

Emily Martinez
MACO 355
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On Tuesday, December 10, 1918, the paper published by *The New York Times* was twenty-four pages long. On the top right side of the first page, there is a little rectangle box labeled "The Weather." It was very interesting how the weather forecast is described. Of course, the weather is only given a day or so in advance. Obviously, they had not developed weather forecast equipment yet. Also, in a larger section later in the paper it gives the weather forecast for other places in the U.S. This is also interesting because if the paper did not provide this information, people would have no other way of knowing.

The layout of the paper itself is very confusing. The font type and size on regular stories are extremely hard to read. The headlines are big enough to read, but even some of those are small. The lines that separate the stories do not really make it any easier. It just looks like a jumbled up mess. The paper follows some of the modern design rules, while others are definitely left in the dust. The layout of the paper does follow the alignment rule, for the most part. The lines between stories do help the paper stay aligned, but some of the lines add to the confused look of the paper. In this instance there is not enough white space. With the exception of the ads, there is barely any white space for your eyes to rest between stories. This adds to the monotony of the paper. The paper has consistency in one way, and in another way it lacks consistency. On the pages with just stories, it is just one vertical column after another. The headlines are also bigger than the rest of the paper and, more than not, there is a sentence or phrase made bigger somewhere inside the story. However, there seems to be no consistency on the pages that contain ads. There seems to be no strategy for ad placement on the page itself; there does not seem to be a lot of unity in this paper. No specific strategic flow of organization in the paper.

The ads in the newspaper are intriguing. Most of the ads are just words, there are very few pictures. And what is interesting is that a lot of the pictures are extremely similar. The

differences in price from then to now is astonishing. Of course, the type of clothing and household products are very different. In the early 1900s, items like “street frocks,” “afternoon dresses,” and “luxurious fur-trimmed wraps” were being advertised. Obviously no one wears that anymore. It was kind of shocking that the prices on some of these items were a bit expensive at that time. However, this was before the Great Depression when the economy was doing very well. Tailored fur-trimmed suits and coats were anywhere between \$95 to \$250. Because it was December 10, a lot of the ads were for Christmas gifts. A majority of the ads were tailored to men, and a larger majority of ads were directed to women *for* men. Obviously graphic designing and pictures really had not become easily accessible to the public, therefore most of the ads had to use colorful words to attract peoples’ attention. Often times slogans and/or short phrases were made in a larger font than that of the rest of the ad. There were very few pictures for the reader to see what type of product or item of clothing the ad was referring to.

World War I had just ended literally one month before this date. There were two pages of the newspaper with just a listing of some of the casualties. The majority of the paper mostly consisted of ads for Christmas shopping and stories that were in some way tied to the war. There was only one page of the newspaper that talked about sports. Compared to the multipage sports section we have in the modern world today, this is surprising. This one page had very little pictures on it. A simple little drawn graphic of two men who look like they are going to a baseball game, a couple different bags, and a game set. The one sports page even had a couple of large ads that had nothing to do with sports.

There was a large section of “help wanted.” These pages were interesting because the sections were divided between help wanted for men, and help wanted for women. The type of jobs that were being offered was also extremely different. A hand sewer, hat man, “the ablest canning executive in the country,” and parcel wrappers were just some of the odd jobs that were available for employment. The paper overall was very long. If the papers were normally twenty-four pages long, that must have been an excessive amount of work put into the paper.