

Shop Talk about The Washington Post

Vol. 21, No. 1

January, 1971



26 20-Year Clubbers are shown after their induction Christmas Eve. With them are Post President Paul R. Ignatius and General Manager James J. Daly. From left, Charles M. Wilson, Louis A. Welker, Pete D. Smith, William A. Robinson, Robert F. Patton, A. Alan Olshine, Edward Kravitz, Richard E. Hurdle, Lawrence E. B. Laurent, Gordon H. Scott, Mr. Ignatius, Harvey Lankford, Fred Hess, John W. Sweeterman, Mr. Daly, Joseph V. Arcaro, Enrique M. Duran and Robert L. Hardy. (Staff photo by Tom Allen)

26 Are Inducted Into 20-Year Club; 1243 Enjoy Christmas Buffet Party

Four Suggestions Earn \$230 for Five Employees

Twenty-six Post employees were inducted into the 20-Year Club on Christmas Eve in ceremonies conducted by Post President Paul R. Ignatius. The 20-Year Club now totals 321 of whom 196 are still active.

The induction reception for club members preceded the annual Employees Christmas Party in the Statler-Hilton ballrooms which drew an attendance of 1243. Approximately 250 gifts were distributed, climaxed by a color television set won by Joseph Pensinger of the Circulation Department's country division.

Circulation also contributed Len Askin as master of ceremonies and Casper Marotta as Santa Claus.

Partygoers feasted on a big buffet, enjoyed a 13-piece band directed by Bob Cross and exchanged holiday greetings with Santa Claus.

Ignatius Greets Guests

Mr. Ignatius spoke briefly from the stage to bring greetings from Publisher Katharine Graham, vacationing with her family in the West, and from himself. He

thanked employees for a wonderful year which, he said, in many respects was a difficult one due to the economy, not to any lack of dedication. He referred to The Post as a great paper and getting greater every year.

The 1970 delegation of new 20-Year Clubbers features 11 from the Composing Room and five from Advertising. There are three from the News Department and two each from Publications and the Mail Room. One each from Engineering, Executive, Accounting and Building Services completes the roster.

Sweeterman Inducted

Ranking member of the delegation is John W. Sweeterman, Vice Chairman of the Board of The Washington Post Company. He joined The Post as business manager, became Vice President and General Manager in 1951, Publisher in 1961 and Vice Chairman of the Board in 1968. Before coming to Washington, he was vice

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Five employees have received \$230 in cash for ideas for improvements which they submitted successfully in The Post's Suggestion Award Program.

Those so recognized and their awards area:

- Dave Evans, Machinist, \$75.
- Dean Johnston, Pressman, \$75.
- William Montgomery, Composing, \$30.
- Dan Leigh, Accounting, \$25.
- Margaret Lykken, Classified, \$25.

Evans and Johnston collaborated on the development of an improved means of keeping color ink from running into one another when two colors are running on one press cylinder. The separation is accomplished by a sponge-like device pressing against the turning cylinders at the point of separation.

Formerly it took a pressman (sometimes two) and a wrench to set and unset the separators into the "on" and "off" positions. This was time consuming and

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President Paul R. Ignatius addresses 20-Year Club at annual reception.

26 Are Inducted Into 20-Year Club; 1243 Enjoy Christmas Buffet Party

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president and general manager of the Dayton (Ohio) Journal-Herald where he had worked since 1927.

Eleven new members were admitted to the club in absentia including:

Marshall Butler, Composing
Walter Donaldson, Composing

Other new members included:

Joseph V. Arcaro

Mr. Arcaro came to The Post as an Advertising Salesman. In 1962 he became Assistant Retail Advertising Manager and since 1969 has been Retail Advertising Manager. He enjoys painting and photography, is a member of the Ad Club of Washington, The Metropolitan Washington Board of Trade, The National Press Club, and the Washington Executives Club. He and his wife, Jennie, have three children and live in Potomac.

Wilbur L. Barr

Mr. Barr, Composing Machinist, is a gardener in his spare time and a sports fan. He and his wife, Janet, have two boys and live in Wheaton.

James P. Brockman

Mr. Brockman, Mail Room Helper, is originally from Philadelphia but has lived in D.C. for over 40 years. He started work as a part time employee of the Times Herald. He is the father of seven children.

Donald C. Davis

Mr. Davis, Journeyman Mailer, started working for The Post as an Inserter. He worked briefly for The Star as an Inserter before coming to The Post.

Enrique M. Duran

Mr. Duran, Publications Administrative Clerk, is originally from Puerto Rico. He studied electrical engineering in Cuba. He started at The Post as a Messenger.

Catherine A. Eckert

Miss Eckert, Classified Advertising, is a member of the National Handcraft Society and The Franklin Mint Collectors Society. In leisure time she enjoys playing bridge, dressmaking and any kind of handcraft. She is a Classified Supervisor handling Real Estate Columns. Prior to this assignment she supervised the training of new employees and also was Super-



General Manager James Daly talks with two veteran Post people, Devona Horton of Classified who has just retired and John Becker of Composing who is the dean of employees with 54 years service.

visor for the Auto and Articles for Sale columns.

Alexander Fleischman

Mr. Fleischman is a Composing lobster shift supervisor and was one of the earliest paste-up men at The Post. He has been active in a variety of activities including The National Congress of the Jewish Deaf where he is now serving his 7th term as President. He is a past president of the American Athletic Association of Deaf and is a member of its Hall of Fame. He is an executive member of the Council of Organizations Serving Deaf.

Robert L. Hardy

Mr. Hardy, Advertising Salesman, is native Washingtonian and attended his school and college in the city. He came to The Post as an Advertising Salesman after being an ad representative with Washington Shopping News. He and his wife, Elizabeth, have six children and live in Lovettsville, Va.

Arthur Heefner

Mr. Heefner, Composing Printer, learned his trade in Pennsylvania. He worked for the state as an insurance examiner for 4½ years, then worked for the Philadelphia Record. He spent seven years in Los Angeles while working for the Internal Revenue Fraud Squad, then went back to the newspaper business working for the Los Angeles Examiner before coming to The Post. He retired last spring.



Six buffet lines helped speed more than 1,200 Post people on their way to the Christmas Party

Fred Hess

Mr. Hess, Chief Engineer, was born in New York and raised in Florida and Virginia. He spent a number of years in Merchant Marine and was trained at the Academy at New London. Before coming to The Post he worked for Bond's and Woodward and Lothrop. He lives in Virginia and has two children.

Pansy L. Huff

Mrs. Huff, Accounting Senior Clerk, is retiring this year. She is originally from North Carolina and she has three daughters and nine grandchildren. She has been active in such groups as the Girl Scouts and Job's Daughters. After retirement from The Post she hopes to work with disadvantaged and emotionally disturbed children perhaps at the D. C. facility in Laurel.

Richard E. Hurdle

Mr. Hurdle has been Assistant Manager, Advertising Art Department, since 1953. He is a native of Washington and a graduate of Eastern High School, and George Washington University. He served as a Navy Ensign in the war. He also attended Parsons School of Design in New York and worked for a local graphics firm before becoming a layout artist for The Post. His family, includes his wife, Betty; son, Ricky, and daughter, Donna.

Edward Kravitz

Mr. Kravitz, Composing Printer, originally was with the Times-Herald, spent a brief time in the military and returned as an apprentice in 1955. He enjoys bowling and a little painting in watercolors in his spare time. He and his wife Harriet have two daughters and live in Silver Spring.

Harvey Lankford

Mr. Lankford, Composing Printer, has been a linotype operator for 42 years (20 at The Post). He has two boys and three girls. He is a member of the American Rose Society and The Potomac Rose Society. Harvey has particularly enjoyed the part he has played in training apprentices in the Composing Room. He and his wife, Frances, and family live in Landover Hills.

Lawrence E. B. Laurent

Mr. Laurent, Assistant TV-Radio Editor, started his news career in West Virginia and worked for several years for The Charlottesville, Va., paper before The Post. He is a lifetime member of the National Academy of Television Arts and Sciences, a member of the National Press Club and the American University Faculty Club. He has taught at The American University. Larry and his wife have four children and live in Alexandria.

Richard L. Lyons

Mr. Lyons, National Reporter covering Congress. A native of Northampton, Mass., he got his BA at Wesleyan Uni-



A crowded table of happy celebrants at the Post Employees Christmas Party.



Len Askin at the podium announces the winner of the grand prize just drawn from the ticket cage by Martin Cole, Mail Room.



Heaps of good food is serious business for (from left) Charles Wilson, Bob Burchette, Dan Hysan, Alan Olshine and Frank Mahaney.

Party Photos by Tom Allen

versity and MA at Harvard. He served as a Marine lieutenant in World War II.

A. Alan Olshine

Mr. Olshine is an Advertising Salesman, specializing for many years in Men's Wear. Prior to joining The Post he was

an account executive with an ad agency and a national electronics magazine. He was also advertising and promotion manager of a TV magazine. He is a member of B'nai B'rith, the Connecticut Avenue Association and the Washington Athletic

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A New Year's Eve progress photo of Post building construction was taken from the corner of 15th and M streets. (Staff Photo by Matthew Lewis)

Building Will Reach Peak In Few Weeks

Weather permitting, The Post's new and expanded building should be topped-out by the end of the month. Work is going rapidly on the upper floors—almost at the rate of one floor a week.

The sixth floor was scheduled for completion by the second week in January and the 7th by the middle of the month. Work has extended all across the old building as the "square-off" process got well underway.

A huge 90-ton crane was moved into place to work on the southern and western sections where the traveling crane cannot reach.

Some employees working inside the old building have become acutely aware of the construction. The first real intrusion into old building space occurred in the north end of the News Department. Supporting columns were being reinforced and the noise of jackhammers made communication difficult.

Arrangements were made for noisy work to stop at noon so that editors and reporters could get their work done. (One newsman played a tape recording of the ruckus to illustrate the problem for his more secluded editors.)

Although the overall construction schedule is somewhat behind, mainly due to weather and holidays, the contractors are expected to meet their immediate deadlines.

Installation of the newsprint delivery system, for example, is proceeding on schedule. The Lowerator (the automatic elevator which takes the rolls from trucks to the underground conveyor) was expected to be installed by about January 10. The conveyor installation was proceeding from the Lowerator at the north end of the construction down to the Lee House where it turns and goes into the old building.

is originally from South Carolina. Before coming to The Post Mr. Smith had various jobs, including that of chauffeur to Senator Maybank for four years in the 1940's. He enjoys watching sports. He and his wife Ella Louise live in Washington.

New 20-Year Club Members

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Club. He is active in other civic and charitable affairs.

Robert F. Patton

Mr. Patton, Composing Printer, is a member of The Knights of Columbus and The Catholic War Veterans. He is a fisherman and enjoys bowling also. He is the father of five girls and lives in Forestville.

Ralph F. Reikowsky

Mr. Reikowsky, Chief of the Metropolitan Desk, joined the Post as a copyboy and has been a library assistant, general reporter, state editor and copy desk chief. He served four years in the Air Force during World War II. He and his wife, Nancy, have three children and live in Falls Church.

William A. Robinson

Mr. Robinson, Publication Senior Clerk, has had a variety of responsibilities since he started with The Post as a Junior Clerk. He enjoys jazz music, fishing and is a sports fan. He and his wife Eva have a daughter and live in Washington.

Gordon H. Scott

Mr. Scott, Composing Printer, served his apprenticeship at The Post beginning in 1922 at age 16 and remained as a journeyman until 1939. From then until after the war he worked for the Government Printing Office. After a brief move to Cleveland, he returned to The Post in 1950. He retired at the end of the year after a 48-year printing career.

Pete D. Smith Sr.

Mr. Smith, Building Service Janitor,

Louis A. Welker

Mr. Welker, Composing Printer, started working here as a laborer in Composing, then began his apprenticeship before going on military leave in World War II. He is active in coaching in a young people's bowling league. He is married and has two sons and a daughter.

Charles M. Wilson

Mr. Wilson, Composing Printer, originally worked for Times-Herald, then The Post. He left The Post for a brief period, but returned in 1951. At one time he was supervisor of the Proof Room. A native of Culpeper, he and his wife, Julia, live in Arlington, and own a farm in Fauquier County. They raise a few cattle and plan to retire there some day.

Changes In Tax Laws Affect Post Paychecks

Two changes in the federal law will affect employee paychecks in the new year.

1. Federal income tax withholding rates will be lower.
2. The Social Security tax will go up both for employees and employer.

Action pending in the Congress may increase the Social Security tax further.

Aside from this possibility, Social Security Taxes (identified as F.I.C.A. tax on paycheck stubs) will increase from 4.8 per cent to 5.2 per cent of the first \$7,800 of earnings.

This means that employee earning \$7,800 or more in 1971 will pay \$405.60 in taxes vs. \$374.40 paid in 1970.

The total Social Security tax on employee earnings in 1971 is 10.4 per cent but it is split 50-50 by the employee and The Post according to law.

The federal income tax reduction is part of the 1969 Tax Reform Act which legislated a series of reductions the next of which takes effect in 1971.

The new rates took effect on checks for the first week in January.

Post-Pourri

Newest "exiles" from the crowded Post building are Style staffers who used to occupy space on the second floor. Food, Outlook, Books are among the subjects now being written and edited next door at 1523 L Street. The move made room for expansion of the mechanical department.

Copy Service is no longer. Advertising Art Department is the new name which is said to more accurately describe the department's functions. The change was made official in a memo to all departments from President Paul R. Ignatius.

On January 18 The Post will begin using a new library classifying system in the physical makeup of the Classified Section. Some 14 major categories are planned and each heading will be newly designed for better display and easier accessibility to the reader, according to the announcement by Joseph P. Lynch, Vice-President/Advertising.

The Credit Union has declared the continuation of the 6 per cent annual dividend on shares payable semi-annually as of Dec. 31 and a 15 per cent refund on interest paid by members during 1970. These amounts have been credited to the accounts of all concerned and will appear on the first quarter 1971 statements. The annual meeting of the Credit Union has been set for January 27.

Additional year-end contributions to the Post's United Givers Fund Drive for 1971 brought the total pledged to more than \$60,000. This exceeds the amount pledged in the previous year.

suggested that she go down and speed up getting the section out.

She never let the tedium of double-checking the ingredients of recipes throw her, but every once in a while an error would slip in. One that friends still kid her about put the avocados into the chocolate cake instead of the chili. Elinor had to run a correction.

It was Elinor who picked the Plain and Fancy Food masthead. The Pennsylvania Dutch expression was one she had heard frequently while attending Beaver College in Jenkintown, Pa., as a home economics major.

Her most remembered column will probably be the one in which she told how to cook a fish in an automatic dishwasher. (Editorial writer Meg Greenfield duplicated this feat at a dinner party. The guests said the fish was delicious.)



Publisher Katharine Graham hosted a luncheon in honor of the retirement of Devona Horton (left) and Elinor Lee. (Staff photo by Arthur Ellis.)

Elinor Lee and Devona Horton Retire From News and Classified

When Devona Horton signed on at The Times-Herald in 1929, they sat her right down at her desk the first day and she started soliciting classified ads.

There was practically no training, she recalls; although someone did caution her about a delinquent account so that she would not accept their ad. Typical Devona, she went out on her lunch hour and collected the account:

Devotion to duty is Devona's trademark as her colleagues are now recalling in many ways upon her retirement after more than 40 years on the job for both papers.

Sometime in the middle '30s she was made head of the Times-Herald classified phone room and for a period in the late '40s was Classified Manager.

After the 1954 merger, Mrs. Horton resigned from The Post, but returned after a few months to manage the phone room which she continued to do until Sept. 1969 when she became Administrative Assistant to the Classified Manager.

Whatever her responsibilities through the years, Devona never stopped selling the product in which she so firmly believed. Her love for the job was such that long hours never bothered her and nothing ruffled her composure and disposition.

A native of Howard County, Md., she lived in the District for many years and just recently moved to Arlington. She hopes to indulge her fondness for travel, especially in this country.

Elinor Lee, "Fare Lady" of the Nation's Capital for 31 years, has retired from The Post which she served for 16½ years as food editor. Louise Oettinger, former Assistant Women's Editor, takes over the Food Section with the help of Edith Vanocur, well-known gourmet cook and food writer.

A home economist and dietician, Mrs. Lee first became known in Washington in 1938 when she joined WTOP Radio (then WJSV) as director of women's activities. She had her own daily radio program of homemaking news and advice for 15 years. In 1949 Mrs. Lee became WTOP's director of community services and added a daily TV program to her schedule.

Mrs. Lee became Food Editor of The Post in July 1953 and since that time The Post's culinary coverage has expanded from a single page to the complete section with color photography which now appears each Thursday. Her skill and service to homemakers has earned her many honors.

Her colleagues report that in the Post Composing Room Elinor is known fondly as "the only lady in the building" because she is patient, tactful and diplomatic even under stress.

For many years, after coming to The Post from WTOP they say Elinor avoided having to go to the Composing Room to supervise makeup. She accomplished this by asking innocently, "What floor is it on?" whenever the women's page editor

PERSONNEL NOTES

The editor of Shop Talk welcomes news about employees and department projects and activities which would be appropriate for publication. Get in touch with the Personnel Department (Ext. 437) and give us a tip.

Insured employees are reminded that medical bills dating as far back as 15 months might be eligible for insurance payment if the deductible is satisfied. Read your insurance booklet and then call the Insurance Department (Ext. 455) if you think you may have a claim.

Employees who have not taken advantage of it are reminded that The Post now withholds Maryland and Virginia income taxes upon request. Forms are available in the Personnel Department. The law requires The Post to withhold District of Columbia income tax, but State withholdings are optional on the part of employees.

Half-price subscriptions to Newsweek are available to Post employees. Simply send your check for \$6.00 on a Post letterhead to: Newsweek Fulfillment, 117 East Third Street, Dayton, Ohio and ask for a subscription at the employee rate.

Suggestions — —

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often resulted in the separator being left "on" even when not needed with resultant wear to the separator and the cylinder.

The Evans-Johnston team did away with the nut-bolt method and developed a cam with a handle which requires but a simple twist. A total of 50 of these are now on the presses and have a several-month record of satisfactory operation.

CONVERSION CHART

The puzzling problem of discovering where and why a Linotron 505 tape goes wrong has been greatly simplified by Composing Machinist Bill Montgomery and his conversion chart.

Operating in the mysterious land of tape punch codes and binary numbers the chart provides a relatively easy guide in translating copy punched by the operators into the language of the computer-punched tape which operates the Linotron.

When confronted with a problem causing garbled fotype, the machinist can trace-out the problem on the binary coded output tape by reading the input tape and using the conversion chart to find where the mistake was made and cor-



Bill Montgomery and Conversion Chart



Margaret Lykken

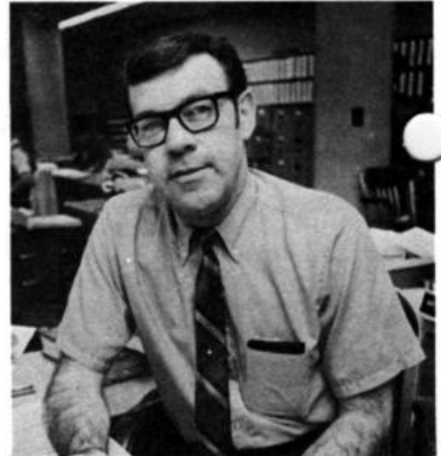
rect it. This can save hours of time for the troubleshooting technicians.

ADVERTISING FORM

Dan Leigh's award was for modernizing, simplifying and reducing in size the form used to provide computer input for the names and addresses of new advertisers. The new form eliminates information no longer needed and represents a savings in paper and printing costs.

BETTER AD SETUP

Margaret Lykken's award was for suggesting a method of rearranging the order of several categories in the Classified Advertising columns, improving service for both the reader and the advertiser.



Dan Leigh



Johnston and Evans

SHOP TALK: Published 18 times each year by the Personnel Department. Suggestions for items welcomed, phone 437.