

Michigan Bell consultants, designers and engineers recommended that ONI turn to the Bell System's new 300 Series, and its installation here marks its first use by a Michigan publisher.

The genius behind the 300 Series is that by utilizing what appears to be a conventional telephone instrument, without an array of buttons or lights, it provides:

- Night answering for the main number from any instrument in the building by simply dialing the number eight.

- Any station add-on conferencing: By simply hitting the instrument switch hook button, the caller is put on hold. When a third party is dialed, and the button tapped again, a three-party conference call is established automatically.

- Any station transferring. The "hold" procedure again is followed. Then the party to whom the call is to be transferred is dialed. When he answers, the party who originally answered hangs up and the call is transferred automatically.

A Michigan Bell communications team, spearheaded by Edward D. Bowman, worked with Observer officials, the general contractor and the building's designers from the very beginning.

To handle the anticipated increase in incoming calls, ONI has three telephone numbers -- each with a specific purpose.

The main number -- 261-8600 -- connects callers with the business office, retail advertising, editorial and mechanical departments.

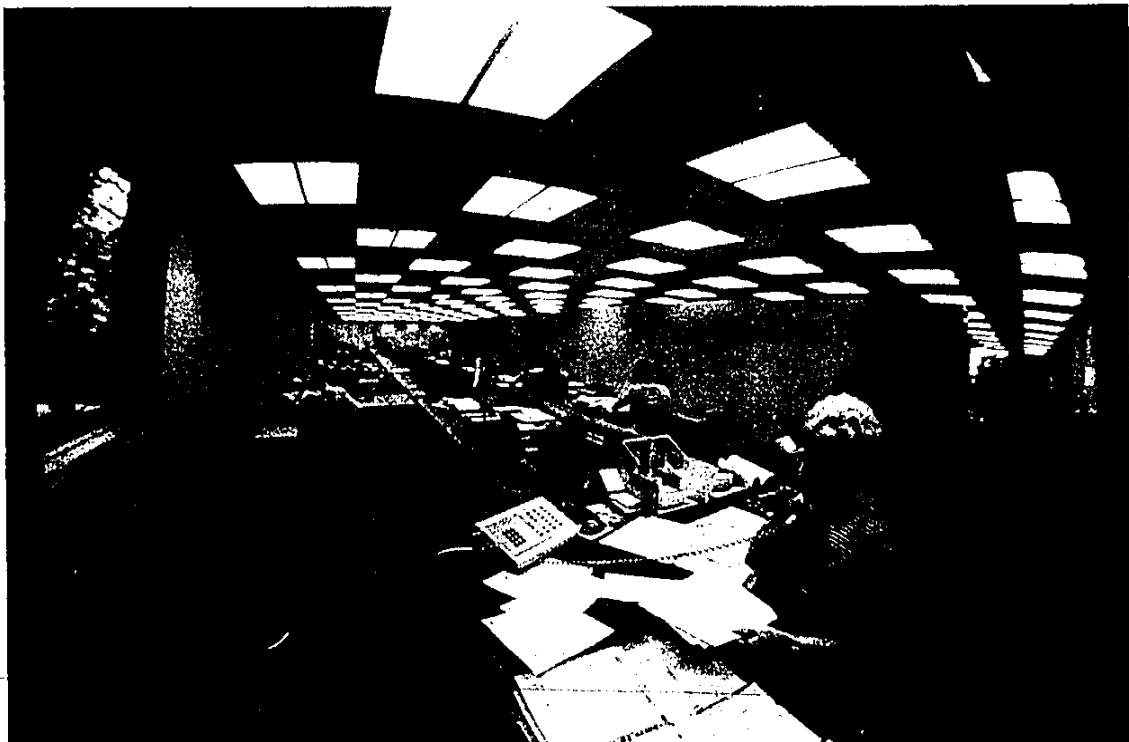
The classified department, which gets the greatest number of daily calls (the one-day record being 1,057), has the number 522-0900. In this department, up to a dozen girls are fed calls from a processing operator who can tell who is available through a series of light signals and automatically transfers the call.

Circulation, another busy post on any newspaper, also has its own separate number -- 261-3800. A call director system, with consecutive lines and access to the main system, feeds incoming calls automatically to the desk man or the man who is available at the moment.

Observer Newspapers, with its seven-city circulation of 110,000 in an enormous marketing area of 500,000 persons, has the physical plant for almost unlimited increases in circulation and numbers of editions. Their telephone system is ready to grow with them.



THE COMMAND POST for the Observer Newspapers' total communications concept is this PBX console. Mrs. Alice Morton (standing), one of Michigan Bell's service advisors, spent more than two weeks training Observer personnel in the subtleties of the new 300 series system. Chief Operator Leone Kiscaden proved an able student.



CLASSIFIED ADVERTISING gets more incoming calls than any other department, with a record 1,057 calls still standing for one day. A processing operator feeds telephone calls coming in on a separate Observer line, 522-0900, quickly and efficiently to any one of a dozen sales girls.