

Shop Talk about The Washington Post

Vol. 21, No. 12

November 19, 1971

John Prescott Named Post President

John S. Prescott, 44, Vice President and General Manager of Philadelphia Newspapers Inc., has been appointed President of The Washington Post news-

paper and will take over his duties in a few weeks.

This was announced November 10 by Katharine Graham, Publisher of The

Post and President of The Washington Post Company. Mr. Prescott succeeds Paul R. Ignatius who is resigning after serving as Post President since March 1969.

Mr. Ignatius will return to the field of management consulting which he left to join the Defense Department in the administration of John F. Kennedy. He held several key Defense positions and was Secretary of the Navy just prior to joining The Post.

Mr. Prescott has spent his entire career in the newspaper business beginning after graduation from Williams College as an advertising salesman for the Baltimore Sunpapers.

He joined Knight Newspapers Inc. in 1962 as assistant to the publisher of The Detroit Free Press. Four years later he became assistant to the general manager of the Miami Herald.

Later he was promoted by the Knight organization to be general manager in Charlotte, N.C., of the Observer and the News.

In December 1969 he moved to Philadelphia Newspapers Inc., also a member of the Knight chain. It publishes the Philadelphia Inquirer and the Philadelphia Daily News.

Mr. Prescott and his wife, Robin Balch Prescott, are the parents of four children.



John S. Prescott

December 12 Is Centrex Day — Instruction Sessions Planned

December 12, 1971 is Centrex Day. Do you know your number? Do your friends?

This is the theme of the first of three posters which are reminding employees that on that date all incoming calls should be dialed directly to the desired extension, bypassing the main switchboard.

Information has been distributed to departments notifying them of the change in number for each extension. New numbers have four instead of three digits.

Postcards are available for employees to mail out to those needing to know of the change.

During the week of November 29, departments will be sending employees to Centrex instruction sessions to be conducted in the Sousa Community Room by a representative of the telephone company.

A new Post Telephone Directory will be distributed before the changeover.

Find out what your number is, learn it and tell outsiders so they can use it.

The Post's present main number (223-3000) will remain the same, as will the present numbers leading directly into the Circulation Service Desk (223-6100) and the Classified Phone Room (223-3200).

The Post's 223 prefix plus the four digit Centrex extension number add up to your direct dial number.

Don't keep your number secret — tell everybody.

Post operators will still be able to connect to any extension those parties calling the main number just as they do now. The main point of Centrex is to avoid the switchboard and speed incoming calls directly to the desired extension.

Also Centrex will have features which do not exist on the present service — the ability to transfer calls to another extension without going to the switchboard attendant and the ability to add on another party to your conversation if you wish.

UGF Campaign In Final Stages

The United Givers Fund drive at The Post is entering its final stages, about \$8,000 short of exceeding last year's total of \$60,000.

Nineteen reporting departments had completed the solicitation, nine of them having achieved 100% participation by employees.

Those nine are Advertising Art, Automotive Advertising, General Advertising, Real Estate Advertising, Retail Advertising, Telephone Operators, Promotion, Purchasing and Paperhandlers.

Seven departments exceeded last years giving, the most notable example

being the Composing Department where each of the three shifts went over the top. Both the Press Room and the Mail Room showed excellent results, each far exceeding the amount given last year.

Machinists, Paperhandlers and Building Service also turned in more dollars this year than last.

The four Keymen who won recognition for doing the best job in the first two weeks of the campaign were Lou Watson and John Wurdemann of Composing, Charles Henry of Automotive Adver-

(Continued on Page 4)



From this console, the Mail Room Dispatcher will start a computer-controlled procedure to load Dealer trucks. Production Engineer John Tancill (left) conducts a training session for (left to right) Mail Room Foreman Whitey Brooke, Assistant Foreman Tony Constatino, Night Circulation Manager Henry Fricke and Assistant Foreman Eddie Rick.

Work Progresses On Building

Closing of the gaps remaining on the outside of the new construction is being done as cold weather arrives.

The big opening on the West face has been bricked up and the tower for the old freight elevator added to the new skyline. This area had remained open while the contractor installed supporting columns for the extension of the elevator to the top of the addition.

The outside elevator hoist was being removed this week along with the trash chute, and that area is to be closed in. The building will then be weathertight, except for an odd window or door here and there.

The contractor will use one of the recently installed passenger elevator cabs to haul material to the upper floors. The new freight elevator will be jointly used by The Post and the contractor. It was scheduled to go into use any day.

Startup dates for the first new press and the Tray-Matic bundle delivery system has been delayed to Dec. 15 for technical reasons and to wait until the finish of the big pre-Christmas production crunch.

Work in office areas continues forward to meet the announced move-in schedule with finishing touches apparent everywhere even to the laying of carpet this week on the ninth floor.



W. J. Cooper

Cooper Is Appointed Style Section Editor

The editorship of the Style section is changing as William J. Cooper becomes Assistant Managing Editor/Style on December 1.

Mr. Cooper, who was an editor on the Boston Herald-Traveler before joining The Post in September 1970, succeeds Larry Stern, veteran Post staffer who is taking a foreign assignment for the newspaper.

Mr. Cooper has been Manager of Special Projects. When he came to The Post he had been assistant to the publisher of the Herald-Traveler for a year and before that served as their education editor. Formerly for three years he had been a reporter and editor for a group of newspapers in the north shore area of Boston.



Kroloff



Moss

Kroloff, Moss In New Positions

George M. Kroloff has been appointed as Public Relations Manager and James A. Moss as School Services Manager of the Community Service Division of the The Post.

Mr. Kroloff, who has been managing Promotion Department, and Mr. Moss have been closely involved in the newspaper's school program. Launched a couple of years ago, the program has been providing current events discussion material to schools in the Washington Metropolitan area.

Mr. Moss has been the school service representative in this program, working with teachers, students and administrators of the several systems. He will operate this continuing program with the assistance of Stanley Baer, Promotion Copy Writer.

Other Personnel Changes:

Karen Wiley — Classified Advertising Junior Clerk to General Clerk.

Floyd Wallace — from Janitor to Junior Clerk (Mail Desk) Accounting.

Harold Scott — from Janitor to Composing Room Assistant.

Penny Mickelbury — Intern Reporter to Permanent Reporter.

Alice Bonner — Copy Aid to News Aide.

Robert Barchers — From Assistant Engineer to Assistant Chief Engineer.

Two Employees Earn Suggestion Awards

Two employees have received checks totalling \$105 for ideas submitted to The Post's Suggestion Award Program.

Composing Machinist Richard Shaw won two awards, one for \$50 and one for \$30. Both involved "cold type" processing on the Linotron 505 typesetter, both were for installing indicator lights to assist operators in typesetting and film developing procedures.

Lucille Carter of Advertising Art was awarded \$25 for suggesting special stickers for use in identifying layouts.

Andy Anderson Ends Ad Career

E. R. "Andy" Anderson has ended a 30-year career as an advertising salesman for The Post. His official date of retirement is Jan. 2, 1972.

His entire experience was in the field of grocery advertising, a rare situation which he calls "as much a hobby as it was a job."

Before joining The Post in April 1941, Mr. Anderson worked for an ad agency, for the advertising department of the Orange (N.J.) Daily Courier and then for a Newark department store.

From 1931 to 1941 he represented the Deboth organization which sponsored cooking schools with tie-ins to newspaper advertising promotion. He was an advance agent based in New York City working throughout the country with newspapers and department stores.

This experience whetted his appetite for newspaper advertising and he applied to The Post when he learned there was a position available in his field.

Mr. Anderson is married and has an eight-year-old son. He plans to devote a lot of time to his family, to golf and to the stock market.

Joseph Worthington

Mr. Worthington is retiring from the Building Service where he has worked since joining The Post on April 22, 1954. He is planning to retire at the end of the year for health reasons.

Minnie Aspel

Mrs. Aspel has set her retirement from the Classified Advertising Department for the end of the year. She has worked for The Post as a Telephone Solicitor since August 22, 1957. Prior to that she worked for nearly 13 years for

Ads Win Honors For Promotion

The Promotion Department won several awards in recent judging by three organizations.

Six awards were made in the ADDY awards competition for the best advertisements and advertising campaigns in the Northeast states. Promotion won two first places, two seconds and two thirds for ads in The Post, in trade publications and for direct mailings.

The International Circulation Managers Association gave The Post first place in its class for circulation promotion.

The Regional Circulation Managers Association chose The Post as the best advertisement in the area in its class promoting National Newspaper Day.



E. R. Anderson

the former A. O. Bliss Medical Company. She has a daughter and three grandsons. Her son-in-law, John Hoover, is a member of the news staff of The Washington Daily News.

Postpourri

Publisher Katharine Graham has been elected to a two-year term as a member of The Conference Board, an independent and nonprofit business and economic research organization.

* * *

Special Christmas gift subscription rates to ARTnews and the 1971 ARTnews Annual are available to Post Employees at a reduction from the public price. Order forms are available in the Employee Relations Department.

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The second round of flu shots will be given in the Sousa Community Room on Thursday, December 2. Those who missed the booster shots given earlier may take one then or anytime in the Nurse's office.

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WANTED: Historical material about The Post for inclusion in an exhibit to be placed in the lobby of the new Post building. The theme of the exhibit is the history of The Post and the newspaper business. Copies will be made of any photographs accepted for the exhibit. If you have anything, call George Kroloff in Promotion, Extension 475.

Mexican Reunion for Retirees



An item in Shop Talk resulted in this photo taken in Tijuana, Mexico, of two Post retirees. Larry Jacobs (left), retired Picture Editor, invited John Tafer (right) to visit him in San Diego when he read of Mr. Tafer's plans to travel after retiring from the Composing Room. They got together in October and the visit to Mexico ensued.



James Oliver
Advertising



Beecher Brown, Jr.
Engraving Masker



Susan Benson
Classified



Bernice Bush
Classified



Richard Canavan
Engraving Masker



Rita Cloutier
Editorial



Joanne Kretzmer
Classified

New Faces at The Post



Phillip Smith
Style



Ronald Taylor
Metro Reporter

James Oliver, Classified Advertising Salesman, is a graduate of Transylvania College. His most recent position was an account executive for Richard A. Viguerie Co. Mr. Oliver has also held positions with The Arlington Trust Company and Humble Oil after extensive travel through Europe.

Beecher Brown Jr., Engraving Masker, received his B.S. in education from the University of Tennessee. Mr. Brown comes to The Post from The Midland Mutual Life Insurance Company where he served as an insurance salesman.

Susan Benson, Classified Advertising Telephone Solicitor, comes to The Post from The Evening Star where she was also a solicitor. She is the mother of two small children.

Bernice Bush, Classified Telephone Solicitor, was employed by The Philadelphia Inquirer as a solicitor before coming to The Post. Mrs. Bush also has about three years of experience as a Telephone Operator.

Richard Canavan — Prior to joining the Engraving Department as a Masker, he was president of "Venture American Communication Publication." Mr. Canavan attended New York University, majoring in politics.

Rita Cloutier, secretary in Editorial, received her B.A. in business administration from George Washington University. Before joining the Editorial Department, Miss Cloutier held several temporary jobs as legal and executive secretary and marketing representative.

Joanne Kretzmer, Classified Advertising Junior Clerk, is a 1971 graduate of

Memph's State University. Miss Kretzmer has worked as a wig stylist, secretary and children's counselor before joining The Post.

Philip Smith, Style Copy Editor, received his B.A. in history from Yale University and a B.S. in journalism from The Columbia School of Journalism. Mr. Smith was employed at The Post from 1965 to 1967, starting with an internship. After he completed graduate school he briefly worked for the Norfolk (Va.) Star-Ledger.

Ronald Taylor, Metro Reporter, comes to The Post from The Atlanta Constitution. Mr. Taylor has held reporting positions with The Washington Daily News and The Greensboro Daily News. He is a 1971 graduate of Morehouse College.

Abbott Combes, Metro Reporter, comes to The Post from the Quincy (Mass.) Patriot Ledger, where he was associate editor of the editorial page. Mr. Combes is a graduate of Dartmouth College.

Chauncey Smith, General Advertising Senior Clerk (Merchandising Man), was educated in Texas where he attended the University of Texas. Prior to joining The Post, Mr. Smith held several sales positions for D. J. Kaufman, Lansburghs and Mattell, Inc.

Susan Hewes, Retail Advertising General Clerk, graduated from the University of Dayton with a degree in political science. For two summers of her college years she worked for a recreation center in New York.

William Bancroft, Metro Reporter, joined the news staff after a short stint

at the Montgomery County Sentinel. Mr. Bancroft served in the Peace Corps for two years. He received his B.A. in history from George Washington University.

Rose Ann Lee, Classified Advertising Telephone Solicitor, attended the Patricia Stevens Career College. She was formerly employed as a clerk typist by the Stanford Paper Company.

Tressa Campbell, Junior Clerk, Accounting, studied at St. Philip School for Nursing, Richmond, Va., a background which gave her experience for her assignment as drug registration clerk at HEW. She shifted over to business, as a teller with National Permanent Savings and Loan. Following that, she became an accounting clerk with Prudential Building Association.

UGF---

(Continued from Page 1)

tising and George Robinson, Paperhandlers.

Tony Costantino of the Mail Room and Parker Satchell of the Press Room General Workers were accorded special recognition for their efforts.

Runnersup in the competition were Bill Harvey, Advertising Art; Virginia McSweeney, Promotion; Lee Waters, Classified; Bud Barnes and Lou Brown of Tail; and four Keymen in Composing — Jeanne Kirby, John Matthews, Francis Fortin and John White.

Keymen are urged to finish the solicitation quickly and report results to the Cashier.