

RECESSION PUTS THE SQUEEZE ON ADVERTISING DOLLARS

Although most people here probably feel more deflated by the 13½ percent inflation rate than they do depressed by the recession, the current business slowdown is starting to slow down The Post's advertising.

Advertising revenue is holding its own so far this year, and 31 weeks into 1979, advertising linage is just shy of a million lines over budget. (The budget is the amount of advertising lines projected for the year.)

But what happens to advertising revenue in the last four months of this year depends on how severe the recession is, since both display and classified are vulnerable to a business slowdown.

A slowdown in retail sales is already affecting retail advertising. Although retail advertising, which accounts for over half of the total advertising linage, is not running as many lines as was forecasted, it is still running more advertising than it did during the same period last year.

"Inventories in the retail stores are not being decreased as quickly as the stores thought they would be," said a manager in one section of Retail Advertising. "If the cash registers don't ring as much, the stores have less money to spend on advertising.

"Once you take away the cost of the merchandise, advertising is the next largest single expense that the retailers have. If they don't sell the merchandise, they don't have the money for advertising."

ROBERT McCORMICK, vice president/Advertising, added that when stores stock less inventory, they have less of a need for big, extended clearance sales. Consequently, they tend to advertise less.

"We do know that advertisers are tightening their belts," McCormick said, "some as much as 10 percent. However, on the whole we're not losing any advertising to other mediums, the advertisers are just cutting back."

Retail Advertising plans to evaluate each individual account. If they are losing advertising to another medium, which one Retail manager said accounts for very little of the cutback, Post sales representatives will make major presentations to the advertisers, telling them that during a recession newspapers are the most efficient investment for their advertising dollar.

"Where all available money is being spent on advertising," the Retail manager mentioned, "we can do, since we already have the largest share of the market here."



(Continued on page 5)

MAD ABOUT MOPEDS

They have half as much horsepower as a power lawnmower, use less gas than a motorcycle and can be pedaled like a bicycle.

Mopeds, which have been a common sight on the streets of Europe for three decades, are becoming more predominant in America as gas supplies diminish.

A number of people at The Post have taken to moped riding, and a few are putting their way to and from work on mopeds. Mopeds can be parked at CarPark for \$8.50 per month. News Art director **ROBERT BARKIN** has been riding his Vespa moped into work almost every day since he purchased it a month ago. His three-mile commute takes him 10 minutes, and he finds that his moped uses considerably less gas than a car and that he uses considerably less energy than he would riding a bike.

Moped sales have grown from 25,000 in 1975 to an estimated 300,000 by the end of this year. Joseph Wolfe, the director of communications for the Moped Association of America, an industry group, predicts that the millionth moped will be on U.S. roads by March 1980.

"The moped has finally emerged from a curiosity to an integral part of the transportation scene," Wolfe said. "Now it's more of a utility vehicle than a mere recreational device."

The two-wheeler has a single cylinder engine rated at about 1.5 horsepower, and can go between 20 and 30 miles an hour. The engine is started by the rider pedaling a few yards, activating the engine. The moped can also be pedaled like a bicycle.

While the most fuel-efficient automobiles can achieve approximately 35 miles to the gallon, the moped boasts 135 miles to the gallon.

According to statistics mopeds are less likely to be involved in accidents than are bicycles and motorcycles, but as their numbers increase, so do the number of moped accidents.

The District of Columbia has been keeping statistics on moped accidents for two months, but has not yet compiled this data. Officer Winfred Harris, a traffic analyst in the D.C. police department, said that they have not recorded any fatalities involving mopeds in the District.

"We don't seem to be having too much of a problem with moped riders because most are the hard-core bike commuters who understand the dynamics and the safety features of the moped. But mopeds are something new here, and I think people should completely understand the laws and regulations involving mopeds before they take them out on the streets."



It takes News Art director **ROBERT BARKIN** about 10 minutes to mopedal to work.

The Moped Association of America recommends the following safety rules for mopeds:

1. Learning the moped: Read your owner's manual and go over with the dealer how to operate each control. Have the dealer adjust the moped for your size so you feel comfortable. Learn to start up and shut down the moped, and learn both brakes. You should take a test drive under the dealer's supervision, practice turns, and don't leave the test area until you feel confident.

2. Learning the road: When planning your route bear in mind that all states forbid mopeds from traveling on any road which imposes a minimum speed that is greater than the moped's maximum speed. That means interstates are out, as are sidewalks. Ride on the right side of the lane, and in the right line of multiple-lane highways.

Keep an eye out for drainage gates, potholes and driveways. Beware of sand, loose gravel, cracks, railroad tracks, as well as pedestrians and parked cars and their suddenly-opening doors.

3. Learn the laws: If in doubt about regulations concerning mopeds, ask the department of motor vehicles in your area for

clarification. Assume you are invisible, and yield the right of way to larger, more powerful vehicles. Don't compete with faster traffic, because the moped is engineered for low speeds.

Learn the hand signals and practice looking over your shoulder quickly before changing lanes.

4. Share the road: Increase your visibility by wearing bright clothes or putting day-glo strips on your moped and equipment. Try to keep one car length away for each 10 mph of speed.

5. Ride cautiously in bad weather: Rain usually makes roads slick. Fight skids by reducing speed, avoiding sudden changes of direction, giving yourself enough distance to stop gradually, and going easy on the front brake. Turn on your lights in fog. If the fog is thick get off the road until it lifts.

The Moped Association of America has prepared a booklet called "Learn the Big 5 of Moped Safety and Pleasure." Some copies are available in the reception area of the Personnel Department on the seventh floor.

LOCAL LAWS FOR MOPEDS

District of Columbia

1. Minimum age: 16.
2. Valid driver's license or a motorized bicycle permit.
3. No helmet requirement.
4. Annual registration fee of \$6, annual inspection and license tags required.
5. No insurance required, but financial responsibility clause is enforced (both parties in an accident have to post bond for the estimated damage until fault is determined).

6. Classified as a motorized bicycle.
7. Maximum engine size 50 cc, 1.5 horsepower, 25 mph speed.

Virginia

1. Minimum age: 16
2. No driver's license requirement.
3. No helmet requirement.
4. No registration, title or tags.
5. No insurance.
6. Classified as a motorized bicycle.

7. Maximum horsepower 1, 20 mph speed.

Maryland

1. Minimum age: 16.
2. Any driver's license or moped permit (obtained by written test).
3. No helmet requirement.
4. No registration, title or tags.
5. No insurance.
6. Classified as a moped.
7. Maximum engine size 50 cc, 1.5 horsepower, no maximum speed.

NAME THAT FACE II

Back by popular demand! Last year at this time Shop Talk ran a contest called "Name That Face!" We challenged employees to identify pictures of Post employees taken when they first started working here. This year we've pictured different people, all of whom are still working at The Post. Some of these pictures were published in Shop Talk as long as 25 years ago, others a little more recently. How well do you know your colleagues? Test your memory by filling in the name of who you think the person pictured is. The first three Post employees who correctly identify all the people in the photos will receive Post t-shirts. All entries must be received by 5:30 p.m. on Monday, September 10 to be eligible.



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



16.



17.



18.



19.



20.

POST PEOPLE ON THE MOVE



LEE HALL



JOHN HURLEY



KEITH
NORMAN



DIANE MORTON



WILLIAM BRANIGIN



ALICE
DIGILIO



VO HOAN
TANG



FELICITY
BARRINGER

PROMOTIONS AND TRANSITIONS

LEE HALL has been promoted to outside sales representative in the Real Estate section of Classified Advertising. Hall came to The Post in 1976 as a telephone sales representative in Classified.

JOHN HURLEY has moved into a full-time telephone sales position in Classified. Hurley started as a part-time telephone sales representative in 1978.

KEITH NORMAN has been promoted to clerk B in the Advertising Services Department. Norman came to The Post in 1973 as a messenger/driver in Advertising Services.

DIANE MORTON has been promoted to Data Processing office supervisor. Morton joined The Post as a confidential secretary in Accounting in 1978.

WILLIAM BRANIGIN has been named assistant Foreign editor. Branigin was hired in April of this year as foreign correspondent in Iran.

ALICE DIGILIO has become copy editor in Book World/temporary. Digilio joined The Post in 1977 as an on-call copy editor with The Weekly.

VO HOAN TANG has become a junior press operator in the Pressroom. Tang came to The Post in 1978 as a part-time/on-call janitor in Building Services. In July of this year he moved to the Pressroom as a platechecker.

FELICITY BARRINGER has become a Metro reporter. Barringer joined The Post in 1976 as a suburban reporter and in 1978 was named assistant Maryland editor.

WILLIAM BEAVER has been promoted to senior clerk in Production/Operations. Beaver came to The Post in 1978 as a general clerk in that department.



WILLIAM BEAVER



JOSEPH ARCARO



JOHN BOWEN



BRUCE LAMM



PHONG VU

JOSEPH ARCARO has been promoted to the newlycreated position of director/Display Advertising. In this new capacity Arcaro will have overall responsibility for both the Retail and General Advertising Departments. Arcaro joined The Post in 1950 as a sales representative in Retail Advertising. He was promoted to assistant Retail Advertising manager in 1962 and to Retail Advertising manager in 1969.

JOHN BOWEN has been promoted to Retail Advertising manager. Bowen came to The Post in 1961 as a sales representative in the Real Estate section. Bowen moved to the Automotive staff in 1963, returning to Real Estate in 1964. In 1971 he transferred to Classified Advertising as a sales representative and was promoted to assistant Classified Advertising manager later that year. Bowen moved to Retail in 1976 as assistant manager.

BRUCE LAMM has been promoted to maintenance manager. As maintenance manager Lamm will have responsibility for directing mechanical and electrical maintenance operations for production equipment and systems. Lamm came to The Post in 1977 as an industrial engineer in the Production Department.

PHONG VU has transferred to apprentice machinist. Vu started as a janitor in Building Services in 1977. He transferred to the Pressroom in July of this year as a platechecker.

(Continued on page 6)

NEW FACES

CYNTHIA DETROW joined the Accounting Department as a confidential secretary on July 30. Her most recent job was as a budget assistant/typist in the Education section of the Department of Health, Education and Welfare. In June 1976 Detrow joined the U.S. Army and worked for the Pentagon in the Office of the Chief of Staff. She continued working for the army as a civilian in the Pentagon's Budget Manpower office.

T. LISA NIMMONS joined the Insurance Department as senior clerk on August 20. Before joining The Post Nimmons was a claims processor at Administrative Services, Inc. and at Mutual of Omaha in Rockville. She received her BS in recreation and park administration from Howard University and did graduate work at Pennsylvania State University.



MARK
MURPHY



CHRISTOPHER
McGURGAN



CYNTHIA
DETROW



LAWRENCE
WALSH



JANE LEAVY



T. LISA
NIMMONS

MARK MURPHY joined The Post as a copy aide in News on July 27. Before joining The Post Murphy worked for Centra Casting Agency, filming commercials and doing promotion pieces. He has also worked in the Sports section of the Northwest Current newspaper. Murphy holds a BA in economics from Fairfield University in Connecticut.

CHRISTOPHER MCGURGAN joined Advertising Services as a messenger/driver on July 24. He has been a chauffeur for Wolf Trap and is presently studying architecture at Catholic University.

JANE LEAVY joined The Post as a Sports reporter on July 30. Before coming to The Post Leavy worked as a free-lance writer and as associate editor of Women Sports magazine in New York. She holds a BA in English from Barnard College and an MS in journalism from the Columbia School of Journalism.

LAWRENCE WALSH joined National News as an assistant editor on August 7. Before coming to The Post Walsh was the managing editor at The Texas Observer in Austin. He has also worked for the Detroit Free Press, Charlotte News, Philadelphia Inquirer, Barre (Vt.) Times-Argus and the Whitesburg (Ky.) Mountain Eagle. For CBS News he was the combat cameraman in Saigon. In addition, Walsh has worked as a coal miner in West Virginia, a college English teacher in Vermont, Kentucky and Texas, a forest fire lookout in Vermont and a commercial fisherman in Nova Scotia. He received his BA in English literature from the University of Pennsylvania, did graduate work in history at Cambridge University in England and was a Nieman Fellow at Harvard University.

Not Pictured

WILLIAM TROUTMAN joined the Circulation Department as an assistant Home Delivery manager on July 16. Troutman has been a distributor for The Post for nine years.

VERTISING, continued from page 1)

Whereas the recession is definitely hitting retail, there doesn't seem to be a recession in Classified. It has been the strong performance of help wanted ads which have helped Classified set record after record this year. Overall, classified is 450,000 lines over budget, and over one million lines compared to last year at this time.

Employment ads are one of the hardest hit during a recession, but that section has spiked Classified's biggest gains here.

"It's weird, but it's nice," said Classified advertising manager LOU LIMBER. "Without the help wanted we'd probably be having that year in Classified."

Help wanted ads are one of the key economic indicators, and economists watch for a drop in employment lineage as a sign of an approaching recession. During the 1974 recession, the help wanted index dived each month, and so did The Post's Employment page.

Then, the losses were obvious, consistent," Limber said. "But now we're not into that tempo. The index goes down, but our page is up."

Limber offered the theory of Washington being a recession proof market as one reason for the large employment gains. Because of

the government Washington is thought to be less adversely affected during a recession.

"When other areas are hit hard, we're not as affected," he said. "There's a very heavy concentration of engineering, science, data processing and research and development type firms here, and many of these places have government contracts. A lot of these businesses have been opening up new offices here, so naturally they're looking for personnel."

SCOTTE MANNS, Advertising manager, added, "The federal government provides a large and strong base of employment. That, coupled with tourism, means that we most likely would not be as hard hit in a recession as an industrial area would be. Places like Detroit and Pittsburgh would be hit far worse."

Real Estate and Automotive Advertising, both part of Classified, have been showing slight gains in the past few weeks, recovering from a one-to-two-month slump.

High mortgage rates have cut home buying, the increase in prime interest rates has made borrowing tougher and the steady conversion of apartments to condominiums has decreased the amount of rental units. Together, these events have tightened real estate advertising.

The gas crunch also affected real estate advertising, since consumers were less likely to drive to outlying areas to look at property.

Naturally, the shortage of gas adversely affected auto sales, which in turn affected automotive advertising.

General advertising, which comes from national advertisers, is affected by the condition of the market in which the advertisers operate, McCormick said. "We were falling short of our budget week after week after week," he said, "up until the last one and a half months. In General we get a lot of what we call "ax-grinder" ads, ads that say, for example, American Express is misleading the public with their advertising. Those are not necessarily relative to a recession."

"It's pretty difficult to know what's going to happen with the recession," said ALWIN WENZEL, the administrative assistant to the vice president. "The accepted view is that it will bottom out early in 1980, but not very fast."

"We're not growing as quickly as we'd thought," he continued, "but things aren't nearly as bad as they could be."

"Consumers just aren't going out to buy that dress or coat or television or appliance they want because inflation has taken its toll on them. Once they start buying, it will help the department stores, who are our biggest customers. So once the consumers buy, it helps us."

"Basically, things aren't as good as they used to be, but then again, they're not really bad, either."

DO-ERS PROFILES



MICHAEL DIRDA

OCCUPATION:

Deputy editor, Book World

HOMETOWN: Lorain, Ohio

HOBBIES: Reading and book collecting

MOST MEMORABLE BOOKS:

The Odyssey, by Homer;
Remembrance of Things Past, by Marcel Proust;
The Unquiet Grave, by Cyril Connolly.

LATEST ACCOMPLISHMENT:

Writing a profile of Professor Walter Jackson Bate for Book World.

SELF PORTRAIT: Scholarly, tendency toward melancholy, observant.



SAN JUAN BAILEY

OCCUPATION: General clerk in Circulation

HOMETOWN: Washington, D.C.

HOBBIES: Tennis and overhauling bicycles

MOST MEMORABLE BOOK: *The Black Macho and the Myth of the Superwomen*, by Michele Wallace.

LATEST ACCOMPLISHMENT: Working on an undisclosed goal which has not yet been achieved.

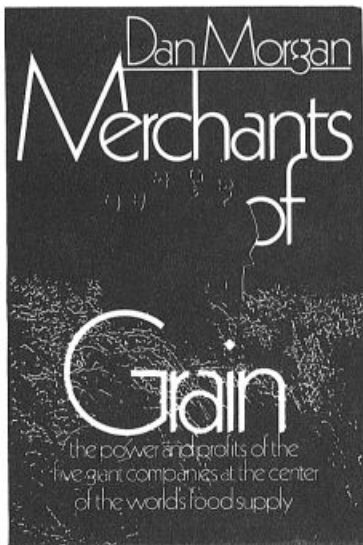
SELF PORTRAIT: A very friendly person, makes quick decisions, a good planner and organizer.

POST SCRIPTS

SURPRISE PARTY —After baking countless birthday cakes for her co-workers in Classified, **FLORENCE MULLEN** was treated to a birthday cake herself, given to her by the Automotive section of Classified. A very surprised and elated Mullen read the inscription on the white and pink frosted cake, which the Automotive people had collaborated on as a tribute to her Polish heritage—"An apple pie for a Polish grandma."



POST BOOK —National reporter **DAN MORGAN** has recently had a book published, called "Merchants of Grain," which narrates the history of the grain trade and details how the five giant grain companies affect world politics. This book is available to Post employees at \$9.50 (publisher's price \$14.95). It can be purchased at the Recreation Association sales on Wednesdays from 12:30 to 2:30 p.m. on the seventh floor.



NIGHT-TIME PARKING —Administrative Services has located two garages in the area which will provide parking for Post employees between 3 p.m. and 12 midnight, for \$18.48 per month, the same rate as charged by CarPark. Both garages are run by the Azizi Company. One is at 1015 15th Street (Executive Building) and the other is at 1530 L Street. If you are interested you can make your own arrangements for parking by calling Mr. Azizi at 296-3554.



SURPRISE SHOWER —Accounting's **CATHY ROBERTS** had planned to stop on the ninth-floor to deliver a message, but what awaited her was a surprise shower in her honor in the ninth-floor community room. The Accounting Department gave her a bridal shower luncheon last Wednesday.

CPR GRADUATES —Seven more Post people have completed the CPR training here and are now certified to administer cardiopulmonary resuscitation. They are **DAVID NEUNART**, Data Processing; **VICTORIA WILSON**, Data Processing; **ROSE HANES**, Writers Group; **DAVID COOK**, News Art; **ARTHUR ROANE**, Advertising Services; **ANN SPOLETI**, Customer Relations and **MARY ANNE KENNEDY**, Classified Advertising.

(PROMOTIONS AND TRANSITIONS, continued from page 4)

Not Pictured

JAY HOWARD has moved to the News Desk as an assistant editor. Howard came to The Post in 1975 as an on-call assistant editor in Sports.

THURONDIE CHISHOLM has moved to the Pressroom as a general worker. Chisholm started at The Post as a substitute paperhandler in 1974, becoming a situation holder paperhandler in 1975.

JOHN COOK has become a journeyman machinist in Production/Operations. Cook came to The Post in 1975 as a junior press operator. In 1976 he transferred to the Machine Shop as an apprentice machinist.

DONALD FOSTER, SR. has become a mailer situation holder. Foster started as a substitute mailer in 1977.

WILLIAM HAYES has become a situation general worker. Hayes joined The Post in 1974 as a substitute paperhandler. He transferred to general workers and substitute in 1977.

JAMES PEARSON has become a situation general worker. Pearson started as a substitute general worker in 1978.

WILLIAM FRAZIER has been named manager of cost systems in the Data Processing Department. Frazier began working at The Post in 1976 as a programmer/analyst.

PRINTING—Raised printed business cards, letterheads, envelopes, business forms, personalized stationery. The finest selection of thermographed or engraved wedding invitations and announcements to choose from, all at a discount to Post employees, except National Press products. Call Erwin Sessler at 262-9430.

WEIGHTS—Ankle/wrist weights w/straps, 5 lb. ea. \$10. Call Linda at x7737.

JEEP—1974 Jeep Wagoneer for sale. Extras. Call Will Jones at x7645.

MARKETPLACE

SOFA—Brown vinyl contemporary sofa, fair condition, \$75. Call Rae at x7055.

FOR SALE—Pair of maple bunk beds, \$75; matching chest of drawers, \$60; matching student desk, \$60—all in excellent condition. Also, man's 3-speed bicycle, \$35, in excellent condition. Kenmore sewing machine with walnut sewing table, \$60, good condition. Five Bridgestone tires, nearly new, to fit Honda Civic, \$10 each. Call Russell at x7312 after 4:30 p.m., or at 530-4149 on weekends.

AUTUMN HONEY—100 percent natural autumn honey for sale. \$3.00 per quart, approximately three pounds. See George Singer in the Computer Room.

MOTORCYCLE—80cc Yamaha. Best offer. Jeannine at 354-5020 from 10 a.m. to 2 p.m.

COOKBOOKS—20-volume set of The Grand Diplôme Cooking Course from the famed Cordon Bleu School of the Culinary Arts. Call Bob at x7358.

What would you like to read about in Shop Talk? Your suggestions and ideas are always welcome. Editor Camille Recchia x6903.