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DESKBOOK OF THE SCHOOL  
OF JOURNALISM

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## PREFACE

This deskbook is a continuation of the earlier editions issued by the School of Journalism of the University of Missouri. Although there are many additions and omissions, as is inevitable after a four-year interval, the rules in general are the same as those followed heretofore.

A few of the earlier rules have been reversed, however, in the interest of simplicity. For the benefit of the many newspapers, schools and individuals outside of Columbia that have adopted the "Deskbook of the School of Journalism" as their standard, mention is made of the more important changes in an appendix.

Users of the deskbook should keep in mind its dual purpose—to deal with good English as opposed to bad English, and to deal with the School of Journalism's "style," or preference among two or more forms which are all sanctioned as good English. Necessarily some of the rules are arbitrary.

Occasionally some kind-hearted critic takes the pains to point out places where the "Deskbook of the School of Journalism" is inconsistent. Let us remember, however, that absolute consistency is impossible in any such book so long as the English language is a growing, changing tongue. Similarly is it impossible—even if advisable—to include in a deskbook every point that may be raised. The aim here has been merely to insure a workable, dignified, and grammatical style for the *Columbia Missourian*, the daily newspaper of the School of Journalism. Consistency has been sought so long as it did not lead to absurdities or to hairsplitting. Students in the School of Journalism are required to follow this style in all written work.

## THE JOURNALIST'S CREED

*I believe in the profession of journalism.*

*I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.*

*I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.*

*I believe that a journalist should write only what he holds in his heart to be true.*

*I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.*

*I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.*

*I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.*

*I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.*

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## GENERAL INSTRUCTIONS

Accuracy, terseness, and fairness are requisites of a good news story; and the greatest of these, for without it all other good qualities are as nothing, is accuracy.

Accurate writing presupposes accurate observation and clear thinking. Be sure the facts are plain to you before you try to tell them to others.

Read your own and rival newspapers. Read them line by line—local news, telegraph news, editorials, departments, and advertisements. You can't expect to write or edit a story intelligently unless you know what has already been printed on the subject.

Any reporter finding news of unusual importance should telephone the office at once.

**WATCH NAMES.** Don't be afraid to ask how names are spelled. What you think is *Smith* may be *Smythe*.

In taking names over the telephone insist that letters be clearly indicated; *s* and *f*, *b* and *d*, *m* and *n* sound alike over the telephone. To distinguish them, use words beginning with the letters in question, thus: *s* as in *summer*, *f* as in *Frank*, *b* as in *boy*, *d* as in *dog*, *m* as in *match*, *n* as in *nothing*.

Remember that "A good reporter gets the stories he is sent after; a first-class reporter gets stories that he isn't sent after." A good way to attract favorable attention from the city editor is to volunteer news stories or suggestions for news stories.

Keep your eyes open for feature-story possibilities. Watch, too, for chances to get good pictures.

Courtesy pays. Remember this in answering inquiries over the telephone and in dealing with persons who visit the newspaper office.

Cultivate, if you haven't it already, a feeling of *personal responsibility* for your story. Never be content with getting a thing *almost right*; get it, as far as is humanly possible, *exactly right*. And always—

**WATCH NAMES.**

## PREPARATION OF COPY

1. Use the typewriter. See that the type faces are kept clean.
2. Use double or triple space between lines to permit legible interlineation. Never write single-spaced copy.
3. Write your name in the upper left-hand corner of the first page. If the story is more than one page long, put a "guideline" and page number in the upper left-hand corner of each sheet, thus: *Election, Election 2, Election 3, Election 4*. The guideline should be a key word that will remind one at a glance what the story is about. Do not use a guideline, or "slug," that is likely to be duplicated during the day; if in doubt ask at news desk.
4. Leave a margin of at least an inch at the left. Leave the top third of the first page blank for headlines or slug lines. On succeeding pages leave at least an inch margin at the top to facilitate pasting together.
5. Write on only one side of the paper.
6. Never write crosswise in the margin. Marginal up-and-down writing makes hard work for the copy cutter, who divides the story into "takes" for the typesetting machines.
7. Indent deeply for paragraphs—at least an inch.
8. Never divide a word from one page to another. Avoid dividing words from line to line. Do not carry over the last few words of a paragraph to another page.
9. When your story is being edited page by page as you write it, make each page end with a complete paragraph.
10. Use special care in writing names and figures. Never correct them by superimposing the correct character on the incorrect one without erasure. Cross out and rewrite.
11. Do not fasten sheets of copy together.
12. Be particularly careful if obliged to write long-hand copy. Underscore *u* and overscore *n* when there is any chance of confusion. Likewise, underscore *a* and overscore *o*. Print proper names and unusual words. Ring each period or make a small cross to stand for it.
13. A circle drawn around an abbreviation indicates the word is to be spelled out in print. A circle around a spelled-out word indicates it is to be abbreviated.
14. When there is any chance that a word intentionally misspelled or written in an unusual manner will be changed by the printer, write "Follow Copy" in the margin.
15. Do not write two stories on the same page, unless they are items to be run under the same head.
16. To elide a word or letter, cross it out unmistakably.
17. An oblique line drawn downward from left to right through a letter makes it a small (lower-case) letter. Do not obscure the letter—remember the printer must read it. Three lines under a letter or a word indicate that full capitals are desired. Two lines call for small capitals, one line for italics and a wavy one for bold-face type.

## MARKS USED IN EDITING COPY

Paragraph marks (use either one)

LONDON, May 24.-- Prime Minister Stanley Baldwin has resigned. ¶ This course was decided upon at . . .

Linking paragraphs together

since 1920, the report reveals.

The figures made public show that in the . . .

Bridging elisions

The ~~generous~~ members of the club pledged the goodly sum of \$250 in ~~the space of~~ fifteen minutes.

Transpositions

The Jones & Smith Company received (the all) shipments

Insertions

Gov. W. A. Black delivered his ~~ring~~ <sup>a official</sup> message ~~to the~~ <sup>Senate and the</sup> House

Capitals and lower-case

h. j. reed, ~~probate~~ Judge, addressed the Association.

Separating and joining letters

The report con cerns it self mainly with the titles of

Abbreviations and numbers

Geo. Smith, eighteen years old, of Rocheport, Missouri

Subhead (or mark it sub)

from each county health officer.

Fewer diphtheria cases

There were thirty-three cases of diphtheria in

To retain matter crossed out by mistake

The contract ~~for the building~~ <sup>stat</sup> was given ~~to~~ to the

Longhand periods

x o o

Longhand a and u beauty

Longhand comma

∩

Longhand o and n ou

Longhand hyphen

=

Longhand apostrophe ∨

Longhand dash

—

Longhand quotation marks ∨ ∨ ∨ ∨

Typewritten hyphen

-

Endmark (use any one)

# ++ 30

Typewritten dash

--

18. Use an "end-mark" to indicate your story is completed. A cross made of parallel lines or 30 in a circle may be used.

19. When there is time, read your story carefully before handing it to the city editor. Be constantly on guard against inaccuracy or libel. Call the attention of the city editor to any point in your story that appears doubtful or dangerous.

20. Remember that the printer is neither a mind-reader nor a hand-writing expert. The names and facts with which the writer is familiar are to him only so many unrelated words to be put into type as he finds them. Every word, every letter, should therefore be plainly written. Every needed punctuation mark should be in place. The correction of errors in type is expensive and time-consuming. Save money and time for your office by care in writing and editing copy.

21. Again and always—WATCH NAMES. Verify every name of whose correctness you are not certain.

#### MEMORANDA

# MARKS USED IN READING PROOF

g	Delete; take out.	stet	Let it stand; retain crossed-out word or letter.
o	Letter reversed; turn it over.	out-copy	See copy for omitted words.
#	Insert space.	(?)	Query to author: Is this correct?
c	Close up; no space.	caps	Put in capitals.
V <sub>h</sub>	Bad spacing; make spacing even.	s.c.	Put in small capitals.
tr	Transpose words or letters.	l.c.	Put in lower-case.
¶	Make paragraph.	rom.	Put in roman type.
no ¶	No paragraph; run in.	ital.	Put in italic type.
□	Indent; put in an emquad space.	b.f.	Put in bold-face type.
[	Move to the left.	w.f.	Wrong font; change to proper style of type.
]	Move to the right.	✓	Apostrophe.
[	Raise to proper position.	⋄	Quotation marks.
]	Lower to proper position.	○	Period.
x	Imperfect type; change.	∧	Comma.
↓	Space shows; push down.	—	One-em dash.
	Line up; make the margin straight.	— —	Two-em dash.
	Straighten lines.	—	Hyphen.

## WRITING THE STORY

1. Write your story simply and naturally. Shun "fine writing."
2. Originality in thought and expression is a valuable asset, but don't be freakish.
3. Don't editorialize. Keep your opinions out of your news stories.
4. In general, specify the source of your information, especially in controversial matter or items that may injure someone.
5. Don't write too long an opening sentence. Keep it readable.
6. Don't exaggerate, but on the other hand don't depreciate your story. Avoid, so far as possible, such expressions:

Not many persons took part in—(Write your story about those who did, unless there is some point in minimizing the affair.)

Little of importance could be learned today about—

There was no change today in—

7. Be specific; don't generalize. *The shingles were burning* is more accurate than *The upper portion of the house was in flames.*

8. Each word that gets into print costs money. Practice condensing your stories. Saving one word in a paragraph may make it a whole line shorter, and saving a dozen lines in a column will add from 5 to 10 per cent to the amount of news in the paper. Learn to recognize and omit such superfluous words as those italicized in the following:

He was divorced *from his wife.*

The ushers collected *the sum of \$5.40.*

The meeting *which was held* last night in the City Hall began at *the hour of 9 o'clock.*

She committed suicide by drinking *the contents of a bottle of poison.*

The bulk of his property, *real, personal, and mixed,* was left to his widow.

These are only random examples. Watch for similar useless expressions.

### SOME THINGS TO OMIT

9. Keep yourself and other reporters out of the story unless to do so would be to omit an essential part of the news.

10. Maintain the self-respect of your profession. Newspaper workers occasionally meet snubs and insults, but don't write your story about them. To do so is to humiliate yourself and to encourage future insults.

11. Don't let your story give the impression that a person interviewed conferred a great favor on the reporter by talking. On the other hand, don't repeat in minor stories that someone "refused to be interviewed," or "declined to discuss the matter"—unless, of course, you want to encourage other persons to display their self-importance by doing the same.

12. Don't insinuate in print that newspaper men are usually hungry and shabby, and that the person who pays his subscription or advertising bill is performing an act of charity. Perhaps this kind of material was funny once.

13. Don't be funny about serious matters. Accidents, funerals, divorces, and the like are not fit subjects for joking.

14. Remember that the persons you are writing about are not mere names, but real human beings. Be fair and considerate. Don't needlessly wound their feelings.

15. Don't use a quotation that would indicate the speaker was illiterate unless there is some point in giving that impression. Put it into good English; most persons use expressions in talking which would not look well in print.

16. On the other hand, stay as closely as possible to the speaker's exact words when quoting. Frequently he is a specialist, and a change in words which seems unimportant to laymen may make him seem ridiculous to his associates.

17. Use dialect only when so instructed.

18. Do not give disgusting or improper details. Too high a standard of good taste never gave offense to those of lower standards, but an item written in bad taste will shock part of your readers.

#### MEMORANDA

## ABOUT WORDS

1. Get the dictionary habit. Never use a word unless you are sure of its meaning and spelling.
2. Don't write anything that will expose the paper to ridicule. For example: "No lights of any description are allowed. Even in the royal palace candles are used."—*London newspaper*.
3. Avoid such expressions as *had his leg broken, had his pocket picked*. Sane persons don't *have* these things done to themselves.
4. Don't use "bromides," such as *burly negro, crisp \$5 bill, beyond peradventure of a doubt, clutches of the law, grim reaper, neat sum, rash act*.
5. Don't use technical terms or foreign words that may not be readily understood by your readers.
6. Avoid legal terms. Don't write *asks judgment against said defendant* when you mean *sues*.
7. Use slang on rare occasions only. Then it must be appropriate, not only to the meaning, but to the tone of the story. In general, one will never make a mistake by avoiding a slang term in favor of its more conservative equivalent.
8. Don't assume too much information on the part of your readers. Write "at a meeting of the Tuesday Club" rather than "*the meeting*" unless the meeting has been well advertised (but "*the recent session of Congress*"); "John Jones, *a* barber," rather than "John Jones, *the* barber" (but "Thomas A. Edison, *the* inventor").
9. To write "just has arrived," on the theory that the verb should never be split, is absurd. Be natural. "Has just arrived" is recognized by the best usage. Split infinitives, however, should be avoided. In eliminating the split infinitive, use the natural form: "Is expected to denounce the measure emphatically," rather than "Is expected emphatically to denounce," or "to denounce emphatically the measure."
10. In giving lists of officers, put the name of the office before the name of the person. Punctuate as follows: "President, John Smith; secretary, Horace Jones; treasurer, J. B. Brown; directors, W. H. West, J. T. North, A. A. Andrews, S. S. Sampson." If the name of the person were placed first, the reader would have to read all the last four names before learning what office any of them held. An exception to this rule is in such a construction as: "The members of the committee are: J. J. Anderson, chairman; T. T. Thomas, G. G. George and Benjamin Harris."
11. Write that a person is arrested *on a charge of* rather than *for* doing thus and so.
12. Usually a person merely *says* a thing. Avoid *asserts, states, declares*, unless you want to include the formality or insistence implied by those words. And remember that *admits* usually has a derogatory connotation.
13. Don't think it necessary to use stilted or affected language in mentioning death. Remember that the simplest words are the most solemn ones.

Don't use *the deceased* in referring to a dead person, nor *remains* for *body*, nor *casket* for *coffin*, nor *interred* for *buried*, nor *obsequies* for *funeral*.

14. Write that a person died *of* typhoid fever, not *from* typhoid fever. Don't write *the* typhoid fever.

15. Avoid the obsequious, flattering attitude reflected in such expressions as *lady* for *woman*, *gentleman* for *man*, *banquet* for *dinner* or *luncheon*, *accepts a position* for *obtains work*, *prominent citizen*, *charming hostess*, *talented young lady*.

16. Avoid the meaningless words with which some writers seek to emphasize their statements. If a building is *destroyed*, it is unnecessary to say *completely destroyed*. If a result is *certain*, you add nothing by calling it *absolutely certain*. If a thing is *unique*, it is silly to describe it as *very unique* or *most unique*. These are only examples of a host of such expressions.

17. Think twice before writing *very*. Long abuse has robbed it of force. *A beautiful sunset* carries as much meaning as *a very beautiful sunset*. A conservative rule is to leave out nine-tenths of the *verys* you feel inclined to write.

18. Don't use superlatives unless you are positive they are accurate. Such expressions as *the oldest man in Missouri*, *the largest audience ever known*, *the most exciting game seen in Columbia*, can hardly ever be verified.

19. Rarely is it necessary to mention a man's race in a news story. Don't write *Abraham Silver, a Jew*, or *Peter Dolato, an Italian*, unless the race is an essential part of the story.

20. Avoid *foreigner*. It has an offensive connotation which may usually be avoided by using *alien*. But remember that citizens of the United States are Americans, regardless of where they or their parents were born. If it is an essential part of the story, use *of Italian birth*, or *of Italian descent*.

21. Never use an offensive racial designation.

22. Don't call a Chinese a *Chinaman*, or a Japanese a *Jap*, in headlines or in text.

23. Write *Bolsheviki* (plural noun), *Bolshevist* (singular noun and adjective; preferable to *Bolshevik*), *Bolshevism* (not *Bolshevikism*). Capitalize the various forms of this word when it refers to an organized political party, but not otherwise. Thus: "The Bolshevist troops near Archangel."—"The spread of bolshevism throughout the world."—"The bolsheviki of the United States."

24. Don't use *colored man* for *negro*. Instead of *negress* use *negro*, or if necessary, *negro woman*.

25. Don't use *party* for *person* except in quoting legal documents.

26. Use *yesterday*, *today* and *tomorrow* rather than the names of the days, unless instructed to the contrary. For dates within a week before or after the date of publication, use the names of the days rather than the date by month and number. Thus a paper dated Saturday, March 20, would say: "John Jones, who was injured Tuesday, died yesterday," rather than "John Jones, who was injured on March 16, died Friday." In writing for a morning paper, remember to calculate from the date of the paper rather than the date on which you write the story. In stories under datelines, of course, *today* means the date of the story rather than the date of the paper.

27. If the name of the day is enough to carry your meaning, don't add the month and number. "The club will meet Tuesday" is better than "The club will meet Tuesday, March 23."
28. Write *November 18*, not *November 18th*.
29. Use *o'clock* in preference to *a. m.* or *p. m.* in such expressions as *at 8 o'clock last night*, *at 10:30 o'clock Wednesday morning*. Use *a. m.* or *p. m.*, however, where you would otherwise have to use *in the morning*, *in the evening*, etc. Thus: "Wednesday's program will begin at 8:15 a. m."—"The swimming pool will be open daily from 8 a. m. until 9 p. m." Don't repeat by using *morning* with *a. m.*, etc.
30. Don't use a plural verb or pronoun with a collective noun unless there is a real reason for considering the noun as a plural. Don't write, for example, "The executive committee *are* preparing an order," or "The club *is* ready to start *their* membership campaign," or "The store will hold *their* annual bargain sale." In the second example given, *is* and *their* do not even agree with each other in number. In the third, *store* is not a real collective noun, but is confused with the proprietors through loose thinking.
31. Don't permit words which fall between the subject and predicate to cause confusion as to number. The reporter who wrote "The event which precipitated matters *were* of little importance," would not have done so had he kept clearly in mind that *event*, not *matters*, was the subject of the sentence.
32. *Politics*, *ethics*, *mathematics* and similar words take the singular verb.
33. Remember that *don't* is the contraction for *do not*, *doesn't* for *does not*. You wouldn't say "He *do not*."
34. Write *none was*, not *none were*. *None* means *no one*.
35. Sums of money, considered in the aggregate, should be treated as singular: "Forty dollars *was* collected."—"Fifty thousand dollars *was* spent." If one thinks of the individual coins, the plural may be proper, as in: "Forty dollars *were* found, in addition to a large number of smaller coins."
36. Unless the owners of the name insist upon the singular form, use the plural in such expressions as Women's Gymnasium, boys' club, Farmers' Week, Merchants' Hotel, Students' Home, workmen's compensation law. The singular may be defended, but the plural is the more natural.
37. Don't use *majority* when *most* will do as well. *Majority* implies a definite count.
38. If A gets 28 votes, B 16 votes, and C 8 votes, A has a *majority* of 4 votes. If A gets 22 votes, B 16 votes, and C 14 votes, no one has a *majority*, but A has a *plurality* of 6 votes. In the first case A has more votes than all his opponents combined, and the *majority* measures this difference. In the second case A has more votes than any of his opponents, but not so many as all of them combined; the *plurality* measures his margin over his nearest competitor.
39. Use *more than* rather than *over* in such an expression as *more than five hundred dollars*.
40. Use *fewer than* for numbers and *less than* for quantity: *Fewer than 100 persons*.—*Less than a bushel*.

41. Be natural. Write *half a mile*, rather than *one-half of a mile*.
42. Avoid *a number of* and *quite a few*. Be specific if possible.
43. A *called meeting*, not a *call meeting*, is what meets at the call of the president.
44. Don't use *due to* unless the *due* modifies some noun. Don't write "The men quarreled *due to* a misunderstanding," but "The men quarreled because of a misunderstanding," or "The quarrel was *due to* a misunderstanding."
45. Don't use *like* as a conjunction. Write "He looks *like* his brother," but not "He sings *like* he enjoyed his work," nor "He sings *like* he used to." The correct forms would be "He sings *as if* he enjoyed his work," and "He sings *as* he used to."
46. Don't use *liable* when you mean *likely*. Every lawbreaker is *liable* to arrest, but it depends upon circumstances whether he is *likely* to be arrested.
47. Never use *loan* as a verb. A *loan* is made when someone *lends* something.
48. Don't use *groom* for *bridegroom*. But *bride and groom* is permissible.
49. Don't use *officer* for *patrolman* or *policeman*.
50. Use *foregoing* instead of *above* as an adjective: "The foregoing statement," but "the statement given above."
51. Don't use *anticipate* when you mean *expect*. Consult the dictionary.
52. Remember the adjective form of *freshman* is *freshman*, as the freshman football team, freshman girls (you wouldn't write *sophomores girls*).
53. Write *a man named Smith* rather than *a man by the name of Smith*.
54. The building is the *capitol*; the city, the *capital*.
55. Say *40 years old*, not *aged 40 years*.
56. Say *illustrated with*, not *by*, *stereopticon views*.
57. Use *preventive*, not *preventative*.
58. Don't write that a person died *as the result of* an operation. Usually in such a case death is the result of conditions that existed before the operation.
59. *To effect* means to bring to pass or to accomplish. Don't use this word when you mean *to affect*. Consult the dictionary.
60. Things *occur* or *happen* without being arranged in advance. An explosion *occurs*, or an accident *happens*, but a wedding does neither; it *takes place*.
61. Don't use *saloonist*, *burglarize*, *suicide* (as a verb), *enthuse* or *gents*.
62. Don't use *onto* or *alright*. The correct forms are *on to* and *all right*. *Already*, however, is a good word.
63. *O* is used with the vocative, without punctuation: "O most gracious king!" *Oh* is used for an exclamation, followed usually by a comma or an exclamation point: "Oh, I see what you mean."—"Oh, how fortunate!"—"Oh! Not another word!"

64. Things of the same general class are *compared with* each other to bring out their points of similarity and dissimilarity; one thing is *compared to* another of a different class, to bring out a real or fancied resemblance. "He compared the University of Missouri with that of Kansas."—"He compared the University to a tree of many branches."

For other suggestions as to the use of words, see Woolley's "Handbook of Composition," the "Century Handbook of Writing," and similar books.

#### MEMORANDA

## CAPITALIZATION

1. In case of doubt, use the lower-case rather than the capital.

2. Capitalize a title preceding and attached to a name, but lower case the title, no matter what it is, if it follows the name or stands by itself. Notice these examples:

Chief of Police Smith	the chief of police
Prof. Jones	William Jones, professor of economics
Gen. W. A. Black	the general said
President Coolidge	Calvin Coolidge, president of the United States
King George V	the king of England
Illustrious Potentate Jones	J. J. Jones, grand exalted ruler
Secretary Hoover	Herbert Hoover, secretary of commerce

2a. The fact that a title precedes a name does not *always* mean it should be capitalized. Note such cases as: He found the chief of police, John Smith; Payments should be made to the treasurer, Jacob Jones.

2b. *Former*, *ex-*, and *-elect*, when used with titles, are not capitalized. For instance: former President Taft, ex-President Taft, Governor-elect James. (*Former* is preferred to *ex-*.)

3. In giving names of the following sorts in full, capitalize the general term as well as the distinguishing words. When using only the general term, make it lower-case even when the reference is plainly specific. Examples:

Ninth Street	across the street
Old Trails Road	grading the road
First Ward	in all wards
Lake Erie	the lake shore
Lake Shore Boulevard	on the boulevard
Forest Park	the park
Westmount Addition	a new addition
Place de la Concorde	
Isle of Pines	the island
Mississippi River	the river
Boone County	a county road
Guitar Building	the building
League of Nations	the league decided
Missouri Supreme Court	the court ruled
Constitution of Missouri	the constitution
Constitution of the United States	the constitution
Tuesday Club	president of the club
Society for the Prevention of Cruelty to Animals	the society
Star Publishing Company	the company
Wabash Railroad	the railroad
University of Kansas	the university (but University when referring to University of Missouri.)
First Christian Church	a Christian church
First Presbyterian Sunday School	attended Sunday school
Lucky Tiger Mine	the mine
Treaty of Versailles	revised the treaty
Reparations Commission	member of the commission
Eighteenth Amendment	the amendment
Eighty-third Regiment	colonel of the regiment
Columbia High School	the high school boys

Campfire Girls	the girls
Columbia Theater	at the theater
Postoffice (building)	the postoffice rules
City Hall	
Courthouse	
Capitol (building)	

3a. An exception to the preceding rule is found where the general term is used in other than its ordinary sense, and where a capital is necessary to show the specialized meaning of the term. Examples:

Missouri Workshop	the Workshop (a dramatic organization)
Hawaiian Islands	visited the Islands (when used as a nickname instead of the full name)
Daniel Boone Tavern	the Tavern (a modern hotel)
Boy Scouts	the Scouts
Wall Street	the Street thinks (Street personified to represent the men of the financial district).

3b. Capitalize only the distinguishing words where two or more names are connected, as the Wabash and Missouri Pacific railroads. (In singular form, Wabash Railroad.)

4. Capitalize *Union*, *Republic*, the *States* when referring to the United States. But do not capitalize adjectives derived from such names, as national, federal, etc. Do not capitalize *government* or *administration*.

5. Do not capitalize *state*.

6. Capitalize the names of national and state legislative bodies when referring to a specific one, as *Congress*, *Senate*, *House of Representatives* or *House*, *Parliament*, *Reichstag*, *Chamber* (France), *Legislature*, *General Assembly*, *Assembly*. Do not capitalize when used in a general sense, as in *the legislature of each state*.

7. Capitalize *City Council* when referring to a specific one. Lower-case *council* used alone.

8. Capitalize *Cabinet* when referring to a specific one.

9. Capitalize the names of federal and state departments and bureaus, as Department of Agriculture, State Insurance Department, Bureau of Vital Statistics. But lower-case municipal departments, as fire department, water and light department, street department.

10. Capitalize *federal reserve bank* and *federal reserve district* in referring to a specific bank or district; otherwise use lower-case. Capitalize *Federal Reserve Board*, but lower-case *federal reserve system*.

11. Capitalize specific names of courts of record, as Boone County Circuit Court, Kansas City Court of Appeals, Missouri Supreme Court. Capitalize *circuit court*, standing alone, when a specific one is meant. The same rule applies to *county court* and *probate court*. Do not capitalize *police court* nor *court* standing alone.

12. Capitalize the *East*, the *West*, the *Middle West*, the *Midwest*, the *Near East*, the *Orient* and other terms used for definite regions; but do not capitalize *east*, *west*, etc., when used merely to designate direction or point of compass, as "west of here." Do not capitalize *westerner*, *southerner*, *western states* and other such derivatives.

13. Write *northern Europe, central Missouri, etc.*
14. Capitalize the fanciful titles of cities and states, as the Mound City, the Buckeye State.
15. Capitalize distinctive names of localities in cities, as West End, Nob Hill, Back Bay, Happy Hollow.
16. Capitalize such terms as Stars and Stripes, Old Glory, Union Jack, Stars and Bars, etc.
17. Capitalize epithets affixed to proper names, as Alexander the Great.
18. Capitalize the nicknames of baseball, football and other athletic teams, as Chicago Cubs, Boston Braves, Tigers, Jayhawkers.
19. Capitalize the first word of a direct or indirect quotation which would make a complete sentence by itself. Thus: Franklin said, "A penny saved is a penny earned."—The question is, Shall the bill pass? Do not capitalize when the quotation is woven into the sentence as in this: The committee's report criticised the bill on the grounds that "production would be lessened," that "trade relations with foreign countries would be stifled" and that the abuses aimed at could be "overcome by the enforcement of laws already in existence."
20. Capitalize the names of all political parties, in this and other countries, as Democratic, Republican, Socialist, Liberal, Conservative, Bolshevik. But do not capitalize such words, or their derivatives, when used in a general sense, as republican form of government, democratic tendencies, socialist views, bolshevist ideas.
21. Capitalize the names of expositions, congresses, etc., as Panama-Pacific Exposition, World's Press Congress, Journalism Week. But do not capitalize such words as *third annual, biennial, etc.*, in connection with these names.
  - 21a. Lower-case *convention* the same as *meeting*, as in *the Elks convention, the national Democratic convention.*
22. Capitalize *No., Fig., Chapter, Room, etc.*, when followed by a number or letter, as No. 11; Fig. 3; Chapter XXI; Parlor C; Room 305, Guitar Building.
23. Capitalize the names of all religious denominations, as Baptist, Quaker, Mormon, Methodist.
24. Capitalize names for the Bible, as the Holy Scriptures, the Book of Books. But do not capitalize adjectives derived from such names, as biblical, scriptural. Capitalize the names of books of the Bible.
25. Capitalize all names used for the Deity, including personal pronouns.
26. Capitalize the names of holidays, as Fourth of July, Dominion Day, Columbus Day, Washington's Birthday.
27. Capitalize the names of notable events and things, as the Declaration of Independence, the War of 1812, the Revolution, the Reformation, the Civil War, the Battle of the Marne.

28. Capitalize names of military organizations, as Eighty-third Regiment, Company F (but headquarters company), National Guard, Grand Army of the Republic.

29. Capitalize the names of races and nationalities, except the negro, as Italian, American, Indian.

30. Capitalize college degrees, whether written in full or abbreviated, as Bachelor of Arts, Doctor of Laws, Bachelor of Science in Education; A. B., LL. D., B. S. in Ed. (When the year is given, use the form: A. B. '09—no comma between degree and year.)

31. Capitalize, but do not quote, the titles of newspapers and other periodicals, as the Columbia Missourian, the New York World, the Outlook, the Saturday Evening Post. Do not capitalize *the*.

Exception: Such names may be quoted at rare intervals when they would otherwise be misread as common nouns. This applies especially (but not exclusively) in headlines, where capitalization is no guide in distinguishing between proper and common nouns. For instance: "Student" to Be Ready Monday, "Messenger" Says Thus-and-So, "Express" Sets New Record. (Note the changed or doubtful meaning if the quotation marks are omitted.)

32. Capitalize and quote the titles of books, plays, poems, songs, speeches, etc., as "The Scarlet Letter," "Within the Law," "The Man With the Hoe," "The University and the State." *The* beginning a title must be capitalized and included in the quotation. All the principal words—that is, nouns, pronouns, verbs, adjectives, adverbs and interjections—are to be capitalized, no matter how short; thus: "The Man Who Would Be King." Other parts of speech—that is, prepositions, conjunctions and articles—are to be capitalized only when they contain four or more letters; thus: at, in, a, for, Between, Through, Into. The same rules apply to capitalization in headlines but not to scriptural texts or formal subjects for debate, in which only the first word is capitalized.

33. In titles of books, plays, etc., and in headlines capitalize prepositions that are closely connected with verbs: "He Was Voted For by His Party."—"He Was Stared At by the Crowd."

34. Capitalize the first word after a colon in giving lists of officers; thus: The following were elected: President, William Jones; vice-president, Frank Smith. In general, however, the use of capital or small letter after the colon is dependent upon the sense. Use a capital when the passage after the colon would have an independent meaning. Use lower-case when the passage is dependent upon the preceding clause.

35. Capitalize adjectives derived from proper nouns, as English, Elizabethan, Germanic, Teutonic. But do not capitalize proper names and derivatives whose original significance has been obscured by long and common usage. Under this head fall such words as india rubber, street arab, pasteurize, macadam, axminster, gatling, paris green, plaster of paris, philippic, socratic, herculean, guillotine, utopia, bohemian, philistine, platonic.

36. Capitalize the particles in French names, as *le, la, de, du*, when used without a Christian name or title preceding, as Du Maurier. But lower-case when preceded by a name or title, as George du Maurier. The same rule applies to the German *von*: Field Marshal von Mackensen, but, without Christian

name or title, Von Mackensen. Always capitalize *Van* in Dutch names unless personal preference dictates an exception, as Henry van Dyke.

37. Do not capitalize:

council chamber

army, navy, marines (but First Army, Marine Corps; see Rule 28)

fraternity (as in Phi Delta Theta fraternity)

senior, junior, sophomore, freshman

fall, winter, spring, summer (unless personified)

a. m., p. m. (except in headlines)

names of committees.

MEMORANDA

## ABBREVIATION

This section applies to the text of articles. For abbreviation in headlines see pages 65-66.

1. Never use an abbreviation that would be unintelligible to the average reader. Common abbreviations that may be used when the context makes the meaning plain are *Y. M. C. A.*, *Y. W. C. A.*, *W. C. T. U.* But no abbreviation whose meaning is not clear at a glance is permitted in either text or headlines.

2. Use the following forms for the names of states, territories and possessions of the United States, when used after the names of towns or cities:

Ala.	Me.	Ore.
Alaska	Mass.	Pa.
Ariz.	Md.	P. I. (Philippine Islands)
Ark.	Mich.	P. R. (Porto Rico)
Cal.	Minn.	R. I.
Colo.	Miss.	S. C.
Conn.	Mo.	S. D.
D. C.	Mont.	Tenn.
Del.	N. C.	Tex.
Fla.	N. D.	Hawaii
Ga.	Neb.	Utah
Idaho	Nev.	Va.
Ill.	N. H.	Vt.
Ind.	N. J.	Wash.
Ia.	N. M.	Wis.
Kan.	N. Y.	W. Va.
Ky.	O.	Wyo.
La.	Okla.	

3. Spell out *United States* except in addresses, as Columbia, Mo., U. S. A., or in such connections as U. S. S. Oregon, Lieut. James Smith, U. S. A., Capt. William Jones, U. S. N. Abbreviation of United States in headlines to save space is permitted.

4. Do not abbreviate the names of states when not following names of cities. Note the following style: In Missouri. At Neosho, Mo. At Neosho, Newton County, Mo. In Newton County, Missouri.

5. Omit the state after a city if the city is sufficiently identified without it, as in the case of Chicago, New Orleans, Los Angeles, Boston, Louisville, Topeka, Little Rock, Des Moines, San Antonio, etc. With cities and towns in Missouri the presumption is in favor of omitting the *Mo.* Note these two exceptions:

5a. Unless the context makes the reference plain, give the state after any city whose name is duplicated elsewhere, as in Mexico, Mo., Springfield, Mo., California, Mo., Paris, Mo.

5b. Give the state after any city which your readers may not reasonably be expected to recognize at once. This is more or less a matter of judgment. The rule applies especially to small places and places remote from the city of publication.

6. Abbreviate *Saint* or *Saints* in proper names, as St. Louis, St. Paul, SS. Peter and Paul's Church, Sault Ste. Marie.

7. Spell out *Fort* and *Mount* in proper names, as Fort Worth, Fort Scott, Fort Leavenworth, Mount Vernon, Mount Olympus.

8. Do not contract the names of cities, as St. Joe for St. Joseph, Frisco for San Francisco.

9. A title preceding and attached to a name (either the full name or the surname only) should ordinarily be abbreviated if the title has a well-recognized abbreviation. Note the lists given below. If a title is not given in either list, the presumption is in favor of spelling it out.

Do not contract any titles when not preceding and attached to a name. Thus: *Dr. J. J. Smith, Dr. Smith, Prof. Smith*; but *J. J. Smith, professor of history*; *He called on the governor, J. J. Smith.*

Use these abbreviations:

Dr.	Lieut.-Gen.	Maj.
Prof.	Maj.-Gen.	Capt.
the Rev.	Brig.-Gen.	Lieut.
Gov.	Adjt.-Gen.	Sergt.
Lieut.-Gov.	Col.	Corp.
Gen.	Lieut.-Col.	Sergt.-Maj.

Do not abbreviate these titles:

president	*treasurer	ensign
*senator	*governor-general	boatswain
*representative	*attorney-general	commander
principal	consul-general	commodore
*superintendent	manager	*lieutenant-commander
alderman	admiral	private
*secretary		

\*Titles marked with asterisks may be abbreviated in headlines to save space when necessary, but only, of course, when used with a name, as in *Supt. Northcutt*. Use these abbreviations: *Sen., Rep., Supt., Secy., Treas., Gov.-Gen., Atty.-Gen., Lieut.-Com.* See section on "Abbreviating in Headlines," pages 64-65.

10. In text (but not necessarily in headlines), spell out titles which are coupled with other words, as acting Governor Jones, Desk Sergeant Smith, former Superintendent Brown, First Lieutenant Black, Cadet Captain W. H. White. Make *acting, former,* and *ex-* lower-case in such instances.

11. Abbreviate the names of the months (except March, April, May, June, and July) when followed by the day of the month, but not otherwise: *Jan. 19, in January, the 5th of January.*

12. Abbreviate *Sr.* and *Jr.* after names. Put a comma on each side; thus: "John Jones, Jr., also spoke."

13. Abbreviate degrees used after a name, as A. B., A. M., Ph. D., LL. D., D. D., etc.

14. In giving names of firms and corporations, use & for *and*; spell out *company, brothers, railway, railroad,* etc. Thus: *Smith & Jones Company, Chicago, Milwaukee & St. Paul Railroad.* Follow this style unless the proprietors insist upon an individual form.

15. Abbreviate the names of political parties when used as follows in giving election returns: For senator: *Smith (Rep.) 24,777, Wilkes (Dem.) 23,592.* Otherwise spell out.

16. Abbreviate and capitalize *number* when followed by numerals, as No. 10, Nos. 3 and 8.
17. *Class of '04* may be used for *class of 1904*.
18. Never, except for special reason, abbreviate proper names, as Geo., Jno., etc. But *Tom* is not to be made *Thomas*; *Dan*, *Daniel*, etc., when the shorter forms are real names, as is often the case. Distinguish such *diminutives*, which take no periods, from *abbreviations*, such as Geo. and Jno., which require periods.
19. Spell out *per cent*; use figures before it and no period after it: "A gain of 10 per cent was made." *Percentage* is one word.
20. Do not abbreviate *street*, *avenue*, or *boulevard*, as 10 North Tenth Street, Hicks Avenue, More's Boulevard. Spell out and capitalize *east*, *north*, *west*, *south*, when used with the name of a street, as West Forty-fifth Street. *Northwest*, etc., when forming the last part of a street address, should be abbreviated, as 118 E. Street, N. W.
21. Never use *Xmas* for *Christmas*.

## MEMORANDA

## FIGURES

1. Spell out numbers up to 100; use figures for 100 or more. Note these examples:

The petition was signed by seventy-five persons.

The petition was signed by 100 persons.

North Ninth Street, Eighty-first Street, East 107th Street.

Fifteenth Infantry, Seventy-ninth Division, 446th Field Artillery.

Fifty-fourth Congress, Fourteenth Ward, twentieth century.

2. Spell out round numbers, such as three or four hundred, nearly a thousand, half a million. But use figures unless the number is plainly indefinite. Use figures for any number (even if indefinite) which cannot be expressed in a few words, as: The city's population is about 575,000.

3. Spell out all numbers, no matter how high, beginning a sentence in ordinary reading matter. Thus: Three hundred and twenty-seven were killed.—Ten-year-old John was there. If spelling out a number would make the sentence cumbersome, recast the sentence.

4. Use figures in matter of a statistical or tabular nature.

5. Use figures for sums of money, as \$5, \$1.87, unless the sum is obviously indefinite, as about a hundred dollars, millions of dollars. Do not use needless ciphers, as in \$5.00. Write \$5.

6. When the sum is in cents, use figures, with *cents* spelled out, as 10 cents, 5 cents. Do not use *penny* for *cent*.

7. Use figures for ages, as 71 years old. This form is preferred to "aged 71 years." Hyphenate the compound adjective form, as a 3-year-old girl.

8. Use figures in giving time, as 10 o'clock, 10 a. m. Use the colon between hour and minutes, as 7:30. Never use needless ciphers, as in 7:00.

9. Use figures for *per cents*, as 10 per cent. Make *per cent* two words; no period after it. Write one-half of 1 per cent, but  $6\frac{1}{2}$  per cent. *Percentage* is one word.

10. Use figures for street numbers, as 10 West Broadway, 104 North Ninth Street. *A* is added to a street number without a space, as 10A West Broadway.

11. Use figures for degrees of temperature, except in cases typified by the following example: "The thermometer stood at 40, a drop of four degrees."

12. Use figures for dates, as Jan. 14 (not *14th*). However, *the 14th*, *Monday the 14th*, are permissible when it would be awkward to use *Jan. 14*. In such cases write *2d*, *3d*, not *2nd*, *3rd*. Spell out the number in *Fourth of July*.

13. Be certain your arithmetic is correct. If your story includes a column of figures and the total, make sure that the figures given will actually make that total. If you say that 40 per cent of a sum has been raised, prove to yourself that the actual figures, when you give them, are really 40 per cent of the total. If you say that six directors were elected, count the names to make sure there are not five or seven. In few cases is it easier for the reader to detect errors than in figures, and few kinds of errors are more likely to bring

sarcastic letters to the editor. A copy reader editing a story containing figures should never pass over them without proving their accuracy, if they are of such a nature as to make this possible.

14. Where a number smaller than 100 occurs in the same sentence and connection with one of 100 or more, put both in figures. Thus: "Deaths for the week numbered 75, as against 105 the preceding week."

15. Do not let one number written in figures follow another with only a comma between, if there is any possibility of confusion. Recast the sentence if necessary to avoid such a construction as this: Of the 324, 168 have already been obtained. The space following the comma is not always a sufficient safeguard.

16. Spell out references to particular decades, as the nineties (no apostrophe). But a '49-er.

17. Dimensions are in figures only when two or more are given. Thus: A tower fifty feet high, a street ten blocks long; but a lot 70 by 100 feet. Write *ly*, not *x*. Where a number of single dimensions are given in describing one object, figures should be used, as, in the description of battleship armament: Four 12-inch guns, six 8-inch guns, four 6-pounders, 12-inch plate. Dimensions of more than 100 are of course always in figures.

18. Numbers of more than four figures are pointed off with commas, as 21,426 men, \$3,456,749.78.

19. Use figures for yards gained or lost, and to designate positions on the field, in a running account of a football game, as:

Faurot punted 45 yards to Johnson, who returned the ball 6 yards, putting it on the Oklahoma 24-yard line.

20. Use figures for calibers, as a revolver of .22 caliber.

21. Use figures for betting odds, as 10 to 7, 2 to 1.

22. Use figures for votes, as Williams 34, Jones 17.

23. Use figures for athletic records and scores, as a pole-vault of 10 feet 2 inches (no comma after feet); Missouri 3, Kansas 0.

## MEMORANDA

## TITLES

1. Never use *Mr.* when the Christian name or initials are given. This rule applies to society news as well as general news. An exception is *Mr. and Mrs. James Smith*, which is preferred to *James Smith and wife*.

2. *Mr.* may or may not be used when only the surname is given. Newspaper usage varies widely in this respect, some papers barring the title altogether. The writer must be guided by his feeling of appropriateness in each case. To use extreme examples, one would naturally give the title to a man of distinction, as Mr. Taft, but not to a man on trial for beating his wife. However, it must not be understood that the omission of *Mr.* necessarily implies lack of respect, for the title is often omitted in naming men in public life. We speak of Washington and Lincoln more naturally than of Mr. Washington and Mr. Lincoln.

3. Use *Mrs.* before the name of a married woman; *Miss* before that of an unmarried woman. The plural *Misses* may be used, but not *Mesdames*. Repeat *Mrs.* if necessary.

4. Do not use *Esq.* after a name.

5. Do not use *Honorable* as a title, unless it is a title bestowed by Great Britain.

6. When preceding and attached to a name (either the full name or the surname only), titles are generally abbreviated. This applies only to titles that have well-recognized abbreviations. See "Abbreviation," Rules 9 and 10, for details.

7. *Rev.* should always (1) be preceded by *the*, (2) be followed by some other title unless the full name is given.

## SOME PERMITTED FORMS

the Rev. William Brown

the Rev. Mr. Brown

the Rev. Dr. Brown (if he has  
doctor's degree)

Usually after the full form has been once used it is sufficient to write *Mr. Brown* or *Dr. Brown*.

## SOME FORMS BARRED

Rev. Brown

the Rev. Brown

Rev. Mr. Brown

8. *Most Reverend* as a title is applied to an archbishop; *Right Reverend* to a bishop, abbot or monsignor; *Very Reverend* to a dean (of a religious sect), vicar-general, president of a seminary or college, superior of a religious house, canon, prior, etc.

9. Use *Father* or *the Rev. Father* as the title of Catholic priests. Do not abbreviate *Father*.

10. Do not use *Master* in referring to a boy.

11. Don't use an unwieldy title preceding a name, as Keeper of the Grand Seal John Smith. Make it John Smith, keeper of the grand seal.

12. Write *Secretary Smith of the War Department*, or *James D. Smith, Secretary of War*, but not *Secretary of War Smith*. *Secretary Smith* is sufficient after the first reference.

13. Don't use a man's business or trade as a title, as Grocer Smith, Carpenter Jones.

14. Do not write *Dr. James Smith, D. D.* The *Dr.* is sufficient.

15. Do not use periods after diminutives of Christian names, as Tom, Dan, Ben, Joe, Sam, etc., and do not quote. (See "Abbreviation.") Nicknames such as "Fatty," "Cap," etc., are to be used sparingly. Avoid them unless the story is obviously such as to warrant their use, or unless they are needed to identify the persons named. In connection with names follow this style: *J. P. ("Puny") Bluck*, or, if only the surname is used, "*Puny*" *Bluck*. Greater license is allowed in sport reports, but even there the use of nicknames must not be carried to an extreme. Under no circumstances may an offensive nickname be used.

#### MEMORANDA

## QUOTATION

### WHEN TO USE QUOTATION MARKS

1. Be sure to end quoted matter with quotation marks. Where a quotation is broken into paragraphs, put quotation marks at the beginning of each paragraph and at the end of the last paragraph.

2. Use single marks to inclose a quotation within a quotation. Use double marks for a third quotation, single for a fourth and so on. Thus:

a. "Let us not act too soon," said Senator Brown.

b. "Remember the proverb, 'Haste makes waste.' Let us not act too soon," said Senator Brown.

c. "Yes," said the witness. "Senator Brown's words were: 'Remember the proverb, 'Haste makes waste.' Let us not act too soon.'"

3. In quoting verse, unless the quoted matter is set in smaller type than the context, put quotation marks at the beginning of each stanza and at the end of the last stanza. If the quotation is less than a stanza, place quotation marks at the beginning and the end of the quoted matter.

4. In editing clipped matter, the whole of which is to be quoted, do not fail to change double quotation marks in the body of the clipping to single, and single to double. Do not fail to put quotation marks at the beginning of each paragraph, especially if you mark new paragraphs, and at the end of the clipping.

5. Quote the full titles of plays, paintings, statuary, operas, songs, lectures, sermons, toasts, mottoes, articles in newspapers, etc. Be sure to include *the* in the quotation if it is part of the title, as "The Star-Spangled Banner." Do not quote the names of characters in books or plays, as Barbara in Locke's "Jaffery," Shylock in "The Merchant of Venice."

6. Quote the full titles of books, except such books as the Bible, the Koran, etc.

7. Quote words or letters used as in the following sentences: The adjective "beautiful" is out of place here. Judgment should be spelled without the "e." Do not quote such words or letters if they are set in italics. Neither quotation marks nor italics are needed in lists or tables.

8. Quote words and phrases used ironically or in some other than the true significance. Thus: His "mansion," I found, was a three-room cottage.

### WHEN NOT TO USE QUOTATION MARKS

9. Do not quote interviews and dialogues when the name of the speaker is given first, as in a symposium, or when the words *Question* and *Answer* (or *Q.* and *A.*) are used, as in reports of testimony. Use em dashes, as below:

Mayor James M. Gordon—I believe the ordinance should be revised.

William Jones—I am not in favor of revision at this time.

Q.—Did you see the defendant in the room?

A.—I did.

10. Do not quote extracts that are set in smaller type than the rest of the story.

11. Don't expect a free use of quotation marks to justify slang and other faulty diction. If you hesitate to use a word without quoting it, the chances are that you had better not use it at all.

12. Do not quote the names of newspapers and periodicals, as the New York Times, the Independent, the Bookman, the Columbia Missourian (lower-case *the*). Do not hesitate, however, to quote such names where necessary to avoid confusion or opportunity for ridiculous misinterpretation. This applies especially to headlines, where capitalization is no safeguard. Note the effect if quotation marks were omitted in such headlines as these:

“Democrat” for Tariff Reform

“Messenger” to Appear Tomorrow

“Heart of America” Distributed to Tourists

13. Do not quote dries or wets, referring to prohibitionists or antiprohibitionists.

14. Do not quote diminutives, such as Tom, Dick, Bill, etc. (See “Abbreviation” and “Titles.”)

15. Do not quote the names of balloons, sleeping cars, vessels, horses, dogs, cattle.

(For the placing of quotation marks with reference to other marks of punctuation, see “Quotation Marks,” under “Punctuation,” Page 46.)

#### MEMORANDA

## COMPOUNDS

Compounding is affected, first by meaning, second by usage, third by grammatical construction.

If the meaning of a compound is different from the meaning of the same words used separately, use the appropriate form, of course.

If the meaning is the same whether the words are compounded or not, we must rely on good usage, which sometimes sanctions more than one form. The School of Journalism's preference in many such cases is indicated here. In other cases consult "Webster's New International Dictionary."

Words which are compounded in some constructions and not in others are discussed under the subheading "Temporary Compounds."

### MEANING AS A GUIDE

1. Let meaning be your first guide in compounding. Always use one of the two compound forms (hyphenated or solid-word form) whenever the meaning to be expressed is different from that conveyed by the words used separately. Thus, a *great grandfather* is quite different from a *great-grandfather*; watermelons at 10 cents *a piece* (when sold by the slice) would be much more expensive than at 10 cents *apiece* (a whole melon at a time).

2. Note that some combinations of words formerly used separately have to some extent become detached from the original meaning. *Railroad*, for instance, is no longer thought of as a kind of road; the word *road* presents a totally different picture to the mind. Similarly, a *courthouse* is not the type of building which we usually think of as a *house*. When two such words have to be taken together to carry the proper meaning, it is only logical to prefer a compound form.

Note these two ridiculous examples of improper compounding, taken from metropolitan newspapers:

A deputy marshal ran *into* a telephone (meaning that he ran into an office to use the telephone there).

### 3 DIE IN HEAD ON COLLISION

3. Distinguish between *every one* and *everyone*, *any one* and *anyone*, *some one* and *someone*. The two-word forms indicate individuals of specified groups, while the solid-word forms are vaguely inclusive. In addition, the solid-word forms almost invariably refer to persons, while the two-word forms may or may not. Thus: I had twenty men listed, and by night I had seen *every one*.—Here are three apples; you may have *any one*.—*Some one* of these three rules will apply.

4. Make the same distinction between *every body* and *everybody*, *any body* and *anybody*, *some body* and *somebody*. When the two-word form is used, *body* retains its separate meaning. Thus: *Every body* in the universe attracts every other body.—*Any body* of men may form an organization.—They camped on the shores of *some body* of water, but could not learn its name.

5. Distinguish between *some time* and *sometime*. The play will be given *sometime* next week.—The play will be given at *some time* to be selected later.—*Some time* elapsed before he returned.

## PRONUNCIATION AS A GUIDE

6. The pronunciation of a word or series of words frequently will aid in determining whether a compound form or the separate-word form should be used. If one syllable is stressed, and the others accented only secondarily if at all, the chances are that a compound form should be used. If a syllable in each word is stressed, it is likely that the words still retain their individuality and should be written as separate words. Pronunciation is unreliable, however, as a guide to the use or omission of the hyphen in a compound word

## LENGTH AS A GUIDE

7. Use the hyphen in any compound word which is so long or unusual as to be confusing otherwise, as post-revolutionary, extra-judicial, ultra-fashionable.

8. The shorter the words, the more likely they are to be combined without the hyphen, even if the meaning is the same as that expressed by the separate words. This applies especially to compounds of two monosyllables.

8a. Write *today*, *tonight* and *tomorrow* without the hyphen. Make *cannot* a solid word.

8b. In general, compound the following words without the hyphen when the prefix is of only one syllable, and do not compound at all when the prefix is of more than one syllable:

WORD	EXAMPLE	EXAMPLE
house	courthouse	apartment house
room	courtroom	dining room
bird	catbird	mocking bird
boat	rowboat	motor boat
book	textbook	reference book
case	bookcase	packing case
fish	goldfish	flying fish
load	carload	wagon load
ship	warship	training ship
shop	workshop	blacksmith shop
track	racetrack	running track
yard	shipyard	navy yard

Some exceptions to this rule are: Circuit Court room, Commercial Club rooms, frame house, brick house, White House, cuttlefish, battleship, back yard, front yard.

8c. Compounds of *eye* are written without the hyphen, as eyewitness, eyeball, eyelash.

8d. *Fold* is joined without the hyphen to a word of one syllable, but is hyphenated when joined to a word of two or more syllables, as threefold, tenfold, hundredfold (with hyphen), seventy-fold.

## COMPOUNDING WITH PREFIXES

9. Such prefixes as *demi*, *semi*, *bi*, *tri*, *co*, *pre*, *re*, *sub*, *super*, *inter*, *intra*, *ante*, *anti*, and *post* are usually joined to a word without the hyphen, unless (1) the prefix ends in a vowel and is followed by the same vowel; unless (2) the prefix is followed by a proper name; or unless (3) the hyphen is needed to distinguish the word from another of different meaning. Examples, showing exceptions numbered as above:

## WITHOUT HYPHEN

demigod  
 semiannual  
 biennial  
 correspondent  
 coeducational  
 prerequisite

reform  
 readjust  
 recover  
 subcommittee  
 intercollegiate  
 intramural  
 antechamber  
 antitrust  
 antiseptic  
 postgraduate

## WITH HYPHEN

semi-indurated (1)  
 co-respondent (3)  
 co-operate (1)  
 pre-empt (1)  
 pre-Raphaelite (2)  
 re-form—to form again (3)  
 re-echo (1)  
 re-cover—to cover again (3)

intra-atomic (1)  
 ante-Christian (2)  
 anti-imperialist (1)  
 anti-Gallic (2)  
 post-Darwinian (2)

Some further exceptions are based on common usage.

9a. Compounds of *over* and *under* are usually printed as solid words, as underclassmen, overbold, underfed, undersecretary.

9b. *Counter* as a prefix usually does not take the hyphen unless joined to a word beginning with *r*, as counteract, counterbalance, counter-revolution.

## OTHER PERMANENT COMPOUNDS

10. Hyphenate such combinations as vice-president, vice-consul, governor-general, surgeon-general, lieutenant-general, brigadier-general, postmaster-general, attorney-general, commander-in-chief, lieutenant-colonel, sergeant-major, sergeant-at-arms, etc., but do not hyphenate prosecuting attorney, first lieutenant, second lieutenant, deputy chief, first deputy, etc. Capitalize all the principal elements of such titles when preceding a name, whether or not the hyphen is used, as Vice-Consul Smith, Brig.-Gen. Henry, Sergeant-at-Arms White, First Lieutenant Jones. Capitalize the same way in headlines.

11. Observe the following forms: schoolmaster, schoolma'am, school-room, (solid word), schoolhouse, schoolboy, schoolgirl, school board, school children, high school, ward school, school-teacher, school-teaching.

12. *Ex* preceding a title takes the hyphen, as ex-President Taft. But *former President Taft* is the preferred form. Do not capitalize *ex* or *former*.

13. Hyphenate nouns that express a double occupation, as poet-artist.

14. Compounds of *half* and *quarter* are usually hyphenated, as half-dollar (but half a dollar), half-past, quarter-mile (but solid word in quarter-master).

15. Hyphenate such compounds of numbers as thirty-two, forty-four.

16. Hyphenate fractions, as one-fourth, three-sevenths.

17. Words formed with the suffix *wide* usually take the hyphen, as state-wide, city-wide.

18. Hyphenate such nouns as passer-by, runner-up.

19. *Elect* is joined to a title with the hyphen, as Governor-elect Smith. Do not capitalize *elect*.

### TEMPORARY COMPOUNDS

Some words not ordinarily compounded are joined when used in certain constructions. Note the following cases:

20. Two or more words combined into one adjective preceding a noun should be hyphenated, as never-to-be-forgotten event, well-known man, first-class investment, English-speaking peoples, up-to-date styles, 4-year-old boy, house-to-house canvass. Do not hyphenate such combinations when they follow the noun, as an event never to be forgotten, a man well known in the city, a canvass from house to house. Note the following exceptions to this rule:

20a. Do not compound an adverb ending in *ly* and a participle, even when combined as a modifying element, as freshly painted house.

20b. Do not compound proper names consisting of more than one word, even when used as a modifying element, as Old English lettering, Civil War days.

21. Nouns such as toss-up, line-up, kick-off, strike-out, should be compounded, usually with the hyphen, as in the examples already mentioned, but occasionally as solid words, as in holdup, walkout, lockout, tryout, workout. When used as verbs, they are divided, as to toss up, to kick off, to strike out, to walk out.

22. The use of a modifying term sometimes separates the elements of a compound word. To indicate that a shoemaker makes wooden shoes you would call him a wooden-shoe maker, not a wooden shoe-maker. The latter would be absurd. Similarly, write *young school-teacher*, but *high-school teacher*. The *young* refers to the teacher, while the *high* refers to the school. A *high school-teacher* might be a school-teacher in a balloon.

### MISCELLANEOUS PREFERENCES

The following lists contain both words covered by the foregoing sections and others for which no attempt has been made to formulate rules.

#### CONTINUOUS COMPOUNDS

airship	blackmail	bystander
anteroom	bloodhound	candlestick
armchair	bloodthirsty	cannot
backache	bookcase	cardboard
background	bookkeeping	caretaker
bankbook	bookworm	carload
bartender	breastworks	catchpenny
baseball	bricklayer	catchword
basketball	broadcloth	cesspool
bathtub	broomcorn	childbirth
bedclothes	buckshot	churchgoer
bedfellow	bulldog	clockwork
beforehand	bullfight	cloudburst
birthday	businesslike	commonplace
birthmark	butterfat	cottonseed
birthplace	buttermilk	countryside

courthouse	halfway	midsummer
crowbar	handbill	midway
cutworm	handbook	midwinter
daredevil	handwriting	moonlight
daytime	haphazard	muskmelon
deadfall	hardware	nearsighted
deathlike	hatband	neckwear
doorway	headache	needlework
downstate	headquarters	newcomer
downtown	heartbroken	newfangled
downtrodden	heirloom	newspaper
drawbridge	helpmate	nightshirt
dreamland	hidebound	nighttime
dressmaker	holdup	northeast
driveway	homesick	notebook
drumstick	honeymoon	nowadays
dugout	horseback	oatmeal
dystuff	horsepower	offhand
earmark	horsewhip	offset
earring	hothouse	offspring
facsimile	housebreaker	oftentimes
farsighted	housetop	oilcloth
fatherland	iceberg	outdoor
figurehead	inasmuch	painstaking
firearms	inborn	pancake
fireplace	indoor	password
fireproof	inkstand	payroll
flagpole	interscholastic	peacemaker
flagship	ironclad	percentage
foodstuff	keepsake	piecework
football	keyboard	playbill
foothill	kindergarten	playground
foothold	kneecap	polecat
footnote	lacrosse (game)	postoffice
footprint	ladybird	praiseworthy
forefather	landlady	proofreader
foresight	landlubber	purebred
forthcoming	landscape	quicklime
fretwork	lawbreaker	railroad
gadfly	lawmaker	railway
gamekeeper	lawsuit	rainstorm
gatekeeper	lifelong	redskin
gentlefolk	lifetime	ringleader
gingerbread	limestone	roadside
glassware	livestock	rosebud
Godspeed	lockjaw	roughshod
goldenrod	lukewarm	rowboat
goldsmith	madcap	runabout
goodby	mainland	safeguard
grapefruit	manhole	salesgirl
groundwork	manslaughter	saleswoman
guesswork	mantelpiece	sandpaper
gunpowder	masterpiece	saucepan
hailstone	meantime	sawmill
hailstorm	meanwhile	scapegoat
hairbrush	merrymaker	schoolroom
hairpin	midday	seacoast

setback  
sheepskin  
shirtwaist  
shoemaker  
shoplifter  
shorthand  
sidewalk  
sightseer  
silverware  
skyscraper  
smallpox  
snowball  
southeast  
speedway  
sportsmanlike  
springtime  
standpoint  
statecraft  
stoneware

stronghold  
sunbeam  
sunbonnet  
sweepstakes  
switchboard  
taxpayer  
teacup  
teammate  
teaspoonful  
textbook  
theatergoer  
thoroughgoing  
thunderstorm  
tip toe  
tollgate  
tombstone  
toothpick  
touchdown  
townsfolk

townspeople  
typewriter  
undergraduate  
upperclassman  
upstate  
uptown  
viewpoint  
waistcoat  
warlike  
watchmaker  
watermelon  
waterworks  
wheelbarrow  
wildcat  
windmill  
workaday  
workman  
workshop

#### HYPHENATED COMPOUNDS

aid-de-camp  
Argus-like  
bas-relief  
bird's-eye  
brand-new  
bull's-eye  
by-law  
by-product  
city-wide  
commander-in-chief  
co-respondent  
court-martial  
cross-country  
cross-reference  
cross-section  
editor-in-chief  
English-speaking  
ex-governor  
father-in-law  
fleur-de-lis  
folk-lore  
'49-er  
fountain-head

governor-elect  
great-aunt  
great-grandfather  
half-dollar  
half-truth  
hundred-fold  
jiu-jitsu  
leg-o'-mutton  
line-up (noun)  
man-of-war  
mind-reader  
mother-in-law  
nation-wide  
non-Catholic  
office-holder  
pan-hellenic  
pan-Germanism  
passer-by  
quarter-mile  
right-of-way  
school-teacher  
self-respect

sergeant-at-arms  
6-year-old girl  
so-called  
son-in-law  
state-wide  
stop-over  
tam-o'-shanter  
tete-a-tete  
trans-Atlantic  
trans-Missouri  
trans-Pacific  
two-thirds  
ultra-conservative  
ultra-intellectual  
vice-president  
week-end  
well-being  
well-nigh  
well-wisher  
woman-like  
world-weary  
X-ray

#### SEPARATE WORDS

apartment house  
back yard  
ball player  
birth rate  
bucket shop  
business man  
camp meeting  
common sense  
copy reader  
day laborer  
death rate

dining room  
district attorney  
electric car  
feast day  
front yard  
high school  
La Follette  
lamb's wool  
mass meeting  
navy yard

newspaper man  
one's self  
per cent  
pro rata  
prosecuting attorney  
roll call  
station master  
street car  
Sunday school  
worth while

## SPORT TERMS

*Baseball*—first base, second base, third base, shortstop; right field, left field, center field, outfield, infield; first baseman, second baseman, etc.; right fielder, etc., outfielder, infielder; two-base hit, three-base hit, sacrifice hit, home run; pinch-hitter (with hyphen); hit-and-run play; double-header. The score was 4 to 1. Defeated by a 4-to-1 score.

*Football*—left end, right end; left tackle, right tackle; left guard, right guard; center; left halfback, right halfback, fullback, quarterback; touchdown; field goal; head linesman.

*Basketball*—left forward, right forward; left guard, right guard; center.

*Track*—100-yard dash, 220-yard dash, 440-yard dash or quarter-mile dash, 880-yard run or half-mile run, mile run, two-mile run, 120-yard high hurdles, 220-yard low hurdles, high jump, broad jump, discus-throw, shot-put, pole-vault.

*Prize Fighting*—lightweight, featherweight, welterweight, middleweight, bantamweight, heavyweight, light-heavyweight.

## MEMORANDA

## SPELLING

In cases not covered by this deskbook, consult "Webster's New International Dictionary." If more than one spelling is recognized by the dictionary as being in good use, give preference to the shorter and simpler, or, if there is no choice in this regard, give preference to the form given first in the dictionary.

The newspaper tendency toward the shorter and simpler of disputed forms has asserted itself in the adoption of simplified spelling for a few words by a growing number of newspapers. Most important of these words are the twelve adopted by the National Educational Association: *tho*, *altho*, *thoro*, *thorofare*, *thru*, *thruout*, *program*, *catalog*, *decalog*, *prolog*, *pedagog*, *demagog*. These forms have also been adopted by the University of Missouri for use in its official publications.

Most newspapers, however, use the longer forms of most of these words. The School of Journalism, in accordance with the rules given in the first paragraph of this section, uses the simplified forms for only *program* and *catalog*, writing the other words thus: *though*, *although*, *thorough*, *thoroughfare*, *through*, *throughout*, *decalogue*, *prologue*, *pedagogue*, *demagogue*.

1. With words of more than one syllable, a final consonant preceded by a single vowel is usually not doubled on adding a suffix, except when the final syllable is accented, as *traveler*, *traveling*, *kidnaped*, *marvelous*, *jewelry*, *benefited*; but *hotter* (from *hot*: one syllable), *planned* (from *plan*: one syllable), *beginning* (from *begin*: accent on final syllable), *abettor* (from *abet*: accent on final syllable).

2. Spell *toward*, *backward*, *forward*, *afterward*, *upward*, *homeward* and similar words without final *s*.

3. Use *among* instead of *amongst*; *while* instead of *whilst*.

4. Use *indorse*, *inclose*, and *inquire* rather than *endorse*, *enclose*, *enquire*. Use *enforce*, but *reinforce*.

5. Use the *er* form of ending in *theater*, *caliber*, *center*, etc. But *euchre*.

6. Use *or*, not *our*, in *favor*, *color*, *rumor*, *demeanor*, *labor*, *vigor*, *fervor*, etc.

7. Write *insanitary*, not *unsanitary*.

8. Omit final *e* from *antitoxin*, *glycerin*, *gelatin*, *paraffin*, etc. But *quinine*.

9. Use *e* instead of the diphthong *ae* in such words as *esthetic*, *anesthesia*.

10. Spell *whisky* without an *e*.

11. Write *practice*, not *practise*.

12. Write *defense*, *offense*, *pretense*.

13. *Judgment*, *acknowledgment*, *lodgment*.

14. *Skillful*, *willful*.

15. Use no space after *Mc*, as *McDonnell*, *McLeod*, etc.

16. Write *airplane*, *airdrome*; not *aeroplane*, *aerodrome*.

## MISCELLANEOUS

The following list contains both words of disputed spelling (as *criticise*) and words on which the authorities agree, but which are frequently misspelled (as *consensus*). Students will be expected to observe this style:

abettor  
accessory  
accommodate

accumulate  
adviser  
advisory

Agean  
aeronautics  
aid-de-camp

airplane	canvas (cloth)	enforce
airdrome	canvass (for votes)	envelop (verb)
Allegheny	canyon	envelope (noun)
(river and mountains)	carburetor	Eskimo
all right	Carrollton (Mo.)	Eskimos
already	catalog	farther (distance)
Alsace-Lorraine	catarrh	further (in addition)
aluminum	catechise	feaze
alumna	centimeter	fiance (man)
► (feminine singular)	chaperon	fiancee (woman)
alumnae	chaperons	fiery
(feminine plural)	charivari	Filipino
alumni	chauffeur	fleur-de-lis
(masculine plural)	check (for cheque)	flier
alumnus	Chile	football
(masculine singular)	chock-full	fulfill
ambassador	cigarette	fusillade
anemia	Cincinnati	Gallipoli
anesthetic	cleek (in golf)	gantlet (to run the)
antitoxin	clue	gauntlet (glove)
appall	collectible	gaseous
apparatus	combated	gasoline
apparel	connoisseur	gauge
appareled	consensus	gayety
apropos	controller (official)	gayly
archeology	courthouse	glycerin
Argentina (noun)	cozy	goodby
Argentine (adj.)	crappie	gossiped
ascendant	criticise	gossiper
ascendency	data (plural)	graveled
auxiliary	decatalogue	gray
ax	defense	gruesome
balloon	demagogue	guarantee (verb)
baptize	demagogy	guaranty (noun)
basketball	develop	gypsy
battalion	development	Haiti
bazar	dilettante	Haitian
benefited	diphtheria	Halloween
benefiting	dirigible	handicapped
blond (adj. and masc. noun)	discipline	harass
blonde (fem. noun)	dishabille	Hawaii
bluing	disheveled	Hawaiian
bogey (in golf)	disk	hemorrhage
boll weevil	dispatch	hypocrisy
bookkeeper	draft	icing
Boonville (Mo.)	draftsman	idiosyncrasy
Bosporus	drier	impaneled
bric-a-brac	driest	imperiled
Budapest	drought	impostor
Buenos Aires	dryly	inasmuch
bus (omnibus)	dullness	inclose
busses (plural)	dyeing (coloring)	indispensable
calcimine	dying (expiring)	indorse
cancel	Edinburgh	innocuous
canceled	eleemosynary	inoculate
cannot	embarrass	insanitary
cantaloupe	employe	intrench

intrust	occasionally	secede
I O U (no periods)	occur	separate
its (possessive of it)	occurrence	Serbia
it's (it is)	offense	sextet
jeweler	one's self (not oneself)	Shakespeare
jewelry	paraffin	Shakespearean
jimson weed	parallel	shoeing
jingoes	partisan	siege
jiu-jitsu	pedagogue	sight (something seen)
Johns Hopkins (university)	pedagogy	site (location)
judgment	Peking	cite (to refer to)
kafr (not kafir corn)	Philippines	sirup
karat	picnic	skeptic
kerosene	picnicker	skillful
Khartum	Pittsburgh (Pa.)	smooth (verb)
kidnaped	Pittsburg (Kan.)	sobriquet
kimono	pleaded (past tense of	solos (plural of solo)
Korea	plead)	stanch
labeled	plow	stationary (fixed)
laboratory	portiere	stationery (paper, etc.)
leggings	Porto Rican	statue (image)
lese majesty	Porto Rico	stature (height)
libelous	Portuguese	statute (law)
license	postoffice	stayed (past tense of stay)
lilies	practice	stereopticon
lily	precede	strait-laced
line up (verb)	proceed	subpena
line-up (noun)	procedure	Sudan
linotype	prerogative	supersede
loath (reluctant)	privilege	synonym
loathe (to detest)	program	theater
lose (to suffer loss)	prologue	thrash (to whip)
mah jong	prophecy (noun)	thresh (grain)
mamma	prophecy (verb)	Tibet
manageable	putt (in golf)	Tokyo
maneuver	pygmy	Tolstoy
mantel (shelf)	quarreled	traveled
mantle (covering)	quartet	traveler
Marseillaise	questionnaire	twelfth
marshal (officer)	quintet	tying
Marshall (Mo.)	racket (for racquet)	vaccinate
marveled	receive	vaccine
marvelous	recommend	vacuum
meager	reconnaissance	vender
medieval	reconnoiter	vermilion
milk cow	reinforce	vitreous
misspell	renaissance	vodka
Mohammed	repertoire	weird
mold	restaurateur	Welsh (pertaining to Wales)
moneys	reverie	whisky
moratorium	rhythm	Wilkes-Barre (Pa.)
mussel (shellfish)	Romance (languages)	willful
mustache	ruble	woful
nickel	Rumania	woolen
nitroglycerin	sacrilegious	worshiped
noticeable	salable	worshiper
nowadays	sauerkraut	

## PUNCTUATION

This section is not meant to be a complete guide to punctuation. Its purpose is merely to give rules and suggestions covering points that frequently arise in the writing and editing of news copy. For the general principles of punctuation, which are the same for all kinds of composition, consult any standard work on the subject.

### THE PERIOD

1. Do not use period after *per cent.*
2. Do not use period after nicknames, as Tom, Sam, etc.
3. Use periods with *O. K.* (past *O. K.'d*).
4. Use period between dollars and cents, as \$1.25.
5. Use three periods separated by em quads to denote an omitted passage. Thus: "The first thing to understand . . . is the need of accuracy." If one or more complete lines of poetry are omitted, insert a full line of periods separated by two-em quads.

### THE COMMA

6. Distinguish between restrictive (sometimes called limiting or defining) clauses and non-restrictive. The restrictive clause is necessary to define the term it modifies, and consequently is too closely related to the latter to be set off by commas. The non-restrictive clause is merely an added or parenthetical expression concerning a term which does not need definition; so the clause *is* set off by commas. To test whether a clause is restrictive or not, omit it in reading the sentence. If the meaning is not changed by the omission, the clause is non-restrictive, and should be set off by commas.

The importance of this distinction may be observed from the following sentences containing the same words but expressing different thoughts:

"The juniors of the college, who defied the faculty, have been expelled."  
(Non-restrictive.)

"The juniors of the college who defied the faculty have been expelled."  
(Restrictive.)

The first sentence means that all the juniors have been expelled. The second means that only those of a particular group—those *who defied the faculty*—have been expelled.

7. Do not use a comma between two clauses of a brief compound sentence where there is no change of subject. Thus: "He went to the store and bought a new suit." But: "The city was strongly held by guns and infantry, and the British force therefore withdrew to its original bivouac."

8. Distinguish between *alternative or* and *appositional or*. "John or Thomas will carry the message." (*Alternative or*; no comma.)—"Indian corn, or maize, is the chief product of the state." (*Appositional or*; commas required.)

9. A participial phrase at the beginning of a sentence is usually set off by a comma. Thus: "Shouting a warning, he ran down the street."—"Convinced of his guilt, the lawyer declined to defend him."

10. Co-ordinate adjectives, as in "a kind, patient, indulgent father," are separated by commas. Do not use a comma when the adjectives are not co-ordinate, but dependent each on what follows, as "a handsome young man"; "our excellent financial system"; "sturdy old patriots." The commas are correctly placed if, as a test, we can imagine each replaced by *and* without changing the meaning of the sentence.

11. A common mistake is the placing of a comma before *every* bit of quoted matter, no matter what its character. No comma should be used in this sentence: "The title of the book is 'The Way to Win.'"

12. *Jr., Sr., Mo., etc.*, require commas on each side unless they end a sentence. "John Jones, Sr., of Cameron, Mo., made an address." One of the commonest errors in punctuation is the omission of the comma after a parenthetical expression.

13. Use commas to set off the year in a date, as "The men who enlisted in April, 1917, were wholly untrained, but on November 11, 1918, they were veterans."

14. Use a comma, not a colon, after *viz., to wit, namely, etc.*, except in ending a paragraph.

15. Use no comma after *such as*. "Farm products, such as wheat, rye, corn and oats, were exhibited."

16. Use no comma in "5 feet 8 inches tall," "3 years 6 months old," etc.

17. Use a comma after *whereas, resolved, etc.*, and follow with a lower-case letter. "Resolved, that we, the members of . . ."

For examples of misuse of the comma, see "Four Illiterate Blunders," at the end of this section.

## THE SEMICOLON

Don't taboo the semicolon. It is less used now than formerly, when long and involved sentences were more common, but it still has a legitimate function. See "Four Illiterate Blunders," at the end of this section.

18. Use the semicolon to separate co-ordinate clauses of the same sentence when they are not separated by a co-ordinate conjunction; thus: "This is a bad law; it should be repealed." When the connection between the two clauses is not of the most intimate sort, however, it is usually better to make them separate sentences.

19. Use the semicolon to separate members of a series when the members themselves, or some of them, are broken up by commas. Thus: "I saw the Perry Monument, which overlooks Lake Erie, where Perry won his greatest fame; the municipal bathing pavilion, which frequently accommodates more than ten thousand persons in a day; and the lagoon, where motor boats by the score are moored." (But: "I saw the Perry Monument, the municipal bathing pavilion, and the lagoon.")

20. Use the semicolon in a construction such as this: "Those present were: John Jones, Mexico, Mo.; Horace Brown, Sedalia; Mrs. W. B. Smith and Mrs. J. H. Howard, St. Louis; Dr. B. B. Simmons, Moberly; H. K. Henry,

Columbia." (But if there were not more than three on the list: "Those present were John Jones of Mexico, Mo., Horace Brown of Sedalia, and Dr. B. B. Simmons of Moberly.")

21. Use the semicolon to avoid confusion in such a construction as this: "The party consisted of J. J. Lee; H. H. Winton, his secretary; Mrs. Lee; Miss Mary Brown, her nurse; and three servants." Written thus, the sentence indicates there were seven persons in the party. Readers might get the impression there were nine if the sentence were written: "J. J. Lee, H. H. Winton, his secretary, Mrs. Lee, Miss Mary Brown, her nurse, and three servants."

### THE COLON

22. Use a colon (1) before a quotation of more than one sentence; (2) before a quotation of only one sentence when formality is sought; (3) before any quoted matter that begins a new paragraph. In general, use the comma before a quotation of one sentence. "I replied, 'No; we can't do that.'"

23. Use a colon between chapter and verse in scriptural references; thus, Matthew 2:5-13.

24. Use the colon in giving time, as 7:30 o'clock.

25. In general, use the colon in introducing matter with *the following*, *as follows* and similar expressions.

### THE APOSTROPHE

26. Use the apostrophe as follows to form the possessive case of nouns: Add apostrophe and *s* in the singular, as the girl's hat. Add apostrophe in the plural when the plural ends in *s*, as the girls' hats. Add apostrophe and *s* when the plural is formed without the *s*, as children's games, women's rights. Add apostrophe to proper names ending in *s*, as James' hat, Burns' poems, Rogers' dry goods store. Be sure to place the apostrophe correctly. *Burn's poems* would indicate that the name was *Burn*; *Roger's*, that the name was *Roger*.

27. Observe use of the apostrophe in *don't*, *doesn't*, *haven't*, *I've*, *'tis*, *can't*, etc. The apostrophe takes the place of the elided letter or letters. The plural of *don't* is *don'ts*.

28. The apostrophe is never used in the possessive pronouns, *his*, *hers*, *its*, *yours*, etc. *It's* means *it is*.

29. The possessive of *M. U.* is *M. U.'s*.

30. Use the apostrophe in forming the plural of letters, as the three R's, the i's in a font of type. Do not use the apostrophe with figures, as 5s or 3½s, (as in referring to bonds bearing 5 per cent or 3½ per cent interest).

31. Use no apostrophe with *bus*, *phone*, *varsity*.

### THE DASH

32. Don't overwork the dash. Usually the comma will do as well. A frequent legitimate use of the dash is to denote an abrupt break in the construction. Thus: "He thought of his mother—what a woman she was!"

33. Dashes are sometimes used for the sake of emphasis to set off parenthetical words. "Dinner—for they dined in the evening now—made a welcome diversion."

34. The dash may be used for significant pause. "I asked for bread and they gave me—fried chicken."

35. Use a dash in unfinished sentences. Put quotation marks, if any, outside the dash. Thus: "Then your name is—"

## PARENTHESIS

36. Do not be confused by marks of parenthesis. Punctuate the sentence as if the portion within parentheses did not exist. If any mark is required after the portion of the sentence preceding the parenthesis, put it after the second curve. Punctuate the parenthetical matter separately. Thus: "The celebrated 'Chaldee Manuscript' was the *piece de resistance*—a satire, couched in biblical language (probably at the suggestion of James Hogg, the 'Ettrick Shepherd,' who was admitted to the council of conspirators), directed chiefly against the former editors of the magazine."—*Henry Mills Alden.*

37. If an entire sentence is inclosed in parentheses, the period should come before the last curve. Thus: "(For additional data see Page 17.)" If only the last words are inclosed, the period should come after the curve. Thus: "He uses many words incorrectly (for example, *practical* and *practicable*)."

38. When the name of the state, though not a part of the title of a newspaper, is given with the title, use this form: the Sturgeon (Mo.) Leader, the Las Vegas (N. M.) Optic. Omit name of state after large cities, as the Chicago Daily News, the New York World, the San Francisco Examiner.

## BRACKETS

39. Brackets are correctly used to indicate an interpolation made in a quotation by the person quoting. The news writer rarely has occasion for these marks.

## QUOTATION MARKS

40. The period and the comma always stand inside quotation marks as a matter of typography. Thus: "On this platform," he said, "I expect to win."—She was reading "Ivanhoe."

41. The colon and the semicolon should be placed outside quotation marks. Thus: He spoke as follows on the subject, "See America First":—The books were studied in this order: first, "Silas Marner"; second, "David Copperfield"; third, "Henry Esmond."

42. The interrogation and exclamation points are placed inside quotation marks if they are part of the quotation; otherwise, outside. Thus: "Who goes there?" he challenged.—Have you ever seen Maude Adams in "Peter Pan"?—"Well done!" he cried.—He called himself an epicure, but I noticed that he ordered "ham-and"!

(See also "Quotation," pages 31-32.)

## FOUR ILLITERATE BLUNDERS

(From "Principles of Modern Punctuation," by Dr. Robert L. Ramsay of the English department of the University of Missouri; published by the School of Journalism, 1908.)

The mistakes most to be avoided are those that brand the user as illiterate or slovenly. Of these there are four that give to one's writing an especially crude and careless air.

1. The "false period." This consists of putting a period after a group of words that do not make complete sense, after a phrase or subordinate clause instead of a sentence. It is the worst of all blunders in punctuation, because it indicates that the writer does not understand the most elementary of grammatical problems, how to tell a sentence when he sees one. The following examples are taken from students' themes:

Examples: "Milton wrote many poems in his youth. The best known being 'Lycidas' and 'Comus.'"—"The stranger blamed himself severely. Which was not doing himself justice."—"He was very lenient about people's being on time. Principally because he was always late himself."

2. The "false comma." This blunder is the converse of the first, and nearly as bad. The "false period" occurs when part of a sentence is written as if it were a whole sentence; the "false comma," when two complete sentences are written as one, with only a comma between them. Two complete thoughts do not belong in the same sentence unless their independence is recognized in the link between them. This link may be one of the pure co-ordinate conjunctions (*and, but, or, nor, sometimes for and yet*) or the semicolon. With other connectives, such as *therefore, nevertheless, still, moreover*, the comma alone is not sufficient; the semicolon is the distinctive mark for independent clauses. In the examples given below, either period or semicolon might be used, but the comma is wrong:

Examples: "Sir Roger de Coverly was a good churchman, he attended church every Sunday."—"The night was cool, we rode swiftly along the silent road."—"We all walked rapidly, the sun had gone down, there were no horses."

3. The "unbalanced comma." In all cases where a word, phrase or clause is cut off by commas—a transposed element, a non-restrictive phrase or clause, a parenthetical element of any kind,—it produces a particularly bad effect to use one of the two commas and omit the other. It is better to omit both than to do this.

Examples: "These men in their honorary capacity, already have sufficient work to perform."—"The party then, consisted of about twelve persons."—"It is not strange that the sentiment of loyalty should, from the day of his accession have begun to revive."—"It was the master of the house to whom, as in duty bound I communicated my intention."

4. The "exaggerated semicolon." Just as it looks illiterate to put a comma before an independent clause, so it looks illiterate, though not so much so, to put a semicolon before a subordinate clause; not so much so, because . . . this is sometimes done in the series, and sometimes for

rhetorical effect. But it is very liable to abuse, and most cases of it are due to ignorance. The safest rule is never to use the semicolon except between independent clauses.

Examples: "The stranger blamed himself severely; which was not doing himself justice."—"Milton wrote many poems in his youth; the best-known being 'Lycidas' and 'Comus.'"—"When ambition asserts the monstrous doctrine of millions made for individuals, their playthings, to be demolished at their caprice; is not the good man indignant?"

#### MEMORANDA

## SPECIAL FORMS

### FULL-MEASURE BOX SCORE

(See the official scoring rules.)

ST. LOUIS	AB.	R.	H.	O.	A.	E.
Shotton, lf	4	0	0	5	0	0
Heathcote, rf	4	1	1	3	0	0
Stock, 3b	4	1	2	1	1	0
Hornsby, 2b	3	1	2	3	2	0
Fournier, lb	3	0	2	7	0	0
McHenry, cf	3	0	1	1	0	0
Janvrin, ss	3	0	1	1	2	0
Clemons, c	3	0	0	5	2	0
Schupp, p	3	0	0	0	4	0
Totals	30	3	9	26	11	0

PITTSBURGH	AB.	R.	H.	O.	A.	E.
Bigbee, lf	4	0	0	0	0	0
Carey, cf	2	0	2	1	0	1
Southworth, rf	3	0	1	4	1	0
Whitted, 3b	3	1	0	2	1	0
Cutshaw, 2b	2	1	1	1	4	0
Grimm, lb	3	0	0	8	0	1
Caton, ss	3	0	2	1	1	0
Clarke, c	3	0	0	7	1	0
Cooper, p	3	0	0	0	1	0
*Nicholson	1	0	1	0	0	0
**Hinchman	1	0	0	0	0	0
Totals	28	2	7	24	9	2

\*Batted for Clarke in ninth inning.

\*\*Batted for Cooper in ninth inning.

†Carey out, hit by batted ball.

Score by innings:

Pittsburgh	000	101	000	—2
St. Louis	100	101	00x	—3

Summary: Stolen bases—Southworth 2, Carey 2, Stock. Sacrifice hits—Carey, Caton, Cutshaw. Two-base hits—Hornsby, McHenry, Fournier. Double play—Caton to Cutshaw to Grimm. Struck out—By Schupp 2, by Cooper 4. Bases on balls—Off Schupp 6. Wild pitches—

Schupp 1, Cooper 1. Left on bases—St. Louis 3, Pittsburgh 8. Time—1:40. Umpires—Klem and Emslie.

### HALF-MEASURE BOX SCORE

ST. PAUL		LOUISVILLE		
AB.	H.	O.	A.	
Niles, 3b	2	1	4	2
Martin, ss	6	3	4	1
Padd'ck, lf	6	1	4	0
Cruise, rf	3	0	2	1
Johnson, c	6	2	3	0
Riggert, cf	4	2	3	0
Dress'n, lb	3	1	6	0
O'Le'ry, 2b	4	0	1	3
Hall, p	4	3	0	1
Totals	38	13	27	8

Daniels, rf 5 0 3 0 0  
Osborn, cf 1 1 4 0 0  
Moore, cf 2 0 1 0 0  
St'nsb'y, 2b 4 2 3 1 0  
Crossin, c 4 1 3 1 0  
Miller, lb 4 2 8 0 2  
Derrick, ss 4 0 1 6 0  
Midkiff, 3b 4 1 0 0 0  
Dell, lf 3 1 4 0 1  
Hoch, p 0 0 0 3 0  
Taylor, p 3 0 0 0 0  
\*Clemons 0 0 0 0 0  
Totals 34 8 27 11 3

\*Batted for Taylor in ninth.  
Score by innings:  
St. Paul.....062 100 110—11  
Louisville.....100 000 010— 2  
Summary: Two-base hits—Hall, Riggert. Three-base hit—Crossin. Home runs—Hall, Niles. Stolen bases—Cruise, O'Leary. Earned runs—Louisville 2, St. Paul 7. Sacrifice hits—Dressen 2, Cruise, O'Leary. Left on bases—St. Paul 12, Louisville 8. First base on errors—St. Paul 3. Bases on balls—Off Taylor 6, off Hoch 2, off Hall 3. Hits—Off Hoch 2 in 1 1-3 innings, off Ellis 3 (three batters), off Taylor 8 in 7 2-3 innings. Struck out—By Taylor 3, by Hall 2. Passed ball—Crossin. Time—2:05. Umpires—Owens and Knapp.

### SCORE BY INNINGS ONLY

	R.	H.	E.
New Orleans	000	100	020—3 8 0
Birmingham	000	000	000—0 5 3

Batteries: New Orleans—Weaver and Higgins; Birmingham—Robertson and Hall.

### INNING-BY-INNING BASEBALL STORY

St. Louis—Tobin was out, Blair to Chase. Vaughn singled to left and went to second on Miller's single to left. Borton singled to center, scoring Vaughn, Miller taking second. A pass to Kores filled the bases. Chapman popped to Roach. Drake was out, Bedient to Chase. One run, three hits, no errors.

Buffalo—Meyer beat out a grounder to second. Lord forced Meyer, Kores to Johnson. Dalton lined to Tobin. Lord stole second. Chase fanned. No runs, one hit, no errors.

## FOOTBALL SCORE

MISSOURI (0)	AMES (6)
Speelman, le.....	re, Jones
Herndon, lt.....	rt, Reeve (capt.)
Groves, lg.....	rg, Deffke
Lansing, c.....	c, Johns
Van Dyne, rg.....	lg, McKinley
Clay (capt.), rt.....	lt, Mattison
LaRue, re.....	le, Packer
Collins, qb.....	qb, Moss
Shepard, lhb.....	rhb, Wilson
Dunckel, fb.....	fb, Uhl
Graves, rhb.....	lhb, McDonnell
Substitutions: Missouri—Drumm for	
Groves, Graham for Lansing, Lake for	
Shepard, Woody for Lake, Miller for	
Dunckel. Ames—Karr for McKinley,	
Evans for Wilson.	
Touchdown—Uhl (Ames)	
Referee—Groves (Washington U.).	
Umpire—Quigley (St. Mary's). Head	
linesman—Thomas (Purdue).	

## BASKETBALL SCORE

MISSOURI (43)	Goals	Free Throws	Fouls
Ruby, rf	4	0	2
Scott, lf	4	7	6
Vogt, c	8	0	3
Schroeder, rg	2	0	1
Browning, lg	0	0	0
Coffey, lg	0	0	1
Totals	18	7	13
KANSAS (25)	Goals	Free Throws	Fouls
Bunn, lf	3	0	3
Lonberg, rf	1	0	0
Matthews, c	1	1	3
Frederick, c	3	0	1
Mason, lg	1	0	2
Bennett, rg	0	4	2
Harms, rg	1	0	1
Totals	10	5	12

## TRACK SUMMARY

100-yard dash—Smith, Missouri, first; Shaw, Kansas, second. Time, 10 $\frac{1}{2}$  seconds.

440-yard dash—Wilson, Kansas, first; Jones, Missouri, second. Time, 52 seconds.

Two-mile run—Ames, Kansas, first; Brown, Missouri, second. Time, 10 minutes 1 $\frac{1}{2}$  seconds.

High jump—Frank, Missouri, first; Williams, Missouri, second. Height, 5 feet 11 inches.

## DATELINES

Observe capitalization and punctuation in the following:

CHICAGO, June 30.—Mayor Thompson announced today that  
 ELDON, Mo., June 30.—An attempt to rob the First National Bank  
 BERLIN, Aug. 1 (via wireless to Sayville).—The German war will be  
 LENINGRAD, May 27 (by mail).—The next serious blow of the  
 PARIS, Aug. 3 (8:10 p. m.).—Fighting on the western front has ceased  
 BARCELONA, Venezuela.—The importation of automobiles from the

The rules: Name of city in capitals; state or country, lower-case. Omit state or country after large city whose location is well known. Do not abbreviate names of foreign countries.

Parenthetical matter, if any, goes after the date, before the period and dash. Make the parenthetical matter lower-case except for proper names. Do not put press association credit in the dateline.

The date may usually be omitted from the dateline on time stories. Do not use (*by mail*) unless it will add to the reader's understanding of the story.

## CREDIT LINES

Credit lines are in 6-point type. Note the following forms:

<p>By United Press.          By United Press (Copyright 1925).          By a Staff Correspondent.          By Wireless Telephone.          Special Dispatch to the <i>Missourian</i>.          From the New York Times.</p> <p>By L. C. MARTIN          United Press Staff Correspondent          (Copyright 1925)</p> <p>By L. C. MARTIN          United Press Staff Correspondent</p> <p>By A. E. W. MASON          Written for the United Press          (Copyright 1925 by John Smith, Inc.)</p>
--

If any form which starts flush at the left is too long for one line, it should be set as a hanging indentation. If any line which is usually centered is too long for one line, it should be set as an inverted pyramid.

## REPRINT

Short reprint (paragraphs and "answer-backs") is credited with name of publication, lower-case, run in at the end, following an em dash. Omit *the* from titles of newspapers in giving credit in this form; thus.—St. Louis Post-Dispatch.

Long reprint is credited with full name of publication, set in 6-point, flush, at top of article. Use "from" in this form, thus:

From the New York Times.

## COMMUNICATIONS

Editor the *Missourian*: is the only form of salutation permitted on communications. This is run in as part of the first paragraph. A noncommittal headline (No. 6) is used.

The signature is set in capitals, one em in from the right, without dash. Set in last line of text if there is room; otherwise make a separate line.

Dateline, if any, is set at the end in lower-case, one em in from the left, thus:

**The Government's Budget.**

Editor the *Missourian*: A news dispatch sent out from Washington Friday . . . result.

A. B. CADY

Kansas City, May 18.

If it is necessary to use all the introductory matter in a letter, run it in, thus:

Herbert Hoover, Secretary of Commerce, Washington, D. C.—Dear Sir:  
 I have the honor . . .

## INTRODUCTIONS

Editorial notes or other introductory matter, not a part of the story, should be set in 6-point type.

## PHOTO-ENGRAVING

The most commonly used picture-printing plates are halftones and line etchings.

A halftone is a plate reproducing a photograph, drawing or piece of copy that contains one or more tones between white and black. A line etching on the other hand, can reproduce only copy that shows white and black.

Distinctive of the halftone are the raised dots on its surface by which the tones of the original copy are interpreted. These are obtained by photographing the copy through a screen—a glass that has engraved or imprinted black lines upon it, two sets of parallel lines crossing at right angles. A great number of small squares compose the pattern of the screen. The dotted image obtained thus by photography on glass is transferred to a sheet of sensitized metal, either copper or zinc, by a photographic process. Etching in acid leaves certain dots of metal standing in relief. These form the printing surface of the plate.

Halftone screens are classified according to the number of lines to the running inch ruled upon them. Fine screens, from 120 lines higher, are used for halftones that are to be printed on the better grades of paper. Newspapers generally use a 60- or 75-line screen.

A line etching is produced on zinc without the use of the halftone screen. It is less expensive than the halftone. Pen drawings form the bulk of line copy.

Other picture printing plates used in the *Missourian* are electrotypes, stereotypes, chalk plates and occasionally wood cuts.

Electrotypes (or electros) are duplicates of original line and halftone plates. A whole advertisement, including type and illustration, can be duplicated in one plate by electrotyping. The process offers a distinct advantage to an advertiser who wishes to run the same advertisement simultaneously in several publications. A wax impression of the original etching or type is placed in an electrolytic bath, where it receives a deposit of copper. The thin facing of copper is then backed up with lead and mounted on wood to form a printing plate.

Stereotypes are metal plates made by casting from matrices (singular, matrix). The matrix is usually of papier-mache.

Stereotypes cast from chalk plates are also used by the *Missourian*. A chalk plate consists of a  $\frac{1}{8}$ -inch sheet of blue steel covered with compressed chalk approximately 3-16 inch thick. In this chalk is drawn any cartoon, lettering, or other design, with the aid of a steel stylus. The plate is then used as a matrix, from which a printing plate is cast in a special box. This is a patented process.

Wood cuts are made by hand-chiseling on type-high, cross-sectioned, polished blocks of wood. The lines that are to be printed are left standing in relief. This is the earliest form of picture printing. Its present-day survival is almost solely in commercial illustration.

## HOW TO ORDER ENGRAVINGS

## 1. HALFTONES:

Paste a strip of paper on the upper or lower edge of photograph to be reproduced. Upon it write:

- (a) Desired width of the plate in inches. (Indicate specifically with arrow lines the outermost points to be included.)
- (b) Kind of screen to be used.
- (c) Kind of finish—square, outline, vignette or oval.
- (d) Indicate if special work on photo or plate is desired—"retouching" of photo; mortising or "tooling-out" on plate; special border design.
- (e) Name and address of sender.
- (f) Specific time limit for return of plate.

Mail with flat cardboard covering.

Explanation of terms used above:

Square halftone—one whose outer edges comprise a rectangle.

Outline halftone—one with the background removed.

Vignette halftone—one with the background shading away into nothing.

Oval halftone—one whose outer edges form an oval.

Retouching—brush work done by an artist on original photo copy.

Mortise—to cut out portions of a plate for insertion of type.

Tooling-out—hand-chiseling on plate to lighten the tone or to produce a white space.

Special border design—any decorative surrounding of a picture other than straight lines.

## 2. LINE ETCHINGS:

Leave sufficient margin around drawing. If copy is a page of printed matter, or clippings, mount it on white cardboard. Touch with black (india) ink any gray spots on letters. Mark on lower margin:

- (a) Desired width of plate in inches. (Indicate outermost points with horizontal arrows.)
- (b) Whether special work is desired (mortising, etc.).
- (c) Name and address of sender (may be written on back of copy).
- (d) Time for return of etching.

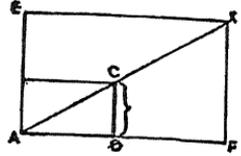
In ordering etchings it is well to inclose in a separate envelope a general statement covering work desired, especially if there should be any detail in doubt, which may be left to the judgment of the engraver.

## HOW TO FIGURE REDUCTIONS

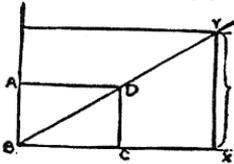
If the original copy is 8 by 12 inches and the width in the reduction is to be 2 inches, the other factor may be calculated mathematically: 8:12::2:? The missing factor will be found to be 3.

Where the dimensions of drawing or copy are already laid out and one reduction factor is known, the other reduction factor is obtained as follows: On the base line of the drawing, mark off from one corner the known reduction factor (for example, the width of the plate to be made). Then erect a perpendicular of indefinite length. The point of intersection of this line with the diagonal of the rectangle that incloses the original drawing will determine the

height of the plate to be made. Thus, in the accompanying figure, AB is width of plate to be made. AX is a diagonal of original drawing AEXF. BC is perpendicular erected on AF. BC is the desired factor, the height of plate to be made.



If, on the other hand, the dimensions of the plate to be made are known in advance, the scale of the drawing must be calculated accordingly. The scale of the drawing is planned thus:



ABCD represents the desired size of plate. Extend indefinitely AB and BC. Extend diagonal BD indefinitely. Upon one of the two extended lines (BC, for example) lay out a width BX. Erect the perpendicular XY to intersect the extended diagonal BD. XY then represents the height that must be given to the drawing.

### DON'TS

Don't leave pencil marks or dirty smudges on line copy.

Don't fail to send as good photographs to the engraver as you can get.

A good photograph obviates much expensive retouching.

Don't mark every order "Rush." Good photo-engraving work demands time.

Don't mark a reduction in two dimensions; e. g., "Reduce to 5 by 7 inches." The engraver has control over only one dimension.

Don't order several cuts of the same size from the same copy without considering the possibility of electrotyping.

Don't make drawings for line reproduction on other than white paper with glossy black (india) ink.

Don't use fine, "scratchy" lines in a pen drawing that is made for line reproduction. Fine lines that are firm may be reproduced if not too close together.

### MEMORANDA

## ADVERTISING

(Instructions issued to students in advertising classes).

The *Missourian* uses as far as possible the pyramid style of make-up.

No advertisements may be inserted that contain display type exceeding 48 points. No advertisements containing disfiguring plates may be used.

Investigate your subject closely before writing an ad.

Make your ad direct and to the point. Eliminate all superfluous words, rules, ornaments, etc.

Don't forget that white space is an important element in display.

Consult the dictionary for spelling of words you are doubtful about.

Draw border around ad as you desire it to appear in print.

Indicate size of ad on margin of lay-out sheet.

Indicate on margin size of type of head and display lines.

Indicate on margin size of body type.

Indicate on margin the type series of both body and display lines.

Indicate on margin point size of border and rules.

Indicate exact size and position of plates if any are used. Make illustrations face in.

Indicate as nearly as you can the measure you desire display lines and body of text to be set in.

Indicate the amount of white space you desire in ad.

Watch the grammar and punctuation. Your ads *must* be correct in both.

## THE POINT SYSTEM

The basis of the modern American system of type measurement is the point, which is 1-72 of an inch. When type is said to be 10-point, what is meant is that the body of the type is 10 points high. The face of the printed letter is somewhat less, the difference being in the "shoulder"—the blank part of the type that makes white space between lines. Before the measurement of type was standardized by the adoption of the point system, the different type sizes were named, as agate, nonpareil, etc. These names are still used to some extent and the student should be familiar with them, or at least with the names of the sizes up to 12 points.

An em is the square of any given type body. That is, a 10-point em is an area 10 points in both height and width. The pica, or 12-point, em is a standard printer's measurement.

Below is a list of the various type sizes, with their names:

3½ point, Brilliant	20 point, 2-line Long Primer, or Paragon
4½ point, Diamond	22 point, 2-line Small Pica
5 point, Pearl	24 point, 2-line Pica
5½ point, Agate	28 point, 2-line English
6 point, Nonpareil	30 point, 5-line Nonpareil
7 point, Minion	32 point, 4-line Brevier
8 point, Brevier	36 point, 2-line Great Primer
9 point, Bourgeois	40 point, Double Paragon
10 point, Long Primer	42 point, 7-line Nonpareil
11 point, Small Pica	44 point, 4-line Small Pica
12 point, Pica	48-point, 4-line Pica, or Canon
14 point, 2-line Minion, or English	54 point, 9-line Nonpareil
15 point, 3-line Pearl	60 point, 5-line Pica
16 point, 2-line Brevier	72 point, 6-line Pica
18 point, Great Primer	

## MISSOURIAN HEADLINES

The following headlines are written directly above the beginning of the story: Nos. 5, 5½, 6, 7, editorial heads.

The following headlines are written on separate pages: Nos. 1, 1½, 2, 2A, 3, 3A, 4, 8. In this case the headline and the story must both bear the same "slug," or "guideline," in the upper left-hand corner. The guideline is a word or short combination of words which will readily identify the story, as "Suicide," or "Election," or "Circuit Court." If the number of the headline is known when the story is slugged, include the number in the guideline, as "No. 3 Election," or "No. 8 Fashions."

With all headlines, the number must be placed in the upper left-hand corner with a ring around it. This tells the printer the type sizes, shape of decks, and everything else necessary to the setting of the headline.

NO. 1

14 to  
16 units  
each line

# HEADLINES MUST BE MADE SPECIFIC

Strive for What the Newspaper Man Calls  
"Punch," but Never at the Expense of  
Accuracy and Fairness---Make No State-  
ment That Is Not Borne Out by the Text.

## VERBS GIVE ADDITIONAL FORCE

Experienced Copy Readers Usually Count Pyr-  
amids and Hanging Indentions by Words,  
but Beginners Should Count the Letters---  
Make Sure That Each Deck Fits.

42 units  
maximum

38 max-  
imum

38 max-  
imum

20 to 38

23 to 25  
units

Same as  
in second  
deck (24  
to 27 or-  
dinary  
words)

NO. 1½

23 to 26  
units in  
each line

# FALL OF GREEK GOVERNMENT APPEARS IMMINENT; FIFTEEN CITIZENS KILLED BY ITALIANS

23 max-  
imum  
17 to 20  
11 to 17  
5 to 13

Submarine Under Italy's  
Command Is Reported  
to Have Fired on  
Steamship.

19 to 21

LEAGUE MAY INTERVENE

Same as  
second deck  
(10 to 12  
ordinary  
words)

Premier Mussolini Sends  
Another Note, Unre-  
lenting in Tone,  
to Greece.

NO. 2

10½ to  
12½ units  
in each  
line

**LOCAL STORES  
REPORT SALES  
ABOVE NORMAL**

23 max-  
imum

**Christmas Shoppers Buy  
Early, Carefully, and  
in Good Quantity  
This Year.**

17 to 20

11 to 17

5 to 13

19 to 21

**SNOW CUTS RURAL TRADE**

Same as  
second deck  
(10 to 12  
ordinary  
words)

**But Numbers of Students  
Make Their Purchases  
Here Before Going  
Home.**

NO. 2A

10½ to  
12½ units  
in each  
line

**SHOULD GROW  
TIMBER LIKE  
OTHER CROPS**

**—COOLIDGE** 13 maximum

23 max-  
imum

**President Urges Immedi-  
ate Action Be Taken  
to Stop Wasting  
of Trees.**

17 to 20

5 to 13

11 to 17

19 to 21

**REPLACEMENT TOO SLOW**

Same as  
second deck  
(10 to 12  
ordinary  
words)

**One-Fourth of Nation's  
Area Is Recommended  
for Growing of  
Forests.**

## NO. 3

10½ to  
13 units  
in each  
line

# ENTENTE IS IN BALANCE AGAIN

23 max-  
imum

13 to 19

5 to 13

French Cabinet Rejects  
Note Dealing With  
Crown Prince.

(7 to 8  
ordinary  
words)

## NO. 3A

# FARMERS MUST PRODUCE LESS

—COOLIDGE

Advice Given as Soundest  
Remedy for Farm  
Troubles.

13 maximum

## NO. 4

13 to 16  
units in  
each line

*GIVING SOMETHING  
FOR NOTHING NOT  
EASY IN COLUMBIA*

## NO. 5½

18 to 21  
units in  
each line

32 max.

19 to 25

10 to 18

ANNUAL REPORT SHOWS  
120 W. C. T. U. MEMBERS

Three Delegates to Attend State  
Convention at St. Joseph  
October 2-5.

(11 to 12  
ordinary  
words)

## NO. 5

21 to 24

32 max-  
imum

10 to 25

**STREET WORK CONTINUES**

**Twenty-One Men, Three Trucks and  
Five Teams Being Used.**

NO. 6

32 maximum

Gas Leak Causes Fire.

NO. 7

(used principally on society stories)

10 to 19 units in each line

*Sororities Entertain  
Pan-Hellenic Guests*

NO. 8

25 to 30 units in each line

“They’re All Human,” Retiring  
Jail Matron Says of Prisoners

SUBHEAD

32 maximum

reach an agreement that the matter be left to the miners’ and operators’ board of conciliation.

**Strike Seems Probable.**

Inasmuch as only twelve hours will remain before the expiration of

EDITORIAL HEADS

24 maximum

ROADS AS AN INVESTMENT

24 maximum

KANSAS CITY TRIES A NEW ONE

20 maximum

## HOW TO COUNT HEADLINES

1. Never turn in a head that you *guess* will fit the space allotted to it. Make sure it will fit. Heads that are written too long cause delay and confusion.

2. Count one unit for each character or space, with these exceptions:

Count  $1\frac{1}{2}$  for M, W, or a dash.

Count  $\frac{1}{2}$  for I, period, comma, colon, semicolon, exclamation mark, hyphen, apostrophe, or single quotation mark.

Count  $\frac{3}{4}$  for each figure in a deck set in capitals; count a full unit for each figure in a deck set in caps and lower-case or caps and small caps.

This system of counting may have to be modified for some fonts of type.

## COUNTING LOWER-CASE DECKS

3. In counting lower-case decks for the Missourian use the system given above. It is only approximate for lower-case type, but is accurate enough for practical purposes.

If a paper uses lower-case type of large size, giving a comparatively small count in each line (as in the top deck of an important single-column head), a more accurate count will have to be used, making allowance for each capital letter, and for such narrow letters as *l, j, t*, etc. This is unnecessary for most newspaper heads, however, and merely confuses the beginner.

4. Don't try to count lower-case decks by words instead of units until you have had considerable experience. Make allowances if the decks contain many short words or many long words.

## WORDING OF HEADLINES

5. Heads telling of a recent event are almost invariably put in the present tense—the historical present. Don't, however, tie up a present tense with a past date, as in *John Smith Dies Yesterday*. If a past date is of such news interest that it *must* be used, put the verb in the past tense; but in most cases the date may be omitted altogether: *John Smith Dies of Influenza*.

6. Principal words should not be repeated. Strive to get as many ideas into the head as possible. Do not use impossible synonyms, however—such as “canine” for dog or “inn” for a modern hotel.

7. Make every deck of the head complete in itself. Use a verb, or verb implied, in each deck. This applies especially to stories of immediate news importance. The head over a feature story may be more like a book title—suggestive of the story rather than a synopsis of it.

8. Make the head definite. Don't generalize or draw conclusions, but tell specifically what happened. If thirty persons were killed in a wreck, say so; don't write “Horrible Accident.”

9. Never exaggerate. Build the head on the facts in the story. If a statement is qualified in the story, qualify it also in the head.

10. Most papers use the articles, *a*, *an*, and *the*, sparingly in headlines, on the ground that the head should tell as much of the story as possible in limited space. Use the articles, however, when they are needed to make sense. Now and then they may be used in the interest of symmetry. Rarely should any deck of the head begin with an article.

11. Seek originality and shun woodenness, but avoid grotesque effects and keep within the bounds of good taste. Flippancy and cheap slang are forbidden. Never editorialize.

12. Use short, simple words, but avoid such overworked words as *probe* and *rap*.

13. In general, put the main feature in the top deck. Make the head as a whole a smooth-reading, accurate, understandable synopsis of the story.

14. Never divide a word with a hyphen from one line to another in a drop-line (as the top decks of the *Missourian* No. 1, No. 1½ and No. 2 heads). In a pyramid or hanging indentation, this is permissible.

15. Avoid the unintentional imperative, such as *Vote Against Compensation Bill*.

16. Use the question mark sparingly in qualifying headlines.

17. The *Missourian* rule calls for subheads in stories that run half a column or more. They should be placed three or four inches apart. Never use a single subhead.

### CAPITALIZATION IN HEADLINES

18. Capitalize all words of four or more letters.

19. Capitalize all nouns, pronouns, verbs, adverbs, adjectives and interjections.

20. Capitalize all parts of the verb, as *Be, Is, Was, May, Will Be*, etc. (But lower-case *to* in infinitive.)

21. If words are compounded, capitalize them as if they stood separately, thus: *Ninety-Fifth Street; Never-to-Be-Forgotten Event*; (but *Co-operate, Re-elect*, etc.).

22. Lower-case *in, if, at, on, by, for, and, but, or, a, the*, etc. (that is, all prepositions, conjunctions, and articles of fewer than four letters) except when beginning a sentence or when a preposition is attached to or compounded with a verb, as: "He Was Voted For by His Party."—"He Was Stared At by the Crowd."—"The Case Was Disposed Of."—"He Was Called On to Speak."

23. Capitalize the first word after a dash or semicolon used to indicate a change in thought.

### PUNCTUATION IN HEADLINES

24. Follow the usual rules of punctuation, with these special rules:

25. No period after a line set in caps.

26. Period after a line set in lower-case, except a drop-line or a single-line box head.

27. Use the dash to separate distinct ideas in the same deck, if the deck is a pyramid or hanging indention; otherwise use the semicolon. Thus:

DETECTIVE SLAIN;  
SNOW HIDES BODY

Two Men Arrested—Revenge  
May Have Been  
Motive.

28. Single quotation marks may be used instead of double when necessary to make a headline fit.

### ABBREVIATING IN HEADLINES

29. When space permits, headlines should follow ordinary Missourian style in regard to abbreviation. (See pages 24-26.) However, when the limits of space make it necessary, abbreviations may be used more freely in headlines; but no abbreviation required by ordinary style should be spelled out to make a headline fit.

30. Use no abbreviation unless it is so well known as to be recognized at a glance by the newspaper readers. Do not use too many abbreviations through laziness.

31. A few abbreviations, including *U. S.*, *Y. M. C. A.*, *M. U.*, *U. of M.*, may be used in any construction.

32. Avoid abbreviating names of states except when following and identifying a city. There may be rare exceptions, especially with state abbreviations that contain no lower-case letters, such as N. Y.

33. Never abbreviate the days of the week.

34. In general, other well-established abbreviations may be used when part of a definite name, place, date, organization, etc., but not otherwise. The following rules give specific instances:

34a. When preceding and attached to names, the following titles may be abbreviated in headlines, in addition to those which are abbreviated in text: *Sen.*, *Rep.* (representative), *Supt.*, *Secy.*, *Treas.*, *Gov.-Gen.*, *Atty.-Gen.*, *Lieut.-Com.* Do not abbreviate any titles not attached to names. *Secy. Hoover* is permissible, but not *Gov. to Sign Bill*. For titles that are never abbreviated, see last part of rule 9, page 25.

34b. *St.*, *Ave.*, and *Blvd.* may be used with a name as in *Ninth St.*, *University Ave.*, but not in such a construction as *Boy Injured While Crossing St.*

34c. Do not abbreviate *feet*, *inches*, *yards*, *miles*, *bushels*, *centimeters*, etc., unless used with a definite number, and avoid abbreviating too freely even then.

34d. Do not abbreviate *association*, *department*, *manufacturing*, *company*, etc., unless part of a definite name, and use the abbreviations sparingly even then. *Missouri Farmers' Assn. Busy* is permissible, but not *Assn. Secy. Visits Here*.

34e. Well-established abbreviations for Christian names may be used with surnames, as in *Wm. Black Wins Election*, but not as in *Wm. Is Most Popular Name*.

34f. County is abbreviated only as part of a name. *Boone Co. Taxes Increase*, but not *Co. Judge Resigns*.

34g. Do not abbreviate months unless followed by the day of the month. This would bar such heads as *Meeting to Be Held in Jan.*

35. *The* may be omitted before *Rev.*, just as other articles are omitted in headlines, but *Rev.* must be followed by some other title if only the surname is given. Any of the following forms would be permissible: *The Rev. J. K. Smith, the Rev. Dr. Smith, Rev. J. K. Smith, Rev. Dr. Smith, Rev. Mr. Smith*, (if he has no doctor's degree), *Dr. Smith, Mr. Smith*; but not *Rev. Smith* nor *the Rev. Smith*.

36. Figures may be used freely instead of spelled-out numbers to save space in headlines. Figures are not desirable at the beginning of a deck, but may be used even there, especially if the number is ten or more. Numbers smaller than ten should be spelled out in headlines except (a) when ordinary style requires the figures, or (b) as a last resort to make a headline fit. The figure *1* is especially to be avoided.

37. Do not use *&* for *and* unless required by ordinary style.

#### MEMORANDA

## LOCAL STYLE

Details of style that apply only locally have been excluded so far as possible from the preceding sections of this deskbook. The following material covers points that frequently are met in handling news of Columbia and the University.

### NAMING THE UNIVERSITY

1. Use the official title, the *University of Missouri*, not *Missouri University* nor *State University*. In abbreviating for headlines, use *M. U.* or *U. of M.*, never *M. S. U.* Capitalize *University* standing alone (and *State University* on the rare occasions when that form has to be used) when it refers to this University; otherwise lower-case.

### DIVISIONS AND DEPARTMENTS

2. In naming the various divisions (not departments) of the University, observe the following style: Graduate School, College of Arts and Science, (not Sciences), College of Agriculture, College of Engineering, School of Law, School of Medicine, School of Education, School of Journalism, School of Business and Public Administration, School of Fine Arts, Military School, Extension Division, School of Mines at Rolla. These divisions of the University (that is, the schools and colleges) are to be capitalized, as are the Agricultural Experiment Station and the Engineering Experiment Station; but the departments within the divisions, as chemistry department, history department, soils department, etc., go in lower-case. Likewise, the titles of courses of study, as biology, advertising, elementary sociology, etc., go in lower-case in news stories unless there is special reason for capitalization. An exception may be made in formal announcements of University courses, when the University catalog style is to be followed.

3. *Agricultural extension service* and *school for nurses* are not capitalized.

### UNIVERSITY BUILDINGS AND GROUNDS

4. Capitalize the names of the University buildings (with exceptions noted), observing the following style:

Commerce and Geology Building.	hog cholera serum plant.
or Commerce Building.	Industrial Arts Building.
Geology Building.	Jay H. Neff Hall.
dairy barn.	Jesse Hall.
Dairy Building.	Lathrop Hall.
dean's house (on the University farm).	Law Building.
East Agricultural Building.	Lee Harry Tate Hall.
West Agricultural Building.	Lefevre Hall.
East Chemistry Building.	Library Building.
West Chemistry Building.	Machinery Hall.
Elementary School.	McAlester Hall.
Engineering Building.	Mechanic Arts Building.
Engineering Annex.	Parker Memorial Hospital.
greenhouses.	Physics Building.
heating plant (on the University farm).	Poultry Building.
Home Economics Building.	power house.
horse barn.	president's house.

Read Hall.  
 Rothwell Gymnasium.  
 Schweitzer Hall.  
 Switzler Hall.  
 Stock Judging Pavilion.

Veterinary Building.  
 University High School.  
 University Hospital.  
 Whitten Hall.  
 Women's Gymnasium.

5. The new home of the School of Journalism is to be referred to by its full name, *Jay H. Neff Hall*, except in headlines, where this may be shortened to *Neff Hall* to save space.

6. Use *University Auditorium* rather than *auditorium of Jesse Hall*; *Jay H. Neff Auditorium* rather than *auditorium of Jay H. Neff Hall*.

7. Use *East Campus* and *Francis Quadrangle* (capitalized), to the exclusion of "Old" *Campus*, "White" *Campus*, etc. The Library Building is between the two campuses. *Campus* standing alone is not to be capitalized.

8. Call it the *University farm*.

### BOARD OF CURATORS

9. The Board of Curators (capitalize) is the governing body of the University. Included in this board are the Executive Board (which deals with the divisions at Columbia) and the Executive Committee of the School of Mines. These names are to be capitalized, but lower-case *board*, *committee* or *curators* standing alone.

### THE UNIVERSITY COMMITTEES

10. Capitalize the names of the standing committees of the University, both those of the University faculty and those of the Executive Board, as Committee on Public Exercises. (But in general the names of temporary committees, and of standing committees other than those mentioned above, are not to be capitalized, as committee on decorations, dance committee, etc.) The standing committees of the faculty are:

Accredited Schools and Colleges.  
 Assembly Lectures.  
 Discipline for Men.  
 Discipline for Women.  
 Entrance.  
 Honorary Degrees.  
 Public Exercises.

Revision of Records.  
 Rules.  
 Schedule of Studies and Examinations.  
 Statistics.  
 Student Activities.  
 University Policy.

11. Following is a list of the committees appointed by the Executive Board:

Extension Teaching.  
 Health.  
 High School Day.  
 High School Debating Contests.  
 Intercollegiate Athletics.  
 Intercollegiate Debating.

Military and Physical Training.  
 Musical Clubs.  
 Physical Education for Women.  
 Publications.  
 State Fair Exhibits.

Use the more natural forms: Committee on Accredited Schools and Colleges, but University Health Committee, etc. Shorter forms in general use, as Athletic Committee, for Committee on Intercollegiate Athletics, may be used when there is no chance of misunderstanding. It is the Musical Clubs Board (not committee).

## TITLES

12. In naming the president of the University the first time in a story, call him President Stratton D. Brooks, or, when even greater definiteness is desirable, President Stratton D. Brooks of the University of Missouri. After that say President Brooks or Dr. Brooks. Never abbreviate *president*; this holds good for headlines as well as story.

13. These titles are used for members of the teaching force: dean, professor, associate professor, assistant professor, instructor, assistant and student assistant, ranking in the order given. In general, use *Prof.* before the name of anyone ranking as professor, associate professor or assistant professor. When the exact rank is to be given, write as in *William Smith, assistant professor of Latin*. Never coin a title for the occasion. Identify instructors and assistants by giving their rank, as *John Jones, instructor in biology*. The University catalog is authority.

14. Say professor *of*, but instructor or assistant *in*, a subject.

15. There are no longer *heads* of departments in the University. Each department has a chairman.

16. Do not use *Dr.* as a title unless the person named has a doctor's degree.

17. Restrict *coach* as a title to sport stories, and do not overwork it. The University does not employ short-term coaches, all instruction in athletics being given by regular members of the faculty. *Coach Smith* is permissible in a football story, but designate him some other way if he makes a speech or buys a house or joins a club or attends a bridge party.

## DEGREES

18. The degrees now given by the University at Columbia are: Bachelor of Arts (A.B.), Master of Arts (A.M.), Doctor of Philosophy (Ph.D.), Bachelor of Science in Agriculture (B.S. in Agr.), Bachelor of Science in Home Economics (B.S. in Home Economics), Bachelor of Science in Education (B.S. in Ed.), Bachelor of Laws (LL.B.), Civil Engineer (C.E.), Electrical Engineer (E.E.), Mechanical Engineer (M.E.), Chemical Engineer (Ch.E.), Bachelor of Science in Engineering (B.S. in Engineering), Bachelor of Journalism (B.J.), Bachelor of Science in Business Administration (B.S. in Business Administration), Bachelor of Science in Public Administration (B.S. in Public Administration), Bachelor of Fine Arts (B.F.A.), and the honorary degree of Doctor of Laws (LL.D.).

19. Capitalize degrees, both when abbreviated and when spelled out. In giving the degree of an alumnus after his name use the form *John Smith, A.B. '10* (no comma between letters and numerals).

## STUDENTS, BY CLASSES AND DIVISIONS

20. Lower-case the names of the classes, *graduate* (not *postgraduate*), *senior*, *junior*, *sophomore*, *freshman*.

21. Hyphenate the compound adjective forms, *first-year student*, *second-year student*, etc.

22. The adjective form of *freshman* is *freshman*, not *freshmen*. Write "freshman players."

23. Avoid such terms as *academs*, *lawyers*, *farmers*, *medics*, *journalists*, etc., in referring to students of the various divisions. *Students in the School of Law* or, for brevity, *law students*, is preferable.

#### OTHER SCHOOLS

24. In general, use the official names of other schools, as University of Kansas, rather than Kansas University.

25. Capitalize the names of the schools and colleges of other universities (corresponding to the divisions of the University of Missouri) as School of Journalism of the University of Texas.

26. The "state normal schools" of Missouri are now known as: North-east Missouri State Teachers College (Kirksville), Northwest Missouri State Teachers College (Maryville), Central Missouri State Teachers College (Warrensburg), Southwest Missouri State Teachers College (Springfield) and Southeast Missouri State Teachers College (Cape Girardeau).

#### SPECIAL DAYS, WEEKS, ETC.

27. Capitalize *Journalism Week*, *Farmers'* (note plural possessive) *Week*, *Farmers' Fair* (referring to the stunt given by the agricultural students), and all such institutions of the University of Missouri. But do not capitalize *commencement* and other such general terms.

#### MISCELLANEOUS

28. Capitalize *Short Course in Agriculture*, referring to that of the University of Missouri. But do not capitalize *branch short course*. Students in the Short Course in Agriculture are not to be called "shorthorns" in the *Missourian*.

29. Write *session of 1914-15*, omitting apostrophe before 15. But use apostrophe in *class of '15*.

30. *Young Men's Christian Association* and *Young Women's Christian Association* may be abbreviated to *Y. M. C. A.* and *Y. W. C. A.*

31. Be sure not to omit *Building* in *Y. M. C. A. Building*.

32. Capitalize *University Auditorium*, *Agricultural Auditorium*, *Y. M. C. A. Auditorium*, *Jay H. Neff Auditorium*. Lower-case other local auditoriums.

33. *Knights of Columbus Students' Home* is the name of the building.

34. Write *Farm House* (two words, capitalized) in referring to the house maintained by the organization of agricultural students.

35. Capitalize *Varsity* when referring to the University of Missouri or its athletic teams, and omit apostrophe.

36. Capitalize *Tigers* in naming University of Missouri teams; likewise *Jayhawks*, *Cornhuskers* and similar nicknames of other schools.

37. Do not quote the Varsity letter *M*. Make the plural *M's*.
38. Capitalize *Old Gold and Black* only when used figuratively to stand for the University of Missouri. The same rule applies to other college colors. Thus: "The Old Gold and Black was victorious," but: "The streets were decorated with old gold and black streamers."
39. Lower-case *conference* used alone in referring to the Missouri Valley Conference. Capitalize Valley, however, as in *the best team in the Valley*. See rule 3a, page 20. Write *non-conference*.
40. Capitalize *Quadrangle, Columns* and *Mounds* in referring to those of the University of Missouri.
41. Do not write *faculty women* unless you mean women who are members of the faculty. The wives of faculty members are not faculty women.
42. The band is the *University Cadet Band*.
43. Write *Rollins Field*, not the *Athletic Field*.
44. Do not drag student nicknames into your story unless there is some real occasion for them. Then use the form *C. R. ("Chuck") Wilson*. If the nickname *must* be used without the initials, write it "Chuck" Wilson. Usually the nickname may be dispensed with.
45. The Columbia office of the United States Weather Bureau is in charge of George Reeder, meteorologist (not forecaster, nor weather man).
46. The official name is the State Historical Society of Missouri, but this may be shortened to State Historical Society or Historical Society when there is no chance of confusion with the Missouri State Historical Society in St. Louis. Call the library of the society the Historical Library.
47. The institution at Fulton is the *Missouri School for the Deaf*. Do not use the nickname *Mutes* in referring to its pupils or athletic teams.
48. The *Public Welfare Society* is the name of Columbia's organization of social workers.

## APPENDIX—CHANGES IN STYLE

For the convenience of persons who have been using the seventh edition of this deskbook, the more important changes made in preparing the present edition are summarized here. No attempt is made to include mention of new material inserted or old material dropped except when the result is to contradict some previous rule. In one or two instances matter in this section is merely in correction of typographical errors in the last preceding edition.

**Capitalization**—President, vice-president and Cabinet members of the United States are no longer exceptions to the general rule of lower-casing all titles when used after a name or without a name; see Rule 2. See also Rules 3 and 3a in regard to street, constitution, Postoffice, Courthouse, City Hall, etc. Capitals are now used in referring to any state legislature, city council, or national cabinet (Rules 6, 7, 8), also in referring to any specific circuit court, county court, or probate court (Rule 11). The modifier in lower-case in *northern* Missouri, etc.

**Abbreviation**—Titles are abbreviated much more frequently than formerly; see Rules 9 and 10 in this section. See also Rule 11, on the names of months. *Company* is no longer abbreviated in firm names.

**Titles**—Titles that have well-recognized abbreviations are now abbreviated when used with a surname as well as when used with the full name (Rules 6 and 7).

**Quotation**—Quote indented matter the same as anything else (Rule 10).

**Compounds**—businesslike, livestock, mantelpiece, nighttime, trans-Atlantic, featherweight, welterweight, middleweight, bantamweight, heavyweight.

**Spelling**—Allegheny (both river and mountains), blond (adjective and masculine noun), blonde (feminine noun), clue, embarrass, gruesome, Johns Hopkins (university), Halloween, subpena, Tokyo.

**Punctuation**—Use periods with *O. K.* Comma usually used before *and* in a series.

**Special Forms**—Many changes are made in this section because of changes in the Missourian's typographical equipment which facilitate the use of 6-point type, but which leave italics and small capitals no longer available.

**Missourian Headlines**—Many of these heads have been changed in type faces and in number of units to the line. Note the subdivision on "How to Count Headlines" and the new subdivision on "Abbreviation in Headlines."

**Local Style**—Many changes have been made since the seventh edition of this deskbook, most of them being covered in a recent supplement. Note especially Rules 2, 4, 7, 18, 39, and 48.