

# Shop Talk

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## Counting the Decades

Last week, The Post hosted a party for the 20-Year Club, and welcomed over 40 new members. Vice president/Personnel **TED LUTZ** called the convening of the club, "one of the most important occasions in The Post year." Publisher **DON GRAHAM** said that 20 years ago, when the new members were just starting, "there was a new person running the organization." Post Company chairman of the board **KATHARINE GRAHAM**.

Mrs. Graham said that she was "very pleased to attend, because I feel so strongly," about the 20-Year Club. She pointed out some employees of long standing: Advertising's **SUE OREM-LAND**, who has been here for 45 years, and News' **MURREY MARDER**, who has stayed for 46. Don Graham kidded reporter **AL LEWIS** for saying he has covered the police beat for 49 years, "and no one has been here long enough to prove him wrong."

Graham thanked Personnel's **BARBARA GEHO**, and the staffs of Advertising Art, Personnel, Printing Services and Restaurant Associates for their work on the party. Before announcing the names of the new members, he pointed out that 336 active employees, or 10 percent of The Post's staff, belong to the 20-Year Club.



New members of the 20-Year Club.



**BILL RINEHART** and **LEONARD THOMAS** toast to the years.



Buddy Donaldson embraces **AL COSTANTINO**.



**TOM FERGUSON**, Shirley Povich and **JAKE TERRELL** discuss earlier days at The Post.



**PAUL TESTER**, **MIKE CLURMAN** and **RON VOSS** reminisce during the reception.

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# Service Center

"This is where the rubber hits the road." That is the succinct explanation that Advertising Operations manager **BOB MARTIN** gives for the fourth floor headquarters of Advertising and Customer Services, which uses cars, computers and concern to help keep advertisers happy with The Post.

The tasks of the department are "varied, and totally unglamorous," according to Martin, but without them, he feels, the operation of the paper "would shut down immediately."

Martin's narration of the department's functions shows the complicated system of checks that assure accuracy in advertising.

Advertising sales representatives must let Ad Services know the sizes and dates of ads as soon as they are sold. The necessary information is then keyed into the Ad Order Entry system, and the material is marked with appropriate instructions for Composing and Engraving. Some of the display advertising sold in The Post is delivered here camera-ready, but about 40 percent is not. These ads go to Advertising Art for preparation. Proofs of the ad are prepared for the advertisers, and during the day, they are sent out through the messengers. The advertiser can thus check the finished copy just before it runs in the paper.



**LEROY MOSS** hurries to make a delivery at the Kennedy Center.

In the meantime, the Traffic division makes sure that an ad is actually being prepared for each of the spaces reserved in the paper, and issues a "daily reminder" for the ad reps, so that everyone can know just what is missing. Martin remembers seeing reports with 40 space reservations for ads empty; these are the days that help make the department "an adventure," he laughed.

There is often a flurry of activity in the entrance to the department, as the dispatcher keeps track of deliveries and pick ups for as many as 16 cars. One of the messengers, **JAMES LASKEY**, has been delivering ad proofs for The Post for 24 years. In his early days, he hand carried all his assignments; now, he delivers some by foot and some by car. He is careful about his stops, and has not gotten a ticket for about 10 years.



Ad Art's **BART BARTOLOME** designed this organizational chart for Advertising Operations manager **BOB MARTIN**.

On a normal day, Laskey does neighborhood deliveries first. When all of these local missions are accomplished, he heads back to The Post to pick up the car and the more distant assignments. Last Friday he was joined by **LEROY MOSS**, a "jumper." Moss hopped out of the car where traffic was heavy, so that Laskey could continue to avoid parking tickets.

Laskey maneuvered through the crushing traffic, with the muffled sounds of the dispatcher coming through. Moss made a jump on Pennsylvania Avenue, then returned to the car and said, "One good thing about this job—You meet a lot of interesting people...and weirdos, too." Laskey laughed, in apparent agreement.

Martin described the department as a purely service operation that tries to serve conflicting interests. Advertisers in Washington are in a very competitive market, and want every possible second to modify their advertisements. This, of course, conflicts with the mechanical departments of the paper, striving to make their deadlines. The paper tries to wait for the advertisement to be delivered; if it is simply too late, the space is filled with a promotional ad for The Post, and the production of the page begins.

In these evening hours, said supervisor **TED RUSSELL**, "things start hopping," as the production deadlines bear down. The pressure is sometimes intense, and Russell said he will often get calls at the very last minute from **HARRY GIFFEN** as he reads the pages in the Springfield plant. "We call him Hawkeye Harry," Russell said. "He'll call up and say, 'Ted, dot that "i"'. Russell is not overly humble about the performance under pressure in his department. "We are miracle workers," he said with a chuckle.



**JAMES LASKEY** stops off at the Watergate.

*continued from page 1*



Jerry Rosen, **HOWARD BOIKO** and Gerald Gilmore enjoy the reunion.



**EDDIE MONROE**, **VERONICA INGRAM** and **ISLAND MATTHEWS** pause for a pose.

*New 20-Year Club Members*

- |                       |                     |
|-----------------------|---------------------|
| JOSEPH BOYLE          | JUSTIN LAWSON       |
| LOUIS BROWN           | CONWAY LOHMAN       |
| RUCKER L. BROWN       | CEANE MARKS         |
| WARDELL BROWN         | ROBERT MASON        |
| ERNEST BRYANT         | WILLIAM MILLS       |
| WHITNEY CALKINS, JR.  | NANCY PARKINS       |
| JOHN CULLICOTT        | JOE PENSINGER       |
| LEONARD DOWNIE        | ROBERT PAYNE        |
| ROBERT DEVENNY        | GUY PULLIUM         |
| GEORGE EAGLE          | PAUL RICHARD        |
| MIQUEL ESTRELLA       | HAROLD SCOTT        |
| ROBERT FACHET         | ROBERT SNOOK        |
| WALTER GATLING        | ROBERT TAMORRIA     |
| JOHN GOHEEN           | CLARENCE THOMAS     |
| WALTER GRETTY         | DONALD THOMAS       |
| CLIFFORD HAMILTON     | STAN UTTERBACK, JR. |
| JOHN HANCOCK          | RONALD VOSS         |
| PETER HARRIS          | GENE WATFORD        |
| VIVIAN HEATH-HEMPHILL | CHARLES WEST        |
| THOMAS HEITMULLER     | ROBERT WEST         |
| ALTON HELM            | GORDON WHIFFIN      |
| JOSEPH HUGHES         | RICHARD WHITEOAK    |
| VERONICA INGRAM       | ROBERT ZEKAS        |

*Listening Post*

*Are U.S. Savings Bonds available through payroll deductions?*

Yes, according to assistant controller **PETE HILL** and disbursements manager **WILLIE CLARK**. The payroll department has forms that can be filled out by the employe for automatic deductions. Interested employes can contact mechanical payroll at x7823, and regular payroll at x7824.

Currently, two types of bonds are available, Series EE and Series HH. Series EE come in denominations as low as \$50. When they are held to the full five-year maturity, they return a guaranteed 7.5 % annual yield or 85% of the average yields on five-year Treasury securities, whichever is higher. Interest is exempt from state and local levies, and no federal tax is due until the bond is redeemed. Those taxes can be postponed by trading the EE bonds for the HH bonds, which range in cost from \$500 to \$10,000. More detailed information is available from the Savings Bonds Division of the U.S. Treasury. Call 634-2477.





## Post Scripts

**JACKSON FINERY**—Circulation's **REGINA NOEL** had an especially fine week when the Jackson brothers came to the nation's capital. On Thursday, the admitted Michael Jackson fanatic received a portrait of the singer as a birthday present from coworker **SANDY WILSON**. The next day, she hurried home after work to don a new outfit purchased just for the Jacksons' concerts. With a sequined gold jacket with padded shoulders, glittery socks, tuxedo pants and perfect ringlets on her forehead, she had an unmistakably Michael look. In her apartment on Friday afternoon, she watched Michael videos to prepare herself mentally. Even her pet guinea pig Thriller seemed excited.

Noel attended both Jacksons concerts. She had already seen the brothers perform twice: In the Philippines on Valentines Day, 1975, and in 1979 at the Capital Centre. This time, when the tickets went on sale, she was there at 6 a.m. waiting.

Noel enjoyed the concert, as did three other generations of her family. Her mother and grandmother saw the Jacksons perform in her hometown of



Dallas, and Noel took her daughter Nichelle to see the second concert. Noel loved every minute of both shows, especially when Michael Jackson "put on the fedora hat to dance to 'Billie Jean.'" She was thoroughly pleased, and said, "I loved it. I didn't sit down the whole time."

**SCHOLARSHIP RECIPIENTS**—Two fashion scholarships were established shortly after the death of Post advertising representative Versie Epps in February, and the first winners have been announced. At Epps' alma mater, Spingarn High School, Vickie Boone was awarded a scholarship that was established by The Post. Early in September, the Washington Fashion Group, an association of area retailers, presented the Versie Epps Advertising Award to Carla Garnett, a Washingtonian who is currently a student at the Fashion Institute of Technology in New York. Mary Ann Lundgren, the public relations director at Neiman-Marcus, congratulated Garnett, but reminded her that with the Epps Award, she "has a lot to live up to."

**GOOD SIGNS**—Sign language classes will be offered in the Northwest plant beginning October 30. Classes will be held every Tuesday and Thursday from 1-2 p.m. for approximately five weeks. The fee is \$25. Register October 9, from 1-2 p.m. in the Sousa Room on the first floor. For more information, contact **ALICE HREIZ**, x6422.

## Marketplace

**FREE BEIGE TABBY CAT**—"Linguine" is a wonderful, affectionate 3-year-old neutered male. He's litter box trained, declawed and used to being indoors. I'm moving and can't take him with me. Please call Deb, x4633 or 937-6346 (Beltsville, MD.)

**SAILBOAT**—15' Albacore, good learner w/ trailer. Great for Potomac River. \$800. Call Thresher, x7377 or x6364.

**FOR SALE**—1982 Chevy Cavalier, 4 speed, a/c, am/fm stereo, tape deck, power steering, cruise control, low mileage, excellent condition. Call Jay, x7410 or 546-0244.

**COLUMBIA**—3-bdrm, 2½-bath, end-unit townhouse. Wall-to-wall carpet, CAC, fireplace, finished walk-out basement. Walk to schools, pool, tennis, lake, shopping, commuter bus. \$575/month plus security deposit. Call 490-7656 or 334-4104.

**SEWING MACHINE**—Singer, like new, excellent condition in desk cabinet. Zig zag, electric. \$100. Call Mrs. Frishman, 279-5461 after 6:30 p.m., or call Aby, x7677.

**CONDO FOR SALE**—Adams-Morgan/Kalorama. 1 bdrm. 780 sq. ft. Small building, recently renovated. Convenient to Post. Call Jean, x4258 or 745-1017.

**SHOPPING TRIP**—To Williamsburg Pottery Outlet, Sat., Oct. 13. \$18.50 Call Lisa, x6806.

**WANTED**—Used Star Wars Tie-Fighter (in original box). Or any other Star Wars Masters of the Universe toy. Call Barbara, x6423.

**T-SHIRTS**—Lettering done on individual shirts. Ideal for birthdays and special occasions. Also, customized silk screenings (T-shirts, jackets, hats, uniforms, etc.) for group orders. Great prices. Call Mike or Linda after 7 p.m. at 474-5680.

**FOR SALE**—Child's dresser and combination youth bed. Light pine. \$200. Call Mrs. Beverly, 526-1668.

**CHINCOTEAGUE**—Fall rentals! Lovely beach house next to wildlife reserve. 3 bdrms, 2 baths, all amenities. 2 night minimum. Call 536-3346, evenings.

**HOUSE FOR SALE**—Northeast, Catholic University, Brookland area. Corner, 3½ bdrms, in new-home condition. Must see to appreciate. Located within walking distance of two subway stations and within 15 minutes of The Post during rush hour. \$74,900. FHA, VA, conventional or with \$30,000 down, owner will hold first of \$49,900 @ 12.5% Call listing agent, Mrs. Harvell, 899-7100 or 868-6545.

**FOR SALE**—Designer raincoat, red w/brass fastenings. Never worn. Size 18. \$40. White embroidered imported sheepskin jacket. Size 16. \$40. Call Anne after 6:30 p.m., 966-4252.

**HOUSE FOR SALE**—What a bargain! Three-bedroom house on quiet street close to Post. New electricity, plumbing, roof, bathroom, windows. Landscaped patio. \$75,500. Call Orazio Michelli at 652-4570.

**HOUSE FOR RENT**—Arlington, near Metro. 4 bdrms, large yard. Long-term lease available beginning Oct. 1. Asking \$950/month. Call evenings, 524-5590.

**ALUMINUM AND VINYL SIDING**—Aluminum guttering, replacement windows, storm windows, storm doors, porch enclosures and kitchen cabinet refacing. Call Louis Ratino, 649-4029 or x7798.

**14K GOLD JEWELRY**—Elegant necklaces, bracelets, charms and earrings from Italy at wholesale prices. Approximately half of retail price. Call 946-0249 evenings and weekends.

**HELP!**—I need a trailer for my 24' sailboat. Trailer must be 25' long. I can adapt a motor boat trailer if need be. Call Vicki, nights, x7652, or days, (301) 267-0760.

**PRINCE WILLIAM COUNTY**—Woodbridge area, 7½ acres, wooded w/stream, \$5,000 down, 12% interest, owner fin. \$35,000. (703) 221-1204.

**OCEAN CITY**—Condo for rent, Bayside, deep water on canal. Boat slip, swimming pool. Sleeps 8. Completely furnished. Best fishing area, 4 blocks from beach. Call x7636 or evenings, 276-7536.

**WANTED**—Used 10-megabyte IBM personal computer or compatible 128-k. Call x7636 or Mr. Gold at 527-1476.

**PRINTING**—High quality, personalized service at discount prices. Wedding invitations, business cards and stationery. NCR forms, newsletters, resumes, fast copy service, brochures, raffle books. For prices and information, call Erwin Sessler, expert printer, daily at 262-9430 or M-F, 7-8 p.m. at x6911.

**HORSES BOARDED**—Riding ring, miles of trails, full care. On farm in Charles County, Md., 30 miles from The Post. \$100/month. Call Bill, x7541 or (301) 934-3824.

**PONY FOR SALE**—Small, perfect for beginning show rider and/or competitive trail rider. Good jumper; well-schooled; highly experienced. shots, negative Coggins. Comes with bridle and girth; \$500. Steuben Rex saddle available. Call Bill, x7541 or (301) 934-3824.

**MARKETPLACE DEADLINE: Noon on Friday prior to publication date. Please include your name, extension and home telephone number. Send ads to Shop Talk, seventh floor, or call x6803. Ads will run two weeks unless otherwise requested. One ad per employee, please!**