

Shop Talk

about
The Washington Post

Volume 20, No. 5

May, 1970

Groundbreaking Gets New Building Underway



Mrs. Graham, Molly Parker and John Becker break ground for new Post building in ceremonies held April 17.

Publisher Katharine Graham and The Post's two half-century employees, Chief Telephone Operator Molly Parker and Printer Johnny Becker, together thrust a chromium-plated spade into the earth April 17 and the new building was officially under way.

President Paul R. Ignatius and other officials of The Post along with Architect Sol King and Albert Kahn Associates of Detroit and the George Hyman Construction Company were called forward by Mrs. Graham to join in the symbolic groundbreaking. Also laying a hand to the spade were retired Reporter Eddie

Folliard and Mrs. Graham's son, Don, a member of the Metropolitan Police.

Construction of the nine-story building and modernization of the present plant will be completed in about two years at an estimated cost of about \$14 million. It will double present facilities and include two new eight-unit Goss presses.

In her remarks, the text of which follows, Mrs. Graham called the ceremony "a moment to look back on the past, to celebrate the present, and a time for re-dedication—to our community, to our craft and to ourselves."

Mrs. Graham's Text

This is the day for which we have all been waiting—some of us more eagerly

than others, depending on what degree of crowded discomfort you are suffering.

We are gathered here today from 15th Street, 16th Street, and two establishments on L Street.

Hard as it is on you, and difficult as it has been to get the paper out of the building, these are problems in a sense we enjoy having, because they come from a healthy growth record—for which we are grateful.

This is the beginning of the fifth major expansion since my father acquired The Post in 1933. Since 1950, when The Post moved from E Street to L Street, the

Continued on page two

Geyelin Wins Pulitzer for Editorials

The Pulitzer Prize for the general excellence of his distinguished editorial writing has been awarded to Philip L. Geyelin, Editor of The Post's Editorial Page.

Geyelin is the third editorial page editor of The Post to win the Pulitzer and his represents the seventh time the honor has come to a member of The Post staff. Three other Pulitzers were won by present staffers while they were working elsewhere. These are Managing Editor Gene Patterson, Atlanta Constitution, 1967;

Cartoonist Herb Block, NEA, 1942; and Reporter Haynes Johnson, The Evening Star, 1966.

Geyelin's Pulitzer entry last January, the only time he has entered, comprised a selection of 10 editorials, but Geyelin said he understood there were two in particular which led to the prize—one an appraisal of Lyndon Johnson's record as President and the other a defense of Dean Rusk.

A one-sentence telegram brought news of his award—a "genuine surprise," ac-

ording to the winner. The \$1,000 prize which accompanies a Pulitzer had not yet arrived, Geyelin said three days after the notice, but was already committed by the Geyelin family for a second-hand Volkswagen for daughter Mary Sherman, a Bennington College student.

In the letter from The Post which forwarded Geyelin's entry is this sentence: "It is Mr. Geyelin's view that the function of an editorial is to inform and persuade—to argue, in the best sense—not to com-

Continued on page two

Pulitzer

Continued from page one

mand; to explain the reasoning by which a position has been arrived at, not merely to announce it from on high."

Three other Pulitzers have been won by Post staffers who are still active. They are Cartoonist Herblock, 1954; London Bureau Chief Alfred Friendly in 1968 and Associate Editor Merlo Pusey, a member of the Editorial Board, who received it in 1952 for a biography of Charles Evans Hughes.

Other winners are retired White House Correspondent Edward T. Folliard in 1947 and two previous editorial page editors, Felix Morley in 1935 and the late Herbert Elliston in 1948.

Geyelin joined The Post January 1, 1967, as Editorial Writer after 20 years with The Wall Street Journal. He was made Editor of the Editorial Page 10 months later. He had been the Journal's labor and White House reporter, later its chief correspondent in Europe and finally diplomatic correspondent in Washington.

He was born in Devon, Pennsylvania, attended the Episcopal Academy at Overbrook, Pennsylvania, and graduated from Yale. He served in the Marine Corps from 1943 to 1946.

He is the author of "Lyndon B. Johnson and The World" in 1966.

Hardy Advertising Woman of Year

June Hardy, General Advertising, has been named the Advertising Woman of the Year of Washington, D.C.

She is First Vice President of the Woman's Advertising Club of Washington and Lt. Governor, Second District American Advertising Federation.



June Hardy

She was honored at a luncheon on May 21 at the Mayflower Hotel.

She worked for the Charleston Gazette, Charleston, W.Va., prior to joining The Post in January, 1953.

Bloodmobile June 3

The final visit for this fiscal year of the Bloodmobile will be on Wednesday, June 3. The Washington Post has a quota of 330 donors per fiscal year and employees have donated 172 so far. The goal for this visit of the bloodmobile is 158 pints of blood.

Please plan to donate. The hours will be 2 p.m. to 8 p.m. in the Sousa Community room



Mrs. Graham introduces Post engineer Jim Rogers at groundbreaking ceremony.

Groundbreaking Ceremony Text

Continued from page one

paper's circulation and lineage have tripled and so, accordingly, has the number of inhabitants. The quality of the paper—which no figure can describe—has grown in the same manner. All this growth is due, of course, to the efforts of the people throughout the building, and it is essential that we will all be able to do an even better job because of our greater comfort and facilities. We will have approximately double the floor space, two more presses, more mail room and loading facilities, and of course, the cafeteria will be double in size, and its quality will maintain the same incomparable standards.

As for the elevators—well, the social bond that gives us so much togetherness will be diminished by added numbers and speed.

Most importantly, in this age of rapid technological change, we have, as President Johnson used to say, kept our options open for future expansion.

Where the road ahead will lead us, no one, of course, knows; but if it is half as exciting as the road we have traveled, there will, I think, be few complaints. Yet while we have come a long way, we face an even less charted and, no doubt, more challenging journey ahead. Thus, this is a moment to look back on the past, to celebrate the present, and a time for re-dedication—to our community, to our craft, and to ourselves.

Special thanks are due our hard-working building committee. They started under John Sweeterman's guidance a good many years ago. They are all heroes—but perhaps the DSM of building battle scars and heroism, as well as durability, goes to Jim Rogers.

I would also like to introduce our archi-

tect, Sol King. He and his capable associates have broken all records to meet our urgent needs, and we are most grateful to them. Literally hundreds of people have been working in Detroit—six of the architectural team are here today. I hope they will carry back our thanks to all the rest.

Also with us are Mr. Rowe and Mr. Clark, Chairman of the Board and President of the George Hyman Construction Company. We are so glad to inaugurate a new and happy working relationship with this well-known firm. Two days ago, we reached our agreement. An hour afterwards, Mr. Rowe was seen surveying the parking lot for a place to put his machinery. I know, this sense of urgency will keep us on or ahead of schedule.

John Sweeterman, Paul Ignatius, and Ben Bradlee please come forward and join me.

This groundbreaking is a rather arduous physical task—and so I have asked to help me those personifications of youth and energy, John Becker—54 years in the Composing Room, and Molly Parker—his junior in service by two years. John and Molly—let's get digging. The sooner we start, the sooner we can move in!

INSURANCE CARDS

Prudential Insurance Company has issued identification cards for all employees covered under The Post plan. The cards are being distributed in pay envelopes.

Identification cards are also available for eligible dependents of employees who are covered by the plan.

Retired Reporter, Folliard, Wins Medal of Freedom

On the evening of April 22, President Nixon awarded the Medal of Freedom to Edward T. Folliard, long-time White House correspondent of The Washington Post and Pulitzer prize winner who retired in 1966. Shop Talk asked him to write an account of his experience.

By Edward T. Folliard

When you are in your seventies and retired, and are content to sit out in the yard and gaze at the violets and the dandelions; and when you have lost that fierce desire you once had to shine and aspire now only to write an occasional rail column for Phil Geyelin and B. F. Henry; when that is your situation and then, out of the blue, comes the highest award a President can confer on a civilian—well, I'll tell you, it is a sort of jolting surprise even for an old reporter who ought never to be surprised.

I had one dominant and persistent thought at the ceremony in the East Room of the White House.

I thought of the French priest-statesman Abbe Sieyes who, when asked what he did in the French Revolution, answered simply: "I survived." So it had been with me, I concluded, but not in any exultant way. All of the other journalists President Nixon was honoring with the Medal of Freedom happened to be senior to me in age: Gould Lincoln, 89; Arthur Krock, 83; Raymond Moley, 83; David Lawrence, 81; Earl (Squire) Behrens, 78, and Adela Rogers St. Johns, 75.

Anyway, in a brief talk, I remarked that the ceremony surely was "a triumph for maturity." I heard no boos or hisses; there were hardly any of the "under 30" crowd on hand.

I was very happy that my family had been invited to the White House: my wife Helen, our son Michael, our daughter Nancy Folliard O'Mahony, and her husband, also named Michael. Katharine Graham, president of The Washington Post Company, was our son Mike's dinner companion, and The Post was also represented by Executive Editor Ben Bradlee and his wife Tony and by White House reporter Carroll Kilpatrick and his wife Frances.

It was my second exciting experience in the space of a week, the first being the ground-breaking for the new Washington Post building on Fifteenth Street. After all the delays, I had been wondering which would be the first (or the last) to be built, The Post Building or the new Metro subway system. It looks now as if Kay Graham will win, victory being a habit with her.

Editor's Note

Mr. Folliard, 71, joined The Post staff in 1923 after a year on the old Washington Herald. He worked a variety of beats—obituaries, police, courts and the District Building—before he began cover-



Mr. Folliard receives the Medal of Freedom and congratulations from the President.

ing the White House during the Coolidge Administration.

His series on an Atlanta hate group, the Columbians, Inc., won him a Pulitzer Prize in 1947. He also won a National Headliners Award. He is a former president of The Gridiron Club and the White House Correspondents Association.

Medal Citation

"Born in Washington, D.C., the Nation's Capital has been his working base

throughout a long and distinguished professional career. His keen insights into the life and politics of the Nation's Capital have been matched by a perceptive understanding of the broader American scene, and of international affairs. Combining a determined curiosity with energy, integrity and skill, he has won the admiration of his colleagues and contributed greatly to the enlightenment of three generations of readers."

Three Additions to Production Staff

Three recent additions to the Production Department staff are Edwin Eybers, son of Harry Eybers, former Production Manager; Robert Moe, formerly a Retail Advertising Salesman, and John Tancill, Production Engineer. Eybers and Moe are Assistant Production Managers.

Eybers graduated from The Rochester Institute of Technology and was Production Manager for the Elkhart Truth. Prior to joining The Post he worked with The American Newspaper Publishers' Association Research Institute. He was a consultant to member newspapers on technical problems and future planning

which is a service provided by ANPA's Technical Advisory Service.

Bob Moe previously worked as a Sales Representative and Safety Analyst in The American Automobile Association. He was a First Lieutenant in the Army Infantry. He has been a salesman with The Post since 1961.

John Tancill, a Washingtonian, graduated from Carnegie Institute of Technology and worked for McCall's as Assistant Vice President-Manufacturing and later as manager-pre-press. He was general manager for a time for a direct mail business in Alexandria.



Moe



Eybers



Tancill

HONORED

Katharine Graham was chosen as one of the top 10 outstanding women in business, in a poll of business and financial editors. Mrs. Graham also was named among the "Women Who Make It as Newspaper Publishers," in the April 20 issue of Advertising Age and selected as one of "The 100 Most Important People in the World" by writer Donald Robinson in the April issue of Esquire Magazine. Says Robinson of Mrs. Graham: "a powerful voice in the most powerful city in the world."

Russell Sams, papermarker in Accounting, awarded a scholarship to the University of Leningrad this summer.

Five Post photographers—The top three prizes for news photographs and first place awards in picture story and feature classes in the annual White House News Photographers Association competition went to Ellsworth Davis, Tom Allen, Stephen Northup, Harry Naltchayan and Steve Szabo. Wally McNamee, former Post photographer and now with Newsweek took top honors in the color news, sports and color feature categories. Frank Johnston of the Post photo staff, took second place in personality photos, while honorable mentions in various categories went to staffers Linda Wheeler, Frank Hoy, Douglas Chevalier, Northup and Szabo.

Joseph Lynch, Vice President-Advertising, was elected to the board of the American Association of Advertising Agencies.

Ethel Groundwater, Washington Post Nurse, selected as a finalist in the Industrial Nurse of the Year Award. In a letter to The Post, the Schering Corporation, sponsors of the award, stated that "although she was not ultimately the recipient of the Award, her name contributed to the distinction of the roster of outstanding nurses considered by the Selection Committee."

George C. Wilson, reporter, has been named to receive the Mark Watson Memorial Award for distinguished military writing in 1969.

Colman McCarthy received the Religious Heritage of America Faith and Freedom Award. Mr. McCarthy is an editorial writer for The Post.

Paul R. Ignatius, President of The Washington Post, was elected to the Board of Directors of the Bureau of Advertising, ANPA.

Retirees

A number of Post employees have retired recently and will be featured in the next issue of Shop Talk. Among the retirees are Paul Kayser, Warren Berry, Paul Maxwell and Arthur Heefner of Composing; Vincent Kale, Engraving and Ezra Cox of Composing.

Povich Feted As Country's Senior Baseball Writer

By Bob Addie

Shirley Povich, sports editor of The Washington Post, was honored by the Touchdown Club as the senior baseball writer in the country at a recent "Welcome Home Senators" luncheon before an overflow crowd of 600 at the Statler Hilton Hotel.

The Touchdown Club plaque was presented by Paul R. Ignatius, president of The Washington Post.

Povich carries card No. 7 in the Baseball Writers Association of America, of which he is a past president. His number is the lowest among baseball writers in the nation which makes him the dean of the active corps.

Povich wryly acknowledged the honor and humorously suggested it had been a test of survival which he had met—successfully. He regaled the crowd with some stories of his many years on the baseball beat and as a columnist—all of his service on behalf of The Washington Post.

The sports editor was lauded by Ignatius who reminded the audience that

Povich had started as a golf caddy for the late Edward McLean who owned The Washington Post when Shirley joined the paper in 1924.

Povich joined the Baseball Writers in 1925 and through the years his colorful and widely-read column, "This Morning," has chronicled the fears, the foibles and feats of our beloved Senators.

Povich was a "double-duty" man for many years, reporting the baseball games as well as writing a general sports column. He still covers every World Series and still is a familiar figure around the baseball camps in spring training.

Sike Sharigan, president of the Touchdown Club, sounded the keynote of the afternoon which was devoted to a welcome home for the Senators' baseball team, headed by Manager Ted Williams and Owner Bob Short.

"This award to Mr. Povich," said Sharigan, "not only is for his longevity. It is also an expression of the affection in which he is held by the Touchdown Club and by all the sports fans of this city."

Everyone thought that was the proper note.

Post Interviews 172 Students at Career Opportunity Week



Duke Fancher, Personnel Interviewer, talks with a student, one of the 172 interviewed at the Washington Post exhibit during Career Opportunity Week. High School seniors who are not going on to school visited the D.C. Armory where participating employers interviewed them for future employment. Doris West, also of the Personnel Department, stands at the right.