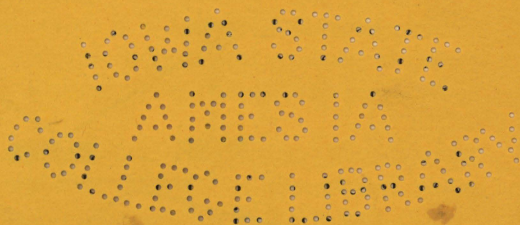


A GUIDE TO

Newspaper Page Makeup

By HARRY HEATH

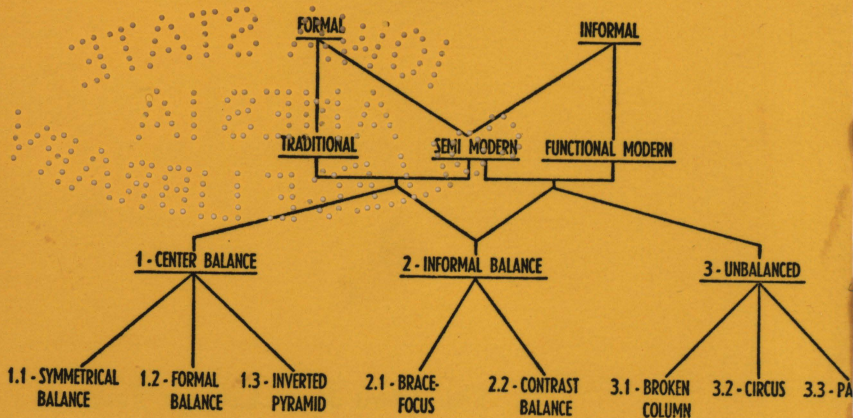


The Iowa State College Press

A GUIDE TO NEWSPAPER PAGE MAKEUP, prepared for
use with the MAKEUP EDITOR'S KIT, by Harry E. Heath

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Front Page Makeup



Newspaper Makeup

NEWSPAPERS, like people, have personalities.

What a newspaper stands for, and the manner in which it supports its beliefs, help shape the newspaper's personality. But the paper's physical characteristics—how it looks—are important, too.

Some of your friends dress conservatively, while others choose flamboyant, noisy attire. Makeup does for the newspaper and its personality what clothes often do for you and your friends. For the *clothes* a newspaper wears—the headlines and pictures which bring life to its pages—contribute much to its personality.

Let's take a look at the "wardrobe" from which you, as makeup editor, may choose. Studying the chart on the opposite page will give you some idea of the possible combinations.

Formality and Informality

We'll examine the specific makeup patterns under Groups 1, 2 and 3 in greater detail later, so for now let's consider the more general categories at the top of the chart. Formality and informality contribute greatly to the three major personality classifications among newspapers: (1) conservative, (2) middle-of-the-road and (3) sensational.

A good example of conservative personality is the *New York Times*. The *Times*' consistent use of balanced makeup, with a type dress that matches the business-like attitude of the paper in dealing with significant news, conveys that conservatism.

The *Oregonian*, of Portland, Ore., is a middle-of-the-road personality. Makeup of the paper consistently is fresh and modern. However a certain dignity and reserve is apparent, even though the publication is not strictly conservative.

Some papers are sensational in nature. They strive for mass circulation through emotional appeals. Certain of the Hearst newspapers as well as the old *Denver Post* may be classified this way.

In each case, the arrangement of stories and pictures subtly conveys the personality of the paper.

Thus, formality generally means a conservative makeup pattern. Informality may range from pleasingly-planned informal balances, to the most bizarre of the unbalanced patterns. In the latter, there is

a tendency to over-display insignificant stories, dulling to a certain extent the public's discrimination as to what is important and what is trivial.

The terms *formal* and *informal* suggest another classification in addition to that of personality. Newspapers generally may be identified as vertical or horizontal, depending upon which optical lines predominate. Those featuring single-column, multi-decked heads, with double-column and broader spread heads used only occasionally, may be classed as vertical. The *Kansas City Star* and the *Cincinnati Enquirer* are examples of this vertical emphasis.

However, the trend in newspaper makeup today is toward horizontal news display, with a more liberal use of spread heads and pictures throughout the paper. The horizontal emphasis has been a natural step in the evolution of newspaper page makeup. Until 1871, because of the limitations of early press equipment as well as the temper of the times, metropolitan editors used a formal news presentation which called for a conservative, vertical makeup. As more versatile press equipment came into use, this formality began to give way. Editors awakened to the possibilities of spread heads as the nation's role in world affairs took shape. Thus horizontal display came into frequent use during the Spanish-American war period.

The horizontal makeup of that period often was badly overdone. It was more a reaction against the extreme conservatism of vertical pages than an effective mode of expression in itself. But the result of this extreme horizontal display was good, for as editors searched for a middle ground between the two extremes, they discovered that informal, as well as formal, makeup could be effectively employed. Horizontal makeup rarely is balanced formally, and this method of achieving freshness and informality in page appearance is more popular today than ever before.

Makeup Principles

Now take another look at your makeup chart. Let's examine the makeup principles which Barnhart¹ calls traditional, semi-modern, and functional-modern.

Traditional makeup, as might be expected, emphasizes vertical masses.

It has a real or apparent vertical balance. In traditional makeup, the nameplate always is centered at the top of the page, and the top-of-column positions are considered the most desirable. Primary

¹Thomas F. Barnhart, *Weekly Newspaper Makeup and Typography*, (Minneapolis: University of Minnesota Press, 1949).

importance is given column eight, secondary importance to column one. The rule *big heads highest* is followed consistently.

Semi-modern makeup introduces into the traditional pattern one or more of the modern principles described below. It's a combination of the new and the old, and hence might be called *transitional*.

Functional-modern makeup, sometimes called streamlined or unconventional, combines vertical and horizontal elements, features informal balance, and strives for motion in the page pattern. It generally depends upon one- and two-deck flush-left headlines and disregards traditional makeup patterns. "Function is of prime importance, and such factors as form and structure are modified so that they contribute the utmost to the effective functioning of the finished product."²

Often the nameplate—two or three columns in width and perhaps with a screened background—is *floated* on the page. It may be at the top of the page one day, in the extreme upper left-hand corner. On another day it may be more nearly centered, with one or more banner lines over it. However, even in this extreme modernism it always must appear above the fold.

Modern makeup often eliminates the column rules, using white space between columns instead. Some newspapers, such as the *Christian Science Monitor*, eliminate column rules only between the columns of a story wrapped under a spread head. Many modern papers also eliminate all dashes between stories and headline decks.

The *Monitor*, incidentally, is proof that modern, horizontal makeup can maintain its dignity and offer the reader a pleasing page, informally balanced. The *Monitor* is modernism in a restrained form. Perhaps a more typical example of functional-modernism is the *Fort Worth Star-Telegram*.

Your response to this discussion may be: "Well, yes, big newspapers can do almost anything with their makeup. They have the facilities." Getting back to the parallel between makeup and clothes, the well-dressed man is not the exclusive by-product of the large-city fashion centers. Neither should the well-planned, expertly designed newspaper be found only in metropolitan areas. A formula that will work in the average weekly shop as well as it works for the makeup editors on large newspapers is this one:

CAREFULLY SELECTED TYPE FACES + LOGICALLY PLANNED HEAD-
LINE SCHEDULES + GOOD PICTURES + KNOWLEDGE OF MAKEUP
TECHNIQUES = INTERESTING PAGES

And interesting pages mean greater readership for your paper.

²*Ibid.*, p. 4.

Some Specific Categories

Let's examine some specific makeup patterns. At least eight kinds may be outlined in the three major groups which follow:

1. CENTER-BALANCE MAKEUP

- 1.1 Symmetrical balance
- 1.2 Formal (but unsymmetrical) balance
- 1.3 Inverted pyramid

2. INFORMAL-BALANCE MAKEUP

- 2.1 Brace or Focus
- 2.2 Contrast and Balance

3. UNBALANCED MAKEUP

- 3.1 Broken column
- 3.2 Circus
- 3.3 Panel

This list is not all-inclusive, of course. Some of the most successful modern makeup fits no particular pattern. However, for the makeup editor who chooses to use them, the outline does contain those types of makeup which may be clearly defined.

CENTER-BALANCE MAKEUP

1.1 *Symmetrical Balance.* The symmetrically-planned page may be referred to as a *true balance* page. In symmetrical makeup, headlines, boxes, and cuts are arranged to balance each other perfectly, with equality of weight in corresponding positions across the page. The balance must be exact in size, tone, and style.

Such a system produces a page too obviously planned, one lacking in naturalness. News is too virile, too widely different in scope and interest to pour consistently into such a precise mold. It is not a com-

"All the News
That's Fit to Print"

The New York Times

THE WEATHER
Heavy and misty
Temperature 64-66, at 10 A.
& 5. Higher today; cooler at night.

Section
1

VOL. XXXI, No. 14621 "SATURDAY" NEW YORK, SUNDAY, SEPTEMBER 24, 1944

HUNGARIANS DOOM RAJK IN SPY TRIAL; TITO CHARGES PLOT

**TWO OTHERS TO DIE, Clocks Lose Hour
If They're Correct**

Adj. Terms for Three—
Army Court to Try
Two Officers

APPEALS FOR ALL EXTENDED

Former Foreign Minister Dies
But Signs With Germans, Says
Enemies in Justified

**TITO NOTE ACCUSES
MOSCOW, BUDAPEST**

Says That Tito Refuses to
Sign Peace Agreement
With German Soldiers

Chile Accuses Soviet Before U. N.
Of Threat to Peace in Yugoslavia

Point Four Plans Complete; To Go to Congress Tuesday

President to Submit Comprehensive Plan
on Technical Aid to Backward Areas
—Cost for '50 Set at \$5.8 Billion

**WILDCAT WALKOUTS
EXPECTED TO GROW
AS STEEL IS SILENT**

Work-End Log in Westinghouse
to Be Held by American Union
Reports Delay on Payments

COAL TIEUP CONTINUES

Wells of More Than 1,000,000
Are Estimated to Be Open
on Basis of Six-Ten Days

**LIENHART SAYS U. S.
Must Get Atom Lead**

Most of Small Nations
Feel Assembly Should
Happen Question

SOME ACTION ASKED

India Plans a New Study

United Proposed for Prohibition
First Session Because of
Fragile Situation

**ATOMIC EXPLOSION
SPURS DEFENSE AID**

Administration Said to Call
Program—Can Build
Europe Lead From Field

**3 IN SOVIET BLOC
(QUIT UNESCO TALK)**

Coast, Hesperian and Poles
Delegates Walk Out Over
Plan for Russian Security

**FIVE LEFT-WINGERS
EXPULSED BY U. N.**

Smith, Clark and Three Others
Former Officials Are Told
Not to Return Before 1946

**Secret Marks on Autos Advised
To Foil Seasonal Rise in Theft**

World News Summarized

MEXICO, SEPTEMBER 24 (AP)—The Mexican government today announced that it had received a letter from the United States government asking for the return of the remains of the late President Calles, who died in 1924. The letter said that the remains were being held in the United States and that the government was asking for their return to Mexico for burial.

CHINA, SEPTEMBER 24 (AP)—The Chinese government today announced that it had received a letter from the United States government asking for the return of the remains of the late President Sun Yat-sen, who died in 1925. The letter said that the remains were being held in the United States and that the government was asking for their return to China for burial.

INDIA, SEPTEMBER 24 (AP)—The Indian government today announced that it had received a letter from the United States government asking for the return of the remains of the late President Franklin D. Roosevelt, who died in 1945. The letter said that the remains were being held in the United States and that the government was asking for their return to India for burial.

modity which can be reduced to mathematical balance without the sacrifice of some principles of relative interest.

If absolute symmetry is to be maintained, there is no way of avoiding tombstones (two headlines side by side so they may possibly be read straight across as one headline) in an eight-column page, and papers such as the *New York Times* do not try to get away from them. Papers of five and seven columns can use symmetrical makeup without tombstones.



1.2 *Formal Balance.* This makeup is not as extreme as symmetrical makeup, for there need not be precise balance between display elements. In symmetrical makeup every story must be exactly equal in length to the one it balances and every cut must be balanced by a cut of exactly the same dimensions in an opposite column. In formal balance, however, there may be slight differences of story length and cut size. The balance still is readily apparent, but is less rigid.



HOUSE OK'S POSTAL PAY HIKE

1,100 Miners Arm Selves and Go to Work; Defy Lewis

RESEARCH AID ON ATOM BOMB
DEFIES PROBE

Refuses to Say If He's a Red

BY JOHN FRANKS
The House of Representatives today began a probe into the activities of a man who has been identified as a possible spy for the Soviet Union. The man, who is known only as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

SEEL PLANE ON POPCATERSTELLY NO SIGNS OF LIFE
ALBUQUERQUE, N.M., Sept. 2.—A Seel plane, which was reported missing yesterday, was found today in the desert near Albuquerque. The plane was found by a hunter and was in a state of disrepair. No signs of life were found.

SEATTLEMAN SENTENCED IN HOSPITAL DEATH
SEATTLE, Sept. 2.—A Seattle man, who was sentenced to death for the murder of a woman, was found dead in his cell today. The man, who was known as "A," was found by a guard and was in a state of disrepair.

HE GETS ALONG WITH RUSSIAN BY POKING THIN PLAT ON BACK
The man, who is known as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

THE WEATHER
The weather is expected to be clear and sunny today. The temperature will be in the 70s and 80s.

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SENATORS VOTE TO QUIZ MINTON ON RADICALISM

Recall Attacks on Supreme Court

BY WILLIAM BARNARD
The Senate today voted to quiz a man who has been identified as a possible spy for the Soviet Union. The man, who is known only as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

2d Divorcee to Marry into King's Family
The man, who is known as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

ANCHORAGE, ALASKA, DISTRICT IS ROCKED A REMOTE BY QUAKE
ANCHORAGE, Alaska, Sept. 2.—A strong earthquake, which was felt throughout the state, was felt here today. The earthquake was felt throughout the state and was felt here today.

RUSSIA AGREES TO RETURN 30 SHIPS TO U. S.
The man, who is known as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

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'Salesman' Admits 200 Burglaries
The man, who is known as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

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YANKEES DEFEAT A.S. 3 TO 1; TRAIL BOSTON 1 1/2 GAME

POST GUARDS AS UNW MEN CRUISE AREA

City Seeks Aid of Atom Lab to Guard Water
The man, who is known as "A," is a member of the House of Representatives and has been accused of passing on to the Soviet Union information about the atomic bomb.

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1.3 *Inverted Pyramid.* In this makeup, an optical fulcrum is established in the page's center near the fold, and heads or cuts are arranged to create the lines of an inverted pyramid. Often a two-column box or cut in columns 4 and 5 helps produce this effect. Pyramid makeup sometimes is formally balanced, and occasionally may be symmetrical. While these *hybrid* combinations are possible, most makeup editors prefer to use the pattern as a distinctive one.

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LATE CITY
 EDITION

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Today

Reasons Get Worse
 Effect Almost Serious
 Prompt Action Needed
 Critical Question
 Add Plan Not Enough
 Lay Water Eagerly

The reason for the...
 The effect...
 The critical question...
 The add plan...
 The lay water...

Water Billing Unfair, Bureau Chief Admits

While water appears...
 The bureau chief...
 The unfair billing...
 The water usage...

2 Doctors Periled by Veteran

Attorneys on Page 10
 The two doctors...
 The veteran...
 The perils...

Trustees Hit As Negligent At Pennhurst

Survey Discloses
 Board's Failure
 To Fulfill Duties

The trustees...
 The negligence...
 The survey...
 The board's failure...

Waitkus Gains in Life Fight As Girl Who Shot Him Bares 2-Year Urge to Kill Her Idol



Loose-Crazed Fan Tells of Luring Star

CHICAGO, June 11.—(AP)—A loose-crazed fan who shot her idol, a movie star, today told a court that she had lured him to a rooming house in Chicago to shoot him. The girl, who is now in a mental hospital, told the court that she had lured the star to a rooming house in Chicago and shot him. She said that she had lured him to the rooming house and shot him. She said that she had lured him to the rooming house and shot him. She said that she had lured him to the rooming house and shot him.

Defer Rate Rise On Special Buses

The city...
 The rate rise...
 The special buses...

Army Pay Rise Voted; 'Brass' Gets Top Boost

WASHINGTON, June 11.—The House today voted to raise the pay of army officers. The vote was 387 to 1. The House today voted to raise the pay of army officers. The vote was 387 to 1. The House today voted to raise the pay of army officers. The vote was 387 to 1.

Report Modestly Going Free Daring

The report...
 The modesty...
 The going free...
 The daring...

Massacre of Children Closing Schools Boost Traffic Accident Perils

CHICAGO, June 11.—(AP)—The massacre of children in a school in Chicago today boosted the danger of traffic accidents. The massacre of children in a school in Chicago today boosted the danger of traffic accidents. The massacre of children in a school in Chicago today boosted the danger of traffic accidents.

Gallagher Given 3 Yrs., Hopkins 2 Of Waitkus by Girl Is Sought by Psychiatrists

The girl...
 The psychiatrists...
 The search...

Firm, Union Bar Pay Rise, Job Cut

The firm...
 The union...
 The pay rise...
 The job cut...

Wanted Attention Girl Tells Why She Shot Star

The girl...
 The star...
 The shooting...

Big 4 in Secret Huddle; Blockade Action Hinted

The big 4...
 The secret huddle...
 The blockade action...

Mayor Names 5 For Charter Unit

The mayor...
 The charter unit...
 The names...

House Votes Fund For R.R. Probe

The house...
 The fund...
 The probe...

On WFIL Today

The program...
 The WFIL today...

Auditors Recapture \$528,208 Back Taxes

The auditors...
 The back taxes...
 The recapture...

In The Inquirer

The inquirer...
 The news...

On WFIL Today

The program...
 The WFIL today...

INFORMAL-BALANCE MAKEUP

2.1 *Brace Makeup.* Sometimes called *focus* or *corner balance* makeup, this pattern is especially effective when one news story is more important than all the others. It is popular with papers that prefer to use three- or four-column spread heads instead of banners. Best-known paper using brace or focus makeup regularly is the *New York Herald Tribune*, which has been cited consistently for its excellence in typography and makeup.

Brace makeup directs the reader's attention to the upper right-hand corner of the page, from which his eye can easily travel to other sections of the page. Secondary heads are arranged diagonally across the page to form the hypotenuse of the display triangle. Most fre-

1260 PETITION FOR SCHOOL BOND ELECTION

Students Arrange Excellent '49 Homecoming Celebration

REY MORPHEUS IS WINNER OF QUEEN CONTEST

Grade School Queen, Rey Morpheus, was crowned at the homecoming dance at the Eagles' gymnasium last night. She was crowned by the homecoming king, Stan Bragdon. The dance was a great success and the students enjoyed it very much. The homecoming committee did a fine job of planning the event.

Gas Explosion Costs Firm \$1,000

A gas explosion at the J. C. Smith Co. in Eagle Grove last night caused damage to the building and the loss of some equipment. The explosion was caused by a gas leak from a pipe. The company is now working to repair the damage and prevent such accidents in the future.

DIGGINS, FFA BOYS TALK AT ROTARY MEET

Raymond Diggins, FFA president, and the FFA boys gave a talk at the Rotary meeting last night. They talked about the importance of agriculture and the role of the FFA in the community. The Rotary members were very interested in what they had to say.

K. ALLBAUGH WILL ASSIST STAN BRAGDON

Kenneth Allbaugh will be assisting Stan Bragdon as the homecoming king. They will be crowned at the homecoming dance last night. Allbaugh is a very popular student and will be a great help to Bragdon.

Seven Join Co-operative League

Seven new members have joined the Co-operative League in Eagle Grove. The league is working to promote co-operation and community service. The new members are very enthusiastic about the work of the league.

Northwestern Singers Have October 12

The Northwestern Singers will have their next meeting on October 12. They are working on new songs and preparing for their upcoming performance. The meeting will be held at the Eagles' gymnasium.

LEGAL NOTICES TELL STORY OF NEW BUILDINGS

Three legal notices were filed in the court today regarding new buildings in Eagle Grove. The notices are related to the construction of a new school building and a new commercial building. The court is overseeing the process to ensure that all legal requirements are met.

Homecoming Coronation



The homecoming coronation ceremony took place last night at the Eagles' gymnasium. The homecoming king, Stan Bragdon, and queen, Rey Morpheus, were crowned. The ceremony was a great success and the students enjoyed it very much.

THUNDERBOLTS NAMED 'BEST' BY GRID CLUB

The Thunderbolts football team has been named the 'best' team by the Grid Club. This is a great honor for the team and their coaches. The team has been working hard and has shown great improvement throughout the season.

Kenneth Spangler in Car Accident

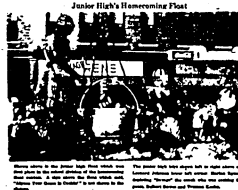
Kenneth Spangler was involved in a car accident last night. He was driving home from a friend's house when the accident occurred. He was not injured and the car was not damaged. The accident was caused by a sudden stop by another driver.

BOARD SETS NOVEMBER 1 FOR VOTING

The board of directors has set November 1 as the date for the school bond election. This is a very important date for the community and all residents are encouraged to vote. The election will determine whether or not the school district will issue bonds for the new school building.

Thunderbolt, Pirate, Gridders In Games Today; Eagles vs Lynx

The Thunderbolts, Pirates, and Gridders will have their games today. The Thunderbolts are playing the Lynx, the Pirates are playing the Gridders, and the Gridders are playing the Eagles. The games are expected to be very exciting and the fans are encouraged to attend.



The Junior High school had a very successful homecoming celebration. The students and their families enjoyed the dance and the parade. The homecoming committee did a great job of planning the event.

The Thunderbolts football team is working hard to prepare for their upcoming games. They are practicing every day and are confident that they will do well. The fans are encouraged to support the team.

The Gridders football team is also working hard to prepare for their upcoming games. They are practicing every day and are confident that they will do well. The fans are encouraged to support the team.

The Pirates football team is working hard to prepare for their upcoming games. They are practicing every day and are confident that they will do well. The fans are encouraged to support the team.

The Eagles football team is working hard to prepare for their upcoming games. They are practicing every day and are confident that they will do well. The fans are encouraged to support the team.

quent brace patterns are formed by three- or four-column spreads with two- or three-column cuts tied into the spreads.

2.2 *Contrast and Balance.* Heavy masses are weighted against each other not only across the page but diagonally from top to bottom on each side. With the center of the page as a fulcrum, uneven weights are balanced by placing them at varying distances from the center. This type of makeup often divides the page into quarters, each with a focal point. Called by some authorities *counter balance* makeup, this pattern is careful to offset the weight of a heavy area in one quarter of the page with one of similar weight diagonally across the page.



UNBALANCED MAKEUP

3.1 *Broken Column.* In making up the broken page, the editor tries, by the use of single-column heads alternating with double- and triple-column heads, to break up the columns on the page so that none, with the possible exception of 1 and 8, extend in a straight line to the bottom of the page. This method is a studied effort to avoid balance of any kind, either formal or informal. One of the characteristics of this front page is the large number of stories and heads it enables an editor to display. One of its weaknesses is that it is hard for the reader to pick a starting place.

DES MOINES PLAIN TALK

Vol. 21 SERVING POLK COUNTY DES MOINES, IOWA, THURSDAY, OCTOBER 24, 1935 A DES MOINES NEWSPAPER FOR 80 YEARS No. 48

Who Are Suggested Candidates For \$300 City Manager Council

The Board of City Managers has today announced the names of the candidates for the \$300 City Manager Council. The candidates are: [List of names and brief descriptions of their qualifications and previous roles.]

Sonderleiter Tells of VFW Post 738 Urges Reconsideration Of Vet Memorial Site to Gain Speed

In Our Fair City

The VFW Post 738 has today urged reconsideration of the site for the Vet Memorial. The post's representative, Sonderleiter, has been heard by the City Council. The memorial is to be dedicated to the veterans of the Civil War and the Civil War era.

Northwestern Agreement To Use E. 20th Is Made

Council Planning Super Boulevard As Railroad Tracks To Be Removed

The Northwestern Railway has today agreed to use E. 20th Street for its tracks. The City Council has approved the agreement. The railway will be responsible for the removal of the tracks from the street.

City Moves Toward Enlisting State Aid For \$1,500,000 E. Thirtieth Viaduct

The City of Des Moines has today moved toward enlisting state aid for the \$1,500,000 E. Thirtieth Viaduct. The city has submitted a plan to the state for consideration.

Swell School Lunch for 30 Cents

Plain Talk Takes Student Pictures In Junior Highs

The Plain Talk has today taken pictures of students in the junior high schools. The pictures were taken during the school lunch period. The cost of the lunch was 30 cents.

Children Play Near "Bicycle" E. 20th St. Viaduct

Children have today been playing near the "Bicycle" E. 20th St. Viaduct. The children were playing on the viaduct structure. The viaduct is a new structure that will be used for the railway tracks.

New Location for Roddick Hatchery

The Roddick Hatchery has today moved to a new location. The new location is on E. 20th Street. The hatchery will continue to operate at the new location.

IF YOU WANT ACTION YOU CAN GET ACTION

Enough Readers to Buy or Sell Anything

Graphic Story of Crash

Five more bodies were found today, one of them alone, when a search party from the ship's deck reached the wreckage of the ship. The wreckage was found in the water, and the bodies were found in the water. The wreckage was found in the water, and the bodies were found in the water. The wreckage was found in the water, and the bodies were found in the water.

New York Post

THREE CENTS IN PRINTED ON SAT. OCT. 16 THURSDAY, OCTOBER 14, 1943 NUMBER OF THE ASSOCIATED PRESS THREE CENTS

OHIO FINDS KIDNAP CAR; CLOSES IN ON ROBINSON

Sports Edition

Complete Funnel

ASSASSIN'S 'MASTER MIND' HELD IN ITALY

Pavlovich and Aid Seized in Turin on French Demand

GRILLED ON DEATH OF KING ALEXANDER

At 45 United Fruit Lines Registered Abroad, 12 on French

U.S. SUBSIDY SHIPS FLY FOREIGN FLAG

WASHINGTON, Oct. 14 (AP)—The United Fruit Lines, which has 12 ships registered in France, today announced that it had agreed to fly the United States flag on its ships.

AMERICAN LAYS SEIZURE IN MEXICO

State Department Press Release

INSULT JURY TOLD OF MILLIONS LOST

Prosecutor Recounts Story of \$200,000,000 Lost in Stock Sale

Latest Racing Results

EMPIRE CITY		SARATOGA		MORRIS	
1st	2nd	1st	2nd	1st	2nd
3rd	4th	3rd	4th	3rd	4th

LUTHER CALLED NAZI PARTY'S AGENT IN U. S.

Congressman Says Reich Violates Law in 'Double' Envoxy

RAPS 'EFFRONTERY' IN INQUIRY INVASION

WASHINGTON, Oct. 14 (AP)—The House today accused the German government of "effrontery" in its attempt to invade Poland.

MOSES RESUMES NEW HAUPTMANN LEHMAN ATTACK

Political Gaffe King, Trumped on Farley, Thayer and Neil Samuels

EPISCOPALANS ASK U. S. FILM CONTROL

Convention Ties Stand for Supreme Rules For Film Production

STONKS INJECTED IN GIRL CREMATION

Funeral Service for Girl Who Died of Cancer

JAILED IN KIDNAP CASE

DRIVERS SPENDS STOLL MONEY; ABANDONS AUTO

Officers Block Roads in Effort to Trap Abductor

RAMSON CURRENCY IN KENTUCKY ALSO

SPRINGFIELD, Ohio, Oct. 14 (AP)—An American driver, who was found to be carrying a large sum of money, was arrested today by officers of the Kenton County Sheriff's Office.

3.3 *Panel*. The panel pattern usually is achieved by a news summary or an index in two-column measure, or by a vertical display of pictures of the same width. Sometimes an editorial is part of the panel. Practice favors columns 1 and 2 for the panel.

Panel makeup is a functional modern pattern, one of the few modern patterns which can be categorized. The panel generally runs the full length of the page, with the remainder of the page made up independently. Occasionally eight-column papers prefer to use a single-column panel because of the ease with which the remaining columns may be balanced.

The various center-balance patterns and brace makeup are preferred by many conservative newspapers, directed to home circulation rather than street sales. Today, however, as more and more newspapers attempt to mirror the restlessness and conflict of our times, contrast-and-balance makeup with strong horizontal emphasis is becoming increasingly popular even in areas where street sales are nil. This modern makeup affords an informal balance which permits more variety and more interesting effects than the traditional patterns will allow.

Few editors knowingly use broken-column and circus patterns. Perhaps this is because they feel, as Malcolm W. Bingay of the *Detroit Free Press* once said, that such front pages "give the reader the impression that he is being spoken to by a scatter-brained woman who is trying to talk about everything at once." Broken-column and circus makeup are best adapted to those newspapers which play up so-called sensational news.

Inside Page Makeup

Makeup admittedly is important to the newspaper's show case—the front page—but it is of nearly equal importance on the inside pages. This is a fact which many editors tend to overlook. While most dailies give some attention to the makeup of their inside pages, too few weeklies show sufficient interest in this problem.

The makeup editor should have two closely related objectives for his inside pages. Their makeup should:

1. Display the news in such a way that the reader's attention is drawn to the stories that might interest him, thus building readership.
2. Expose the advertiser's sales message to enough potential readers to assure the advertising a fair audience.

The first objective must be accomplished before the second can be realized. And the first objective largely is dependent upon successful makeup patterns.

In the newspaper which lets the inside pages take care of themselves, a certain dullness is readily apparent. There is less challenge to read, no interest-compelling display of news and pictures. Thus the reader too often skips over these news pages . . . and the advertiser is cheated.

Various studies have shown that there is a real correlation between readership and appearance. The page which is pleasing in appearance—both in tone and design—will attract more readers than the page which is unattractive. And the ease with which the inside pages may be read when stories are properly headlined and arranged is a factor which

the reader subconsciously appreciates as he develops either a reading or a non-reading attitude.

Inside-page makeup may be classified broadly in two ways: (1) by the arrangement of stories and news illustrations, and (2) by the arrangement of advertising matter.

Classified by advertising arrangement, inside pages may be:

1. *Pyramid*—Generally built from the lower left to the upper right-hand corner of the page, with no news under an ad and no news to the right of an ad.
2. *Well*—An arrangement similar to No. 1 but with the pyramids on each side of the page, forming a *well* in the middle. No news is under an ad, but there naturally is news to the right of the left-hand ad bank. In this system, more advertising is in direct contact with news matter than in the pyramid system.
3. *Island*—This plan is used to favor certain advertisers with selected positions. The page is broken up with advertising islands surrounded by news matter in one or more parts of the page. Most editors consider this arrangement ill-advised.
4. *Helter Skelter*—A disorderly arrangement of advertising to give each ad a preferred position, with the news seemingly thrown in as an afterthought. This system is an extreme form of island makeup. This is sometimes called *hit or miss* arrangement, and is frowned upon by most publications.
5. *Columnar*—In which the advertising matter occupies the full depth of certain columns (generally 1 and 2 and 6, 7, and 8 in a standard-size newspaper; 1 and 2 and 5 and 6 in a six-column paper, and 1 and 4 and 5 in a five-column tabloid). This produces a clean, vertical break between editorial and advertising content similar to that found in leading magazines.
6. *Double-page Well*—This plan involves the pyramiding of ads on two pages, to the left on the left-hand page, and to the right on the right-hand page. The effect created is the same as in plan No. 2, except that it extends over a broader area.

The most frequently used plan is the pyramid, generally built from lower left to upper right. This is true because on all pages except Page 1, the upper left-hand corner is considered the most vital part of the page, and the display of news is built from left to right. A news triangle with the apex in the upper left-hand corner is created by the pyramid arrangement of ads.

Next in importance is the well, which is used frequently, and the double-page well, which is similarly popular. The other arrangements are rarely used by leading newspapers.

In any pattern, it is considered poor practice to place a cut in contact with an ad.

Classified by news-story placement, inside-page makeup may be:

1. *Balanced*—The same principles previously discussed for page-one makeup apply here.
2. *Descending Order*—The headlines become gradually smaller from left to right across the top of the page.
3. *Down and Up*—The heads go from large in the top left corner to small at top center, and back to large in the top right corner. The heads on the right and left sides are similar in size and weight.
4. *Ribbon or Band*—This system is used when there is very little space open on the page, and short stories with small heads must be used to fill out the scant editorial openings. The editorial display in the upper right-hand half of the page generally is a shallow horizontal band.

Descending order makeup most frequently is used inside, with a *starter* head (that is, one that immediately attracts attention because of size or form) in the upper left hand corner. This head may be a fairly strong secondary news head, or it may be a double-column feature head. If enough editorial space is open, and the paper favors horizontal makeup, even a three- or four-column head may be used as a starter. The *starter*, incidentally, might just as well be termed a *stopper*, for that is its intended purpose—to stop the reader as he turns through his paper. If possible, to stop him at least momentarily on every page.

A reasonable number of top heads—even an occasional banner—plus a fair ratio of pictures should be used inside to carry reader-interest through.

Let's sum up what you, as a makeup editor, ought to know. First, you should know how to *dress* your paper—formally or informally—to best reach its audience. You should have a knowledge of basic makeup principles, and know the various patterns which can help shape your paper's personality. Along with this, you should have a *feel* for typographic effects, and an awareness of type's limitations as well as an appreciation for what it can do.

Your philosophy should be flexible enough for you to appreciate new makeup techniques, and to challenge traditional devices when a change is needed. But you finally must add to this creative ability another vital ingredient—news judgment. The purpose of makeup is to make reading as easy as possible, and to help the reader judge roughly the relative value of news items. Anything that interferes with this, regardless of design, is foreign to the purpose of the newspaper.

A Suggested Bibliography

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