

# Examples of Newspaper Articles

History of Homes Unit

# 1920's Paper- How is this organized? How are photos being used?



# 1950's Paper- What colors are used?



# How are headings and subheadings used?



How have newspapers  
changed over time?  
Effective/Ineffective?

# Examples of Home Advertisements



# What makes the homes stand out?

**One of the Beauty Spots of Columbus!**

THE FAMOUS ALADDIN COUNTRY CLUB DISTRICT - GO TO THE SOUTH END OF ARLINGTON AV IN MARBLE CLIFF

DEVELOPED BY THE **W.G. BARNHART CO.**

3 UNUSUAL HOMES OPEN SUNDAYS 1 TO 9 P. M. AND AFTERNOONS WEEK DAYS

**1331 ARLINGTON AVE.**

Order Hall also has a big back-swing  
bat, also embracing stairs. Notice the  
woodwork - light pine library or den.  
The light airy dining room,  
which woodwork  
runs all the way  
to and double end.  
12 1/2 x 12, a large  
staircase. Beautiful  
1 recreation room.

**1331 ARLINGTON AVE.**

Side hall plan with bay window. Living  
room has wood-paneled walls and wood-  
burning fireplace. ornate dining room,  
kitchen and dining alcove. 4 bedrooms  
and 2 baths - one with shower stall. Bath-  
room has recreation room with piano wood-  
burning fireplace. Features include kitchen  
with Japanese cabinets and marble top. Man-  
tle window sills with steel casement windows.  
Full length glass mirror in hall. abundance  
of cupboards and closets throughout.

**1331 CAMBRIDGE BOULEVARD**

Side hall plan with bay window, wood  
shelves, and marble wood-burning fireplace  
in living room. Attractive dining room,  
large kitchen with many cupboards and din-  
ing alcove. Timber trim throughout first  
floor. 4 bedrooms and 2 baths on 2nd floor.  
Bathroom has paneled recreation room with  
wood burning fireplace and laundry room.

MA.

Five homes include English, Early American and Colonial designs. Particular attention given to floors, wallpaper and  
spas with overhead doors and black top doors. Screened side porches. Big porches from southern Columbus - handy  
to. Located in beautiful Aladdin Country Club District on choice site with many mature trees, shrubs and flowers.

**W. G. BARNHART CO.**  
Builders of Quality Homes for 38 Years. Scores of Letters From Pleased Clients on File.

35 E. GAY ST. EVES, PA. 8661

# How does this ad differ from the previous slide?



**Gables**

For 1000 Sq. Ft. 1000 Sq. Ft. 1000 Sq. Ft.

1000 Sq. Ft. 1000 Sq. Ft. 1000 Sq. Ft.

The combination of gables and big, real windows contributes toward the appeal of this pleasing and cozy home. A dining space is provided in the kitchen. The attached garage is an integral part of the construction of the main building which is usually built with back-swinging doors. Additional for comfort, the dining chairs in the living room and the corner windows are important features as well as the built-in chairs for the natural brightness.





# What details are shown?

THE LADIES' HOME JOURNAL



**A \$1500 HOUSE FOR A TWENTY-FIVE-FOOT LOT**  
WHICH CAN BE BUILT FOR FROM \$1500 TO \$1750 ANYWHERE IN AMERICA  
*By the Journal's Special Architect*

This is the seventh of the series of "The Ladies' Home Journal's Model Homes of Moderate Cost." Each house plan is the work of a celebrated architect, exclusively engaged by the Journal for this work. He is the most skillful originator of moderate-cost houses in America, and these plans represent the careful study of years. All the designs in this series belong exclusively to the Journal. The management can vouch for the absolute accuracy and practicability of the plans and figures.

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**IN RESPONSE** to many requests I present in this number a plan for a house which gives a suggestion of what may be done with a lot twenty-

**IRON** backs are usually used where the facing is of tile, but tiles are open to the objection that they are occasionally becoming loose, and chipping at the edges.

I HAVE dwelt upon this point because it is almost always lost sight of. Owners of houses almost always insist upon sanitary plumbing, but seldom on sanitary heating, which is quite as important a consideration from a sanitary point of view.

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**COMPLETE PLANS FOR BUILDING THIS HOUSE**  
Architects usually charge from \$50 to \$200 for the complete building plans for a house. To a person building a \$1500 to \$1750 house, such an outlay is considerable. Hence the services of an architect are often dispensed with. To supply this want The Ladies' Home Journal, owning the plans of this house, will furnish to any of its readers the complete building plans of the house here described for five dollars (\$5), postpaid. These plans cover all

# Notice the price clearly stated



**The CASTLETON** **\$1,989<sup>00</sup>**  
 No. 117 Not Cut or Filled.

In the price quoted we will furnish all the material for building this style house. Price does not include amount back on plan.

**First Floor** Four rooms, including living room, dining room, kitchen, and bathroom.

**Second Floor** Two bedrooms, bathroom and linen closet.

**Weight of Ceiling** The basement has concrete floor. The first floor is 1 1/2 inch oak floor over joists. Floor joists are 2x4's.

The second and third floors are constructed with oak joists and 1 1/2 inch oak floor over joists. The ceiling is 1 1/2 inch oak.

Plans for these style houses are shown in color. Details and wood list are included. Chicago, Ill. 60611. Call 312-341-1111.

Get Complete Plans for Under Your House From This Book. See Complete Plans and Specifications.

**OPTIONS**  
 Wood siding on second story, \$100.00 extra.  
 Glass Porch and Porch Pillars to take the place of wood porch, \$200.00 extra. See page 114.  
 Grounded Murphy Bed, \$100.00 extra.  
 Fireplaces through full height, \$50.00 extra.  
 In case, instead of wood ceiling, \$2.00 per sq. ft. extra.  
 Floor, \$10.00 per sq. ft. extra.  
 Clear Glass Windows for kitchen, \$100.00 extra.  
 Clear Glass Windows for bathroom, \$100.00 extra.  
 Clear Glass Windows for living room, \$100.00 extra.  
 Clear Glass Windows for dining room, \$100.00 extra.  
 Clear Glass Windows for bedroom, \$100.00 extra.  
 Clear Glass Windows for bathroom, \$100.00 extra.  
 Clear Glass Windows for living room, \$100.00 extra.  
 Clear Glass Windows for dining room, \$100.00 extra.  
 Clear Glass Windows for bedroom, \$100.00 extra.  
 Clear Glass Windows for bathroom, \$100.00 extra.



What do you think makes an effective advertisement?