

Shop Talk about The Washington Post

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Sweeterman Vice Chairman of Board, Paul Ignatius Is President of The Post

John W. Sweeterman has been appointed Vice Chairman of the Board of The Washington Post Company.

Paul R. Ignatius, Secretary of the Navy in the last Administration, will become President of The Washington Post effective March 1.

These announcements were made recently by Katharine Graham, President, and Frederick S. Beebe, Chairman of the Board. Mrs. Graham will assume the title of Publisher of the newspaper, a position held by her late husband, Philip L. Graham, and her father, Eugene Meyer.

Mr. Sweeterman came to The Post in 1950 as Business Manager, was made Vice President and General Manager in 1952

and Publisher and Executive Vice President in 1961. In his new position, Mr. Sweeterman will be involved with the future planning for all divisions of the company which include the newspaper, Newsweek magazine and Post-Newsweek Stations, Inc. Some time ago, he expressed a desire to be relieved of his day-to-day publishing responsibilities on The Post.

Mrs. Graham and Mr. Beebe said: "John Sweeterman has provided guidance and leadership in relation to all the active interests of The Washington Post Company in addition to his role as publisher of The Post. His appointment to this new office of vice chairman will give recognition of this fact and will be of great value to all our endeavors."

As President of The Washington Post, Mr. Ignatius will be assuming executive duties which have been performed by Mr. Sweeterman. In addition to becoming President of the newspaper, Mr. Ignatius will become Executive Vice President, and member of the Board of Directors and the Executive Committee of The



John W. Sweeterman



Paul R. Ignatius

Washington Post Company. James J. Daly, Vice President and General Manager, and other senior business executives of The Post, will continue in their present positions.

"We are delighted and fortunate to have Paul Ignatius as president," Mrs. Graham said on the date of his appointment. "He is a proven executive after almost eight years in top Pentagon jobs under President Kennedy and President Johnson, and after 11 years running his own management consulting and research firm."

"We need just such a man," Mrs. Graham continued, "to take over the newspaper responsibilities of John Sweeterman, who has led The Post to record levels in circulation, advertising and earnings."

Mr. Ignatius was born in Los Angeles, California, in 1920. He was educated in the public schools of Glendale, California, and the University of Southern California, where he was elected to Phi Beta Kappa.

During World War II, Mr. Ignatius served in the Navy, most of the time on the carrier Manila Bay, as an aviation ordnance officer.

After the war, Mr. Ignatius returned to the Harvard Business School and graduated in 1947. He spent the next three years there as an instructor in business administration.

In 1950, Mr. Ignatius and two associates founded the management consult-

ing and research firm of Harbridge House, and for the next 11 years played a major role in its expansion and development into one of the top firms of its kind.

Defense Secretary Robert S. McNamara recruited Mr. Ignatius to Washington in May, 1961, as an Assistant Secretary of the Army. He became Undersecretary of the Army in February, 1964, Assistant Secretary of Defense in 1964, and Secretary of the Navy in August, 1967.

Mr. Ignatius is married to the former Nancy Sharpless Weiser of Holyoke, Massachusetts. They have four children, and live at 3650 Fordham Road, N.W.

Since coming to Washington, Mr. Sweeterman has been actively involved in local civic and business affairs. He is currently a director and member of the Executive Committee of American Security and Trust Company, Georgetown University, the Federal City Council and the National Capital Downtown Committee.

A Review Of Change

This issue of Shop Talk is a review of the appointments, promotions and other management changes which have taken place during recent months.

Bloodmobile Monday

The Red Cross Bloodmobile will be in the Sousa Community Room from 2:7:45 p.m. Monday, February 17. Every department has appointed a recruiter who is signing up volunteers.

The Post must meet its assigned quota or else only donors will be eligible to withdraw blood in the future.

Bradlee, Geyelin, Patterson Named Top Editors; Wiggins Goes to U.N. and Maine Retirement

Russ Wiggins planned his retirement for the end of 1968, but he may have been as surprised as anyone the way it happened. He quite literally was retired from 21 years at The Post by the President of the United States.

When Lyndon B. Johnson nominated J. R. Wiggins as U.N. Ambassador in September, it ended one of the nation's most distinguished journalistic careers. Political circumstances ended the U.N. job in January and Mr. Wiggins now enjoys the retirement he originally plan-



J. R. Wiggins . . . packing up for retirement.

ned—editing the weekly newspaper he owns in Maine.

His career began at another weekly in Minnesota in 1922. It culminated in his rise to Executive Vice President and Editor of The Post and in his service as president of the American Society of Newspaper Editors. He is also a past president of the Gridiron Club.

In accepting his retirement, President Katharine Graham referred to Mr. Wiggins as "the soul and conscience and driving force behind The Washington Post for more than 21 years" in the News Department.

President Johnson referred to the Wiggins name as one that "stands for integrity in modern journalism." Mr. Johnson said that "he is a distinguished author. He is a man of broad learning in international affairs. He has had my confidence and my acquaintance and respect for many, many years . . . I believe that there are few men in public life who command such universal respect as does Russell Wiggins."

He began his newspaper career in 1922 on a weekly newspaper in Luverne, Minnesota, which he later purchased. He moved to the St. Paul Dispatch and St. Paul Pioneer Press in 1930 and stayed there till 1942.

After Air Force service he became As-



A light moment in the day . . . Editors Geyelin, Patterson and Bradlee.

Promotions Made On News Staff

Along with shifts in its top editors, the News Department has undergone other significant personnel changes.

Two new Assistant Managing Editors are Laurence Stern, National Editor since 1965, and Philip Foisie, Foreign Editor since 1959.

Mr. Foisie is now in charge of foreign news operations. His new duties will focus on foreign correspondents, the Paris



Stern



Foisie

Herald Tribune and the Los Angeles Times/Washington Post News Service, which now numbers 262 clients. He joined The Post in 1955 as Cable Editor, became Assistant Foreign Editor in 1962 and Foreign Editor in 1963.

Mr. Stern is now directing the "Insight" team, a new concept in news gathering. Formerly a City and a National reporter, he has been with The Post since 1952.

Robert Baker, former National reporter

assistant to the Publisher of the New York Times in 1946. He joined The Post as Managing Editor in 1947, was made Vice President and Managing Editor in 1953. He became Vice President and Executive Editor in 1955, Editor and Executive Vice President in 1961.

Benjamin C. Bradlee, Managing Editor since November 1965, is The Post's new Vice President and Executive Editor following the retirement of Editor J. R. Wiggins to become U.N. Ambassador in September.

Succeeding Mr. Bradlee as Managing Editor, is Eugene C. Patterson who was the Atlanta Constitution's Pulitzer Prize-winning editor.

Philip L. Geyelin, Editorial Page Editor, at Mr. Wiggins retirement assumed complete responsibility for the editorial page, reporting directly to Mrs. Graham.

Mr. Bradlee was Newsweek's Washington Bureau Chief when he was named Deputy Managing Editor in August 1965. He began his news career in Manchester, N. H., in 1946 after service in the Navy. From 1948 to 1951 he was a City Reporter for The Post.

Before joining Newsweek in 1953, Mr. Bradlee served nearly three years as press attache at the Paris Embassy.

Mr. Patterson won his Pulitzer in 1967 for editorials protesting the Georgia Legislature's refusal to seat Julian Bond.

Mr. Patterson's earlier experience was with the Temple (Texas) Daily Telegram, the Macon Telegraph and United Press International, where he was London Bureau manager for three years.

He was also vice chairman of the U.S. Civil Rights Commission.

Mr. Geyelin joined The Post in 1967 as Editorial Writer after 20 years with the Wall Street Journal. He was made Editor of the Editorial Page 10 months later.



Baker



Isaacs

and Day City Editor was made Assistant to the Executive Editor to coordinate news personnel matters. Mr. Baker has been with The Post for 17 years and is in charge of The Post's summer intern program for college students.

On the local side, Steve Isaacs fills the newly created post of Metropolitan Editor. He had been City Editor since 1965. Under the new arrangement both the City Editor and the Suburban Editor report to him. He's been with The Post since 1961, beginning as reporter and later Assistant City Editor. (Cont. on next page)



Marie Sauer and friends at office farewell.

Marie Sauer Retires; Was Womens Editor For 23 Years

Marie Sauer retired in January as Women's Editor, her position for 23 years.

A graduate of Columbia School of Journalism and a past president of the Women's National Press Club, she began in 1935 as Assistant Sunday Editor.

Miss Sauer became Sunday Editor in 1936. In 1942 she joined the Navy as a lieutenant (j.g.), the first woman staff member in the service. She returned in 1945 as Women's Editor.

A pioneer in bringing women's news into an era of new dimensions, she stressed coverage of politics, international news and issues of major social concern in the women's pages.

She received frequent professional recognition and was among those honored for distinguished journalistic achievement by Columbia in 1963.

John Anderson moved up from Chief of the Education Bureau to City Editor. A former City Reporter, Editorial Writer and Day City Editor, Mr. Anderson has been employed 11 years.

Richard Harwood succeeded Mr. Stern as National Editor. He came to The Post in 1966 as National Reporter.

Harry Rosenfeld moved up from Day Foreign Editor to Foreign Editor. He is a former Foreign Editor of the New York Herald Tribune.



Rosenfeld

Ken Johnson, News Editor since 1967, assumes the new title of Executive News Editor

in charge of news assembly. Jack Lemm succeeded him as News Editor.

Lee Lescaze was named Day Foreign Editor. He recently was war correspondent in Vietnam. He joined The Post as Copyboy in 1963.

Andrew Barnes replaced Mr. Anderson

New Team Formed for STYLE

STYLE was born January 6 as part of The Post's expanded news and feature content.

Under the direction of Assistant Managing Editor David Laventhol, the Women's, Culture, Entertainment and feature departments were expanded and revamped to appear together in unique new daily and Sunday section formats.

James Truitt, former Newsweek Tokyo bureau chief and Washington correspondent, was named Editor of Style. He was Assistant to the President of The Post from 1960 to 1963.

He also was bureau chief for Time and Life and later publisher of Art News magazine. A Phi Beta Kappa graduate of the University of Virginia, he was a naval officer during World War II.

Elsie Carper was promoted to Women's Editor, succeeding Marie Sauer who retired. She had been a Congressional reporter, specializing in District affairs.

She joined The Post in 1941, served as Personnel Director from 1951 until 1957 when she returned to the News Department. Miss Carper was born in D.C., is a Phi Beta Kappa graduate of George Washington University, and former president of The Women's National Press Club and The Washington Newspaper Guild.

Nicholas Von Hoffman was appointed Culture Editor, a new position. He's been



STYLE Confab: Editor Truitt, Women's Editor Carper, Assistant Managing Editor Laventhol.

a National reporter since 1966.

Style is expanding coverage of women, theater, books, entertainment, travel, food, gardens, health, leisure, hobbies, music, art, dance, TV, radio, the way Washingtonians live—their private lives.

Simultaneously with this change of format have come other improvements in the quantitative content of the paper . . . more financial and business news, sports news, more suburban news, more local news, and additions to Potomac magazine.

Patterson Made Circulation Director



Patterson



Curtis

Jack Patterson, Circulation Manager since 1954, is now Circulation Director.

He is aided by V. T. Curtis who was promoted to the new post of Assistant to the Circulation Director. City Home Delivery Manager since 1954, Mr. Curtis began as a Times-Herald office boy in 1934.

J. Clifford Kohlmann is the new City

Home Delivery Manager. He was formerly Virginia Manager and has been in Circulation since 1938.

Mr. Patterson came in 1952 as Assistant Circulation Director. He was a circulation official on newspapers in Seattle, San Francisco and Los Angeles.



Kohlmann

The following Circulation Home Delivery Manager promotions have also been made:

James C. Davis, Virginia; Falk Sherman, Prince Georges County; Frank Woodward, Montgomery County; and Frank Manzon, D.C.



Harwood



Anderson

as Day City Editor. William Brady moves from Night City Editor to Night Metro-

politan Editor, a new title.

Ralph Reikowsky moved from Suburban Copy Chief to Metropolitan Copy Chief.

Carl Kramer was named Assistant Director of Photography, moving up from Assistant Picture Editor.

Peter Milius became Chief of the Education Bureau, moving up from City Reporter.

Gatewood Retiring, Lynch to Direct Advertising; Harry Gladstein Moves Up to Business Manager

Bowerman, Arcaro Are Promoted

Frank Gatewood, Vice President—Advertising, will retire June 1, and Joseph P. Lynch succeeds to his duties and title.

Mr. Gatewood has guided the Advertising Department since he became Advertising Director in 1956. He became Vice President in 1965.

In announcing the change, Publisher John W. Sweeterman also appointed Robert A. Bowerman to succeed Mr. Lynch



Bowerman



Arcaro

as Advertising Manager, and Joseph V. Arcaro to succeed Mr. Bowerman as Retail Advertising Manager. Mr. Arcaro had been Assistant Retail Manager since 1962.

Mr. Sweeterman said: "Mr. Gatewood has had a most distinguished newspaper career and the advertising success story of The Washington Post stands as a great tribute to his leadership."

Mr. Gatewood came in 1954 from The Times-Herald where he had been Business Manager.

A nationally-known advertising executive, Mr. Gatewood is past chairman of the plans board of the Bureau of Advertising, American Newspaper Publishers Association, a member of the board of the Advertising Council, and a long-time member of the International Advertising Executives Association. The latter group awarded him its Gold Life Membership last year for "his outstanding contribution to newspaper advertising."

Mr. Lynch came from Grand Rapids, Mich., as Promotion Manager in 1954, became Classified Advertising Manager in 1961 and Advertising Manager in 1967.

Mr. Bowerman was named Retail Advertising Manager in 1957. Before coming to The Post in 1956, he had been on the advertising sales staff of the New York World Telegram & Sun, and advertising manager of L. Bamberger & Company, Newark, N.J.

Mr. Arcaro joined the retail advertising staff in 1950. He is director of the Advertising Club and the Better Business Bureau.



Frank Gatewood



Harry Gladstein



Joe Lynch

Gladstein, Kennelly In New Duties

Harry Gladstein was recently named Vice President and Business Manager of The Washington Post.

Formerly Vice President—Circulation, Mr. Gladstein will continue to oversee that department. Also reporting now to him are the Promotion, Purchasing and Building Service departments.

Mr. Gladstein came here in 1949 as Circulation Director. He began in circulation in 1931 in Louisville, and later was with papers in Des Moines, Rochester, Chicago, and Los Angeles.

In another business office promotion, Lawrence W. Kennelly became Assistant

General Manager in charge of Personnel and Labor Relations.

Both executives report to James J. Daly, Vice President and General Manager.

Mr. Kennelly was Labor Relations Director for the Hearst Newspapers in New York City for a number of years. He came to Washington in 1961 to serve as executive director of the Washington Publishers Association. He joined The Post in 1963 as Assistant Business Manager for Labor Relations.



Kennelly

Eberle, Gilmore Head Production

The Production Department is operating under the continued leadership of J. J. (Bud) Eberle in the new position of Production Operations Director, and with F. Donald Gilmore as Production Manager.

Mr. Eberle, who came as Production Manager in 1965, was promoted in the Fall. In addition to over-all supervision of the Production and Engineering Departments, his new responsibilities include planning for expansion and for new processes and equipment.

Mr. Gilmore was production manager of the Newspaper Printing Corporation, printers of the Nashville Banner and Tennessean. He formerly held the same position with Richmond Newspapers, Inc.

He is a graduate of the Rochester Institute of Technology and had worked as a printer for the Scranton Times and on the Rochester newspapers while attending college.



Eberle



Gilmore

Another addition to the Production staff is that of James

MacMartin, Production Engineer, who will work with James Rogers. Mr. MacMartin had a 13-year association with the McCall Printing Co., Glendale, Md., where he was vice president in charge of manufacturing and formerly engineering manager.



MacMartin