

# Photojournalism: NEWS In Pictures

A picture truly is worth 1,000 words, especially when it is imaginatively taken of your hometown friends and neighbors and cleanly and crisply printed by a new offset press.

Observer Newspapers' new plant stresses facilities for editorial photography, to make sure pictures in the papers are the best possible quality.

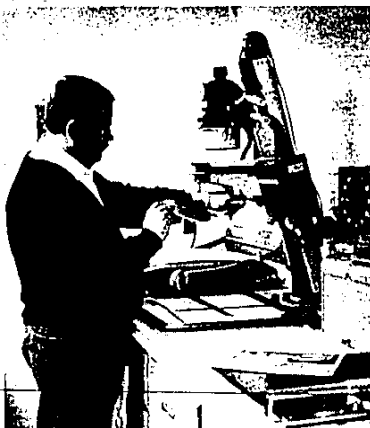
The Editorial Photographic department is staffed with fine professional photographers, and is equipped for maximum efficiency and highest quality. Three darkrooms were built, to allow simultaneous development of film and printing of pictures, enabling local photographs to be included in the paper right up to deadline.

Enlarging, print washing and drying equipment, and special filters and editing tools round out the department, together with a photographic studio which is used to produce on-site pictures and portraits.

**WORKING CAREFULLY** with the expert photo technicians at Lysinger Photo Supply, Inc., the Observer photo staff has turned out a constant stream of imaginative shots, many of which have won state awards of journalistic excellence. The Lysinger staff, located at 14949 Schaefer Road, Detroit, provide the Observer photographic department with film (more than 400 feet each week), photographic paper and chemicals.

A photographer is an editor's right arm when it comes to clearly and completely telling readers about their own hometown, and this skill at visualizing a news story is no more critical than during photographic conferences, when pictures shot in the field are evaluated by editor and photographer and finally selected for publication in the newspaper.

The speed with which film and prints are developed and the quality of the final product are both essential to a good newspaper, and the new Observer photographic department is providing the tools for the kind of skillful photojournalism that readers have every right to expect.



Photos for the dedication edition taken by: Bob Woodring, Tom Donoghue and Harry Mauthe.