

Shop Talk

about
The Washington Post

Vol. 21, No. 7

July 9, 1971

Centrex Rings Phone Future

There's a word destined to become part of The Post language as the time draws near to occupy the new building.

It's "Centrex," the name of the new phone system scheduled to be ready by late Fall.

Centrex will put you on a direct line. Your individual phone at the office will no longer be a switchboard operation. You will have your own seven digit number, almost as personal as the home phone.

This way, incoming calls get to you direct—they are all yours and don't have to pass the operator to reach you.

The accounts manager of the C & P Telephone Company calls Centrex "the most modern, sophisticated telecommunication system available."

With the Centrex system, all telephone instruments will be equipped with a "hold" button which will be located in the cradle of the phone.

This button will perform three functions:

1. It will enable one to put a caller on "hold" while calling someone else. When the second call is completed, the original conversation may be resumed by again pushing the button. Some phones in the present system have had this capability.

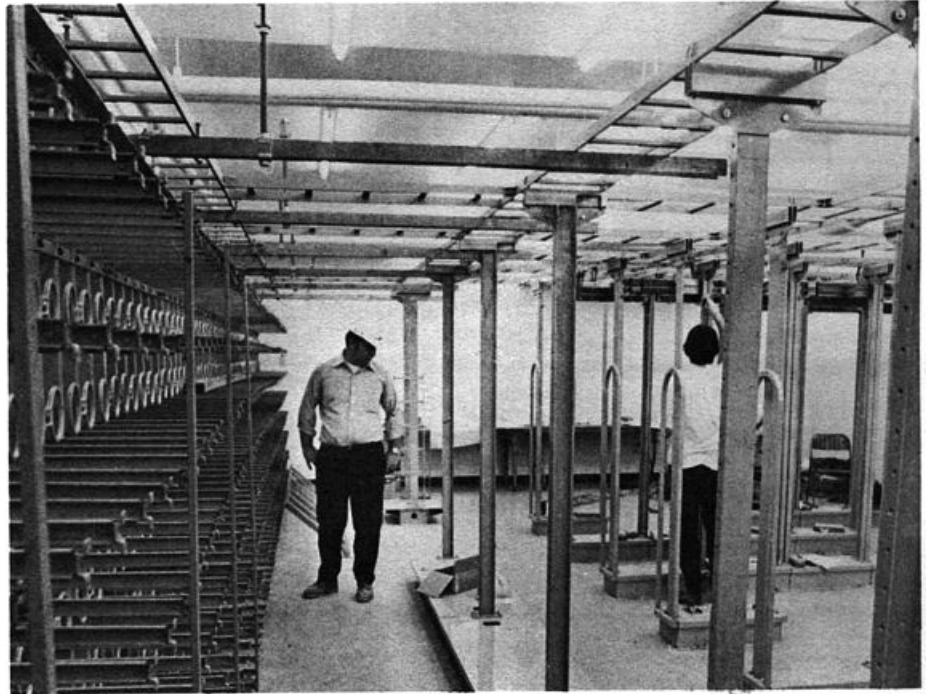
2. Add-on Conference. You are talking with Mr. and Mrs. A and wish Mr. B to join in. You will depress the button putting Mr. A on hold. You then dial Mr. B, depress the button again and, presto, you have a three-way conference.

3. Call transfer. You are talking with Mr. A and wish to transfer him to Mr. B. Instead of going through the Operator as at present, you simply press the button putting Mr. A on hold, then dial Mr. B's number and hang up. At this point Mr. B would receive the call.

"Why didn't somebody get that message?" Some harrassed reporter, working on an important news story and missing out on a vital lost call will no longer need cry for an answer to this question.

Centrex will include answering consoles as part of the News Room centralized message center. Each console can accommodate up to 100 Centrex extension lines. Should a reporter be out, his call will automatically ring at these consoles after his own phone has sounded off three times. That's when the console operator will pick it up.

Closely allied to the answering console is continuation of the present automatic call distributor system. This serves the Circulation and Classified departments.



A recent view showing racks for the forthcoming Centrex telephone system being set up on the 7th floor of the new building in the first room to be completed by the contractor. (Staff photo by Frank Johnston)

When incoming calls are at a high volume and all attendants are busy, calls are stored until attendants become available. The "stored" calls are released to them in about the order they are received.

The old "nine" digit will still be at work for outgoing local calls, eliminating need to dial the operator.

Among some of the other features will be Identified Outward Dialing. This means that a device will identify the calling Centrex line on outgoing long distance calls for billing purposes.

However, most long distance calls will still go through the Operator utilizing mainly the leased WATS lines.

The Centrex system will take a lot of

pressure from the overloaded present PBX switchboard and operators, since eventually most incoming calls will go directly to the person called.

Operators will answer all calls to the Post number, 223-6000, and handle requests for service and long distance calls. The special numbers for Classified and Circulation will be retained.

More information on how Centrex works and how to go about using it will be given employees as the time draws closer to put it into operation.

Special training, in consultation with the telephone company, will be provided PBX operators and others closely concerned with the system.

Publisher Cites Post Policies

"A responsibility to serve the public interest as best they can" has been a major guideline with those communication companies that have survived the competitive struggle, Katharine Graham, President of The Washington Post Company, said recently.

She spoke at a meeting in New York on June 8 of Post Company officers and representatives of Lazard Freres & Co., principal underwriter of the public issue of Washington Post Company stock, and other participating underwriters.

She recalled a statement made by her father, Eugene Meyer, 35 years ago. He said: "The first mission of a newspaper is to tell the truth as nearly as the truth may be ascertained."

Mrs. Graham pointed out that the pursuit of truth has not only served the public interest "but our business interests as well. We have sought excellence in our product and that, more than any single factor, has enabled us to survive and prosper."

Continued on Page 2

Public Interest Seen as Major Newspaper Goal

Continued from Page 1

Enlarging on the principle of excellence, Mrs. Graham said: "We have invested heavily to achieve this excellence." She referred to the doubling of news budgets at both The Washington Post and Newsweek in the past several years, the establishment of news bureaus around the world."

She also emphasized another principle—that of diversity. "We believe in the diversity of talent. We believe that all voices in this society have a right to be heard and that we have a responsibility to provide access to all voices."

In line with this, she said: "We do not believe that The Washington Post, Newsweek and the broadcasting stations should adhere to a given editorial line or that they should operate according to some holy writ handed down from the board room."

She said: "This means that the three branches of the company are often competitive with each other and frequently offer differing editorial views. This leaves some people puzzled and others incredulous. It should not. For one, we believe that skilled professional people operate best in an atmosphere of freedom. For another, the three major news groups of this company have different missions."

"The newspaper, The Washington Post, reaches one of the nation's fastest growing and most heterogeneous audiences, offers a daily news report, vigorous editorial comment which has wide repercussions everywhere in the world, and independent columnists of varying political points of view. Not to specify a whole range of features for every interest."

In "a final word on principles," Mrs. Graham said, "we believe in the principle of accountability. As a company we are accountable to the community for the products we produce and to our stockholders for the financial results we achieve."

Mrs. Graham concluded her statement before the underwriters by stating that "one of the functions of our management has been to keep these principles in clear focus while at the same time paying

scrupulous attention to the balance sheet.

"For we understand that the balance sheet has everything to do with our ability to achieve the goals we seek."

Frederick S. Beebe, Chairman of the Board of The Washington Post Company, also addressed the underwriters meeting. He stated in connection with the public offering of Washington Post Company stock that "we see great benefit ahead for our company in taking this step and believe the result will be new strength and improved operations."

After announcing the addition to the board of directors of Arjay Miller, former president of the Ford Motor Company and dean of the Stanford Business School, and Nicholas Katzenbach, former Attorney General and more recently vice president and general counsel of IBM. Beebe outlined a brief business history of the Post company.

He recalled that Eugene Meyer, a former chairman of the RFC and Governor of the Federal Reserve Bank, took over The Post in 1933 when the circulation was 50,000. Beebe said that in 1948, the company had revenues of \$7,600,000 which, by 1971, had grown to \$178,000,000.

He spoke of the leadership of the late Philip Graham, the purchase of The Washington Times-Herald, the purchase of Newsweek, which he called a step onto the national scene, and the acquisition in 1963 of 49 per cent of the Bowers Mersey Paper Company. He spoke also of the Post company's present 27 per cent interest in the Paris-based International Herald Tribune.

In alluding to the fact that Eugene Meyer appointed his son-in-law, Philip L. Graham, to the post of publisher in 1946, Beebe said: "Mr. Graham was an extraordinarily gifted and dynamic person and he set out, at age of 32, to learn the newspaper business and develop and expand the company . . . until his death in 1963, Mr. Graham was the guiding and driving force in the company's operations."

Beebe told the underwriters that "practically all the financing for the acquisitions since 1954 has been obtained from internally-generated funds or through the issuance of debt securities."

Beebe introduced Paul R. Ignatius, president of The Washington Post; Larry Israel, principal executive of The Post-Newsweek Stations, Inc.; Osborn Elliott, editor-in-chief and president of Newsweek, and Alan Finberg, vice president and general counsel. This group, together with Beebe and Mrs. Graham, answered questions on the company's operations.

Postpourri

"Statue of Liberty," the third volume in Newsweek's "Wonders of Man" series, is being offered at a reduced rate to Washington Post personnel. Employees may purchase the \$6.95 edition for \$4.00 and deluxe editions for \$6.00 instead of \$8.95.

The book is written by Oscar Handlin, Pulitzer prize winner, and editor of Newsweek's book division. It tells the story of the construction of the statue and of the immigration movement connected with it. Order forms are available in the Employee Relations Department.

The Suggestion Program Committee has awarded Michael Kernan of the News Department \$25 for his suggestion to install cycle racks in the new parking garage.

Grocery Wheels of Washington has elected Carlton Des Rosier of Retail Advertising its new president.

Albert Otto Named To Security Post

Albert Otto has joined The Post as Supervisor of Safety and Security. He is a member of the Employee Relations Department.

After a 23-year career in the Navy during which he had a great deal of experience in the security area, Otto worked for a year as a manager with Burns International Security Services, Inc., in Washington.

A native of Chicago, he is married, has three children and is working towards a bachelor's degree at the University of Maryland.

Zimmerman Retires; Served Post 27 Years

Clarence Zimmerman of the Accounting Department took off for his place on Chesapeake Bay when he retired on June 18. His hobbies are fishing and boating.

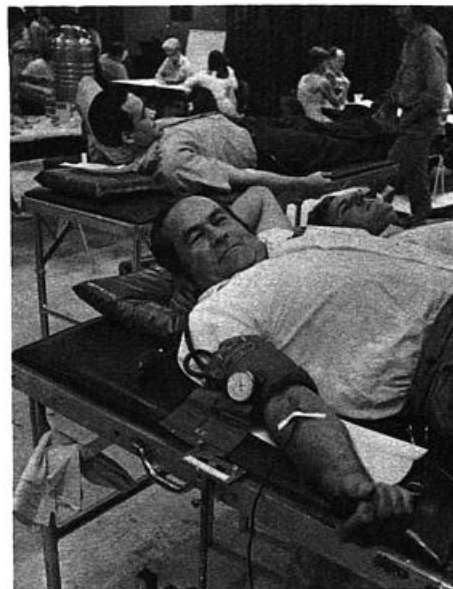
He is a born and bred Washingtonian and attended Business High School.

Before coming to The Washington Post in June, 1944, he worked at the Washington Daily News as bookkeeper and cashier for 12 years.

He has two daughters, two sons and six grandchildren.



Two Gallon Man



Richard Boyd, Composing, has something to smile about. He is guaranteeing his membership in the two-gallon club of the Bloodmobile program. The Washington Post Blood Bank went up to 104 pints in June. Top donations: Composing, 36 pints; Advertising, 16; News 15; Accounting 10; Publications, 9. (Staff photo by Tom Kelley)

IBM to Study Post Systems

The Post and seven other newspapers have entered into a contract with IBM for a newspaper systems study, President Paul R. Ignatius has announced. He said the study has important implications for the future.

The study, which is to take about a year to complete, will result in a report to the eight newspapers on the feasibility of advanced technology for production of newspapers. Each newspaper will then decide whether it wishes to go forward with the recommendations.

The study will concern all activities of the papers relating to page composition, according to Bill Williams, Post Systems Coordinator, who has been appointed chairman of The Post's Working Committee which will steer the study.

Ignatius is chairman of The Post's Policy Committee which will provide guidance for the study and make the overall decisions.

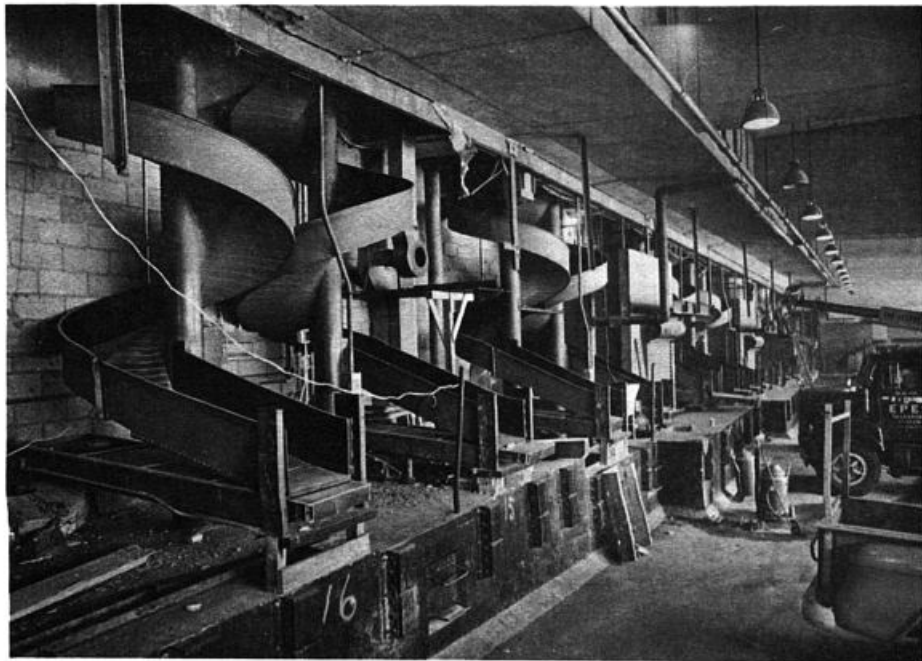
An IBM team will come to The Post in early August to interview key members of the staff and draw up charts showing all the detailed processes leading to composed newspaper pages. The team will study principally the flow of advertising and news through the plant.

Such data will be collected at each newspaper in a standard manner so that a comparison of volumes and composition practices can be made.

The other newspapers in the group are the Miami Herald, the Dallas Morning News, the Norfolk Virginian-Pilot, the Minneapolis Tribune, the Atlanta Constitution, the Cleveland Press and the Jacksonville Times-Union.

The Working Committee will coordinate the study with IBM and the other newspapers. Members, who represent the major departments, include in addition to Williams, Howard Simons, Deputy Managing Editor; Robert McCormick, Classified Advertising Manager; Ed Eyers, Assistant Production Manager; Al Wenzel, Administrative Assistant to the Comptroller, and Jack Wilson, Assistant Circulation Manager.

The Policy Committee headed by Ignatius includes Publisher Katharine Graham, Executive Editor Ben Bradlee, General Manager James Daly, Treasurer Robert Thome, Production Operations Director, J. J. Eberle, Advertising Vice President Joseph Lynch, Assistant General Manager Lawrence Kennelly, Circulation Director Jack Patterson, Comptroller Martin Cohen, and Bill Williams.



With the outer wall stripped away, the chutes which carry papers from the Mail Room to dealer trucks stand exposed. Most of the 18 chutes will remain in use until Fall when part of a new Tray-Matic system will replace the odd-numbered ones. (Staff photo by Gerald Martineau)

Paper Delivery Is Redesigned

A completely new system of delivering tied bundles of newspapers from the Mail Room to dealer trucks is in process of being installed.

Gone will be the days when bundles plunge 3 floors down 18 circular chutes to the loading area followed occasionally, by an over-eager mailer.

In its place will be Cutler-Hammer's newly-developed bundle tray conveyor known as Tray-Matic.

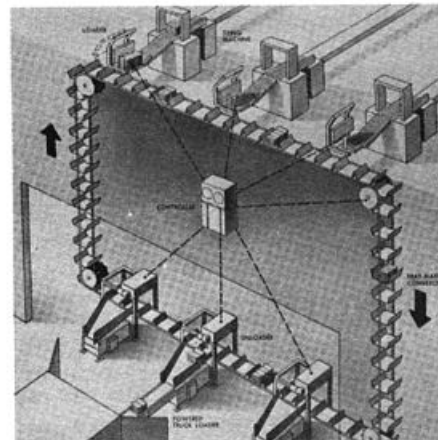
The masonry wall covering the chutes has been demolished. Two of the chutes have been removed to make way for the Tray-Matic and several others will be removed about mid-August.

This poses problems for Production since dealer trucks must continue to be loaded at least eight and often nine or more times a week while the work goes on without delaying the distribution of the newspaper.

The Tray-Matic system will consist of two parallel continuously circulating tray conveyors totalling over 760 feet in length, containing 380 trays and with a capacity of 180 bundles per hour, which travel across the Mail Room floor then down to the alley where they traverse the loading dock and return to the Mail Room.

Under computer control, tied bundles will be loaded automatically at random into the moving trays in the Mail Room and selectively discharged to the correct trucks waiting at one of the 18 positions at the loading dock.

The outer loop of the Tray-Matic will be ready to go when the first of the two new presses becomes operational in late



This schematic drawing by Cutler-Hammer illustrates how the new Mail Room bundle delivery system will work. The Post's system will have two belts, one inside the other, feeding from nine presses and several inserting points to 18 truck loading positions in the rear alley. A computer and console, located in the Mail Room and the Dispatch Office, respectively, will serve as the controller of the system.

September. It will service only the odd numbered of the 18 truck loading points.

The inner loop of the Tray-Matic, which will serve the even-numbered loading points, will not be put into use until next summer after the completion of the re-conversion of the "press line" systems which convey papers from the seven old presses through the Mail Room. Each old press line will be converted to a modernized system one at a time. This will take several months during which bundles will be loaded both by the old and new systems.

Roberts Retires, Keeping His Typewriter Hot

Chalmers M. Roberts is a boots-on reporter.

Not one to slow down and fade away, he became involved in three important stories in the final weeks of his active reporting career:

1. Coverage of Secretary of State Rogers's most recent trip abroad and the Lisbon Conference.

2. An exclusive interview with Hanoi's chief delegate at the Paris talks.

3. The Post's revelations of portions of the secret Pentagon study of the U.S. involvement in the Viet Nam war.

Among the events held in honor of the retiring correspondent was a reception sponsored by the State Department Correspondents Association at which Roberts and two other retiring newsmen were presented plaques.

Roberts says he is not really through with journalism. But after 38 years in the business, he hopes to slow down and write a couple of books from the notes he has been collecting down through the years on people and places . . . everything from one-time Soviet Foreign Minister Molotov to Chou En-lai at the 1954 Geneva Conference.

"I do expect to 'do some pieces,' as the saying goes in the trade, for The Washington Post from time to time," Roberts says.

The 60-year-old Roberts came to The Post in the fall of 1933 — a few months after Eugene Meyer bought the newspaper at a bankruptcy sale held on the steps of the old E Street office.



Chalmers Roberts chats with one of his longtime "assignments"—Secretary of State William P. Rogers.

Roberts' profile, complete with pipe clenched in his teeth, has been such a familiar sight around the news room over the years that one forgets he ever sharpened his pencil anywhere else.

Actually, Roberts left The Post in 1934 and returned 15 years later after having worked for the Associated Press, Japan Times, Washington Daily News, Washington Times-Herald, Life Magazine and Washington Star.

In between, Roberts served in the Air Force during World War II and rose from private to captain. His service included duty with the Strategic Bomb Survey in Japan, the Office of War Information, and the Intelligence Division in Washington, D.C.

Some of Roberts' top diplomatic assignments for the Post included the 1954 Berlin Foreign Ministers Conference; the 1954 Geneva Indochina Conference; the 1955 Geneva Summit and Geneva Foreign Ministers Conferences; 1960 Summit Conference in Paris; and the 1967 Johnson-Kosygin meeting at Glassboro, N.J.

Born in Pittsburgh and educated at Amherst College, Roberts says he is glad his years in the newspaper business have been on the street as an active reporter and not as an editor. In a hall and farewell article for The Post editorial page a few weeks back, Roberts said he has avoided taking sides. "I'm not sure where you stand on this issue' has always been the best kind of compliment," he wrote.

So well has Roberts done this that during his career he has captured numerous awards for his kind of journalism, including the 1957 Raymond Clapper Memorial Award; 1957 Washington Newspaper Guild Front Page grand prize; 1953 Sigma Delta Chi award; and 1954 Washington Newspaper Guild national news award.

Paintings, Murals to Decorate New Building

Works of art in a variety of forms will be part of the decor of the new and renovated Post buildings.

The overall plan ranges from the hanging of works of artists in individual offices and public spaces to the painting of graphic designs on the walls of large areas including those of the production departments.

About 150 works have already been acquired by a committee headed by Pub-

lisher Katharine Graham in consultation with Walter Hoops of the Corcoran Gallery of Art.

Others on the committee are President Paul R. Ignatius, Art Critic Paul Richard and Architectural Critic Wolf Von Eckardt.

The interior design firm of Ford and Earl is creating the graphics which will be painted on various department walls.

According to Von Eckardt, the range of material selected goes from Indian rugs and African tapestries to wood cuts and were picked to appeal to all kinds of tastes. They include modern as well as traditional forms. Much of the work is that of local artists and all purchases are being made in the Washington market.

Schools Use Post Materials

About 100,000 Washington area junior and senior high school students worked with classroom materials published by The Post during the recently concluded school term. Nearly 300 schools participated.

Students used the booklets, film strips and current events quizzes during the first full year's operation of the Promotion Department's Community Service Division's school program.

In other school related activities of the Promotion Department:

- 45,000 students voted in a Post sponsored mock election just before the November general election.

- 3,750 students and teachers in 40 schools attended talks on the news media by the School Service staff.

- 1,000 students (mostly in elementary schools) viewed the film "Getting the News" which features The Post and WTOP.

- 1,600 students from 55 schools toured the paper's plant.

- 24,000 newspapers were sold at the new six cent school rate.

Except for the newspapers, all other materials are provided to the schools free of charge.

The program will be continued in the Fall.

Employees Earn Tuition Refund

The first group of Post employees has completed job-related courses under the Tuition Refund Program by obtaining a grade of "C" or better. They are entitled to reimbursement as provided for under the plan.

They are Richard Hurdle, Advertising Art; Diane Seeger, Classified Advertising; Alice C. Bonner, News; Robert Robinson, Accounting; David Roe, Executive; Gerald Lee, Data Processing; Robert Lane, Accounting.