete and accurate. Another is that he is a real student of national and world affairs. This combination makes for real results in getting proper background material. Post reporters are most appreciative of these qualities."

... ON THE CITY SIDE ...

(Editor's Note: As local new stories break in *The Washington Post*, there is frequently an interesting sidelight as to how our staff has managed to "get there first" or uncover the facts that make the item important in the first place. Such was the recent so-called "L. A. Harris" story which was page one news for over a week. Shop Talk asked the city editor to have the following account written for the interest of Post reader-employees.)

An alert Washington Post staff was instrumental in unmasking "L. A. Harris," a former convict, who according to the FBI, had hoodwinked judges, lawyers and clients alike into thinking he was an attorney-at-law.

A major contribution of The Washington Post was to establish and locate a real and reputable attorney whose name was used by the former convict. This connection provided binder to the case and apprehension of the suspect. It all started when acting on information of a "tipster," Assistant City Editor Seymour L. Fishbein assigned reporters John P. Mackenzie and Leslie H. Whitten.

The first day, checks showed:

*"Harris" did not keep a court appointment—had he skipped town?

*The similarity of "Harris" to pictures of a legal imposter in Chicago years back.

*The Chicago imposter had once practiced under another name in the same office with the real Lawrence Archie Harris, a reputable attorney now practicing in Sacramento, Calif.

Then The Washington Post broke the story but did not name "Harris" as the imposter, because identification was not yet satisfactorily nailed down by this newspaper's standards. The story was still pressed. It was next learned that the reputable attorney Harris was admitted to practice here in absentia in 1955 although he was then actually practicing law elsewhere.

The FBI, grateful recipient of information gathered by The Washington Post, quickly theorized that the man posing as Harris came to Washington to practice on a gamble the real Harris would not also come here.

The clincher came when handwriting experts compared samples of the real Harris' handwriting with the script of the suspected imposter.

A warrant was then issued. A manhunt began that ended in San Francisco with the arrest of a man the FBI identified as Daniel Jackson Oliver Wendell Holmes Morgan. The FBI said Morgan was the imposter "Harris." He was charged with fraud against the court.

PROMOTION DEPT.

The growth, rank, and prosperity of a newspaper depends almost entirely on both reader and advertiser confidence and acceptance. Advancement towards this goal is the basic responsibility of the Promotion Department.

Now happily located in a remodeled portion of what used to be the old mail room on the third floor, the Promotion Department staff of 17 comprises the Promotion Manager and his assistant, a secretary, a typist, two copywriters, three artists, a research and statistical division of four, a tour guide, and employees assigned to production, merchandise and purchasing.

It is Promotion's responsibility to have a timely selection of promotion ads available in a variety of sizes. Although some promotion ads are regularly scheduled, many go in to fill space over and above the news and advertising budget.

The functions of Promotion are related primarily to advertising, circulation and news. Promotion tells the story of The Washington Post's lead in all three areas.

ADVERTISING PROMOTION

The Promotion Department works with the advertising managers and their sales staff to aid and abet the sales of retail, national and classified advertising.

Promotion prepares sales tools for use by our salesmen in calling on their accounts. This sales promotion material is developed for general use as well as for one-time special presentations.

In addition the department prepares booklets, brochures, cards, and other direct mail material to be used generally, and for special advertising classifications such as appliances, financial, grocery, etc.



Research Supervisor Marilyn (Pat) Fitzgerald goes over a report with members of the research staff (left to right) Glenna Cowdrey, Cynthia Edwards and William McLaughlin.

Promotion's research staff gathers lineage and circulation statistics on the three Washington newspapers and newspapers throughout the country. Periodic and special lineage reports are an example of the use of this data.

Perhaps of greater importance is the detailed market information of the Washington area compiled for advertisers and their agencies.

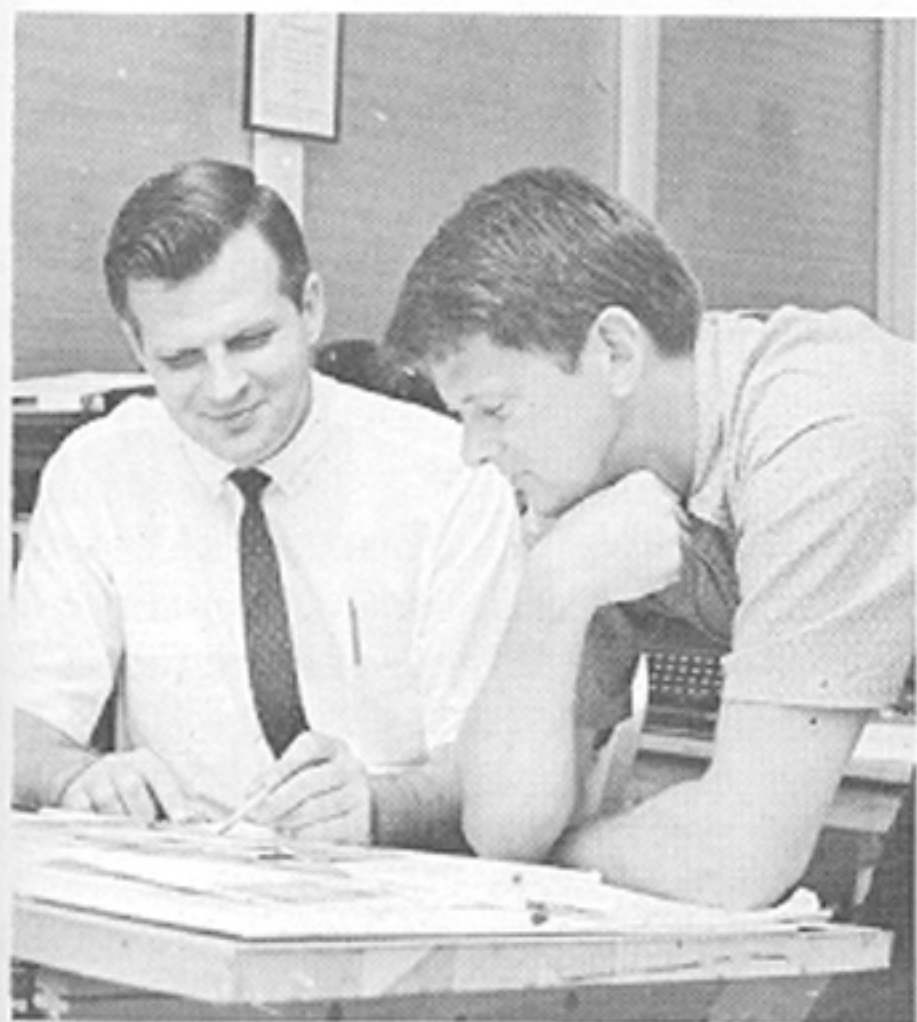
A Retail Memo of news items of special interest to merchants is distributed locally to retailers in the area.

CIRCULATION PROMOTION

Promotion works with the Circulation Director to encourage the public to buy the newspaper and to interest youngsters to work as Washington Post newspaperboys.

Promotion prepares in-paper advertisements and radio and television spots pointing out the merits of the paper's news and features and calling attention to special articles and the day-to-day complete news coverage offered by Washington's leading newspaper.

A periodic newspaper, entitled *Carrier*, is prepared in Promotion for the 4000



George Chekan, artist, (left) checks a layout with Kenneth Mundie, illustrator. Picture and story of the third member of the art staff, Nancy Eggleston, appears on Page 4.

Post newspaperboys. Carrier prize lists, the annual Christmas Calendar and special flyers are other items produced for Circulation.

When a particularly good story or feature is coming, Promotion prepares bundle flaps and newsstand rack cards to help stimulate street sales.

EDITORIAL PROMOTION

Promotion maintains close liaison with the News Room and prepares in-paper ads to maintain and build up reader interest in The Washington Post's regular and special coverage and features.

These ads are designed also to catch the attention of the casual purchaser with the aim to sell him on continuing to read the paper.

Outstanding features in the Sunday paper are regularly advertised in the daily paper and on WTOP. Stories of unusual interest are also promoted on WRC radio and television and on bundle flaps and rack cards.



Promotion Manager Frank McArdle (left) checks a project with his assistant, Lewis B. Rock Jr., and his secretary, Enid Reque.

NATIONAL TRADE ADVERTISING

Promotion also prepares trade paper advertisements for continuing campaigns throughout the year in Editor and Publisher, Advertising Age, Standard Rate and Data Service, Time and Newsweek.

OTHER ADVERTISING

Washington Post advertisements also appear in area buses promoting our result-producing classified pages.

Motion picture films, animated and live, are also produced to sell advertising and promote The Washington Post in the public mind as a paper of outstanding quality.

PUBLIC RELATIONS

The Washington Post annually sponsors three or four Book and Author luncheons which permit the public to hear outstanding authors talk about their books. A children's Book Fair is held annually in November at the U. S. Commerce Depart-



Copywriters Jerry Stark and Natalie Gutman confer on a matter with Tour Guide Alan O'Day looking on.

ment Building. Up to 70,000 area children, parents, and teachers visit the Fair each year.

The annual championship schoolboy football game is sponsored jointly by The Washington Post and the Touchdown Club on Thanksgiving Day featuring the champion parochial and public school teams.

A Christmas painting contest has become an annual institution. Hundreds of area high school students submit entries. Winning entries are published in color in The Washington Post in pre-Christmas editions of the paper.

The Promotion Department plans and coordinates all these events with other Departments of the paper.

The Promotion staff also sends out publicity releases and fills speaking engagements at area schools, colleges, civic associations and other group.

The Promotion Department has won 22 awards since 1936, the most recent being first prize for Trade Paper Promotion in 1960, awarded by Editor and Publisher magazine at the Newspaper Promotion Managers Association convention in May.



At work in the Promotion Department are (left to right) Nancy Dodson, typist; Eula West, production, and Beverly Burch, purchasing. Kathleen Holt, general clerk, was not present.

NEW ENGRAVING METHOD AFFORDS SPECIAL EFFECT

The Washington Post published a three-color montage photograph for the first time, July 28. It was part of a full-page promotion ad urging readers to take along The Washington Post on their vacations.

Shown in the scene were three photographs of various vacation activities against a background photograph of a cabin cruiser skimming the water against a backdrop of trees and blue sky. The three smaller photographs were inset into the sky.

The half-page photo was produced in a single operation on The Washington Post's vario-klischograph electronic engraver.

This eye-catching ad demonstrated the ability of the klischograph to produce special effects for newspaper (ROP) color. The Washington Post was the first newspaper in the United States to acquire the German-made engraving machine.

The special effect idea was conceived by Production Manager Harry Eybers in working out new color techniques for the Klischograph with publisher John W. Sweeterman who is chairman of Newspaper Color Advertising, Inc. Promotion Manager Frank McArdle and his staff developed the art and copy. Klischograph Operator Frank Rohland put together the montage transparency.

GWU Scholarship Open Soon

The George Washington University grants a tuition scholarship each year to an eligible employe of each of the three Washington newspapers.

Eligibility requirements and application forms will be made available through the Personnel Department in the very near future.

Please watch your bulletin board.

RECOGNITION

Warren Silzer, national advertising staff, recently accepted an "Edgar" award at a ceremony in New York for best brand promotion during 1960. The award went to The Washington Post for top spot in effective product promotion, the field being beer, wine and liquor—the "gimmick" having been clever and effective mailing pieces to retail dealers.

Book Editor Glendy Culligan was named recently to the Awards Advisory Committee of the National Book Committee, which group is responsible for the administration of annual awards for distinguished American works of fiction, non-fiction and poetry. Newspaper book editors appear this year for the first time on the committee. Chosen with Miss Culligan was Maurice Dolbier of the New York Herald Tribune.

NEW FACES



Gerald W. Siegel joined the Washington Post Co. last month, succeeding Adrian S. Fisher, as vice president and counsel. Mr. Siegel, an Iowan, is a Phi Beta Kappa honor graduate of the University of Iowa, and served in the air force during WW II. Following the war, he took his law degree from Yale, graduating in 1947. He was associated with the Securities Exchange Commission from 1947 to 1953, then was counsel for the Senate Democratic Policy Committee for the next five years and until last month was a member of the Harvard School of Business faculty.

Clyde Sorrell, new assistant home delivery manager under V. T. Curtis, has been a service station owner-operator, an oil distributor and a police officer in his native city of Washington. Most recently he held a Post distributorship for five years.



John Goshko, new reporter from the Minneapolis Star & Tribune, is a native of Massachusetts with degrees from U. of Pennsylvania and Columbia. He is an army veteran.

Helen Dewar came to the newsroom from two years' experience with the Northern Virginia Sun. A Californian, Helen graduated from Stanford U. and was granted a public affairs scholarship the next year by the Coro Foundation in San Francisco.



Alice Liljgren, copy service artist, is Colorado born and Arkansas raised and received her art education at National and Kansas City Art Institutes. After a two-year tour with the U. S. Navy, Alice gained several years of ad agency experience which she happily brought to

the Post early this summer.

Michael Stuart, merchandise man in general advertising, came from Oklahoma and Iowa to Catholic University. He has worked in Des Moines Register & Tribune mailroom, Montgomery & Ward stockroom and a Texas engineering firm.



Elizabeth McCaslin, general clerk in national advertising, is a Pennsylvanian who attended Geneva College and worked for two airlines and an engineering firm before joining the Post recently.

Myrna Gourley, new general clerk-cashier, attended Pennsylvania's Gannon College. She has cashier-teller and clerical background with a Pennsylvania utility company and Washington brokerage house.

TRANSFERS AND PROMOTIONS



Willard Wisler joined the Post last year as merchandise man in national advertising. He has recently been promoted to real estate classified salesman.

Nancy Eggleston, promotion department clerk, has moved over to a drawing board as a staff artist in that department. Nancy attended Mary Washington College, University of Virginia, Cupoli School of Art and National Art Academy.



Donald Peppi was recently moved up from apprentice electrician to journeyman. Don served in the Army from '54 to '56 and was employed by a chemical research firm before joining the Post.

Alice Williams was promoted to general clerk in the accounting department. Mrs. Williams has been at the Post just a year and prior to that she worked in the statistical departments of the Commerce Dept. and the Federal Reserve System.