

November 25, 1986

To:

Richard Thieriot

William German

From:

Howard I. Finberg

**Changing
The Chronicle's
Visual Image**

The following memo is a proposal to change The Chronicle's overall visual image and to make some modest changes in the paper's typographical dress. In addition, there is a discussion of the prototype sections that will be delivered to you in a few days.

The goals of this proposal are:

- Develop a more effective use of existing, limited news space.
- Give the paper a more stately, classical tone; a look that is more conservative, yet remains lively and fun.
- Make apparent the organization of the news and other content throughout the paper.
- Standardize the myriad typefaces and graphic devices in use now in order to give the paper a more cohesive and cleaner look.
- Create a format that seems more familiar and approachable to non-readers--and is easier to read and understand for current readers,
- Maintain as much of the current Chronicle look and feel as possible.
- Support the on-going television and radio commercials that emphasize the serious reporting in The Chronicle.

The prototype will be presented in three sections:

- 1] A section of 16 fairly typical pages EXACTLY as they appeared in editions of the paper.
- 2] Those same 16 pages remade with relatively subtle changes in typography and layout.
- 3] Those same 16 pages remade again with further changes.

The prototype pages will provide something to look at and talk about--both to get us thinking seriously about change AND to open a dialogue about how we want The Chronicle to look.

The prototypes were put together over several months by John Sullivan and Dennis Gallagher of the Art Department and myself. Matt Wilson also contributed his thoughts to the prototype and this memo.

Newspaper design/graphics is no stranger to The Chronicle. This newspaper was once in the forefront of modern newspaper design and the paper was very successful with its typographical format. The look that the paper created in the 1950s coincided with its great success in creating one of the most complete wire news reports in the country.

And while the paper continues to grow and prosper on the strong foundation built 30 years ago, times change and so do readers.

The challenge--for editor, designer and artist--is to find ways in which the paper can adapt to the changing needs and tastes of its readers. We need to create an attractive and lively design without sacrificing any of The Chronicle's current character or identity.

Any discussion about design and this newspaper must address the very basic question: "How should The Chronicle change its visual image?" It is a question that must be answered with a great deal of care and thought. A deliberate response would acknowledge any change in the appearance of the paper is something that must be done with a great deal of understanding

of the elements that brought the paper its readership.

However, now is the time in which we must look ahead and decide on the type of newspaper we wish to present to our current readers over the next several decades. And we need to decide on what type of paper will be necessary to attract new readers among those who live in the Bay Area but do not read The Chronicle.

As the paper secures its readership base in its traditional market, it is also trying to attract readers in the growth areas of Northern California. To help accomplish that goal, The Chronicle needs to be recognized as the leading newspaper in the region. To attract non-readers [and casual readers] we need to change the basic appearance of the paper. It is time to bring the look of the paper more closely in line with the more stately, conservative, serious and complete--but still lively and fun--content of the newspaper.

There is no question that as surely and slowly as the paper has changed in the past, it will change in the future. This newspaper will not look the same this year as it looked three years ago or thirty years ago, nor is this paper alone in making such design decisions. Design changes and reviews of design occur at every newspaper. Sometimes the changes happen instantly and are a bit shocking at first; sometimes the changes occur in a more evolutionary manner. It is this evolutionary approach that is best for The Chronicle.

However, discussions about evolutionary design changes do not address one of the very basic truths of modern newspaper visual editing--the need for a strong design foundation upon which the paper can

change and grow and adapt to the changes in the marketplace and journalism. We need to decide on the look that the paper will have at the end of the evolutionary process and then plan on how to get there.

Looking at small pieces of any newspaper is like looking at a broken human bone; you might fix the bone, but without looking at the entire skeleton, the doctor has no way of knowing the condition of the patient. It is time to look at the entire Chronicle design and insure that paper's visual image is in good health and able to meet the changing forces in the marketplace.

The Big Question

"Why change?"

Clearly this is the most difficult area to address because of the feeling that one does not change a successful product. But, newspapers, like other products in the marketplace, are subject to changing expectations from readers.

Most newspaper editors agree that times have changed and that changes in the "heretofore gray, often drab, disorganized newspaper format are long overdue." ^{1/} And while we are neither gray or drab, there are some dated typographical and design elements that we need to change.

Because times and newspapers change, the content of our paper is vastly different that of two years ago; there is more unique reporting in

the paper than ever before, especially in local, regional and business coverage. In addition, the paper has strengthened or is establishing a niche in the marketplace for some of its strong points such as columnists/opinions, lifestyle/food reporting, economic reporting; sporting/outdoors coverage.

We cannot escape being compared with other local publications, especially in the circulation areas where we want to make an impact [such as North Bay/Santa Rosa, Contra Costa County and Marin County]. Newspapers in these key areas have sported a 'new look' and in comparisons, The Chronicle's look/design seems dated or old-fashioned. These newspapers are not willing to be only a second-buy, but are trying to be full-service newspapers and are going after Chronicle readers and the new readers The Chronicle is trying to attract.

And as these newspapers--like the Santa Rosa Press Democrat--freely use design as one of their tools in attracting new readers, it is harder for The Chronicle to make sure that the *non*-reader sees that the content of our paper is vastly superior to the competitor. We have the 'goods', but the packaging makes it hard for a non-reader to see that easily.

The current design foundation of The Chronicle was built in the late 1950s, and this paper became a leader in the visual field for its use of white space and typographical elements that made for exciting news pages. The Chronicle was visually exciting in an era of drab and gray newspapers.

However, The Chronicle has remained rooted in the '50s while the established leaders in media fields have undergone the examination of their visual foundation. [Time magazine, the New York Times and the

Chicago Tribune are among the scores of publications, that while very successful, examined and updated their appearance, and became more successful. At the New York Times, Abe Rosenthal, who was initially quite hostile to art director Louis Silverstein, came to see design as essential to the modern newspaper.^{2/]}

Sometimes, because we face competition in the marketplace for new readers, we are at a graphic disadvantage. Our established readers know about the 'quirks' and turns of the paper and they develop a routine to cope with what otherwise might seem a disorganized package. However, the new residents to the area, the non-readers, face a difficult task trying to understand and read the paper. If they are willing they are rewarded; if not, we lose a potential reader.

While design cannot keep readers, but it can attract them to the paper and let the content and editing hold them. We are missing out on readers who move to the Bay Area from other parts of the country who are accustomed to a more organized, easily readable design in their daily newspaper.

While striving to attract new readers, we must take care to avoid changes that would alter the character and tone of the paper and greatly upset our current readers. [No matter what design changes do take place, there will always be a few readers who will be upset]. It is vital that any design changes take place with the minimum of disruption to both staff and reader. For the most part, readers have called redesigned newspapers more informative and interesting.^{3/}

It is the role of the graphics editor/designer to make sure that

such changes occur as smoothly as possible. We must think graphically, we must invite the reader into each page with attractive, provocative and orderly use of photos, typography and illustration. It means creating a sense of graphic identity and consistency. 4/

To achieve that goal I am proposing a phased-in approach to changing the visual foundation of The Chronicle, and here is how it would be implemented.

How it can work

One of the most successful ways of insuring an orderly design transition is to phase in the various design elements into various sections.

The first phase would introduce some typographical changes into the paper, such as a new headline dress that would bring to the paper a more stately and conservative face. Such a type--discovered by John Sullivan--is not, to our best knowledge, being used currently by any other major newspaper in the country. The Chronicle would be a leader, not a follower.

This headline face, which we call Metro Modern, would replace all existing head dress in the paper, in all sections. In addition to the head face changes, there would be typographical changes in bylines and adjustments in body copy. All of these changes, brought in over a period of months, should not unsettle the reader and would give the paper a more

contemporary look.

The second phase, which is just as important, would change the makeup style to create a more organized approach to the presentation of the news. We have looked at the paper and its packaging without getting into the issue of rebooking. We feel the proper design approach would be to make better use of our existing space until such a time comes when the paper can be rebooked.

To that end, we have used labels and more structure in the design and typography to give the appearance of sectional organization. This means a more consistent and orderly flow of news throughout the paper.

This phase would take several months longer than the first, but would, at the end, produce a newspaper that would have a design foundation that could last until the next century.

All along each phase there would be very carefully controlled steps; the whole project would be backed-out from a final date. Each phase and its many steps would take three to six months and would see changes brought into different sections at different times to ensure the most positive reader response.

The Phase-In Prototype

To show the impact of those changes upon the paper, John Sullivan, Dennis Gallagher, Matt Wilson and I have produced a three-section

design prototype. This project took several months of careful consideration.

The first section contains pages as they have appeared during the last several months. These are pages from all sections of the newspaper and they reflect the current design; some pages are attractive, others less so. No attempt was made to pick 'problem' pages that would not reflect the day-in and day-out appearance of the paper.

The second section shows the first phase of the visual changes. These pages show how the changes look in the existing format; there is little changing of the structure or news judgment of the pages.

The third section has both the typographical elements and a shifting in organization to make the paper more 'reader friendly.'

Nothing is locked in stone; these changes are but one way in which the paper could go. However, much thought and work has been given to making a new design work without changing the character or nature of the paper. I feel that this is a very strong and viable approach to a very vexing problem.

I have great experience in implementing and creating a sound visual foundation, having worked on several of the design changes that took place at the Chicago Tribune, a paper that valued its current readers but wanted to attract more readers and advertisers through an editorially and

visually improved product. In addition, John and Dennis bring design skills tempered with knowledge and appreciation of The Chronicle and its design history and strengths.

Thirty years ago, The Chronicle was looked upon as a design leader. It is now time for the paper to move ahead with its appearance in the same aggressive manner it has moved ahead with its content so it can once again be established in the forefront of journalism.

Footnotes:

1/ David Shaw, "Newspapers Fashion a New Look to Keep Up With Times," The Los Angeles Times (1986).

2/ Shaw. *op cit.*

3/ Theresa G. Siskind, "The Effect of Newspaper Design on Reader Preferences," Journalism Quarterly (1979).

4/ Dr. Mario R. Garcia, "The Newspaper Editor As Graphic Strategist," ANPA News Research Report (1980).

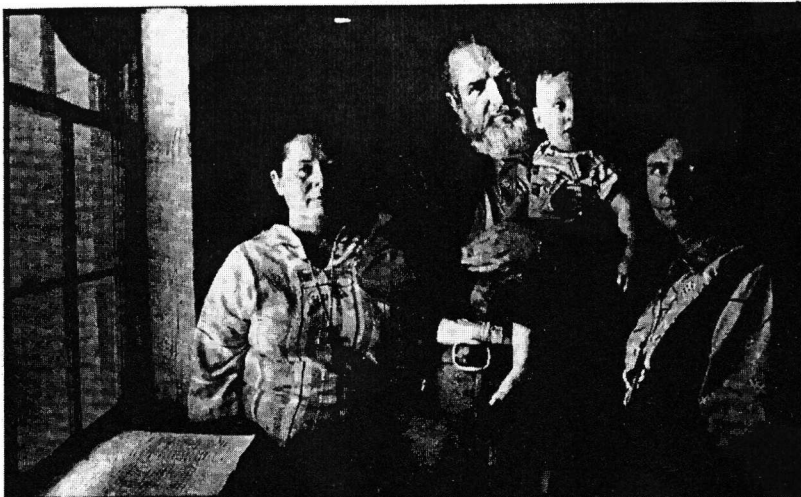
San Francisco Chronicle

25c 777-1111 ***** PROTOTYPE/PHASE 2

THE LARGEST DAILY CIRCULATION IN NORTHERN CALIFORNIA

TUESDAY, OCTOBER 7, 1986

A haven for AIDS babies



Sister Marii, Brother Toby and Sister Julie with David, a healthy 8-month-old youngster whose adoption last March by the Starcrossed to Monastery in Sonoma County gave them the idea of taking in homeless babies suffering from AIDS BY BRANT WARD/THE CHRONICLE

Monastery in Bay Area offers care

By George Snyder
Chronicle Correspondent

Sometimes it is for a letter Cranston wrote to untangle red tape. Sometimes for a White House tour his office arranged for a Californian visiting the capital or for a lost Social Security check that his staff tracked down.

Minding the personal problems of voters is only part of a senator's job, but Cranston's ability to stay on top of even the finest detail of California's business in Washington is a major reason for his political success.

It has kept him in office for 10 years, and made the attempt to unseat him that much more difficult for his Republican challenger, Representative Ed Zechau of Los Altos.

Zechau, 46, is running against the 72-year-old Democrat by calling him a relic of the bygone days of big government, high taxes and a weak foreign policy. He is giving Cranston his toughest race ever.

But Zechau started out as a virtual unknown. Cranston, on the other hand, is familiar to a remarkable 16 percent of California's voters.

As the senator campaigns around the state, it is apparent that familiarity has not bred contempt.

Just last weekend in Santa Rosa, a middle-aged woman reverently approached Cranston at a meeting hall, tears welling in her eyes as she bade him well.

Then a Vietnam veteran stepped forward,

folded a POW pin into the senator's long, bony hand and looked him square in the eye. "We're with you, buddy," he said.

Treating Cranston like a friendly old uncle, Californians have been willing to indulge his liberal stand on national and international matters so long as he keeps guarding California's parochial interests in Washington.

"He's been able to appeal across the board to all interests, business and labor, young and old," said polster Mervyn Field. "More important, he's never been cursed with Potomac fever. He's never forgotten where he came from."

Cranston is not one to let voters forget, either. For someone who claims to find the greatest

See Back Page AIDS

White House's deceptive plan to panic Khadafy

Effort hoped for his ouster

By Bob Woodward
Washington Post

WASHINGTON — In August the Reagan administration launched a secret and unusual campaign of deception designed to convince Libyan leader Moammar Khadafy that he was about to be attacked again by U.S. bombers and perhaps be ousted in a coup, according to informed sources and documents.

The secret plan, adopted at a White House meeting August 14, was outlined in a three-page memo that John Poindexter, the president's national security affairs adviser, sent to President Reagan.

"One of the key elements" of the new strategy, the Poindexter memo said, "is that it combines real and illusory events — through a disinformation program — with the basic goal of making Khadafy think (word underlined in the original) that there is a high degree of internal opposition to him within Libya, that his key trusted aides are disloyal, that the U.S. is about to move

A plan of disinformation

- August 9: John Poindexter, the president's national security affairs adviser, sends a three-page memo to President Reagan.
- August 14: The plan is adopted at a White House meeting.
- August 25: The American press reports as fact much of the false information generated by the plan.
- Yesterday: The White House responds to stories published in August on Libya.

against him militarily." It was an elaborate plan, "a series of closely coordinated events

See Page 17 KHADAFY

Reagan hails Carter at new library dedication

New York Times

ATLANTA — President Reagan helped dedicate Jimmy Carter's new presidential library and museum yesterday, and he celebrated the man he defeated in 1980 as a president whose life and career "is distinctively and gloriously American."

Speaking before former members of Carter's administration and an estimated 5000 spectators arrayed on a grassy hillside beside the library complex, Reagan acknowl-

edged his political differences with the former president but said they came together in "mutual respect."

"For myself, I can pay no higher honor than to say simply this," said Reagan. "You gave of yourself to your country, gracing the White House with your passion and intellect and commitment."

The president observed, "This celebration is in a sense a celebration of the South — the new South that Jimmy Carter helped to build."

See Back Page LIBRARY

Why the U.S. feared a trial for Daniloff

By Ronald J. Ostrow
Los Angeles Times

WASHINGTON — U.S. officials said yesterday that they went to unusual lengths to avoid a Soviet trial of American correspondent Nicholas Daniloff, partly out of fear that the Russians could put together a seemingly credible espionage case against him.

They said that their concern for what might come out of a Kremlin trial stemmed from the fact that Daniloff acknowledged receiving a Russian map that turned out to be stamped "secret" and had contact with a Russian "priest" now believed to be a KGB agent.

The officials emphasized that they were not suggesting that they considered Daniloff was in fact involved in spying, but that the Russians might have been able to portray his actions in a light embarrassing to the U.S. News & World Report correspondent and to

the United States.

U.S. officials from the president on down continue to proclaim Daniloff's innocence of espionage charges. But a State Department official said yesterday that in taking possession of the "secret" map, Daniloff "made a bad mistake and something had to be done to correct it."

Adding to their concern, an administration source said, U.S. officials had detected signs that Daniloff was weakening under psychological pressures being applied to him in Moscow's Lefortovo Prison. He was showing signs of "Stockholm syndrome" — the tendency of prisoners to identify with their captors, the official said.

"Daniloff had problems and that helps explain the extraordinary steps we took," said one government official involved in the matter. "It was very, very important to avoid a trial."

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THE CHRONICLE POLL/The Way We Are

Bay Area prefers good life

By Tim Schreiner and Edward W. Lempinen
© 1986 Chronicle Publishing Company

■ Last of a series

We want a pure environment and a simpler life even at the cost of economic growth and a higher standard of living, The Chronicle Poll found.

In the most extensive survey of Bay Area attitudes ever conducted, the poll found we are conservative on many fiscal matters but liberal on foreign policy, social programs and moral issues.

The survey of 740 adults in nine Bay Area counties, which was conducted by the Field Institute, also found:

- By an 8 to 1 ratio, respondents said they want the federal government to do all it can to reduce the \$220 billion budget deficit.
- Given a choice between a simpler life with fewer material possessions and reaching a higher standard of living, we favor the simpler life by almost 3 to 1.
- Two-thirds of us say it is a good time to make big

	The Chronicle Poll DRINKING		
	Bay Area 1986	Bay Area 1985	U.S. 1985
Percent who say they drink alcohol	82%	76%	67%
Percent who drove drunk in last year	9	11	NA
Percent who drink heavily	39	31	NA

purchases, but half of us are leaving our credit cards at home.

■ Although California benefits more than any other

See Back Page POLL

Cranston stays close to voters

By Mark Z. Barabak
Chronicle Correspondent

Wherever he goes in California, it seems, someone stops Alan Cranston to say thank you.

Sometimes it is for a letter Cranston wrote to untangle red tape. Sometimes for a White House tour his office arranged for a Californian visiting the capital or for a lost Social Security check that his staff tracked down.

Minding the personal problems of voters is only part of a senator's job, but Cranston's ability to stay on top of even the tiniest detail of California's business in Washington is a major reason for his political success.

It has kept him in office for 10 years, and made the attempt to un-

See Back Page CRANSTON

One way to keep Top of News on Page One and clear top of page for breaking news

INSIDE

BAY AREA

Prison Hospital: The prison hospital at San Quentin, the Department of Correction's only licensed acute-care facility, will be closed within 45 days. Page 4

War Letter: Roy Max finally received the letter written by a friend 42 years ago while on a troopship. Page 3

Humphrey: The humpback whale who blundered into our midst, sparked the lasting interest of both mythologists and marketeers alike. Page 42

STATE

Spending: Schools are improving but the effects of a state spending limit could threaten progress, a report said. Page 6

Senate Race: Senator Alan Cranston asked TV stations to stop airing a new Zechau ad that purports to be a news item. Page 10



Happy Anniversary, Humphrey

See People, Page 11

Skydiver: A skydiver who had arranged to have his jump videotaped died when his parachute failed to open. Page 8

NATION

Crimes: Crimes against individuals and households in 1985 fell to a 13-year low, a government survey found. Page 6

AIDS: Supporters of the AIDS initiative, Proposition 64, have raised less than \$5000 while their foes reported raising more than \$1 million. Page 12

Supreme Court: The Supreme Court began hearing a California case involving the right to unpaid leaves and job retention for pregnant women. Page 13

WORLD

Summit: Reagan and Mikhail Gorbachev's air and few security problems. Page 23

Sentence: American was sentenced to seven years in jail in Yugoslavia for protests carried out in the U.S. Page 23

New Discovery: Christopher Columbus' first landfill in the New World has been relocated to an island. Page 7

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One way to showcase an exclusive Chronicle story or feature

Cranston's lead eroding, more 'undecided'

By Larry Liebert
Chronicle Editorial Correspondent

Alan Cranston's once-formidable lead over Ed Zschau in the U.S. Senate race has slid to five points among registered voters and just three points among those most likely to vote, according to a new California Poll.

The new statewide survey showed no significant increase in Representative Zschau's standing. But Senator Cranston's support has shrunk and the pool of undecided voters has grown, indicating that Zschau's sharp attacks on the three-term incumbent have had their intended effect.

"Zschau is not really making any real movement yet," said pollster Mervin Field, "but

there's a drop of support for Cranston. He's made Cranston more vulnerable."

Democrat Cranston leads Republican Zschau by five points, 44 percent to 39 percent, among registered voters. In August, Cranston led by 13 points, 51 percent to 38 percent.

With the election only weeks away, the latest poll also asked those surveyed how likely they are to vote on November 4. About eight out of 10 (81 percent) said they will definitely vote — and among these likely voters, Cranston led Zschau by 43 percent to 40 percent.

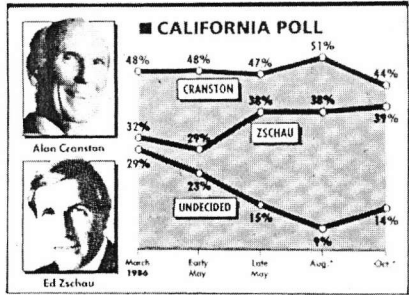
Throughout the summer, Zschau ran a back-luster campaign while Cranston savaged the challenger with television commercials accusing him of "flip-flops." After Labor Day, however, Zschau responded in kind, with commercials

portraying Cranston as a liberal who is soft on drugs and terrorism.

In September alone, Zschau spent \$2 million running his television commercials. Cranston's campaign estimates the Senator spent \$1 million on commercials in September, although Zschau's managers maintain that an extra \$500,000 was spent on Cranston's behalf by the national Democratic Party.

Zschau's attacks seemed to have their most telling impact on conservative Democrats. Field said it is not yet clear whether the apparent who should be his solid base of support. The current split among Republicans is Zschau, 65 percent, and Cranston, 17 percent, not much.

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San Francisco Chronicle

25c 777-TIII ***** PROTOTYPE/PHASE 2

THE VOICE OF THE WEST

THURSDAY, OCTOBER 9, 1986

Soviet nuclear sub sinks

Russians say reactor is harmless

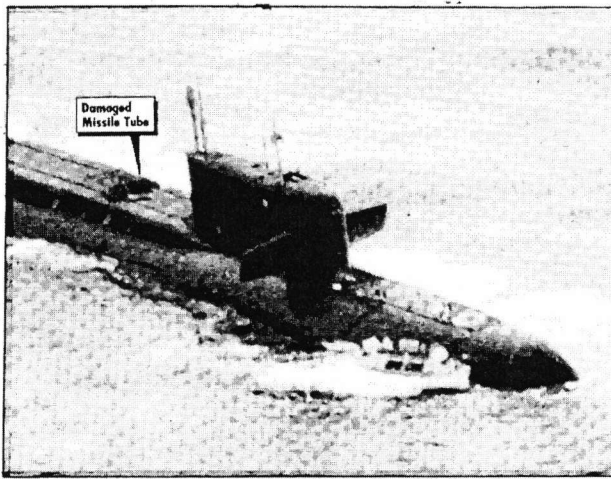
Associated Press

WASHINGTON — A Soviet nuclear-powered submarine armed with 16 missiles that were capable of reaching U.S. targets sank 10,000 feet into the Atlantic Ocean yesterday, three days after a fire and explosion tore open its hull, the Pentagon said.

The submarine, which surfaced Friday morning, had been on a patrol about 1300 miles off the East Coast of the United States when the liquid fuel in one of its missile tubes caught fire, causing a gigantic explosion that ripped the cap off one of its missile tubes and tore holes elsewhere in the 800-ton ship, according to the Defense Department.

One of as many as five Soviet merchant ships that had steamed to the scene attempted to tow the sub northeastward for much of the day and night Sunday. Crewmen aboard the merchant ship Krasnogvardeysk cut the tow line after the salvage crew apparently could not control the leaks, a Pentagon official said.

Pentagon officials said the stricken vessel went down about 4 a.m. EDT, shortly after crewmen, illuminated by red and green flares, were seen leaving the deck and boarding lifeboats. A Navy tug, the Provanhan,



A rescue vessel moved alongside the bow of the stricken submarine. (UNITED PRESS INTERNATIONAL)

down and presented no threat of a nuclear hazard. The announcement on nightly television news came several hours after Washington had reported the sinking. Tass did not identify the submarine's class or its position.

Friday, officials said. Three men died in the initial explosion, the Soviet Union reported. Small boats battled heavy seas as they rescued the remaining crew members, according to the Pentagon. The 425-foot vessel of the class that is

cruser Kirov to rush to the scene, apparently to have nuclear specialists aboard assess the situation inside the submarine. The Kirov was still far away when the sub sank, sources said.

See Back Page SUBMARINE

BofA studies merger offer by First Interstate

\$2.77 billion deal proposed

By Lorna Doubet
Chronicle Staff Writer

BankAmerica Corp. disclosed yesterday that it has received a \$2.77 billion merger proposal from First Interstate Bancorp, parent of California's fourth-largest bank.

A combination of the two banks would be far the biggest banking merger ever, forging a financial institution with \$166.5 billion in assets and subsidiary banks in 11 Western states. Both companies own banks in the state of Washington as well as in California.

Last night's announcement came after months of speculation and rumors that BankAmerica, which has lost almost \$1 billion during the past 18 months, would need a financial transfusion or be taken over.

However, yesterday's bid is apparently the first that will be considered seriously by the bank's board.

The bank has been under strong amnic fire in the mother's womb, threatening to collapse her uterus, and preventing the normal growth of the fetal lungs, Harrison said in an interview.

To perform the difficult fetal surgery, Harrison and his col-

regulatory pressure to strengthen its capital base, and the bank's officers and directors could face shareholder suits if they do not consider legitimate merger proposals.

As outlined in a brief statement last night, the complicated, two-part deal proposed by First Interstate would be worth about \$2.77 billion to BankAmerica shareholders, or \$18 a share. BankAmerica's stock closed at \$12.125 yesterday.

Under the terms of the proposal, each share of BankAmerica common stock would be swapped for 0.22 of a share of First Interstate common stock and one share of a new "participating preference" share.

The common stock would be worth \$12 a share, based on yesterday's closing price of \$84.75 for First Interstate. In addition, First Interstate said that its investment bank, Goldman Sachs & Co., believes that the participating preferred stock "would be valued in today's leagues first opened the mother's uterus and moved the back, the abdomen and the legs of the fetus to a position where the lower part of the unborn boy was outside the womb.

Then the surgeons made an incision in the fetus' tiny abdomen, cre-

See Back Page MERGER

Nicaragua claims it shot down U.S. fliers

Chronicle Wire Services

MANAGUA, Nicaragua — Government troops have shot down a plane supplying U.S.-backed Contra rebels, apparently killing three people and capturing a fourth who said he was a U.S. military adviser in El Salvador, the Nicaraguan Defense Ministry said late yesterday.

The statement said the captured man identified the three casualties as Americans and said he was Eugene Hafenfuf, 35, a U.S. military adviser stationed in El Salvador.

There was no confirmation by U.S. officials in Central America. Inpect in a third killing in Sacramento County.

Dunkle, now serving a six-year

Washington, Major Eugenia Thornton, a Pentagon spokeswoman, said she had no report that the plane incident had occurred and no identification of any individuals who might have been aboard such a flight.

She even questioned whether Hafenfuf was a U.S. military adviser, saying, "I don't believe he's one of ours."

The Nicaraguan statement said infantry units of the Sandinista People's Army, using Soviet-made portable antiaircraft missiles, shot down the camouflaged plane at burglary sentence in state prison, has now been "positively" linked to the death of John Thomas Davies, 15, identified yesterday as the boy.

See Back Page PLANE

Mayor picks Nothenberg Nominated for chief administrator's post

By Dave Farrell
Chronicle Staff Writer

Ten years after he was denied the job — perhaps because he had a shaggy ponytail — Rudy Nothenberg yesterday was nominated to become the city's No. 2 administrator.

Nothenberg, general manager of San Francisco's Public Utilities Commission, was chosen by Mayor Dianne Feinstein to become the city's next chief administrative officer.

Feinstein made the announcement during her annual State of the City address to the Board of Supervisors. She declined to say who she favors to replace Nothenberg as PUC chief, whose major duty is overseeing the city's Municipal Railway.

During her speech, Feinstein also asked the Board of Super-



Rudy Nothenberg

What the Chief Administrative Officer is

- The second most powerful official in City Hall
- Oversees 2,500 employees working in 11 departments, including the huge Department of Public Works, with combined budgets of \$200 million a year
- The job pays \$106,000 a year

ed the second most powerful official in City Hall, oversees 2,500 employees working in 11 departments, including the huge

See Back Page NOTENBERG

Inmate linked to 2 slayings in Belmont

By Perry Lang
Chronicle Correspondent

Police said yesterday they have solved the mysterious murders of two Belmont youngsters, ~~and a third~~ ~~in~~ ~~the~~ ~~area~~ ~~of~~ ~~Belmont~~ ~~last~~ ~~year~~, ~~submitting~~ ~~for~~ ~~five~~ ~~years~~.

Belmont officers named Jon Scott Dunkle, 25, as the suspect. They said they will ask the San Mateo County district attorney's office to file murder charges against Dunkle, who is also the prime sus-

See Page 9 SLAYINGS

Kasparov wins world chess title

Washington Post

MOSCOW — Challenger Anatoly Karpov gave up his fight to regain the World Chess Championship yesterday in Leningrad, offering a draw that clinched the championship for Garry Kasparov and ended the most protracted and bitter struggle for the title in its 100-year history.

The draw gave the 23-year-old champion 12 points to Karpov's 11. Their 24th game will be played as scheduled tomorrow, but Kasparov is assured the title.

After playing 95 games through three matches since September 1984, the two are separated by only

See Back Page KASPAROV

Deck allows for more headline language

More use of informational graphics

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