

OOPS... THOSE AWFUL BLOOPERS



"Chester Morril, 92, was Fed Secretary"

"Everyone makes mistakes." "To err is human."

No matter how many times we hear those over-used adages, they never quite smooth over the pangs left by committing major bloopers.

The term "blooper" got its name from baseball, where it refers to a short, weakly-hit fly ball. Call it what you will—faux pas, blunder, boner or bungle—we all have made them.

Every department of every business at one time or another must have made classic mix-ups that made faces blush, eyes roll, hands slap foreheads or fists pound.

But at The Post and at other newspapers, we are part of a select group which has the dubious distinction of making bloopers before hundreds of thousands of people.

We can take heart, however, in knowing that rarely have the presses had to come to a grinding halt to correct a mistake. If the presses are stopped to correct an error, it is usually because of a libelous situation.

The trouble in tracking down notable bloopers is that everyone wants to forget them. Or the ones remembered through the years are fit only for publication in Penthouse or Playboy.

Here are a few that have lived on here through word of mouth, or which are part of collections:

—A photo of a teenager riding on a skateboard, captioned "Panamanian President Omar Torrijos leaves the White House."

—A disturbing obit headline, "Chester Morril, 92, was Fed Secretary."

—To a mixed-up headline that read "B-52s Attack Butskirts on Quangtri Ounkers," a reader replied, "Perhaps now, the administration will heed the cry: top the swar."

—A story about a boy who was shot in the arm and eye by his girlfriend's father, "Haley claims...he will suffer loss of sight in his right arm..."

—A classified ad that may hold the world's record for the most typos, "Exciting Contempm Ramblern AECN carpetsn fireplmng famm rmmn pation qualitym ypsm DIRMG East-EWest Hwym Right on Beech Drm Right on Windalem Left to wuxo"

—A tow-headed tennis player profiled in a Sports story became a two-headed player.

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A CAREER IN THE MOVIES

When **TOM CAMARDA** took over the amusement advertising at The Post back in 1962, he was particularly well-suited for the job. He had been the manager of the RKO Keith's Theater for almost 15 years, and his first job after service in the Navy was as a copy boy for The Times-Herald.

Camarda, a peppy advertising sales rep who almost always has a good word to say about everybody, has been handling the amusement advertising accounts here for 17 years.

When he was a theater manager, a large part of his work concerned publicizing his pictures in the newspapers. As a copy boy for two years, he knew the techniques of getting publicity shots into the papers.

"When our theater was playing 'The Day the Earth Stood Still,' I had to figure out some way to get publicity for the picture. I had access to a costume used in the film. Also, I knew that Colonel Robert McCormick, who then owned The Times-Herald, had just bought a brand new million dollar Goss press. I got a model to dress up in the costume and go over to the Herald to stop the presses, just like they did in the movie. That photo got in the paper, and I shared in a thousand dollar bond given by Twentieth Century Fox for the best advertising promotion for this picture."

Another time, when the 'Francis the Talking Mule' series of films was popular, the innovative Camarda borrowed a friend's mule to use as an attention-getter. This particular movie was called 'Francis Covers the Big Town,' in which Francis played a reporter. Equipping the mule with a press card sticking out of a hat and a portable typewriter, Camarda carted the animal to the zoo, where he then interviewed Smokey the Bear.

Because Keith's Theater played a number of world premiers, Camarda was able to get celebrities and officials to appear at the openings. For the premiere of a military movie, Camarda said, "So much of the big brass was there, that if the theater had blown up, the whole Pentagon would have been wiped out!"

"The people in the motion picture industry are a great group," he said. "They're very warm people. I really enjoyed working with them, and when I took this job, I was calling on the people who I was very familiar with. And they were happy that they had someone who knew the industry."

His job as theater manager had much in common with his present job, he said. "The press agents for the motion picture companies always wanted to know, 'How are you going to sell this movie?' And in the newspaper business, it's 'What new advertisers are you going to get?'"

Because of his success in building the amusements advertising, he is receiving assistance from an inside sales representative, **CAROL PINO**.

Amusements advertising covers a wide variety of accounts, or as Camarda phrased it, "My accounts include anything where there's a ticket for admission." This includes rock concerts, hockey and basketball games at the Capital Centre, antiques shows, movies and plays, for example.

"I have to respect every advertiser," he said. "They're all VIPs."

"Service is a big name of the game. Sometimes you have to stay a little late, or come in a little early, because if you want to keep your accounts, if you want them to stay with you, you have to service them."



TOM CAMARDA is particularly well-suited to be the amusements advertising representative here, for he has been a theater manager and a copy boy at The Times-Herald. He and **BOB MOE**, right, have been teaching an advertising workshop at American University.



A caricature of Camarda drawn by Advertising Art's **JON KOMSKI**.

(OOPS: ... continued from page 1)

—A headline that took a shortcut for lack of space, "Amendment to Restrict Busing Sent Home," instead of to the House.

—A famous historical headline which could have read, "FDR in Bed with Cold," came out "FDR in Bed with Co-Ed."

—A dateline which had our correspondent in Hong Kong reporting from King Kong.

—A recent story about the Murdock Head trial, "Passman was acquitted...of charges that he received brides from South Korean businessman Tongsun Park in exchange for his congressional influence. He has not been charged with receiving the brides Elko allegedly passed on to him from Head."

—A financial headline, "Recession Only Inflation Cure, Economist Says." The jump for that story, "NAM Asserts Inflation Only Cure for Recession."

—Another inflation-related article, headed "Dodgers Announce Boost In Some Ticket Prices," said "Season parking was increased from \$150 to \$2000."

—An obit headline which combined the lives of a clergyman and an actor, came out, "Cardinal John J. Wright, Early Singing Cowboy."

Employee publications have also been affected with bloopers. Because of a picture switch in the Inquiring Photographer, Barbara Schiller of Sales Training and Development became Robert Thomas of Production Administration, and Bob, likewise, became Barbara.

We however, are not alone in our array of bloopers and The Post collection doesn't compare to those made by counterparts in other parts of the country.

Some Post employes recalled bloopers from their days at other newspapers:

—From the Albuquerque Journal, "A 15-year-old boy shot and killed his parents to death Saturday..."

—In a TV Guide movie listing: "Moby Dick. Gregory Peck plays title role."

—In Illinois, there's a city of Oblong, and a city of Normal. Inevitably, both cities met in a headline—"Oblong Girl to Wed Normal Man."



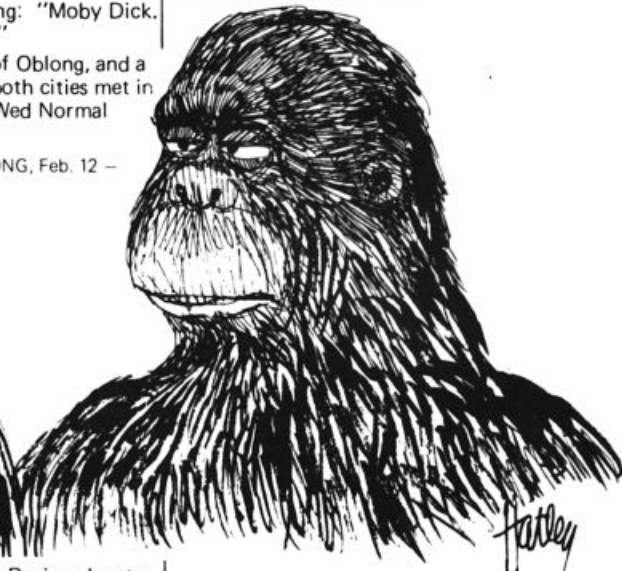
KING KONG, Feb. 12 -

—The Columbia Journalism Review devotes their back page, "The Lower case," to such efforts. Featured headlines and copy include:

—"Sunny with a few cloudy periods today and Thursday, which will be followed by Friday. Details on Page 5." — The Province, Vancouver, B.C.

—"For the second time in 13 months, a man who has been supplying authorities with information on cigarette smuggling in Pennsylvania has been slain." — Associated Press.

—7:30 p.m., Ch. 5 — PM MAGAZINE. Featured: Restaurants, that will, for a small fee, bring you breakfast in bed and Lou Ferrigno, the Incredible Hulk." —Atlanta Journal and Constitution.



—"Cancer society honors Marlboro man." —South Middlesex (Mass). News.
—"Shoot Kids to Halt Flu, Study Says" —Orlando Sentinel Star.
—"Chains Popular as Bridal Gifts" —Everett Herald.
—"Agronsky and Company: Science Fiction." — New York Times.
—"Solar System Expected to Be Back in Operation" —Libertyville (Ill). Herald.

THE INQUIRING PHOTOGRAPHER ASKS "PARDON ME, BUT..."

"What do you lose most often?"



DAVID TOLLER—Mailroom
"I don't ever lose much. I'm always careful with my keys but I lose a pair of gloves every once in a while. But I do lose money in the Cocoa Cola machine all the time."



PAUL RITÉNOUR—Composing Room
"My glasses. I just lost them the other day."



MIRIAM GRANT—Promotion
"Gloves, umbrellas and earrings. I lose one glove, and an umbrella, and I've taken to wearing two slightly matched earrings. If people notice I just say, 'Don't you know that's the latest thing in New York?'"



SIDNEY BRINKLEY—Circulation Service
"I have a very hard time keeping track of my keys. I have a security lock in my apartment, so I need a key to get out. I always discover two seconds before I go out that I can't find my keys."



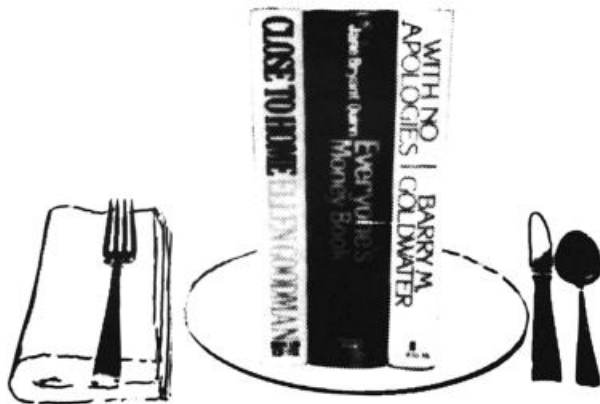
MELANIE SHORE—Classified
"Just money. I watch it fly right out of my hands. I easily lose track of money."



TRESSA CAMPBELL—Accounting
"I very seldom lose anything, but sometimes I leave magazines on the bus or subway, and I occasionally lose an umbrella."

Do you have a question you'd like the inquiring photographer to ask? Jot it down and send it to Camille Recchia, sixth floor.

POST SCRIPTS



BOOK AND AUTHOR LUNCHEON — Senator Barry Goldwater from Arizona, nationally syndicated columnist Ellen Goodman and Newsweek financial columnist Jane Bryant Quinn will be the featured speakers at The Washington Post Book and Author Luncheon on Thursday, November 1. The luncheon will be held at 12:30 p.m. in the Sheraton Hall of the Sheraton Park Hotel. Senator Goldwater, the Republican presidential candidate in 1964, will discuss his book of memoirs, "With No Apologies." In it he talks about his more than 25 years in and out of public office, and of the Kennedy, Johnson and Nixon administration. Ellen Goodman, who writes the twice-weekly "At Large" column which appears in The Post as well as in almost 200 other newspapers, will speak about her book, "Close to Home." This compilation of her columns deals with such topics as the family, social issues and the need to cope in a rapidly changing society. Jane Bryant Quinn, a major voice in the personal finance field, will talk about her latest book, "Everybody's Money Book," which has been described as the "clearest, most comprehensive money guide on the market." It offers practical advice for savers, investors and spenders of all ages and incomes. **BENJAMIN BRADLEE**, executive editor of The Post, will preside at the luncheon. Tickets, for sale at \$9.50 each, will be available after October 17 at The Post's front counter and at 10 area bookstores.



United Way keypersons at the campaign kickoff.

UNITED WAY KICK OFF — The Post held a wine and cheese party for the United Way keypersons last week to kick off the 1979 United Way campaign here. Keypersons from each department were shown a film depicting the kinds of agencies supported by the United Way. If they haven't already, these keypersons will be coming around to you to distribute pledge cards and to answer any questions you might have about the United Way.

BENEFITS BULLETIN

NEW MEDICAL IDENTIFICATION CARDS

- Active employees with benefit plans administered by the seventh-floor Insurance office will receive a new medical ID card by November 1. You'll receive two cards if you are married and your spouse is covered by a Post medical plan. The new card should be kept with you at all times. It contains all the insurance information a hospital or doctor needs should you require emergency treatment.
- If you don't receive a new card by November 1 or if you have questions about the use of the card, please stop by the Insurance office or call x7171. The office is open from 8 a.m. to 10 p.m., Monday-Thursday, and to 6 p.m. on Friday.

RECREATION ASSOCIATION NEWS



CHARLES TOWN — Join the Recreation Association for a racy night at the Charles Town Races on Sunday, November 4. Included in the \$14 per person fee is the \$3 admission ticket, transportation, a buffet, all gratuities, a racing program, a racing primer, a reserved seat in the Starlight Clubhouse and two complimentary tickets for a future trip. The bus leaves from The Post at 11 or 11:30 a.m., and post time at the track is 1:30 p.m. For reservations call **PHYLLIS SYM** in Personnel at x7172, after 2 p.m.

NIGHTSIDE SALE — The Recreation Association will hold a "night sale" on Friday, October 19 from 5 p.m. until 11 p.m. in The Post cafeteria. Sweatshirts and t-shirts for adults and children, plus belts, buckles, books and book bags will be available.

INTERNATIONAL HORSE SHOW — The Budweiser Clydesdales will be in town on October 21 as part of the Washington International Horse Show at the Capital Centre. The Recreation Association is offering discounts for tickets to 10 different performances of the show, which opens on Sunday, October 21, and closes on Sunday, October 28. For a list of show times and prices contact **GERRI PANCOAST** in Classified at x7022.

MARKETPLACE

AIRLINE COUPONS—Two United half-fare coupons. \$45 each. Call Harry at 439-1898.

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

CAMERA—Yashica f/3.5 Reflex with case. Uses 120 film. \$90. Call Oskar at 580-1764 or x7866.

AIRLINE COUPONS—Two United Airlines coupons for sale. Call Harvey at x7629.

BOAT FOR SALE—Searay 22-foot, 1972, VHF, fully equipped. New top, 220 Mercury Cruise. \$6,300. Excellent condition. Call Bill McBride at x7770.

STEREO—Receiver, turntable and speakers; Bamboo roll-up shades. Call Louise at x7760.

MOPED—Vespa "Supreme", dark green, new. \$450. Call Linda x7737.

AIRLINE COUPONS—Four half-fare American Airlines coupons for sale. Call Paul Poff at x7730 or 780-2752.

ITALIAN LESSONS—If enough people are interested in learning Italian, a native Neopolitan instructor will teach classes at The Post. Intermediate classes would be held on Mondays at 2 p.m.; beginners classes on Fridays at 1:15 p.m. The cost would be \$15 for each group of five people. If interested contact Nancy Brucker at x7547.

RIDE NEEDED—From Anne Arundel County, Shady-side area. Call Barbara at x7032.

ZOOM LENS—Quantaray 80 to 220, f/4.5 lens with Canon mount for sale. Excellent condition. \$100. Contact Jim Thresher at x7377.

SHORT TERM RENTAL—Six-room house just off 16th Street near Walter Reed; 1 1/2 baths, fenced yard, working fireplace. Pleasant neighborhood and good public school district. Half-block from 16th Street bus, one mile from Silver Spring Metro station. Call Terri Shaw at x7400.

What would you like to read about in Shop Talk? Your suggestions and ideas are always welcome. Editor Camille Recchia x6803.