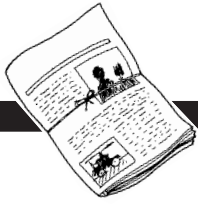




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# Behind the Scenes — Layout

Deciding where the stories, pictures, ads, etc., will go is called *layout*. Someone must “lay out” the parts of a page to see where they will fit and look good. The arrangement is then glued to a sheet the size of the newspaper’s page. This is called the *paste-up*.

Cut on the dark lines of this page. Arrange the pieces on a sheet of paper this size and “paste them up.” Draw appropriate pictures or ads for the empty spaces. Compare your arrangement with those of other students. How are they alike, and how do they differ?

## MANY CHILDREN HEAD FOR PARKSIDE POOL

Headline

By George Scott

NEW CITY—Students were overjoyed today when the city schools closed for summer vacation.

At 12:00 noon the children left the schools on their way to vacations, swimming, ball games, and all the other pleasures of the long-awaited summer.

At Glenwood School 285 joyful youngsters met in the school auditorium for one last sing-along just before school was dismissed. The favorite song was “In the Good Old Summertime.”

Later, Jeremy Holmes was dejected as he waited for his bus. “You’d think it could be on time today of all days!” he exclaimed.

# School Is Out!

Banner

By Juanita Lopez

NEW CITY—During the morning of June 22, the last day of school for New City youngsters, Principal Mary Jones visited each class to wish the children a happy and safe summer vacation. Ever the educator, she also encouraged them to read and write over the summer. “It’s fun, and you’ll remember what you’ve learned for next fall,” said Ms. Jones.

## Summer Vacation Begins

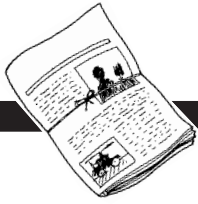
Subhead

By Lee Chang

NEW CITY—Five hundred fifty children crowded Parkside Pool on Friday afternoon after city schools were dismissed for vacation. “It could be a long, hot summer,” said weary lifeguard John Stewart.

## PRINCIPAL JONES VISITS CLASSES TO SAY GOOD-BYE

Headline



# Lesson 19: Advertisements

## Activity 2—"Catching Your Eye"

A newspaper makes most of its money by selling advertising space. A full-page ad may cost thousands of dollars. An advertising manager is in charge of getting businesses to use the paper for advertisements. The sales staff must convince business people that the ad will increase their business since so many readers will see it. Once a company has decided to advertise in the paper, the advertising department's artists may help the business develop an ad that will catch people's attention and get them to buy their product.

### Ad 1



**SNEAKER  
SALE  
Regular  
\$65.95  
Now  
\$39.95**

### Ad 2



**BILL'S SPORT  
SHOP  
SNEAKER  
SALE**

**Regular \$65.95  
Now \$35.95**

*Get them while  
they last!*

22 N. Main Street  
Big City  
**Call 101-0001 for more  
information.**

### Ad 3

**BIG SNEAKER  
SALE**  
at  
**BILL'S SPORT  
SHOP**

22 N. Main Street  
Big City



**Regular \$65.95  
Now \$35.95**

Sat. & Sun. Only  
9 a.m.—9 p.m. each day  
**Call 101-0001 for more  
Information.**

1. Which ad "catches your eye"? \_\_\_\_\_
2. Which ad tells you where to buy the product? \_\_\_\_\_
3. Which ad tells you the store's hours? \_\_\_\_\_
4. Which ad gives you information that would help you if you wanted to ask some questions? \_\_\_\_\_
5. Which do you think is the best ad? \_\_\_\_\_