

A GOLDEN CELEBRATION



(Photo by Joel Richardson)

Post Co. chairman of the board **KATHARINE GRAHAM** draws laughter from The Post's first Eugene Meyer Award winners: From left, Circulation director **FRANK MANZON**, diplomatic reporter **MURREY MARDER**, Display Advertising sales representative **NEAL SHELBY**, and chief electrician **PAT TAYLOR**—and publisher **DON GRAHAM**. The awards were presented on Sunday, June 5 at The Post's Springfield Plant.

Fifty years ago, a representative of Wall Street financier Eugene Meyer stood on the steps of The Washington Post building on E Street and, with a bid of \$825,000, bought the ailing newspaper at a bankruptcy sale.

In the June 13, 1933 Washington Post which announced the purchase in a front-page box, Meyer declared that "It will be my aim and purpose steadily to improve The Post and to make it an even better paper than it has been in the past."

It is no small measure of his success that his daughter, Post Co. chairman of the board **KATHARINE GRAHAM**, and grandson, publisher **DON GRAHAM**, joined 1500 other Post employees last Sunday on the grounds of the \$70 million Springfield Plant to celebrate the golden anniversary of his purchase.

Guests of honor at the affair were the first recipients of the Eugene Meyer awards—Circulation director **FRANK MANZON**, diplomatic reporter **MURREY MARDER**, advertising sales representative **NEAL SHELBY** and chief electrician **PAT TAYLOR**—who embodied the journalism and business values upon which Meyer founded The Post's rebirth.

The four long-time employees, who collectively have given the company nearly 130 years of service, each received \$5000 and an engraved silver plaque mounted on Lucite.

Publisher Graham hailed his grandfather's purchase of The Post in 1933 as "a change in ownership and a change in values," and ascribed its steady growth over the next half-century to "the special quality" of its employees.

"Post people cared about building the best newspaper we could imagine, understood that we owed our success to the community where we lived and worked, and cared about each other," he said.

Graham called the award—to be given to one or more employees annually—"a time to remind each other how this newspaper was built.

"Fifty years ago there was a time when everybody working here

understood that on each news story well-written, every advertising schedule well-sold, each subscriber added to the rolls of the paper, each paper well-printed, our whole success or failure might depend. Let us remind each other that in a larger sense, that's still true today."

Mrs. Graham recalled that her father "always wanted to buy The Post because he cared a great deal about public service, and he viewed newspapers as a form of public service."

But a business associate warned him, she said, that "Washington was an evening newspaper town... and a morning newspaper could never compete with the powerful, ad-rich Washington Star.

"My father's somewhat naive response was that 'the American people can be relied upon to do the right thing when they know the facts. I am going to give them the unbiased truth. When an idea is right, nothing can stop it.'"

Meyer's money, she noted, bought a plant "that did not look as though it would last through the next press run," and recalled the time when "a couple having a little rendezvous on the roof crashed through the skylight into the printer's proof room below."

With obvious pride, she recalled her father's first-hand efforts to revive the flagging paper's fortunes.

"He never rode in a cab without selling the cabbie a subscription, he never tired of badgering his friends and business associates for their advertising dollars. . . He was never prouder than when he got a story for the paper, and he called every single night of his life about nine-thirty and asked the news desk, 'What's new?'" she said.

"'You run a business as if for all time,'" Mrs. Graham said, quoting her father. And with a nod toward the four award recipients seated beside her on the dais, she added: "With people like these, I believe we can look forward, if not for all time, at least to another 50 years of continued achievement."

(Pictures from the post-award reception on inside pages)

Mrs. Graham called Sunday's celebration a "family affair," and over 1500 employees, retirees and their spouses and friends proved it during the three-hour-long reception which followed the award presentation.

Eighteen strands of multicolored balloons streamed from the ceiling; ficus plants and chrysanthemums lined the walls; dozens of tables draped with white tablecloths were quickly filled with guests bearing platefuls of hors d'oeuvres and buffet delicacies.

The big band sound of Vic Simas and his orchestra provided a suitable air of nostalgia for the occasion, prompting a number of couples to venture out onto the newly-laid expanse of royal blue carpeting for a dance step or two. Several hundred employees took the opportunity to tour the Springfield plant, led by tour guides **JAN CAMPBELL, CINDY LINDSEY, WENDY MELILLO, JOYCE MELOCIK** and **DANETTE DENSON**.

The affair was coordinated by the Communications Department, including vice president/Communications **VINCENT REED**, Public Relations manager **VIRGINIA RODRIGUEZ**, supervisor **LILLIE LIU** and their staff. "We couldn't have done it without the help of the Springfield Plant," said Rodriguez. "They gave us all the cooperation you could ask for."

Springfield's loading dock, which usually plays host to hundreds of distributors' trucks, laid out the (blue) carpet to over a thousand employees instead last Sunday.



Publisher **DON GRAHAM**, second from left, introduces his wife **Mary** to Springfield part-time nurse **SUE NEAL** and husband **Al**.



Reporter **SAUNDRA SAPERSTEIN** interviews award recipient **MURREY MARDER**, a Post staffer since 1946. Marder, in impromptu remarks at the formal ceremony, called for The Post to maintain "close communication, intimacy and understanding" in the future.



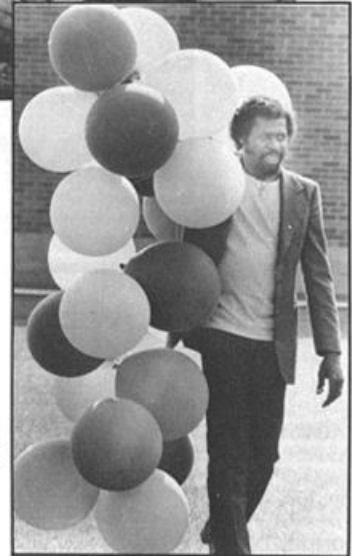
Employees listened raptly as Post Co. chairman of the board **KATHARINE GRAHAM** recalled the Meyer years, and the paper's struggles to rise from fourth place in a five-newspaper town.



Photo's HARRY NALTCHAYAN, left, and wife Elizabeth with retired Sports staffer JACK WALSH. Walsh covered the Redskins from 1952 to 1963—an era during which their performance was far short of Super Bowl calibre. "But we had fun!" noted Walsh, philosophically.



Hundreds of employees and their guests took the opportunity to tour The Post's Springfield Plant—many for the first time. Here, tour guide CINDY LINDSEY explains the workings of the plant's Reel Room.



What on earth do you do with a used balloon? For that matter, what do you do with 20 of them? Springfield mailer WARREN WELLS must have come up with some idea, but he wasn't telling ShopTalk as he toted them home at party's end.

When last seen, Wells was hovering over Newport News.

"SEVEN PRINCIPLES FOR THE CONDUCT OF A NEWSPAPER"

The first mission of a newspaper is to tell the truth as nearly as the truth can be ascertained.

The newspaper shall tell ALL the truth so far as it can learn it, concerning the important affairs of America and the world.

As a disseminator of news, the paper shall observe the decencies that are obligatory upon a private gentleman.



EUGENE MEYER

What it prints shall be fit reading for the young as well as the old.

The newspaper's duty is to its readers and to the public at large, and not to the private interests of its owners.

In the pursuit of truth, the newspaper shall be prepared to make sacrifices of its material fortunes, if such a course be necessary for the public good.

The newspaper shall not be the ally of any special interest, but shall be fair and free and wholesome in its outlook on public affairs and public men.

—Eugene Meyer, March 5, 1935, in a speech to Philadelphia businessmen.

POST SCRIPTS

AND A GOOD PAIR OF BLACK SNEAKERS IS HARD TO FIND, TOO. . . .—Staff photographer GERALD MARTINEAU, in stocking feet, is shown here adjusting the cuffs of his trousers as he anxiously awaits the arrival of his shoes at the Newsroom Message Center. Martineau, enroute to the annual White House News Photographers



Association awards banquet on May 18, found to his chagrin that a messenger had taken them to the wrong place. So he perched on the counter to await the arrival of a replacement pair.

They came just in time for him to make the banquet—and a color shot of President Reagan as he unexpectedly waggled his fingers.



(Reagan photo by Gerald Martineau; photo of Martineau by Don Baker)

at the photographers from the dais.

Martineau's picture was published in the May 30 issue of Newsweek. The fate of Martineau's original pair of shoes, not to mention the messenger, is unknown.

BLOOD DONORS HONORED—Tuesday, May 31 marked the first Washington Post Blood Donor Recognition ceremony, honoring employees who have given 16 pints or more of blood to the American Red Cross over the years.

Special honoree was Springfield mailer MELVIN MASON SR., who has given 112 pints. Mason received a gift certificate from Hechingers from Health Center manager CINDY DUNBAR and Dr. Paul McCurdy, director of the Washington Regional Office of the Red Cross.

Also honored was Composing's PAT NICHOLSON, in recognition of her volunteer efforts on behalf of the Bloodmobile.

RECREATION ASSOCIATION NEWS

SPORTS OF ALL SORTS—No matter what sport you fancy, the Association's got your ticket in the weeks ahead. In soccer, Team America puts its strong defense to the test against the Ft. Lauderdale Strikers on Sunday, June 12 at 2:30 p.m. After the game, hang around—the Beach Boys will give a 90-minute concert in their only Washington appearance of the season. Tickets for this special event will be \$7 for adults, \$4 for kids 16 and under. Call VERA MATTHEWS, x7814, for information. (Marilyn Dicus of Metro's public affairs office informs ShopTalk that Metrorail service will be extended beyond the usual 6 p.m. closing time for persons boarding at Stadium/Armory only; passengers "will be able to transfer and exit the system normally," she said.

If your dad's a baseball fan, take him to Memorial Stadium on Father's Day, June 19, and watch the Orioles take on the Boston Red Sox. Only \$11 buys you a seat on the Association's bus and an upper-deck reserved seat at the park. All men at the game will get a free barbecue apron. The bus will leave The Post's 15th Street entrance at 11:45 a.m. For tickets, call GERRI MARMER, x103-4216, or BOB SURKOWSKY, x7789.

MARKETPLACE

MAG WHEELS—Four Crager SS 15-inch wheels. Fits Fords as is; adapts to GM cars. Locks, lugs, wheels all for \$120 firm. Call Barry after 2:30 p.m., x7524.

CONDO FOR RENT—16th St. NW. Just redecorated. 1-BR, 1½-bath townhouse apt with a/c, new wall-to-wall carpeting, washer/dryer, closets galore! Gas utilities. Pets okay. \$575/month + electric. Avail. 6/15. Call Gail, 232-6068 evenings, weekends or x103-4274 (334-7074) week days.

SKIING?—100-year-old, 2-story frame house near the best skiing in North America: Mt. Ste. Anne and Grande Font ski parks in County Charlevoix, Quebec. House has six beds, fully-equipped bath, living room, dining room, overlooking St. Lawrence River. Fully-furnished with antiques, grand wood stove. \$40,000. Call Joe Bouchard, x7300 nights, or 321-7567 days.

DATSUN—1974 B-210 hatchback. Good mechanical condition, needs body work. 4-speed trans., uses regular gas. \$500 as is. Call Ed, x7102 days or 762-1125 after 7 p.m.

DATSUN—1980 310GX. 30,000 miles, am/fm cassette, sunroof, a/c new tires, front wheel drive, 4-spd. trans. \$3500. Call Jeff, x6881, 6:30 a.m.-2 p.m. weekdays or 451-2497 other times.

CAR RADIO—Brand new GM-Delco AM car radio. Came with 1983 car, hardly used. \$40 or best offer. Call Juan, x7174.

MOONLIGHT SAIL—On 50-foot, 2-masted sailboat, Saturday, June 18, 8-11 p.m. \$15. Call 703/941-7319 for reservations.

OLDS CUTLASS—1971. 4-door, a/c, am/fm stereo, power steering, power brakes, new steel-belted radials. Runs like a top due to careful maintenance. \$845. Call Dave Taylor, X7673 or 528-0478.

PHOTO EQUIPMENT—Honeywell Strobolar w/battery case, all necessary hardware including clamp, bracket, PC cords and 4 Strobodomes, electric capacitor charger, etc. Excellent cond., seldom used. \$60. Call Barb, x103-4292 (334-7092) days or (301) 743-3811 nights.

RESUMES—Professionally typeset. Includes 10 copies for \$15. 190 typefaces available. We offer custom designs, editorial assistance. Contact Bruce La Fleur, x7950 evenings, or call Terri during the day at 258-0827.

PONTIAC—1975 Firebird. Needs engine, body work; great buy for good mechanic! \$300 or best offer. Call Diane, x7270.

BAHAMAS/NASSAU—On Cable Beach. New 2-bedroom condo, sleeps 6, fully furnished. Pool, near casino. One week rental, 7/2-7/9. \$650. Call 323-1390.

MEN'S DRESS BOOTS—Black 7D. Worn one day only; don't fit. Paid \$57, make offer. **NORELCO FILTER**—"Clean water machine." Used 4-5 times only; too lazy to use again! Needs no electrical connections. Paid \$31.50, make offer. Call Jim Koricki after 2:30 p.m. at x7798 Monday through Friday.

FOUND—Ladies' watch, in back hall of Data Processing. Call Diane, x6018.

TENNIS RACQUET—Spalding, wood frame. Good condition. \$15 or make offer. Call Juan, x7174.

AIR CONDITIONERS—2 window units. Run well. \$100 each or both for \$165. Call Laura after 7 p.m. at 765-2466.

HOUSE FOR RENT—Close-in Silver Spring. 3-bed, 2½-bath, central air cond., huge rec room. Avail. July 1. Call Fran, x7764.

PRINTING—Fast copy service. Wedding invitations and announcements. Also brochures, raffle tickets, business cards, letterheads, envelopes and fliers. All at a discount. For prices and information call Erwin Sessler daily 9-5 at 262-9430; evenings Monday through Friday from 7-8 p.m. at x6911.

Marketplace deadline: Noon on Friday prior to publication date. Please include your name and extension (though not necessarily for publication). Send ads to ShopTalk, seventh floor, or call x6803. Ads will run two weeks unless otherwise requested. One ad per employee, please!