

PN 4775

.R26

Copy 2

FT MEADE
GenColl





NEWSPAPER MAKE-UP
AND HEADLINES



McGraw-Hill Book Co. Inc.

PUBLISHERS OF BOOKS FOR

Electrical World ∇ Engineering News-Record
Power ∇ Engineering and Mining Journal-Press
Chemical and Metallurgical Engineering
Electric Railway Journal ∇ Coal Age
American Machinist ∇ Ingenieria Internacional
Electrical Merchandising ∇ Bus Transportation
Journal of Electricity and Western Industry
Industrial Engineer

✓
NEWSPAPER MAKE-UP
AND HEADLINES

BY

NORMAN J. RADDER ✓

*Associate Professor of Journalism, Indiana University;
Formerly a Copyreader on the New York Times*

FIRST EDITION

U
S
C
O
P
Y

McGRAW-HILL BOOK COMPANY, INC.

NEW YORK: 370 SEVENTH AVENUE

LONDON: 6 & 8 BOUVERIE ST., E. C. 4

1924

Copy 2

PN4775

R26

Copy 2

COPYRIGHT, 1924, BY THE
MCGRAW-HILL BOOK COMPANY, INC. ✓

PRINTED IN THE UNITED STATES OF AMERICA

\$ 2.50

THE MAPLE PRESS COMPANY, YORK, PA.

MAR 12 1924 ✓

©C1A777509

no. 2

✓

PREFACE

This book is offered both as a text for journalism courses in colleges and universities and as a book of reference and guidance for the newspaper man. It is based upon the writer's own work as a copyreader supplemented by six years of experience as a teacher of journalism.

While the book is a comprehensive treatment of the entire subject of copyreading and make-up, the author has endeavored to keep in mind especially the needs of papers in cities under 100,000. Hence most of the illustrations are of seven- and six-column papers. For the same reason considerable emphasis has been placed on the problem of selecting body and headline type, on the various styles of front page make-up, on advertising display, on the typography of the editorial page, and on make-up by the dummy system.

The improvement in the typography of smaller papers in the last five years is abundant evidence of the fact that the publishers of these papers realize that readers as well as advertisers prefer the paper that takes pride in its appearance. At the recent convention of the Associated Advertising Clubs of the World, the fact was pointed out that not circulation alone but character as indicated by typography determines the amount of advertising a paper can obtain.

Certain men have given very definite help in the preparation of the book. The author wishes to take this opportunity to acknowledge his indebtedness to Waldo Arnold, News Editor of *The Milwaukee Journal*, who read the chapters on copyreading, headlines, and make-up; to E. G. Myers, Technical Counsel for the Trade Press Publishing Company, Milwaukee, Wis., who supplied many valuable suggestions on headline and body type and on make-up; to Arthur Stoiber and his associates in the Department of Education of the Mergenthaler Linotype Company, who read the chapters on

62/11/10

type and make-up; to James Wright Brown, editor of *The Editor and Publisher*, for permission to quote from articles on newspaper typography which appeared in *The Editor and Publisher*; to Walter E. Treanor, Assistant Professor of Law in Indiana University for advice on the chapter on Libel; to Louis G. Caldwell of the firm of McCormick, Kirkland, Patterson and Fleming, attorneys for the *Chicago Tribune*, for permission to quote from his articles on libel which appeared in *The Trib*; to J. W. Piercy, Head of the Department of Journalism at Indiana University for his counsel in the preparation of the whole book; to J. W. French, of the Department of Journalism of Indiana University; to John Stempel, instructor in journalism at Lafayette College; to R. R. Barlow of the University of Minnesota; to Professor Willard G. Bleyer, Director of the Course in Journalism of the University of Wisconsin and to Professor Grant M. Hyde, also of the Course in Journalism of the University of Wisconsin, under whom the author spent four years as a student.

NORMAN J. RADDER.

BLOOMINGTON, INDIANA
January, 1924.

CONTENTS

	PAGE
PREFACE	v
INTRODUCTION.	xi

CHAPTER I

READING COPY	1
Importance of the Copyreader—Double Desk System— Universal Desk System—Duties of the Copyreader—Errors of Fact—Typographical Style—News Values—Style and Expression—Signs Used by Copyreader—Corrected Story— Guidelines, Adds, and Follows.	

CHAPTER II

THE LAW OF LIBEL.	21
Libel <i>Per Se</i> —Other Words Which May be Libelous—Elements of Prima Facie Case in Libel—Malice—Defenses in An Action— Truth—Privilege—Fair Comment—Mitigation of Damages— Criminal Libel—Don'ts for Reporters and Copyreaders.	

CHAPTER III

HOW THE HEADLINE IS BUILT	49
Varieties of Decks—Headline Schedules—What Makes a Good Headline—Building a Headline.	

CHAPTER IV

ESSENTIAL ELEMENTS OF THE HEADLINES	59
The Verb—Tense—Voice—Completeness of Decks—Implied Subject—Crowding the Feature—Devices of Punctuation— Abbreviation—Figures—Colloquialisms—Articles—Connota- tion—Repetition—Name as Feature—Telegraph Heads— Things to Remember.	

CHAPTER V

TYPES OF NEWS AND FEATURE HEADLINES.	92
Headlines for Speeches—Accidents, Storms, Wrecks—Crime— Human Interest and Feature Heads—Cutlines.	

CHAPTER VI

	PAGE
THE ETHICS OF THE HEADLINE.	110
Headlines More Important Than the Story—Examples of Colored Headlines—The Policy Story—Industrial Relations—Distrust of Newspapers—"A Nation of Headline-Readers."	

CHAPTER VII

PROOFREADING.	123
Differs from Copyreading—Proofreader's Marks—Suggestions on Proofreading—Errors Which May Escape Notice.	

CHAPTER VIII

TYPE.	129
Primary Groups—Families—Series—Measurement of Type—Leads, Slugs, Rules—Composing Machines—Some Popular Type Families, Specimens of Gothic, Cheltenham, Scotch-Roman, Bookman, Caslon, Bodoni, Century.	

CHAPTER IX

HEADLINE AND BODY TYPE.	138
New Developments in Headline Type—Advantages of Caps and Lower Case—Cheltenham <i>vs.</i> Gothic—Planning the Headline Schedule—How Many Decks are Necessary—When the Banner is Justifiable—Italic Heads and Boxes—Body Type—Jump Heads.	

CHAPTER X

MAKE-UP.	154
Importance of Good Make-up—Making Up from a Dummy—Varieties of Front Page Make-up—Diagrams—The Second Front Page—Some Common Faults in Make-up—The Editorial Page—Advertising, Typography and Position—Size of the Page—Economy of Space.	

APPENDIX.	199
A. Typographical Terms	199
B. Model Style Sheet.	202
C. Headline Schedule of the New York Tribune.	207
D. Books on the Law of Libel	216

INDEX	217
-----------------	-----

INTRODUCTION

If a newspaper may be likened to a wheel whose tire is the broad horizon of events and whose spokes are the wires over which the news of the day is drawn from all directions, then the copy desk may be regarded as the hub. For it is the center about which all activities of newspaper creation turn and upon which they ultimately concentrate. The gathering of news is a peculiar industry. It employs a vast army of men whose soldiers are at work in every quarter of the world and whose labors are applied to the production of an ephemeral commodity, one whose birth and death are ever accomplished in a single day. Yet it is a commodity that is essential to civilization, that has a value far beyond its intrinsic worth. And in the making of that commodity they who sit at the center and mould it into form have a task that is important and a responsibility that is great.

The newspaper collects each day the materials for a diurnal creation. But it has no control over the events from which its materials must be drawn. Great occurrences make great demands. Minor happenings are more numerous and require more discrimination in their use. Today may be replete with urgent events, or one event may fill the whole horizon. Tomorrow may be crowded with relatively small news. But whatever the events of the day they are the materials from which the newspaper of that day must be constructed. This is another peculiarity of journalism. It cannot control either the character or the supply of its material. Whatever the day brings forth, good or bad, large or small, must be utilized to the extent of its needs in the building of that which is offered for sale in the market.

It cannot govern the quantity, the nature or the quality of the material the day presents, but it can in some degree control the use of the material. Whatever its character it must take enough for the construction, but with that limitation it

can pick and choose, it can accept or regret. And whatever it takes it not only can but must shape and adjust to the requirements of the building. That, indeed, is the process of newspaper making. From the material the day offers it collects, selects, and moulds to its needs and tastes, and the resulting product is visible evidence of the wisdom, the judgment, the skill and the character of the agencies of creation, or of the lack of these qualities.

The powers which direct the collection of news, the news gatherers of whatever description, exercise an initial discrimination in the selection of news and in the adjustment of reports to relative merits and to the requirements of space. But it is at the copy desk that the larger and final shaping of the materials is accomplished. It is here that the newspaper is given form. It is here that the chaff is separated from the wheat. It is here that the news is polished and dressed for its public appearance. It is here that errors inevitable in the hasty collection are corrected.

The responsibilities that rest upon the copy desk are therefore heavy and constant. Its proper conduct calls for unceasing vigilance directed by knowledge, judgment and experience. Whether there is one copy reader or a dozen the responsibilities and the requirements are the same. The single copy reader on a small paper, that is to say, bears the same relation to the product, and exercises the same influence in shaping its creation, as the organized copy force of the great metropolitan paper. It is just as necessary for him to be competent, alert, and of ready and sound judgment, as it is for the copy staff to be so. Competent copy handling is essential to every newspaper, whatever its size. None can afford the handicap of incompetent service in this department. It can easily depreciate the value of the finest news gathering corps and nullify the best efforts of executive direction in other quarters. On the other hand skilled and intelligent work at the copy desk can correct many of the faults of a weak reportorial staff, make good work of the bad, and often make better the good. It has the last word to say in newspaper creation, and this being so its own errors, its

own inefficiency when it is inefficient, its own failures when it does fail, show in the finished product, irremediable except as faults are discovered in the proofs, or are detected and corrected in the later editions, when the paper issues two or more editions. If only one edition is issued bad work at the copy desk that escapes the eyes of the guardians of the proofs is irreparable.

For all of these reasons particular care, intelligence, knowledge, alertness and skill are required at the copy desk. The preparation of copy for the press, the adjustment of news to the available space, the construction of suitable heads, and the make-up, require not only the fundamental instincts of news, but a substantial foundation of education and varied information, with a special training for the task. The good copy reader may not be a good reporter, even as a good news gatherer is not necessarily a good writer, but he must have the sense of news no less keen, and a superior sense of relative values. He should be well versed in the vocabulary and structure of the English language, he should be well informed as to the contemporary affairs of the country and the world, and he should have something of that sense of balance and proportion that is essential to the artist if his work in the make-up is to give symmetry to the production.

Copy handling, indeed, is a vocation in itself, one of the utmost importance to journalism, one of dignity and distinction. And it has its peculiar attractions. The copy reader has not the thrill of action and adventure which often comes to the reporter, but there are thrills that compensate in the "breaking" of big news at his desk, and in the rush and not infrequent excitement that accompanies his part in getting the great events of the day before the public. All the occurrences of the universe pour in upon him seeking his aid for proper dissemination. Upon him rests much of the responsibility for the manner in which the news is presented and for the accuracy of the news. He is the guardian of truth at the final gateway of publication, and it is of the utmost importance that he not only discover error in that which comes to him, but that he make no error

himself. Headlines, above all, should be true, accurately indicating the matter under them, and without bias.

Obviously, then, the processes of preparation of copy and make-up require special training, and this training is as much to be desired for one who on a small paper combines this task with others in the creation of the newspaper, or one who is the sole agency in these processes, as it is for the members of the copy staff of the metropolitan journal. It is one of the encouraging signs of progress that journalism is beginning to realize that it is a high and honorable profession which demands technical preparation, that it is a science or an art that requires study of its principles and its methods. To such a preparation, such a study, and such a training in the department to which it applies, this book should be a valuable contribution.

CASPER S. YOST.

Editor, St. Louis *Globe-Democrat*,
President, American Society of Newspaper Editors.

NEWSPAPER MAKE-UP AND HEADLINES

CHAPTER I

READING COPY

Some years ago a city paper with a circulation well over the 100,000 mark engaged an efficiency expert to make a survey of the business of newspaper production in its plant. The report made by the expert covered all departments of newspaper making. Many of the recommendations subsequently were tried. Some resulted in considerable lowering of costs and economy of space. The recommendation regarding the copydesk, however, was not carried out. The paper had the two-desk system with four copyreaders on the city desk and six on the telegraph desk. The efficiency expert recommended that the copydesk be abolished! His contention was that the copyreader was an unnecessary cog in the machine. Why should it be necessary for a newspaper to pay a reporter who spent hours writing a story and then pay a copyreader who chopped it to pieces? he asked. Hire reporters who could do it right in the first place, he recommended.

The expert was right theoretically. He was an industrial engineer and in his experience in manufacturing plants he had found that two men were not paid for the same job. His theory might apply to a newspaper plant if all reporters could be trained to be star men, if they could be told beforehand exactly how many words to write, and if they could write their own headlines. But all reporters cannot be developed into stars; the city editor cannot tell definitely when he gives an assignment how long the story will be since he does not

know how much total space will be available; and the writing of headlines is an art which has nothing in common with the technique of reporting. Even if a newspaper could boast of a staff of super-reporters, such as that proposed by the efficiency expert, it probably would be found advisable to have copy-readers as intermediaries between the reporters and the readers. Few men write so well that their work cannot be improved by a critical revision.

In fact, no newspaper is so small that it can afford to dispense with the function of copyreading. Even if it is a one-man paper and if upon that one man falls all the work of circulation, advertising, job soliciting, and news-gathering and writing, he will get out a more readable and accurate paper if he takes time to read his own copy in a critical and impersonal manner. It is this neglect of copyreading on smaller papers that gives the column editors their opportunity to clip humorous items from the country press. Charles A. Dana, under whose editorship the *New York Sun* became the brightest and most interesting paper in the history of American journalism, thought it necessary to read copy on his own material. In describing the routine of the *Sun* office, Chester S. Lord, former managing editor, says: "Dana revised his own articles with great care. His practice was to dictate to his stenographer and make the first changes in the original manuscript. Then came the proofsheets revision, which usually was very severe, and after that revision of the revised sheets, sometimes for days in succession."

On papers with a circulation of 20,000 or less the city editor usually assumes the function of copyreader and edits both the local and the telegraph copy. In some offices it has been found advisable to delegate the function of copyreading and of proofreading to some other member of the staff and to make that person entirely responsible for the editing and make-up of the paper. There are certain advantages in this plan; the chief advantage is that it relieves the city editor of a tremendous amount of detail work and leaves him free to put more original thought into the intensive covering of the local field.

On papers with more than 20,000 circulation, it becomes imperative for the city editor to have some assistance in reading copy. When a paper is large enough to take a full press report, a separate desk, called the Telegraph Desk is added which has its own copyreaders in charge of the Telegraph Editor. When a paper has two desks, a City and a Telegraph Desk, it is said to have the Double Desk system. *The New York Times*, which probably handles a larger volume of news than any other newspaper, has eight men reading telegraph and cable copy and six men reading city copy. Each man on the Telegraph Desk has specialized in some branch of news; it may be state, labor, Far Eastern, British, German, Russian news, or news concerning national politics, and each man reads copy only on the news in his particular field. The *Chicago Tribune* has three desks, City, Telegraph, and Cable.¹ Many large papers, among them the *Philadelphia Public Ledger*, *New York World*, and *The Minneapolis Journal*, handle all copy on one desk.² This is called the Universal Desk system.

Probably the best copyreader that journalism has seen was S. M. ("Boss") Clarke who was night city editor of the *New York Sun* for 31 years. Clarke never thought well of himself as a reporter, and often said that in that capacity he was a failure. As a judge of news values, or news presentation, or as a giver of the fine literary touch which lent to the *Sun's* news articles that indescribable tone not found in other papers, Clarke stood almost alone.

Edward M. O'Brien in his "Story of the *Sun*:" describes Clarke and his methods as follows:

The city editor of the New York newspaper sows seeds; the night city editor reseeds barren spots, waters wilting items, and cuts and bags the harvest. The city editor sends men out all day for news; the night city editor judges what they bring in, and decides what

¹ For a complete account of the course of a story through the editorial and mechanical departments of the *Chicago Tribune* see the book, "W. G. N." published by the *Tribune*.

² That is, all except sports, financial, society, and Sunday which are generally handled by their own departments.

space it shall have. In the handling of a big story, on which five to fifteen reporters may be engaged, the night city editor has to put together as many different writings in such a way that the reader may go smoothly from beginning to end. Chance may decree that the poorest writer has brought in the biggest news, and the man on the desk must supply quality as well as judgment.

At such work Clarke was a master. It has been said of him that by the eliding strokes of his pencil and the insertion of perhaps a single word he could change the commonplace to literature. No reporter ever worked on the *Sun* but wished at one time or another to thank Clarke for saving him from himself. Clarke had the faculty of seeing instantly the opportunity for improvement that the reporter might have seen an hour or a day later.

The copyreader's position carries with it great responsibilities. He can ruin a good story; he can redeem a poor story; he can save the reporter from errors of commission or omission in the matter of his story or in the manner of its writing. It is the duty of the copyreader, if he believes that a better story can be written with the same facts as a basis, to suggest to the city editor or the news editor, that the story be rewritten by the reporter, by another reporter, or by the copyreader himself.

It is the business of the copyreader to take a story as it comes from the reporter and put it through a refining process. The copyreader's work is critical rather than creative. It is creative only to the extent that he finds it his duty to change the wording of a story to clear away obscurity or redeem it from dullness by the insertion of vivid, active verbs and the elimination of hackneyed expressions.

The copyreader must make the story correct in form and in fact. With this object in view he is on the lookout for:

1. Errors of fact.
2. Libelous statements.
3. Errors of typographical style.
4. Mistakes in news values.
5. Errors of grammar, punctuation, spelling, complicated sentences, and hackneyed expressions.

Errors of Fact.—Nine-tenths of all the trouble in a newspaper office is caused by inaccurate statements made by reporters and overlooked by copyreaders. A copyreader must be above all things an expert. He should do a tremendously wider range of reading than a reporter. He should know at a glance whether the given street number is likely to be correct, if the given thoroughfares really do intersect, whether this or that technical term used by the reporter is correct, and if the Boer War really started in 1898 or 1899. He must be all things to all reporters.

Col. John W. Forney, founder of the *Philadelphia Press*, said:

No man is competent to edit newspaper manuscript or reprint unless he has been an extensive and analytical reader. He should, moreover, have a quick and keen perception, as well as a retentive memory of notorious facts, of celebrated names and important places and dates. If he is in doubt he should never fail to consult reliable encyclopedias, technical books, pamphlets and like granaries of information and knowledge.

Every person who aspires to be a copyreader should train himself rigorously to see mistakes in (1) names of individuals, clubs, streets, cities, states, countries; (2) addresses; (3) dates; (4) figures; and (5) inconsistencies in a story.

The copyreader should challenge every word and every statement in every story he reads. Under no circumstances should he take anything for granted. He should never let a doubtful statement go expecting to get it on proof. Such changes are expensive in both time and money. Editing copy on proof makes enemies in the composing room and does not show the right spirit of cooperation. Sometimes the insertion of a comma in the proof will make it necessary for the printer to reset several lines.

Libelous Statements.—Every copyreader should have a working knowledge of the law of libel. How far a newspaper can go in printing the news is discussed in detail in the next chapter.

Errors of Typographical Style.—Nearly all larger papers in the West and Middle West have a style sheet or style book in which the rules of the paper regarding capitalization, use of figures, punctuation, quotation marks, and addresses and titles are clearly set forth. Most Eastern papers do not have style books for the guidance of reporters and copyreaders. In the East it is generally assumed that compositors and proofreaders know the style and will follow it. Consequently it is not necessary for copyreaders to mark style corrections. Generally speaking, the tendency on Eastern and Southern papers is to capitalize while in the West, “when in doubt, use lower case.”

Many style sheets include a list of words banned by the newspaper and a list of word preferences. This is always the most difficult thing for the new copyreader to learn because in many cases the usage prescribed is based merely on the personal preference of the editor. For instance, “the Governor” in the *Argus* becomes “Gov. Smith” in the *News* and “Negro” in one paper must be written “colored” in another.

A concise style sheet based on general practice in the Middle West will be found in the Appendix.

Mistakes in News Values.—The copyreader should be familiar with all the news developments in the news stories of current interest. Whether he should read other papers besides his own is a mooted point in newspaper circles. Some managing editors insist that editors, copyreaders, and reporters read no papers except their own in order that their judgment may not be influenced by the way other papers handle a story. The late William R. Nelson, editor of *The Kansas City Star*, said that too many newspapers are being edited for other newspaper men instead of for the readers. Most managing editors, however, instruct their staff to read rival papers with great care. At any rate, the copyreader should know what is happening so well that he can see if the reporter has given the proper emphasis in the lead to the most recent turn in the case or if he has featured matter that already has been printed. The copyreader must always remember that the story he is handling is new to the reader—that although he, the copyreader, may be familiar with the facts as brought out in the

morning paper, the information is fresh for the reader of the evening paper. Every story should be edited with this fact in mind. Furthermore the copyreader should keep in mind that his story is to be dependent on nothing—that it should stand by itself, be intelligible, complete, and interesting.

The copyreader should be able to transform an uninteresting, poorly constructed lead into an attractive, adequate summary of the story. He must detect the reporter's failure to follow-up the main feature and must take out expressions of opinion by the reporter.

In some newspaper offices copyreaders are required to edit stories so that they may be cut down in the make-up, that is, if the make-up man finds that a certain story is too long to fit the space he has open, he is privileged to throw away one or more of the final paragraphs. In other offices make-up men are not allowed to do this, or they may do it only under the direction of the News Editor. It is assumed that the copyreader has so edited his story that there are no superfluous paragraphs and hence nothing can be eliminated without injury to the article. In the old *Philadelphia Press* office the rule was that only the man who read copy on a story could cut it in the make-up.

As a general rule the copyreader will shorten the story, but he should remember that his job is to prepare the story for the reader. Sometimes this may mean inserting explanatory material if the reporter has omitted it. There are some papers that never mention a member of the state legislature or of congress without giving his initials, political affiliation, and the district or state he represents. Similarly if a name comes up in connection with a news story, the copyreader may ask the "morgue" to supply a paragraph or two regarding the man's career. The object is to make every news story, if possible, show some continuity with previous events. For instance, if a press association sends a story about what Major General George W. Goethals is now doing in New York City, the morgue would supply a paragraph about the achievements of the man and this would be run as a paragraph indented one em or separated from the rest of the story by a three-em dash.

Errors in Style and Expression.—Under this heading are included wordiness, involved and complicated sentences, excessive use of adjectives, unemphatic sentence beginnings, general instead of concrete, definite words, and lack of dignity of expression.¹ When the reporter calls it a “devastating conflagration” the copyreader will substitute “a fire,” and when the reporter says “the assemblage quieted as the gavel fell with a resounding whack on the marble slab atop the table,” the copyreader will make it read “the meeting was called to order.”

The art of news condensation was perfectly developed for the first time in American journalism when the New York *Sun* attempted to give the news of the world in four pages. Dr. John B. Wood was the night editor then and his genius for terseness of expression won him the title of “The Great American Condensor.” In describing the old *Sun* days, Chester S. Lord says of Wood:

He had a wonderful knack for condensation, and he prided himself on his grammar and on his knowledge of the use of words. He swore by all that was said in Richard Grant White’s work on “Words and Their Uses,” and in Gould’s “Good English,” and there was with him no appeal from their decision. . . . Wood became partly blind latterly and he used to correct manuscript by having it read to him by the writer or by an attendant reader. This process was of great usefulness to the reporter. The reporter might write, for instance:

“The senator’s next move was to make a journey to Washington for the purpose of having an interview with the President.”

“Make it read,” said Wood, “The senator then went to Washington to see the President.”

Or the reader might say: “The man replied in a weak, stammering way.”

“Make it ‘the man faltered,’” said Wood.

¹ The author makes no pretense of discussing fully all possible errors of style and diction that may be found in copy. As reference works on this question, the copyreader is advised to consult: “Handbook for Newspaper Workers,” by GRANT M. HYDE; “Text, Type and Style,” by GEORGE B. IVES; and “Handbook of Composition,” by EDWIN C. WOOLLEY.

Wood's marvels of condensation attracted much attention in the newspaper world forty years ago. He was the pioneer in the attempt to reduce the flabby productions of raw reporters to concise, vivid facts.

The beginner in copyreading who is striving to develop his ability to condense will find it worth while to study carefully the following expressions.¹ Some of them are found in every piece of news copy. These phrases mean just as much and have more force when the words in parentheses are dropped:

all the (different)	(future) prospects
a(n actual) fact	(general) rule
another (one)	(hour of) noon
appear (to be)	(in order) to
appreciate, or depreciate (in value)	(still) continue
both (of them)	(there are) many (who)
by (means of)	(to) where
cannot be (possible)	(together) with
cost (the sum of)	(past) history or experience
during, or in (the course of)	(perhaps) it may
first (of all)	(at) about
for (a period of)	(at the time) when
for (the month of)	(board of) directors
for (the purpose of)	(certain) person
from that time (on)	(close) proximity
intents (and purposes)	(engaged in) building
in (the city of) Chicago	(entire) monopoly
in (the year) 1918	(every) now and then
last (of all)	(first) began
made (out) of	(finally) settled
may (perhaps)	(final) completion
meeting (held) in	(from) hence, thence, whence
men (who are) employed	(full) complement
nobody (else) but	some time (to come)
not (at all)	small (sized)
reason is (because)	subject (matter)
red (colored)	throughout (the whole)
report (to the effect) that	uniform (and invariable)
seem (to be)	when (first)
short (space of) time	(in the) meantime
since this is so (therefore)	(most) perfect
somebody (or other)	(of a) triangular (shape)

¹ Style Sheet, Department of Journalism, University of Minnesota.

One of the greatest foes of conciseness is the roundabout expression—the use of a noun to express action when the verb does it more briefly and forcefully:

after the sale of—after selling
 by the operation of—by operating
 for the purpose of buying—to buy
 for the reorganization of—to reorganize
 in the purchase of—in purchasing
 to the production of—to produce

As a rule, words of Anglo-Saxon origin are shorter than their equivalents of Latin or Greek derivation. The Anglo-Saxon word, moreover, is usually the word of common speech, and for that reason has greater force. In the King James' Bible—admittedly a masterpiece of effective English—97 per cent of the words are Anglo-Saxon. The Anglo-Saxon word is not preferred simply because it is Anglo-Saxon; there is nothing sacred about it for that reason; it is preferred because it usually is shorter and more forceful. For instance:

abundance—plenty	correspond—agree
accustomed—usual	customary—usual
acquire—gain	demonstrate—show
advantageous—helpful	description—kind
allow—let	difficult—hard
alteration—change	employ—use
antagonize—oppose	endeavor—try
apparent—clear	entire—whole
appropriate—fit	exceedingly—very
approximately—about	exhibit—show
ascertain—find out	expedite—hasten
assist—help	expenditure—outlay
assistance—aid	expensive—costly
certain—sure	experiment—trial
commence—begin	explicit—plain
compel—force	frequently—often
conclusion—end	immediately—at once
confidence—trust	increase—grow
construct—build	initial—first
contain—hold	initiate—begin
contribute—give	inquire—ask

institute—begin	prescribe—order
magnitude—size	present—give
majority—most	preserve—keep
manifest—show	proceed—go
merchandise—goods	procure—get
necessitate—force	provided—if
obtain—get	purchase—buy
occasion—cause	remunerate—pay
operate—work	render—give
participate—share	sufficient—enough
permanent—lasting	terminate—end
permit—let	unnecessary—needless
plentiful—ample	unsuitable—unfit
possess—have	

In the course of a series of articles in the *Saturday Evening Post*¹ on the “The Young Man in Journalism,” Chester S. Lord, former managing editor of the *New York Sun*, said of the copyreader’s job:

How does the copyreader exercise his ability? All news copy goes to the readers, the telegraph to the telegraph desk, the city copy to the city desk, and so on. The head reader glances at each article long enough to absorb a notion of its nature and make a memorandum of its length, and then passes it on to one of the readers. This man edits it into the form in which it is to appear in the newspaper. If it is too long he reduces it by stripping it of its verbiage and unimportant facts, cutting out entire sentences and even paragraphs. Unconsciously he questions every statement made by the writer, so keen becomes his search for errors. If the article is unimportant he kills it. Always he has in mind that the sheet is crowded, that there isn’t room for half of what is offered. He acquires the knack of condensation, of making one word express the meaning of half a sentence, of connecting the vital words of three long sentences into one short sentence. He eliminates superfluous statements and obvious explanations and dull conclusions. If he be wise he rereads the article to confirm his own work. Always he seeks to improve it, to insert a snappy word, to give it life, to smooth the diction or make it more rugged, as befits the subject.

When reading news the copyreader must be alert for clues to additional information, for side issues to be added. “The assassin

¹ Dec. 31, 1921, p. 26.

has lived in Canal Street, New York," said one of the Milwaukee dispatches¹—and instantly the copyreader informed the city editor and a reporter was soon on his way to Canal Street to learn of the crazy man's record there. "Mrs. Roosevelt is at the Manhattan Hotel," said another message. A reporter was sent to her.

The copyreader must steel himself against the reporter who tries to be funny and isn't, against those persons so well known in every newspaper office who seek notoriety by getting their names in print, against the social climbers, against the men who want puffs and free advertising, against the wiles of the press agent and the preposterous stories about people he is exalting, against the schemers whose success depends on newspaper publicity, the fake charity organizations, the spurious reformer agitations, the organizations started merely to give salaries to the people who run them, the multitude of movements created to give someone notoriety, the constant attempts to fool the public—the list is endless.

The copyreader must be familiar with the big events attracting public attention, for he may be called to revise the next chapter. Many big cases drag on for months. Above all he should take sympathetic interest in every article he revises and in its writer. His every effort should be to improve the story.

Following are the signs used by the copyreader in correcting manuscript:

¹ In the story about the shooting of Theodore Roosevelt in Milwaukee.

Smith

Three lines under a word or letter indicate that it is to be set in caps.

Chapter

A line drawn through a letter from right to left means set it in lower case.

sine qua non

One line under a word calls for italics.

L P

Signs for a paragraph.

o x

A period should be circled or a cross substituted. Circles around figures or abbreviations indicate that they are to be spelled out. Similarly circles around words or numbers spelled out indicate that they are to be abbreviated or set in figures.

⑩

to^oday

Letters are brought together by a half circle.

June 25/1922

Letters are separated by oblique lines.

“Tom”

Enclose quotation marks in half circles.

(versa vice)

Use this sign for words or letters to be transposed.

^

Use a caret to indicate the place where material is to be inserted.

30

Use end mark to indicate end of story. The sign “30” generally is used to show the end of a day’s work in press services.

The ~~very~~ best

A bridge line is used to connect two consecutive words separated by material that has been crossed out. Similarly a line is run from one word to the next if the words are separated by an unusual amount of white space.

stet

Means let stand the matter crossed out.

↓

Sign for an apostrophe.

Elisabeth

A square around a word means that it is to be spelled as written. This is used when the odd spelling of a name or word would otherwise cause the proofreader to query the desk. In some offices the words “Follow Copy” are used instead of the sign.

] [

Marks used to indicate indented matter.

How the copyreader prepares a story for the printer can be shown best by following the course of a piece of copy through his hands. Here is a local city council story with the slug and headline indicated by the news editor:

Gas-C

That the lighting and fuel gas in the City mains of Bloomington is so weak and of such exceptionally poor quality and quantity that it can be used for cooking purposes only a small part of the total time is the condition now existing in Bloomington it was disclosed at a meeting of the City Council in the Council room of the City Hall last evening. The council has ordered an immediate investigation to be made into the evils alleged, and Rolla Morgan city attorney for Bloomington was instructed by the city fathers to communicate with the Indiana State public service and Gas Commission at Indianapolis requesting that an inspector be sent to this town immediately to investigate the service rendered by the Southern Indiana Light and Heat Co. This action was taken after City Attorney Morgan explained that the matter did not lie under the jurisdiction of the City of Bloomington not of the commissioners of Monroe county and that an appeal must be made to the legally constituted body, i. e., the service Commission.

James Myers 221 S. Walnut St., entered a complaint that he was unable to use the city gases for cooking purposes. A poll of sentiment in the council showed that this had condition prevailed throughout the city.

Echoes of last weeks storm were heard in the city council chamber when the room filled with citizens from all sections of the city who kicked about street wash-outs flooded basements and unsanitary conditions due to improper drainage. The matter was referred to the street commissioners and the city engineers.

A reading of this story shows that there is plenty of work for the copyreader in it. It is verbose; it contains many unnecessary details; it is poorly organized; and contains one name that is incorrectly stated. Yet it is not so poor that it would have to be rewritten. Here is the story as it would appear after it was handled by an experienced copyreader:

Gas - C

~~That the lighting and fuel gas in the city mains of~~
 Bloomington is ~~so weak and~~ of such ~~exceptionally~~ poor quality
~~and quantity~~ that it can be used for cooking purposes only a ~~small~~
 part of the ~~total~~ time, ~~is the condition now existing in Bloomington~~ *was changed by James Myers, 221 South Walnut street,*
~~it was discussed at~~ ~~the~~ city council ~~in the~~ *meeting*
~~room of the City Hall last evening.~~ *night 7 P* The council ~~was~~ ordered an
 immediate investigation ~~to be made into the~~ *into the local gas situation*
 Rolla Morgan, city attorney for Bloomington was instructed ~~by the~~
~~city fathers~~ to ~~be~~ *file a request* ~~permitted~~ with the Indiana ~~State~~ Public Service ~~and~~
~~the~~ Commission at Indianapolis ~~requesting~~ *asking* that an inspector be sent to
~~this town immediately to~~ investigate the service ~~given~~ *given* by the
 Southern Indiana Light and Heat Co. This action was taken after
~~City~~ Attorney Morgan explained that the matter ~~is not~~ *is not* under the
 jurisdiction of the City of Bloomington ~~not of the commissioners of~~
~~house~~ ~~county~~ and that an appeal must be made to the ~~locally~~
~~constituted~~ ~~body,~~ ~~to~~ ~~or,~~ the service Commission.

~~James Myers 221 S. Walnut St., entered a complaint that~~
~~he was unable to use the city gases for cooking purposes. A poll of~~
~~sentiment in the council showed that this bad condition prevailed~~
~~throughout the city.~~

~~Echoes of last weeks storm were heard~~ *in the meeting*
~~in the city council~~
~~chamber when the room filled with~~ citizens from all sections of the
 city ~~who~~ *complained of* ~~complained about~~ street washouts, flooded basements and
 unsanitary conditions ~~caused by~~ *caused by* improper drainage. The matter was
 referred to the street commissioners and the city engineers.

#

The copyreader began by reading the story in order to get the general sense. No corrections were made in the first reading. Then he reread it making the necessary corrections. After he had corrected all the errors he read the story for the third time in order to be sure that it was coherent.

The copyreader took out unnecessary words in the first three lines. In the fourth line he inserted the name of James Myers in place of the indefinite statement. Thus he was able to shorten the story by taking out a paragraph later. The first paragraph in the copy was too long so he made another paragraph after the first sentence. He eliminated about a dozen words in the next sentence by expressing the same idea in condensed form. It was part of his business to know that the correct title of the commission is Indiana Public Service commission and that the word commission should not be capitalized, according to the style of his paper, and that company should be spelled out. It was not necessary to repeat Mr. Morgan's title because of the previous reference to him. Then the copyreader eliminated some more surplus words and made further style corrections. He crossed out the paragraph which had been made unnecessary by a change in the wording of the fourth line. He drew two perpendicular lines through it to guide the printer's eye to the next paragraph. He supplied the apostrophe in the word "week's" in the next paragraph and substituted "meeting" for "city council" and then drew a line from "meeting" to the word "when" in the next paragraph in order to guide the compositor through the corrections. After making other changes in this paragraph he supplied end marks for the story. Nothing of great importance was left in the last paragraph in order that it could be discarded in the make-up without damage to the story.

Three readings of every piece of copy are required to prepare it for the printer. At first the copyreader just glances through the story in order to get the general meaning. He makes no corrections at this reading. At the second reading he examines every word critically and makes whatever corrections are necessary. Office practice may or may not demand that stories be pasted into long strips so that they can be conveniently

divided into "takes" in the composing room. The main points of the story usually so impress the copyreader that it is not necessary to read the story a third time in order to write a headline. The third or final reading is for the purpose of checking up on the corrections that have been made. The copyreader then examines both headline and story.

When it is necessary to transpose a paragraph or a long phrase the copyreader should use scissors and paste. If he attempts to show the transposition in some other manner, confusion as to the meaning intended is sure to result. This is shown by the following story which is an excellent illustration of how not to read copy. No printer could possibly understand the corrections made in this story:

~~DOES NOT THIS DISCUSSION EVIDENCE~~

~~the fact~~ ~~that~~ ~~the~~ Superintendents of Car Departments and of Motive power have been derelict in their duty. It is not ~~the~~ case. ~~of~~ the inspector. ~~This~~ seems to have produced up to the present time, ~~only~~ a moral effect, ~~and it has not gone any further,~~ ~~one~~ case only ~~before~~ the Executive Committee. It seems to me that the motion of Mr. Fuller is very pertinent at this time, that ~~the~~ superintendents of motive power and of car departments may not continue to be derelict in their duty, that they may get after these cases. ~~As my friend, the Colonel from the south~~ MAGAINEI says, you may not have absolute proof of your case, but it is a ~~stand~~ as a court of appeal. Their decision ~~is~~ not absolutely final. They ~~are~~ there for the purpose of sifting ~~the~~ facts ~~out~~ for you, and ~~presenting~~

Handwritten annotations:
 - "SLIGHTLY" above "derelict"
 - "IN REPORTING OUT ONE CASE IN A YEAR" above "It is not the case"
 - "WHERE" above "of the inspector"
 - "LATELY" above "THE ACTION AT THE LAST CONVENTION REGARDING ABUSE"
 - "OF PORTER'S CHARACTER WHICH HAS RESULTED IN" above "and it has not gone any further"
 - "AND THEY DUN'T EVEN ADVISE HOW THEY OUGHT TO BE" written vertically on the right side
 - "THE EXECUTIVE COMMITTEE" written vertically on the right side
 - "FOR YOUR BENEFIT" above "Their decision"
 - "MAY BE" above "not absolutely final"
 - "EXIST" above "are there"
 - "THE EXECUTIVE COMMITTEE" written vertically on the right side
 - "THAT IS TIME" written vertically on the left side
 - "THAT'S LONESOME" written vertically on the left side
 - "BEING PRESENTED TO" written vertically on the left side
 - "AND THEY DUN'T EVEN ADVISE HOW THEY OUGHT TO BE" written vertically on the right side

One story alone, of course, cannot give a comprehensive idea of all the duties of the copyreader. The copyreader should contribute definite improvements to each story he handles. He should not be a butcher of copy who recklessly slashes through paragraphs merely because he has been told by the head of the desk to "cut the story in half." He should know how to save space by taking out words and phrases here and there rather than entire paragraphs. Similarly the man who thinks that copyreading consists simply of marking paragraphs, making style corrections, and changing "claim" to

“assert” or “secure” to “obtain” has an entirely inadequate conception of the function of a copyreader. Too many men on copydesks today are of the “paragraph marking” variety. They seem to think all they have to do is to see that the story they are reading conforms to the typographical style of the paper and that it has no misspelled words. Their finishing touches are the paragraph marks to show the news editor that they have “edited” the story. They seem to make no effort to improve the articles that pass through their hands.

Every story that goes to the printers has a name, a catch-line, also called guide-line or slug. The city editor or the news editor usually writes the guide-line on the upper left hand corner of the story before he gives it to the copyreader. The first of the two foregoing stories, for instance, would be slugged “Gas” or “City Council.” The word “Gas” together with the designation of the headline constitutes the slug for the story. Similarly another story might be slugged “Fire.” Should another fire occur, the best practice would be not to slug it “Fire No. 2,” but to give it another name. To call it “Fire No. 2” might result in confusion. It is always advisable to choose a guide-line that will not offend anyone if it should accidentally appear in the paper. Every newspaper office has its classic story of an awkward guide-line that slipped into print much to the discomfiture of the guilty copyreader, make-up man, and proofreader.

After the copyreader has read the story he makes a record of it: Smith—Fire—200—C—10:30. This means that a reporter by the name of Smith wrote the story, that it was slugged fire, that it was about 200 words in length, that it carried a C head, and that it was sent upstairs to the composing room at 10:30. The head of the desk also makes a record of the story.

If this story had not been complete, the word “More” would have been added in place of the end mark, and “More” would have appeared as part of the record of the story.

Suppose something new on this story “breaks” after it has been set up. If the copyreader has a proof of the story, it is a simple matter to insert the new material in the proper place in the proof sheet. But if no proof has come down, the

copyreader will read the story and send it up slugged "Add Fire C." Should other additions come they would be slugged "First Add Fire," "Second Add Fire," etc.

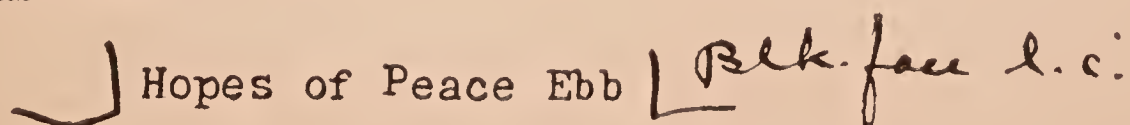
In the same way there might be a "New Lead Fire" or "First Insert Fire" or "Insert A—Fire." Here, too, it is best to have the proof at hand and to indicate the exact place for the insertions. If no proof is available at the time, the matter can be sent upstairs and when a proof comes down the copyreader will find the place for the insert and write on the proof "Turn Rule for Insert A."

An "Add" signifies an addition to the story under the same headline. A "Follow," on the other hand, follows the story but has a headline of its own. There might be "Follow Fire," "First Follow Fire," "Second Follow Fire," etc. Follow is usually written "Folo."

If the head is not sent to the composing room with the copy, the copy is marked "Head to Come," usually written "H. T. K." This is done when the copy is sent to the composing room awaiting the page layout or when it is known that important news is coming that should be embodied in the head. If this later news is put in the lead, the story may be sent up without the lead and with the explanation "Lead to Come."

Stories to be used in a particular edition are marked "Noon Edition," "Market Edition," etc. Department news is slugged "Sports," "Financial," in addition to the regular guide-line. Some newspapers use letters to indicate the various departments.

It is also the copyreader's duty to insert subheads in the story at regular intervals. The general rule is to run a subhead every 200 to 250 words. Some newspapers have a rule against using only one subhead in a story. They require two subheads or more. Office rules differ as to the designation of subheads. The copyreader may write out the subhead with the explanation "Subhead" enclosed in a circle or he may indicate it as follows:


 A handwritten example showing a subhead "Hopes of Peace Ebb" enclosed in a large left-facing curly bracket. To the right of the subhead, the text "Back face l. c." is written in cursive, with a vertical line separating it from the subhead.

All instructions to printers regarding the way a story is to be set should be enclosed in circles to distinguish them from the signs used in correcting copy.

From the foregoing discussion it will be seen that the requisites of good copyreading are the elimination of errors of all kinds, neatness in making corrections, swiftness in doing the work, and skillful condensing or expanding as the copy may require.

EXERCISES

The teacher who is using this volume as a text will find it necessary to supplement this chapter on copyreading with many practical exercises. It is important that the student have enough actual experience to make him familiar with the typical problems that arise in the handling of copy. He should also attain some degree of speed in editing. The teacher will be likely to get best results by having the class edit stories containing all varieties of errors and questions involving news judgment. Further practice on the college daily will then be helpful.

CHAPTER II

THE LAW OF LIBEL

Libel is one form of defamation. Defamation is a tort, *i.e.*, a wrong.¹ In defamation the right that is violated is the right to a good name.

There are two forms of defamation: Slander and libel. Slander is oral defamation. Libel is written, printed, or pictorial defamation.

For the purposes of the newspaper writer, libel may be defined as malicious defamation, either written or printed, imputing to another that which renders him liable to imprisonment, or tends to injure his reputation in the common estimation of mankind, or to hold him up as an object of hatred, scorn, ridicule, or contempt.

Slander is the first historically. Slander was first recognized in the fourteenth century when English courts held certain words defamatory. Subsequently the kings' courts declared three classes of words to be slanderous *per se* or in themselves. That is, the plaintiff would not have to show that he sustained special damage as a result of the words uttered. He merely had to prove that they were spoken of him. The following words were held slanderous *per se*:

1. Words imputing crime which carries with it the penalty of imprisonment.
2. Words imputing loathsome disease.
3. Words disparaging a man in his trade, business, or profession.

A later statute added a fourth classification: Words imputing unchastity to any woman or girl.

¹ Hence all legal reference books on torts contain a discussion of the law of libel. See Appendix D for list.

All words slanderous *per se* are actionable when written. But the law of libel is broader and more strict than that of slander. Many words which would not be slanderous are libelous. Thus one may apply to another orally words of personal vituperation and abuse that would not be punishable as slander, but which if published in a newspaper would be libelous. For instance, to say orally of a man that he is a "rogue," or "scoundrel," or "vagabond," or "blackleg," or "bastard," or "adulterer" is held not to be slander; but to publish it in a newspaper would be libelous. Similarly other words not included in the four groups above might be libelous if the plaintiff could show special damage. In the case of words libelous *per se* the court will take it for granted that the plaintiff has suffered; it is not necessary for him to show special damage.

WHAT IS LIBELOUS

a. Words Libelous Per Se

1. Words which impute an indictable offense. In the leading case of *Brooker vs. Coffin* the following was given as the test: "In case the charge, if true, will subject the party charged to an indictment for a crime involving moral turpitude, or subject him to an infamous punishment, then the words will in themselves be actionable."

Words charging a person with theft, burglary, arson, perjury, murder, attempt to murder, swindling, blackmailing or interfering with the mails, are actionable *per se*. So to charge that a franchise was obtained from certain officers by the use of boodle. Where the promulgation of certain anarchistic sentiments is made a felony, it is actionable *per se* to call a man an anarchist.

It is not actionable to accuse a man of an intent to commit a crime. The charge of a merely immoral offense which is not criminal is not actionable unless special damages result.

2. Words which impute a contagious or infectious disease. What diseases should be embraced under this rule is not certain, but it is probable that at the present day only those which

are contagious or infectious. Leprosy or venereal disease would come under this class, but consumption would not.

3. Words damaging as respects business, profession or trade. It is actionable to charge a professional man with malpractice or negligence, to accuse a lawyer of charging outrageous fees, to impute to him dishonesty in his profession, to call a physician a quack, to call a clergyman an unscrupulous liar, to charge a teacher with disgraceful conduct toward his pupils. Words are actionable *per se* which impute to an official dishonesty or corruption in his office or general misconduct therein or willful neglect of duty.

As to words which tend to injure one in his business or trade, the imputation must be such as to affect the party prejudicially in the business in which he is engaged. A false charge, therefore, that in respect to one person might be libelous, if made of another would support no action. In the one case it would be almost certainly injurious, while in the other no presumption of injury would arise. Thus if it be said of a day laborer: "He is bankrupt," the remark, so far as his business is concerned, is perfectly harmless, while if the same were printed of a merchant or of any one to whose business a good financial standing was indispensable, the natural and probable tendency would be to inflict an injury which would be serious and might be disastrous.

Any false and disparaging statement concerning one in his trade, occupation or calling is actionable in itself, and the person concerning whom such a statement is made, although unable to show that he sustained damage is, nevertheless entitled to recover. Any statement calculated to injuriously affect the credit or financial standing of a merchant or person engaged in trade is actionable, such as a charge that he is bankrupt, or has given a chattel mortgage, or has been attached, or to charge fraud or dishonesty, or to charge that he lacks business capacity. It is actionable to charge a butcher with selling diseased meat or to charge that the wares of a manufacturer are a humbug and worthless.¹

¹ COOLEY: "Law of Torts," p. 209.

A corporation may sue for defamatory statements calculated to injure its business. A charge that half the ties in the plaintiff's roadbed were rotten was held to be such a statement.

There is an important difference, however, between libel on an individual and libel on a corporation. Since a corporation has no soul it follows that a corporation has no reputation or character which may be hurt by a libel. Only pecuniary damage can be sustained by a corporation.

In the case of *Heriot vs. Stuart* (1796) the defendant said of a newspaper that it was the "lowest and most scurrilous paper," and that "its circulation was the lowest in its history." The first words applied to a man would be libelous, but not in the case of a corporation. The statement about the paper's circulation, however, was libelous since it would hurt its business. A corporation must always show that the words have caused a special pecuniary damage.

4. Words imputing unchastity to any woman or girl have been made actionable *per se* by statute.

b. Other Words Which May Be Libelous

But it is not necessary that words come under these four classes to be libelous *per se*. Any publication that tends to degrade, disgrace or injure the character of a person or bring him into contempt, hatred, or ridicule constitutes libel. Following are other classes of words which have been held libelous:

5. Words that will cause loss of respect. The case of *Peck vs. The Chicago Tribune* illustrates this point. An advertisement of Duffy's Pure Malt Whiskey appeared in the *Tribune* several years ago. In the advertisement was the portrait of a woman with the words "Mrs. A. Schuman" under it. Above the portrait were the words:

"Nurses and Patient Praise Duffy's."

"Mrs. A. Schuman, One of Chicago's Most Capable and Experienced Nurses, Pays an Eloquent Tribute to the Great Invigorating, Life-giving and Curative Properties of Duffy's Pure Malt Whiskey."

Below the portrait appeared the following:

“After years of constant use of your Pure Malt Whiskey, both by myself and as given to patients in my capacity as nurse, I have no hesitation in recommending it as the very best tonic and stimulant for all weak and run down conditions,” etc.

This last purported to have been signed by “Mrs. A. Schuman, 1576 Mozart Street, Chicago.”

It developed that the portrait printed was not that of Mrs. A. Schuman, but of another woman, Elizabeth Peck, who was not a nurse and who was a total abstainer from whiskey and all spirituous liquors. Undoubtedly the mistake was the fault of the advertiser and not of the *Tribune* yet the Supreme Court of the United States held the advertisement to be libel against Mrs. Peck although, as was pointed out, there was no general consensus that to drink whiskey is wrong, or that to be a nurse is disreputable. It was held that the advertisement would hurt the plaintiff in the opinion of an important and respectable part of the community, even though such part be not a majority, and the Supreme Court went on to say that “If the publication was libelous, the defendant took the risk.”¹

In a similar case the Evening American Publishing Company suffered a judgment for damages for a news article appearing in the *Chicago American*. By mistake it published the picture of one Rose Ball in connection with the story of the death of one Pearl M. Ball, and of suspicious circumstances attending her death, indicating that a mysterious man was with her and had been with her at a cafe, drinking, that there had been a quarrel, and the girl sent home in a cab. She was soon afterwards found dead as the result of an administration of poison, possibly a suicide. The reporter asked Pearl M. Ball’s father for her picture and was referred to a photographer. By combined mistake of the photographer and the reporter, the photographer gave out a picture of Rose Ball and it was published in connection with the article.

6. Imputations upon character in allegory, innuendo, irony or ridicule may amount to a libel. The case of *Jones vs. E.*

¹ HEPBURN: “Cases on Torts,” p. 594.

Hulton & Co., tried in England in 1909, illustrates the danger of innuendo. The plaintiff, Mr. Thomas Artemus Jones, a barrister practising on the North Wales Circuit, brought the action to recover damages for the publication of an alleged libel concerning him contained in an article in the *Sunday Chronicle*, a newspaper of which the defendants were the publishers. The article, which was written by the Paris correspondent of the paper, purported to describe a motor festival at Dieppe, and the parts complained of ran thus:

Upon the terrace marches the world, attracted by the motor races—a world immensely pleased with itself, and minded to draw a wealth of inspiration—and, incidentally, of golden cocktails—from any scheme to speed the passing hour. . . . “Whist, there is Artemus Jones with a woman who is not his wife, who must be, you know—the other thing,” whispers a fair neighbor of mine excitedly into her bosom friend’s ear. Really, is it not surprising how certain of our fellow-countrymen behave when they come abroad? Who would suppose by his goings on that he was a churchwarden at Peckham. . . . Here, in the atmosphere of Dieppe, on the French side of the Channel, he is the life and soul of a gay little band that haunts the Casino and turns night into day, besides betraying a most unholy delight in the society of female butterflies.

The friends of Thomas Artemus Jones read the article and twitted him about it. He was not a churchwarden nor did he live in Peckham, but he brought suit and recovered almost \$8,000 damages in spite of the fact that the paper printed a statement to the effect that he was not meant in the story. The judge ruled that it was not a question as to who was meant, but who was hit.¹

¹ HEPBURN: “Cases on Torts,” p. 735.

Irony is also dangerous. A newspaper which called a lawyer "an honest lawyer" had to pay damages.

The New York *Sun* lost a suit brought by Professor Triggs of the University of Chicago for ridicule in an article in the *Sun* about his writings. The article was not confined to legitimate criticism of his works but brought in personalities.

7. Cases of special damage. If matter libelous *per se* is published falsely concerning a person he is presumed to have suffered loss without proving the specific amount or the manner of loss, the amount of damages being found by the jury in accordance with the circumstances of the case and the various legal rules.

If the language complained of does not come within the foregoing definitions and limitations, and is not therefore libelous *per se*, still, if untrue, it may furnish the basis for a libel suit where it has resulted in pecuniary loss or the loss of other material advantage. Thus if one say of another: "He is a rogue," the law will not imply a resulting injury; but if it be shown that in consequence of the imputation he was discharged from an employment, or was refused employment, the special injury is thus made to appear. The injury must be pecuniary in its nature, but it is immaterial whether it be great or small, except as the amount of recovery will depend upon it. The special damage must be specifically set forth by means of facts alleged.

This is a class of cases which gives the publisher least concern; for, while the utmost vigilance and care cannot prevent the publication of articles that result in special damage, the bringing of such suits upon such publication is rare because of the difficulty in proving substantial loss. It might almost be said that the recovery of any considerable verdicts in such cases is never heard of in our courts.¹

ELEMENTS OF A PRIMA FACIE CASE IN LIBEL

1. It must not be a libel on a thing because a thing has no reputation and cannot be libeled. For instance, in the case of

¹ SACKETT, H. W.: "The Law of Libel,"

Dooling *vs.* Budget Publishing Company, the plaintiff brought suit for the following comment made in a newspaper:

Probably never in the history of the Ancient and Honorable Artillery Company was a more unsatisfactory dinner served than that of Monday last. One would suppose, from the elaborate bill of fare, that a sumptuous dinner would be furnished by the caterer, Dooling; but instead, a wretched dinner was served, and in such a way that even hungry barbarians might justly object. The cigars were simply vile and the wines not much better.

The judge held the words not libelous *per se* and the plaintiff could show no special damage. In holding for the defendant, the judge declared that

Words relating merely to the quality of articles made, produced, furnished or sold by a person, though false and malicious, are not actionable without special damage. For example, the condemnation of books, paintings, and other works of art, music, architecture, and generally of the products of one's labor, skill, or genius may be unsparing, but it is not actionable without the averment and proof of special damage, unless it goes further and attacks the individual.

In the present case there was no libel upon the plaintiff in the way of his business. Though the language used was somewhat strong, it amounts only to a condemnation of the dinner. No lack of good faith, no violation of agreement, no promise that the dinner should be of a particular quality, no habit of providing bad dinners which the plaintiff knew to be bad, is charged, nor even the excess of price beyond what the dinner was worth; but the charge was in effect simply that the plaintiff being a caterer on a single occasion provided a very poor dinner, vile cigars, and bad wines. Such a charge is not actionable with proof of special damage.¹

In the case of *Fen vs. Dixie* the plaintiff was a brewer and the defendant spoke of his beer in terms of disparagement at least as strong as those referring to the dinner. The judge said:

¹ HEPBURN: "Cases on Torts," p. 599.

A tradesman offering goods for sale exposes himself to observations of this kind; and it is not by averring them to be "false, scandalous, malicious, and defamatory," that the plaintiff can found a charge of libel upon them.

Similarly it was held not to be libelous for the defendant to say of the plaintiff: "His watches are bad." The *Missouri Fruit Grower* published a letter from a contributor in which he said that he had used the plaintiff's remedy for brown rot on peach trees and had found it disastrous. In the case of *Kennedy vs. the Press Publishing Company* the *New York World* published an article which charged that Coney Island saloons were the resort of improper characters. Kennedy owned a saloon at Coney Island. It was held that the libel was on the saloon and not on Kennedy, the proprietor. The judge, however, declared:

A libel on a thing may constitute a libel on a person. Thus, to say of a brewer that he adulterates his beer would be a libel upon him in his trade, not because of the allegation that the beer was bad, but because the language would import deceit and malpractice on the part of the brewer. It is, therefore, at times difficult to determine whether the publication attacks the person or merely the thing, and any apparent conflict in the authorities arises out of this difficulty.

A Grand Rapids, Mich., newspaper said of a druggist that he put false labels on his medicine; that he made the medicine himself and then labelled it as if it came from Holland. This was held libelous. It would not have been libel if the newspaper had said that it was American oil instead of oil from Holland. The case would hinge on whether the plaintiff must have known that it was American oil.

2. Words must be written of and concerning the plaintiff. No action in libel will lie unless the plaintiff can prove that the words complained of were spoken of the plaintiff, or were generally understood to refer to him. An old English case, that of *Johnson vs. Sir John Aylmer*, shows that an innuendo will not constitute cause for damages if the plaintiff was the only one who thought they applied to him. In the case of *Northrop vs. Tibbles* (1914) a letter was written which the

plaintiff applied to herself although it made no mention of her. She was unable to show that the letter applied to her and the court held for the defendant. On the other hand, in the cases of *Peck vs. the Chicago Tribune*, *Wandt vs. the Chicago American*, and *Jones vs. E. Hulton*, it is shown that the defendant is liable if the innuendo happened to hit someone and the plaintiff can show that other people thought that he was meant.

MALICE

Malice is not an element that needs to be taken into consideration in a discussion of libel. A statement may be libelous without being inspired by malice. The libel on Mrs. Peck in the case of *Peck vs. the Chicago Tribune* was an innocent one. The doctrine of "falsely and maliciously" came from the old ecclesiastical courts and still survives in law books and in declarations of libel made by courts, although it has now been abundantly established that malice is not an element in establishing a case in libel.

DEFENSES IN AN ACTION

Invalid Excuses for Libel

1. That the publication was in good faith and not made maliciously. Malice is not an essential element of libel.
2. Publication by accident. The case of *Peck vs. Chicago Tribune* shows that accidental publication is no excuse.
3. Ostensible publication of a rumor and made in the course of a newspaper's business.
4. Ignorance of what employees were editing. A newspaper owner is not excused from libel on the ground that he did not know what his editors or reporters were doing. A Louisiana news-stand proprietor was fined for selling papers containing a libel. The proprietor of an English circulating library was fined for circulating a book containing a libel.

Valid Excuses for Libel

There are four possible defenses to a libel suit:

1. To prove the published charge to be true. This is called a "justification."

2. To show that the publication was "privileged."

3. To prove the right of "fair comment and criticism."

4. To prove circumstances connected with the publication tending to show that it was not malicious or was provoked and excused by the conduct of the complainant. This is called a defense "in mitigation of damages."

TRUTH AS A DEFENSE

To prove that the defamatory publication complained of is true is an absolute and complete defense.

The old maxim of the English criminal law, "The greater the truth the greater the libel," frequently quoted erroneously in this connection, has no application to actions in the civil courts,¹ and at the present time would scarcely be invoked even in any of the criminal courts of this country, except under the most extraordinary circumstances.²

The Bill of Rights, in most state constitutions, provides: "In all prosecutions for libel, the truth of the matters alleged to be libelous may be given in justification."³

But it is not enough that the writer of defamatory articles himself knows that they are true. He must be able to produce, when required, competent legal proof of their truth. What he himself has witnessed is, of course, competent evidence as far as it goes: when such proof can be strengthened by official records or other documentary proof, and by the evidence of other persons who can testify of their personal knowledge to the truth of the publications, a defense of the strongest character is presented.

But one distinction should be observed carefully, a misconception in regard to which has given rise to many libel suits that have been difficult to defend. When it is said that "the truth is a complete defense," the literal truth of the published

¹ The old English doctrine was abandoned by American courts in 1735 at the trial of John Peter Zenger in New York.

² SACKETT, H. W.: "The Law of Libel," p. 8.

³ In Illinois, Iowa, and Nebraska the newspaper must also show a justifiable motive. Truth alone is not a defense. Thus an additional burden is placed upon the newspapers in those states.

statement is not meant; but the truth of the defamatory charge.¹

To illustrate: A prominent official, say a judge, during the progress of a political campaign, either in the course of an interview or of a public speech, makes the charge against a candidate for an important office that he (the candidate) obtained his naturalization papers either through perjury or subornation of perjury. A newspaper publishes the interview or the speech, giving the speaker's name and the exact language he used. If the candidate referred to should sue the newspaper for libel because of this publication, it would be no defense for the publisher to show that it was true that the speaker had said just exactly what the newspaper represented him to have said. In order to justify they would have to show that the defamatory charge was true, *i.e.*, that the candidate had been guilty of perjury or subornation of perjury in obtaining his naturalization papers.¹

In other words, no publishers or writers can escape responsibility for defaming a man's character by showing that it was on the authority of some other individual.

The same applies to defamatory accusations republished from another newspaper, whether the name of the newspaper from which they are copied is given or not.

PRIVILEGED PUBLICATION

The general doctrine of privilege is founded upon the view that in the intercourse between members of society and in proceedings in legislative bodies and in courts of justice, occasions arise when it becomes necessary that the character and acts of individuals should be considered and made the subject of statement or comment, and that, in the interest of society, a party making disparaging statements in respect to another on such a lawful occasion, should not be subject to civil responsibility in an action of this character, although such statements are untrue.

¹ SACKETT, p. 9.

A privileged communication is founded upon a privileged occasion, and, strictly speaking, it is the occasion that is privileged, rather than the communication. The occasion affords the privileged of making the communication, and the same communication is privileged or not according to the occasion on which it is made.

Privileged occasions are divided into two classes with reference to the extent of the privilege afforded: those absolutely privileged and those conditionally privileged. Absolute privilege applies only to legislative and judicial proceedings and executive acts and not to newspapers. Newspapers, however, enjoy qualified or conditional privilege. Under the protection of qualified privilege a newspaper is permitted to give accounts of judicial, legislative, or other public and official proceedings providing the accounts are fair and accurate and not made with malicious intent. The plea of privilege would break down if the plaintiff could show that a newspaper was actuated by malicious motives, that the report was not true, or if it was not a fair report, that is if it was biased and gave only one side of the case.

Following are classes of conditional privilege:

1. Reports of judicial proceedings.
2. Reports of legislative proceedings.
3. Reports of other proceedings of quasijudicial or legislative nature in which the public has an interest such as proceedings of a medical society.

1. Judicial Proceedings.—In judicial proceedings the law permits the publication of the charges made, the testimony taken and anything relevant to the case that is said by judges, attorneys, witnesses, jurors, or anyone else, that is part of the public proceedings before the court and pertinent to it. The law does not, however, permit any violation of the legal presumption that a person is innocent until proven guilty and anything written that assumes guilt before conviction is not privileged and can only be defended on the ground that it is true and published with a good motive and justifiable end.

The privilege, as applied to judicial proceedings, is not confined to reports of proceedings in regular courts of justice,

but may be extended to all inquiries before magistrates, referees and municipal, military and ecclesiastical bodies, and they are only to be restrained by this rule, that the application for judicial action shall be made in good faith to courts or tribunals having jurisdiction on the subject and power to hear and decide the matter of complaint or accusations, and that they are not resorted to as a cloak for private malice.

Charges made in a police station or in a police court are not judicial proceedings nor is information given out by policemen or sheriffs.

A criminal charge or other statement made by a District Attorney, a coroner, a sheriff, or any other public officer is not privileged unless it is part of a proceeding that is both public and official.

A proceeding before a grand jury is not privileged because it is not public and not strictly judicial. An indictment found by a grand jury becomes privileged when it is handed down in court and made public.

It is important to note in connection with all reports under conditional privilege that the heading of a story must be just as fair and impartial as the story. Many libel suits have been sustained which were based alone upon the libelous headings of articles where the articles themselves were completely protected by conditional privilege. No new matter can be introduced in a headline nor must the headline comment on the story.

For instance, a wife seeks a separation from her husband on the ground of his cruel treatment. The first day of the trial damaging testimony is produced against the man. This is properly reported. But it is published with the heading, "A Brutal and Inhuman Husband." The next day the husband produces his opposing testimony, gets a verdict in his favor from the jury, and afterwards brings a libel suit against the newspaper publishers because of the libelous heading. The publishers in defense could not plead that the heading was privileged but in order to make a complete defense would find it necessary to prove that it was true that the complainant was "a brutal and inhuman husband"; an undertaking which

in view of the contrary verdict of the jury might be an awkward and disastrous thing to attempt.¹

In the case of *Stevens vs. Samson* the defendant made defamatory remarks of the plaintiff in court. He then sent them to a newspaper. The newspaper published them. Although the report of the trial was true and fair, the court held that the remarks were printed maliciously. It was held that a newspaper must use its conditional privilege in a bona fide way.

Newspaper writers should also be cautioned against printing the irrelevant defamatory remarks of a witness or counsel. Such remarks, even if made in a courtroom, are not privileged either for the person who makes them or for the newspaper which may publish them. It has been held that a witness or a counsel is strictly responsible for any irrelevant defamatory remarks he may make, in other words he is privileged only if his statements bear directly on the case.

To be on the safe side a newspaper should always give both sides of the case. It is actionable to give only the evidence on one side.

It is highly important for the reporter and editor to realize the difference between "judicial, legislative, or other public and official proceedings" and papers which have been filed as a mere preliminary to a suit. For instance, *The New York Herald* several years ago lost a suit because the story complained of was based merely on allegations contained in a complaint filed in court by the French-American Stores Company against the Lambert Dairy Company. The complaint was filed in the office of the County Clerk. Up to the time of the publishing of the libel it had never been presented to the court nor had any application, based upon it, been made to the court for any preliminary or provisional order or process.

The appellant claimed a qualified privilege in that the article complained of was a fair and true report of a judicial proceeding or of a paper duly filed in the course of such a proceeding. The opinion written by Judge Scott and concurred in by his associates, said in part:

¹ SACKETT, p. 10.

As to the publication of papers merely filed and not presented to any court or magistrate, which is the question now before us, the rule has not heretofore been declared in this State by any controlling authority. It has arisen, however, in many other jurisdictions, and the concensus of authority is that the qualified privilege of publication does not extend to such a case. (Reference is here made to a large number of decisions in various States.) The opinion thus generally held by the courts of this country commends itself to our judgment as establishing a safe and sound rule within the terms of our statute . . .

Our conclusion upon this branch of the case, therefore, is that the mere filing of a pleading, without any submission to the court or judicial action taken thereon, does not constitute such a judicial proceeding as will give rise to a qualified privilege to a newspaper to publish its contents.

This means that if a newspaper publishes news articles based on complaints "merely filed and not presented to any court or magistrate" it must be prepared to prove that defamatory charges made in these complaints are true since the truth would be its only complete defense if an action for libel resulted.

A newspaper cannot safely publish information based on pleadings, complaints, or short affidavits until the case has actually come to trial in court, that is, until it has reached a stage where the action cannot be withdrawn by either of the parties to the suit.

The reason for this ruling was pointed out by Judge Laughlin of the Appellate Division of the New York Supreme Court in an opinion handed down in a libel action (*Stuart vs. Press Publishing Company*, 83 A. A., 475) as follows:

The reason for this limitation is that the public are not concerned in the preliminary proceedings formulating claims, causes of action, charges or defense for presentation for judicial action; that the public are not concerned in the private controversies between citizens, but only in the action of the judicial officers or tribunals thereon, and that until the judicial action is invoked the proceedings or action may be abandoned or discontinued by the parties without ever bringing the same to the attention of the magistrate, judge or tribunal.

There are two exceptions to the rule that fair and accurate reports of judicial proceedings are privileged. These are set forth in "Newell on Slander and Libel" as follows:

The first is where the court itself prohibited the publication, as it frequently did in former days. Every court has the power of preventing the publication of its proceedings pending litigation.

The second is where the subject matter of the trial is an obscene or blasphemous libel, or where for any other reason the proceedings are unfit for publication. It is not justifiable to publish even a fair and accurate report of such proceedings; such a report would be indictable as criminal libel.

2. Legislative Proceedings.—The privilege as applied to legislative proceedings covers reports of the sessions of congress, state legislatures, and minor legislative bodies such as county supervisors and city aldermen. Anything said publicly on the floor of the chamber in the course of debate while the legislative body is in session may be lawfully printed, if the report is a true and fair report and provided the publication is not prompted by malice.

The law with reference to town meetings seems somewhat uncertain. In the case of *Trebby vs. Transcript Publishing Company* (a Massachusetts case) the court held that a newspaper could not claim protection for libelous statements in an account of a town meeting.

3. Other Cases of Privilege.—A petition to the executive or other appointing power in favor of an applicant for an office or a remonstrance against such an applicant is a publication of this character. No action will lie for false statements contained in it unless it be shown that it was both false and malicious. This rule applies to petitions, applications and remonstrances of all sorts addressed by the citizens to any officer or official body, asking what such officer or body may lawfully grant, or remonstrating against anything which it might lawfully withhold.¹ While a report of a committee appointed by a town meeting was held to be conditionally privileged in Massachusetts, in Wisconsin it was held that an

¹ COOLEY, p. 237.

article in a newspaper relating to a matter of municipal interest, which reflected on the official conduct of a state senator, was not privileged if the newspaper circulated outside the city and senatorial district. Such a holding would seem to preclude the free discussion of matters of local interest either in the press or in public meetings. The ruling, however, was based on the general theory underlying qualified privilege, that is, that defamatory remarks are privileged only if published to those who have an interest in them. Thus libelous statements are privileged when made at a meeting of shareholders but not when published in a newspaper because they would be read by many people who would have no interest in them.

In connection with all stories involving conditional privilege, it should be pointed out that the words "it is alleged," "they say," "it is reported," etc. do not insure a paper against a libel suit. These phrases so glibly slipped into newspaper stories are nothing more than sham defenses. The New York statute provides: "It is no defence to an action for publishing an article charging plaintiff with a crime that the charge was made on information obtained from others."

FAIR COMMENT AND CRITICISM

Everyone has a right to comment, both by word of mouth and in writing, on matters of public interest and general concern, providing this is done fairly and with an honest purpose. This right is known as that of "Fair Comment and Criticism."

The right is of the utmost importance to newspaper men because a large proportion of the public of civilized communities depend to an increasing extent on newspapers and other periodicals for helpful discussion of public men and events. A newspaper has no greater right in this respect than any person in the same community, but has occasion to exercise the right very frequently.

Time was, only a little over a hundred years ago, in England, when to censure public officials and governmental policies, as is done daily in modern times, was considered criminal and seditious. Many a man had his ears cut off in England for

saying infinitely less about his rulers than was said with impunity against Woodrow Wilson during his administration. Now, however, both in England and America (but not in many countries in Continental Europe) the right of fair comment and criticism is definitely recognized.

The right is not without limits. Its foundation is the benefit to the public which results from unhampered discussion of matters which are of importance to the public. While injustice can be, and is frequently, done to individuals by the exercise of this right, experience has taught that in the end the public benefits by such discussion.

On the other hand, the public cannot benefit from misstatement of facts, or by malicious or unfair comments on matters, although the matters be of general concern. Consequently, the law will not permit an abuse of the right and holds that the right is abused if certain requirements are not met. The law governing the right of fair comment and criticism is in a state of considerable confusion in many other states, and in some respects the limits of the right are not defined with satisfactory definiteness. But five requirements may be set forth:

1. The comment must be on a matter of public interest. The public conduct of every public man (including candidates for office) is a matter of public concern. So is the management of every public institution and conduct of every public body, national, state, or municipal. An English writer has made a convenient grouping of matters of public interest under seven different heads:

- a.* Affairs of state.
- b.* The administration of justice.
- c.* Public institutions and local authorities.
- d.* Ecclesiastical matters.
- e.* Books, pictures and architecture.
- f.* Theaters, concerts and other public entertainments.
- g.* Other appeals to the public.

2. The words must be a comment and not an allegation of fact. It is one thing to comment upon or criticise, even with severity, the acknowledged or proved acts of a public man, and

quite another to assert that he has been guilty of particular acts of misconduct. The same considerations apply where a newspaper draws from certain facts an inference derogatory to a person. The inference must be stated as an inference and not asserted as a new and independent fact. The reader must have a truthful picture of the conduct condemned, so that he may have an opportunity of judging for himself.

3. The comment must be fair. Usually in litigated cases the question of whether or not a comment is fair has been submitted to the jury. Very little has been done by the courts to prescribe exact limits, and, indeed, this would be a hard thing to do. The test to be applied is generally: Would any fair man, however exaggerated or obstinate his views, have said that which this criticism has said? Wide latitude is allowed to exaggeration and to erroneous opinions. But before a newspaper assigns wicked or corrupt motives for the conduct which it censures, it should be certain that such motives are at least reasonable inferences from facts known to be true. Even then it is treading on dangerous ground.

4. Comment must not be published maliciously. A comment must not only be fair but must have been made honestly. It must be the true opinion of the critic, and must not be published to gratify personal or other indirect motive. There are so many subjects on which fair comment may be made that it would be impossible within the limits of this article to present a representative array of examples.

5. The comment, if on a man in public office, must be confined to his official life. A newspaper cannot comment on a man's private life in order to show that he is unworthy to hold office. It has been held that all comment must be confined to actual facts in connection with his public office.

The right of a newspaper to comment on a man who is running for office with the same freedom that it can comment on a man holding office is set forth in the case of *Harris vs. the Arizona Republican*. In this case the court reaffirms the doctrine that a newspaper may publish any comment on public affairs, providing it is in good faith. For instance, several years ago the *Cincinnati Post* published an article alleging that

a certain man, Hallam, running for congress, had bribed another candidate, Berry, to quit the race. Judge Taft, who was on the bench at that time, ruled against the newspaper on the ground that it had commented on something as a fact when it was not a fact, *i.e.*, the newspaper could not prove its allegation of bribery.

It will be remembered that a few years ago Roosevelt sued the editor of a newspaper in Michigan for calling him a drunkard. Although Roosevelt was a public man, the charge was held libelous. It was an allegation of fact (and untrue) and not a mere comment. If it had been true and a known fact that Roosevelt drank heavily, the editor could then safely have stated that the habit was disgusting and unfitted Roosevelt for office.

Similarly, an English newspaper printed an article advising an actor to return "to his old profession, that of a waiter." The actor had never been a waiter, and recovered damages. The newspaper might have said with probable safety that the actor "would have made a better success as a waiter than he made on the stage."

Many people were dissatisfied with the jury's verdict in the first trial of Carl Wanderer of Chicago, who hired a man to shoot his wife. A newspaper might safely have criticized the verdict as a "miscarriage of justice" or "disgraceful." But it could not legally state "the jurors must have been bribed."¹ Nor is it fair comment to say that an accused, though acquitted by a jury, was really guilty, that a particular witness committed perjury.

It would probably not be libelous to say of a new novel that it is "the very worst attempt at a novel that has ever been perpetrated," even if the novel were a fairly good work. On the other hand, it would be libelous falsely to charge the author with plagiarism.

The right of comment on a book was expounded in 1808 in the famous case of *Sir John Carr vs. Hood*. The judge held that ridicule and comment on a book was perfectly justifiable unless it overstepped the bounds of fact. In the case of *Triggs vs.*

¹ CALDWELL, "Fair Comment and Criticism,"

the New York *Sun*, the plaintiff published matter which was not in Trigg's book and made it appear that it was quoting from his book. The *Sun* lost the case for this reason. Here again the court laid down the doctrine that a newspaper must not falsely accuse the author of writing what he did not write and then comment on it as a fact.

In about the year 1875 Sir John Ruskin, perhaps the greatest art critic of his day, wrote and published an article criticising pictures exhibited in the Grosvenor Gallery in England. Referring to certain pictures painted by the famous artist Whistler, Ruskin wrote the following:

Sir Coutts Lindsay ought not to have admitted works into the Gallery in which the ill-educated conceit of the artist so nearly approached the aspect of wilful imposture. I have seen and heard much of cockney impudence before now but never expected to hear a coxcomb ask 200 guineas for flinging a pot of paint in the public's face.

Whistler sued Ruskin for libel. The only words which were considered libelous in the foregoing passage were "wilful imposture." Whistler recovered as damages the insignificant sum of 1 farthing and had to pay his own costs.¹

This English case is typical of a large class of cases in which a certain right to comment on and criticise matters of importance to the public is recognized. The entire passage above quoted is such as could easily bring the artist, Whistler, into "hate, contempt or ridicule" with a considerable portion of the public, especially since the author, Ruskin, was so highly regarded as an art critic. Tested by the broad rule set forth in our first article, as to what constitutes a libel, the above passage would seem clearly libelous. Yet except as to the word, "wilful imposture," it was not so held.

Recently Henry Ford sued The *Chicago Tribune* for \$1,000,000 because of an editorial in which Ford was described as an "anarchist." The *Chicago Daily News*, at one time, suffered a judgment for damages for calling a man an anarchist, in connection with the Haymarket riots. The word "anarchist" was

¹ CALDWELL, "Fair Comment and Criticism."

employed in a totally different sense in *The Tribune* editorial. In commenting on the case, Louis G. Caldwell, one of the attorneys for *The Tribune*, said:

Ford had put himself prominently forward in his fight against military preparedness and had acquired the status of a public man. He committed certain acts and made certain statements against preparedness which received wide publicity. *The Tribune* believed it to be its duty to criticise Ford's conduct because of what *The Tribune* believed to be its evil consequences to the community, threatened, as it was, with war. The editorial and news items previously published made it plain to the readers what conduct *The Tribune* was describing as that of an "anarchist," and readers were left free to form their own opinions. The size of the verdict (six cents) is a strong indication that the jury thought the position of *The Tribune* well taken, and that the word "anarchist" was a fair comment on Ford's conduct.

Example might be multiplied, but space will not permit. If the general principles above set forth are kept in mind, and an honest attempt is made to comply with the four requirements, it is unlikely that actions for libel will follow. Many cases are, of course, near the borderline, and a writer must depend to a great extent on his own common sense as to whether or not his words overstep the limit.

Frequently "comment" shades into "fact," and "private" matters are hardly to be distinguished from "public." The newspaper man can and should, however, be sure that he is criticising honestly in accordance with his real opinion, and that he is not actuated by selfish or personal motives or any motive other than a desire to benefit his readers by a frank discussion of matters which are of importance to the public.

DEFENSES IN MITIGATION OF DAMAGES

If the publishers who are defendants in a libel suit are unable to show that the defamatory publication is true or that it is privileged, then the injured plaintiff is entitled to a verdict in some amount. How small this sum shall be will depend upon how good a case the defendants can make out in mitigation of

damages. The range of defenses that may be interposed for this purpose is very broad. The following may be enumerated as the most important:¹

a. That the general conduct of the plaintiff gave the defendant probable cause for believing the charges to be true.

b. That rumors to the same effect had long been prevalent and generally believed in the community and never contradicted by the accused or his friends.

c. That the libelous article was copied from another newspaper and believed to be true.

d. That the publication was made in heat and passion, provoked by the acts of the plaintiff.

e. That the charge published had been made orally in the presence of the plaintiff before publication, and he had not denied it.

f. That the publication was made of a political antagonist in the heat of a political campaign.

g. That as soon as the defendant discovered that he was in error he published a retraction, correction, or apology.

h. That the defamatory publication had reference not to the plaintiff, but to another person of a similar name, concerning whom the charges were true, and that the readers understood this other individual to be meant.

WHO CAN BE SUED?

Since libel is part of the law of torts, all the general rules of law regarding torts hold with respect to libel. It is a rule of the law of torts that the plaintiff can sue one or all of the tortfeasors. Thus the plaintiff in a libel suit can sue not only the publisher but also the editor, copyreaders, reporters, etc. Similarly if more than one newspaper publishes a libelous article, the plaintiff can sue them all. This was actually done several years ago in the famous Annie Oakley case where newspapers all over the United States reprinted a New York police court item to the effect that Annie Oakley, a famous actress, had stolen a pair of trousers to buy cocaine. Approxi-

¹ SACKETT, p. 13.

mately one hundred suits were brought. Most of them were compromised and the plaintiff recovered about \$500,000.

CRIMINAL LIBEL

In criminal libel the plaintiff is the state. Truth is not a defense in a prosecution for criminal libel unless the defendant can prove that he published the truth with a good motive and for justifiable ends. The severity of the law of criminal libel is based upon the theory that criminal libel may lead to a breach of the peace.

Three important classes of criminal libel are:

1. Libels which blacken the memory of the dead.
2. Libels upon the government.
3. Obscene libels tending to corrupt public morals.

Most of these offenses are now prosecuted under other statutes. Prosecution for criminal libel is rare.

DEFENDING A LIBEL SUIT

The successful defense of libel suits depends largely upon having clear and trustworthy proof of the allegations promptly at hand as soon as the suit is brought, says Henry W. Sackett, attorney for the *New York Tribune*, in his pamphlet "The Law of Libel." "The 'Answer' that the publisher finds it necessary to make to a complaint for libel differs from ordinary pleadings in this important respect—it must set forth in detail the facts that the defendant expects to prove," says Mr. Sackett.

For instance—The newspaper has called X. a blackmailer; X. brings a libel suit against the publishers. They seek to "justify." It will not be sufficient for them in their answer to allege that "it is true, as charged, that X. is and was a blackmailer," and then wait until the trial to bring forward proof of it. But X. has a right to know from the answer what the facts are upon which the publishers rely to establish the justice of the epithet "blackmailer" as applied to him.

Or, if the answer disclosed a defense "in mitigation of damages," as for example that the plaintiff's personal conduct was such as to induce any reasonable person to believe him guilty of the offense

any particular instances of such conduct on the plaintiff's part that the publishers expect to prove on the trial must be set forth explicitly in the same manner.

The putting in of a good "answer" is therefore frequently more than half the legal battle and sometimes the whole of it.

Any metropolitan newspaper that deserves the name finds itself compelled every day to publish matter than is defamatory in character. Otherwise there would be no journalistic records of crimes or of a large part of the other occurrences in which the public is interested. The publisher's concern in that particular is a double one—that whatever of that nature is published in his newspaper should be true or privileged and that there should be clear proof of the truth or privilege.

Every newspaper writer frequently finds himself called upon to deal with such matter. If it is the report of a trial in court, or if the writer finds that it is "privileged" under the statute in any other way, he need have regard, so far as his report is concerned, to three points: (1) That the judicial or official proceedings have already begun; (2) that his report of the testimony, etc., or synopsis of the sworn papers is fair and impartial; and (3) that he knows where he can put his hands upon the official records to sustain the privilege at any time.

If the matter is defamatory and not privileged in any way, then the utmost care before publication with regard to the proof of its truth will be the only safeguard against libel suits.

The publication of such matter upon the authority of any person's mere word, however truthful, trustworthy and careful that person may be believed to be, will always be attended with danger. The statements may be entirely true, and yet the giver of information when called upon may not be able to furnish the proof. If he is, probably he could furnish it as well before as after publication.

The only absolutely certain way for any newspaper writer to avoid risks of this sort is for him to furnish for publication such defamatory matter only as he can sustain by his own testimony as an eye-witness or of which he has seen the proofs before writing the article.

DON'TS FOR REPORTERS AND COPYREADERS

Don't give the wrong address in a criminal accusation. Don't forget that a person may be held up to contempt, ridicule, or hatred

by means of a cartoon. That a person can sue for an attack on his reputation.

And don't forget:

That if a person's character is attacked in a newspaper that person may reply in kind without being liable.

That the owner of a newspaper is responsible for all matter that appears in his publication.

That you cannot jest away the reputation of any one and be safe from a libel suit.

That if you put a reputable merchant's name in a column entitled "Under Bankrupt Act," or "Dissolution of Partnership," or "Meeting of Creditors," that person may sue.

Don't forget that a retraction does not excuse defamation.

That printing the name of the authority for a story, or giving the source of a story, will not save the publisher from responsibility.

That the words "it is reported," "rumored," or "alleged," will not protect the publisher.

That in using a fictitious name the language of the text must be so worded that the one with a similar name cannot identify himself as the person intended.

That the plain ordinary meaning put upon the article is the construction when a libel is read into an article.

That the good or bad intention of the writer does not enter into the question of whether an article is libelous or not.

That criticism never imputes or insinuates dishonorable motives—unless it can be proved.

That criticism should deal only with such things as invite public attention and must not follow a public man into his private life, or into his domestic affairs.

That criticism attacks a man's work, not the man.

That to say an author is illiterate, uncultured, coarse and vulgar, or that his ideas are sensational, absurd and foolish, is actionable.

That a reporter may detail the arrest of a person, as that statement is true as a fact and is justified.

That the arrest of a person by the police is not a proof of guilt. That a prisoner, if he admits to a reporter that he is a thief, cannot afterward sue for damages although he later retracts and proves his innocence.

That in the trial of a member of the police department, evidence, or any defamatory accusations brought out, is news and would not be libelous, as the trial is public and official and therefore privileged.

That news from a coroner's investigation is not judicial, nor privileged.

That as the investigations and conclusions of a detective, are not "a judicial or other public and official proceedings," there is no privilege and the plaintiff can recover damages.

That the greater the circulation of a newspaper, the greater the offence.

That undue haste in rushing "copy," may cost the paper thousands of dollars.

That publishing a newspaper is only a private business.

That the law does not admit the press has a duty or is obliged to gratify a public taste for scandal and gossip.

That a newspaper has a right to discuss matters which relate to life, habits, comfort, happiness, and the welfare of the people.

That there can be no greater libel than falsely to accuse a person of being a criminal.

That accuracy must not be sacrificed for speed:

ROBERT M. BAXTER of the *New York Herald*,
Editor and Publisher, Sept. 3, 1921.

CHAPTER III

HOW THE HEADLINE IS BUILT

While the headline of the Civil War period was nothing but a label and concealed the real story under the caption of "News from Abroad," or "Terrible Tragedy," the headline today has two definite functions: To advertise the news and to bulletin or summarize it.

The banner headlines and the double or triple column spreads advertise the paper. Their purpose is to aid the circulation department in selling the paper. "Newspaper sales are a delicate reflection of heads and it is surprising how sales will fall when heads are carelessly written," said J. A. Brady, news editor of the *Syracuse (N. Y.) Journal* in a recent talk on headline writing. While the big heads help sell the entire paper, the smaller heads should arouse the reader's interest in the individual stories.

The second purpose of the headline is to bulletin the news of the day in the fewest possible words. The newspaper headlines told the biggest news of the World War in as few as twelve to sixteen words.

1. VARIETIES OF HEADLINE DECKS

Headlines are so designed as to give shape, form, symmetry, and beauty to the printed page, making it attractive, tempting, and readable. There are four varieties of headline decks: The crossline, the dropline, the inverted pyramid, and the hanging indention.

a. The crossline is a single line across the column, sometimes filling it flush and sometimes left short and centered.

| 7 ADRIFF AT SEA SAVED |

b. The dropline is a deck of several lines characterized by a slant to the right. It may consist of two, three, or more lines, and is designated as a two-part drop, three-part drop, etc.

**STRIKE CRISIS PAST,
RAIL MANAGERS SAY**

Some droplines do not slant but are set flush:

**3 SENATORS TO
SEE HARDING ON
SOLDIERS' BONUS**

c. The inverted pyramid is usually a subordinate deck:

**One Thousand Invited to a
Conference to Be Held
in White Plains**

d. The hanging indention is usually a subordinate deck. The first line is full and the others are indented:

**Youngstown Official Who Re-
signed Is Rebuffed in Demand
to Be Restored — Successor
Cuts Down Police Force**

Headlines should be written with an eye to mechanical beauty. If they are written in inverted pyramid form, they should be perfect inverted pyramids. If the lines are indented, the indentations should be of even length and each line of the required space.

2. HEADLINE SCHEDULES

In a previous chapter it was pointed out that it is the duty of the head of the desk to indicate on every piece of copy

just what he wants done with it. Thus, in many cases, the head copyreader will specify the approximate length of the story. If the story is to go into a special department he will slug it accordingly. In the same way he must give directions for the kind of a headline he wants the copyreader to write for the story.

Every office has a "Head Schedule."¹ The head schedule is simply a list of all the headlines used in the paper. They are grouped according to size with the largest listed first. Opposite each headline is the office name for the head because it is the general practice to call heads by an arbitrary name or number rather than by type specifications.

Two general systems for naming heads are in vogue, the letter system and the number system. The former designates each head by letter, for instance, "A" for the largest single column head, "B" for the second largest, "C" for the next in importance, and so on. Newspapers that use the other system designate heads by numbers and the major single column head is the "No. 1." In the *New York Tribune* schedule, which was revised about two years ago when the paper adopted the upper and lower case heads, the single column heads are designated by letters in the A, B, and C series with AA for the unusual displays. The double column heads are built up on the number system. Some newspapers use 1, 2, 3, etc. to designate the single column heads and use numbers above one hundred to indicate double column heads.

3. WHAT MAKES A GOOD HEADLINE

There are four important characteristics of a good headline. Every headline must:

1. Fit the space.
2. Tell the story clearly and accurately.
3. Play up in the first deck the feature of the story.
4. Have a verb. It is desirable although not necessary that each deck be a complete sentence.

¹ See schedule of *New York Tribune* in Appendix.

The technique of headline writing can best be shown by the application of these four principles to a typical story. Following is an Associated Press dispatch:

Paris, Sept. 6.—Snapshots of Mars, as if the planet were little more than a mile and a half away, are promised by B. McAfee, American Scientist and collaborator with David Todd, the well-known American astronomer, in an article in the continental edition of the London *Daily Mail*, describing plans for the largest telescope ever conceived, which he says will solve the question as to whether life exists on Mars. Mr. McAfee says:

“Professor Todd found a mine shaft at Chanaral, Chile, over which Mars will be at its zenith several times in 1924. We intend to use the shaft as the barrel of the telescope. It will be sheathed and will be 50 feet in diameter. The difficulty of a glass mirror will be obviated by the use of an invention of mine, a flat sheet-iron dish 50 feet in diameter, on which mercury will be poured.

“When the dish is rotated at a certain speed the surface mercury assumes the necessary concavity and forms a splendid mirror. Owing to the great luminosity, the telescope will be able to make a snapshot, instead of the time exposure. A magnification of 25,000,000 will be possible, bringing Mars within a mile and a half. I am convinced that life exists on Mars, and expect to prove it.”

Mr. McAfee will leave for Chile on the yacht *Zarife* next spring for preliminary work. Professor Todd and he will remain in Chanaral throughout 1924.

4. HOW A HEADLINE IS BUILT

Since this story is not of sufficient importance to take one of the top of the column heads, we will say that the head copyreader has indicated a No. 4 head for it. The copyreader turns to his head schedule and sees that No. 4 consists of three lines of 18-point Cheltenham in the first deck, a pyramid of 12-point Cheltenham in the second deck, a crossline of 12-point caps, and a pyramid of 12-point. If he has had occasion to write this headline before he will probably find a notation as to the number of letters and spaces to the line. If he has not written it before he will have to count it now. In counting his units the copyreader counts one for all ordinary letters, one-half for the letter I and for punctuation marks, and one and one-half for M and W, and one for spaces.¹ Some offices ignore spaces in the count, but a better fitting head is obtained if spaces are counted.

A count of the letters and spaces shows that the copyreader is allowed a minimum of 13 and a maximum of 15 units to the line in the first deck. The second bank takes about ten words. The crossline cannot have more than 23 units while the fourth deck is identical with the first. With this information at hand the copyreader is ready to begin writing the headline.

The feature of the story should be brought out in the first deck. Since most stories carry the conventional summary or A. P. lead, this means that in the majority of instances the first deck of a head is based on the lead. If the copyreader finds that he is putting something into the first deck that is not in the lead, it is usually a pretty good indication that the lead should be changed. Often, however, there isn't enough time to do this. So far as possible all the decks of a headline should be built on material in the first part of the story because the last paragraphs may be cut off in the make-up.

¹ If the headline is set in caps and lower case, the "l" and "f" will count the same as the "i." All type families do not have exactly the same count. Cheltenham differs from Gothic, for instance, in that the Cheltenham "H" is almost as fat as an "M" or "W" and all figures, except "1" are fat.

The beginner in headline-writing will often find it advisable to outline the main points in his story before he starts writing the headline. A careful reading of this story brings out the following important points:

1. The telescope will be so powerful that pictures taken through it will be as clear as if they were taken with the planet only a mile and a half away.

2. It will solve the question as to whether life exists on Mars.

3. The telescope will be the largest ever conceived.

4. The telescope will be constructed over a mine shaft in Chile which will be used as a barrel.

5. It will take snapshots instead of time exposures.

These points are arranged in the order of their news value. The first idea should go into the first deck. The problem now becomes one of expression.

The copyreader's first attempt might be something like this:

**MARS TO BE BROUGHT
WITHIN MILE AND HALF
BY HUGE TELESCOPE**

This headline is not satisfactory, however, because the first line has $18\frac{1}{2}$ units, the second $19\frac{1}{2}$, and the third 17 units. Every line is too long since the maximum is 15.

The difficulty seems to be that the idea "a mile and a half" is too long for expression in a headline. Still it would not do to state it in a general way, for instance to say "Scientist Predicts Photos of Mars at Close Range." Neither would some other general head, such as "Photos of Mars Promised Soon by Scientist," tell the story. It is imperative to get the idea of distance in the first deck.

At this point the copyreader would be very likely to break away from the idea of a mile and a half and seek some other way of expressing the distance. It would not do to overstate

the case and say one mile. It would be better to underestimate the accomplishment of the telescope and say two miles. With this idea in mind the following headline could be phrased:

**GREAT TELESCOPE
TO "SHOOT" MARS
AS AT 2 MILES**

This headline fits the space. The first line has 15 units, the second $13\frac{1}{2}$ and the third 14. There might, however, be some ambiguity about the word "shoot," and the phrase "as at 2 miles" is not entirely satisfactory. Hence the copyreader makes another attempt:

**GREAT TELESCOPE
TO BRING MARS
WITHIN 2 MILES**

This headline is entirely clear. It is satisfactory except that the first line is long in proportion to the others. If the word "new" is substituted for the word "great" this difficulty would be overcome. The headline then would read:

**NEW TELESCOPE
TO BRING MARS
WITHIN 2 MILES**

The copyreader is now ready to write the second deck. In preparing the original outline of the story it was decided that the second most important idea was that the astronomer believed his telescope would prove that life exists on the planet. In addition to stating this idea it will be necessary for the second deck to explain who is working this project.

The second deck will give less trouble than the first because a pyramid is easy to write since there is more leeway in space. Most pyramids are written in the natural sentence order, that is, with the subject first. This would be the logical way to start this pyramid since it should tell who is promising to bring Mars within two miles. Hence the copyreader's first attempt might be "B. McAfee, American Astronomer, Promises Snapshots to Prove that Life Exists on Planet." But this is too long since 9 words is the approximate limit. It could be shortened to "B. McAfee, American Astronomer, Promises Snapshots to Prove Planet Has Life." It will be observed that this line brings in the additional idea that the views will be snapshots and not time exposures as most astronomical views are.

The fact that this telescope will be the largest ever constructed must be expressed in the third deck or the crossline. This line, in some ways, is more difficult to write than the first deck because of the limit on space. It is not an easy task to express a concrete idea in 23 units. Since essential words cannot be repeated in the different decks, the copyreader must find a synonym for telescope. "Plans World's Largest Instrument" is too long. "Plans Gigantic Instrument" is also too long. "Plans Huge Instrument" will fit the space. Lens might also be used.

The copyreader now comes to the last deck. He has reserved for this deck the information that the astronomer will use an abandoned mine as the shaft. This could be expressed "Will Sheath Abandoned Chilean Mine Shaft, 50 Feet in Diameter, for Barrel."

The complete headline now reads as follows:

**NEW TELESCOPE
TO BRING MARS
WITHIN 2 MILES**

**American Astronomer, Prom-
ises Snapshots to Prove
Planet Has Life**

PLANS HUGE INSTRUMENT

**Will Sheath Abandoned Chilean
Mine Shaft, 50 Feet in Diam=
eter, as Barrel**

This headline illustrates the order of importance in a four-deck head. The main feature goes into the first deck. The second is used for necessary identification or elaboration for the sake of clearness. Or, if this is not required, then the second most important thought is put in the second deck. A different angle of the story is played up in the third deck and details subordinate to this new thought are brought into the fourth deck. It will be observed that the relation between the third and fourth decks is the same as that between the first and second.

If there are more than four decks in the headline, the process is exactly the same. The fifth deck should introduce another phase of the subject with the sixth explaining or elaborating if necessary or else continuing with information subordinate to this idea.

The beginner in copyreading will be interested in the way an experienced copyreader headlined two Bible stories. The following headlines were written by George C. Bastian of the *Chicago Tribune* staff. The first is based on the parable of the Good Samaritan recorded in Luke 10, 25-37:

SAMARITAN

(8-Head)

**JESUS, HECKLED
BY LAWYER, TURNS
TABLES BY STORY**

Help Ye One Another His
Radical Doctrine

The parable of the Prodigal Son, Luke 15, 11-32, was headlined thus:

PRODIGAL

(8-Head)

**LONG LOST SON
RETURNS; WHOLE
CITY HAS FEAST**

Jesus Reveals Story Of
Real Life Drama

CHAPTER IV

ESSENTIAL ELEMENTS OF THE HEADLINE

The previous chapter explained how a headline is constructed. It will now be necessary to point out certain essential elements of a good headline. Headlines are of a powerful force requiring delicate handling to give accurate interpretation of events. It is recognized that individual papers may vary somewhat from the standards here set down but it is believed that these rules embody the best practices of the most carefully edited newspapers.

The Verb in the Headline.—There are virtually no exceptions to the rule that every headline must have a verb expressed or implied. It is the active, bright, expressive verb that gives force to the American newspaper. Without a verb a headline is almost sure to be a label, that is, a general and indefinite statement. With a verb the headline will say something concrete. For instance, in the following headlines compare:

| **AUTO COMPANY BRANCH** |

with

| **AUTO FIRM EXPANDS** |

| **PROBLEMS FACING
STRICKEN WORLD** |

with

| **WORLD CONFRONTS
STAGGERING DEBT** |

with

| CAR SERVICE RESUMPTION |

| STREET CAR SERVICE RESUMED |

A reading of these headlines in these two parallel columns shows how much more effective is the headline with a verb. It is in the short 20 to 22 unit crossline, of course, that it is most difficult to use a verb. Even here, however, the copyreader should not give up too easily. In each one of the headlines quoted it was possible to use a verb by picking out the significant point of the story and expressing that in the shortest possible way.

1. A verb may not always be expressed. It may be implied. In this head the verb "are" is understood:

| THIEVES BUSY IN PARIS |

The verb "to be" is understood in this head:

| SPUD SHOW NEXT WEEK |

Any Potato Grower in Kan=
sas May Enter Exhibit

The verb "is" is suppressed in this headline:

| ARMY BILL IN DANGER |

2. Omit all forms of the verb "to be" whenever possible. "Is" and "are" should not be used in headlines unless they are required for clearness. A headline is more emphatic without the use of these auxiliaries, as shown by the following examples:

| TOMB OF 39 AIRMEN
IS FOUND NEAR HULL |

| TOMB OF 39 AIRMEN
FOUND NEAR HULL |

**DAIL EIREANN IS CALLED
ON LLOYD GEORGE REPLY**

**DAIL EIREANN CALLED
TO FORMULATE REPLY**

3. It is not always possible to omit forms of the verb "to be." Sometimes they are necessary to prevent ambiguity.

**U. S. WEATHER MAN
SAYS SUMMER HERE**

**U. S. "WEATHER MAN"
SAYS SUMMER IS HERE**

4. Avoid starting a headline with a verb if the verb might be understood to be in the imperative mood. These headlines are defective in this respect:

HEAR BIBLE SCHOLAR

Students Attend Lectures by
Yale Professor

ROB LOS ANGELES BANK

Bandits Escape in Auto=
mobile With From \$20,000
to \$45,000

The Present Tense.—As a general rule, all headlines are written in the present or future tense. The past tense is rarely employed although the copyreader should not hesitate to use it when necessary. The present tense suggests action and empha-

sizes the timeliness of the news as shown by the following heads:

INDICTS 21 MORE FIRMS

Buffalo Grand Jury Acts on Lock-
wood Committee Evidence

SEES CAR KILL A BOY; LEARNS HE'S HER SON

Mother Ignorant of Trolley Vic-
tim's Identity Until after
Her Return Home

There are times, however, when the past tense must be used:

FIND MISSING NURSE DROWNED IN CANAL

Daughter of Professor Breazeale
of Rutgers Disappeared More
Than a Month Ago

It is customary to use the present tense in referring to deaths:

HENRY B. M. WATSON, BRITISH AUTHOR, DIES

Was Long Assistant Editor of
Black and White and Pall
Mall Gazette

GEORGE W. POWELL IS DEAD IN LOS ANGELES

Formerly Indianapolis Police
Chief and K. P. Official

In using the present tense in headlines announcing deaths, the copyreader must avoid mention of the time or the effect will be awkward:

J. C. BLACKLIDGE DIES TODAY

**Pioneer Kokomo Attorney Had
Been in Ill Health Long Time.**

Similarly in other stories, the copyreader should avoid putting the time of a past or future event into a headline written in the present tense. A few headlines will show the awkwardness which results from such a combination:

**ARMY DEFEATS
NAVY ELEVEN
LAST SATURDAY**

**FOCH DEDICATES
MEMORIAL SITE AT
FAIR YESTERDAY**

**NOTRE DAME BATTLES
AGGIES ON THURSDAY**

The copyreader who becomes accustomed to using the present tense for both past and present must be cautioned against using the present tense to denote action that will take place in the future. A headline, "Beveridge Speaks at Convocation Today," should read "Beveridge to Speak at Convocation Today" if it is over a story in a morning paper announcing a lecture that will take place sometime that day. Similarly "5,000 Women to Vote in County on Last Day" if the voting has not yet taken place.

It would be permissible, however, to omit the infinitive "to" in headlines in which the reader will naturally supply the omission because the rest of the headline indicates futurity. For instance, in "Fans Leave for Oberlin Tomorrow," a "to" or "will" preceding "leave" would be implied and it would be understood that they were "to leave" or "will leave." Similarly, if a headline reads "Candidates Speak at Convocation Today" the reader would immediately supply the "to" or "will" and would not suppose that the present tense was intended. As was pointed out in the preceding paragraph, however, if this headline had a singular subject and read "Candidate Speaks at Convocation Today" the verb would have to be construed as in the present tense and the headline would be incorrect.

Active Voice.—The copyreader should always use the active rather than the passive voice because of its greater action and vividness. "Jury Indicts 21 Firms" is more effective than "21 Firms Indicted by Jury."

Sometimes, however, the question of voice is determined by demands of emphasis. When the subject is less significant than the predicate, it is best to put the predicate first in spite of the passive verb. Thus, "Soldiers' Bonus Bill Advanced," "Jap Premier Killed by Demented Boy."

Complete Decks.—Each deck should be complete in itself. Nearly all newspapers bar headlines that carry the thought from one deck to another as if the whole headline were one sentence. Following is an example of a headline defective in this respect:

BABE RUTH AND MARSHAL FOCH

—
The Generalissimo Hands Babe a
Brick for Corner Stone and Wishes

—
The Home Runner Could Intro-
duce Base Ball in France

Similarly it is also desirable to avoid using pronouns in subordinate decks which refer to the subject expressed in the main decks:

**HENRY B. M. WATSON,
BRITISH AUTHOR, DIES**

He Was Long Assistant Editor of
Black and White and Pall
Mall Gazette

Implied Subject.—The subject may not be expressed in the first deck. It may be implied in the first deck and expressed immediately in the second, providing it is the first word in the second deck:

SUES DOCTOR FOR \$50,000

Woman Alleges He Caused Her
Arrest on Charge of Insanity

REPORT LOST WOMAN FOUND

Syracuse Message Says Mrs.
Oakley of Marmoneck Is There

An awkward headline results if the subject is implied in the first deck and not immediately expressed in the second. Observe the following headline which appeared as a banner:

WAR ON MAD U. S. SPENDING

**AGHAST AT TAX
PLEA, SENATORS
URGE ECONOMY**

In this headline it is not immediately apparent that the thought is "Senators War on Mad U. S. Spending." The second deck should have begun with the word "senators."

Some editors consider it bad form to run headlines in which the first deck has an implied subject. Generally speaking, Eastern papers use the implied subject form while the larger Western papers do not use it. An Eastern paper, for instance, might have the headline: "Say Republicans Sure of Victory," with "State Chairman Predicts, etc." as the first words of the bank. In many Western papers the first deck would begin with the subject: "State Leaders Predict, etc."

Crowding the Feature.—The whole feature of the story should be crowded into the first deck, if possible. The copy-reader should carefully distinguish between features and details. Details should be reserved for later decks. There should be no padding in any deck in the headline, least of all in the first.

Following are two headlines for the same story. The first does not tell the whole feature. It is verbose. Too many words are used to express the thought. The second tells all that the first does, and more:

WHOLESALE SUGAR DROPS THREE CENTS

One Large Refinery Offers
Product at 21 Others
Quote 22 to 22½.

SPECULATORS SELL STOCKS

Eager to Unload Contracts as
Increased Shipments from
Porto Rico Arrive Here.

**SUGAR CUT 3 CENTS;
PROFITEERS UNLOAD**

Wholesale Price Falls to 21 as
Increased Shipments from
Porto Rico Arrive.

DROP GRADUAL SINCE MAY

Unsettled Market Causes Slump
of 10½ Points in Stock Quota-
tion of Large Refinery.

Other heads that illustrate how essentials should be crowded into the main deck:

**INDIANA CUTS
PRICE OF COAL;
ILLINOIS CAN'T**

**WANDERER, SLAYER OF
THREE, GETS 25 YEARS**

**T. R. WHITE, VETERAN,
SHOT BY NEGRO, DIES**

**WHISKY STILL BOILS
OVER; GIRL 3, DIES;
THREE IN HOSPITAL**

**WIFE, 20, FLEES
HUSBAND OF 44
FOR MAN OF 65**

**WOMAN ASKING ALMS
HAD \$1,894 IN CASH**

Arrested in 34th Street Subway
Station While Begging from
Passengers.

The art of headline writing is largely the ability to state the whole story in a few words.¹ It would be well for the beginner to turn to the headlines that appeared during the world war to see how the crucial events of the battlefield and of diplomacy were summarized in a terse sentence.

Devices of Punctuation.—In order to crowd the whole feature into the short space of a two-line head, the copyreader has evolved a system of short cuts in punctuation. A comma, for instance, is often used in a crowded line to take the place of “and:”

**JOHN RICHARDSON, SONS
CAPTURED BY OFFICIALS**

While the substitution of a comma for “and” does not interfere with the structure of a sentence, it is hardly permissible to use a comma in place of other words that happen to be too long for the line.

**TWO KILLED IN
AUTO ACCIDENT,
BRainerd, MINN.**

¹ The ordinary reader has no conception of the mechanical and grammatical difficulties of head writing. Some newspapers have found it a good promotion idea to offer a small prize each week to the reader who writes the best headline on a certain story. Some of the more simple rules of head writing are enumerated in the paper and then the best heads written are printed with the names of their authors.

**JEALOUS WIFE
BEATS RIVAL TO
DEATH, HAMMER**

A question mark may sometimes be used effectively when it is impossible to make a definite statement in the story. As a rule, however, it is better to indicate the authority or source of information, if space permits, rather than use the question form.

**U. S. STILL AT WAR?
COURT FAILS TO SAY**

Judge Hand Upholds Alien Prop-
erty Custodian in Sei-
zure of Inheritance.

**W. J. B. + W. G. M.
EQUALS WHAT?
CAPITAL ASKS**

Bryan and McAdoo Cause Wash-
ington to Hum.

The semicolon has become the most useful of all marks of punctuation for the copyreader. Observe how the semicolon is used to crowd features:

**MAN STEPS FROM BATHTUB;
SLIPS; BREAKS NECK; DEAD**

**HORSE STARTS AUTO; CAN'T
STOP IT; GETS RUN OVER**

While the semicolon can sometimes be used effectively, the copyreader should remember that a headline should be a complete sentence, if possible. He should not write:

**| 32 PERSONS KILLED;
WIND; STORM; RAIN |**

This headline should read:

**| STORM KILLS 32 IN
INDIANA, ILLINOIS |**

Observe the effective use of the dash in the following headlines:

**| LOST—U. S. CORPS
OF MARINES IN
CUBA SINCE 1914 |**

**| HEROES BEG IN
STREETS AS U. S.
FORGETS WAR |**

**No Job, No Coin, Home, or
Food—Gratitude!**

**| EVANSTON PUTS
BAN ON WOMEN
SMOKING—IN JAIL |**

As a general rule there is this distinction between the uses of a semicolon and a dash: A semicolon is used to separate two independent clauses in a display deck where space is most precious while in pyramids and hanging indentation the dash is used.

Semicolon in display deck:

**FRENCHMAN FLIES 180 MILES;
1:04:39:1/5 RECORD; PRIZE**

Other tricks of punctuation are illustrated by the following headlines:

**GIVE UP WAR SPOILS?
"NO," SHOUT CHINESE**

**"THEATRE ON FIRE!"
CRY ON BROADWAY**

**"DON'T BUTT IN"
MEXICO IS TOLD
IN POLITE WAY**

**"HOLD ISLANDS,"
WOOD MISSION
URGES HARDING**

Filipinos Not Ready to Rule
Selves, Verdict.

**YOU CUT NAVIES
OR WE BUILD:
U. S. TO WORLD**

Pressure Expected to Get
Results.

It has become the general practice to use single quotation marks instead of double in a full line. For instance:

**GERMAN ANSWERS "YES"
TO ALL ALLIED DEMANDS**

It is a rule of English writing that a word may be used in an unusual way if it is quoted. How the copyreader operates under the license of this rule to save space is shown by the following heads. Often a word that is quoted in a headline has a meaning which is the opposite of what it would have if it were not quoted:

**"LOST" HUSBAND
LIVES IN AN OPEN
BOAT 4 MONTHS**

**ATTACHES OF JAIL
TELL OF LIGREGNI
"INSANE" ACTIONS**

**"OTHER" WOMAN
CAUSES WIFE
TO TRY TO DIE**

While punctuation is used by the copyreader as a short cut in the expression of an idea, in general it is used as little as possible. Usually no periods are used at the ends of decks although in some offices periods are used at the end of pyramids and hanging indentions. The period is seldom seen at the end of display decks.

Abbreviation.—All abbreviations sanctioned by the style sheet apply to headlines. In addition many abbreviations are permitted in headlines that are not used in stories. No general rule can be laid down for abbreviation in headlines because usage varies in different parts of the country. In every city, for instance, there are certain companies, organizations, or public utilities that are so well known that their names may be safely abbreviated. About the only generalization that can be made is this: Any abbreviation is permissible that is understood by the reader.

Newspapers, whether rightly or wrongly, apply this same general rule to the names and titles of persons who are well known, as shown by the following headlines:

**GERALDINE AND LOU
MAY SETTLE DISPUTE**

Adjustment of Difference Out of
Court Seems Likely.

**WALES, IN FRETTED
INDIA UNGUARDED,
MIXES WITH CROWD**

Precedent Is Set Aside by Royal
Visitor, Whose Democracy
Meets Wide Acclaim.

**MADELYNN CAN'T
MARRY IN JAIL**

Wedding License Is Not Recog-
nized by Morgan County Sheriff.

It would seem, however, that names and titles should not be omitted indiscriminately merely in order to make a headline fit the space. The following is a case in point:

**MARGOT, OFF FOR
ENGLAND, SAYS DRY
LAW IS "MISTAKE"**

Figures.—Greater latitude in the use of figures is permitted in headlines than in news stories. While figures under ten are spelled out in nearly all newspapers, the copyreader is permitted to use the numerals in headlines, if he so desires. These headlines show how the use of numerals instead of words may help crowd the feature into a headline:

LAY 40 AUTO THEFTS TO 3

Trio Held for Stealing Car Is
Further Accused by Police.

**MAC SWINEY IS
UNCHANGED ON
5TH FAST DAY**

**4 HELD IN POSTAL
ROBBERY IN CAIRO**

**BOY, 13, CATCHES
2 SHARKS AFTER
FIGHT OF 2 HOURS**

Colloquialisms.—Colloquial contractions like "can't," "we're," "he'll," etc., may be used when they are in keeping with the tone of the story as illustrated by the following:

ROCKEFELLER, HE'D HELP HER

So Mary Mayogian, Who Is 12,
Came Here to Seek Him

**CURRAN SAYS HE'LL
ENFORCE DRY LAWS**

But Is Opposed to Unlawful
Search and Seizure as
Practiced by Police

**DECLARES "JOE" CANNON
WON'T SEEK RE-ELECTION**

Representative Rodenberg Says
Dean of Congress Will Retire
at End of Present Term

**MAYOR REPLACES
HARRISON TABLET
ON PIER WITH OWN**

Thompson Implies He's Its
Builder, and Not His
Predecessor.

Articles.—The articles "a," "an," and "the" are not used in headlines except when required for the sake of clearness. The following headlines, for instance, would not be readily understood without the article:

**HAMMOND EXPECTS
A KING IN RUSSIA**

Constitutional Monarch, He Tells
House Committee, Is Likely
to Succeed Soviet.

A PEOPLE TO BE JUDGE AND JURY

Bulgars to Decide by Referen=
dum if War Ministers
Are Guilty.

Similarly "The Pope Is Dead" is more fitting than "Pope Dies." Also "Princess Mary of Great Britain Is Married" lends regal thought and solemnity more than the shorter spitfire headline.

Connotation.—Because of the great emphasis that a headline gives to a few words, the deskman can afford to put some serious study on the connotation of words. Often a headline will stand out on the page because of the felicity of expression as a result of suggested meaning. Such examples are the following:

CAREER OF CARUSO A LONG CRESCENDO

Early Called "Baritone,"
"Failure," He Became
Chief of Tenors, Rang=
ing All Styles.

BORN AND DIED IN NAPLES

Mother's Death Made Him Run
Away to Stage—His Life of
Hard Work amid Uncon=
tested Supremacy.

"C'EST LA GUERRE," SAYS FOCH OF TRIP

He Rests a Day in Cleveland,
but Will Resume Programme
That Grows Daily.

**TEXTILE MILLS
WHIR FASTER
IN NEW ENGLAND**

Orders Again Large at Big
Factories

**LEADERS WAVE
POLITICAL WAND
OVER TAX BILL**

Incense to G.O.P., Smoke to
Rivals.

**CLASSICAL CLUB DIVIDES
GAUL INTO SIX REELS**

"Life of Julius Caesar" Will Be
Shown in Auditorium
Monday Night.

That great master of style, Gustav Flaubert, in advising De Maupassant on the art of writing, said:

"Whatever one wishes to say, there is only one noun to express it, only one verb to give it life, only one adjective to qualify it. Search, then, till that noun, that verb, that adjective are discovered; never be content with "very nearly;" never have recourse to tricks, however happy; or to buffooneries of language to avoid a difficulty.

This doctrine of the one word that will exactly express the meaning applies with especial force to headline writing. Nearly every story has some individual characteristic. The copyreader with a vocabulary enriched with words that are not used every day and with imagination enough to think through

the story, will be able to build headlines that will compel attention:

**HUNGRY RUSS
STREAM INTO
SIBERIA WILD**

**TRAFFIC MUFFLES BELLS
OF WEDDING WITH DEATH**

**ABOLISH GAS IN
WARFARE GASP
LUNG-SEARED VETS**

**CAN OWNERS GO
INTO REVERSE ON
WOMEN DRIVERS**

**REDS STIR CALDRON
FOR RULING CLASS**

Repetition.—Avoid repetition of words or ideas in the various decks of the headline. Remember that the purpose of the headline is to sell the story to the reader. Keep him interested by presenting new ideas or new angles on the feature in each succeeding deck.

Bad:

**EXHIBITS AT COUNTY
FAIR OUTDISTANCE
ALL FORMER FAIRS**

Note the various faults in this headline:

**MEMBER OF CONGRESS
DROWNS HIMSELF**

Worry Drives Lawmaker to
Death in River

It makes the statement twice that the congressman took his life by drowning, but leaves the reader in the dark as to his identity. Repetition of an idea, with the words changed is one of the gravest and most common faults of the small town copyreader. Space in headlines is too precious to permit repetition.

Repetition of words can be avoided by (a) the use of synonyms or (b) by expressing the idea in some other way or by substituting another thought which is just as important.

In headlines over stories announcing deaths, it is not only a waste of space but it is in bad taste to repeat the idea of death in succeeding decks:

Bad:

**MONTENEGRO KING
IS DEAD IN FRANCE**

Nicholas, Father of Queen of
Italy, Dies in Capitol.

The headline should read:

**MONTENEGRO KING
IS DEAD IN FRANCE**

Nicholas, Father of Queen of Italy
Reigned Since 1910.

Good:

**MAURICE L. DONNELLY,
AGE 62, DIES AT HOME**

Formerly Was National President
of Hibernians.

Funeral Will Be Friday Noon.

**ISAAC GUGGENHEIM
DIES IN ENGLAND**

With Brothers and Father
He Developed Mines
of a Continent

Bad:

**PAUL M. POTTER,
PLAYWRIGHT, DEAD**

Dramatist of "Trilby" Stricken
in His Room in Murray Hill
Baths in His 68th Year.

The Name as the Feature.—One of the most difficult things about headline writing for the beginner in copyreading is to know when to put a name into the first deck of a headline and when to relegate a name to subordinate deck or leave it out of a head altogether. No hard and fast rule can be laid down for practice in this matter. All that can be done in the way of advice is to point out that there are two classes of names that appear in a headline—the names of local people and the names of people known throughout the state, the country or the nation. Only experience and knowledge of the city can teach a copyreader whether a certain person is known well enough to justify the use of his name in a headline. Names that would come in the second group must be of such outstanding importance that the reader will immediately recognize them.

The following headlines illustrate instances when it is justifiable to use a name:

**JOHN PHILIP SOUSA
HURT WHEN THROWN
FROM HORSE**

**H. G. WELLS REACHES
NEW YORK CITY**

Believes Arms Conference Will
Completely Revise Versailles
Decisions.

If the name is important but the copyreader nevertheless feels that all of his readers may not recognize it immediately, then he should supply the identification in the headline.

**SID HATFIELD,
"BAD MAN" OF
MINGO, SLAIN**

**MARION DAVIES, FILM
STAR, IS RECOVERING**

When the name is the feature the copyreader should not hesitate to use the name in the first deck. The following head, for instance, is faulty because the name is subordinated whereas it should have been played up:

**SOPRANO DIES
AT COPENHAGEN**

Christine Nilsson Was Star of
the Operatic Stage Genera-
tion Ago.

Telegraph Heads.—Headlines over telegraph stories should tell in the first or second decks where the event occurred. In most cases the location should be mentioned in the first deck in order to prevent the reader from getting the impression that the event was local.

**KANSAS ORDERS
ARREST OF SHOP
UNION OFFICERS**

Warrants Issued Following Call
for Strike of Workers.

**20 PEOPLE DEAD,
100 WOUNDED IN
TIPPERARY TOWN**

Renagh Wrecked in Two Days'
Battle of Irish Factions.

**HARDING MADE
LL.D.; TALKS TO
OHIO STUDENTS**

Put House in Order, Then Help
the World, President Says.

The following headline is defective because it might be supposed that a United States court had made the ruling whereas it was a French court:

**COURT EXEMPTS FOOTBALL
FROM ENTERTAINMENT TAX**

The headline should have substituted the word "France" for "Court."

THINGS TO REMEMBER

1. Don't attempt to be funny in a news headline unless the story is funny.

2. Alliteration or rhyme should not be used in news headlines. The jingle of a rhyme distracts from the content of a story. Alliteration or rhyme can be used effectively only in feature stories. How out of place it is in news stories is shown by the following heads:

**PROPOSE PRACTICE FOR
PROMISING PUGILISTS**

**"SAUL" A GREAT
SUCCESS SAY ALL**

I. U. GRAPPLERS GRAB GOOD

3. Avoid inverting the order of importance of thoughts in a headline. For instance in the following headline the authority or source of news is put first when it does not deserve such prominence. The main idea is the fact that a man was hit.

Wrong:

**POLICE THEORY
DYING MAN HIT
IN LIQUOR FIGHT**

Right:

**DYING MAN HIT
IN LIQUOR FIGHT,
POLICE THEORY**

The following headlines owe their effectiveness largely to the fact that the important feature is expressed immediately in the first line:

| USES OLD SHOE AS BANK;
| SEEKS REPAIR MAN'S ARREST |

| NO HOT WATER FOR TENANT;
| LANDLORD FINED, JAILED |

| MAGAZINE FOR ALUMNI,
| U. OF CHICAGO PLAN |

4. Never divide words in the main or display decks of a headline. In a four-deck headline, for instance, it is permissible to divide words in the two subordinate or pyramid decks, but not in decks one and three.

5. Avoid bad breaks at the end of lines. Readers pause slightly at the end of any line, about as at a comma. Therefore, the line should break at the point where, if read aloud, a slight pause would occur, otherwise the meaning to be conveyed may be distorted. In the following headline, for instance, the word "*Herald*" is so closely connected with "New York" that they should not be separated:

| HARDING GAINS IN NEW YORK
| HERALD POLL WHILE COX LOSES |

The following headline is defective because it splits "Parcel" and "Post:"

| 4 HELD IN BIG PARCEL
| POST ROBBERY SCHEME |

6. Avoid breaking a line on a preposition:

| SOVIET RUSSIA, ON
| BRINK OF DISASTER
| WANTS PEACE NOW |

7. Avoid breaking a line on a verb. Each line should stop at a break in the thought and not in the middle of an idea.

Wrong:

**MAT CANDIDATES GET
FAST WORKOUT AT GYM**

Right:

**I. U. MAT CANDIDATES
GIVEN FAST WORKOUT**

8. Do not misuse words in a headline. When Dryden wrote his famous line, "And tortures one poor word ten thousand ways," he had in mind a poet, but the advice applies with the same force to the modern headline writer. The overuse and misuse of short words by the copyreader has given genuine concern to lovers of accurate English. Even newspaper men themselves have insisted that it is time to call a halt on the indiscriminate use of "probe," "halt," "rap," "sift," and a host of other short verbs. In a paper read before the Philadelphia Society for the Promotion of Liberal Studies, in November, 1919, Edward P. Mitchell, at that time editor of the *New York Sun*, called copyreaders the "butchers" of the English language and declared that English, as employed in the writing of headlines, has become the "yellow peril" to English speech. He said in part:

We used to scan the headlines to glean the news of the day. But today we are obliged to read the story under the headline to find out what the headline is trying to convey.

These harrassed, hard-working men who write the headlines are, despite their better selves, rapidly becoming the "Bolshevists" of one of the greatest and noblest mediums of human expression—the newspaper.

These architects of anarchy, with their small stock of short words, have suffered a paralysis of straight thinking, and day after day and night after night resort to their slender supply of arbitrary symbols

in a topsy-turvey effort to express every shade of meaning in the English language.

From their small storehouse of lean nouns, slender verbs and slim adjectives they are prostituting the English of that class whose principal source of edification is the modern newspaper.

In their frenzied search for words short enough to fit into the arbitrary limits of the newspaper column they employ such words as "probe," "grill," "vice," "nab," etc., to cover almost every range of human activity, and the results are often startling and grotesque to the lover of accurate English.

Their atrocious jargon is indeed a yellow peril to the English language.

When the *New York Times* was first published, headlines took up $3\frac{1}{2}$ per cent of the front page, as compared to 36 per cent now; the *New York Sun*, $1\frac{1}{2}$ per cent in 1833 to 38 per cent now, and the *Tribune* $\frac{3}{4}$ of 1 per cent to 30 per cent today.

The demand of the modern reader and the fierce competition between newspapers of today, have led to the use of even larger and larger, blacker and blacker type in the headline. But the newspaper column is inelastic and has remained the same width. Hence the headline artist is forced by the circumstances of his calling to maim and mangle the English language in his search for words short enough to fit into the newspaper column.

Franklin P. Adams, while conducting the *Conning Tower* in the *New York Tribune*, expressed his opinion of the headline writer in the following poem:

He "scores," he "slaps," he "hits" and "flays,"
 He "lauds," he "seethes," and "flaunts," and "flouts,"
 He "probes" and "urges," "balks" and "slays,"
 "He "seeks," "locates," "denies" and "scouts,"
 He "bolts," he "wars," "declares" and "aids,"
 He "passes lie," "indorses pledge,"
 Oh, I can stand "appeals" and "raids"—
 But spare me from that word "allege."

Mr. Adams' list is by no means complete. There should be added the constant misuse of "claims" for "asserts,"

“bests” for “defeats,” “marries” for “weds,” and “Xmas” for “Christmas.”

Obviously one way to meet the situation is to bar these words from the newspaper. Many offices have made such a rule. Others have said that these words should appear only once a week. The permanent remedy, however, is one that goes deeper than this. It is the diligent perusal of a good book of synonymns with the object of so broadening the vocabulary that the copyreader will no longer be solely dependent upon a half dozen standbys.

The copyreader would never have been driven to this extreme use of a few short words if the newspapers had not started to use narrower columns at the very time when headline type was becoming larger. In the interest of good English it is time to call a halt on anything larger than 24-pt. in a 12 em column. With the headline form as it is at present, it is necessary for the copyreader to have at least from 16 to 18 units in a line in order to express the thought of the story in correct English.

9. Avoid using a verb that might be misunderstood to be an adjective or a noun or vice versa. The headline is ambiguous because “term” might be an adjective: “Term Factories and Houses City’s Chief Needs.” It should be “Factories and Houses Called City’s Chief Needs.” Here is another that is ambiguous because “train” at first glance is taken for a noun: “Train to Run Home without Extravagance.” The reader wonders if the railroad company is going to reduce the amount of coal, or the number of stops, or what it is going to do. The story turns out to be about home economics students who are learning the art of economical home management. The best way to avoid the double meaning of “train” would be to say: “Training to Run the Home without Extravagance.” The article “the” is needed here to make the meaning clear.

10. Avoid ambiguous headlines. Each deck should be complete in itself so that it may be understood without reference to another deck. The headline “Round Robin Hits Semi-final Stage” is not at all clear because the reader does not

understand that "Round Robin" is the name of a golf club. "Girl Charged with Killing Mother of 11" gives rise to various conjectures. The use of slang in headlines makes them ambiguous as in these instances: "Ducking to Cool Flappers Who Wiggle and Kick at Bayside," "Bellhop's Eyes Page 'Hello Girl'; She Has Court Bid Him Ring Off," and "Ingersoll Watch Company Wound Up."

11. Wooden heads. The new copyreader must be cautioned against writing wooden heads, that is, headlines that are mere labels and do not express the significant point in the story. Note the following head, for instance:

**GOV. J. M. COX GIVES
VIEWS ON EDUCATION**

The same headline might have been written over every statement that Governor Cox ever made in public regarding education. It does not tell the distinctive thing about this particular talk. As it happens the address was full of features that might have been played up. One possibility would be:

**U. S. SHOULD ASSIST
EVERY COLLEGE—COX**

Note the vague, indefinite nature of this headline:

**DEMONSTRATION OF THE
DRAINAGE OF THE SMITH
FARM WAS INTERESTING**

**Business Men of Texarkana
and Farmers Adjacent to
the City Much Pleased
with Tile System**

The headline would be much improved if it read:

**TILED LAND FIT
FOR PLOW 2 DAYS
AFTER HEAVY RAIN**

The following headlines are excellent in that the copyreader has picked out the significant feature and played it up in the first deck:

**BOY FIRES THEATRE
TO SEE ENGINES RUN**

Audience in East Fourteenth
Street House Sits through
Blaze without Knowing It.

First Failed to Burn, and He
Climbed to Roof, Then into
Loft, for Second Attempt.

**SHIP'S BAND PHONES
LA TOSCA 200 MILES**

And French Wireless Presi-
dent Talks across 600
Miles of Sea to Paris.

SHOWS AIR PHONE'S UTILITY

Time Foreseen When Voices of
Wives at Home May Trail
Husbands Over Ocean.

12. Capitalize all words except articles, conjunctions and prepositions in upper and lower case headlines. Incorrect;

“Psychologists say you can not Believe your Own Ears.” Correct: “Psychologists Say You Can Not Believe Your Own Ears.”

EXERCISES

1. A study of the foregoing chapter should be followed by a large amount of practice in writing every kind of a headline. It is suggested that teachers obtain from the press associations copies of their complete day or night reports and turn these over to the class for editing. While this material is not well adapted for the teaching of copyreading, since it contains comparatively few errors, it is excellent for practice in headline writing.

2. A golfer at Roanoke, Va., brought down a dove. The ball in its flight broke the bird's wing. Criticize and rewrite the following headline which appeared over the story:

**VIRGINIA GOLFER MAKES
GREAT SHOT WEDNESDAY**

3. Point out errors in the following headlines and rewrite them using the same count for letters and spaces:

**GOVT. EMPLOYE IS
SENTENCED, FRAUD**

**EXPRESS TRAIN TEARS
REAR FENDER FROM
THIS AUTOMOBILE**

**UNKNOWN DEAD
SENT TO HOMES**

**THINK MAN WHO
IS NEAR DEATH
KILLED BY MOON**

Frank Bourham Came to North
Side Saloon Worse for
Liquor; Cannot Live.

**PIER THOUSANDS
SEE MAN DROWN
AND TWO ESCAPE**

CHAPTER V

TYPES OF NEWS AND FEATURE HEADLINES

As a large proportion of the stories in a newspaper consist of speeches, interviews, summaries of reports, accidents, crimes, court news, fires, political stories, and obituaries, a careful study of the best examples of headlines for these stories will prove helpful for the beginner in copyreading. These examples are not listed with any idea of discouraging originality in headline writing. There is as much room for originality in the headline as there is in the story. The illustrations are given simply with the thought of calling attention to general methods. The copyreader will be most likely to be intelligently original when he has mastered the conventional way of doing things.

Speeches.—There are two features that may be played up in the headlines of speech stories—the name of the speaker or what he said. While there is only one way of playing up the former, various methods have been devised for the latter.

1. The name as the feature. When the speaker is of national or international importance or when his name is more significant than what he had to say, then it is advisable to start the first deck with the name. Before using a name in such a conspicuous position in the first deck the copyreader should be certain that the man is well known to all or nearly all of the readers. Following are headlines in which the name is the correct feature:

**BRYCE SAYS TREATY
SOWS SEEDS OF WAR;
PREDICTS OUTBREAK**

Finds Danger of Conflict on the
Rhine, in Tyrol, the Balkans,
and Russia and Turkey.

VERSAILLES NEEDED SUPERMEN

But Some of the Negotiators, He
Says, Did Not Seem to Believe
the Principles They Professed

HE ATTACKS DEEP SECRECY

In Williams Address He Laments
That Victors Bear Resentment
Like Vanquished

It is often desirable to quote the exact words of a speaker or of a report:

**RESERVE BANK FINDS
"CYCLE OF RECOVERY"**

Governor Strong Tells Commis-
sion Price Drops Are Not
Forced by Federal
Board

2. Another simple and direct way to write a headline for a speech is to tell what the speaker said and then give his name. The great majority of speech headlines are written this way

since the thing said usually deserves the more important position. Examples are:

NEW PILGRIM SPIRIT WILL LEAD WORLD, DECLARES HARDING

As Tercentenary Guest He Tells His
Hope to End Wars By Dis-
armament Parley.

30,000 APPLAUD HIS ADDRESS

President Insists That No One Ques-
tions the Guidance by Free
Peoples Today.

REFERS TO "WASTED EFFORT"

"Rock" Belongs to All Peoples, He
Says—Leaves Plymouth, Im-
pressed by Pageant.

END HATE, GO TO WORK, M'CORMICK ADVISES EUROPE

Senator Points Out Vast Work
Confronting Congress

JAZZ CRAZE SWEEPS MEXICO, VISITING BANDMASTER SAYS

3. The name of the speaker may be suppressed in the first deck if there isn't room for both the name and a statement of what he said. This obviously can be done legitimately only when the name is of minor importance.

**WANT AD FREES
AMERICAN PRESS,
MEDILLIANS TOLD**

**FORD'S WEEKLY
MENACES CITY,
COURT IS TOLD**

City Lawyers Ask That It be
Suppressed Here.

It is also permissible for the first deck to start with a verb, said, declared, asserted, insisted, pointed out, showed explained, on any one of the verbs that may be used instead of said. When a verb is used to start the first deck, the subject must begin the second deck.

**SAYS BAD MEN OFTEN
WERE ONLY BOASTING**

Cowboy Historian Asserts Real
Killers, However, Were
"Tough Guys."

4. When the thought to be expressed is too long to go into the first bank with the name, then it is permissible for the copyreader to enclose the speaker's statement in quotation

marks and let it stand alone in the first deck. The words need not necessarily be the exact words of the speaker. If they are not, then the quotation mark merely indicates that someone made the statement. It will be observed that single quotation marks are used when there is not enough room for the double:

**'RUSSIAN FAMINE
DOOMS 5 MILLION'**

United States Report Says Ty-
phus Adds To Horror

5. The words "says" or "declares" may be indicated by a dash. Sometimes this device will give the copyreader enough room to use a direct quotation:

**FILIPINOS NOT
READY TO RULE
ISLANDS—WOOD**

Some papers have substituted a colon for a dash in a crowded line. It is doubtful, however, if this is a legitimate use of the colon:

**DISARMAMENT AUGURS
PEACE: NORTHCLIFFE**

6. The name may be run in small type under the first deck which features a statement made by a speaker. This device

is not used by the best newspapers since it breaks up a symmetrical make-up. An illustration follows:

G. O. P. WINS ECONOMY FIGHT

—President Harding.

**ARMAMENT CAUSES
MUST BE REMOVED**

—Professor Crane.

Settlement of Pacific and Far
East Problems Necessary
to Attain Purpose

Probably the most important thing for the copyreader to keep in mind while writing headlines for speeches, interviews or reports is that all statements must be put so as to show clearly that they were made by a speaker, the person interviewed, or made in a report. If this is not done it will appear as if the paper was saying it. The following headline is open to criticism because it is a direct statement of a matter of opinion:

**DIVIDING NAVY
VIOLATES RULES
OF WAR STRATEGY**

This headline should be qualified with the name of the authority for the statement, thus:

**U. S. NAVY MUST
TRAIN AS UNIT,
FISKE ASSERTS**

In the same way the following headline is defective in that it makes the paper responsible for a statement of opinion:

**TERMS OF ENGLAND
ARE REPULSIVE TO
THE IRISH PEOPLE**

This assertion should have been credited to a member of the Dail Eireann.

Accidents, Storm, Wrecks.—In writing the headline for this type of news story it is comparatively easy to crowd the whole feature into the first deck since the result can generally be readily summarized. It is always important to distinguish between the local and the telegraph story. In the telegraph story the headline should always tell where the accident, storm, etc. occurred. If no place is mentioned in the head the reader will infer that it is a local happening.

Following are typical headlines for accident stories:

**HOTEL WALL CRASH
KILLS GIRL, HURTS 3**

Roof of Marlborough-Blen-
heim Kitchen Collapses at
Atlantic City, Crush=
ing Waitress.

SCORE MORE ESCAPE DEATH

Squad of Girls Had Vacated Bench
Buried by Masonry—Res=
cuers Risk Lives.

AUTO PLUNGES INTO BAY; 2 WOMEN SAVED

Mother Was Learning to
Drive When Daughter
Tugged Her Arm and
Car Swerved.

FATAL CRASH IN RICHMOND

Perth Amboy Man's Auto Truck Is
Hit by Train and He
Is Killed.

ONE KILLED, 29 HURT IN 13 AUTO MISHAPS

Boy Meets Death under
Truck That Also Injures
Woman and Baby in
Her Arms.

BREAKS LEG SAVING GIRL

Fifteen Hurt When Bus Overturms
at Rockaway Beach—Child
Suffers Fractured Skull.

9 BURNED, 2 MAY DIE IN HOME BREW BLAST

Seven Firemen Trapped after
Explosion of Distillate In=
jures Father and Baby.

TANK OF "HOOCH" ABLAZE

Many Cans and Jugs Confis=
cated, but Still Is Left To Be
Investigated by Chief.

Headlines for stories of storms and wrecks:

**COAST VESSEL LOST
ON CALIFORNIA REEF;
12 DEAD, 36 MISSING**

The Alaska Strikes in a Dense
Fog and Goes Down in
Twenty Minutes.

LIFEBOATS ARE OVERTURNED

Captain Stays Aboard Ship and
Is Among Missing—Brooklyn
Man Among the Dead.

TWELVE BODIES RECOVERED

The Anyox Arrives on Scene With-
in an Hour and Takes the
Survivors to Eureka.

**SIX IN PLANE SAVED
FROM SEA IN STORM**

Crime.—In writing headlines for crime stories the copy-reader must guard against libelous statements. As we have seen in a previous chapter, a libel in a headline is no more excusable in court than a libel in a story. This is true in spite of the fact that in the short space of a headline it is difficult to qualify statements properly. The copyreader, however, will always be on the safe side if his headline says nothing that is not fully borne out by the story.

How the various features in crime stories may be effectively played up in the headline is shown by the following captions:

**SHOT DOWN IN
CROWD OF FIFTY;
NO ONE SAW IT**

Victim Falls Dying on Hotel
Veranda, but Merry-
making Goes On.

BOOTLEGGERS' WAR BLAMED

Wounded Man, His Brothers, and
Companions at Outing Give
No Information to Police.

81, ADMITS HE'S A BURGLAR

Pleads Guilty to Trying to Rob
a Sleeping Policeman.

**HARTFORD BROKERS
ACCUSED OF FRAUD**

Bankruptcy Referee Recom-
mends the Prosecution of
Frisbie & Co. on Embezzle-
ment Charges.

Newspapers are subject to a constant fire of criticism for the publicity they give to crime. Some of the criticism is justified; others is not. It is the duty of the newspaper to give to the community in which it is published a complete picture of itself. To exclude crime news would be to distort the picture. It would deceive people into believing that society is really better than it is.

In holding the daily mirror up to society, however, the newspaper owes it to its community not to play up the criminal as a hero, and to give publicity to punishment as well as to the crime. Here the copyreader has a serious responsibility. By emphasizing the constructive feature—by giving prominence to the policeman instead of to the criminal—the copyreader can be of inestimable service to society.

Human Interest and Feature Heads.—Probably the most successful writer of headlines for human interest and feature stories in American journalism was “Boss” Clarke who was for many years the night city editor of the New York *Sun*. He wrote riming heads for Sam Wood’s prose verse, satirical heads for satires and humorous heads for the funny men’s articles. A *Sun* reader could gage almost exactly the worth of a story by the quality of the heading. A *Sun* reporter could tell just what Clarke thought of his story by the cleverness of the lines that the night city editor wrote above it.

Frank M. O’Brien in his “Story of the *Sun*” gives the following description of Clarke and his methods:

Clarke would put the obvious heading on a long, matter-of-fact yarn in two minutes, but he might spend half an hour—if he had it to spare—polishing a head for a short and sparkling piece of work. Two architects who did city work pleaded poverty, but admitted having turned over their property to their wives. Clarke headed the story:

“We’re Broke,” Says Horgan.—“Sure,” Says Slattery, “But Our Wives Are Doing Fine.”

Sam Wood, the ship-news reporter of the *Sun*, turned to prose verse whenever the subject was suited to it, as for instance in this story:

While off the Honduranean coast, not far from Ruatan, the famous little fruiter Snyg on dirty weather ran. Her skipper, Wiig, was at the helm, the boatswain hove the lead; the air was thick; you could not see a half-ship's length ahead. The mate said:

"Reefs of Ruatan, I think, are off our bow."

The skipper answered: "You are right; they're inside of us now."

The water filled the engine room and put the fires out, and quickly o'er the weather rail the seas began to spout.

When dawn appeared there also came three blacks from off the isle. They deftly managed their canoe, each wearing but a smile; but, clever as they were, their boat was smashed against the Snyg, and they were promptly hauled aboard by gallant Captain Wiig.

"We had thirteen aboard this ship," the fearful cook remarked. "I think we stand a chance for life, since three coons have embarked. Now let our good retriever, Nig, a life-line take ashore, and all hands of the steamship Snyg may see New York once more."

But Nig refused to leave the ship, and so the fearless crew the life-boat launched, but breakers stove the stout craft through and through. Said Captain Wiig:

"Though foiled by Nig, our jig's not up, I vow; I've still my gig and I don't care a fig—I'll make the beach somehow."

And Mate Charles Christian of the Snyg (who got here yesterday) helped launch the stanch gig of the Syng so the crew could get away. The gig was anchored far inshore; with raft

and trolley-line all hands on the Snyg, including Nig, were hauled safe o'er the brine.

Although the Snyg, of schooner rig, will ply the waves no more, let us hope that Wiig gets another Snyg for the sake of the bards ashore.

Clarke wrote the classic head: "Snygless the Seas Are—Wiig Rides the Waves No More—Back Come Banana Men—Skaal to the Vikings!"

To write feature heads successfully a copyreader must have a high degree of imagination and a wide range of vocabulary. Every device of rhetoric can be put to good use in the heads for feature stories as well as in the stories themselves. The copyreader must adequately reflect the spirit of the story in the headline. The headline must be written with a fine sense as to the connotation of words and the effect desired. Following are headlines that are well expressed:

**BREAD ANSWERS
NICKEL'S CALL;
SANDWICH DEAF**

—
Poole Says Profit on 'Em Is
400 Per Cent.

**1 LADY DOCTOR;
1 NIFTY BARBER;
1 WIFE; 1 JUDGE**

—
And Kalamazoo Stage Is All
Set for Racy Trial.

GAS, LAMP, BANG, BANDAGES

Mr. Martin Attempts to Aid
Mr. Boust in Making Gas
Pipe Connection.

When a feature story is written with a climax at the end, the copyreader should write a headline that will arouse the reader's curiosity without satisfying it:

*Aim of Was Was
Bad, So It Is 'Was
Is,' Not 'Was Was'*

**CITY MULE PROBLEM, LONG SIMPLY
AWFUL, NOW IS AWFULLY SIMPLE**

Neighborhoods Endowed with Five Senses Need
Worry No More Since Barn Question Has Been
Settled to Aesthetic Advantage of All—Yes,
Read On.

**TELL ME, DOES IT
PAY TO FLIRT IN
ZION CITY? WELL—**

Ask Mr. Vogel and Then Draw Your
Own Conclusions about It.

HE CERTAINLY KNOWS

**THREE-TENTHS OF 1 PER CENT.
IS THE REWARD OF HONESTY**

Rhyme, alliteration, or puns, barred in news heads, are appropriate in feature heads:

**REAL CHAPLIN
DIFFERS FROM
REEL CHAPLIN**

Tribune Man Is Comedy King's
Pal for 5 Hours

**EVALYN, THAWED
BY RENT RECEIPT,
IS SMILING AGAIN**

**DIET TO BE THIN;
DIET TO BE FAT;
DIET ALL TIME**

Experts Say That's Way To Be
Cheerful and Gay

**POLICE PUT RUM
RUNNERS ON THE
RUN; MANY FINED**

Cutlines.—The term overline is applied to the display title placed over a cut. It may be a crossline or a two- or three-line dropline. Caption is the name used for the explanatory matter placed under a cut.

The overline in most newspapers is a crossline, rarely set flush. Often it is boxed. The rules for writing overlines are more elastic than those for headlines. An overline must be written to fit a certain space, but it need not necessarily have

a verb. Often a mere label makes an ideal overline. For instance, on the morning after the inauguration of President Harding, the *Chicago Tribune* ran a three-column cut of him on the first page. Over the cut was the line "The New Chief Magistrate." Impossible as a headline, because so obviously a label. Nevertheless it was a dignified and appropriate overline. Then there is the "This Is—" type of overline which is always a label. In this class would be a cutline such as "Scene at Traction Wreck" or "First Views of Strike Riot."

The majority of overlines, however, conform quite closely to the rules of headwriting. The overline, especially when there is action in the cut, demands active, vivid, "motion" verbs. The overline should be crisp and fresh; wornout and trite verbs cannot be used.

Some overlines are written in the concise, straightforward manner of a news headline. Others have the imaginative appeal of the feature headline. Following are examples of the news headline type:

| **Grain Brokers Cast Vote** |
 | **Vote for League, Says Actress** |
 | **Music Critic and Author Dead** |

Since many cuts show extremely unusual views, a conservative overline is obviously out of place. Then it is necessary for the copyreader to write an overline that will appeal to the imagination of the reader:

| **Lay On, Macduff, and
 Damn'd Be Him That First
 Cries, "Hold, Enough."** |
 (Over cut of Judge K. M. Landis,
 Senator N. D. Dial and Rep. B. F.
 Welty)

| **The Law Is Trumps** |
 (Over cut of raid on gambling resorts)

| **Business Not As Usual** |

(Over cut showing riot by men out of
work)

| **The Juggler of Millions** |

| **We Have Beer in the Pulpit** |

(Over cut which accompanies story
about a minister's sermon on drink
evil)

| **Look at That Right!** |

(Over cut of Georges Carpentier)

An effective type of feature overline of only one or two words is used by the *Chicago Tribune*:

| **Innocent** |

| **Seeks Divorce** |

| **Floor Leader** |

| **Speedy Pilot** |

| **Touchdown** |

The same idea is sometimes carried out by the *Tribune* in double-column cuts:

| **Ku Klux Klannishness** |

(Over a cut of a Klan ceremony)

Often the story is run near the cut. Then the copyreader must see that there is no duplication of words or ideas in overline and headline for the story. Sometimes a double- or triple-column headline will cover both a story and cut. Then no overline is necessary and a line underneath the cut gives the name.

The overline should never exaggerate or misrepresent. It should hold out no promise that is not fulfilled in the cut. It should never suggest facts that have not been caught by the camera. If it does the reader is disappointed and the result is loss of confidence in the paper.

Practice varies with respect to the underline¹ below the cut. Sometimes it is just a short, compact paragraph of explanation. At other times it may exceed a hundred words of explanation. If the cut does not accompany the story the underline obviously tends to be longer. When the underline is brief it is much like the second deck of a headline and the copyreader must then endeavor to avoid repetition of words and ideas that have been used in the overline.

¹ Incorrectly called "caption" in some offices. Caption, according to Webster, is "the heading of a chapter, section, page, or article."

CHAPTER VI

THE ETHICS OF THE HEADLINE

In Chapter II it was pointed out that every headline has two functions: It should advertise the news and summarize the news. The reader who is attracted by the advertisement will read all or part of the story. If he is not interested he will nevertheless have the main facts from the headline bulletin.

Many people are content with the summary they get from headlines.¹ It is intended that they should be. But the fact that they are and the fact that the majority of people do not read more than the headlines of most of the stories, throws a tremendous responsibility on the copyreader. It makes the headline more important than the story. The old saying "Syllables govern the world" is more true of the headline than of anything else. For the copyreader the sentiment, "Let me write the songs of a nation and I care not who makes the laws" might be paraphrased, "Let me write the headlines and I care not who may write the dispatches."

Hence, the imperative necessity that the headline should be not only literally true to the facts of the story but that it should also comprehensively reflect its spirit. It should not say nor imply more than the story does. If it does it is taking an unfair advantage of the reader who assumes that it is not necessary for him to read the story.

Unfair headlines, of course, are most likely to be found over so-called "policy" stories, that is, stories of a controversial nature such as political stories or news about industrial situations.

When the Insurgent Republicans in the House of Representatives forced Speaker Cannon from the Committee on

¹ Figures quoted on page 58 of WALTER LIPPMANN'S "Public Opinion" show that between 70 and 75 per cent of the people who replied to a questionnaire said they spent a quarter of an hour daily reading the papers.

Rules but did not pass the resolution for his resignation, the San Francisco *Bulletin*, Insurgent in opinion, announced in its news headlines: "Corrupt Wealth Loses Control of the House of Representatives—Cannon Is at Last Repudiated—Great Demonstration Follows the Victory."

The Los Angeles *Times*, a standpat paper, declared in its headlines: "Speaker Cannon Triumphant in Defeat—Insurgents Lose Nerve in Heat of Battle—Mercenary Republicans Dare Not Support an Attempt to Dislodge Uncle Joe."

Neither headline is confined to the facts of the story. Both have an extreme editorial twist. In one headline Cannon is denounced as the representative of "corrupt wealth" while in the other he is pictured as "triumphant in defeat." In both cases the copyreaders injected into the headline comment and opinion that should have been confined to the editorial page.

It is sometimes said about this or that paper that it is "all right unless it is trying to elect somebody." The person making such a remark generally has in mind the practice of some newspapers to attempt to minimize the strength of a candidate for office by "playing down" his probable number of votes, by giving the impression that his meetings are poorly attended, and by deliberately exaggerating the strength of the opposition. Here are two headlines over stories about the same political meeting:

**5,000 CHEER SHANK
IN THREE MEETINGS**

Mayoralty Candidate Predicts
Easy Victory over Opposition

**SHANK MEETINGS FAIL
TO SHOW FORMER "PEP"**

Ranks of Booster Squad Not
So Well Filled.

CASE OF 'NERVES' APPARENT

Innumerable examples of headlines distorted for political purposes could be cited. In view of the fact, which is now pretty well recognized, that newspaper support alone cannot win an election, one may well ask why newspapers should stoop to this unfair device. Elections are won through political organization, not through newspapers. Newspapers are only one of the several means of forming public opinion.

Hylan won the mayoralty election over Curran in New York in 1921 although Curran had the support of all the leading New York papers with the exception of the *American* and *Journal*. Thompson won in Chicago in 1919 in spite of the opposition of the *Tribune* and *Daily News*, the two most influential papers. These candidates won because the political machine was well-oiled. The fact that newspapers opposed to them printed unfair headlines undoubtedly hurt the newspapers more than the candidates. Granted that a few people were influenced to vote against a candidate as a result of impressions formed from headlines, nevertheless the number would be small compared to the number which would be influenced to vote for him as a result of the paid advertising for the candidate. Headlines, no matter how colored, cannot compete in influence with skilfully written advertisements. The reading public, already distrustful of newspaper accuracy, sees in the colored headline only one more evidence that "you can't believe anything you see in the papers."

Sometimes a single word will be sufficient to color a head or make it "damn with faint praise." Note the effect of the following: "Harris Slips In by Bare Majority" as compared with a fair head such as "Harris Elected: Majority Is 30 Votes." Or note the difference in the effect on the mind of the reader between "Senate Slams Farm Bill Veto Back to Wilson" and "Senate Sets Aside, 53 to 5, Wilson's War Finance Veto." One cannot help but feel that the copyreader went out of his way in the first headline to express his approval of the senate's action. The word "blows" has the effect of an editorial here: "Wisconsin Blows \$760,000 a Year on State Militia."

When the Interstate Commerce commission denied a petition of Ford's railway for reduction of freight rates, a Chicago newspaper headed the story: "Ford Flivvers in Attempt to Lop Freight Rates." A paper which opposes college fraternities headed a story about an initiation: "Favored Ones Join Nobility."

Note the editorial twist in the following: "Indiana Builds Roads; Illinois Waits for Bids," or "May Add Lumber Tariff Burden to Home Hunter."

The copyreader should hesitate before writing a sarcastic or ironical headline. Often it is justified but sometimes it is a case of lampooning somebody merely to make a clever head. An illustration in point is the way many papers handled the story about John D. Rockefeller giving a five-year-old girl two new dimes in appreciation of a song she sang on a ferry boat while crossing the Hudson. Nearly every desk man who handled the story played up "20 cents" in big display type at the top of the article. That Mr. Rockefeller gave the child only 20 cents instead of \$20 or \$2,000 seemed so important that nothing but a two-deck head would suffice. The fact that he has given hundreds of millions of dollars to educational, hospital, and other public purposes was forgotten. The *New York World* gave the story a spread head, but it contained no sarcasm, no reflection upon Mr. Rockefeller: "J. D. Is Charmed by Child's Singing—Sends Two Bright Dimes to Virginia Denike, Who at Five Is Both Singer and Dancer."

Great care should be taken in writing a headline for a story about the arrest of a person suspected of a crime. The American Bar Association has pointed out the danger in the tendency of newspapers to assume that a person is guilty when he has been arrested charged with a crime which has strongly aroused public sentiment. Usually it is the headline that is the chief offender and "trial by newspapers" often means trial by headlines.

Some newspapers not infrequently show a decided bias in the handling of stories involving industrial relations such as demands for higher wages, strikes, boycotts, etc. Very often

this prejudice is apt to show itself in colored headlines. Note the following from a Chicago paper for December 1, 1921:

U. S. BOARD CUTS 50,000,000 RAIL WASTE

“OPEN SHOP” FOR SHOP WORKERS IS RECOGNIZED

NEW WORKING RULES EFFECTIVE TODAY

A decision promulgating 148 new working rules to govern the six federated railroad shop crafts and supplanting the national agreement entered into by the employees with the United States railroad administration on Sept. 20, 1919, will be handed down by the United States Labor board this morning.

This decision, transcending in basic importance the \$400,000,000 wage cut of July 1 last, recognizes the “open shop” principle as applied to the railroads and will mean an annual payroll saving to them of approximately \$50,000,000. It will form the ground work on which the adjudication of all future wage disputes between the roads and their employees will be based.

In this headline “waste” is used as a synonym for closed shop. The use of the word in such a sense is purely editorial comment. Undoubtedly it is a thousand times more effective than an editorial. Readers of this paper, after being fed on colored heads day after day, would quite naturally begin to view strikes as unlawful and the closed shop as “waste.”

With the exception of the *Press* and the *Dispatch*, all of the seven Pittsburgh newspapers frequently colored their headlines and leads during the steel strike of 1919, according to the report of the Commission of Inquiry of the Interchurch World Movement. "It is inconceivable that the public which relied on the Pittsburgh newspapers could . . . have understood either the causes of the steel strike or the significance of its incidents," says the commission.¹ "The effect of the news treatment of the strike was to create the overwhelming impression and prejudice that the strike came about through the pursuit of unreasonable demands, inspired by revolutionary motives. The real issues of the strike were not printed. Extensive space was given to the 'redbook' of Foster which was in no sense an issue or a factor in the organization of the strike."

Regarding headlines in Pittsburgh newspapers the commission says:

Without a single exception worthy of note, the statements, demands, grievances and testimony from the side of the strikers were printed under headlines or in context tending to give the impression that what the striking steel workers sought was something unwarranted and that their grievances were unfounded.

One method of treating news when the events happened to be undeniably favorable to the strikers' side was exemplified by the *Leader* on Sunday, October 12. On October 11 the United States Senate Committee investigating the strike at the hearing in Pittsburgh had heard as witnesses representative strikers, union organizers, and members of the community. On Sunday the *Leader* printed a long account of the previous day's proceedings. The testimony of some of the witnesses was summarized and some of it quoted, but the "lead" of the article, which occupied all the front-page space and was carried under an emphatic black headline, was devoted to Senator McKellar's condemnation of the men who called the strike. The day's proceedings actually amounted to an arraignment before members of the Senate of the United States, not only of conditions in the steel industry, but of conditions in Allegheny County on account of the not impartial activity of officers of the

¹ "Public Opinion and the Steel Strike," p. 14.

law. The *Leader's* "report" appeared under a three-line display head, reading: "McKELLAR SCORES CHIEFS FOR NOT DELAYING STRIKE."

The *Gazette-Times'* treatment of the proceedings of the Senate Committee on October 11, when chiefly strikers' witnesses were heard, was conspicuously biased against the strikers.

Although many witnesses testified concerning the industry's long hours, the arbitrary treatment, the tactics of police and officials, the desire of foreign workmen to become Americanized and of their difficulty in learning English after a twelve-hour workday, only a short portion of the *Gazette-Times'* article toward the end was concerned with this testimony, while the headline and "lead" of the article made no reference to this significant phase of the day's hearing.

The following is the headline and "lead" of the *Gazette-Times'* article on the steel strikers' October 11 testimony without mention of the grievances cited:

<p>STEEL STRIKE PREVENT- ABLE, SENATORS HEAR</p> <p>Walkout in Opposition to President's Wish, Witnesses in Local Probe Say.</p> <hr/> <p>ORGANIZER GRILLED</p> <hr/> <p>Statements of Strike Leaders Are Occasion- ally Resented by Investigators.</p> <hr/> <p>SESSION FOR TODAY¹</p>
--

The commission concedes the fact that treatment of the news of the strike by the Pittsburgh papers was influenced by "war psychology" and that for this reason "loyalty" was accepted as the issue. It is pointed out that the colored news of the strike not only undermined the confidence of workingmen in the press but that it accentuated class divisions and retarded Americanization in the very districts where it is needed most.

Many headlines published in labor and socialist papers during the steel strike were open to the same objections that

¹ "Public Opinion and the Steel Strike," p. 113-115.

the commission raised against the news in the Pittsburgh newspapers. On September 22, 1919, the Milwaukee *Leader* ran a six-column banner "Strike 90 Per Cent Effective." The banner was not enclosed in quotation marks and the reader would naturally infer that it was a statement of fact. The lead of the story explained that William Z. Foster said the strike was 90 per cent effective.

On September 17, 1919, the *Leader* ran a story on page 9 under the heading "Unrest of World Means Old Order in Death Throes,"—a clear case of editorial comment in the headline.

Highly dangerous is the colored headline when it is allowed to intrude into the field of international relations. When Japan, Great Britain, the United States, and France signed the treaty which terminated the Anglo-Japanese Alliance, the Chicago *Herald-Examiner* announced in a seven-column banner:

U. S. DRAWN INTO ALLIANCE

FOUR POWERS
PLAN 10-YEAR
WAR HOLIDAY

Lodge Calls Pacific Treaty
Great Experiment
for America

The word "drawn" in this headline is admirably adapted to make the reader think what the Hearst organization thinks, namely that the treaty is undesirable. The word used in this way possesses the magic of connotation and recalls to the reader's mind visions of entangling alliances and the abrogation of our traditional policy of isolation. Contrast it in this respect with the following: The *Chicago Tribune*, "Big 4

Accept Pacific Treaty;" *The New York Times*, "Four-power Pacific Treaty Acclaimed by Conference; Limited to 10 Years; Provides against Outside Menace; Lodge Presents It; Senate Ratification Seems Sure;" *The New York Evening Post*, "Fourpower Entente to Replace Anglo-Japanese Alliance."

Why do newspapers color news and headlines? Is it done intentionally or is it sometimes unconscious coloring? Can the story of a strike be presented in an entirely disinterested manner without color of some kind? If coloring of news and headlines is done involuntarily, how can newspapers correct the evil and how can society protect itself? These are questions that immediately arise in any discussion of colored news.

The usual explanation for coloring of news is that it is done at the behest of the advertiser. Every newspaper man, however, knows that only in isolated cases does the advertiser exert any control over the news columns. It is only the newspaper threatened with insolvency that bows to the wishes of the advertiser. The majority of newspapers realize that their chief duty is to the reader. In most newspaper offices, any advertiser who would suggest how a story should be handled would be shown the door. Other critics insist that news is perverted at the request of the owner of the paper who may be a stockholder or beneficiary of a corporation. This is also rare. Nearly all papers strive for accuracy. Direct orders from owners on policy stories are very infrequent. The reasons for news coloring are not so obvious and tangible as many critics of the press would have the world believe. The reasons cannot readily be analyzed but for the most part they can be found in the mental outlook, the friendships, ambitions, fears, customs, and beliefs of owners, editors, and reporters.

How the legitimate ambitions for promotion of deskmen and reporters may cause them unconsciously to color news is brought out in an editorial which recently appeared in the La Crosse (Wis.) *Tribune*. The editorial read in part:

A wealthy newspaper publisher owns Standard Oil and railroad stocks, or steel, or is interested in Mexican concessions. He is human, and humanly selfish. Inevitably and quite unconsciously, his attitude is influenced. His attitude is translated into his newspaper policy.

A boy gets a job as reporter on this newspaper. He is loyal. He reads the editorials. The publisher is a fine fellow, and nods pleasantly to the reporter. The managing editor commends his work. He is advanced. He writes special stuff for other newspapers, to add to his income. Perhaps he becomes a staff writer for one of the press associations. Unconsciously and honestly his stories are colored by the impressions and sympathies and personal contacts resulting from his affiliation with the interested publisher. One cannot put a finger on it but his personal reactions to life are there between the lines of the written story.

Everyone on the staff, from the editor-in-chief down to the reporter, is likely to be similarly influenced in his point of view by what he has come to believe are the opinions of the owner. On the other hand, the owner as well as his employes, are under the influence of the herd instinct. The newspaper, as at present constituted, is essentially a herd institution. And the herd in the United States is held together by a definiteness of faith unequalled except in a supposedly infallible church. A long list of taboos—sexual, economic and social—are dogmas of the American faith.¹ The news concerning Soviet Russia, the Non-partisan League, the Progressive Movement in Wisconsin, and the news concerning most strikes is colored, not through corruption of the press, but because of

¹ CRAWFORD, N. A., "The American Newspaper and the People," *The Nation*, Sept. 13, 1922, p. 249.

the feeling of the employees of newspapers that the herd tradition is against these movements. Hence it is that there is a curious unanimity of opinion expressed by editorial writers and once you know the party and social affiliations of a newspaper you can predict with considerable certainty the perspective in which the news will be displayed.

Other factors which play their part in the coloring of news are ignorance, fear of giving all the facts to the people, the wish to keep up the good reputation of the city in which the newspaper is published, propaganda, and gross ignorance of even the simplest laws of evidence.

At the first annual convention of the American Society of Newspaper Editors, Marc A. Rose, managing editor of the *Buffalo News*, declared that a certain amount of partiality in news presentation is often justified by the circumstances. Mr. Rose said:

I think a perfectly valid criticism is that newspapers are developing a bad practice of being partial in their presentation of news. Now, I think we have some right to do a certain amount of that. The place where to draw the line is the great thing. I think we have this right, that when there is, we will say, a hearing in Albany upon a piece of legislation in which we are interested, and we are interested in it for the highest motives, because we believe that the law, if enacted, will be for the public good, and at this hearing both sides are heard, I do think it is within our rights to give the greater display, the greater prominence and the greater space to the speakers who present what we believe to be the true view of the case.

But I do not think we have the right utterly to suppress, and we certainly have not the right to distort in the slightest, the argument which is presented by the other side. And that accusation is made, and I think in some cases with justice, that newspapers are doing that thing.

The situation outlined by Mr. Rose presents another phase of the ethics of the headline, that is, the policy head over the policy story. Here it would seem the copyreader is helpless. The headline he writes must be a faithful digest of the story. Since the story plays up one side, the headline cannot avoid doing so. The responsibility then is up to the publisher.

Undoubtedly there are occasions when a policy story is justifiable. But, as Mr. Rose says, the difficulty lies in deciding where to draw the line. The problem is analogous to many of the complex questions in medical and legal ethics where, on some occasions, a certain procedure may be for the good of all concerned. In the last analysis a high standard of ethics for every individual in the profession would seem to be the only safeguard for the public.

The wise publisher will not ignore evidences of distrust of the press. He knows that since the days of Joseph Pulitzer there has been a growing demand that newspapers present both sides of controversies. He knows that unless newspaper reform comes from the inside, it will come from without, and then it would be sure to be drastic. The recent efforts in Oklahoma to pass a bill to license newspapermen is a case in point.

“The food of opinion,” as President Wilson has well said, “is the news of the day.” The daily newspaper, for the majority of Americans, is the sole purveyor of this food for thought. How highly important it is, then, that the news of the day, in story and headline, be presented accurately and fairly. The world needs knowledge. Most of the matters that men differ about and squabble over, they fight about because they lack the information on which to base an opinion on which all sound minds would agree. On matters as to which the information is sufficient, good minds do agree. It surely is the duty of a newspaper to prevent misunderstanding among the classes instead of fostering it. The coloring or adulteration of news—the food of opinion—is as dangerous to the body politic as similar manipulation of food-stuffs was to the physical bodies of our people before such practices were forbidden by law.

The jury of newspaper readers must have “the truth, the whole truth, and nothing but the truth” if it is to give an intelligent verdict.

Many thoughtful newspapermen see cause for grave concern in the unwillingness of the public to read much more than the headlines. It has been said that this habit results in slipshod thinking and gross ignorance of the fundamentals of

local and national political and economic problems. Among the editors who have expressed their views on this subject is Col. Norris G. Osborn, editor of the New Haven *Journal-Courier*, who said in a recent speech before Connecticut editors: "We are doing all we can by ingenious methods to destroy our property. We are teaching the public to rely on headlines and to take the news from the headlines rather than from the body of the article itself. I maintain that we don't feed them the kind of food that is nourishing. There should be a beginning of a return to the old-fashioned way of presenting the news like the days of the *Sun* under Dana."

Other newspapermen and many students of sociology and political science have voiced the opinion that the modern idea of headline writing discourages sound thought and accurate and extensive information. Indeed, some have gone so far as to suggest a return to the old-fashioned label headline which did not attempt to tell the story but merely classified the news and thus made it necessary for the reader to peruse the entire article himself in order to get the thought. It is doubtful, however, if the American public could ever be induced to spend so much time in the careful reading of newspapers. Certainly it would take years to accomplish the change. Just now the tendency—as illustrated by the tabloid press—seems to be to encourage the public to spend as little time as possible in the reading of constructive news.

CHAPTER VII

PROOFREADING

After copy has been set up on the linotype or intertype, the slugs are placed on a metal tray called "galley." The galley is inked and a first or galley proof is "pulled" on a proofpress. This galley proof must be read with care to find errors made by the compositor. The proofreader is on the lookout for grammatical errors; misspelled words; wrong divisions of words; transposed letters, words or lines; incorrect punctuation and styling; wrong font; faulty alignment of lines or type; imperfectly cast slugs; uneven spacing between lines or words, and missing ad and credit lines.

When type is set by hand there are other errors to look for in addition to those just enumerated. Among these are broken or imperfect type, upside-down characters, and letters or words in the wrong face.

On larger newspapers the proofreaders are considered part of the mechanical force. They do their work in a sound-proof room adjoining the composing room. Each proofreader is assisted by a copyholder who reads in a monotone everything in the copy including punctuation, capitalization, and paragraphing. In large offices every headline, as well as advertisements, is read back to insure accuracy. In smaller offices editors and reporters read proof and compare it with the copy only when in doubt. The practice of reading proof with the assistance of a copyholder, however, is growing among the smaller papers. It is highly desirable because it insures greater accuracy.

It is important to note the distinction between the duties of the copyreader and the duties of the proofreader. The copyreader is a critic of the story as a piece of narrative or description. His object is to clarify, condense and improve the story. He changes words, sentences, and paragraphs.

When the proofreader takes the story, however, all this work has been done and his duty is merely to check up on errors made by the printer in putting the story into type. He should not change any of the work of the copyreader unless the error is a serious one. The proofreader as well as the printer should follow copy. If he thinks a statement is wrong he should consult the editor before marking a change. Corrections made in the proof that should have been made in the copy increase the expense of producing the newspaper, cause delay in going to press, and create friction between the composing room and the editorial department. The editorial staff should never fall into the habit of reading copy on proof.

A keen eye, quickness in detecting errors, and a natural capacity to take infinite pains are the qualifications that make a good proofreader. While quickness is desirable, care and accuracy are desired more than speed. The proofreader should remember that he is the last person that has an opportunity to correct an error. A mistake by him may result in irreparable damage.

The best way to read proof is to take a piece of cardboard and cover up all lines below the one which is being read. This aids the eye in focusing and practically forces one to read every word in every line.

PROOFREADER'S MARKS

The same proofreading marks are used in virtually all newspaper offices:

<i>Cap or ≡</i>	capitalize
<i>l.c</i>	lower case (small letter)
<i>∩</i>	delete; omit
<i>∩</i>	letter up side down; turn it over
<i>P or □</i>	make a new paragraph
<i>no P or no □</i>	no paragraph
<i>×</i>	imperfect letter
<i>/</i>	insert a hyphen
<i>"/</i>	insert quotation marks
<i>,/</i>	insert a comma
<i>○</i>	insert a period
<i>^</i>	insert at the place indicated
<i>stet</i>	let it stand, that is, restore the words crossed out
<i>#</i>	put a space between
<i>~</i>	smaller space
<i>∩</i>	close up; no space needed
<i>∩</i>	push down space or slug that shows
<i>wf</i>	wrong font
<i>to</i>	transpose
<i>[</i>	carry to the left
<i>]</i>	carry to the right
<i>∩</i>	lower
<i>∩</i>	elevate
<i>· lead</i>	lead between the lines
<i>∩ lead</i>	take out lead
<i>in in</i>	make one paragraph out of matter indicated
<i>center</i>	place words in center of line

How proof is read is shown by the following specimen:

17
AP

27 FOREIGN 27

**GREEK AMAZONS
IN THRACE FIGHT
HELP ROUT TURKS**

5 FIVE 5

WITH TURKS

ADRIANOPLE, Oct. 21.—[By the Associated Press]—Women carrying shotguns over their shoulders were conspicuous among the 10,000 Christian refugees who trudged through the main street here today on their way to the frontier across the Maritza river. These armed women had joined their men folk in repelling an attack upon them by Turkish irregulars in the bleak hills west of Adrianople. The fight lasted an hour and two refugees were killed.

At Malgara, 300 Greek families are stranded for lack of transportation. Among them is George Kamas, a Greek-American from Chicago, who exhibited an American passport and said that he had arrived a few months ago to get his fiancée and take her back to America.

Two hundred Armenian survivors of a midnight massacre at Bigha arrived today at Dedeasatch, it was learned by Col Stephen Lowe of St. Louis, Mo., near east relief worker, who is assisting refugees in the Rodosto area. The survivors of the massacre, most of them shorn of their garments, were rescued by the British, who escorted them to Dedeasatch.

tr. lines

#

SUGGESTIONS ON PROOFREADING

1. Corrections should be made on the blank margin opposite the lines in which the errors are found. The corrections should be made in the same order in which the errors occur in the line. The errors to the left of the center of the line should be indicated on the left margin of the proofsheets and the errors in the right half of the line should be corrected on the right-hand margin. A line should be drawn from the error to the correction in the margin. This practice is not followed in book proof but it is the rule in newspaper proof.

2. When there are several errors in one word it is better to rewrite the whole word correctly than to indicate each change separately.

3. When the compositor has left out several lines or made other errors which would make it necessary for the proofreader to write out instructions at length, it is generally better to send the copy, with omission clearly indicated, back with the proof and to write in the margin of the proofsheets "see copy."

4. If some entirely new matter is to be added it should be pasted on the proofsheets and a line drawn to the point in the reading matter where the addition is to be inserted.

5. Don't make unnecessary changes. Try to make as few changes as possible. Every correction means a loss of time and the resetting of at least one line.

6. When one or more words have been omitted, the proofreader should try to cut out other words of about the same length and not absolutely necessary in the same line, in the preceding line, or in the following line, so that not more than one or two lines will have to be reset to make room for added words. Likewise when one or more words must be taken out, others should be inserted in the same line or adjoining lines to fill up the space.

7. As in the editing of copy, so in the correcting of proof, the changes should be made neatly. Confused correction of proof, like careless editing of copy, causes loss of time and increases the probability of error.

8. Anything you don't understand may be wrong. If you are unable to get the meaning you may be quite sure that the reader will also be puzzled. Query the head of the desk and have it corrected.

9. The proofreader as well as the compositor should follow copy unless he is sure the copy is wrong. If he is in doubt he should refer the matter to the head of the desk.

10. In many offices it is the rule that o.k.'d proofs should not be sent to the composing room without the final o.k. of the head of the desk.

ERRORS WHICH MAY ESCAPE NOTICE

1. The omission of a letter or syllable or the substitution of one letter for another which does not greatly change the outline of a word as Novmber for November, expediton for expedition, etc.

2. The insertion of a word which is not in the copy and which does not materially alter the sense. This is especially true of articles and conjunctions.

3. The repetition of a syllable or word which ends one line, at the beginning of the next.

4. The substitution of one word for another which differs from it slightly in spelling and which sometimes makes sense, as should for would, morale for morals, finance for fiancée.

After the type has been corrected in accordance with the instructions on the first proof, a second or revise proof is usually taken. This is compared with the first proof in order to see if all corrections were made. Since every correction makes it necessary to reset an entire line, the proofreader should go over the whole line that contained an error to see if the compositor made a fresh error in correcting the original mistake. While the proofreader generally has an opportunity to read a revised proof, he should make all corrections possible on the first proof. Every additional revise proof that has to be pulled adds ten minutes to the make-up time.

CHAPTER VIII

TYPE¹

The newspaper worker who is striving for constant improvement in the typographical appearance of his paper must have a working knowledge of type families, type sizes, and type harmonies. He cannot hope to carry in his mind all there is to know about type; the subject is too intricate for that. Nor is it necessary that he do so. There are hundreds of type families many of which are used only rarely and some are entirely unsuited for newspaper work. But the fundamental principles of type every copyreader and editor should know.

There are seven primary groups of letters from which all type families are derived. These are: Roman, Script, Text or Blackletter, and Block or Gothic. The newspaper man is interested only in Old Style Roman, Modern Roman, and Gothic. From the Roman, which typefounders based on the writings of the monkish scribes of the middle ages who in turn had taken it from the letters used by the Romans in their inscriptions on public buildings, were derived such great type families as the Cheltenham, Century, Caslon, Bodoni, Scotch-Roman, Latin-Antique and Goudy.

All the variations which are found within one family constitute the "series" of that family. Thus we speak of the Cheltenham family with its series of

Regular or normal	Small capitals
Italic	Light face
Condensed	Bold
Extra-condensed	Bold italic
Expanded	Bold extended
Extra-expanded	Bold condensed
Caps	Bold extra condensed ²
Lower case	

¹ For definitions of typographical terms in common use see Appendix A.

² These are the typical series found in most Roman families. Cheltenham, in addition, has the following series: Shaded, outline, inline, wide (not to be confused with expanded), old style, and old style italic.

Not every Roman family has a complete series. The Cheltenham is probably the most complete with Caslon coming next and Bodoni following. A more harmonious appearance of printed matter, be it in books, magazines, newspapers, posters, or advertisements, is always obtained if only one family is used. If the particular family in use does not run in a complete series, then only a closely related family should be chosen for the purpose of supplementing the dominant letter.

Measurement of Type.—Type is measured according to a scheme adopted by the type founders in 1886 known as the point system. A point is approximately $\frac{1}{72}$ of an inch. Hence type is known as 6-point, 8-point, 36-point, etc. depending upon the height of the body.

This line is set in 6-point

This line is set in 24-point

Some sizes of type are often referred to by the names which were in use before the point system was adopted. For instance, 6-point is also called *nonpareil*; 7-point is *minion*; 8-point is *brevier*; and 12-point is *pica*.

Special gauges are manufactured for measuring type. If no gauge is at hand, type can be measured by counting the number of lines of type in one inch and dividing 72 by this number. The result will be the point size of the lines.

This method will work out if the type is set solid, that is, with no spacing between the lines. Type, however, is not usually set solid but is "leaded" if set by hand, or, if set by a machine, the slug may be one or more points larger than the face. One can determine if type is set solid by observing if the bottom of a "p" or "q" touches the top of an "a," "b," "d," or "l" in the line below. When type is not set solid, the result obtained by dividing 72 by the number of lines in an inch will be the size of the body. The size of the face can be estimated if the number of points leading is known or can be judged. Thus, if there are 6 lines of type to an inch, divide 72 by 6, and the answer, 12, indicates that the type is 12-point.

Often it is necessary to know how many words it will take exactly to fill a certain space. The method of finding out is simple. Suppose we have two column-inches to fill with 12-point type. There are about four words to an average line of 12-point set in the 13-em width of a newspaper column. Seventy-two divided by 12 tells us that there will be 6 lines to the inch or a total of 12 lines for the 2 inches. Twelve lines multiplied by four words to the line would show a total of 48 words for the space. If the matter is to be leaded it is, of course, necessary to figure on the basis of the slug and not of the type face.

It may be useful in this connection to remember that most typewriters are equipped with pica type, and that two lines of typewriter type will approximately equal one column-inch of 12-point newspaper type, if the typewriter is set at 70 spaces and parts of lines are counted as lines. It will take about three lines of typewritten copy to make one column-inch of 10-point; four lines to make an inch of 8-point; and six to make an inch of 6-point.

Type used for general reading matter is known as body type. It is usually of a plain, light face, and of the smaller sizes, ranging from 6 points to 18 points. The difference in sizes is usually in two points or multiples of two points except where such sizes as 7-point, 9-point and 11-point have been adopted by some newspapers and magazines.

Certain sizes of type are in more general use than others. Five and one-half point type, incorrectly but generally known as *agate*, is the unit of advertising space. Virtually all metropolitan daily papers sell their space on the basis of an agate line. They charge 14 lines to the inch no matter what type the copy is set in. Weekly papers and the small dailies sell their space on the basis of a column-inch.

Six-point is used as body type by some metropolitan papers and for classified advertisements by smaller papers. Seven-point or minion is the most common size for body type among large dailies while 8-point is the conventional size for country weeklies and the smaller dailies. The 9- and 11-point sizes are much used in book work. When a newspaper wishes to

emphasize the first few paragraphs of an important story it may set them in bold face or in a large size of type. If the body type is 7-point the paragraphs to be emphasized would be set in 9- or 10-point because the eye is not pleased by a difference of only one point.

The sizes usually found in type from 14-point upward are 18-, 24-, 30-, 36-, 42-, 48-, 56-, 60- and 72-point. The body of 72-point type is one inch high.

While the point is the basis for measuring the height of type, the "em" is the unit for measuring the width of lines. An em is merely the square of the body of the size referred to. An 8-point em quad is eight points wide and eight points high. The pica em is the standard unit of measurement. Newspaper columns vary from $\frac{1}{2}$ to $12\frac{1}{2}$ and 13 pica ems in width. The em is also the basis of compensation for compositors and machine operators where type is set on a piecework scale.

The relation between points, ems and inches is shown by the following table:




6 points	=	1 nonpareil
2 nonpareils	=	1 pica
6 picas	=	1 inch
72 points	=	1 inch
12 nonpareils	=	1 inch

Leads, Slugs and Rules.—Leads and slugs are strips of type metal, less than type high, from one to 18 points in thickness. Those from one to four points in thickness, inclusive, are called leads, and those from five upward are called slugs. They are cut into all desired "labor-saving" lengths in multiples of picas.

Leads are used to give white space between lines. Two-point leads are the size most frequently used. Slugs are used for filling out wide blank spaces at the tops and bottoms of columns, around borders, panels, boxes, etc. The nonpareil and pica thicknesses are used most frequently. It should be noted that the term "slug" is also used to designate the line cast by a composing machine such as the Linotype, Intertype or Ludlow.

The leading of type requires good judgment. Some composition is improved by leading while others is not. Whether leads should be used depends upon the length of the line, the style of type, and the purpose of the printed matter. Undoubtedly where the measure of type is long, the placing of leads between the lines enables the eye to follow the text more easily. Many printers, however, are entirely too partial to leading. More will be said about this in the chapter on "Make-up." Types are cut by expert designers to be legible when set solid. If it is necessary to lead type it is often an indication that some other family should be used which would be legible without leading.

Strips of brass or type metal, type high, are used for printing straight lines, wavy lines and borders. Following are specimens of plain rules:

Hair line	
2-point	
6-point	

Composing Machines.—While the term type formerly meant unit-cast characters only, today, with the development of composing machines, it is necessary to classify type into: (1) Foundry-cast type; (2) line-cast type; (3) monotype; and (4) wood type.

All type used to be set by hand, but of the total of some 16,000 newspapers in the United States today there are probably not more than a few hundred weeklies that still employ the old method of hand composition for the entire paper. Hand-set type, however, is still used to a considerable extent to supplement the machine-set body matter, that is, many newspapers still use hand-set type for headlines and display advertisements. The number of papers that do this is constantly decreasing.

Wood type is used chiefly in job work of the circus poster size. A few papers used wood type for the biggest streamers. Wood type, however, cannot be used when the form is stereotyped. Hence large papers use metal type exclusively.

Newspapers use either Linotype or Intertype machines for composition. Both of these machines set one solid piece of metal as wide as the width of a newspaper column. The Linotype and Intertype, along with improved presses and stereotyping methods, are responsible for the speeding up of newspaper production. Whereas a hand compositor could formerly set up about three galleys of 8-point by hand in an eight-hour day, today a machine operator averages from 12 to 13 galleys.

In many respects these machines are among the most wonderful products of modern civilization. With surprising speed they cast up line after line of slugs of any point, length or type face. The machines have been perfected to such an extent that, without leaving his seat, an operator has at his command as many as ten different type faces. Furthermore the simple operation of changing magazines enables the operator to set any desired face of type.

Certain models of these machines are admirably adapted for the work of smaller offices where type must meet the requirements of both newspaper and job work. Every editorial employee of a newspaper should be interested in the vivid and non-technical description of the operation of a Linotype machine found in Theodore S. De Vinne's "Modern Methods of Book Composition."¹ A reading of the chapter on "Machine Composition" followed by an inspection of the Linotype will give a full appreciation of its intricate efficient mechanism and will result in a more sympathetic appreciation of the problems of the composing room. It should be remarked at this point that, since these machines cast a line as a unit, any error in the line makes it necessary to recast the entire slug.

Like the Linotype and Intertype in some respects but unlike them in others is the Ludlow typograph which is used for casting large display lines. It is not used for text matter.

¹ See also "The Big Scheme of Simple Operation" published by the Mergenthaler Linotype Company. For an exhaustive discussion of all forms of engraving and printing, see "Commercial Engraving and Printing" by CHARLES W. HACKLEMAN.

It is not a composing machine, for the composition is done by hand, but it is a line-casting device. Its advantage lies in that it enables a newspaper to get away entirely from foundry type, and, by casting lines as they are needed, new type is always available.

There is also a machine in common use which casts leads, slugs, and rules as needed. When this machine is used in combination with the line-casting machines all expense of distribution is eliminated since the entire form can be dumped into the metal pot when the paper has been run off.

The monotype, a machine widely used for book and magazine composition, is somewhat slower than the line-casting machines because it works on an entirely different principle. Instead of casting lines it casts individual letters and assembles the lines into a complete galley of type.

Some Popular Type Families.—The relative merits of different faces is a live question in the publishing industry today and will continue to be. The student of newspaper practice should know the chief characteristics of at least the more popular of the type families.

This line is set in Gothic type

Gothic.—Gothic is a misleading name. The ordinary reader and book collector give it to all the older forms of Black Letter or Old English, but American typefounders apply it to a sturdy type that has neither serifs nor hair lines. The Gothic of the typefounders was not derived from Black Letter and has no resemblance to it. It was probably called Gothic because its style is as bold or black as that of the Black Letter Gothic manuscripts.

Gothic type has no fine lines, serifs, nor shading. All lines are the same. It is rugged, plain, and simple, but lacking in beauty or life. It is quite legible if not too condensed. The Gothic letter has become the traditional face for newspaper headlines although many students of typography have pointed out that there is perhaps nothing but tradition to justify its wide use for this purpose since it has neither beauty nor character to recommend it.

This line is set in Cheltenham Type

Cheltenham.—The largest family ever produced. It has some thirty variations. Cheltenham was designed both for beauty and use. It is legible and widely used as a display type although not generally used for text purposes. It can be identified by its graceful curves and decided strokes. Its contrasts between main and minor strokes are not so pronounced as in the Caslon.

This line is set in Scotch-Roman Type

Scotch-Roman.—Masculine in its strength and directness. Very legible and frequently used as a body letter. Few angular or slanting lines. The face of Scotch-Roman is more pointed and more sharply cut than Bookman. Scotch-Roman can be distinguished by such little differences, for example, as the lack of a serif in the lower case "t." This letter is cut straight across and is widest at the top. Caslon, on the other hand, has a narrow point at the top and a slanting serif.

This line is set in Bookman Type

Bookman or Old Style Antique.—Masculine like Scotch-Roman but not quite so easily read. Wider in proportion to height than most letters. Rounded. More uniform and greyer in tone than any other Roman face.

This line is set in Caslon Type

Caslon.—A beautiful letter with strength and character. The Caslon face was one of the earliest variations from the Roman. It closely resembles the Roman but has more shading. Serifs are slanting. Because of its suitability for many different purposes, Caslon has become popular with advertising men and a common saying is "when in doubt use Caslon."

This line is set in Bodoni Type

Bodoni.—Designed in 1771. More contrast between light and dark lines than in any other letter in this list. Narrower

in proportion to width than most letters. Suggests sharpness, quickness and vivacity yet the letter is refined and graceful. The face is round and light, open and delicate. The serifs are long, thin and flat.

This line is set in Century Type

Century.—A very plain and legible letter much used for body type. Wider than Caslon and more uniform in color. Exceedingly regular in form.

There is not space in this book to describe other type families. The student who is interested in the subject may pursue the study of type in the various books by Theodore S. DeVinne, Benjamin Sherbow, or in "The Art and Practice of Typography" by E. G. Gress. The catalogs of type founders and the booklets issued by the manufacturers of composing machines will also be found helpful. A booklet entitled "Newspaper Heads" issued by the Mergenthaler Linotype Company shows specimens of many families suitable for body matter and headlines.

CHAPTER IX

HEADLINE AND BODY TYPE

Headline Type.—Until a few years ago little thought was given to the readability of headline type. The chief concern seemed to be to get a condensed or extra-condensed face that would carry the largest possible number of units to the line. The result was that some papers used headlines that were so condensed that complaints were made by the readers. A revolution followed which introduced the upper and lower case head. The pioneer in this movement was the *New York Tribune* which adopted this system about three years ago after a series of tests had been made to find out what type was easiest to read. *The Minneapolis Tribune* and *The Milwaukee Journal* have followed the lead of the *New York Tribune* and now use upper and lower case heads throughout. Some papers, use upper and lower case for the single-column headlines but have retained caps for the double- and triple-column spreads. Many papers have adopted caps and lower case for feature heads and boxes to good advantage.

Small city dailies and weekly papers have been quick to adopt the change to caps and lower. Examples are shown in the following pages. The satisfactory experience of these papers with their new head schedule indicates that it will be adopted even more generally.

The late Benjamin Sherbow, who was considered one of the best authorities on type, in his book on "Effective Type-use for Advertising" said:

Display lines in all capital letters are not as easy to read as capitals and lower case. All-capital heads and subheads should be avoided as far as possible. In all my work on the type make-up of magazines and trade papers during the last half dozen years, I have not used a single all-cap headline. The editors I have worked for have

pretty generally agreed with me that the headline in upper and lower case is not only easier to read but gives the page a friendlier, more inviting look.

REPRODUCTION WITH ALL MERCHANTS ADVERTISING IN THE TRIBUNE IS GUARANTEED

New York Tribune

First to Last—the Truth—News—Editorial—Advertisements

Vol. LXXXIII No. 24,149

TUESDAY, DECEMBER 11, 1923

THE WEATHER

Clear and mild today; no snow. High 45, low 32.

Chiropractors Barred by Dr. Monaghan

State Inquiry on Quacks Involves Them in The Alleged Diploina Mills' Reported Working Here

Health Chief Holds Practice Is Illegal

Warrants Issued Against More Deaf-Sighted, Sherman Leads Clean-Up

Allegation against a deaf-sighted man who operated a business in the city... Health chief holds practice is illegal... Warrants issued against more deaf-sighted, Sherman leads clean-up.

Girl Robbed on Way to Court; Fine Is Remitted

Kim Reed Laffer, twenty-two years old, was on her way to the court yesterday morning when she was robbed of \$100 by a man who fled.

Mercury Cuts Cost 50 P. C. In Power Test

Revolution in Steam Output Predicted as Month of Experiment Proves Better Device Practical

Quickliner Makes Steam From Water

Inventor Sees Big Saving in Steamship and Railroad Transportation

Harding Labeled By Coolidge as Peace Bringer

President's Eulogistic Proclamation in Radio Speech as One Who Loved and Was Loved by His Fellow Citizens

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Human Perforator to Aid Ontario of F. White

WASHINGTON, Dec. 10.—The human perforator, a new device for the treatment of the human eye, was demonstrated today.

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Machine Guns to Confront Capital

Yagud Indians Remain on the Reservation Federal Troops Set for Victoria

General Oregon Seriously Injured in Battle for Republic's Mail Carriers; Hit Traffic From U. S.

Progressives Cause Deadlock by Fighting Increase Congress Committee Head's Re-election

Coolidge Asks Tax Cut of 300 Million; War on Cummins Ties Up Senate

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

Would Slash Tax on Earned Income, Reduce Surplus to \$10,000,000

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

President Johnson In Own State

National Committee Ties Coolidge He Can Capture California Delegate; Let Him Campaign

Features of Coolidge Economy Budget Plan

WASHINGTON, Dec. 10.—Coolidge's budget plan for the reduction of the national debt is the most important feature of the plan.

President Submits Budget to Congress; Faces Expenditures to \$3,000,000,000 Economy, Bonus Bonus

WASHINGTON, Dec. 10.—President Coolidge today submitted to Congress a budget for the fiscal year 1924.

FIG. 1.—The New York Tribune was the pioneer in the use of caps and lower-case heads.

I have talked with many newspaper editors. They are a bit harder to convince. But in several instances I have succeeded in getting newspapers to adopt the upper and lower case heading throughout.

While some papers have been changing to caps and lower case, many others have abandoned the traditional Gothic head and have adopted some of the more modern faces that are now

The Evening Beacon-Gazette and Red Hook Times

RHINEBECK, N. Y., OCTOBER 20, 1933. PUBLISHED EVERY SATURDAY. NUMBER 90

\$50,000 Robbery At Dinsmore Estate

Jewelry Including Valuable Pearl Necklace Taken Last Week - No Clue To Identity of Thief. The fifty thousand dollar jewel robbery at the home of William B. Dinsmore, Rhinebeck, a week ago last Wednesday night or Thursday morning was one of the most sensational in the history of the town...

Recent Deaths

An Obituary of Those Who Have Recently Passed Away. GEORGE RUTLAND BROWN. George Rutland Brown, infant son of Mr. and Mrs. Royal Decker, of this village, died Saturday, October 14, 1933, at the home of his parents...

Mrs. Sheak Is Oldest Widow

Mrs. E. Sheak of Rhinebeck, Oldest Widow of Civil War Veteran. Mrs. E. Sheak, 85 years of age, of this village, holds the distinction of being the oldest widow of a Dutchess County veteran of the Civil War...

Personal Items

What We Hear About Our Own and Other People Who Come and Go. Miss Edna Conant spent Thursday in Kingston. Miss Edna Conant, who has been in Kingston, returned to Rhinebeck on Saturday...

Bishop Manning To Dedicate Organ

Organ in Church of Messiah Will Be Dedicated Next Monday - Famous Organist Will Give Recital. The Rev. William T. Manning, D. D., Bishop of New York, will dedicate the new organ in the Church of Messiah next Monday, October 23, at five o'clock...

Will Demonstrate Voting Machine

Second District Voters To Receive Instruction. This Saturday and Sunday the voting machine which the town has purchased for the use in the next election will be demonstrated to the registered voters of the district...

Historical Society Wants 1,000 Members

Full Meeting Held Thursday in Fellowship. The Historical Society held its full meeting on Thursday, October 19, at the home of Mrs. J. J. Allen, in Rhinebeck...

Boy Scout Troop Organized Here

At Recent Last Friday Evening in Reflected Chapel - Session Most Successful. The Boy Scout Troop was organized here on Friday evening, October 19, at the Reflected Chapel...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Rock City Grange Has Farm Display

Annual Event in Wonderful Success. The Rock City Grange held its annual farm display on Saturday, October 14, at the Rock City Grange...

Radio Music and Picture at Town Hall October 27th

The radio, music and movie show to be presented at the Town Hall on Saturday, October 27, will be a most interesting one. The program will include a radio broadcast, a musical performance, and a picture...

Red Hook News

Circle Bits of Information From the Gazette in Special Correspondence. A daughter, Lucretia May Horton, was born Tuesday night to Mr. and Mrs. Byron Horton, Dr. J. E. Nugent was the attending physician...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

Episcopal Bishops Hold 'Week' Here

Bishops Manning and Lloyd Held 'Bishop's Week' in Dutchess Co. The Episcopal Bishops of the Diocese of New York, Bishop Manning and Bishop Lloyd, held their 'Bishop's Week' in Dutchess County...

FIG. 2. Effective use of caps and lower-case heads by a country weekly, available on composing machines. Many careful students of typography question the suitability of Gothic for near-letter beauty purposes.

It is pointed out that there is no intrinsic beauty in Gothic. The text discusses the effectiveness of caps and lower-case heads in a country weekly, and how they are available on composing machines. It notes that many students of typography question the suitability of Gothic for near-letter beauty purposes.

in the letter, that its straight, unserifed lines are so monotonous and the type usually so condensed that it makes reading difficult. Furthermore the blackness and monotony of the type gives it a mournful and funereal appearance. Even color of the newspaper page, which should be the aim of every publisher, is impossible with Gothics.

E. G. Gress, editor of the *American Printer*, in his "Art and Practice of Typography," says this about head-letter type:

Head-letter type should not be intensely black unless the reader is expected to read only the headlines. It is irritating to attempt to read the text matter in an article if strong, black headlines continually glare at you. The head letter should be just a trifle darker in tone than the background of text type or, if liberal leading is possible, a letter the same tone as the text is suitable.

Probably every publisher will concede that Mr. Gress, from the point of view of ideal typography, is correct. But, some publisher might say, "My problem is to reach the readers of all classes. They cannot appreciate fine typography; they will read only a paper with glaring headlines." The answer is that the experience of the magazines proves that good typography and large circulations are not incompatible. It is only necessary to cite Hearst's *International*, the *Saturday Evening Post*, and the *American* as examples. Each one has a mass circulation which has been attained in the face of a constantly improving typographical appearance. *Hearst's*, in particular, takes extreme pains with its presswork. Not only the experience of the magazines, but the example of *The Kansas City Star*, the *Chicago Daily News*, and the *Detroit News* would indicate that many newspapers are aiming too low in estimating the reader's taste. Each one of these papers is meeting competition with conservative make-up.

In discussing the Gothic letter, Mr. Gress says:

The style of letter known as "Block" because of its plain, square appearance, is more in use than it should be. It serves a purpose for very small sizes of lettering on lithographed stationery and on blank Roman capitals in diminutive form; but its use on periodicals and newspaper advertising, books, and general job work is deplorable.

It is an unfinished Roman letter. It is really not admissable to the company of the educated and informed until serifs have been added and a difference in thickness of strokes is visible.

Some American typefounders years ago called this style of face "Gothic," and under that name this rather questionable type is widely known, probably better known than many worthier faces. It is possible, also regrettably, that it is the "best seller" of the type founderies' product. Over in Scotland and in England the type is called "Sans Serif" and "Grotesque;" in Germany it is known as "Block;" in France and Spain as "Antique."

One reason for the early preference for Gothics was that the type never wore out. There are no light lines or serifs to break. Hence some offices used it so long that the type became round instead of flat. With the advent of machine-set headlines, however, there is no reason why the more fragile and beautiful faces should not be adopted.

Typographers generally have urged newspapers to adopt Cheltenham, Caslon, Bold Condensed and Century Bold. Both the Cheltenham bold and the Cheltenham wide are quite readable. Bodoni has been adopted by the *New York Tribune*. Some typographers say that Bodoni is too strained and severe for wide usage. *The New York Times* uses Latin Antique condensed for its upper decks. Caslon is being used by many papers for feature heads and special departments. The selection of headline-type is made difficult by the fact that so few faces are legible in condensed form. One of the few arguments for the Gothic is that it is quite easily read, if not too condensed, although it is not as legible as a headline set in upper and lower.

Planning the Head Schedule.—It behooves every publisher, whether his paper be large or small, to stop his routine work occasionally to give an hour's careful thought to a general survey of his make-up and head schedule. He should consider the history of the head schedule. Was it inherited from a former generation? Has it gone along without a change for years? Has it kept pace with the newer developments in typography? Is it the best that the paper can afford?

One of the common faults of the smaller city daily and the weekly is the cluttering up of the pages with a variety of type styles in the heads. Papers are sometimes entered in front page make-up contests with as many as six or seven kinds of type in the captions! It is generally agreed by experts on newspaper typography that a headline schedule made up from one type family is sufficient. One family with its series is all the variety a paper needs.¹ How the different sizes of one family may be combined into a harmonious and beautiful headline schedule is shown by the scheme of the *New York Tribune*, which will be found in the Appendix. Virtually all headlines, credit lines, and captions in the *New York Tribune* are set in Bodoni.

Much of the confusion in the make-up of smaller papers results from the lack of sufficient type and a definite headline schedule. A systematic head scheme is just as necessary in the case of a smaller paper as in the case of a metropolitan daily. Neither the large nor the small paper can insure uniformity and cooperation between editorial and composing rooms without it.

For the main single-column head of a small daily, four decks will ordinarily be found sufficient. As a matter of fact, as far as the actual news value of a headline is concerned, two decks are enough. It is a question of whether people read more than the first deck or possibly the first two decks. In an effort to get some data on this subject, the Department of Psychology of Indiana University made a test of the reading habits of one hundred persons. They were allowed to look at a four-deck headline for two minutes and were then asked to reproduce the headline in order to show how much they were able to remember. They were able to reproduce 85 per cent of the first deck; 32 per cent of the second; 37 per cent of the third; and 24 per cent of the fourth. This seems to show that there is a steady decrease of attention as the eye proceeds down through the decks of a headline. The good showing of the third deck, of course, is accounted for by the fact that it is a display deck.

¹ All the variations of one type family constitute the series of that family, *e.g.*, Bodoni bold, Bodoni italic, Bodoni bold italic, Bodoni condensed, Bodoni expanded are among the variations in the Bodoni series.

In the belief that long headlines are a waste of space, the *Chicago Tribune*, *The Milwaukee Journal*, and the *New York Tribune* have cut down the main single-column heads to two decks.

Many small dailies use three 30- or 36-point lines for their first bank. This may be necessary for the street edition. For ordinary carrier distribution, however, a two-line 18- or 24-point deck should be ample. The use of larger type is a waste of paper. Newspaper headlines have become so large and complicated in the effort to outdo the other fellow that in many cases editors have lost sight of their news value.

A weekly paper should find two decks sufficient for its main single column headlines. A simple, truthful, short head is the ideal for a small paper. Unlike the city paper, the country paper is read in a leisurely manner. While the head should tell the story in an interesting way, it need not be a four-deck head giving a complete digest of the story because the average reader will glance through the story anyway.

Some smaller papers use a crossline for the top deck of all heads. There is no particular objection to this if the copy-reader has room enough to express an idea. In many cases, however, large type is used with the result that there is space for only one or, at the most, two words:

POWER PROJECT

Preliminaries Completed
and Bids Being Prepared

HISTORY OF MOVEMENT

WHICH STARTED ABOUT
FIFTEEN YEARS AGO—
NOW A REALITY—
LOCAL MEN HAVE
WORKED HARD.

Instead of having a four-deck headline, it would be better to substitute a two-deck headline with a two-line drop as the first deck, and a pyramid of 12-point, upper and lower, as the second deck. The last deck of this headline illustrates a fault that is not uncommon among smaller papers, that is, the use of caps in the pyramid. Upper case is hard enough to read in the top deck; there is no valid reason for forcing caps upon the reader in a pyramid.

In addition to single-column heads, every schedule must have the banners and spreads that are required. The frequency with which these should be used, however, is a debatable subject.

One view of the matter is expressed by Charles C. Jenkins, managing editor of the Fort Williams (Ont.) *Times-Journal* who says:¹

I've studied the reader and find that he doesn't give a hang for the balanced make-up and fancy layouts that some editors waste so much time over. I'm strong for the streamer, topline and front page display.

A more conservative opinion is expressed by H. P. McBride, managing editor of the *Virginia* (Minn.) *Virginian*:

The only excuse for the streamer in a daily newspaper is to tell the world a story that can be told in no other way so well. We have found the streamer useful in telling a story that is of sufficient importance to warrant a good head that has come to the desk after the rest of the front page is practically doped out. Otherwise the streamer is a crime.

It is true, as Mr. McBride says, that the streamer without the basis of a good story, is a "crime." Yet many papers use it day after day and thereby make it entirely ineffective when the legitimate occasion for its use does arise. Overplaying the news is just as bad journalism as underplaying it. Both practices result in the loss of the reader's respect. Furthermore, it is decidedly important that a newspaper shall retain the reader's consistent attention, but this is impossible if the headlines are not in proportion to the value of the news.

¹ *City Editor and Reporter*, June, 1920, p. 12.

The ideal front page make-up is one that is balanced, but not artificially balanced, and varies from day to day. The constant use of a streamer does not make for variety and defeats its own end by daily use. On the other hand, a streamer may be justified in cities where street sales run high.

Loop Crowds See Detective Shot in Battle

Christmas shoppers struggling through the maze of traffic at State and Madison streets were thrown into a panic shortly after dusk last night when an alleged shoplifter and a detective engaged in a battle.

The battle resulted in the wounding of Robert Fitzgerald, 33 years-old, detective for Carson, Pirie, Scott & Co., and the capture of Fain Karin, 21, of Waukegan. Fitzgerald was shot through the right leg.

Theft of Neckties Charged.

Fitzgerald charged that Karin had taken two neckties from a counter on the first floor of the department store. At the detective bureau, where he was taken, Karin denied both the theft and the shooting. He said he purchased the ties.

Maniac, Deserter Twice in War, Is Asylum Fire Hero

BY ASSOCIATED PRESS SPECIAL WIRE

New York—A maniac, whom the doctors prefer should be known simply as "John Doe," was an outstanding hero of the fire which Sunday killed 25 at the insane hospital on Ward's Island.

John Doe had always wanted a heroic role. Twice opportunity had presented itself, but he had weakened

Criminal! Negligence to Fly Roma Again, Officer Wrote

Chicago, Feb. 22.

LIEUTENANT CLIFFORD E. SMYTHE, of Chicago, killed in the Roma disaster, wrote to his father just after the dirigible's recent trial flight to Washington that the airship was so unsafe that it would "be criminal negligence to fly her again without making changes in her construction," according to Dr. J. M. Nicholson, a friend of the Smythe family, who made public the letter tonight.

"The Roma behaved so badly on her first trial over Washington that she was declared unsafe," said the letter, according to Dr. Nicholson, "and the majority of those on board were advised to make the return trip by train. If anything has been done to alter her, except to change the engines, I don't know what it is. It looks to me like criminal negligence to fly her without making changes in her construction, but what can I do?"

"The dirigible seemed sluggish and slow to respond to the controls. While she ended the trip all right, she disobeyed her rudder several times in a way that was alarming. The result was that on her return trip from Washington unnecessary passengers and all members of the crew who could be spared were advised to go back by train."

Robert Smythe, Jr., Lieutenant Smythe's brother, said Lieutenant Smythe made the return trip from Washington by boat.

Cockran Doubts if Naval Pact Is Constitutional

Question of Right to Regulate Military Forces Raised in Resolution, Later Withdrawn

From The Tribune's Washington Bureau

WASHINGTON, Feb. 2.—Protest was made to-day in the House by Representative W. Bourke Cockran, Democrat, of New York City, against the five-power naval limitation treaty as an invasion of the constitutional rights of Congress.

Rising to a question of privilege, he sought to present a resolution declaring that the size of the military establishment is exclusively in the control of Congress and protesting against the treaty on that score. His attitude is regarded here as significant that Tammany is "playing ball" with the Hearst organization in its anti-conference game.

Secretary Davis Declines Role in Movie of His Book

Special to The New York Times.

WASHINGTON, March 29.—Secretary Davis said tonight that offers had been made for his appearance in a motion picture based on his book, "The Iron Puddler."

"Why discuss such matters now?" he said. "At present I am busy in the Department of Labor working for the Government and have no time to make pictures."

"Such an offer cannot be considered while I am in office. When I get through with this office it might interest me."

FIG. 3.—Varieties of italic headlines used to brighten up the page.

In metropolitan centers, where street sales are large, a cut in sales is often attributed to an unusually tame make-up compared with the opposition's exceptionally daring splash. Street sales in smaller cities, however, may be left out of consideration.

Within the last few years many of the more enterprising papers have included italic headlines in their schedules. These

headlines are used especially for feature stories and for boxes. This innovation has not met with the approval of some typographers who point out that italic type was originally designed for emphasis and that the promiscuous use of italics defeats its own purpose. It is doubtful, however, if this argument has much weight with the newspaperman who sees the immediate brightening-up of the page that results from the use of italics.

Some papers have fallen into the error of using all caps italic heads. Italic capitals are not easily read and should not be used alone. Among the type families best adapted for italic headlines are Caslon, Bodoni, Cheltenham, and Century. Either bold and light-face italic may be used depending upon the type dress of the newspaper.

While most papers use italic heads for feature stories and boxes, others use them generally throughout the paper for the sake of contrast with the other headline type. Especially at the tops of columns italic type can be used with good effect to break up the monotony of the regular top-of-the-column head. The *Philadelphia Public Ledger* uses italics for its jump head. *The Indianapolis News* uses italic for headlines over its editorials.

Body Type.—There are four factors that determine the legibility of type: (1) The style or family of the letter; (2) size; (3) length of the lines; (4) background or nature of the print paper.

The selection of the body type deserves as much care as the selection of the headline type. Many papers have faces exceedingly light in weight and with no character that makes for easy reading. Such faces require opening up, that is, the first half dozen lines have to be leaded to start the reader's eye easily into the body of the article. The mind cannot absorb what the eye does not see, and consequently if a paper is not easy to read, or if the character of the type is poor, the reader's attention is lost instead of concentrated. The type faces now used by the *Minneapolis Tribune*, *The Milwaukee Journal*, and *The Christian Science Monitor* are worth careful study. In fact, these papers, with their harmonious typo-

graphy all the way through, are attractive and leave a pleasing impression on the reader. The *Minneapolis Tribune* and *The Milwaukee Journal* are perhaps more "Characterful" than the *Monitor* with its subdued tone.

Many papers one-point lead their news matter; some run it solid, and some two-point lead it. But leading cannot make any face legible. Century or Scotch-Roman, for instance, set seven on seven is more readable than some other faces with one- or two-point leading.

In the opinion of E. G. Myers, Technical Counsel for the Trade Press Publishing Company, Milwaukee, a news face should have no fine lines, no arched letters that have the appearance of fading away, and a pronounced serif. It should not be too condensed but still condensed enough set-wise to avoid hand spacing. Some faces will space out nicely; others require a vast amount of hand spacing. This takes the operators' time, cuts down production and creates "rivers" in the print. Seven-point Century expanded is a good news face.

Not only the face of body type, but also its size deserves the most careful consideration. Because of the general use of small type, newspapers are accused of being contributing factors to the impairment of vision. A statement recently issued by the National Committee for the Prevention of Blindness says:

The use of type smaller than 10-point not only has a harmful effect on the eyesight of the reader, but often defeats its own purpose by repelling the potential reader who realizes that the reading of such type hurts or tires his eyes.

The committee asserts that the amount of money lost by advertisers and publishers through the waste circulation that results from the use of small type faces is probably greater than the cost of extra paper stock necessary if larger type were to be used. A recent educational body in England conducted a similar investigation and reported that 10-point should be the minimum size for educational purposes. It may be observed in this connection that English papers not only use

a more legible type face but set no news in type smaller than 7-point. All important news is leaded. English publishers who have visited the United States have invariably commented on the small type sizes in use here.

There has been a steady improvement in the last hundred years in the type sizes of books. While it was the fashion in the early nineteenth century to issue books with torturing fine print, publishers now advertise their books as easy to read. Magazines, also, have long recognized this phase of public taste. Overthrown in books and magazines, fine print is making its last wavering stand in the newspaper.¹

Every newspaper should observe a definite ratio between type sizes and length of lines. Eye tests have shown that the eye actually sees at a glance less than an inch of type. Hence, long lines require extreme side movements of the eyeball or of the head. The late Benjamin Sherbow, who designed the typography of several of the largest newspapers, in his book on "Effective Type-use for Advertising," says that a line of 6-point should not exceed the maximum length of 10 picas. He gives the following table for the length of lines:

Type size	Minimum in picas	Maximum in picas
6 point	8	10
8 point	9	13
10 point	13	16
11 point	13	18
12 point	14	21
14 point	18	24
18 point	24	30

¹ For an interesting discussion of the need for reform in type sizes and type designs see the chapter entitled "Types and Eyes: The Problem" in "The Booklover and His Books" by H. L. KOOPMAN. Investigations have shown the appalling waste of time and brain effort because of the low visibility of important vowels such as "e" and "a." Tests have shown that the letters e, a, x, and o are poorest in visibility while the m, w, d, j, l, and p are best. It is urged that the letters lowest in visibility be altered.

Jump Heads.—In the attempt to make the first page something of a bulletin board for the whole paper, newspapers are forced to continue some stories from page one to inside pages. In one way it is regrettable that this has to be done for it is undoubtably true that very often readers are discouraged from following a story to its conclusion. On the other hand, in order to present a variety of news, it is necessary to crowd more stories on the first page than would be possible if there were fewer heads and no runovers. For the convenience of the reader, regular news heads should not be employed over the parts of stories that have jumped from page one. A distinctive head that brands the jump and permits the reader to find it quickly without effort is desirable. The *Detroit News* has a well-arranged jump head:

<p>Concluded From Page One</p>
<p>ASK ARMAMENT BY AGREEMENT</p>

The box effect is also used by *The Milwaukee Journal*:

<p>State Cities Snowed Under; Loss Heavy</p> <p>[CONTINUED FROM PAGE 1]</p>

The jump head of the *Chicago Daily News* is distinctive:

<p>RAPS "UNION CROOKS"</p> <p>[Continued from First Page.]</p>

A new idea in jump heads has been worked out by the *Evening Standard*, of New Bedford, Mass., which has substituted numerals in place of the usual abbreviation or paraphrase of the story. The first story on page one which is jumped carries at the breaking off place, instead of the usual slug "Continued on Page Two," this line set up in 7-point black face: (No. 1 Continued on Page 2). Turning to page two the reader finds the following box head:



The second story jumped is No. 2, and so on. As the *Standard* avoids breaking stories as much as possible, jumps from the first page do not carry the numerals high. In its Sunday edition, since the paper follows this system in all sections, the figures run into the twenties.

The box head carried on the jump is small enough to make a real saving in space over the old-fashioned runover, and yet is big enough to be found. The "Number One" is set in 24-point light Bodoni. From a mechanical point of view there is no doubt of the superiority of the numeral system, according to George A. Hough Jr., news editor. Mr. Hough says:

We formerly wasted much time setting runovers that were never used. Our system was to set a jump for every story that went upstairs scheduled for page one.

Of course, most of these were relegated to the inside as we pushed later and later news ahead. Where single column heads were concerned only time in setting was wasted. When runovers were needed for big heads, a copyreader had to figure out one that would convey the sense of the first page lines in the more limited space.

At edition time we often found a story that was needed for the first page without a runover. Carelessness was occasionally responsible for this. More often we had a little hole to fill. Then there was running around to get the jump written and then set. Time and energy were being wasted. There was confusion that could be eliminated.

The numeral system swept away these difficulties. It saved confusion and time. Where we had been setting runovers we began to set new heads. We got more stuff into the paper and we got it in with less effort and confusion.

The make-up man has two trays beside his first-page form. One contains, arranged in order, the "continued to" lines referring the reader to any page we may choose. In the second tray are the pick up numerals, "Number One," "Number Two" and so on. The operation of carrying a story over a page is a simple and quick mechanical one.

So much for the mechanical side. The make-up men who greeted the innovation with the derision most folks have for something novel are unanimous in their approval now. Any objection to the numeral system must come in its relation to the newspaper reader.

Our introduction of the new system was met with some grumbling outside. But no one ever gave our runovers as a reason for stopping the newspaper. Neither did anyone ever write us in protest.

Checking up among the editors we discovered that every protest was paired with a word of praise. We are satisfied that the people who thought they weren't going to like the idea have found it just as good as the old system. There are several good grounds for believing that they are finding it has real advantages.

The numeral system is mathematically exact. The reader can't miss his runover. He leaves Number One and turns to Number Two. Could anything be easier? We try to arrange so that the runovers carry numbers in sequence as the stories appear on the outside page. And on page two we plan to have them placed numerically from left to right so that they can most quickly be found.

We have been told that the numeral system discouraged people from following a story off the first page. We have never had it proved. Those who quit under the new system had as much reason to quit under the old. But if a story isn't interesting enough to be followed to the end, we refuse to blame any system of runovers. The trouble is with the editors and reporters who prepared the story.

Credit for the runover idea, however, does not belong to us, although the *Standard* is the largest newspaper to try it. An efficiency expert first made the suggestion. We scoffed at him, studied the idea, and now beg his apology. One or two small newspapers have utilized the idea, we believe, with equal success.

Another advantage that Mr. Hough claims for the numerical system is that its mechanical efficiency enables the *Standard* to print more news in any given edition than was possible under the old system. He says that the system saves confusion and lessens the demand on the head machines.

CHAPTER X

MAKE-UP

Our discussion so far has been concerned with the editing of copy and with the writing of headlines. It was pointed out in a previous chapter that one of the functions of a headline is to advertise the story. But no headline, no matter how cleverly phrased, can advertise a story unless it is placed where it will be easily seen and read. In other words, the writing of the headline is only half of the job. There still remains the task of displaying the news.

The importance of newspaper make-up is generally underestimated, especially on smaller papers. Too often it is entrusted to printers who have no other interest than to get the paper out as quickly as possible. Make-up is as important as news gathering or news editing or any other factor in newspaper production. Some newspapers by their bright, clean, legible, well-placed ads and news matter, literally coax you to pick them up and read them, while others, by their cluttered, disorderly, illegible appearance, make you feel that they could not possibly have anything of interest for you. The quality of the news and editorial matter is more than likely to be judged by the make-up. The judgment may be formed subconsciously as a result of what psychologists call the law of first impression, but nevertheless, it will be formed if the paper does not meet the instinctive requirements for typographic beauty. Not only the reader, but the advertiser as well is impressed unfavorably. The carelessness of smaller papers about their make-up has been no slight factor in diverting foreign advertising appropriations from the country paper to metropolitan papers and national magazines, according to the statement made by a representative of an advertising agency at a recent convention of the Advertising Clubs of the World,

Make-up is as important in the case of the newspaper that is thrown on the front porch or is sent through the mails as in the case of the paper that is displayed on the newstands or sold by the newsboy. The difference is merely relative, in the size of the headlines; the problem of typography remains the same.

Making-up from a Dummy.—Obviously there are two methods of making-up the paper. One is to take the galley proofs of news and ads and carefully prepare a dummy which will show where every story is to be placed. The other way is to go to the stone with proofs in hand and with a mental picture of what the front page is to carry and then direct the printers in the placing of each story. This method makes it necessary for the city editor or the news editor to spend a considerable amount of time at the stone and usually results in many stories being placed where they will fit rather than where they ought to go. The first method produces a carefully planned, attractive make-up. It is the method used by most metropolitan papers. This is the way it is done:

As the advertising is taken in, each ad is given a keyline by the man who is responsible for the advertising make-up. He also lists the size of the ad. After all the advertising is in, with the exception of classified ads, for which an average space allowance is made, he totals his display advertising, and then consults with the managing or news editor as to the number of pages. An attempt is made to have the same amount of reading matter daily, as far as this is possible.

He now proceeds to lay out his advertising, allowing a fair share of reading matter on each page, and a greater amount on such pages as editorial, sports, markets, etc. These advertising layouts are made on dummy sheets, 8 by 11 inches, ruled into eight columns and scaled to represent actual column inches. The advertising make-up man then marks size and location of ads on these dummy sheets (see Fig. 4), after which they go to the forms so that the advertising can be laid out while the news is still trickling through.

The advertising make-up man then takes another dummy sheet for each page, marking it to show the amount and location of news space remaining. These dummy sheets are sent

to length and news value. He puts the galley numbers of proofs on the dummy sheets to indicate the position of each

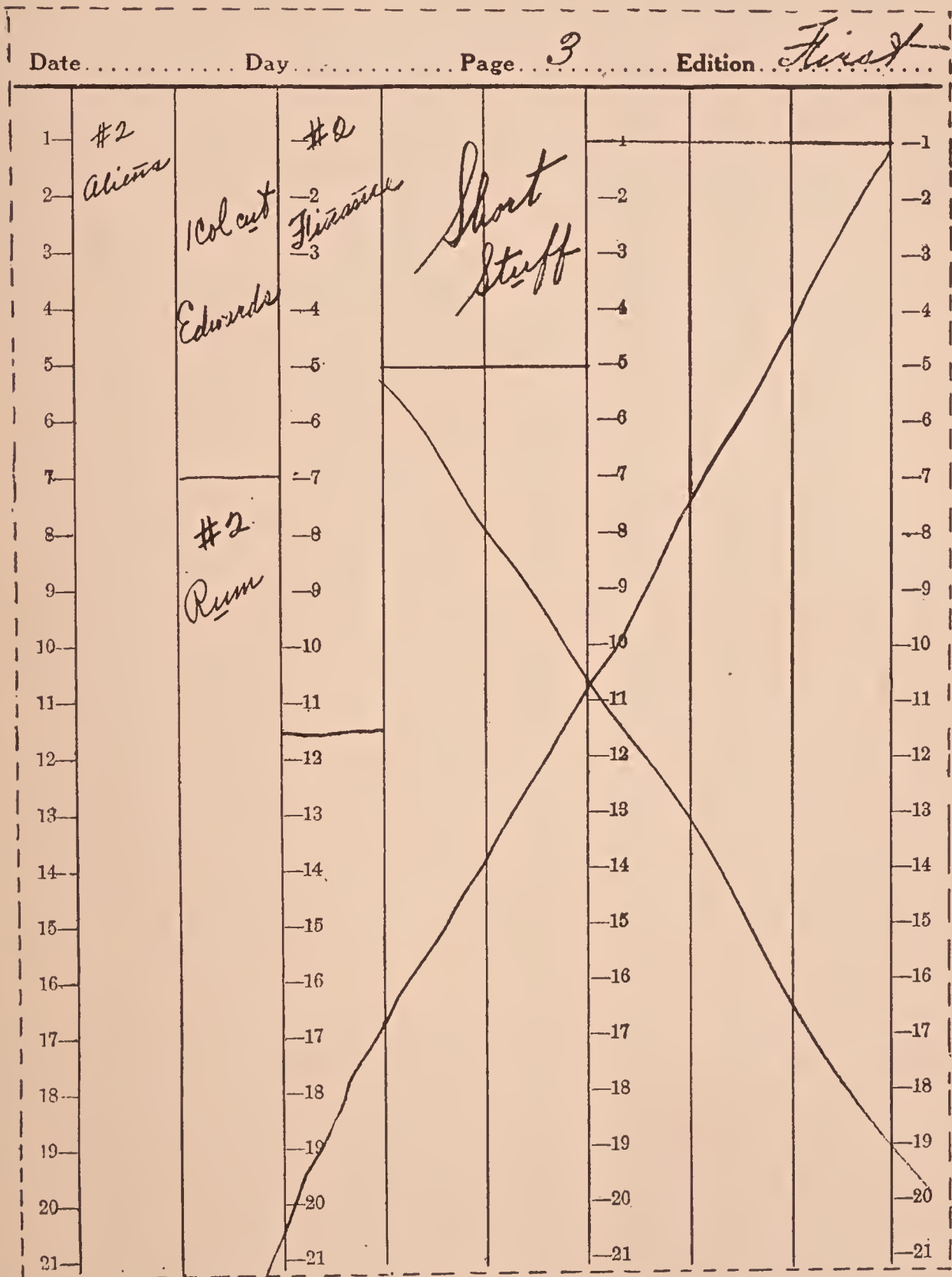


FIG. 5.—Dummy for news.

story (see Fig. 5). A goodly share of short news articles are always at hand to fill out the pages.

All that is left for the printers to do is to follow the dummy sheets and the make-up or news editor can concentrate his attention on the front page make-up.

On a small daily or weekly paper the city editor usually makes up both news and advertising. The *North Side Citizen* of Chicago has worked out a simple and efficient system which was recently explained by the editor, Carl E. Roth, at a meeting of the Illinois Press Association. Mr. Roth said:

Our news editor takes in all copy, both ads and reading matter. Two galley proofs are made of all reading matter—one on white and one on yellow paper. The yellow is cut up, with the galley number marked in crayon on each item, and used for pasting up a dummy. The white proof goes to the proofreader. As each display ad comes in it is put on a list with the size indicated before the copy goes to the composing room. This makes it a simple matter to add up the total number of inches of display advertising, so we can, at any time quickly decide how many pages to run. When the news editor begins to make-up, that is, of course, the first thing he does. Having determined how many pages there will be he begins to mark out on a dummy sheet of paper, the same size as the newspaper, the exact size and position of display ads. As soon as an ad is placed, it is stricken from the list. This is followed until every display ad is placed. These dummies are then turned over to the composing room so all display ads can be placed or provided for while the galleys of reading matter are being read and corrected. When press time approaches the news editor gets the dummies and pastes on the yellow proofs, leaving space for the feature heads which are set last.

As to the classified ads, plenty of space is left for them, and if, occasionally, we do not have exactly the right amount of current news to fill up, we fill up with time or filler material. We always keep a variety on hand, set up in our own type. Our classified page is the last one made up. When the printer makes up the pages as per the pasted-up dummy given to him, any executive can check up and O.K. the page proofs. Really, when the news editor has finished marking up the dummies, he can, so far as the edition is concerned go to lunch, golf, the ball game, home for a nap, or do anything he wants to. Why not? Has he not himself placed all the ads and reading matter? Perhaps he has even shown his dummies to the editor, who has either O.K.'d them or suggested a few changes.

The mechanic in the composing room need but make up the pages in accordance with the dummies. His foreman can check up and O.K. the page proofs.

It is important that our paper be made up with as little confusion as possible. Our method puts the brain work of making-up in the office, where it belongs, and the mechanical work in the composing room where it belongs. Emancipate yourself from putting in golden time, puttering at the stone with the printer to see if this or that article fits a given space. Our methods eliminate bad errors in the make-up. By having a regular system the entire force becomes familiar with it so in case of sickness or accident, substitutes can carry on.

After all ads and reading matter are set, read and revised, it is a very simple matter for the mechanical labor to follow dunce-proof instructions.

Front Page Make-up.—The rectangular form of the newspaper page is not the result of accident but is based upon the ancient Greek law of the golden oblong. This Greek law prescribes that in all art work the proportion shall be as three is to five. In the placing of anything within this rectangle, be it a medallion, a picture, an advertisement, or the reading matter and headlines of a newspaper, two laws operate, the law of balance and the law of contrast.

In some types of make-up these laws are ignored. In others one of the laws or both are observed. There are five different kinds of front page make-ups:

- a.* The helter-skelter.
- b.* The dissymmetrical.
- c.* The top of page balance.
- d.* The perfectly balanced page.
- e.* The page with contrast and balance.

The make-ups referred to under *a* and *b* emphasize contrast. *c* and *d* stress the element of balance. *e* involves both contrast and balance.

1. *Contrast.*—Both the helter-skelter make-up and the dissymmetrical make-up are without typographical symmetry. While the helter-skelter is accidentally so, the other is planned

that way in order that the page may present an unconventional appearance.

The helter-skelter make-up is seen in papers that pay no attention to the placing of heads. The front page is a confused

GALESVILLE JOURNAL

TUESDAY MORNING, DEC. 16, 1922

FOUR CHILDREN MARTIN COUNTY FARMER BURNED TO DEATH

International News Service

... farm home was destroyed by fire last night. They were sleeping in separate beds in the front room. The dead are children of William Martin, a 57-year-old farmer and his wife, Mrs. Mary Martin. The family had moved from the house last night, their cars having been left outside the door.

DEATH

Of Edward Hitch Occurred At His Home in Evansville This Morning.

Former Bedford Man

Word was received in this city today by William T. Smith, 3725 Twelfth street, that the death of Edward Hitch, 65, had occurred at his home in Evansville, Ind., this morning.

BAZAAR

Shower Held Yesterday at Home Society Met at Home of Mrs. Of Mrs. W. R. Martin, Was Charming Affair.

Members of the Home Society met at the home of Mrs. W. R. Martin, last evening, for a bazaar. The affair was a charming one, and the proceeds were for the benefit of the Home Society.

INTERNATIONAL CARTOON CO.

MONOXIDE GAS FROM HEATER CAUSED DEATH PROMINENT MAN

International News Service

... man was found dead this morning at his home here. Death was caused by carbonic gas escaping from heater.

REPUBLICAN NATIONAL CONVENTION AT CLEVELAND

International News Service

... opening June 20th. Decision was made today by National Committee.

MISS KEACH

Bedford Mission Will Take Part in Radio Program From Pittsburgh Station Tonight.

Bequies at 7:30 OUR TIME

CHRISTMAS STANDARD

Party Given in Recreation Room. Bazaar Enjoyed a Delightful Picnic Supper in Recreation Room of Methodist Church. Yesterday.

DR. GRAHAM

Brother of Mrs. Frank R. Allen Died at His Home at Jeffersonville Today.

PLEASANT

Meeting Held Monday Evening By Westminster Guild With Miss May Teich.

CHRISTMAS

The Christmas party held yesterday in the recreation room of the Methodist church was a most enjoyable one. The affair was well attended and the refreshments were excellent.

DEAD BROTHER

Brother of Mrs. Frank R. Allen died at his home at Jeffersonville today. He was 65 years of age and had been ill for some time.

BONDS WERE GIVEN

Bonds were given to the members of the Westminster Guild at their meeting Monday evening. The bonds were for the benefit of the church.

BIRTHS

Mr. and Mrs. W. R. Martin have a new daughter, born at their home in Evansville, Ind., this morning.

FINGER PAINFULLY MASHED

A man's finger was painfully mashed while working in a factory here today. The man was taken to the hospital for treatment.

NAIL PENETRATED FOOT

A nail penetrated a man's foot while working in a factory here today. The man was taken to the hospital for treatment.

WILL SING "MESSIAH"

The Galesville church choir will sing "Messiah" at their Christmas concert on Monday evening. The concert will be held in the church.

MARRIED FOR ONE DAY

A man and a woman were married for one day here today. The ceremony was held in a private home.

FIG. 6.—An example of helter-skelter make-up.

jumble of type sizes and families. The reader's eye is wearied in the attempt to adjust itself to the kaleidoscopic chaos of the page. Such a make-up is to be condemned because it is tire-

make their papers distinctive by ignoring balance. The result is the purposely dissymmetrical page. This type of make-up may be effective or it may defeat its own ends by

THE CAPITAL TIMES

Official Paper Of The State Of Wisconsin

MADISON, WIS., THURSDAY, JUNE 7, 1923

FOURTEEN PAGES

PRICE THREE CENTS

Today

Papyrus, Derby Winner

The Locusts Are Back

Power Wheel Microbes

Labor Kills Thought

Assembly Votes For Dry Law Repeal

Shots Fired by Bandit in Porch Holdup Here

Clark, Pugh Surrender to Police

Youth And Girl Foil Man Thug

U. W. Spah And High School Student Held Up

Lancaster Officials Are Held

Roll Call on the Tucker Bill Repealing State Enforcement

Lindahl Resolution Praises Smith for Killing Dry Law

Dr. Prince to Leave State's Sparta School

Madison Doctor To Be Reported That Milwaukee Made Superintendent of Institution

Blaine Communes Sentences Of Mr. Arfinkovich, Milwaukee

Permits Issued Today

6 Killed, 23 Hurt in Letting Falls Riot

Regina Groves Mentioned for Place on U. W. Regents Board; Would Be Labor Representative

Bill by Senator Severson Creates New Places On The Board

Urban Richels Is Winner of Elk's Prize Car

HOME EDITION

The average cost paid subscribers of The Capital Times for May, 1923, was \$7.95.

WITHDRAWAL PROVISIONS

Assemblyman George Smith today announced that he would withdraw his bill repealing the prohibition laws of this state. He said that he had received a letter from Governor Al Smith of New York, who had invited him to visit the governor and discuss the matter. Smith said that he had decided to accept the invitation and would leave for New York tomorrow.

WHAT'S NEW

U. W. Spah And High School Student Held Up

U. W. Spah and a high school student were held up by a band of three men on the highway near the town of Spah. The bandits demanded money and jewelry from the pair, who were taken to a nearby farm where they were held for several hours before being released.

Clark, Pugh Surrender to Police

Two men, identified as Clark and Pugh, were arrested by police officers in a recent holdup. The men were taken to the police station and are being held for further investigation into the crime.

Lancaster Officials Are Held

Officials from the town of Lancaster were arrested by police officers in a recent holdup. The men were taken to the police station and are being held for further investigation into the crime.

Youth And Girl Foil Man Thug

A young man and a girl were able to foil a man who was attempting to steal from them. The man was taken to the police station and is being held for further investigation into the crime.

Roll Call on the Tucker Bill Repealing State Enforcement

The assembly today held a roll call on the Tucker bill, which would repeal the state enforcement laws. The bill was passed by a majority vote of 48-43.

Lindahl Resolution Praises Smith for Killing Dry Law

A resolution introduced by Assemblyman Lindahl praising Governor Al Smith for his actions in repealing the prohibition laws of New York. The resolution was passed by a majority vote of 48-43.

Wedding at Carnival Is Fake; No Licences Have Been Issued; Principals Are With Carnival

A wedding ceremony held at a carnival was revealed to be a fake. No licenses had been issued for the ceremony, and the principals were found to be with the carnival.

County Clerk Says No Permits Taken Out; Air 'Cooked Up'

A county clerk has stated that no permits have been taken out for a certain event. The event is described as being 'cooked up'.

Blaine Communes Sentences Of Mr. Arfinkovich, Milwaukee

Blaine Communes has sentenced Mr. Arfinkovich, a resident of Milwaukee. The sentence is described as being severe.

Shoot Couple

A couple was shot in a recent incident. The couple was taken to the hospital and is being treated for their injuries.

Regina Groves Mentioned for Place on U. W. Regents Board; Would Be Labor Representative

Regina Groves has been mentioned for a place on the U. W. Regents Board. She would be a labor representative.

Weather Report

The weather report for the day is as follows: Partly cloudy with a high of 75 and a low of 55.

Urban Richels Is Winner of Elk's Prize Car

Urban Richels has won the Elk's Prize Car. The car is described as being a fine specimen.

Assemblyman Pettit Makes Charge During Tucker Bill Debate

Assemblyman Pettit made a charge during the debate on the Tucker bill. The charge is described as being serious.

Says Assemblymen Were Hardly Able to Walk on Floor of the Assembly

Assemblymen were hardly able to walk on the floor of the assembly. The reason is described as being the heat in the room.

FIG. 8. Studied efforts to avoid balance.

overdisplay, depending on the way it is handled. It should not be thought that it is an easy matter to make up an unsymmetrical page; as a matter of fact it is more difficult to produce

this type of page than one that is perfectly balanced. The Capital Times, of Madison, Wis., reproduced in Fig. 8 is a

Ithaca Journal - News

7908 the average daily circulation of The Journal-News for the week.

VOL. 103-NO. 75

SIXTEEN PAGES

ITHACA, N. Y., FRIDAY EVENING, SEPTEMBER 23, 1933.

PRICE THREE CENTS

Judge Charges Jury In Ward Case; Defense Claims Unfairness

Walden, N. Y., Sept. 22.—The case against Walter R. Ward, charged with the murder of Charles W. Ward, was heard today in the county court here. Judge J. J. Campbell presided. The jury was sworn in at 11:30 a. m. and the trial began at 1:30 p. m. The defense attorneys, Messrs. J. J. Campbell and J. J. Campbell, filed a motion for a mistrial on the ground that the jury was not properly sworn. The judge refused the motion. The trial continued until 5:30 p. m. when the jury was discharged. The judge announced that he would call the jury back tomorrow morning at 10 a. m. to hear the evidence. The defense attorneys filed a motion for a mistrial on the ground that the jury was not properly sworn. The judge refused the motion. The trial continued until 5:30 p. m. when the jury was discharged. The judge announced that he would call the jury back tomorrow morning at 10 a. m. to hear the evidence. The defense attorneys filed a motion for a mistrial on the ground that the jury was not properly sworn. The judge refused the motion. The trial continued until 5:30 p. m. when the jury was discharged. The judge announced that he would call the jury back tomorrow morning at 10 a. m. to hear the evidence.

KEEP RACE OPEN SOME REPUBLICAN LEADERS INSIST

Conferees at Washington Told That Nomination 'Ousted as White House' Would Be Harmful—Other Candidates Wait On Candidate.

By DAVID LAWRENCE
Special Staff Writer
Washington, Sept. 22.—(By Associated Press.)—Republican leaders gathered today in Washington to discuss the party's platform for the coming year. The conferees were told that the nomination of a white man would be harmful to the party's interests. The leaders insisted that the race be kept open. The conferees were told that the nomination of a white man would be harmful to the party's interests. The leaders insisted that the race be kept open. The conferees were told that the nomination of a white man would be harmful to the party's interests. The leaders insisted that the race be kept open.

Grand Jury Falls To Consider Action In Crownwell Probe

New York, Sept. 22.—The grand jury today failed to find a verdict in connection with the Crownwell case. The jury was unable to reach a decision on the charges against the defendant. The case involves the death of a young woman. The grand jury was unable to reach a decision on the charges against the defendant. The case involves the death of a young woman. The grand jury was unable to reach a decision on the charges against the defendant. The case involves the death of a young woman.

Shatters Record In Air Race Trial

St. Louis, Sept. 22.—The first trial in the history of the air race today shattered the record set by the defendant. The trial was held in St. Louis. The defendant was charged with the death of a young woman. The trial was held in St. Louis. The defendant was charged with the death of a young woman. The trial was held in St. Louis. The defendant was charged with the death of a young woman.

Frelinghuysen Condemns 'Wet' Plank in N. Y. Republican Platform

New York, Sept. 22.—Combing a recommitment of a 'wet' plank to the New Jersey state Republican platform, made at a recent conference of Republicans in Trenton, New Jersey, today, Governor Edward C. Connelley, who has been elected to the governorship of New Jersey, said that the plank was a disgrace to the party. The plank was a recommitment of a 'wet' plank to the New Jersey state Republican platform. The plank was a recommitment of a 'wet' plank to the New Jersey state Republican platform.

50 to 70 Die When Train Plunges Into Creek Near Casper, Wyoming Following Collapse of Bridge

Defies Governor
Weathered County Officials Begin Investigation—Autopsy Performed In Effort to Discover Cause of Disaster—Whereabouts of Husband Unknown.

DEATH OF RICH SOCIETY WOMAN TO BE PROBED

Weathered County Officials Begin Investigation—Autopsy Performed In Effort to Discover Cause of Disaster—Whereabouts of Husband Unknown.

Change in Foreign Policy Gives German Chancellor Worry

Berlin, Sept. 22.—(By the Associated Press.)—Chancellor Brüning today expressed his concern over the change in German foreign policy. The change was seen as a move towards a more active role in international affairs. The chancellor expressed his worry over the implications of this change. The change was seen as a move towards a more active role in international affairs. The chancellor expressed his worry over the implications of this change.

Gompers Approves Berry's Action in Pressmen's Strike

New York, Sept. 22.—(By the Associated Press.)—Samuel Gompers, president of the American Federation of Labor, today approved the action taken by the pressmen in their strike. Gompers stated that the strike was a justifiable action. The pressmen were protesting against the actions of their employers. Gompers stated that the strike was a justifiable action. The pressmen were protesting against the actions of their employers.

France is Waiting Further Action By Germany in Ruhr

Paris, Sept. 22.—(By the Associated Press.)—France is waiting for further action by Germany in the Ruhr region. The French government is closely monitoring the situation. The French government is waiting for further action by Germany in the Ruhr region. The French government is closely monitoring the situation.

Anti-Saloon League Head Denies Charge Made By Brockmeyer

Washington, Sept. 22.—(By the Associated Press.)—The head of the Anti-Saloon League today denied a charge made by Brockmeyer. The charge was that the league was involved in a conspiracy. The head of the league denied the charge. The charge was that the league was involved in a conspiracy. The head of the league denied the charge.

Raging Flood Waters Make Rescue Almost Impossible—Many Bodies Believed Swept Away—Five Cars and Locomotive in River

Casper, Wyoming, Sept. 22.—(By the Associated Press.)—Raging flood waters today made rescue operations almost impossible in the area around Casper, Wyoming. Many bodies were believed to have been swept away. Five cars and a locomotive were found in the river. The floodwaters were caused by heavy rains. The rescue operations were hampered by the high water. Many bodies were believed to have been swept away. Five cars and a locomotive were found in the river.

Former Elmira Man Kills Wife and Home in Buffalo

Buffalo, Sept. 22.—(By the Associated Press.)—A former Elmira man today killed his wife and home in Buffalo. The man was charged with the murder. The man was charged with the murder. The man was charged with the murder. The man was charged with the murder.

Predict Disturbances in Philippine Election

Manila, Sept. 22.—(By the Associated Press.)—Disturbances are predicted in the Philippine election. The election is expected to be held soon. The election is expected to be held soon. The election is expected to be held soon. The election is expected to be held soon.

Special Election May Provide Way For Oklahoma Legislature To Meet Without Awaiting Call

Oklahoma City, Sept. 22.—(By the Associated Press.)—A special election may provide a way for the Oklahoma legislature to meet without awaiting a call. The legislature has been unable to meet for some time. The legislature has been unable to meet for some time. The legislature has been unable to meet for some time. The legislature has been unable to meet for some time.

NOTED ATTEMPTED

Noted an attempt was made to... The attempt was made to... The attempt was made to... The attempt was made to...

NOTED ATTEMPTED

Noted an attempt was made to... The attempt was made to... The attempt was made to... The attempt was made to...

Fig. 9.—Another example of effort to avoid balance.

go examine a display of unbalanced display. While the top of the page is entirely unbalanced, the bottom has some semblance of symmetry.

The unsymmetrical kind of make-up may be considered successful if the page comes to a focus. If no attempt is made, however, to concentrate attention on one or two stories, the result is disastrous. Then all display is no display. The eye is hopelessly confused in attempting to pick out individual stories and many are entirely overlooked. The dissymmetrical type of make-up is generally seen at its worst in papers that make an excessive use of double- and triple-column spreads. More will be said about this later in the chapter under the heading "Some Common Faults in Make-up."

2. *Balance*.—The *Chicago Daily News*, *The Chicago Tribune* and *The New York Times* illustrate top-of-the-page balance. It is the policy of these papers to run long stories that fill a column or more. Hence few heads are found below the fold of the middle of the paper. The headline balance is thus almost exclusively at the top of the page. No other make-up could be possible if the editors of these papers are correct in assuming that their readers prefer fewer stories with less hunting for breakovers. It is interesting to note, however, that the *Philadelphia Public Ledger*, which is read by a similar group, generally displays from 14 to 16 stories on the front page as contrasted with from 10 to 12 in the *Times* and *Tribune*. As a general rule, however, a newspaper with a relatively homogeneous group of readers can afford to run long stories on the front page while a paper with a diversified clientele must give its front page a correspondingly varied appeal.

There are some editors who hold up as the ideal make-up the perfectly balanced front page. The doctrine of the perfectly balanced page has been preached vigorously in recent years at conventions of press associations and newspaper institutes conducted by schools of journalism. Prizes for the best front pages have generally been awarded on the basis of perfect balance.

While some editors find an ideal make-up in the perfectly balanced front page, others condemn it on the grounds that it looks artificial and is monotonous. It has been pointed out that a perfectly symmetrical make-up can never be attained without considerable cutting and pruning of stories both in the

copy and in the make-up. The finished page betrays the unnatural efforts used to produce it, it is said.

The most serious criticism is justly directed against that kind of balanced make-up which never varies from day to day

"All the News That's Fit to Print."

The New York Times.

NEW YORK, TUESDAY, OCTOBER 16, 1935.

VOL. LXXIII, NO. 24,065.

TWO CENTS

THE WEATHER
 Fair, with some light showers
 tomorrow. Maximum 65, minimum 45.
 Wednesday: Partly cloudy, with
 showers. Maximum 60, minimum 40.
 Thursday: Partly cloudy, with
 showers. Maximum 60, minimum 40.

HOUSING CONDITIONS ARE AS BAD AS EVER, COMMISSION IS TOLD
 Witnesses Say 683,000 Persons Are Debarred Imperatively, While Gaping Courtrooms.

CITY'S HEALTH IMPERILED
 Dr. Copeland Declares an Epidemic Could Not Be Controlled Because of Overcrowding.

NEW HOMES NOT FOR POOR
 Only One 61st St. Home Township Has Been Built in the City in Three Years.

INUNDATION HAS STARTED
 States in River of Rushing Waters as Riprap Banker's Ruling Closes.

FLOOD SWEEPS DOWN ON OKLAHOMA CITY
 Paris-Stricken Citizens Flee to High Spots as Dam Gives Way.

Widow Receives Limericks When Students Call on Her
 Washington, Oct. 15.—The widow of a prominent Washington politician received a letter from a student at the University of Washington, Wash., in which she was told that she was a "limerick" and that she should be "limericked" in return.

COURT GETS PLAN TO END RECEIVERSHIP ON N. Y. RAILWAYS
 Committee Named by Judge Mayor Submits Proposal for Reorganization.

CALLS FOR NEW COMPANY
 Provides for Cut in Capitalization of \$48,000,000—Public to Be Reorganized.

PEACE HOPE IS HERE, LLOYD GEORGE SAYS
 Until We Start Our Influence He Will Despair, He Tells in Minneapolis.

ZANGWILL'S VIEWS DENOUNCED BY JEWS
 "Confidential Zionism," Says Nathan Straus, Firm in Faith for a Palestine Home.

WANTS COMMITTEE TO PROVE UPON TRAIL TO PERMIT REAR
 Zion Under Attack.

SAYS DO NOT FORGET WAR
 Great Make Him Chief Two Eagles, One for War, One for Peace.

CONFERENCE OF DRYS CALLS ON COOLIDGE FOR DRASTIC ACTION
 Citizens Meeting in Wash. Instructs Him to Use His Full Powers.

HUNGRY MOSS RAID BERLIN BAKERIES
 Windows Smashed and Police Disarmed—Demonstrators Are Dispersed.

RIOTING IN OTHER CITIES
 Hundreds Unemployed Attempt to Seize Postal Bureaus—Outbreaks in Cologne.

YANKS WIN TITLE; 6-4 VICTORY ENDS \$1,063,815 SERIES
 Eighth-Inning Rally Dashes McDermott's Last Hope of Straight Championship.

GRANTS OF DOWN FIGHTING
 Meet Allowed Only Two Hits in Seven Frames, but Then Cracks and Fills Spaces.

THREE MEN WALK IN A ROW
 Head Tilted Back, Eyes Shut, Mouth Open, and Feet Stagger.

Gold Players Ask City to Vota \$1,500,000 For New Links, Raising It by Bond Issue

CONFERENCE OF DRYS CALLS ON COOLIDGE FOR DRASTIC ACTION

HUNGRY MOSS RAID BERLIN BAKERIES

RIOTING IN OTHER CITIES

THREE MEN WALK IN A ROW

GRANTS OF DOWN FIGHTING

YANKS WIN TITLE; 6-4 VICTORY ENDS \$1,063,815 SERIES

Widow Receives Limericks When Students Call on Her

COURT GETS PLAN TO END RECEIVERSHIP ON N. Y. RAILWAYS

CALLS FOR NEW COMPANY

PEACE HOPE IS HERE, LLOYD GEORGE SAYS

ZANGWILL'S VIEWS DENOUNCED BY JEWS

WANTS COMMITTEE TO PROVE UPON TRAIL TO PERMIT REAR

SAYS DO NOT FORGET WAR

CONFERENCE OF DRYS CALLS ON COOLIDGE FOR DRASTIC ACTION

HUNGRY MOSS RAID BERLIN BAKERIES

RIOTING IN OTHER CITIES

THREE MEN WALK IN A ROW

GRANTS OF DOWN FIGHTING

YANKS WIN TITLE; 6-4 VICTORY ENDS \$1,063,815 SERIES

Fig. 10.—Example of top-of-the-page balance.

and week to week. There are, unfortunately, especially among the weeklies and Sunday papers, too many instances of a balanced make-up which after it has been once worked out,

pages are perhaps too formally balanced. Contrast obtained by throwing one or two columns out of balance would have produced a more "salable" and natural page.

THE INDIANAPOLIS STAR

BLOOMINGTON, INDIANA THURSDAY, NOVEMBER 16, 1922 ESTABLISHED 1847

Platform Contest
Closes
Monday, Nov. 20.

Y. M. C. A. No. 21

DECEPIT FLYERS
BEING GROOMED FOR
AUTO POLO SQUABBLE

Stand To Go To Parade on Public
Ballot to Challenge Franchise
Saturday.

STUDENTS TO PILOT BARS

DEAN EMPHASIZES
POISE IN SECOND
ETIQUETTE SPEECH

GIVES CONVO POINTERS

Indianapolis People
Pledge Allegiance To
Riley Hospital Fund

WILL GO TO INDIANAPOLIS

DELAIS TALKS PLEDGE D.D.S.

Weather Forecast

Tariff Commission Work Offers Experience
in Commerce, Economics, Science Branch

COLORED WOMEN
PETITION SORORITY

University Orchestra Opens Concert
Season with Fetching Program at Convo

CONSERVATIVES IN
LEAD, 150 ENGLISH
RETURNS INDICATE

TO COMPLETE VOTE TODAY

DEAN EMPHASIZES
POISE IN SECOND
ETIQUETTE SPEECH

G. O. P. PILOTS PLAN
TO REPAIR MACHINES
STALLED AT POLLS

Twelve Debaters
Survive Squad's
Second Reduction

MASS MEETING ON
NEW WATERWORKS
SITE IS CANCELED

250 SCHOOLS ENROLL
IN DISCUSSION LEAGUE

DEADLINE EXTENDED

Cancer Is Curable, Myers Tells Radio
Audience; Dr. Rice Explains Eagerness

County Commissioners
avor Gasoline Tax

Cop Seizes Smoke Barrage at Maxwell;
Swoops Down Only To Find Cloud of Dust

Waterworks
Meeting
Controlled.

Early Literature in Vote Show
Geographic Tendencies Favor
Union.

Elimination Successful in Final
Elimination To Participate in
Triangular Meet.

KARR TO INSTRUCT MEN HAVE FAITH IN COUNCIL

Thompson Visits Friends
at Kentucky State U.

Cop Seizes Smoke Barrage at Maxwell;
Swoops Down Only To Find Cloud of Dust

(Continued on Page Two)

FIG. 13.—Similar to No. 1 but the massing of headlines just above the fold produces the effect of angles rather than arcs.

The point has often been made that the front page of a newspaper is like the show-window of a store. It has been

said that the late Lord Northcliffe, proprietor of the London Times, and Daily Mail, was fond of making the comparison between the front page and a show-window. "What's the

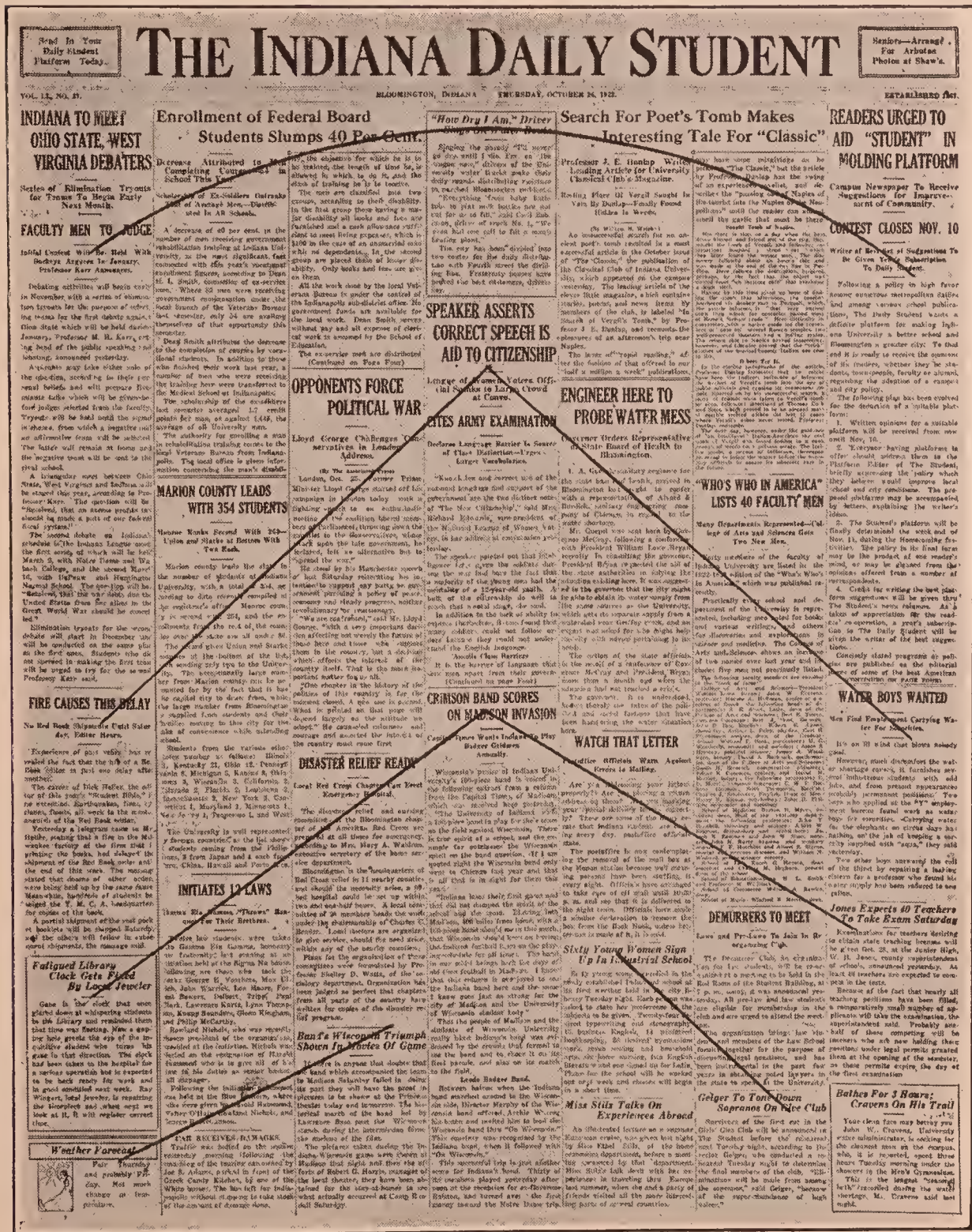


Fig. 14.—The reverse of No. 1. An effective kind of make-up frequently used.

matter with the show-window today?" he is quoted as asking one of his editors after the Daily Mail had appeared with a particularly tame front page. "Haven't we anything to

sell?" And again when the front page make-up had been very much alike for a number of days he is reported to have

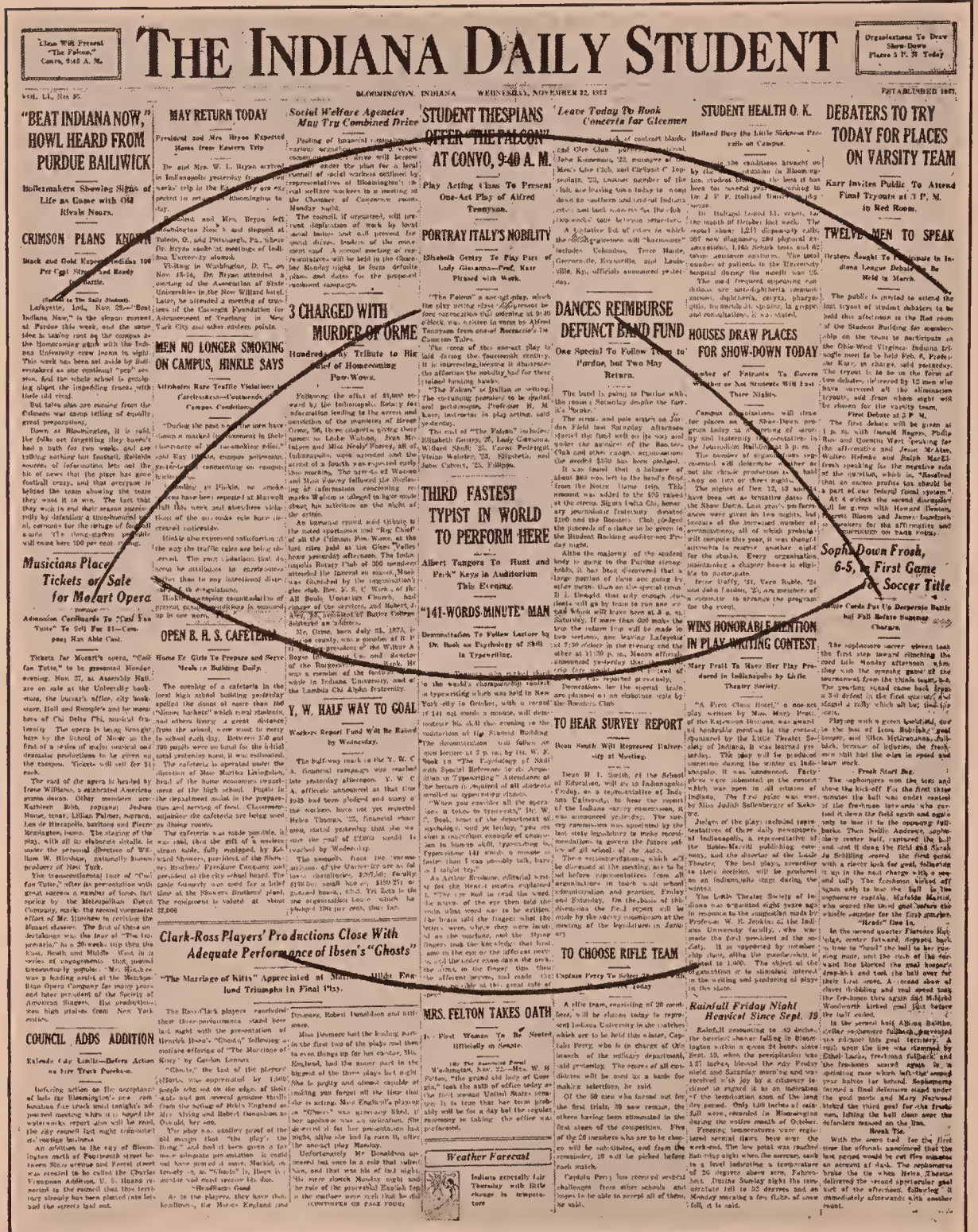


Fig. 15.—A good make-up which like No. 1 and No. 3 depends upon arcs for its effect. The arcs in this case face each other.

exclaimed, "We must change the display in the snow-window. We have been advertising the same thing all week. We must show them something new,"

Certainly an editor is not taking full advantage of all the possibilities of his show-window when he persists in using the same make-up day after day or week after week. Very often

Vol. 12, No. 11
Bloomington, Indiana
Friday, October 27, 1933
ESTABLISHED 1897

THE INDIANA DAILY STUDENT

W. S. G. A. Mailed
Hall, 8-13 p. m.
Student Building

SCHOOL OFFICIALS ACT TO SAFEGUARD STUDENT HEALTH

Secretary of State Board of Health Asked to Advise Local Authorities.

Health Wares Against Use of City Water Without Boiling—Experts To Render Opinions.

Dr. William F. Rice, state health commissioner and L. A. Gossett, secretary of the state health board, will join University officials at a meeting at the University today to discuss the health of the city water supply.

Psychologists Say You Can Not Believe Your Own Ears

Student Experiment Demonstrates Unreliability of Stories Told by Danne Hunter.

In order to ascertain the reliability of reports of courtrooms and events after they have been reported by general individuals and to study the psychology of rumor, the following test was given to the class in Experimental Psychology.

COEDS WILL WHILE AWAY NO-DATE NIGHT IN DANCING

W. S. G. A. Host Hall To Be Held in Student Building From 8 to 12 O'Clock Tonight.

Prizes To Be Awarded.

Preparatory Dance To Be Given By Illinois Both Weeks, 25 and Parties 10-11-33.

Vociferous Expostulators Will Lead Stag "Session"

Non-daters To Gather and Talk Football Tonight—Captain Clark, Pat Myers, Among Orators—Archie's Hand To Play.

Not a prep session, just a general get-together to blow off a little steam.

UNIVERSITY WATER SAFE

Health Wares Against Use of City Water Without Boiling—Experts To Render Opinions.

Dr. William F. Rice, state health commissioner and L. A. Gossett, secretary of the state health board, will join University officials at a meeting at the University today to discuss the health of the city water supply.

INSPECTS R. O. T. C. REGIMENT NOV. 14

Col. Biddle To Visit University Fall Third Day After Armistice Day.

Colonel R. H. Biddle, of Columbus, Mo., will inspect the R. O. T. C. Regiment at the University on November 14. The inspection will be held at 10 o'clock in the morning.

JOB HUNTERS MAKE \$475 IN MONTH

V. M. C. Employment Bureau Pays 254 Men Jobs To Odd Jobs

That is the amount in dollars that the V. M. C. Employment Bureau has made in the month of October. The bureau has placed 254 men in odd jobs.

BECAUSE TRUSS

Discovered to reduce the tension of the truss, the truss is made of a special material which is made of a special material which is made of a special material.

EMERSON, RAMSEY ON RADIO PROGRAM

The speech on "The Immortal Mind" and "The Radio Message" is transmitted.

DRIVES WILL NOT ENTER HOUSES SANS PAMPHLET O.K.

Financial Campaign, Have Reason "Pamphlet" in Charge of "Patrolmen."

BEVERIDGE TO GIVE VIEWS ON CAMPAIGN ISSUES HERE NOV. 1

Ex-Senator To Address Students of (Union and Young People of Court House.

WAS IN SENATE 2 TERMS

Republican Nominee For Senator in 1934, Graduate of DePauw—Lawyer at Many Points.

MICHIGAN AGGIES TO OCCUPY BLOCK OF 100 SEATS SAT.

Aggressionists Notify Managers To Reserve Large Number.

HEAP BIG CHIEFS TO POW WOW WITH INDIANA PAPOUSES

Red-Men's Love Feast on Eve of Homecoming Planned by Boosters.

ARRANGE ROOTER SECTION

Code and W. A. A. Each To Have Special Range of Members—Prices Range From \$1 to \$2.

ORME TO LEAD CEREMONY

Crack and Undergraduates To Rally and Perform War Pieces, Thursday Tom-Tom.

MONROE LEADS MARCH

Local County High School Students Here—Strike at Yesterday's Home.

PICK THESPIANS TONIGHT

Carroll Troupe's Showed "The Merry Men" at 7 P. M.

RULEY MEMORIAL GROWS

Committee of State set \$25,000 Goal For Hospital Fund.

CHURCHES PLAN PARTIES

Following Faithful Church For Radio Entertainment.

Former State Geologist To Visit South America

W. S. Biddle, 67, is soon to leave for home at Indianapolis for a four months' trip in South America. He will visit from New York City, New York.

CLUB TO HAVE PARTY

A billiard party will be given at the home of the Rotary Club Monday evening, Oct. 30, at 7:30 p. m.

Weather Forecast

Fair Friday and Saturday, warmer Friday.

Fig. 17. Headlines may be arranged to suggest parallel oblique lines. An effect somewhat similar may be obtained by grouping headlines so that the lines will run from the top to the right instead of the left as here indicated.

one will find seven-column papers that run say a three-column news cut or a cartoon in the same position in the upper third

fourth, and fifth columns for months—yes, years. With it they generally run a double-column head in the first and second and sixth and seventh columns. This is a balanced

THE ILLINOIS TOWNEIT

BLOOMINGTON, ILLINOIS, THURSDAY, DECEMBER 12, 1922.

ESTABLISHED 1897.

Here Last Week
The Editorial
Page Two

Vol. 15, No. 6.

City Water To Be Turned On Today.

City Water To Be Turned On Today.

LUCIUS E. SWIFT, OF INDIANAPOLIS, WILL SPEAK AT CONVO

Noted Speaker To Lecture Wednesday on "Foundation of American Liberty."

LAUDED BY NICHOLSON

Indiana Author Deeds Not Swift (Special Editor of American Citizen) in Deeds of American Citizens.

Lucius E. Swift, of Indianapolis, will be the speaker of convocation Tuesday evening, 10:30, at the subject, "The Foundation of American Liberty."

Mr. Swift is the subject of an article in the American Citizen, by H. C. Nicholson, which appears in the December issue of the magazine.

Mr. Swift will speak at 8:00 p.m. at the convocation of the American Citizen, at the Indiana State University, at Indianapolis, Indiana.

Mr. Swift is a well-known author and lecturer. He has written many books and articles on American history and literature. He is a member of the American Historical Association and the American Society of Authors.

NEW YORK ARTIST ACCEPTS OFFER OF EDITOR TO CHOOSE CAMPUS BEASTIES FOR YEARBOOK

Arnold Gantley, Judge at the City National Bank, Competition, To Be Judge.

Secretary Will Publish Photographs To Have Entrance.

It was many years ago when the "Beasties" were first introduced into the campus. They were a group of students who were known for their pranks and恶作剧. They were a source of amusement to the campus and were a part of the tradition of the university.

The following telegram received from the University of Chicago, Illinois, on December 10, 1922, contains the following information:

"The following telegram received from the University of Chicago, Illinois, on December 10, 1922, contains the following information:

"The following telegram received from the University of Chicago, Illinois, on December 10, 1922, contains the following information:

CRYPTOGRAPHER TO ADDRESS FACULTY MEMBERS TONIGHT

Cal. George Fabyan, Noted Cipher Maker, To Explain Art To Faculty Club.

GUEST OF PROF. FOLEY

Victor Carlin on Kibitzing Research in Academics in Laboratories in Illinois.

Colorful George Fabyan, founder of the Kibitzing Laboratory, formerly in the Illinois State University, will be the guest of Professor Foley at the Faculty Club tonight.

Mr. Fabyan is a well-known cryptographer and has written many books on the subject. He is a member of the American Cryptographic Association and the American Society of Cryptology.

DEAN TO ANNOUNCE GRIN, NET, DIAMOND MANAGERS MONDAY

Committee To Elect 23 Members To Sports Houses over 200.

15 WANT BASEBALL JOBS

Four Naps To Be Basketball Assistant—Football Enthusiasts.

Four Naps To Be Basketball Assistant—Football Enthusiasts.

The Naps will find themselves with a new job to do. They will be the assistants of the football coach. They will be responsible for the training and conditioning of the football team.

The Naps will find themselves with a new job to do. They will be the assistants of the football coach. They will be responsible for the training and conditioning of the football team.

HARRIS SEEKS TALENT FOR 1923 UNION REVUE

First Shows For Specialty Men To Be Held at Assembly Hall at 8.

Specialty men are being sought for the 1923 union revue. The revue will be held at the Assembly Hall at 8 p.m. on Monday, December 18, 1922.

The revue will feature a variety of specialty acts, including jugglers, acrobats, and comedians. The revue is being put on by the union and is a fund-raising effort for the union's activities.

DEBATERS ARGUE ISSUE SQUARELY

Blumharc Accuses Challenge of Sargent in Definition of "Classed Man."

Blumharc accuses Sargent of a challenge in the definition of "Classed Man." The debate will be held at the Assembly Hall at 8 p.m. on Monday, December 18, 1922.

The debate will feature a variety of speakers who will argue the issue of "Classed Man." The issue is a controversial one and has attracted a large audience.

MOVIE CRITIC HAS GOOD TIME AT "THE STORM"

New England Theater Opens in Crawfordsville, Ind., 1:30—Admission Free.

At Crawfordsville, Ind., the new movie "The Storm" is being shown. The movie is a drama and is being shown at the Crawfordsville Theater. The movie is being shown at 1:30 p.m. and admission is free.

The movie "The Storm" is a drama and is being shown at the Crawfordsville Theater. The movie is being shown at 1:30 p.m. and admission is free.

SHIPPING BILL SCORED

Democrats "Not Back on Hobby of Shipping Bill."

Democrats are not backing the shipping bill. The bill is a controversial one and has attracted a large audience. The bill is being introduced in the House of Representatives.

Democrats are not backing the shipping bill. The bill is a controversial one and has attracted a large audience. The bill is being introduced in the House of Representatives.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

200,000 FIRE AT COLVER

Fire in Mine at Colver, Ind., Destroyed 200,000 Pounds of Coal.

A fire in a mine at Colver, Indiana, destroyed 200,000 pounds of coal. The fire was caused by a gas explosion and resulted in the death of several miners.

A fire in a mine at Colver, Indiana, destroyed 200,000 pounds of coal. The fire was caused by a gas explosion and resulted in the death of several miners.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

TRAVELERS TO BANQUET

Local Clubmen to Delight Travelers Tonight.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

Local clubmen will be delighting travelers with a banquet tonight. The banquet will be held at the Hotel Hamilton and will feature a variety of dishes and entertainment.

FIG. 18.—A checkerboard effect obtained by combining the two forms described under No. 6.

show-wind effect it is true, but it is deadly monotonous. Better to put the cut on the back page sometimes than to give the reader the same kind of a front page night after night.

Other papers run a row of 18- or 20-point two- or three-line drops all the way across the top of the seven columns. From a distance it looks as if the paper had a two-line banner. Upon

THE INDIANA DAILY STUDENT

ESTABLISHED 1891

AMLEY and Best Parties

SHULET and Best Parties

NO. 11, NO. 12

BLOOMINGTON, INDIANA, FRIDAY, NOVEMBER 11, 1933

ESTABLISHED 1891

NEW PREMIER HAS SO MAJORITY OVER COMBINED PARTIES

Election Shows Overwhelming Confidence of People in Conservatives.

50 FOLLOW LLOYD GEORGE

Confirms Liberal Policy of Peace, Disarmament, Labor Reform.

EGYPTIANS SEEK FREEDOM

Decried Complete British Power in Egypt.

PURDUE PLANS FOR HUGE HOME COMING

Pre-Season to Start Week-End Activities Saturday To Be Big Day.

INDIANAS BASKS MADE TO SEED BASKETBALL

The band is in the line as large as it was 15 years ago when I was a student here," he exclaimed.

TO SELECT TRACK MANAGER MONDAY

Committee Will Choose 1 Senior 2 Junior Bowers From 9 Applicants.

RESIGNS FROM BOOSTERS

Charles Lerner Makes Unannounced Election to Club Necessary.

POLO MOUNTS TURN DOWN REBUTT FOR SMASHES SATURDAY

Delivers Woodsmail, Pyle Said To Be Best Available for Match.

CARS HAVE LONG RECORDS

Paris Christian Ample Jr. and Mrs. (Mrs.) Ample's Car 1917 Model—Plymouth 1913

Scenes Fall To Arthur

Old work was used as the rehearsal of the City's Club.

Y. W. FUND SEEKERS TO SOLICIT COEDS TONIGHT AT DINNER

On Association Work To Begin at 8 P. M.

Factories Publish Semi-Monthly Paper

To Promote Fellowship Among Employees

LIBRARIANS HOLD CONFERENCE

State Association Meets at Indianapolis

DISCUSS SHIP SUBSIDY

Measure Probably Will Hold Form in Third Session of Congress.

WILL LECTURE ON TURK

Dr. A. H. Henson to Speak at School of H. H. Henson This Evening.

JOINS EXTENSION STAFF

Dr. C. D. Henson to Join Staff of the School of H. H. Henson.

FRIDAY MATINEE GIVEN

Dr. C. D. Henson to Address Faculty Members Here Nov. 21.

WATER FORECAST

Fair Friday and probably Saturday.

FIG. 19.—Headlines may be arranged to suggest lines, more or less broken, running across the page. Too rigorous adherence to this form should be avoided. It should not be used frequently. closer inspection it is seen that there are seven or eight separate headlines, but the unrelieved sameness of the thing makes the eye turn to something else for relief, for contrast.

3. *Contrast and Balance.*—The mind naturally demands symmetry or balance. It is not necessary here to go into the reasons why this is true.¹ The fact is well established. But perfect balance is monotonous. Perfect balance is rarely found in nature. Hence the mind also demands contrast and variety.

Thus the editor must plan his front page with these two laws in mind if he wishes his paper to carry the maximum appeal. He must not have perfect balance because that precludes variety. He must not have a completely dissymmetrical make-up because this would not conform to the reader's inherent desire for some element of balance, either of blackness or whiteness, type or cuts.

The case against the perfectly balanced front page was well stated by an editor who, on assuming charge of a paper which for years had observed a symmetrical make-up, at once called in his composing room foreman and said:²

I want to get away from this stiff and unnatural make-up. I don't want this paper to be like an old-fashioned parlor with every chair always standing in exactly the same place. I want it to suggest the spontaneous and the natural. I want it to be so genuine that the reader will feel that he is being given news just as it deserves to be presented—not play up or cut down to meet an iron-clad scheme of make-up.

By this is not meant that I want to get away from a definite typographic style, or that I advocate the building of a lop-sided front page. Our style should be definite, indeed, and yet flexible enough to accommodate each vital new condition that occurs. And the page should be properly balanced, but the balance should be brought about in a natural, general way.

Let's give this paper a typographic flavor of its own by allowing its make-up to vary enough, within certain definite limits, to keep

¹ "The demand for symmetry probably rests upon the fact that man is a bilateral creature, and when he emphatically regards an object, he must be able to read both sides of his body into it. If one side of the figure is overbalanced he feels overbalanced." KITSON, H. D., "Manual for the Study of Advertising and Selling," p. 69.

² Quoted in an article in the *National Printer-Journalist*, June, 1922, p. 26.

monotony away, and the reader always on his toes for something new.

That was the attitude of the editor on assuming charge of the paper. Under his guidance the paper took on new interest and increased its income. Moreover, the paper came to be regarded quite generally as one with a pleasing and definite typographic character. There was nothing alarmingly uncertain about it. Its make-up was not scare-heady one day then shrinkingly conservative the next. It was fairly conservative at all times, and yet naturally so.

Readers of the paper came to feel just as that editor intended they should—that they were being given news exactly as it deserved to be presented. Whether they realized it or not, they came to look for “something different” in the make-up of every issue, and that promised “something different” held more appeal for them than any perfectly balanced page ever could have had. Incidentally the fact that the paper “looked different” every day gave its readers the impression that it was enterprising and alert. It seemed to indicate that the editor was always “on the job” and was giving them variety. This impression, combined with the fact that the paper covered all the news in its field, made it immune to competition.

This editor had in mind what is probably the headline display best suited to the average daily and weekly—balance, but not pedantic symmetry, and a different make-up for every issue. Such a make-up can be worked out with single-column heads or with double- or triple-column heads. The diagrams in the foregoing pages give some idea how variety in make-up may be achieved. It is not advisable, however, to adhere too strictly to the balance shown in the diagrams. Indeed, the best news editor is the one who will not hesitate to break balance when news demands the play. Good examples of make up are often found where two, three or even four columns have been thrown out of balance. Upon close analysis it will generally be found that the rest of the page fits some scheme of balanced make-up and can be diagrammed independently of the columns thrown out of balance.

The Milwaukee Journal is a good example of effective display. There is enough balance in the Journal's make-up to make it typographically correct. At the same time news is played for what it is worth, there is abundant contrast, and

LATEST THE MILWAUKEE JOURNAL LATEST

Forty-first Year Subscription 10 Cents Friday, July 20, 1923 36 Pages—Final Market

Villa, Scourge of Border, Slain on Ranch

Anderson, Dry Chief, Indicted on N.Y. Charge

Cambridge Coed Likes Her Smoke

Bread Price Inquiry Asked

Alleged Burglar Held Under Bond of \$1,000

Milwaukee

Highways in the City

Jail for Auto Pilots Who Strike and Run

One Dies in Warsaw in Riot Over H.C.L.

Swedish Quits an Aide to District Attorney

Predicts Colored Ads in Daily Newspapers



Swamp Girl and Her Captor

Kin of Swamp Girl in Doubt

Foot Power Plane Accomplished Fact Say Air Officials

Plan to Hold Court to Decide on Support in Fight for Liberty

Third Daylight Dash Depends on Patrick

Old Sol Climbs Toward Record

Had All Americans, but Fled Before Them

Lashed Forbidden, Guards 'Cook' Prisoners in Sun

Francisco Villa

Employe Kills Bandit Once Hunted by U.S.

100 Casualties Occur in Clash Following Assassination; Men Loyal to Pancha Shoot Down His Murderer, Friend of Cuertilla Moves to Quell Fighting

300 Men on Beach Clash

Lived on Fabled Beach

Read Gene Stratton-Porter's Great Novel, Michael O'Halloran—Page 31

FIG. 20.—Example of effective display obtained by natural, informal make-up with contrast as well as balance.

the paper has a "salable" appearance. With the increasing encroachment of city papers on the country field, it would seem that it would be good judgment for the publishers of

small daily and weekly papers to adopt the salable make-up of enterprising evening papers.

The Second Front Page.—Most of the larger daily newspapers are printed in two sections. The question arises as

NIGHT EDITION
★★★★★
With Wall St. Closing

The Sun and The Globe

VOL. XXXI, NO. 70-DAILY NEW YORK, THURSDAY, NOVEMBER 22, 1923. PRICE THREE CENTS.

STATE TO GAIN \$10,000,000 BY TAX DECISION

Appellate Division Fixes Basis of Valuation in Franchise Tax Cases.

ROLES AGAINST N. Y. CENTRAL

Gambles Opinion Holds That Value for Income is the Taxable Value.

Flivver Who Crashed Fined for Trespassing

WINDSOR, N. J., Nov. 21.—(By The Sun.) A flivver which crashed into the rear of a house in Windsor, N. J., last night, was fined for trespassing.

DOCTOR SOUGHT IN MAN'S DEATH REPORTED FOUND

Prosecutor in Connecticut Hears Suitlife Has Been Arrested in Albany.

DETECTIVE IS RUSHED THROUGH

Many Delays King Graduate Have Had State Since the Investigation Began.

Hulbert and City Prosecutors Plan Vigorous Drive on Crooks

Banton, Dodd and Cohn in Conference Decide to Give Precedence to All Criminal Cases—Warn Holiday Shoppers.

An important conference was held today in the City Hall for the purpose of adopting effective measures to bring to the attention of the public the fact that the city is not a law-abiding city.

CRAIG KNOWS OF NO PLAN TO KEEP HIM OUT OF JAIL

Denies Knowledge of More Reported Being Made by Group of Lawyers.

DEPRESSED AT AID'S DEATH

Comptroller Assails His Counts on Conducting City Business From His Cell.

German Policy Warmly Upheld BY STRESEMANN

Ready to Relinquish Office at Will of the Reichstag.

ASKS IF TO DECIDE QUICKLY

Chancellor Welcomes Renewed American Interest in Reparations.

DAVIDSON CHEMICAL BREAKS 20 POINTS

Shump Comes When Standard Oil Denies Rumor.

A rumor that the Standard Oil Company had broken 20 points in the Standard Oil stock market was denied today by the company's officials.

Here's a New Arkansas Traveler

He Arrives 100 Strong to Tell of the Wealth of the Open Spaces of His State.

The "Arkansas Traveler" is a new attraction for the state, and is expected to bring in a large number of tourists.

BANTON WILL AID FAKE DOCK DRIVE

Police Say Seek Two Agents of Kansas Diploma Mills.

Police are seeking two agents of a fake dock drive in Kansas, and are offering a reward for their capture.

Mrs. Stokes Pushes Chicago Case

Wants Attorney to Press Criminal Actions Against Husband.

Mrs. Stokes is pushing her case against her husband in Chicago, and is asking the court to press criminal actions against him.

DR. ELMER A. SHEETS ACCUSED BY WOMAN

She Charges with Rape and Other Crimes.

Dr. Elmer A. Sheets is accused by a woman of rape and other crimes, and is being held in custody.

Two Men Charged With Adulterating Girls

Police Say They Were Caught in a Plot to Seduce Young Women.

Two men are charged with adulterating girls, and are being held in custody by the police.

Three Boys Are Held For Stealing Teacher

Police Say They Stole a Large Sum of Money from a School.

Three boys are held for stealing a teacher, and are being held in custody by the police.

Man Held for Kicking Wife to Death

Police Say He Struck Her with a Hammer and Killed Her.

A man is held for kicking his wife to death, and is being held in custody by the police.

Unshowered Man Found Hanging in a Tree

Police Say He Was Found Dead in a Forest.

An unshowered man is found hanging in a tree, and is being investigated by the police.

Wife of Veteran's Guardian

Police Say She Was Found Dead in a Forest.

The wife of a veteran's guardian is found dead in a forest, and is being investigated by the police.

London Doctor Convicted of Murder

Police Say He Killed a Patient in His Clinic.

A London doctor is convicted of murder, and is being held in custody by the police.

Attempts Suicide in St. Paul's Cathedral

Police Say He Tried to Jump from the Roof.

A man attempts suicide in St. Paul's Cathedral, and is being held in custody by the police.

Oklahoma Grand Jury May Indict Walton

Police Say He Was Caught in a Plot to Seduce Young Women.

An Oklahoma grand jury may indict Walton, and is being held in custody by the police.

18 Hurt When Passenger Train Crashes

Police Say They Were Caught in a Plot to Seduce Young Women.

Eighteen people are hurt when a passenger train crashes, and are being held in custody by the police.

NECESSARILY OMITTED

All the advertisements offered THE SUN AND THE GLOBE today could not be published on account of lack of space, necessitating the omission of many columns.

FIG. 21.—Example of effective display obtained by natural, informal make-up with contrast as well as balance.

to what is to be done with the first page of the second section. Various practices are in vogue. A few papers make no

attempt to give this page a distinctive appearance, but run news and advertising on it as they would on any inside page. Most papers, however, take advantage of the fact that the reader is likely to examine this page immediately after he scans the front page. Hence many editors use it as a second page. Some papers feature the fact that it is a second front page by running the logotype name somewhat smaller than on the first page. *The Chicago Tribune*, *Philadelphia Public Ledger*, and *The Milwaukee Journal* are some of the papers that do this. *The Chicago Tribune* has trained its readers to look for local news, special local features, cartoons, comics and the serial story on this page. The *Philadelphia Public Ledger* uses the entire second section as a Business and Financial Section and features business news on the front page of this section. The *Baltimore Sun* runs its editorials on this page and uses the back page as a second front page featuring local news.

Many smaller papers that are printed in two or more sections make a similar attempt to take advantage of the strategic value of the second section. The *Bureau County Republican* of Princeton, Ill., a weekly with a circulation of 7,200 copies, which generally runs three sections, uses the first page of each section as a "front" page. Readers have been taught to look for the biggest local stories on the first page, for secondary local stories on the second front page, and for feature articles and agricultural news on the third front page. The *Wayne (Neb.) Herald*, another country weekly that prints two or three sections, has converted the first pages of these sections into auxiliary front pages. The *De Pere (Wis.) Journal-Democrat* usually features local sports and school news on its second front page.

The twin-front page idea is thoroughly sound. It may mean a little additional effort in making up two front pages, but the additional display for news makes it abundantly worth while. The readers obtain the impression that they are getting more for their money when they see two front pages. It increases goodwill toward the paper.

Some Common Faults in Make-up.—The headline, as we have seen in a previous chapter, has two quite simple functions: To advertise the story and to bulletin it. Some make-up

Globe Printed Here
Lines of Advertising
During the 5 months ending September 30, 1923, 1,000,000 lines of advertising were printed here.

The Boston Daily Globe

BOSTON, MONDAY MORNING, OCTOBER 1, 1923—EIGHTEEN PAGES

Circulation Increasing
Globe in Great Demand
See how profitable and wide our Daily and Sunday Globe is.

PARADE FOR RHINELAND ENDS IN MASSACRE

Score Slain, Hundreds Wounded, in Duesseldorf Streets by Volleys of Security Police Against 40,000 Demonstrators

LINER BOUND FOR BOSTON IN CRASH

Scythia and Cedric Escape Serious Damage, Report

WALTON TO USE FORCE TO PREVENT ELECTION

Orders Mobilization of All of the National Guard, 22,000 of His Own Police And 75,000 Volunteers

Graver Trouble Is Feared

Separatist Leader Silenced by Shots

Followers Driven From the City

Police Are Rounded Up by French Patrols

THEATRES GUARDED FROM BANDIT ATTACK

Policemen on Duty With Sawed-off Shotguns

Tip Received of Attack to Be Made On Box Offices Sunday

TO QUESTION WEBB IN DEATH MYSTERY

Admits Wife Made New Will Only a Short Time Ago

Now Virtually Dictator

McBee Tells All to Vote Tuesday

Asks People To Ignore Walton

Pastors and Newspapers Make Same Request

ROBBED ON HIS FIRST DAY IN JOB

Axford Buck Locked in Closet by Armed Men

Bandits Got \$202 at Office of Armstrong Train Service Co.

Threaten Superintendent of Collections

Vessels Come Together in Dense Fog Off Irish Coast

Boy Dead, His Mother Dying

Driver of Auto May Not Recover

Two Mothers in Crash in Rutherford St

Driver of Street Car Left After Accident

New York Police to Aid—Thorough Investigation Probable

NEW YORK, Sept. 30.—(AP)—The New York police are expected to aid in the investigation of the death of a woman in New York City, who was found dead in a rooming house in the Bronx.

Your Grocer will deliver White Rock in Any Quantity

It is the leading Mineral Water

DR. HILTON'S No. 3

ADVERTISING MAN WANTED

Interest Begins Oct. 10

Success and Happiness

Home Savings Bank

E. E. GRAY CO.

Aluminum DISH PANS 89c

Flour 100 lbs. \$1.00

Gold Dust 1 lb. \$1.50

Straw Hat 1 lb. \$1.25

Ruffed Grouse 1 lb. \$1.00

Tea 1 lb. \$1.00

Prize Milk 1 lb. \$1.00

Strap Milk 1 lb. \$1.00

Prizes 1 lb. \$1.00

At All Our Stores

FOR OVER 37 YEARS AND DURING THE NINE MONTHS ENDING SEPTEMBER 30

MORE LINES OF ADVERTISING

REAL ESTATE FOR SALE? AUTOMOBILES FOR SALE?

The HUNCHBACK

NOYRE DAME

THE HUNCHBACK OF NOTRE DAME

TO-MORROW is the FIRST DAY

BROCKTON FAIR

Do The Village Hippodrome

MARSTON'S

Prices Are Lower Beginning Today

FIG. 22.—A page suffering from overdisplay. The eye is confused and irritated in attempting to focus on a story.

men, in their excessive zeal for display, that is, in their attempt to advertise a story as much as possible, defeat their own ends by displaying all stories so much that none of them really

stand out. There is a clash of big type and black cuts that causes the eye to grow dizzy in its effort to focus on one story.

CLOUDY

1000 Call Street, Boston, Mass.
ESTABLISHED 1845
PUBLISHED BY R. A. M. O.

The Sunday Standard

36 PAGES

Published by R. A. M. O.
Boston, Mass., U. S. A.
Subscription Office: 1000 Call Street, Boston, Mass.
Telephone: 2-1234

VOL. 12, No. 734

NEW BEDFORD, MASS., SUNDAY, MAY 29, 1933

6 CENTS PER COPY, SUNDAY

PACKET SENATOR 15 DAYS ON HALF RATIONS RAMSDELL FLAYS HARVEY'S LONDON SPEECH

MINISTER SAYS ENVOY HAS CONTRADICTED U. S. TRADITION

Calls Upon 4th Company to Join in "Universal Condemnation" of Ambassador to Great Britain's Dollar and Cents Address

Ambassador George Malcolm's London speech was attacked tonight by the Rev. Dr. Ramsdell, a member of the 4th company of the Massachusetts National Guard.

Mr. Ramsdell asserted that the ambassador's use of the word "people" in his address to the House of Commons was a "deliberate insult" to the American people.

The speaker's opposition to Ambassador Ramsdell was a reflection of the growing feeling in the United States that the ambassador had been acting as a representative of the British government.

France Is Not Militaristic by Choice but Through Fear

NEGRO ASSERTS HE SHOT SELF, IS IN HOSPITAL

Says He Was Fooling with Revolver When It Accidentally Discharged

William Jackson, better known as "Doc" Jackson, 38, of 223 North Street, Boston, was shot in the chest and arm while fooling with a revolver in his home last night.

The bullet entered his chest and arm, and he was taken to the hospital where he is now recovering.

Mr. Jackson said he was fooling with the revolver when it accidentally discharged.

WOMAN CALLS POLICE, CRYING "MAN KILLED"

Two Wounded in Neck Cause Authorities to Doubt Victim's Story

A woman calling the police and crying "man killed" led to the discovery of two wounded men in a room last night.

The police found the men lying on the floor, and they were taken to the hospital.

The woman's story was doubted by the authorities because of the wounds.

TRACK CLASSIC TO CALIFORNIA BY HALF POINT

Pacific Coast Stars Defeat Harvard 27 1/2 to 27 in Bitter Struggle

The classic track meet between the Pacific Coast stars and Harvard was a bitter struggle, with the Pacific coast team winning by a half point.

The meet was held in California, and it was a very close contest.

The Pacific coast team was led by several stars, and they were very strong.

PASSENGERS BOUND FOR HERE NOT ILL, ALL STAY ABOARD

Vessel 45 Days Out When Cutter Came To Aid With Supply of Drinking Water and Food—Due in New Bedford Monday

The passengers of the cutter were not ill, and all stayed aboard when the cutter came to aid with supply of drinking water and food.

The cutter was 45 days out when it was found.

The cutter is due in New Bedford Monday.

PINNED UNDER CAKES OF ICE

Boy Injures Thigh When Truck Backs Down Incline Crashing Into Pole—Riding on Rear

A boy was injured when a truck backed down an incline, crashing into a pole while the boy was riding on the rear.

The boy's thigh was pinned under cakes of ice.

The truck was moving down the incline, and it lost control.

Dog Owners Defy Law While Police Fail Duty, He Says

DOYLE WORN BY GRIND, NOW ILL

Representative Doyle is worn by the grind of his work, and he is now ill.

He has been working very hard, and he is feeling the effects.

He is now in bed, and he is not feeling well.

Dr. Hamilton Asserts 25 Per Cent of Masters Disregard Muzzling Order

Dr. Hamilton asserts that 25 percent of masters disregard the muzzling order.

He says that many masters do not follow the law.

He is concerned about the welfare of the animals.

Find Some Proportion of Police Won't Enforce It—Doherty Denies Charge

Some proportion of the police will not enforce the law, but Doherty denies the charge.

He says that the police are doing their duty.

He is confident that the law will be enforced.

RICKENBACKER LANDS Aer Completes Transcontinental Flight to Capital

Rickenbacker has completed his transcontinental flight to the capital.

He has been flying for several days.

He is very tired, but he is happy.

DENAUUT CUTS DEMPSEY OVER LEFT EYE IN FURIOUS MIXUP

New Bedford Boxer Injures Champion in Fourth Round of Workout—Carpenter Cuts Loose and Laughs as Blows of Spring Partner Land on His Jaw

New Bedford boxer Denauut cuts Dempsey over the left eye in a furious mixup during a workout.

The boxer was very angry, and he was laughing.

He was very strong, and he was very fast.

FIGHT COTTON RATES New England Members on House Committee Protest

New England members of the House committee protest against the fight cotton rates.

They are very angry, and they are very strong.

They are very fast, and they are very smart.

UNITED STATES INVITED Place Is Reserved on Canton 1933 Convention

The United States is invited to place a representative at the Canton 1933 convention.

They are very happy, and they are very strong.

They are very fast, and they are very smart.

NO STANDARD MONDAY The Evening Standard will not be published Monday—Memorial Day.

The Evening Standard will not be published Monday because of Memorial Day.

They are very happy, and they are very strong.

They are very fast, and they are very smart.

DRESSED HIS WOUND 3 YEARS AGO, NOW CURES ACHING HEART

A man who dressed his wound 3 years ago is now cured of his aching heart.

He is very happy, and he is very strong.

They are very fast, and they are very smart.

FIG. 23.—Good display obtained by orderly grouping of headlines.

"Type was made to read." It can't be read with ease if all headlines are set in the same large type and all are clamor-

ing for attention. There should be a clearness and deftness in the arrangement of headlines and text to aid in the quick understanding of the story. The dissymmetrical front page in Fig. 22 shows how we sometimes are made to work harder than we are willing. What Sir Arthur Quiller-Couch said to the author applied with equal force to the make-up man:

“All reading demands an effort. The energy, the goodwill which a reader brings to the book is, and must be, partly expended in the labor of reading, marking, learning, inwardly digesting what the author means. The more difficulties, then, we authors obtrude on him by obscure or careless writing, the more we blunt the edge of his attention; so that if only in our own interest—though I had rather keep it on the ground of courtesy—we should study to anticipate his comfort.”

The make-up man who is overzealous in his use of display headings might well ask himself: “What, after all, is the fundamental purpose of display? How can I make type best fulfill this purpose? How can I best make type work in helping the reader to a quick understanding of the story? How can I make it easier and still easier for him?” He will inevitably conclude, if he subjects himself to such a cross-examination, that interest in a paper can be sustained best, not by overdisplay, but by orderly arrangement. A mere glance at a page should be sufficient to give the high spots. A reader’s goodwill toward a newspaper is not increased if his attention is scattered and his energy dissipated in the search for news that is buried by heavy display.

How orderly arrangement may be reconciled with abundant display is shown by the issue of the New Bedford (Mass.) *Standard* reproduced in these pages (see Fig. 23).

Some papers have a habit of running short stories without a head. This gives the paper a careless look. Often telegraph stories are run without a headline but with the word “bulletin.” Even if the story comes in at the last minute, the editor should take enough pride in the professional appearance of his pages to write a headline for every important story.

Make-up men should not be allowed to break a story on a paragraph when they run it from one column to the next.

The reader may think he has come to the end of the story. Runovers of only a few lines are also bad. It is troublesome enough for the reader to run to another page for the completion of the story. It is decidedly irritating to him to find that he has gone to so much trouble to get a few lines that could have been worked into the first page somehow. Runovers are annoying at best to the readers. It is advisable not to make them worse than is necessary.

The column rules and other rules should not be neglected in the make-up. Without constant watchfulness they become ragged. Money spent for new ones is money well spent. Folio heads, mast heads, and other standing matter should be closely watched for signs of wear.

Another point that should not be neglected in front page make-up is display below the fold of the paper. When the newsboy throws the paper on the front porch, there is no assurance whether it will fall top or bottom side up. If the upper part of page one shows, the eye is certain to be attracted by the display of headlines varying from the single column to the streamer. But suppose the lower part of the page faces you! In a competitive field where street sales count, the paper with display both below and above the fold will prove an easy winner.

While street sales are not an important factor in most cities, the editor cannot afford to ignore the question of display below the fold. Too many weekly papers, for instance, use nothing but a single crossline of 8-point upper and lower below the fold. A two-line drop would be better. A daily paper with a main single-column head of four decks would not make a mistake in using two decks below the fold.

The lower half of the page should not be permitted to be merely the ending place for the longer stories, with some non-essential short item dropped in as a justifier, but should conform to the upper half of the page in the use of heads of varying column widths and carry through the same idea of balance as does the top of the page. An occasional boxed head, three, four, or five columns wide, or a couple of short stories with two-column 24- or 30-point italic heads at the bottom of the

page provide a diversity from the regular use of single-column heads on the lower half of the page.

The point was made in this chapter that the first page is the newspaper's show-window. For that reason there should be something on the first page to interest every class of reader. It should not run too much to one class of news at any time. There should be balance in news as well as in make-up. It would be well, if possible, to have considerable representation on the first page of at least the half dozen different branches of news uppermost in public attention for the day. Don't let the first page run altogether to politics, to foreign affairs, to the city council, to war, or altogether to disaster.

Whether local news should divide honors with telegraph on the first page is also a matter for individual decision, but the argument would appear to be all in favor of the use of really important or even reasonably important local stories on the first page rather than devoting it to happenings elsewhere. Nevertheless, it is unwise to sidetrack important telegraph for trivial local. At least two or three good local stories on the first page of every issue, in the lead or second lead positions, would seem to fit in well with an ideal first page make-up for a small daily while in the case of a weekly the emphasis should be entirely on the local.

Every editor should study his paper every day and every issue for improvements. If he is completely satisfied with the quality of his paper, either it is the only perfect newspaper or he is slipping. He should look especially into the routine departments that are taken for granted. The features that have become firmly established are most likely to be neglected. The copy desk "passes the buck" to the operators and they pass it on to the make-up.

Each department should be subjected to a searching analysis. For instance, how are the vital statistics being handled? Are they printed in a form that is easy to read? Do they appear in the same place in the paper each day? What about the weather? Is it complete? What sort of weather reports do competitors print? Does the report answer all the reader will wish to know about yesterday's

temperatures and the forecasts? What about society? Could the department head be improved on the classification or the subheads?

The Editorial Page.—One of the most significant contributions of Arthur Brisbane to American journalism is the idea that editorials can be popularized by typographical devices. Samuel Hopkins Adams in his book, "Success," describes a conference between Banneker (Brisbane) and Marrison (Hearst). Banneker has brought to Marrison a number of dummies showing how he thinks a newspaper should be made up.

Marrison turned each dummy inside out and studied the editorial columns.

"You have had these editorials set up in type to suit yourself, I take it," he observed after twenty minutes of perusal; "and have passed them into the paper."

"Exactly."

"Why the double-column measure?"

"More attractive to the eye. It stands out."

"And the heavy type for the same reason?"

"Yes. I want to make 'em just as easy to read as possible."

"They're easy to read," admitted the other. . . . "One more detail. You've thrown up words and phrases into capital letters all through for emphasis. I doubt whether that will do."

"Why not?"

"Haven't you shattered enough traditions without that? The public doesn't want to be taught with a pointer. I'm afraid that's rather too much of an innovation."

"No innovation at all. In fact, it's adapted plagiarism."

"From what?"

"Harper's Monthly of the seventy's. I used to have some odd volumes in my little library. There was a department of funny anecdotes; and the point of every joke, lest some obtuse reader should overlook it, was printed in italics."

Editorials in all Hearst newspapers are set in 10 point type, double measure. While the regular editorials are run on the back page, Mr. Brisbane's own special editorial column "Today" is commonly featured on the front page by Hearst

it only to the extent of setting editorials in wider measure than the conventional 13- or 12 1/2-em width and in larger type than the news face. When this is done it slightly complicates

Chicago Daily Tribune
 THE WORLD'S LARGEST PAPER
 PUBLISHED DAILY EXCEPT SUNDAY
 MONDAY, OCTOBER 16, 1923
 PRICE: 5 CENTS

CHICAGO DAILY TRIBUNE, MONDAY, OCTOBER 16, 1923

A LINE OF TYPE OR TWO
 How to do it, let the type tell you.

How to Keep Well
 By Dr. W.A. Evans.

OUR SECRET AMBITION

THE OPPOSITION TO THE NEW ZOO.
 The world of Chicago has been divided into two camps by the proposed new zoo. The opposition is strong and well organized.

THE HEALTHIER MOUNTAIN.
 The new mountain in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

TO BE THE BEST OF THE BEST.
 The new building in the city of Chicago is a masterpiece of architecture. It is the best of the best.

OUR COUNTRY: Let her cheer you with her flag.
 The new flag in the city of Chicago is a symbol of our country. It is a source of pride and interest to the people.

THE SIBIRIAN PLATFORM FOR CHICAGO.
 The new platform in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

VOICE OF THE PEOPLE.
 The new voice in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

IMPERIAL PREFERENCE.
 The new preference in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

THE TRUTH TELLER.
 The new truth teller in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

FOR MORE LIGHT ON ADO.
 The new light on ADO in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

WHY?
 The new why in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

FRIEND OF THE PEOPLE.
 The new friend of the people in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

NO THROUGHGATE.
 The new throughgate in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

TAO DAY FOR CHILDREN.
 The new day for children in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

Editorial of the Day.
 The new editorial in the city of Chicago is a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

FROM THE TRIBUNE'S COLUMNS.
 The new columns in the city of Chicago are a source of pride and interest to the people. It is a beautiful and healthy place.

Fig. 25. — Another attractive editorial page.

the problem of making up the editorial page in that the make-up man has columns and different widths to contend with to fill the odd-widths exactly. Hence some newspapers simplify

the problem by setting all matter on the entire editorial page in the same wide measure that they use for the editorials. One reason that more papers have not adopted a wider measure for the editorial page is that every change from the standard width of slugs cast by a composing machine means a slight increase in the cost of newspaper production. Hence only some of the larger newspapers feel that they can afford to set part of the paper in wider measure. Whether the additional expense is justified, of course, is open to debate. It is a problem that every publisher has to decide for himself. It is probably true that the eye is attracted by a generous leading and effective use of white space. Certainly the editorial page of *The Rhinebeck* (N. Y.) *Gazette* (see Fig. 24) invites the eye by its harmonious and beautiful typography. Incidentally this paper is also worthy of careful study because of the content of its editorials. Practically every subject discussed is of genuine local concern.

Another device for increasing the contrast between the editorial page and other pages is that of running the editorials in the upper left quarter of the page. They are boxed off from the rest of the page and all the editorials can be read without changing the position of the paper. Other papers, while placing the editorials in the first two columns in the conventional way, attempt to make the rest of the page more attractive to the eye by the use of boxes and panels (see Fig. 25).

Advertising—Typography and Position.—There are two reasons why the publisher should be concerned about the typography of advertising that appears in his newspaper. In the first place, any advertisement that is under the handicap of poor typographical appearance will not have the maximum pulling power. It is the publisher's business to see that advertising run in his paper produces results. Hence he should insist that all advertisements be properly composed. In the second place, a paper that has its news stories carefully made up cannot afford to allow unsightly or overdisplayed advertisements to spoil the general tone of the pages. Neither can it allow any one advertiser to dominate a page by the use of very black face type or border.

In the majority of cases the advertiser is interested only in profitable results—sales—and he depends to a considerable degree upon the publisher to help him attain this objective. Generally speaking (except in the larger cities), newspaper advertisers know little if anything about the proper use of type or the fine points of typography. They know, perhaps, that their ads should be set up to look inviting and readable, but they don't know how to lay out their ad and specify their copy to insure this result. It is therefore up to the publisher to furnish the necessary typographic service to guarantee the advertiser's copy being set up in a manner that will at least give it a fair chance for a reading among all the other ads with which it has to compete.

The publisher who wishes to aid his advertisers would do well to call their attention to the following rules compiled by H. F. Smith, a special lecturer in the Department of Advertising and Marketing of New York University.¹

1. Plan the ad to provide a continuity of reading from the head right through to the foot without jumping or skipping from one item to another, or from one column to another.

2. Use a liberal amount of white space judiciously, open up type line or slugs with 1- or 2-point leads, put a little extra space around heads and subheads.

3. Use display type sparingly—all display means no display. One dominant head line is usually sufficient, other important points can be emphasized with subordinate heads.

4. Don't set text type in very wide measures—the smaller the type the narrower the measure; the larger the type the more space between lines. For newspapers these "lengths of line" might be followed: 6-pt., 8 to 12 picas; 8-pt., 8 to 14 picas; 10-pt., 12 to 18 picas; 12-pt., 12 to 24 picas; 14-pt., 15 to 26 picas; 18-pt., 20 to 34 picas. It is better to set two columns of a narrow easy-to-read measure and double up than to set copy in one column where the length of line is so long it is hard to follow and come back to the beginning of the next line.

¹ SMITH, H. F., "Good Typography in Newspaper Making," *Editor and Publisher*, Oct. 28, 1922, p. 8.; Nov. 25, 1922, p. 6; Feb. 24, 1923, p. 6.

5. Use all-cap lines only where absolutely necessary, and never more than two or three in the same ad.

6. Avoid use of wide solid black borders, and in their place use the parallel or triple-rule borders, or some of the wide gray-tone borders. Always use borders that "key" or go with the display type or illustration. For instance, with Caslon bold use a border that has the same heavy and light lines that distinguish the thick and thin strokes of the type.

7. In each ad use only faces of the same type family, instead of mixing up faces of different families which seldom if ever "go together."

8. Above all, refrain from type stunts, freak layouts, and the use of unrelated ornament. Strive for simplicity, attractiveness, and readability.¹

It would be well if the advertising manager would create individual styles for regular advertisers and then encourage them to stick to those styles. A plain, pleasing style made distinctive by a certain type family, a special border, or a trade emblem would be best.

The location of advertisements is as much a part of the problem of make-up as the location of news stories. After the news make-up has been planned with a view to maximum effectiveness, the publisher cannot afford to have advertisements scattered heterogeneously throughout the paper. All publishers who have given the matter any thought have adopted the pyramid style of make-up. Perhaps it would be more accurately descriptive to call it the triangular form of make-up since it involves the placing of all advertisements in a triangular form in the lower right-hand corner of the page. The largest advertisement is placed in the corner position, above this the next largest, and so on in as perfect a system of gradation as possible. To the left of the largest advertisement smaller ones are again inserted following out with precision

¹The Advertising Manager can obtain many useful hints on typography from the following books: "Typography of Advertisements That Pay," by GILBERT P. FARRAR, "Making Type Work," by BENJAMIN SHERBOW; and "Effective Type-use in Advertisements," by BENJAMIN SHERBOW.

the same system of gradation. A newspaper thus made up, other features being equal, is sure to please the reader's sense of artistic arrangement. At the same time, it appeals to his practical side because it insures a reservation of the column tops for news.

There are seven distinct advantages of the pyramid make-up:¹

1. It permits most of the ads to be placed alongside of or following pure reading matter.

2. It provides a number of "island" or "top-of-column" positions.

3. It permits abundant space at top of page for playing up heads, working in double-column panels, boxing features, illustrations, streamers, etc.

4. It saves time in make-up by minimizing the necessity of breaking and justifying column rules.

5. It makes the page more attractive to look at because it is arranged in a more orderly manner.

6. It invites attention; encourages closer reading because of its attractiveness.

7. It pleases the advertiser because it does not bury his ad.

Both news stories and advertisements suffer when ads are scattered haphazardly all over a page as shown in Fig. 26. Make-up such as this makes it impossible to play up news attractively, to feature it with display headlines, or to give an orderly arrangement to the whole page. Figure 27 shows how the pyramid plan gives proper display to news at the same time allowing advertisements to stand out conspicuously. Figure 28 shows how the pyramid can be arranged to give all the top of the page for reading matter.

There is no special virtue in the pyramid plan as such. Any orderly arrangement that gives reading matter a chance to be seen is good make-up. Some newspapers prefer the rectangular scheme illustrated by Fig. 29. Single-column ads may be run in the first column. In the case of *The New York Times* the rate for these single-column preferred positions

¹ H. FRANK SMITH, "Good Typography in Newspaper Making," *Editor and Publisher*, Feb. 24, 1923, p. 6.

the make-up of the paper, preference should be given to those advertisements that will lend prestige and dignity to the advertising columns of our newspapers," said William Ran-

CHICAGO DAILY TRIBUNE, MONDAY, OCTOBER 13, 1930

LYDD GEORGE TO SPEAK WELSH AT ONE MEETING

Final arrangements for the reception of Lloyd George on his visit to Chicago are being completed by the Welsh Chamber of Commerce. The reception will be held at the Waldorf-Astoria on Monday, Oct. 14, at 8 o'clock. The speaker will be Lloyd George, premier of Great Britain. The reception will be held at the Waldorf-Astoria on Monday, Oct. 14, at 8 o'clock. The speaker will be Lloyd George, premier of Great Britain.

CHINA ACCEPTS DEMANDS OF BIG POWERS, BELIEF

CHINA ACCEPTS DEMANDS OF BIG POWERS, BELIEF... The Chinese government has accepted the demands of the big powers regarding the situation in Manchuria. The government has agreed to the terms set forth in the recent negotiations.

GREECE RAISES PRESS CENSORSHIP LID JUST A BIT

ATHENS, Oct. 12.—(Special Telegrams) Greece has raised its press censorship laws just a bit. The new regulations are designed to prevent the publication of certain types of information.

BLUM'S

214 Michigan Street South-Corner Third Block

GOWNS

for every smart occasion

Distinctive gowns for every moment of the fashionable day—street frocks of Juina and trim twills, afternoon and dinner gowns of satins, velvets and laces. An entirely new and comprehensive collection conservatively priced.

Henry C. Lytton & Sons

STATE AT JACKSON—on the Northwest Corner

Shoes for Tender Feet

Combination Composite, \$8

The Combination Composite is of fine soft vic kid or black and tan calf; built two widths under size by the heel and instep. It's a last that will settle for all time many foot troubles that might cause serious discomfort in later years.

Other Shoes and Oxfords, \$4 to \$14

F. N. Matthews & Co.

21 East Madison Street

Coats \$85

The Fur Trimmed Runner Special Sport Coat and Other Coats \$85

SMART NEW FUR TRIMMED SUITS, SPECIAL, \$69.75

Announcing a Great Special Purchase and Sale of

Dresses \$39.75

On Sale Today Only

A selection of Fine Dresses that stress to emphasize the distinctiveness of our garments. You will be agreeably surprised at their pleasing beauty and their splendid quality. Seize such an opportunity as we present to you to secure GOOD dresses at only \$39.75 is not unusual to be neglected. And they come to all the correct modern-colored and cost effective material with smart collars, sleeves and button details. We save them 50% and Cash-Dresses, valued to \$85, at the interestingly low price of \$39.75.

Fur Jackettes \$99.75

Sport Coats \$49.75

On Sale Today Only

A wide range of fabric and style are represented in this unique assortment of Sport Coats. The only kind of fabric, in such a popular fabric, is included, shantung and several types to suit in other styles. Valued to \$85. We present them at only \$49.75. Cash-Dresses, valued to \$85, at the interestingly low price of \$39.75.

KIMBALL PHONOGRAPH BARGAINS

THIS model is a beautiful example of the Talking Machine Art both in reproduction of sound and appeal to the eye. Overproduction of this model causes price reduction from \$150.00 to \$89.50. Take advantage of this opportunity now.

W. W. KIMBALL CO.

526 So. Wabash Ave. (Kimball Building)

Branch Store: 2000 W. Roosevelt Road

Tribune's New Slogan Sells Trucks

M. R. T. owned a small auto truck business and was in the habit of using Tribune Want Ads to help him sell the trucks. This is the ad he was running, but he was not satisfied with the results he was getting:

"CLOSING OUT SO BEHOLD! TRUCKS... MOTOR TRUCKS... SPECIAL..."

The more you tell: the quicker you sell!

The secret of Want Ad success

FIG. 27.—Orderly effect obtained by pyramiding.

dolph Hearst in a circular letter recently addressed to his advertising managers.

Some newspapers have gone so far as to tell their advertisers in advance what type or cuts may or may not be used. Others

have fixed a cash penalty for undue display. Some newspapers now refuse to use any black-faced type larger than a certain specific size and require that larger type must be of the

THE INDIANAPOLIS NEWS, MONDAY, OCTOBER 15, 1923.

SCIENCE DISTURBS MEDICAL TEACHING

... (text) ...

PROPYLEUM PAYS WARM TRIBUTE TO MRS. LAURA FLETCHER HODGES

... (text) ...

ART IN USE OF COSMETICS

... (text) ...

WOMEN BUY PERFUMES TO SUIT THEIR STYLES

... (text) ...

HUNGER ENDS ONE STRIKE

... (text) ...

FLORIDA

... (text) ...

GLASTENBURY UNDERWEAR

... (text) ...

LA FENDRICH

... (text) ...

THE SYCAMORE TO CHICAGO

... (text) ...

Peninsular High Oven

... (text) ...

going to New York?

... (text) ...

LA FENDRICH

... (text) ...

WOMEN BUY PERFUMES TO SUIT THEIR STYLES

... (text) ...

HUNGER ENDS ONE STRIKE

... (text) ...

FLORIDA

... (text) ...

GLASTENBURY UNDERWEAR

... (text) ...

LA FENDRICH

... (text) ...

THE SYCAMORE TO CHICAGO

... (text) ...

Peninsular High Oven

... (text) ...

going to New York?

... (text) ...

LA FENDRICH

... (text) ...

BIRKBECK SHOWS THAT THE "FINE OF FERRATION" IS REALLY LAUGHABLE.

You can tell Who's Who by the pen he carries

Yes, A Glimpse of Parker Duofold—

The Creation Classic with the Eleven Point—Balance and Smoothness Your Hand Can't Get Away From!

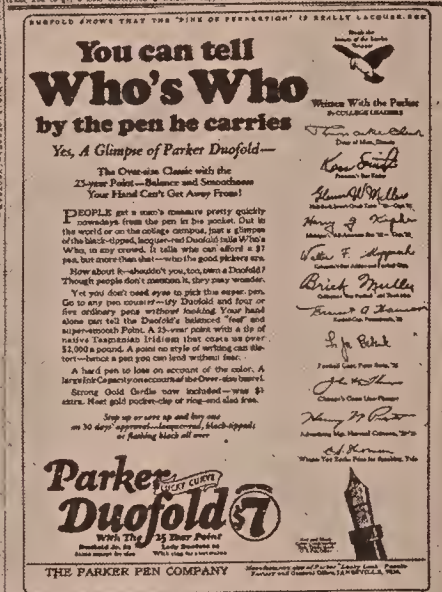
PEOPLE get a man's measure pretty quickly nowadays from the pen he carries. On the world or on the college campus, just a glimpse of the black-tipped, lacquered Duofold makes a man who is in crowd. It tells you an \$17 pen, but more than that—it's the good picture you show about a shoulder's you, even a Duofold's. Though people don't mention it, they may wonder, "You don't need eyes to pick the upper pen. Go to any two corner grocery Duofold and four or five ordinary pens without looking. Your hand alone can tell the Duofold's balance, "feel" and superbness. Point A 25-year pen with a tip of super-tensile Inidium that cuts as over \$1,000 a pound. A point on style of writing can be tort—tunes a pen you can look without fear. A hard pen to lose on account of the color. A lacquered Duofold's smooth, black-over, silver-lined. Strong Gold Girdle now included—was \$3 extra. Real gold pocketclip or ring—also \$3 extra. Slip up or set up and try one on 30 days' approval. Unimpaired, black-tipped or finishing black all over.

sold through dealers

LUTHELL'S DEALERS CO. EVANSVILLE, INDIANAPOLIS

Use BIRKBECK for Perfect Choice

THE PARKER PEN COMPANY



LA FENDRICH

You Know It's A Good Cigar

The Very Minute You Take A La Fendrich Out of the Box

You can tell it by its delightful aroma. Then, when you get one snugly tucked in your lips and begin to puff away at its smooth, mellow goodness, there's an element of satisfaction found only in a cigar of such high, rare, uniform quality.



There's a Reason

For more than 75 years the Fendrich Factory has been working continuously toward one end — to make the name FENDRICH, a mark of dependable quality in cigars, emphasized in the La Fendrich —

That Wonderful Cigar With That Yum Yum Taste

H. FENDRICH, Maker, EVANSVILLE, IND.

It's From THE HOUSE OF CRANE, Distributors, INDIANAPOLIS — and at all good dealers

FIG. 28.—The pyramid may be arranged to give the entire top of the page outline or shaded variety, which gives display without blackness. In the same way they refuse to use cuts of more than a certain blackness and forbid the use of broad, black rules or

other borders. There are also restrictions on the use of reverse cuts, white lettering or illustrations on black background which are subject to benday or stipple. Most large newspapers

THE NEW YORK TIMES, SATURDAY, OCTOBER 13, 1923.

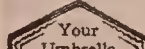
CONSIDER THE ONION

The word "onion" comes from the Latin "unio" meaning unity or oneness. Certainly there is unity between onions and eggs when made into a delicious omelet.

And certainly there is oneness of opinion as to the dietetic value of such a combination.

Hence the popularity of the deliciously tender onion omelets served at CHILDS.

There are no other omelets in the menu except the Swiss omelet.



Your Umbrella goes up cheer, rolls up close if it has a Swenson Frame with the unbreakable un-rivetable joints that give it such long life.

Next time, ask for a Swenson Frame Umbrella. Look for the name on the rib.

SWENSON SUPER FRAME



Madish Gowns will fit over Underwear that's knit

See your dealer's display of KNIT Underwear THIS WEEK. Colors, 25c, 35c, 50c and 75c. Two-piece and one-piece. Good for every member of the family.

Cover some considerations to your health. This Fall WEAR UNDERWEAR.

Banister Shoes

Rebuilt Shoes for Men since 1865



ENVOY LAST - new model. The best in its class. \$12.50

PARKER & DIEMER Shoemakers by Banister Shoes

DU PONT Our Outstanding Quality - Power - Individuality and Faultless Control

Own a Du Pont. DU PONT MOTORS, INC. FACTORY BRANCH 253 WEST 57TH ST. CIRCLE 1042

LAST-MINUTE PLEAS FOR REGISTRATION

Republican Conventionists and Progressives to Do Their Duty

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

Although registration in the city has been completed, the party has not yet closed its doors.

Chairman Leslie D. Tappan and his lieutenants have been busy in the last few days.

SAYS USE OF ALCOHOL SHOWS NO DROP HERE

But the State Delegates That France Has Reduced Her Dry Recently

Chicago, Oct. 12.—The Chicago Tribune, in its editorial, says that the use of alcohol in France has not decreased since the war.

Although the use of alcohol in France has not decreased since the war, the Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

The Tribune says that the French government has recently reduced the number of dry areas in the country.

In the Book Department

Now occupying the entire Mezzanine Floor



Interesting New Books

Especially Suitable for Young Girls

The Awakening of Martha . . . Amy R. Mansfield
Marjorie's Best Year . . . Angela Brazil
The Jolly School Girl . . . Angela Brazil

Mingotterams . . . Jess Abbott
Hilda of Gray Cot . . . Penelope Gonthor
A Continental Dollar . . . E. B. and A. A. Knapp

Only Pat . . . May Baldwin
Caroline's Career . . . Lela H. Richards
Who Was Jane . . . Evelyn Sharp

Billie Bellinda . . . Margaret Chase
Maizee Gray's Choice . . . Dorothy Jennings
Tranquility House . . . August H. Somers

\$1.75 each
Gerry Goes to School . . . Elmer M. Ross-Dyer
Dianna of Belairville . . . Florence S. Bernard

\$1.50 each
Captain Kitty Columbia . . . Lucy F. Madison, \$2.50

Stern Brothers

West end and 43rd Street

43 years ago, the Metropolitan Museum of Art had its beginning. The stately structure that has taken its place, today houses some of the most remarkable art collections in the world.

One year before . . . 1879 . . . the Lilliputian Bazaar began its career as the first baby store in the world.

Today its collections of clothing for little babies is unequalled—presenting choicest fabrics, latest needlework from almost every country in the world.

BETTER SHOES \$7



A THOROUGHLY MADE shoe with a good lease is a real quietista that makes of quality. It gives you a Russia calf, weaver-proof with the new corded sole.

RICE and HUTCHINS SIGNET SHOE SHOPS

42nd Street at No. 127 West 124th Broadway at 24th Street 24th Street at No. 2 East 124th Street at No. 118 West 124th Street at Third Avenue Broadway 157 Fulton Street

BONWIT TELLER & CO

The Specialty Shop of Originations

FIFTH AVENUE AT 38th STREET Special Values To-day

MISSSES' WINTER FASHIONS

For All the Occasions of School & Campus Life

SIZES 14 to 16—THIRD FLOOR

MISSSES' CHARMEEEN FROCKS 45.00
A straight-line frock fastener at the side with braided scalloped and has lion collar and cuffs overlaid with dyed lace. Navy blue, brown or rosewood.

MISSSES' TWO-PIECE TWILL FROCKS 59.50
A typical school-girl frock of fine twill in two-piece model, buttoned at the back collar and cuffs of colored crepe. Remains with cinch embroidery, piped borders, colored galath ornament. Navy blue or brown.

MISSSES' EMBROIDERED CHARMEEEN FROCKS 75.00
A tailored frock of the custom-made type in straight-line, buttoned effect with a soft bod from embroidered motifs at the side where a pleated pocket breaks the line; extraordinary to match around collar and cuffs. Navy blue.

SATIN FROCKS IN TWO SMART MODELS 65.00
One delightful frock is an exact replica of a Latin model with embroidered collar and pockets and pointed treatment of the skirt material. In black, brown or cranial. The other is in black satin with two apron tiers in front and back, and bands of white ermine around the neck and long sleeves.

CHIFFON DINNER OR DANCE FROCKS 59.50
A delightful chiffon frock has chainette embroidery in shell design and a band of fur around the waist; in draper shades of coral, old blue, Mikado or black. A dance frock of chiffon has bands of soft lace and a long streamer tie of ribbon at the back. Black, maize, green or coral.

MISSSES' SCHOOL SUITS 57.50
Two models that are the essence of youth and smartness—one a jaunty belted suit of soft heather fabric, buttoned right down the center front with ball fasteners, two pockets, checker collar of badge, repeat or ragoon. The other a self-tailored suit of rayon plaid in tan or brown tones with board edges, collar of red fox or racoon.

MISSSES' FUR TRIMMED COATS 75.00
Youthful straight-line model of umbrella with treatment of cable stitching and collar of beaver, grey squirrel, lamb-wool dyed squirrel or fox. In all the wanted colors with beaming fur.

NATURAL MUSKRAT COATS 75.00
28-inch Length 110.00 46-inch Length 145.00
Swagger, youthful models of dark selected skins. FURS—Second Floor

Stern Brothers

Featuring "The CAMBRIDGE" A High-Class Suit for Students

WITHOUT doubt, one of the smartest, finest tailored suits we ever have presented. Sports or plain models in superior

All-Wool Fabrics, Herringbones, Chevots, Tweeds, and Fancy Mixtures in rich autumn tones.

All have extra trawlers. Some have golf knickerbockers. Sizes 17 to 20 years.

\$34.50

STUDENT'S CLOTHES—THIRD FLOOR

West and Street Stern Brothers Fifth Avenue Room

© 1923. All rights reserved by Stern Brothers, Inc.

FIG. 29.—Advertisers sometimes complain that the pyramid buries small advertisements. Single-column ads can be run in the first column and thus appear alongside reading matter.

thus require that their advertisements conform to the same scheme of tone and contrast that they have selected for their news columns. Many advertisers are obstinate, however, and

it is frequently necessary to set up their copy and show them a proof to convince them that they can secure as much display by judicious use of white space as by large type and black cuts.

Size of the Page.—There is probably no other industry in this country in which so little progress has been made in standardization as in the newspaper industry. More than 192 different widths of newsprint are required by publishers, according to a recent report of the American Newspaper Publishers Association. The lack of standardization results in a tremendously high overhead cost for presses, stereotyping equipment, and paper, and great difficulty for the national advertiser. The most experienced manufacturers of newsprint are more or less at sea as to what width machines to put in when they plan new mills. Whatever width the manufacturer does put in means a restricted field for selling and for the publisher a restricted field for purchase.

✓✓ Until a few years ago the usual width of a column was 13 ems. It is still the usual width for six- and seven-column papers, but most eight-column papers are now $12\frac{1}{2}$ or 12 ems wide. It has been urged that 12 ems be adopted as the standard measure for dailies because 12 ems are exactly two inches. The saving in the cost of paper is also considerable. In the case of the Hearst papers, which use 200,000 tons of newsprint annually, the saving has been estimated at \$400,000.

Two sizes for newspapers have been recommended by the National Editorial Association which is promoting standardization: Seven-column, 20 inches long and 12 ems wide; 6-column, $19\frac{3}{4}$ inches long and 13 ems wide.

The newest development in journalism is the tabloid newspaper of five columns, 16 inches deep and $12\frac{1}{2}$ or 12 ems wide. Tabloid papers were started because it was felt that there was a demand for a paper of smaller size, with many pictures, and with a lighter kind of reading matter. There are now daily tabloids in Boston, New York, Washington and Des Moines and Sunday tabloid sections in a number of cities. The fact that the New York *Daily News* achieved a circulation of 400,000 in the first two years of its existence would seem

to indicate that tabloid journalism is more than a passing fad and that it is here to stay.

Economy of Space.—It has often been said that newspapers are the greatest of business sinners. Tradition, instead of business efficiency, has long been a dominant factor in determining methods of newspaper production. Somebody, generally a printer, started to do a thing in a certain way and everybody else imitated and only recently have some newspapers awakened to the fact that many things should be changed.

A great waste of space results from the use of unnecessary leads. It is the custom of printers to lead out a story when it comes within an inch or two of fitting a column. When this is done with several stories the waste of space is considerable. Short items should be found that will fit the space snugly so that not a single lead will be used unnecessarily. Often something can be edited out at the end of the story and sometimes another story will do just as well in the space and will fill out the column. R. Damon, publisher of the *Salem* (Mass.) *News* says that he has been able to save five columns out of the average day's run of forty. "I have not seen a newspaper that did not have fully 100 extra leads in the average page," says Mr. Damon. "I do not advocate reducing white space where it will conflict with artistic effects or injure the papers. My theory is that few if any readers notice the points I am working on—at least we have not heard a word of criticism."¹

There is a great waste of space in the way most newspapers set the matter at the top of the first column of the editorial page regarding their ownership, A.P. membership, second-class rating, etc. The *New York Globe* found that by taking out unnecessary leads it could save almost four inches a day. An astonishing waste of space results from the unnecessary use of dashes between the decks. Somebody started to use them years ago. Everybody else imitated. It has been estimated that the dashes between decks take up 3 per cent of the total of

¹ Quoted by JASON ROGERS in his work, "Newspaper Building," p. 188.

40 per cent of space in the entire paper devoted to news. If it is too radical to leave the dash out of heads having two or more banks, they could at least be discontinued in single-deck two- or three-line heads. Editors who are interested in economizing space would do well to study several issues of *The Milwaukee Journal* and the *El Paso Herald*. The *Journal* uses no dashes at all while the *Herald* has done away with them in one- and two-column single-deck heads. Both papers also show strong contrast without padding and conspicuous display without the use of extremely large type.

EXERCISES

The editor who is striving to improve the appearance of his first page is urged to spend an odd hour or two planning skeleton make-ups. A large number of different front-page layouts could be designed some especially suited for the day when news is scarce, others for the average day's run of the news, and still others for the exceptional day when big news breaks late. By keeping a dozen or more of these dummies on his desk, the make-up editor will feel equal to any emergency that may arise. Even a hasty tear-up of the first page can be met with equanimity. Editors who have tried this plan report increased flexibility in make-up and less tendency to get into a rut by using substantially the same lay-out day after day.

In the preparation of these dummy layouts, special attention can conveniently be given some matters which are often overlooked in the rush of the day's news. For instance, the editor can go over the type and matrices with the foreman of the composing room and as a result may be able to design new box heads for departments and improve the heads for feature stories.

The practical value of such an intensive study of make-up was illustrated by the example of Lord Northcliffe who, before allowing the public to see a single issue of the *London Daily Mail*, had the paper set up and printed every day for three months. No copies were allowed to go outside of the office until all departments of the paper had satisfied themselves that a high standard had been attained.

APPENDIX

A. TYPOGRAPHICAL TERMS

- Add.** Later information added to a story already written or in type.
- Advertising Cut-off.** A rule used to separate advertisements. Advertising is measured from border to border and not from cut-off to cut-off.
- All in Hand.** When all the copy has been given out to the compositors, it is said to be all in hand.
- All Up.** When the copy is all in type.
- Bank.** The table on which type is dumped as set.
- Body Matter.** The part of a story or an advertisement which is not display, *i.e.*, not headlines.
- B. F.** Abbreviation for black face or bold face type.
- Box.** A frame made with rules, stars or periods and intended to inclose important news or short feature stories. A box is often used when convenient summaries are desired.
- Break Back.** To start with the end of a story and place the type in. The expression is used in jumping a story to the back or inside pages where the bottom of the story is placed in the farthest column to the right and the story placed until all is in. Then the remaining columns to the left are filled with other matter.
- Break-line.** Generally applies to heads where the lines contain white space on the side.
- Caps and Small Caps.** This is a short way of writing "capitals and small capitals." The note is often abbreviated to *c.* and *s.c.*
THIS LINE IS SET IN CAPS AND SMALL CAPS.
- Chase.** The metal frame in which type for each page is placed.
- Clean Proof.** Proof needing but few corrections.
- Compositor.** Printer's term for the man who sets type by hand or by machine.
- Cut-off Rule.** A strip of metal which prints up as a straight or wavy line to show that a story has been continued in another column or on another page. It is also used by some papers over and under cuts and boxed stories. Some papers use one-line cut-offs exclusively while others use one-line and two-line. An advertising cut-off is a special cut-off used for separating advertisements from each other and from text matter.
- Dead.** Composed type once used and not to be used again.

- Dingbats.** Heavy, wavy pieces of cut-off rule sometimes used beneath banner headlines. Also applied to any ornament.
- Display Type.** Refers to types that have a heavier face than the type usually used for the text of books, articles or advertisements. Display type may be small but still have a heavier face than text type.
- Distributing.** The act of taking type out of a job and putting it back in the case.
- Dummy.** A sheet or set of bound sheets made of blank paper and so marked as to indicate the position of printing, illustrations, etc. of a proposed newspaper page or piece of job work.
- Ears.** The spaces to the right and left of the name of the paper on the first page. Generally used for weather announcements or advertisements of special features or of the newspaper.
- Editorial Dash.** The dash used at the end of editorials and between editorial shorts.
- Electrotype.** A copper-covered duplicate of type or cut matter made type high, generally with a wooden or metallic base.
- Em.** The square of the body of the size referred to. An 8-point em quad is 8-points wide and 8 points high. The em of 12-point or pica type is used as the unit of measurement for column widths. Ems pica may be easily translated into column inches because 12-point type is exactly $\frac{1}{6}$ of an inch high.
- En.** A unit half as wide as an em of the same type.
- Family.** All the type of any one design, including all the styles, widths, and sizes, compose a family. For instance, the Bodoni family.
- Flag.** Also called Masthead. The announcement of the paper's name and terms of subscription usually at the top of the editorial column.
- Folios.** The headings at the top of all but the first page.
- Follow.** A story which is to be placed immediately after another story to which it is closely related. An "add" is part of a story while a follow is not.
- Follow Copy.** These words written in the margin mean that the matter is to be set as it stands. It is used when a word is spelled in an unusual way or when a statement is made that might be questioned by a proofreader.
- Foot-slug.** The slug used at the bottom of each column. Some papers use 6-, some 12-, and some 18-point foot-slugs.
- Font.** An assortment of type, including capital and lower case letters, figures and punctuation points, of a single size and style as put up by type founders. The different letters in a font vary in number and are in about the proportions necessary for ordinary work.
- Form.** The page of type made up and locked up.
- Furniture.** Spacing material, either of metal or wood, ranging in thickness from 24 points up.

Galley. The tray on which type is placed as soon as it is set.

Galley Proof. An impression taken on a strip of paper by inking a galley of type. It is "pulled" for purposes of correction.

Hanging Indention. The first line is set flush and succeeding lines in the same paragraph are indented from the left-hand side. This paragraph is a hanging indention.

Hell Box. A box into which discarded type is thrown.

Insert. Later information to be inserted in the body of the story. If the insert is to be made after the galley has been set it can best be done by indicating on a galley proof where the insert is to go.

Jim Dash. The dash used in one-column heads to separate the decks. It is used between the individual items in columns such as the exchange, society and sport shorts.

Jump. To continue a story from one page to the next or from one column to another. Also called "breaking."

Justifying. Consists in spacing between words of a line so as to fill the column measure or spacing between lines or paragraphs of a column to fill the form.

Lead. (Pronounced led.) A strip of metal used for spacing. Leads are from one to four points in thickness.

Leaders. Dotted or broken dash lines used to guide the eye across the page, thus.....

Logotype. Refers to two or more letters or words cast on one block of type.

Machine. The Linotype or Intertype composing machine.

Measure. Refers to the width of the line that the printer sets.

Make-up Man's Privileges. There are three ways of shortening a story to make it fit space after it is in type. They are known as the "make-up man's privileges."

1. "Top the head" means to throw away all but the first deck of heads having more than one deck.
2. Subheads may be removed.
3. The last paragraph may be thrown away. Not every office accords the make-up man this privilege. In some it can be done only under the direction of the News Editor.

Stories may also be shortened by taking out leads or by substituting jim dashes with a smaller body than those ordinarily used.

Masthead. See Flag.

Matrix. (1) The mold from which the letters on the slug of a composing machine are cast. (2) The *papier-mâché* impression taken from type and put into a casting-box in order to produce stereotypes in either flat or circular form.

Must. A pencilled order written on copy indicating that the story must be printed immediately.

Off Its Feet. Type that does not stand perpendicularly.

- Pi.** Disarranged type hopelessly jumbled. A pi-line is a line in which the operator has made an error and which he then has filled out by striking the keys at random.
- Pica.** Twelve-point type. Six lines or pica, set solid, make an inch. The pica em is the unit for measuring the width of columns.
- Point.** The unit for measuring the height of type. One point is $\frac{1}{72}$ of an inch.
- Proof Press.** The press on which galley proofs are "pulled."
- Quads.** (Abbreviation for quadrats.) Spaces for indenting paragraphs or filling out lines.
- Quoins.** The metal wedges used to make type fast in the chases. The quoin key is used to tighten the quoins. "Locking up" is tightening the quoins so that the chase will lift.
- Reglet.** A wooden strip, six or twelve points thick, used for spacing.
- Release.** To permit publication of a story at a specified date but not before.
- Revise Proof.** The second proof after a galley of type has been corrected.
- Rule.** A strip of metal that prints up as a line. Column rules go between columns.
- Series.** All the variations of one type family constitute the series of that family; *e.g.*, Cheltenham bold, Cheltenham condensed, Cheltenham italic, Cheltenham bold italic are among the series of the Cheltenham family.
- Side Stick.** The bar along the side of type in a form.
- Slug.** A strip of metal 5 to 18 points thick used for spacing. Each line cast on a Linotype is also called a slug.
- Stick.** The metal tray used to set type by hand. Also the tray into which the Linotype delivers the finished line.
- Stickful.** Two and one-quarter inches of type or a little less than 150 words of 8-point type in a newspaper column.
- Stone.** The table on which pages are made up.
- String.** A continuous ribbon of pasted stories written by a single reporter or set by an operator.
- Take.** A portion of copy given to a compositor.
- Thirty Dash.** The dash used at the end of every story and under continued lines except at the bottom of the page.
- Time Copy.** Copy which is used as a filler and can be set up when the operators are not busy with news. Various offices have different designations for this kind of copy.
- Thirty.** (usually written "30") is sometimes used instead of the end-mark "#" to signify the end of a story.

B. STYLE SHEET¹

Capitalization

CAPITALIZE:

All the name of any company, corporation, mine, mill, works, plant, church, club, society, institute, association, league, union, legion, college, school, university, and bank except the word denoting the form of organization where it occurs at the end. Where the word denoting the form of organization occurs in any other part of the title except the end, capitalize.

Examples: Apollo House Wrecking company, Indianapolis Typographical union, First Methodist church, Church of the Epiphany.

All proper nouns, months, days of the week; but not the seasons.

Titles denoting official position, rank, or occupation when they precede a proper noun: President Smith, Major C. W. Snow (but John H. Smith, president of the Kiwanis club). Avoid long, awkward titles before a name.

Principal words in the titles of books, plays, lectures, pictures, toasts, etc., including the initial "A" or "The": "The Merchant of Venice."

Only the proper nouns in geographical names, except when the common noun precedes: Ohio river, Winona lake, but Lake Michigan.

Names of religious denominations, and nouns and pronouns of the deity.

Abbreviations of college degrees: M.A., LL.D., Ph.D.

Names of sections of a city and distinguishing parts of nicknames of states and cities: the West side, the Hoosier state.

Distinguishing part of names of holidays: Fourth of July, New Year's Day.

Names of all races and nationalities: Indian, Caucasian, Negro.

Nicknames of athletic clubs and teams: the Boilermakers, the Cubs.

DO NOT CAPITALIZE:

Names of national, state, and city bodies, buildings, officers, boards, etc.: congress, senate, assembly, department of justice, tax commission, budget committee, postoffice, city hall, common council, capital.

Points of the compass and sections of the country: east, northwest, the north, the middle west.

Names of political parties.

Names of school or college studies except names of languages: biology, French.

Titles when they follow the names: Henry Wilson, professor of Greek.

¹ This style sheet was prepared for the *Indiana Daily Student*. It is presented here with some modifications in the hope that it will be helpful to editors who wish to enforce uniform style. The rules herein set forth reflect the tendency of most middle-western papers toward the least possible capitalization.

Abbreviations of time of day: a.m., p.m., but 12 M.

College degrees when spelled out: bachelor of arts, but B.A., Ph.D.

Seasons of the year: spring, autumn.

Names of offices in list of officers as in election of officers: The new officers are: John C. Simms, president, etc.

The following nouns after a proper noun: street, avenue, boulevard, place, building, depot, hotel, theatre, ward, county, district, etc.

PUNCTUATION

Sometimes marks of punctuation belong inside quotation marks and sometimes outside as: "Did you hear him say, 'I am here'?" Place the question mark, exclamation point, or dash inside when it belongs properly with the material quoted, outside when it does not: His subject is "Why Do We Dream?" What does he think of "Kitchener's Mob"? The play is "Believe Me, Xantippe!" Periods and commas, however, are never put outside of quotation marks.

Omit period after "per cent" and after nicknames (Tom, Jim, Bill).

Use a comma before "and" in a list: red, white, and blue.

Punctuate lists of names with cities, or states, after a colon thus: Messrs. Frank Cobb, Fargo, N. D.; Frank Arnold, Red Wing; etc. Punctuate list of names with offices, after a colon thus: J. S. Jones, president; William Miller, vice president.

Use a colon after a statement introducing a direct quotation of one or more paragraphs, and begin a new paragraph for the quotation. Use a colon after "as follows."

Do not use a comma between a man's name and "Jr." or "Sr."

Use an apostrophe with year of college classes: class of '14, John White, '19, John Jones, ex '20.

Use a hyphen in compound numbers: twenty-five.

Use no apostrophe in making plural of figures: early '90s, not '90's.

Use an em dash after a man's name placed at the beginning in a series of interviews: Tom Brown—I have nothing to say. (Use no quotation marks with this form.)

Don't use a comma in "6 feet 3 inches tall."

QUOTATIONS

QUOTE:

All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are to be in smaller type or narrower measure.

All testimony, conversations and interviews given in direct form, except when name of speaker or, Q. and A., with a dash, precedes, as:

John Jones—I have nothing to say. Q.—What is your name?
A.—Mary Smith.

Names of books, dramas, painting, statuary, operas, songs, subjects of lectures, sermons, toasts, magazine articles, including the initial "A" or "The": "An Introduction to Psychology."

Nicknames used before surnames: "Jumbo" Stiehm, "Babe" Pierce, but avoid nicknames as far as possible.

Use single quotation marks for quotations within a quotation.

Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but at the end of the last paragraph only.

DO NOT QUOTE:

Names of characters in plays: Shylock in "The Merchant of Venice."

Names of newspapers or periodicals: The Indianapolis News, The Crimson Bull.

Names of cattle, dogs, and automobiles.

USE FIGURES FOR:

Numbers of more than 10, except in the case of street names and approximate numbers such as "about a hundred men."

Hours of the day: 7 p.m., at 8:30 this morning.

Days of the month omitting d, th, st: April 29, 1918; July 1.

Ages: He was 12 years old; 2-year-old James.

All dimensions, prices, degrees of temperature, per cents, dates votes, time in races, etc.: 3 feet long, \$3 a yard, 78 degrees, 95 per cent.

All sums of money (with dollar mark or cents): \$34, \$5.06, 75 cents.

Street and room numbers: 395 East Kirkwood avenue, 96 Maxwell Hall.

Numbers of ten or less when used in close connection with numbers of more than 10: 12 boys and 7 girls.

DO NOT BEGIN A SENTENCE WITH FIGURES: SUPPLY A WORD OR SPELL OUT.

ABBREVIATIONS

ABBREVIATE:

The following titles and no other, when they precede a name: the Rev., Dr., Mr., Mrs., Mme., Mlle., Prof. (before a full name only: Prof. E. G. Frazier, but Professor Frazier), and all military titles except chaplain and major.

Abbreviate names of states only when they follow names of cities.

"Number" before figures: No. 43.

Months when connected with dates (exceptions: March, April, June, July).

DO NOT ABBREVIATE:

Street, avenue, road, court, county, township, square.

Christian names like William, John, Thomas.

The titles, congressman, senator, representative, president, secretary, treasurer, etc., preceding a name.

Years ('97 for 1897), except in referring to college classes, etc.

Christmas in the form of Xmas.

Per cent: 15 per cent (not 15%).

Cents: 75 cents (75 cts.), except in market quotations.

Avoid colloquial abbreviations like "prof," "libe," "gym."

DATES AND DATE LINES

In dates, write Jan. 12, 1921 (not the 12th of January, or 12 January). Punctuate date lines thus: Indianapolis, Ind., Feb. 11.—Fire destroyed the, etc. Omit state after names of prominent cities. Abbreviate months of more than five letters. Omit d, st, th, etc., and year (after figures for day of month). Begin the story immediately after dash and on same line.

ADDRESSES

Write addresses thus:

Frank D. Miles, 136 University avenue. Hiram Fox, Williams, Ind.

Spell out numbered streets below 10th.

TITLES

Always give initials of first names of persons the first time they appear in a story.

Never use only one initial; use both or first name: T. S. Scott, Thomas S. Scott, or Thomas Scott (not T. Scott). Do not use nicknames except in sporting news.

Never use Mr. with initials or first name: Thomas S. Scott or Mr. Scott (not Mr. Thomas S. Scott).

Give first name of unmarried women not initials only: Miss Mary R. Hammond (not Miss M. R. Hammond).

Always use the title Miss before an unmarried woman's name and Mrs. before that of a married woman.

Begin list of unmarried women with "Misses," and one of married women with "Mesdames," giving first name of unmarried women, and husband's first name or initial with married women's names.

Begin lists of men's names with "Messrs." It is advisable to limit the use of these titles to the society page.

Supply "the" before Rev.; supply Mr. if first name is omitted: The Rev. S. R. Sparks, or the Rev. Mr. Sparks (not Rev. S. R. Sparks, or Rev. Sparks).

Write Mr. and Mrs. Arthur S. Brady (not Arthur S. Brady and wife).

Write Prof. and Mrs. Henry Daniels (not Mr. and Mrs. Prof. Henry Daniels).

Give the title professor only to members of faculty of professorial rank: use "Mr." when necessary with name of instructor or assistant.

Avoid long titles, such as Superintendent of Public Instruction McCarthy. Never use the title "Honorable" or "Hon."

C. HEADLINE SCHEDULE OF THE NEW YORK TRIBUNE*

A A HEAD

British Labor As Rulers to Give Russia Recognition

Resumption of Relations
With Moscow Expected
Soon After Macdonald
Takes Hold as Premier

France and Italy
Also Ready to Act

America's Demands Upon
Soviet Not a Factor in
England's Problem; Lib-
erals to Remain Aloof

By Arthur S. Draper

Special Cable to The Tribune

Copyright, 1923, New York Tribune Inc.

LONDON, Dec. 20.—Two develop-
ments that have attracted most atten-
tion from the observer of international
relations are Secretary Hugh's re-
jection of the Tchitcherin offer to ne-
gotiate the difference between the

C HEAD

Columbia Students Starting To-day for Volunteer Session

40 Young Men and Women
to Take Part in Confer-
ence Which Opens To-
morrow in Indianapolis

Forty students will leave for Indi-
anapolis at noon to-day to represent
Columbia University at the Student Vol-

A HEAD

Coolidge Race In California Held Unwise

Active Fight in Johnson's
State Might Permanently
Alienate Delegates, Say
Washington Politicians

Move Fostered by
Senator's Enemies

Death of Favorite Sons
Would Avoid Making
Precedent of Withdrawal

By Mark Sullivan

Copyright, 1923, New York Tribune Inc.
WASHINGTON, Dec. 26.—The man-
agers of President Coolidge's campaign
are being urged to enter the California
primaries and contest against Senator

B HEAD

Lone Mexican Woman Out to End Rebellions

Senora Buentello Issues
Call to Her Sex to Make
Men Stop Taking Lives
at National Elections

Plans for Check on Graft

Supports Beliefs of Amer-
ican Suffragists, but Is
Opposed to Birth Control

By Jack Starr-Hunt

Special Cable to The Tribune

Copyright, 1923, New York Tribune Inc.
MEXICO CITY, Dec. 26.—Virtually
alone and without the support of any
government officials or influential men,

* The headline schedule of the *New York Tribune* is reproduced herewith because the paper has been called the most handsome typographically in America. Only one family, Bodoni, is used in all headlines throughout the paper.

1-2 B HEAD

Lack of Thrift Causes Unrest, Says Engineer

**Unbalance in Distribution of
Wealth Among Workers,
Not Hours of Labor, Held
to Impair Living Scale**

An economic survey of American industry made for the American Insti-

F HEAD

**Mexico's Ex-Cashier Freed
Extradition on Embezzlement
Charge Denied**

K HEAD

**Jersey Police Hunt Slayers
Of Erie Railroad Engineer**
*Police of Jersey City are investigat-
ing the death of J. J. Tooney, of 139*

Y HEAD

**Lieut. Wood's Speculation
Long Known to Weeks**
**Secretary, Disapproving of the
Young Army Officer's Opera-
tions, Cabled Father to Stop It**
Special Dispatch to The Tribune
BOSTON, Dec. 26.—Secretary of War Weeks, before returning to Washing-
ton to-night, said he had received his
first intimations of financial speculative

1-2 B JUMP HEAD

Thief Slays White Wife Of Chinese

(Continued from page one)

H HEAD

Shock Recorded in California

BERKELEY, Calif., Dec. 26.—Slight earthquake shocks lasting from 12:01 to 12:21 a. m. to-day and from 1,500

D HEAD

**Husband With Pistol
Arrested Shadowing Wife**

**Estranged Woman Phones Po-
lice When She Sees Him
Across Street on Sentry-Go**

Mrs. Helen Mandelbaum, of 308 West Ninety-seventh Street, who is separated from her husband and afraid of him, became terrified yesterday afternoon

1 Col Box

**Ford's Wife Is Glad
He Won't Be Candidate**

Special Dispatch to The Tribune

ALBANY, Dec. 20.—Washing-
ton apparently has no special at-
traction for Mrs. Henry Ford. In

2—30—A Bank with Cut or Box

Greece Banishes Her King; Nation to Vote a Republic

He Sees Another King Flee George II and Family to Start for Rumania Tomorrow; Will Be Allowed Pension From Hellenes

**Admiral Becomes
Temporary Regent**

**Premier Gonatas May Be
First President; Marie's
Dream of Power Fades**

ATHENS, Dec. 18 (By The Associated Press).—George II, King of the Hellenes, who succeeded his father, King

NO. 1 HEAD

Santa Outwits Weather Man's Trick and Stores Are Crowded

Indian Summer Fails to Fool Shoppers Into Thinking Christmas Isn't Coming; General Prosperity Leads Greatest Army of Buyers Since the War

NO. 2 HEAD

Funny but Fascinating Finny Playmates for Home Aquarium

The Color and Charm of Beautiful Fish in Sparkling Glass Containers Have Decorative Qualities

NO. 3 HEAD

*Insists Entry Into Court Would
"Finally Take Us Into League"*

Controversies between the great nations cannot be settled by it. They cannot even be brought into court | others, as good, against it. I am for it, because, as an opportunist, if the government has not the courage to

PAGE 1 BOX

*Bok Plans New Peace Offer
Larger in Scope and Award*

BOSTON, Dec. 26.—If the American people approve the plans selected by the jury of the \$100,000 American Peace Award created by Edward W. Bok, he will take a second step toward the advancement of world peace with a far wider scope and intent and an award larger and more important in every respect, Mr. Bok announces in the January issue of "The Atlantic Monthly." Mr.

Edward W. Bok

P 1 Feature & Cut or Box

*Tired Hobo's Last Resort
Is City's Lodging House,
For There He Has to Bathe*

**Down and Outers Prefer the
All Night Missions, Where
One Can Sleep in a Chair
Without Undressing**

Place Clean, Comfortable

**Food and Shelter Are Chief
Requisites in Redemption
of "Amateur" Wanderer**

Final Article

By Thomas Dawson

Bowery hoboos frequently wander as far north as the Municipal Lodging

Would You Help Him Out?

Tribune photo—Steffen

Thomas Dawson, Tribune reporter, wearing the make-up he used to see the life of the hobo from the inside

P 1 layout with 1 col cut 3—48—A Banks

Ford Favors Coolidge; Won't Run Against Him; Johnson's Hopes Fade

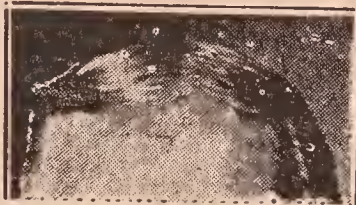
Republican Leaders at
Capital Jubilant in Pre-
dicting President's Nom-
ination on First Ballot

Collapse Seen of
Third Party Plan

"Shows How Tide Is
Setting," Lodge Asserts
as Democrats Scoff

By Carter Field
WASHINGTON, Dec. 19. — Henry
Ford's emphatic declaration to-day that
he will support Calvin Coolidge and his

He Champions Coolidge



*Henry Ford, who declares he will
not run against the President
and urges his election in 1924*

90 Per Cent of Country
Feels Safe With Presi-
dent, So Why Change?
Asks Auto Maker

Would Eliminate
Election Hazards

Executive Should Devote
Self to Work, Not to
Campaign, He Asserts

Special Dispatch to The Tribune
DETROIT, Dec. 19.—In a quoted
statement Henry Ford, who for
months, if not years, has been con-

EDITORIAL HEADS, BOXES AND CAPTION

WHERE THERE IS SO MUCH GOING ON ONE IS LIABLE TO
FORGET SOME OF THE ACTS

Copyright, 1924, New York Tribune Inc.

Books and So Forth

*By Frederic F. Van de Water
(F. F. V.)*

IN "THE MIDLANDER" (Doubleday,
Page) Booth Tarkington takes the
same material he employed in building
"The Magnificent Ambersons" and con-
structs therewith what seems to us to

and over again now, like stars in
the film dramas. No matter what
the small boy of his book may be
named, his appearance is always fa-
miliar. In "The Midlander" the form
is the form of Henry Daniel Oliphant,

telephone that could make only the
tiniest, just perceptible, sounds. And he
had an odder thought than this: when
the telephone was entirely broken and
silent would she still be trying to
shout through it?"

Why They Never, Never Land

By Harriette Underhill

IF ONE may believe what he hears, all
professional scenarists think that

would like very much to have us read
scenarios sent to them, and then give

an unhappy ending was a brand new
idea and that people were tired of the

Religion To-day

*The Trend of Current
Thought and Discussion*

What Readers Are Thinking

What Readers Say

The Head of the Fleet

To the Editor of The Tribune.

Sir: Permit me to correct a misstatement in your columns in connection with "Rear Admiral" Leigh H. Palmer, a title which is borne only

So much has been done by "tax-exempt securities" and "tax-exempt construction" that it will take some time to undo it, but Congress should at least make an effort to begin the work. It would be a very great ad-

The Lantern

Copr. New York Tribune Inc., 1924

The Temptress

A super-film with musical setting, adapted from the poem "Barbara Frietchie."

On a cool September dawning long years ago came the soft rays of the sun—sweet nature's own alarm clock—to waken the sleepy little village of Frederick.

(Soft-focus iris-in of country landscapes, tinted pink. At least one lamb jumping around in foreground. "Taps" by off-stage bugler.)

In all the green-walled hills of Maryland was there no girl more popular than pretty "Babs" Frietchie, the "Little Angel of the Poor."

Twenty Years Ago To-day In The New York Tribune

JANUARY 10, 1904

THE PROPOSAL to have Sunday baseball will, we believe, be stoutly resisted in this city. A majority of New Yorkers wish to preserve conditions which contrast sharply with those that exist on the first day of the week in Chicago, for instance. They

More Truth Than Poetry By James J. Montague

In Old New York

We have learned to contract, as apartments grow dearer;

If you should walk into our snug little flat

Your eyes would bulge out at

Britain Shows the Way

The House Merchant Marine Committee, opening its hearing to-day on shipping legislation, which includes the question of making the \$50,000,000 construction loan fund available for converting steamers to

New Links on the Way

The outlook for new city golf courses grows more encouraging. If the reports of the Municipal Golf

Mr. Wilson Speaks

Every one will hope that ex-President Wilson's telegram to the Pitts-

A Forward-Looking Boss

The discovery that the new home rule amendment to the constitution will deprive the Mayor of veto power

Music—By Lawrence Gilman

The Philadelphia Orchestra
Plays at Carnegie Hall, With
Mr. Carl Flesch as Soloist.

Schubert used to say of Mozart's

himself from a piano arrangement—
though we are not aware that there
is any evidence of the fact. If the
manuscript should ever be found we
hope that the discoverer will use it
to light his pipe with, for the scoring

Oddments and Remainders

By Percy Hammond

A Marine Has Landed and, It
Is Hoped, the Situation Is
Well in Hand

SMEDLEY BUTLER, a brigadier, of
the United States Marine Corps,

will bivouac in the City Hall, and many
paragraphs are printed thereafter in
appreciation of that self-sacrifice. He
orders that no hard drinking will be
done in Philadelphia and that even soft
drinking may meet with his disap-
proval. He glares at the timid or cor-

The Theaters—By Percy Hammond

Mr. Hamilton's 'The New Poor'
Is a Gay, Literate and Ir-
responsible Frolic

"The New Poor," a play by Cosmo Ham-
ilton, presented at the Playhouse with the

Lillian Kemble Cooper

On the Screen—By Harriette Underhill

The Opera—By Lawrence Gilman

Federal Reserve Bank of New York			
RESOURCES			
	Jan. 2	Dec. 26	Jan. 3, 1923
Gold and gold certificates.....	\$168,215,004	\$168,220,000	\$117,648,000
Gold settlement fund—F. R. Board.....	112,425,543	76,886,000	198,387,000

Federal Reserve Banks			
WASHINGTON, Jan. 3.—The condition of the twelve Federal Reserve banks at the close of business January 2 was as follows:			
RESOURCES			
	Jan. 2	Dec. 26	Jan. 3, 1923
Gold and gold certificates.....	\$347,890,000	\$341,401,000	\$272,504,000
Gold settlement fund—F. R. Board.....	568,954,000	553,604,000	550,126,000
Total gold held by banks.....	\$916,844,000	\$895,005,000	\$822,630,000
	2,109,716,000	2,102,814,000	2,165,627,000

Bid and Asked Quotations

Thursday, December 20, 1923

Foreign Govt. and Municipal Bonds		Bid		Asked		Bid		Asked	
(Interest to be added)									
Argentine Nat Gov 5-yr 7s.....	Bid. 101 1/2	Ask. 101 1/2	do pf.....	—	105	N C & St L.....	117	125	
do int 5s..1945.....	83	84	Col So 1st pf. 47	50	National Acme	9	10		
			do 2d pf... 35	45	Nat Clk & S. 55	62 1/2			
			Com Solv. B... 36	39	do pf.....	94	95 1/2		
			Con Tin F... 10 1/2	12	N S of D pf.103 1/2	105			
			China Distrb	12	N D S 1st pf 94	94 1/2			

Miscellaneous Markets

Thursday, December 20, 1923

Short Term Securities				Bid		Asked	
Form, Rate, Maturity.	Bid.	Ask.	Yield.				
Alum Co of Am 7s, 1925..	101 1/4	102 1/8	5.75	do collateral trust bonds.....	79	84	
do 7s, 1933.....	105 7/8	106 1/8	6.16	Seattle Elec cons 5s, 1929.....	93	96	
Am Cotton Oil 6s, 1923...	99 3/4	100	6.00				
Am Sum Tob con 7 1/2s, '25	96 1/4	97					
Am T & T 6s, 1924.....	100 1/2	100 3/4	4.70				
Am Whsead 6s, 1925.....	100 1/2	100 1/2	5.52				

New York Bank Stocks

Bid	Asked	Bid	Asked
-----	-------	-----	-------

Business Troubles

Friday, December 21, 1923

Schedules in Bankruptcy		Markowitz, Benjamin and Lena—	
WILLIAM D. ZELLMAN, silks, 225	Fourth Avenue. Liabilities \$71,501: as-	Kar Realty Co. Inc.....	434.70
		McIntosh Construction Corp—W	

Investment Information

Questions of general interest to investors will be answered in this column, in which case only initials will

stocks simply because you asked for suggestions along that line and not because we approve of them for a man in your circumstances.

The Gridiron Circuit

By W. B. HANNA

Gleaned From the Field of Sport

By W. B. Hanna

Racing Entries

Racing Summaries

Big Moments of Sport

No. 5

A GLORIOUS June day was fading away behind the grim bluffs that line the historic Highland

Gleaned From Field of Sports

Through the Ropes Into the Press Box

Tennis Summaries

Tennis Point Score

Chess Summaries

Bouts Hereabouts

TO-NIGHT

Rink S. C.—Jack Zivic vs. Pete August, 12 rounds.

162d Medical Regiment—Paul Berlenback vs. Willie Walker, 12 rounds.

FRIDAY

SATURDAY

D. BOOKS ON LIBEL

- BALL, W. V.: "The Law of Libel as Affecting Newspapers and Journalists," Stevens & Sons, London, 1921.
- BROWN, ROME G.: "Some Points on the Law of the Press," University of Missouri *Bull.*, 1922. Also found in the *Editor and Publisher*, May 27, June 3, June 17, June 24, 1922.
- BURDICK, FRANCIS M.: "Cases on Torts," New York, 1891.
- CALDWELL, LOUIS G.: "The Law of Libel," appeared in *The Trib*, a monthly houseorgan published by the Chicago *Tribune*, issues of September, October, November, 1921.
- COOLEY, THOMAS M.: "The Law of Torts," Callaghan & Company, Chicago, 1907.
- HENDERSON, WILLIAM G.: "Law of Libel," Chemical Book Company, Rutherford, N. J., 1915.
- HEPBURN, CHARLES, M.: "Cases on Torts," West Publishing Company, St. Paul, 1915.
- LOOMIS, WILLIAM W.: "Newspaper Law," Citizen Press, La Grange, Ill., 1921.
- NEWELL, MARTIN L.: "The Law of Defamation, Libel and Slander," Callaghan & Company, Chicago, 1890.
- ODGERS, W. BLAKE: "A Digest of the Law of Slander and Libel," Little Brown & Company, Boston, 1881.
- POLLOCK, SIR FREDERICK: "The Law of Torts," Stevens & Sons, London, 1908.
- SACKETT, H. W.: "The Law of Libel," New York *Tribune*, 1899.
- SALMOND, JOHN W.: "The Law of Torts," Stevens & Haynes, London, 1907.
- WHITE, ISAAC DEFOREST: "Freedom of the Press and Its Limitations," New York *World*, 1914.

INDEX

A

Abbreviation in headlines, 73-74
Accidents, headlines for, 98-100
Adams, Franklin P., 86
Add, 19
Advertising, make-up from a dummy, 155-157
 typography and position, 188
Agate, 131
Alliteration, rhyme, puns in headlines, 83, 106
American Newspaper Publishers Association, recommendation on size of page, 196
American Society of Newspaper Editors, 120
Anglo-Saxon *vs.* Latin words, 10

B

Banner headlines, 49, 147
Bastian, George C., 57
Baxter, Robert M., 48
Bodoni type, 129, 136, 143, 147, 151, appendix.
Bookman type, 129, 136
Brady, J. A., 49
Bulletin, San Francisco, 111
Bureau County Republican, 179

C

Capital Times, 162
Caps and lower case, advantages of, 138
Caslon type, 129, 136, 142, 147
Century type, 129, 137, 142, 147, 148
Cheltenham type, 129, 136, 142, 147

Chicago American, 25
Chicago Daily News, 112, 141, 150, 164
Chicago Daily Tribune, advertising make-up, 193
 cutlines from, 107-108
 editorial page, 187
 Ford *vs.* *Tribune*, 42
 front page make-up, 164
 headlines from, 117
 number of decks, 144
 Peck *vs.* *Tribune*, 24
 second front page, 179
 Thompson, opposition to, 112
 triple desk system, 3
City Editor and Reporter, 145
Clarke, S. M. (Boss), 3, 102
Colloquialisms in headlines, 74-75
Composing machines, 133
Condensation, 9
Conning Tower, 86
Connotations in headlines, 76-78
Contrast and balance, 159
Copyreading signs, 13
Crawford, N. A., 119
Crime stories, headlines for, 100-102
Cutlines, 106-109

D

Dana, Charles A., 2
Decks, headline, value of, 143
 varieties of, 49-50
Detroit News, 141, 150
Dispatch, Pittsburgh, 115
Dissymmetrical make-up, 159, 162, 163
Double desk system, 3

E

Economy of space, 197-198
Editor and Publisher, 48, 189
 Editorial page make-up, 185-186
El Paso Herald, 198
 Ems and inches, relation of, 132
 Ethics of the headline, 110-122
Evening Standard, New Bedford,
 151, 181
Evening Sun, Baltimore, 179

F

Fact, errors of, 5
 Families, popular type families,
 135, 137
 Feature heads, 102-106, 142
 Figures in headlines, 74
 Flaubert, Gustave, advice to De
 Maupassant, 77
 Follow, 19
 Forney, Col. John W., 5

G

Gazette-Times, Pittsburgh, 116
 Gothic type, 129, 137, 140, 141, 142
 Goudy type, 129
 Gress, E. G., 137, 141
 Guide-line, 18

H

Harvard Herald, 166
 Headlines, abbreviations, 73-74
 accidents, headlines for, 98-100
 alliteration or rhyme, 83, 106
 ambiguous words, 87
 articles, 75-76
 banner heads, 49, 145
 breaking lines on verb or preposi-
 tion, 84-85
 colloquialisms, 74-75
 complete decks, 64
 connotation, 76-78

Headlines, crime stories, headlines
 for, 98-100
 crowding the feature, 66-68
 cutlines, 106-109
 decks, value of, 143
 varieties, of, 49-50
 dividing words, 84
 ethics of the headline, 110-122
 figures, 74
 headline type, 138-142
 how headline is built, 53-58
 human interest and feature
 heads, 102, 106, 142
 implied subject, 65
 inverting order of importance, 83
 italic headlines, 146
 jump heads, 150
 letter count, 53
 misuse of words, 85
 name as feature, 80-81
 punctuation, 68-72
 purpose of, 49
 repetition, 78-80
 schedules, 50-51
 speeches, headlines for, 92-98
 telegraph heads, 82
 tense, 61
 varieties of decks, 49-50
 verb, 59-61
 voice, 64
 wooden heads, 88
 words to be capitalized, 89

"Head to Come," 19

Helter-skelter make-up, 159-160
Herald-Examiner, Chicago, 117
Herald, New York, 35, 48
Herald, Wayne, (Neb.) 179
 Human interest heads, 102-106

I

Indiana Daily Student, 167-174
 Indianapolis News, 147, 194
 Intertype, 134
Ionia County News, 161
 Italic heads, 146

Italic type, 146

Ithaca Journal-News, 163

J

Journal-Courier, New Haven, 122

Journal-Democrat, DePere (Wis.),
179

Jump heads, 150

K

Kansas City Star, 6, 141

L

Latin-Antique type, 129

Leader, Milwaukee, 117

Pittsburgh, 116

Leads, slugs, rules, 132-133, 197

Legibility of type, 138, 148

Libel, allegory, irony, ridicule, 25

books on, appendix, 216

conditional privilege, 33-38

criminal libel, 45

defending suit, 45-46

defenses, 30

don'ts for copyreaders, 46-48

fair comment and criticism,
38-43

Ford vs. *Chicago Tribune*, 43

judicial proceedings, 33-37

legislative proceedings, 37

loss of respect, 24

malice, 30

mitigation of damages, 43-44

per se, 21-24, 28

prima facie case, 27-30

ridicule, 25

special damage, 27

truth, 31

who can be sued, 44

Linotype, 134

Lippmann, Walter, 110

Lord, Chester S., 2, 8, 11

Ludlow typograph, 134

M

Make-up, advertising, 187-196

balance, 164-174

contrast, 159-164

contrast and balance, 175

diagrams, 167-174

economy of space, 197-198

editorial page, 185-186

faults in, 180-185

front page, 159-179

importance of, 154

second front page, 178

size of page, 196-197

use of a dummy, 155-159

varieties of, 159-179

Milwaukee Journal, 138, 144, 150,
177, 179, 198

Minneapolis Tribune, 138

Mitchell, Edward P., 85

Monotype, 135

N

National Editorial Association,
recommendations on size of
page, 196

Nelson, William Rockhill, 6

News, Buffalo, 120

News values, 6

New York American, 112

New York Evening Post, 118

New York Journal, 112

New York Times, advertising make-
up, 195

double desk system, 3

front page make-up, 164-165

headlines from, 118

headline type, 142

per cent of space occupied by
heads, 86

New York Tribune, front page
make-up, 139

headline schedule, appendix C

number of decks, 144

pamphlet on libel, 45

New York Tribune, per cent of space occupied by heads, 86
 pioneer in cap and lower case heads, 138
 use of Bodoni, 142-143
 Northcliffe, Lord, 169
North Side Citizen, 158

O

Osborn, Col. Norris G., 122

P

Perfect balance in make-up, 159, 161, 164
 Point system, 130
 Policy story, 120
 Popular type families, 135-137
Press, Philadelphia, 5, 7
Press, Pittsburgh, 115
 Proofreader's marks, 125
 Proofreading, 123-128
 errors which may escape notice, 128
 suggestions on proofreading, 127
Public-Ledger, Philadelphia, 3, 164, 179
 Punctuation in headlines, 68-72
 Pyramid make-up of advertising, 190-193

R

Rhinebeck Gazette, 140, 186
 Roman type, 129
 Rose, Marc A., 120
 Roundabout expressions, 10
 Rules, 133, 197

S

Sackett, Henry W., 45
Salem News, 197
 Schedules, headlines, 50-51, 142-147

Scotch-Roman type, 129, 136, 148
 Series, type series, 129
 Sherbow, Benjamin, 129, 137, 138, 149
 Size of page, 196
 Slugs, 18, 132, 197
 Speeches, headlines for, 92-98
 Streamer head, 145
 Style and expression, errors of, 8
 Style sheet, appendix
 Subhead, 19
Sun, New York, Clarke, S. M., 3
 Dana, read his own copy, 2
 feature heads, 102
 label heads, 102
 Mitchell, Edward P., 85
 per cent of space occupied by heads, 86
 Sun and Globe, front page, 178
 Triggs vs. *Sun*, 27, 42
 Wood, John B., 8
Syracuse Journal, 49

T

Tabloid papers, 122, 196
 Telegraph heads, 82
Times, Los Angeles, 111
 Top of page balance, 159, 165-166
Tribune, La Crosse, 118
 Type, body type, 131, 147-150
 ems and inches, relation of, 132
 headline type, 138-142
 italic, 146
 length of lines, 149
 measurement of, 130-132
 point system, 130-132
 popular type families, 135-137
 primary groups, 129
 ratio of type sizes and length of lines, 149
 series, 129
 Typograph, 134
 Typographical style, 6
 style sheet, Appendix B
 Typographical terms, Appendix A

U

Universal desk, 3

V

Verboſity, 9

W

Waste of words, 9

Wood, John B., 8

Wood, Sam, 102

Wooden heads, 88

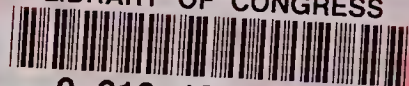
World, New York, 29, 113





WERT
BOOKBINDING
Grantville, Pa
July—Aug. 1987
We're Quality Bound

LIBRARY OF CONGRESS



0 016 136 993 7

