Functional Newspaper Design

by EDMUND C. ARNOLD

Editor, Linotype News

Harper & Brothers Publishers New York
Contents

Preface ix

1. The Functions of a Newspaper 1
2. Type and Its Characteristics 8
3. Body Type 20
4. Headlines 50
5. Typographic Color 93
6. Newspaper Constants 105
7. Pictures 127
8. Front-page Layout 155
9. Inside Pages 195
10. The Editorial Page 214
11. Society or Women's Pages 228
12. The Section Page 238
13. The Teen-agers' Page 243
14. The Sports Page 248
15. Tabular Matter and Classified 258
16. Tabloids and Community Magazines 267
17. Special Editions 280
18. Technological Changes 286
19. Newspaper Designers' Tools 308
20. How Shall We Redesign Our Paper? 315

Glossary 327
Index 338