

The Daily Menu

PRINTED FRESH, LIKE EVERYTHING ELSE

Issue 1

KITCHEN OPEN ALL DAY

The date

Today's menu

Each entry is a dish, a line of description and a price. Replace them and reprint whenever the kitchen changes.



Soup of the day
Whatever the market had, with bread.

6.00



Half a roast chicken
Lemon, garlic, chips or salad.

14.50



Fish of the day
Ask, because it changes and we mean it.

16.00



Mushroom pie
Suet crust, mash, greens.

13.00



Chops
Two, with rosemary potatoes.

17.50



Pudding
One choice, made this morning.

6.50



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Where the food comes from

The rest of this column is placeholder text. Type over it. A newspaper column is narrow, so put the point of the story in the first two lines and let the detail follow; readers give a column about three sentences before they decide.

Keep paragraphs short. Two or three sentences reads as a paragraph in a column of this width, and anything longer arrives as a grey slab that the eye slides off. Break for a new speaker, a new fact or a new place.

Numbers, dates and names are what people actually read a small paper for, so spell them out and check them twice. A misprinted date on a printed page cannot be edited later, which is the one real difference between this and a website.

When you have replaced everything, delete any paragraphs left over rather than stretching the text to fill. White space at the foot of a column is normal in a newspaper and looks far better than padding.

Quotations do more work than description. One sentence from somebody who was there is worth three of your own, and it gives the reader a second voice to listen to halfway down a column.

Cut the first sentence you wrote. It is almost always a run up rather than a start, and the second sentence usually turns out to be the one the story wanted to open with.

Read the whole column aloud before it

goes to the printer. Sentences that trip you when you say them will trip the reader too, and on paper there is no way to fix them afterwards.

Photographs need names. A picture with no caption is decoration; a picture with the names of the people in it, left to right, is the reason somebody keeps the paper in a drawer for thirty years.

Leave the last paragraph short. Editors cut from the bottom when a story does not fit, so anything you would hate to lose belongs higher up the column than you first want to put it.

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Photograph the food in daylight or not at all.

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Wine, beer and the rest

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A sentence about a supplier, set large, does more for a menu than an adjective.