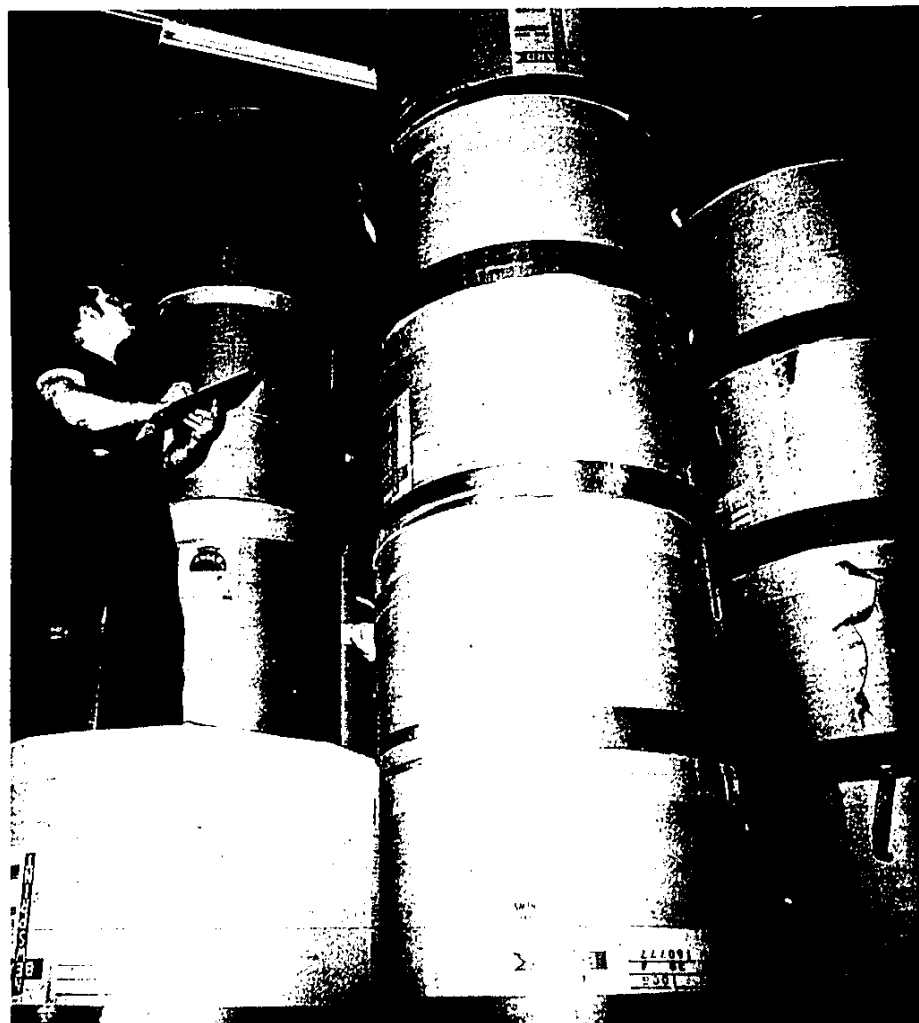


Tons of paper



What do newspaper presses do?

They gobble up vast quantities of paper, for one thing.

For example, the 150,000 press run of this 48 page tabloid section used up approximately 170 miles of newsprint!

Paper is delivered to Observer Newspapers' new central facility in enormous rolls, 60 inches wide, 42 inches in diameter, weighing around 2,000 pounds. From one such roll, approximately 15,000 8-page regular newspapers can be printed.

WHEN THE paper is unloaded from trucks which back up to the truck leveler at the new Observer building, it is brought into the paper storage area, where it is carefully checked for flaws and then stacked one roll on top of another into tall columns.

Before printing, the paper is brought from the paper storage area into the press room, where the protective cardboard covering is stripped off on the stripping dock. It is then ready to be carefully placed on the reels of the press.

BEARD NEWSPRINT Company, of Detroit, is an important supplier of newsprint to Observer Newspapers. Operating from their large warehouse facilities, Beard dispatches trucks carrying rolls of newsprint to the Observer building nearly every day.

This paper must have been properly stored by Beard, because paper that is too dry will be brittle and break on the press. Paper that is too wet will take ink poorly and produce a poor product.

Should the Observer need a special stock for a particular job of commercial printing, the resources of the Beard Newsprint Company are available, making instantly obtainable anything ranging from colored stock to an especially white sheet for high quality work.

In addition, the Beard paper specialists are constantly cooperating with Observer production staff, finding new and better sources of newsprint.

PAPER STORED in the Observer storage area is under carefully controlled temperature and humidity conditions.

In addition, a periodic inventory of rolls is taken, to make sure that paper is used up promptly and does not sit around for a long time and get brittle or yellowed.

Without good paper, you cannot have good printing, and the folks who put out your hometown newspaper are particularly aware of this rule.

