



The fisheye camera lens captures one of eight telephone relay closets located on the main floor of the new Observer installation. Western Electric's telephone equipment is located in a large 400 sq. ft. room on the third floor of the mechanical wing.

## Bell Phone System

*In today's journalism, the typewriter and telephone are the most important tools of any newspaperman, but dependency upon the telephone as the link with the outside world goes far beyond just the city news room.*

*Circulation, display and classified advertising, billing and a host of other departments also regard the telephone as their right arm, which in the case of the new Observer Newspapers' plant has more "muscle" than that of any other Michigan newspaper.*

*The total communications concept system installed in the ONI building by the Michigan Bell Telephone Co., is designed not just for today, but for tomorrow's growth -- no matter how fast or how great.*



Two members of the team that designed the Observer installation, check schematics of the equipment room. Communications Consultant Edward D. Bowman, and Project Engineer Gerald Burwell, working with members of Michigan Bell's architects and builders group, supervised the installation of a total communications concept designed for tomorrow's growth.



THE CIRCULATION department has its own separate lines for its heavy volume of telephone calls. With seven newspapers serving an equal number of communities, this department handles more than its share of important calls, expeditiously.