

at technological feats—from the radio, to the automobile, to the television—is almost always eventually lost, usually at a moment when the technology has become accessible enough to lose its aura of exclusivity.

If you have subsections, use a different style for the second-level heads.

First-level heads should be more eye-catching (such as bold) than second-level heads (such as italic).

Subheads may be centered (as shown here) or flush left.

From Awe to Shrugs

Imagining the Airplane

Two subhead levels may appear together (with a blank line between).

Subheads don't need a period at the end.

Airplanes were a triumph of engineering, but in the early years of commercial flight they also demanded an imaginative leap on the part of anyone contemplating a trip, as Clara Lanahan explains in *The Psychology of Flying*. “Flying through the air, with nothing but a few inches of metal below, was nearly impossible to comprehend,” Lanahan writes.¹ Airplane travel required humans to accept that they belonged not only on the ground, but in the air. The idea of flying thus evoked feelings of wonder and awe, as well as luxury, which airlines capitalized on in their advertisements.

Put more space before a subhead (two blank lines) than after (one blank line, or double line spacing).

An alternative to subheads: Between sections, use three spaced asterisks (* * *) centered on their own line, with one blank line above and below.

There should be at least two subheads at each level per chapter (or, if no chapters, per paper).

Flying as Unnatural

Other scholars have taken up the idea that flight is so unnatural to humans that we must think in profoundly new ways before we adapt to the technology. For instance on his piloting blog *Way Up There*, Jackson T. Afertapian writes that “the human mind cannot fully reconcile itself to the thought that we could really be flying through the air, far above the ground, at 600 mph, in an aluminum tube.”² And Anderson Luftswaag argued in *The Advent of Air: Cultural Considerations of Flight* that in spite of its solid grounding in aerodynamic theory, flight was “so uncommon up to that time that the concept seemed to belong to the realm of the metaphysical or

Never end a page with a subhead (not counting any footnotes).

1. Clara Lanahan, *The Psychology of Flying* (Milwaukee: Mother of Dragons Press, 1995), 12.

2. Jackson T. Afertapian, “What on Earth?,” *Way Up There* (blog), January 12, 2013, <http://www.wayupthere.wordpress.com/2013/January2018408>.