



Fred Wright, Circulation Director.

Circulation Stresses Efficiency

Whoever first said that "there's nothing as old as yesterday's news," never worked in a newspaper circulation department where the day never passes that there aren't requests for past editions, a situation which demands the most efficient possible system of filing and finding.

The back issue circulation morgue of Observer Newspapers includes copies of all seven ONI publications of the past 13 months at any given time, after which each edition is converted in its entirety to microfilm. This necessitates a file, not a pile.

ONI, in its new building, has whipped the space problem and has coupled the solution with ideal indexing, by turning to Lundia Fullspace movable storage units that are mounted on rail-riding carriages that are easily rolled by hand, left or right, to create their own aisle space between bays.

In brief, when such an aisle is created it does the job of six that might have been permanently placed between standard shelves, and there has been at least a 50 per cent gain in the use of floor space.

This special modular storage system makes it possible for any of the circulation staff to pick out a back issue instantly, in place of shuffling through a stack in growing irritation because the copy sought is not on top. It is just one of the many features which make the ONI publishing home the most modern in its field.

