
VOLUME 46

NUMBER 4

THE UNIVERSITY OF MISSOURI
BULLETIN • JOURNALISM SERIES • 105

SIXTEENTH EDITION -- 1945



DESKBOOK OF
THE SCHOOL
OF JOURNALISM

25 cents

THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 46 NUMBER 4 EARL ENGLISH, Ph.D., Editor Journalism Series, No. 105

DESKBOOK OF THE SCHOOL OF JOURNALISM

SIXTEENTH EDITION
(Second Printing—1945)

Revised by

ROBERT M. NEAL

Associate Professor of Journalism
University of Missouri



ENTERED AS SECOND CLASS MATTER JANUARY 2, 1914, AT THE POST OFFICE
AT COLUMBIA, MISSOURI, UNDER THE ACT OF AUGUST 24, 1912.
ISSUED THREE TIMES MONTHLY—5,000

FEBRUARY 1, 1946

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.

Walter Williams

FOREWORD

The sixteenth edition of the *Deskbook of the School of Journalism* seems to deserve a few words by way of preface.

The School is well aware of all the dangers of too many rules, of the values of freedom in writing, of killing the spirit by taboos, and all that. But it also knows the necessity for (1) conformity to recognized, or "correct," forms and (2) a substantial consistency in forms and usages in a given newspaper.

As repeatedly explained in the ensuing pages, the two chief bulwarks upon which the newspaper writer and copyreader must rely are his own common sense and the dictionary. They are merely supplemented by this book.

The first four deskbooks (1909-13) were diminutive booklets, all of them compiled by Charles G. Ross, teacher of copyreading. In 1915 Professor Ross edited a much revised and enlarged pamphlet; this was the fifth edition, and it ran to 82 pages. Beginning with this issue, the deskbooks have been included in the Journalism Series of the University Bulletins, so that 12 of our 105 Bulletins have been revisions of this book.

The sixth edition was a revision by Robert S. Mann, in 1919; Professor Mann edited four editions in all, from 1919 to 1928. Professor Thomas C. Morelock took over with the tenth edition in 1930 and has edited six editions.

The present revision is edited by Professor Robert M. Neal, with the advice and assistance of Professors Sharp and Bryant and the undersigned.

September 7, 1944

FRANK LUTHER MOTT
Dean

GENERAL INSTRUCTIONS

1. 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.

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

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

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

5. *Watch names.* Do not be afraid to ask how names are spelled. What you think is *Brown* may be *Browne*.

6. 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*.

7. 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.

8. Keep your eyes open for feature-story and picture possibilities.

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

10. Cultivate a feeling of personal responsibility for your story. Never be content with getting a thing *almost right*; get it *right*. And always—

11. *Watch names.*

PREPARATION OF COPY

12. Use the typewriter. See that the type faces are kept clean.

13. Use double space between lines to permit legible interlineation. Never write single-spaced copy.

14. Write your name in the upper left-hand corner of the first page. If the story is more than one page long, number each sheet, beginning with the second. Write out the numbers, thus; *First Add, Second Add, Third Add.*

Use this paragraph mark

WASHINGTON, June 1.--President Roos

has ended. The new congress will meet

Transpositions

The Smith & Brown Company believes tha

Bridging elisions

best yields in ~~or~~ the last 60, ~~or more~~

Linking paragraphs

years.)

Since the first of this month, all

Insertions

King George^e signed the ^{treaty}~~act~~ at 10 a. m.

Marking capitalization

robert jones of St. Louis is visiting

Marking lower-case

Tom ~~M~~Call, ~~P~~resident of the ~~cl~~ub, is

Joining letters

He compared himself with a dying tre

Separating letters

Hecompared himself with a dyingtree on

Indicating abbreviation and figures wanted

At Paris, Missouri, two hundred and one

Indicating spelled out forms wanted

Pres. Roosevelt and Sen. Robt. F. Wagne

the best woman rider in the rodeo.

Marking in subhead

To Have Cattle Show Daily

A cattle show will be held each Mond

Retaining matter crossed out by mistake

The order for the new turbine was sent

Periods x (o) (x)

Dash —

o and n done

Comma ^

Endmarks # (30) —

Apostrophe ' ^

Hyphen =

a and u aunt

Quotation marks ✓ ✓ ✓ ✓

15. Leave a margin of at least an inch at each side. Leave the top third of the first page blank for headlines or sluglines. On succeeding pages leave at least an inch margin at the top.

16. Write on only one side of the paper.

17. Never write up and down 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.

18. Never divide a word, a sentence, or a paragraph from one page to another. Minimize dividing words from line to line.

19. To show that a story is not yet completed, mark the bottom of each page except the final page *More*.

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

21. Use special care to make names and figures unmistakable.

22. If obliged to write long-hand copy, underscore *a*, *u*, and *w*, and overscore *o*, *m*, and *n*. Print proper names and unusual words. Ring each period or make a small cross to stand for it.

23. A circle drawn around an abbreviation or a figure indicates it is to be spelled out in print. A circle around a spelled-out word indicates the opposite. Be sure you know what the abbreviation means before you encircle it.

24. When there is any chance that a word intentionally misspelled or written in an unusual manner will be changed by a copyreader or printer, write "Follow Copy" in the margin. Mark unusual names in the same manner.

25. Do not write two stories on the same page, unless they are to be run under the same head.

26. To elide a word or letter, cross it out unmistakably.

27. An oblique line drawn downward from right to left through a letter makes it a small (lower-case) letter. Do not obscure the letter—the printer must read it. Marking three lines under a word indicates that full capitals are desired. Two lines call for small capitals, one line for italics, and a wavy one for bold-face type.

28. Read your story carefully before handing it in. 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.

29. The printer is neither a mind-reader nor a handwriting expert. Names and facts familiar to the writer are to the printer only so many unrelated words to be put into type as he finds them. Every word, every letter, therefore, should 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.

30. Again and always—*watch names*. Verify each one.

WRITING THE STORY

31. Write your story simply and naturally. Shun "fine writing."

32. Do not editorialize. Clearly indicate in both direct and indirect quotations the authority for all opinions expressed.

33. Always specify at the beginning rather than the end of a sentence the source of information that may be controversial and of facts that may damage someone.

34. Do not write too long an opening sentence. Keep it readable.

35. Be specific; do not generalize. *The shingles were burning* is more accurate than *The upper portion of the house was in flames*.

36. Each word that gets into print costs money. Practice condensing your stories. Saving one word in a paragraph may make it a 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.

37. Use the speaker's exact words in direct quotation. A change in wording which looks unimportant to a layman may make the speaker seem ridiculous to his associates.

38. However, do not 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 right in print.

39. Do not start your story with a direct quotation unless it is a major point, and preferably the central or focal point, of the speaker's statements. Avoid taking statements out of the body of a speech or interview if they are merely incidental remarks and are not representative of all the speaker's opinions.

SOME THINGS TO OMIT

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

41. Maintain the self-respect of your profession. Newspaper workers occasionally meet snubs and insults, but do not write your story about them.

42. Do not be funny about serious matters. Accidents, funerals, divorces, misdemeanors, and the like are not fit subjects for joking.

43. Use dialect only when so instructed.

WORDS

A1. Get the dictionary habit. Verify the meaning and spelling of every doubtful word.

A2. Do not use technical terms or foreign words except for ideas that cannot be expressed accurately in common language.

A3. Avoid unnecessary legal terminology.

A4. Do not use "bromides" such as *burly Negro*, *crisp \$5 bill*, *sickening thud*, *clutches of the law*.

A5. Use slang sparingly, and then only when it is appropriate to the tone of the story.

A6. 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*.

A7. Avoid the meaningless words with which some writers seek to emphasize their statements. 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*.

A8. Think twice before writing *very*. Long abuse has robbed it of force. *A beautiful sunset* carries as much meaning as *a very beautiful sunset*.

A9. Avoid superlatives. Such expressions as *the oldest man in Missouri*, *the largest audience ever known*, *the most exciting game seen in Columbia* rarely can be verified.

A10. Usually a person merely *says* a thing. Avoid *asserts*, *states*, *declares*, unless you wish to include the formality or insistence implied by these words. And remember that *admits* usually has a derogatory connotation. But use synonyms to avoid overworking *says*.

A11. Do not assume too much information on the part of your readers. Write "at a meeting of the Tuesday Club," rather than "at *the* meeting."

A12. 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*.

A12a. In designating the time of an event, use *a. m.* and *p. m.* without *o'clock* or such words as *morning*, *afternoon*, *evening*, and *night*. Thus: *The invasion began at 2:30 a. m. today*.

A13. 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.

A14. In stories under datelines, *today* means the date of the story rather than the date of the paper.

A15. Avoid stilted or affected language in mentioning death. Remember that the simplest words are the most solemn ones. Do not use *the deceased* in referring to a dead person, or *remains* for *body*, or *casket* for *coffin*, or *interred* for *buried*, or *obsequies* for *funeral*.

A16. Write that a person died *of* typhoid fever, not *from* typhoid fever. Do not write *the* typhoid fever or *typhoid* without the word *fever*.

A17. Do not 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.

A18. Avoid such expressions as *had his leg broken* and *had his pocket picked*. Sane persons do not *have* these things done to themselves.

A19. Rarely is it necessary to mention a man's race or nationality. Do not write *Abraham Silver, a Jew*, or *Peter Dolato, an Italian*, unless the race or nationality is an essential part of the story.

A20. 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 where they or their parents were born. If it is an essential part of the story, use *of Italian birth*, or *of Italian descent*.

A21. Never use an offensive racial or national nickname.

A22. Do not call a Chinese a *Chinaman* in headlines or text.

A23. Use *Negro* or *Negro woman*, not *colored man* or *Negress*.

A24. In giving lists of officers, put the name of the office before the name of the person, thus: *President, John Smith, vice-president, Horace Jones; secretary, 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.

A25. Avoid split infinitives such as *Is expected to emphatically denounce the measure*. Say instead: *Is expected to denounce the measure emphatically*. Don't rob an adverb of its force by sandwiching it between parts of a verb. Say *It has been voted already* rather than *It has already been voted*.

A26. Do not write "The men quarreled *due to* a misunderstanding," but "The men quarreled *because of* a misunderstanding," or "Their quarrel was *due to* a misunderstanding."

A27. Do not use *like* as a conjunction. Write "He looks *like* his brother," but "He sings *as* he used to." It is correct to write "It seems *as if*—"; it is wrong to write "It seems *like*—."

A28. Do not use *liable* when you mean *likely*. Every lawbreaker is *liable* to arrest, but it depends upon circumstances whether he is *likely* to be arrested. *Liable* signifies responsibility; *likely* signifies mere probability. You are *liable* to be prosecuted if you drive an automobile too fast, and it is *likely* that you will have some difficulty in obeying all the traffic laws.

A29. Never use *loan* as a verb. *A loan* is made when someone lends something.

A30. Do not use a plural verb or pronoun with a collective noun unless there is a real reason for considering the noun as a plural. Do not 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, *is* and *their* do not even agree with each other in number. In the third, *store* is not a plural noun, but is confused with the proprietors through loose thinking.

A31. Do not 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 in mind that *event*, not *matters*, is the subject of the sentence.

A32. Remember that *don't* is the contraction for *do not*, *doesn't* for *does not*. You would not say "He *do not*." But contractions generally should be avoided.

A33. Sums of money, considered in the aggregate, should be treated as singular: "Forty dollars *was* collected."—"Fifty thousand *was* spent." If one thinks of the individual coins the plural is proper, as in: "Forty dollars *were* found, in addition to a large number of smaller coins."

A34. Unless 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*.

A35. 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.

A36. Use *more than* rather than *over* in such an expression as *more than \$500*.

A37. Use *fewer than* for numbers and *less than* for quantity: *Fewer than 100 persons; less than a bushel*.

A38. Do not use *party* for *person* except in quoting legal documents.

A39. Write that a person is arrested *on a charge of* rather than *for doing* thus and so.

A40. *Called meeting*, not *call meeting*, is the correct form.

A41. Do not use *groom* for *bridegroom*. But *bride and groom* is permissible.

A42. Do not use *officer* for *patrolman* or *policeman*.

A43. Use *foregoing* instead of *above* as an adjective: *The foregoing statement*, but *The statement given above*.

A44. Do not use *anticipate* when you mean *expect*. Consult the dictionary for the meaning of *anticipate*.

A45. Remember the adjective form of *freshman* is *freshman*, as in *the freshman football team, freshman girls* (you would not write *sophomores girls*).

A46. *To effect* means to bring to pass or to accomplish. Do not use this word when you mean *to affect*.

A47. Things *occur* or *happen* without being arranged in advance. An explosion *occurs*, or an accident happens, but a wedding *takes place*.

A48. Do not use *burglarize, suicide* (as a verb), *enthuse*, or *gents*.

A49. These forms are barred: *Dope, frosh, probe, grad, alum, gym, home ec., Ag* (except in *Ag Club*), *pep, frat, cop, solon, T. B.* (for *tuberculosis*), *J-school*.

A50. *Following* has the sense of "pursuing." Don't use it when you mean *after*. *Before* usually is better than *preceding*. *At the same time* is easier to read than is *simultaneously*.

For other suggestions as to the use of words, see such books as Woolley's "Handbook of Composition," "Century Handbook of Writing," and, above all, "Webster's New International Dictionary" (second edition) and its abridgement, "Webster's Collegiate Dictionary" (fifth edition).

CAPITALIZATION

B1. In case of doubt, use lower-case rather than capital letters.

B2. Capitalize a title preceding and attached to a name, but lower-case the title if it follows the name or stands by itself. But *President*, of the United States, always is capitalized.

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 Truman	Harry S. Truman, President of the United States
King George	

B2a. The fact that a title precedes a name does not *always* mean it should be capitalized. Note such cases as: *Payments should be made to the treasurer, Jacob Jones.*

B2b. *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-).*

B3. Capitalize *Union*, *Republic*, the *States* when referring to the United States but do not capitalize adjectives such as *national*, *federal*, etc. Do not capitalize *government*, *administration*, or *nation*.

B4. Do not capitalize *state*.

B5. 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*. Capitalize the names of congressional committees, *Cabinet* when referring to a specific one, and *Supreme Court*.

B6. Capitalize *City Council* and *Council* when referring to a specific one.

B7. Capitalize *Negro*.

B8. Capitalize the names of federal and state departments and bureaus, as *Department of Agriculture*, *Missouri Insurance Department*, *Bureau of Vital Statistics*. But lower-case municipal departments as *fire department*, *water and light department*, *street department*.

B9. 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*.

B10. 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, even

when the place is not mentioned. The same rule applies to *County Court* and *Probate Court*. Do not capitalize *police court*, *justice of the peace court*.

B11. 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:

South Ninth St.	across the street
Old Trails Road	grading the road
First Ward	in his ward
Lake Erie	the lake shore
Lake Shore Boulevard	on the boulevard
Forest Park	the park
Westmount Addition	a new addition
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
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
18th Amendment	the amendment
89th Regiment	colonel of the regiment
Hickman High School	the high-school boys
Camp Fire Girls	the girls
Missouri Theater	at the theater
Postoffice (building)	the postoffice rules
Municipal Building	the building
Hendrix Hall	the hall
Courthouse	
Capitol (building)	
White House	
Veterans of Foreign Wars	the veterans
B11a. 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)
University of Missouri	the University
Boy Scouts	the Scouts
Wall Street	the Street thinks (Street personified to represent the men of the financial district)
American Legion	the Legion, or the Legionnaires

B12. 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.

B13. Write *northern Europe*, *central Missouri*, etc.

B14. Capitalize the fanciful titles of cities and states, as the *Mound City*, the *Buckeye State*.

B15. Capitalize distinctive names of localities in cities, as *West End*, *Nob Hill*, *Back Bay*, *Happy Hollow*.

B16. Capitalize such terms as *Stars and Stripes*, *Old Glory*, *Union Jack*, *Stars and Bars*, etc.

B17. Capitalize epithets affixed to proper names, as *Alexander the Great*.

B18. 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 otherwise.

B19. Capitalize the names of all political parties, in this and other countries, as *Democratic*, *Republican*, *Socialist*, *Liberal*, *Conservative*, *Bolshevist*, *Communist*, *Fascist*, *Nazi*. 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*, *communist principles*.

B20. Capitalize the names of expositions, congresses, etc., as *Panama-Pacific Exposition*, *Journalism Week*. But do not capitalize such words as *third annual*, *biennial*, etc., in connection with these names.

B21. Capitalize *No.*, *Fig.*, *Chapter*, *Room*, *Highway*, etc., when followed by a number or letter, as *No. 11*; *Fig. 3*; *Chapter XXI*; *Parlor C*; *Room 305*; *Guitar Building*; *Highway 63*. Names of rooms are capitalized, as *East Lounge*, *Council Room*, *Blue Room*.

B22. 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.

B23. Capitalize all names used for the Deity including personal pronouns.

B24. Capitalize names of naval and military organizations, as *83rd Regiment*, *Company F*, *National Guard*, *State Guard*, *Grand Army of the Republic*, *the United States Navy*, *the Army Air Forces*.

B25. 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. '30*—no comma between degree and year.)

B26. Capitalize and quote 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 are to be capitalized, no matter how short. 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, as "*Resolved, that cities . . .*"

26a. 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.—He was Operated On.*

B27. Capitalize the first word after a colon in giving lists of officers, thus: *The following were elected: President, William Jones; Vice-president, Frank Smith.*

B28. Capitalize adjectives derived from proper nouns, as *English, Elizabethan, Germanic, Teutonic*. But do not capitalize 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*.

B29. Capitalize the articles in French names as *le, la, de, du*, when used without a Christian name or title preceding, as *Du Maurier*. But lowercase 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*.

B30. Do not capitalize:

army, navy, marines (but First Army, Marine Corps; see Rule B24)
fraternity (as in Phi Delta Theta fraternity)
senior, junior, sophomore, freshman
fall, winter, spring, summer (unless personified)
a. m., p. m. (except in headlines)

B31. Do not use *Red* in reference to Russia, except in quotations or proper names. Then capitalize it. *Stalin then said, "The Red Army will . . ." The army newspaper, Red Star, today . . .*

ABBREVIATIONS

This section applies to the text of articles. For abbreviations in headlines see Pages 36-37

C1. Never use an abbreviation that would be unintelligible to the average reader. Initials of governmental agencies, whether military or civilian, American or foreign, are used without periods, as *OPA*, *RAF*, *ROTC*. Other initials-abbreviations carry periods, as *C.I.O.*, *Y.M.C.A.* The first time a name is used, it should be written out, as *Royal Air Force*; thereafter it may be abbreviated, as *RAF*. Call letters of radio stations are written without periods or spaces, as *KFRU*.

C2. 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.	La.	Okla.
Alaska	Me.	Ore.
Ariz.	Mass.	Pa.
Ark.	Md.	P. I. (Philippine Islands)
Calif.	Mich.	P. R. (Puerto Rico)
Colo.	Minn.	R. I.
Conn.	Miss.	S. C.
D. C.	Mo.	S. D.
Del.	Mont.	Tenn.
Fla.	N. C.	Tex.
Ga.	N. D.	Utah
Hawaii	Neb.	Va.
Idaho	Nev.	Vt.
Ill.	N. H.	Wash.
Ind.	N. J.	Wis.
Ia.	N. M.	W. Va.
Kan.	N. Y.	Wyo.
Ky.	O.	

C3. Spell out *United States* except in addresses, as *Columbia, Mo., U. S. A.*, or in such combinations as *USS Oregon*; *Lt. James Smith, USA*; *Capt. William Jones, USN*. Abbreviation of *United States* in headlines is permitted.

C4. Do not abbreviate the names of states except when they follow names of cities. Note the following style: *In Missouri*, *At Neosho, Mo.*, *At Neosho, Newton County, Mo.*, *In Newton County, Missouri*.

C5. 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 most of the cities and towns in Missouri the *Mo.* should be omitted.

C5a. Unless the context makes the reference plain, give the state after any city having the same name as some place better known, as in *Mexico, Mo.*, *Springfield, Mo.*, *California, Mo.*, *Paris, Mo.*

C5b. Give the state after any city which your readers reasonably may not be expected to recognize at once. This is more or less a matter of judgment. The rule applies especially to small places remote from the city of publication.

C6. Abbreviate *Saint* (also *Saints* and *Sainte*) in proper names as *St. Louis*, *SS. Peter and Paul's Church*, *Sault Ste. Marie*. Abbreviate also *Fort* and *Mount* in proper names, as in *Ft. Leavenworth* and *Mt. Vernon*.

C7. A title used as a part of a name ordinarily is abbreviated if the title has a well recognized abbreviation. Do not abbreviate any title when used otherwise. Thus: *Dr. J. J. Smith*, *Dr. Smith*, *Prof. Smith*; but *J. J. Smith*, *professor of history*.—*He called on the governor, J. J. Smith*.

C7a. Most military titles are abbreviated. Military abbreviations are *Gen.*, *Col.*, *Maj.*, *Capt.*, *Lt.*, *Sgt.*, *Cpl.*, *Pfc.*, and *Pvt.* *Comdr.* is the abbreviation for *Commander* (Navy) but *Admiral*, *Commodore*, and *Ensign* are not abbreviated.

C7b. Other titles always abbreviated with names include: *Dr.*, *Prof.*, *the Rev.*, *Gov.*, *Lieut.-Gov.*, *Atty.-Gen.*, *Gov.-Gen.*, *Supt.*, *Sec.*, *Treas.*

C7c. Most other titles are spelled out, even with names. To make a headline fit, however, *President*, *Senator*, and *Representative* may be occasionally shortened when used with names, as in *Pres. Truman*, *Sen. Reed*, *Rep. Nelson*; but even in headlines the preference is for the full word.

C7d. A word commonly abbreviated continues to be abbreviated when used with a word not abbreviated, as *First Lt. Smith*, *Color Sgt. Brown*, *Gov.-elect Morse*, *former-Gov. Green*.

C7e. The abbreviation for *Monsignor* is *Mons.*, not *Mgr.*

C8. Abbreviate the names of the months (except *March*, *April*, *May*, *June*, and *July*) when followed by the day of a month, but not otherwise: *Jan. 19*, in *January*, *the 5th of January*.

C9. 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 & Pacific Railroad*. Follow this style unless the proprietors insist upon an individual form.

C10. 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.

C11. Abbreviate *street*, *avenue*, or *boulevard*, as *10 North Tenth St.*, *Garth Ave.*, *Mores Blvd.* Spell out and capitalize *east*, *north*, *west*, *south*, when used with the name of a street, as *West 45 St. Northwest*, etc., when forming the last part of a street address, should be abbreviated, as *118 E St.*, *N. W.*

C12. Never use *Xmas* for *Christmas*.

C13. Abbreviations for Canadian provinces and North American crown colonies are *Alta.*, *B. C.*, *Man.*, *N. S.*, *Que.*, *Ont.*, *Sask.*, and *Nfld.* *Prince Edward Island* is not abbreviated. Use *Yukon* instead of *Y. T.*

C14. Names of foreign countries are not abbreviated. Thus, *Bern*, *Switzerland*.

FIGURES

D1. General rule: Use figures for all numbers above ten; spell out all other numbers, except (a) in matter of a statistical nature or a story continually using numbers, (b) in tabular matter, (c) dates, (d) ages, (e) time of day, (f) scores, (g) sums of money, unless they can be simply expressed, as *ten cents*, *a dollar*, (h) street numbers, (i) voting results, (j) betting odds, (k) percentages. Examples: *Jones punted 45 yards to Smith, who returned the ball 6 yards, putting it on the Kansas 24-yard line; 3-year-old girl; \$120; 12 o'clock; 5 per cent.*

D2. Spell out all numbers, no matter how high, beginning a sentence in ordinary reading matter. Thus: *Three hundred persons were killed.* If spelling out a number would make the sentence cumbersome, recast the sentence, as: *Fully 350 automobile drivers will be . . .*

D3. Be sure your arithmetic is correct. If your story includes a column of figures and the total, add the figures to verify that indeed they do make that total. Work out all arithmetic for yourself to make certain that it adds, subtracts, divides, or multiplies properly; don't take anyone's word for it. Even a banker can make mistakes in the figures he gives a reporter.

D4. Do not let one number stand next to another if there is any chance of confusion. Recast the sentence to avoid such a construction as this: *Of the 324, 168 already have been obtained.*

D5. Numbers of more than four figures are pointed off with commas, as *21,426 men*. When there are four digits, do not use the comma, as *1041*.

D6. *Years old* ordinarily is not needed in connection with an age. Thus: *John Jones, 71, died today.*

D7. Do not use ciphers to indicate millions or billions, but write *12 million*, *107 billion*, *two million*. For sums of money in the millions or billions, write *132 million dollars*, not *\$132 million*.

TITLES

E1. Omit *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 used instead of *James Smith and wife*.

E2. When only the surname is given, it should be preceded by *Mr.*, or other appropriate title, such as *Senator* or *Prof.* Of course this rule does not apply to criminals or other disreputable or disrespectable persons. *Miss* or *Mrs.* must be used with a woman's name even in headlines—always, even in crime news. Never refer to a woman as "*the Jones woman.*" *Mr.* is not used in sport news.

E3. Do not use *Honorable* unless it is a title bestowed by Great Britain.

E4. 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.

E5. *Rev.* should always (1) be preceded by *the*, (2) be followed by some other title unless the full name is given. The only exception made in headlines is that a clergyman may be referred to as *Mr. Brown*, *Dr. Green*, or *Fr. White*.

Some Forms Permitted

the Rev. William Brown
 the Rev. Dr. Brown (if he has a
 doctor's degree in divinity).
 the Rev. Fr. Brown
 the Rev. Mr. Brown

Some Forms Barred

Rev. Brown
 the Rev. Brown
 Rev. Mr. Brown

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

E6. *The Most Rev.* as a title is applied to an archbishop or a bishop; *the Right Rev.* to an abbot or monsignor; *the Very Rev.* to a dean (of a religious sect), vicar-general, president of a seminary or college, superior of a religious house, canon, prior, etc.

E7. Use *Fr.* or *the Rev. Fr.* as the title of a Catholic priest.

E8. Do not use an unwieldy title preceding a name, as *Keeper of the Grand Seal John Smith*. Make it *John Smith, keeper of the grand seal*.

E9. Our publication always is to be referred to as *The Missourian* (note that *The* is capped). In names of other publications, *the* is lower case.

QUOTATION

F1. Be sure to end, as well as begin, quoted matter with quotation marks. Where a quotation is broken into paragraphs, put quotation marks at the beginning of each paragraph but not at the end of any paragraph except the last one.

F2. 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:

“Yes,” said the witness, “Senator Brown’s words were: ‘Remember the proverb, “Haste makes waste.” Let us not act too soon.’”

F3. In quoting verse, unless the quoted matter is set in type smaller 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 at the end of the quoted matter.

F4. 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.

F5. 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, plays, or operas. The name of the opera is “*Lohengrin,*” but *He played the part of Lohengrin.*

F6. Quote the full titles of books, except such books as the Bible, the Koran, etc.

F7. 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 distinguished by italics. Neither quotation marks nor italics are needed in lists or tables.

F8. 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

F9. Do not quote interviews and dialogs 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 indicated:

Mayor Rex P. Barrett—I believe the ordinance should be revised.

William L. Bradshaw—I am in favor of immediate revision.

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

A.—I did.

F10. Do not quote extracts that are set in smaller type than the rest of the story. If a program of music is set in smaller type, the selections in it need not be quoted.

F11. Do not 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.

F12. Do not quote the names of newspapers and periodicals, as *the New York Times*, *the Bookman*, *The Missourian*. 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

F13. Do not quote diminutives, such as *Tom*, *Dick*, *Bill*, etc. Distinguish these from nicknames, which are to be written thus, *J. P. “Puny” Bluck*. Use nicknames sparingly, even in sports stories. Beware of insulting nicknames. Be sure it is a nickname before using quotation marks. It is *Bennett Champ Clark*, not *Bennett “Champ” Clark*.

F14. Do not quote the names of animals, ships, airplanes, airships, etc., except in headlines, and sometimes in text, to avoid misinterpretation, as *Two Killed in ‘Los Angeles’ Disaster*, referring to the dirigible.

F15. Do not quote letters in expressions such as *M Men’s Dance*, *B team*, *Division A*.

F16. Use single quotation marks in headlines, as *Future ‘Hopeful,’ President Says*.

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. In all cases consult "Webster's New International Dictionary" or "Webster's Collegiate Dictionary."

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

MEANING AS A GUIDE

G1. Let meaning be your first guide in compounding. *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).

G2. Not 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.

G3. Distinguish between *every one* and *everyone*, *any one* and *anyone*, *some one* and *someone*. 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: *Here are three apples; you may have any one. Some one of these three rules will apply.*

G4. 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.—They camped on the shores of some body of water, but could not learn its name.*

G5. 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."

LENGTH AND CLEARNESS AS GUIDES

G6. 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*, *anti-aircraft*, *co-worker*.

G7. 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.

COMPOUNDING WITH PREFIXES

G8. Such prefixes as *demi*, *semi*, *bi*, *tri*, *co*, *pre*, *re*, *sub*, *super*, *inter*, *intra*, *ante*, *over*, *under* are usually joined to a word without a hyphen; thus: *semiannual*, *coeducation*, *readjust*, *intercollegiate*.

G9. Note these exceptions to Rule G8:

G9a. Use the hyphen if the prefix ends in a vowel and is followed by the same vowel as in *pre-empt*, *re-echo*, *co-operate*.

G9b. Use the hyphen if the prefix is followed by a proper name, as in *pre-Raphaelite*, *ante-Christian*.

G9c. Use the hyphen if it is needed to distinguish a word from another of different meaning, as in *co-respondent*, *re-cover* (to cover again).

G10. *Ex* preceding a title takes the hyphen, as in *ex-President Hoover* (but *former President Hoover* is preferred). Hyphenate *Governor-elect Smith*.

OTHER PERMANENT COMPOUNDS

G11. Hyphenate such combinations as *vice-president*, *vice-consul*, *governor-general*, *surgeon-general*, *lieutenant-general*, *brigadier-general*, *post-master-general*, *attorney-general*, *commander-in-chief*, *lieutenant-colonel*, *sergeant-major*, *sergeant-at-arms*. Do not hyphenate *prosecuting attorney*, *first lieutenant*, *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*. Capitalize the same way in headlines.

G12. Hyphenate nouns that express a double occupation, as *poet-artist*.

G13. Compounds of *half* and *quarter* are usually hyphenated, as *half-dollar* (but *half a dollar*), *half-past*, *quarter-mile*.

G14. Do not hyphenate such constructions as *32nd*.

G15. Hyphenate fractions, as *one-fourth*, *three-sevenths*.

G16. Words formed with the suffix *wide* usually take the hyphen, as *city-wide*, *state-wide*, *nation-wide*, *world-wide*.

TEMPORARY COMPOUNDS

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

G17. Two or more words combined into one adjective preceding a noun should be hyphenated, as *never-to-be-forgotten event*, *two-week vacation*, *first-class investment*, *English-speaking peoples*, *up-to-date styles*, *4-year-old boy*, *6-3 score*. 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 boy 4 years old*. Note the following exceptions to this rule:

G17a. Do not compound an adverb ending in *ly* and a participle, even when combined as a modifying element, as *freshly painted house*.

G17b. Do not compound proper names consisting of more than one word, even when used as modifying element, as *Old English lettering*, *Civil War days*.

G18. *Lineup*, *holdup*, *walkout*, *kickoff*, *tryout*, *strike-out* are correctly compounded when used as nouns. Otherwise separate into verb and adverb, as *line up*, *strike out*, etc. Thus: *The lineup will not be known until the teams line up*.

SPORT TERMS

Baseball—first base, second base, third base, shortstop, right field, left field, center field, outfield, infield, first baseman, etc.; right fielder, etc., outfielder, infielder, two-base hit, sacrifice hit, home run, pinch-hitter, hit-and-run play, doubleheader, shutout, strike-out. The score was 4-1. Defeated by a 4-1 score.

Football—left end, left tackle, left guard, center, left halfback, fullback, quarterback, touchdown, field goal, placekick, dropkick, kickoff, head linesman.

Basketball—left forward, right forward; left guard, right guard; center; free-throw; personal foul.

Track—100-yard dash, 220-yard dash, 440-yard dash or quarter-mile dash, 880-yard run or half-mile run, mile run, 2-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, heavy-weight, light-heavyweight, bantamweight.

Miscellaneous—volleyball; polo, chukker; seeded; bye; softball; touch football.

SPELLING

In cases not covered by the deskbook, consult "Webster's New International Dictionary" or "Webster's Collegiate Dictionary." If more than one spelling is recognized by the dictionary as being in good use, give preference to the shorter and simpler form.

H1. 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).

H2. Spell *toward*, *backward*, *forward*, *afterward*, *upward*, *homeward*, and similar words without the final *s*.

H3. Use *endorse*, *enclose*, and *inquire* rather than *indorse*, *inclose*, *enquire*. Use *enforce*, but *reinforce*.

H4. Use the *er* ending in *theater*, *caliber*, *center*.

H5. Use *or*, not *our*, in *favor*, *color*, *rumor*, *demeanor*, *labor*, *vigor*, *fer-
vor*.

H6. Write *insanitary*, not *unsanitary*.

H7. Omit the final *e* from *antitoxin*, *glycerin*, *paraffin*, etc.

H8. Use *e* instead of the diphthong *ae* in such words as *esthetic*, *anes-
thesia*.

H9. Use no space after *Mc*, as *McDonnell*, *McLeod*, etc.

H10. Write *airplane*, *airdrome*; not *aeroplane*, *aerodrome*.

SELECTED SPELLINGS AND ABBREVIATIONS

alumna (feminine singular)	bus	Johns Hopkins (Uni- versity)
alumnae (feminine plural)	busses (plural)	marshal (officer)
alumnus (masculine singular)	canceled	Marshall (Mo.)
alumni (masculine plural)	capital (city)	MKT
Argentina (noun)	capitol (building)	pedagog
Argentine (adj.)	Carrollton (Mo.)	Pittsburgh (Pa.)
blond (adj. and masc. noun)	catalog	Pittsburg (Kan.)
blonde (fem. noun)	cigaret	Poplar Bluff
Boonville (Mo.)	decalog	Puerto Rico
	demagog	quartet
	drouth	sextet
	flier (aviator)	technic
	flyer (fast train)	Tokyo
	insanitary	

For spellings of foreign names, follow United Press preferences, unless they disagree with the foregoing list.

PUNCTUATION

This section is not meant to be a complete guide to punctuation. Its purpose is merely to give rules and suggestions covering difficulties that frequently arise in the writing and editing of news copy.

J1. Distinguish between restrictive (sometimes called limiting or defining) and non-restrictive clauses. 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 explanatory 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 sentence 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.

J2. 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.)

J2a. Use a comma before *and* or *or* in a series, as *The colors are red, white, and blue.*

J3. A participial phrase at the beginning of a sentence is usually set off by a comma. *Shouting a warning, he ran down the street.*

J4. 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*. The commas are correctly placed if, as a test, we can imagine each replaced by *and* without changing the meaning of the sentence.

J5. *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 of this kind.

J6. Use commas to set off the year in a date. *The men who enlisted in December, 1941, were wholly untrained, but by December, 1943, they were veterans.*

J7. Use a comma, not a colon, after *viz., to wit, namely,* etc., except in ending a paragraph.

J8. Use no comma in *five feet eight inches tall, three years six months had passed,* etc.

J9. 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

J10. Use the semicolon to separate co-ordinate clauses of the same sentence when they are not separated by a co-ordinate conjunction. *This is a bad law; it should be repealed.* When the conjunction between the two clauses is not unusually close, however, it is generally better to make them separate sentences.

J11. Use the semicolon between co-ordinate clauses joined by a conjunctive adverb such as *therefore, however, so, hence, thus, then, consequently, accordingly, nevertheless,* etc. Thus: *The difficulties in the undertaking were obvious; however, we hopefully began preparations.*

J12. 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.*)

J13. 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.*)

J14. Use the semicolon to avoid confusion in such construction as this: *The party consisted of J. J. Lee; W. H. Winston, his secretary; Mrs. Lee; Miss Mary Brown, her nurse; and three servants.* Written thus, the sen-

tence indicates there were seven persons in the party. Readers might get the impression there were nine if the sentence were written: *J. J. Lee, W. H. Winston, his secretary, Mrs. Lee, Miss Mary Brown, her nurse, and three servants.*

THE COLON

J15. Use a colon (1) before a quotation several paragraphs in length; (2) before a quotation, however short, when formality is desired; (3) before a series or numbered list of related items.

J16. Use a colon between chapter and verse in scriptural references. *Matthew 2:5-13.*

J17. Use the colon in giving time, as *7:30 a. m.*

J18. In general, use the colon in introducing matter with *the following*, *as follows*, and similar expressions.

THE APOSTROPHE

J19. If a noun (either singular or plural) does not end in *s*, form its possessive case by adding apostrophe and *s*, as *in the girl's hat, the children's hats*. If a noun ends in *s*, form its possessive by adding the apostrophe only, as in *the girls' hats, James' hat, Farmers' Week*.

J20. 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*.

J21. The apostrophe is never used in the possessive pronouns *hers, its, yours, theirs*. *It's* means *it is*.

J22. The possessive of *M. U.* is *M. U.'s*.

J23. 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).

J24. Use no apostrophe with *bus, phone, varsity, possum*.

THE DASH

J25. Do not overwork the dash. Usually the comma will do as well. A legitimate use of the dash is to denote an abrupt break in the construction. *He thought of his mother—what a woman she was!*

J26. 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.*

J27. The dash may be used for significant pause. *I asked for bread and they gave me—fried chicken.*

J28. Use a dash in unfinished sentences. Put quotation marks, if any, outside the dash. *The witness said, "His name is—"*

PARENTHESES

J29. If an entire sentence is enclosed in parentheses, the period should come before the last curve. Thus: *(For additional data see Page 17.)* If only the last words are enclosed, the period should come after the curve. Thus: *He uses many words incorrectly (for example, "practical" and "practicable").*

J30. When the name of the state, though not a part of the title or name, is given with the title or name, use this form: *The Sturgeon (Mo.) Leader, the Norway (Me.) National Bank.* Omit name of state after well-known cities, as *the Chicago Daily News.*

BRACKETS

J31. 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 WITH OTHER PUNCTUATION

J32. The period and the comma always stand before end quotation marks as a matter of typography. *"On this platform," he said, "I expect to win."*

J33. Other punctuation marks should be placed inside the quotation marks if they are part of the quotation and outside if they are not. *The books were studied in this order: First, "Silas Marner"; second, "David Copperfield"; third, "Henry Esmond."—"Who goes there?" he challenged.—Have you ever seen Maude Adams in "Peter Pan"?*

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.

J34. 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:

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."

He was very lenient about people's being on time. Principally because he was always late himself.

J35. The "false comma." This blunder is the converse of the first, and nearly as bad. The "false period" occurs when part of the 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.

Sir Roger de Coverley was a good churchman, he attended church every Sunday.

We all walked rapidly, the sun had gone down, there were no horses.

J36. 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.

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.

J37. 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.

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?

SPECIAL FORMS

FULL-MEASURE BOX SCORE

(See the official scoring rules)

ST. LOUIS	A.	B.	R.	H.	O.	A.	E.
Blue, 1b	5	1	0	10	2	0	
Hale, 3b	3	0	0	1	2	0	
Manush, lf	4	0	2	4	0	0	
Kress, ss	4	1	1	2	1	1	
Gullic, rf	4	2	2	2	0	0	
Melillo, 2b	4	0	0	1	6	0	
McNeely, cf	3	1	1	3	0	1	
Ferrell, c	2	0	0	3	0	0	
Stewart, p	3	1	2	1	1	0	

Totals32 6 8 27 12 2

BOSTON	A.	B.	R.	H.	O.	A.	E.
Oliver, cf	5	1	1	2	0	0	
Miller, 3b	5	0	0	0	2	0	
Webb, rf	4	1	2	2	0	0	
Scarritt, lf	4	1	1	5	0	1	
Regan, 2b	4	1	2	3	2	0	
Sweeney, 1b	4	1	1	9	0	1	
Narlesky, ss	0	0	0	0	0	1	
Rhyne, ss	3	0	1	0	1	2	
Berry, c	4	0	0	3	2	0	
Russell, p	3	0	1	0	0	0	
*Heving	1	0	0	0	0	0	
**Cicero	1	0	0	0	0	0	

Totals38 5 9 24 7 5

*Batted for Rhyne in eighth inning.

**Batted for Russell in ninth inning.

Score by innings 123 456 789

Boston	000	001	040	—5
St. Louis	000	031	20*	—6

Summary: Two-base hits—Manush 2, McNeely, Regan, Russell, Sweeney. Home runs—Webb, Gullic. Runs batted in—By Gullic 2, Hale 1, Manush 1, Stewart 1, Webb, Regan 1, Sweeney 1. Sacrifice hits—McNeely, Ferrell, Hale. Bases on balls—Off Stewart 1, off Russell 2. Struck out—By Stewart 3, by Russell 1. Left on bases—St. Louis 7, Boston 6. Time of game—1:40. Umpires—Guthrie, Hildebrand, and Ormsby.

HALF MEASURE BOX SCORE

NEW YORK					CLEVELAND					
A.	B.	R.	H.	O.	A.	B.	R.	H.	O.	A.
Crosetti, ss	2	1	0	3	Lary, ss	4	2	3	1	
Rolfe, 3b	3	1	1	4	Campb'l, rf	4	1	3	2	
DiMaggio, cf	4	2	4	0	Averil, cf	4	0	4	0	
Gehrig, 1b	4	2	11	0	Trosky, 1b	4	2	9	2	
Dickey, c	5	1	5	0	Solters, lf	4	0	1	0	
Lazzeri, 2b	5	1	1	1	Hale, 2b	4	1	0	5	
Selkirk, rf	4	1	0	0	Pytlak, c	4	0	6	0	
Hoag, lf	4	1	5	0	Hughes, 3b	2	0	0	2	
Ruffing, p	4	0	0	0	*Sullivan	1	0	0	0	
					Whitehall, p	2	0	1	2	
					Heving, p	1	1	0	0	

Totals 35 10 27 8 Totals 34 7 27 14

*Batted for Hughes in ninth.

CLUB	1	2	3	4	5	6	7	8	9
New York	4	0	0	0	0	4	0	0	—8
Cleveland	2	0	0	0	0	2	0	0	—4

Runs—Crosetti (2), Rolfe (2), DiMaggio (2), Gehrig (2), Lary, Trosky, Pytlak, Heving. Errors—Hoag, Hale.

Runs batted in—DiMaggio (3), Gehrig, Dickey (2), Lazzeri, Lary, Trosky (2), Heving. Two-base hits—Gehrig, Lary, Lazzeri, Selkirk, Rolfe. Home run—Trosky. Double play—Campbell and Pytlak. Left on bases—New York 8; Cleveland 4. Bases on balls—Off Ruffing, 1; off Whitehill, 1; off Heving, 1. Struck out—By Ruffing, 2; by Whitehall, 1; by Heving, 1. Hits—Off Whitehall, 10 in 6 innings (none out in seventh); off Heving, none in 3. Losing pitcher—Whitehill. Umpires—Kolls, Dineen, and Hubbard. Time of game—2:23:00. Attendance—3000.

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.

Incomplete Game

Washington000 0
Boston000 0

Batteries: Washington—Gaston and Tate; Boston—Bradley and Berry.

FOOTBALL LINEUP

MISSOURI	AMES
Speelmanl.e.....	Jones
Herndonl.t.....	Reeve (capt.)
Grovesl.g.....	Deffke
Lansingc.....	Johns
Van Dyner.g.....	McKinley
Clay (capt.)r.t.....	Mattison
LaRuer.e.....	Packer
Collinsq.b.....	Moss
Shepardl.h.b.....	Wilson
Dunckelf.b.....	Uhl
Gravesr.h.b.....	McDonnell

Referee—Groves (Washington U.).
 Umpire—Quigley (St. Mary's). Head
 linesman—Thomas (Purdue).

TRACK SUMMARY

100-yard dash—Smith, Missouri, first; Shaw, Kansas, second. Time, 10 1/5 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 4/5 seconds.

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

BASKETBALL BOX SCORE

KANSAS (37)	FG	FT	PF	TP
Ebling, f	2	4	3	8
Golay, f	1	0	1	2
Schmidt, c	1	2	4	4
Corlis, c	2	0	2	4
Pralle, (C), c	4	3	1	11
Harp, g	2	2	2	6
Johnson, g	1	0	1	2

Totals13 11 14 37

MISSOURI (32)	FG	FT	PF	TP
Harvey, f	4	1	2	9
Cooper, f	2	1	3	5
Kiersey, f	1	3	1	5
Brown, (C), c	0	1	1	1
Currence, c	0	0	1	0
Ettinger, c	0	0	3	0
Lobsiger, g	1	2	3	4
Halsted, g	3	2	2	8

Totals11 10 16 32

Score at half: Kansas 23; Missouri 21.

Free-throws missed: Kansas—Ebling 3, Harp 3, Johnson 2, Schmidt 1, Pralle 1; Missouri—Brown 2, Lobsiger 2, Halsted 1, Kiersey 1, Harvey 1, Cooper 1.

Officials—Voltz (Nebraska), Cochran (Kansas State).

DATELINES

- CHICAGO, June 30 (UP)—An increase of two million dollars
- ELDON, Mo., June 30—An attempt to rob the First National Bank
- BERN, Switzerland, June 30 (UP)—Two former French cabinet
- NEW YORK, June 30 (1:45 P.M.) (UP)—At least 300 persons were
- CHUNKING, June 28 (Delayed) (UP)—American army officers who
- MEMORIAL STADIUM, Lawrence, Kan., June 30—The Missouri Tigers

The rules: Name of city in capitals, state or county in lower case. Names of foreign countries are not abbreviated. If date is other than "to-day," explain in parentheses. Capitalize each word in parenthetical matter, as (*By Wireless*).

CREDIT LINES

United Press stories are credited by using (*UP*) in the dateline or by using (**By the United Press**) above the story. Note these other forms in giving credit:

BY LYLE C. WILSON

(United Press Staff Correspondent)
(Special Dispatch to *The Missourian*)
(Copyright by United Press)

COMMUNICATIONS

Editor The Missourian: is the form of salutation used 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 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:

Robert P. Patterson, Secretary of War,
Washington, D. C.—Dear Sir: I have
the honor . . .

INTRODUCTIONS

Editor's notes or other introductory matter, not a part of the story, should be set in lightface, indented, and followed by a 3-em dash.

HEADLINES

HOW TO COUNT HEADLINES

K1. 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.

K2. General rule: For headlines set in capitals and lower-case, count lower-case letters as one unit each and capitals as one and one-half units each, except:

- i, l*—one-half unit.
- m, w*—one and one-half units.
- I*—one-half unit.
- M, W*—two units.

Single quotation marks and all other punctuation marks count one half unit except the dash, which is a full unit.

In headlines of 34 point or smaller type, the space between words may be counted as one-half unit. Above 34 point, count a space a full unit.

Many letters are slightly thinner or wider than the average count. This thinness or wideness will not be noticeable except in crowded lines. Then, several slightly-wide letters might make the line too long. Letters likely to be a bit wide in one type face may be only average in another, but *A, G, H, N,* and *U* generally are on the wide side. In Spartan type (see headline schedule) *M* safely can be counted as one and one-half rather than as two units, but *O* and *Q* are so wide they must be figured as two units each. The letters *i* and *l* usually are distinctly less than the half-unit "standard" value given them. The letters *f, j, r, s,* and *t* rarely occupy the full unit given them in the "standard" count and may be figured at one-half unit each when you wish to test whether a line apparently only a little overlength might "squeeze in." However, do not expect a single *t* in a line to compensate for two or three wide capitals. *E,* whether capital or lower case, and *c,* often are a trifle thin. *B, D, P, R,* and *S* often are a little thin.

Count figures and the dollar sign as one and one-half units each, except 1 which is a single unit in many type faces and sizes.

Make a practice of writing lines of slightly less than the maximum count. In flush-left heads, lines need not be of the same length, but marked discrepancies such as lines counting 14 and 8 are not allowable. When lines in decks cannot be of nearly equal length, try to arrange them so they are progressively longer or shorter, as 11, 13, 15 or 15, 13, 11 rather than 11, 15, 11.

WORDING FOR HEADLINES

K3. Use short, simple words, but avoid such overworked and misused words as *flay* and *rap*.

K4. In general, put the main feature in the top deck.

K5. Make the head as a whole a smooth-reading, accurate, understandable synopsis of the story.

K6. Make the head definite. Tell specifically what happened. If the top element is a characterization, rather than a synopsis, make the deck a synopsis supporting the characterization of the top head.

K7. Never exaggerate. Build the head on facts in the story. If a statement is qualified in the story, qualify it also in the head.

K8. Make every deck of the head complete in itself. Use a verb, or verb implied, in each deck. The head over a feature story may, however, be more like a book title, suggestive of the story rather than a synopsis of it.

K9. Try to use a subject for every verb. If the subject is omitted, make sure the reader cannot make a mistake in supplying it. Almost invariably this means that the omitted subject must be used at the beginning of the preceding or the following deck.

K10. Avoid starting a deck with a verb in the same form as its imperative, as in this: *Vote Against Compensation Bill*.

K11. Heads telling of a recent event are almost invariably put in the present tense—the historical present. Do not, 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*. Do not use the present tense to indicate future events unless some word is included to make the time clear to the reader, as *City Council Meets Tonight*. Use this form only for events in the immediate future.

K12. 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.

K13. Use the articles, *a*, *an*, and *the*, sparingly. 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 or for emphasis.

K14. 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.

K15. Never divide a word with a hyphen from one line to another.

K16. Use the question mark sparingly in qualifying headlines.

K17. Use subheads in stories that run a quarter-column or more. They should be placed two or three paragraphs apart. Never use a single subhead.

CAPITALIZATION IN HEADLINES

K18. Capitalize all words except prepositions, conjunctions, and articles, and capitalize these if they consist of four or more letters.

K19. Lower-case *to* in an infinitive but capitalize the verb, no matter how short, thus: *to Be, Is*, etc.

K20. Capitalize even a two- or three-letter preposition if it is attached to a verb, as in *He Was Voted For by His Party, John Jones Operated On*. As a test, see if you can omit the preposition without changing the meaning of the verb.

K21. Capitalize the first word after a dash or semicolon.

K22. If words are joined by a hyphen, capitalize them as if the hyphen were not there, thus: *Never-to-Be-Forgotten Event*. But if the parts of the compound cannot stand as independent words, use no capitals inside the compound, thus: *Co-operate*.

PUNCTUATION IN HEADLINES

K23. Follow the usual rules of punctuation except where the following rules conflict:

K24. Use no period at the end of a deck unless the deck ends with an abbreviation.

K25. Use single quotation marks in headlines.

K26. When space permits, headlines should follow ordinary style in regard to abbreviation. To save space, abbreviations may be used more freely in headlines; but no abbreviation required by ordinary style should be spelled out to make a headline fit.

K27. Use no abbreviation unless it is so well known as to be understood at a glance.

K28. Names of governmental organizations, whether military or civilian, when used in initial form go without points, as RAF, HOLC, OPA, USN. Names of non-governmental organizations, so used, go with points, as Y. M. C. A., C. I. O. The initial form of United States is U. S., not US.

K29. Extremely well-known persons may be referred to by their initials, as F. D. R. for Franklin D. Roosevelt. Don't abuse this device.

K30. Avoid abbreviating names of states except when following and identifying cities. There may be exceptions, of which *N. Y.* is the most common.

K31. Never abbreviate the days of the week.

K32. 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:

K32a. When preceding and attached to names, the following titles may be abbreviated in headlines, in addition to those which are abbreviated in text: *Pres., Sen., Rep.* Do not abbreviate any title not attached to names. *Sen. Reed* is permissible but not *Gov. to Sign Bill*.

K32b. *St., Ave.,* and *Blvd.* may be used with a name as in *Elm St., University Ave.,* but not in such a construction as *Boy Injured While Crossing St.*

K32c. Do not abbreviate *feet, inches, yards, miles, bushels, centimeters,* etc., unless used with a definite number, and avoid abbreviating too freely even then.

K32d. 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 *Assn. Sec. Visits Here* is not.

K32e. Christian names may not be abbreviated in headlines. *Wm. Black Dies* is not permitted. Neither is use of a single initial with surname, as *J. Jones to Speak.*

K32f. County is abbreviated only as part of a name. *Boone Co. Taxes Increase,* but not *Co. Judge Resigns.*

K32g. Do not abbreviate months unless followed by the day of the month. This bars such heads as *Meetings to Be Held in Jan.*

K33. *The* may not be omitted before *Rev.,* even in headlines. If *The Rev.* is too long, refer to a minister in the headline as *Mr. Smith* or as *Dr. Smith.* Never refer to a minister by surname alone.

K34. Figures are not desirable at the beginning of a deck, especially if the number is smaller than ten.

CUTLINES

The use of pictures is a basic element in page make-up or design, and is a matter to be decided by the make-up editor rather than by the reporter. In general, however, a picture will be accompanied by an *overline,* or headline, and by *underlines,* which tell succinctly the story which makes the picture worth printing. When a picture is accompanied by underlines only, they should include all pertinent information, for they are the news story as well as the explanation of the picture. When a picture is accompanied by both underlines and story, the underlines should recount only the most significant information. Because the information in the underlines will be duplicated in the accompanying story, the wording of the underlines should be different from that of the story.

Underlines should be in complete-sentence form, rather than such a form as this: *John Jones, who will speak tomorrow night at the bankers' convention.*

Because underlines may be given distinctive typography, they should not be written on the same sheet of paper as the story, for they may be set on a different linotype than that handling the story. Underlines should be marked at the top to show with what story they go, and the width in columns of the picture, as: *Underlines for 3-col. Presbyterian cut.* A story to be accompanied by a picture should be marked at that top to show that fact, as: *Elks—with 1-col. art.*

When the only underline required is the name of the person pictured, this name-line should be written at the top of the story and should be marked "bfcaps," meaning Boldface Capitals. Name-line typography is the only instance in which the reporter can be assured of a "standard style." All other instances are decided by the make-up editor, and the fact that he had underlines indented yesterday does not mean that he will do so today, for today his page design may demand different treatment.

In indicating the locations of persons in a picture, extreme care must be taken to get the statement of *left to right* correct. The order of persons shown on a mat, or matrix, or in the original photograph is the order in which the persons will appear in the printed picture. But the order of persons pictured on an engraving, or cut, is exactly the reverse of their appearance in the printed picture. Hence, in order to write your left-to-right identification, you read a mat or photo left to right but an engraving right to left. Thus the person at the extreme right of an engraving is listed in the underline as being at the left.

Pictures furnished without charge by photographers or borrowed from other newspapers should carry credit lines, in parentheses at the end of the underline, as (*Photo by Smith's Studio*).

If only two persons are shown in a picture, the principal person pictures should be identified as *left* or *right*. If there is no choice, designate the person appearing on the left, as: *Henry Brown, right, Tiger football captain, and his brother, Walter, member of the . . . and William Smith, left, and Gerald Black, members of the . . .*

MISSOURIAN HEADLINES

No. 6 and 6A headlines are written on the copy with the story. All other headlines are written on separate pages. Each element of a two-part headline, such as No. 3, should be written on a separate page, since, in many cases, the two parts will be set by different linotypes. Whatever guideline or slugline identifies the story, as *Page One—No. 5—Sermon*, is to be written at the top left corner of the page carrying the headline.

Beside the headline itself, write the kind and size of type called for, as *18 pt. Metro*. At the end of each line of the headline, write lightly and in parentheses the unit count of that line. These two directions, not common in newspaper offices, are necessary here for teaching purposes.

The maximum counts given for all headlines under 48 point are short, to permit a margin of safety for the occasional headline that runs a little long. Do not build the habit of writing heads that demand use of this margin of safety.

No. 6

7½ pt. Excelsior
Maximum count, 30**Six Tons of Paper Collected**

No. 6A

7½ pt. Excelsior
Maximum count per line, 30**Wagner to Be Featured
On Last Music Program**

No. 5

14 pt. Metro
Maximum, 19**Texas Youth Enters
Tennis Semi-Finals**

No. 7

14 pt. Metro Italic
Maximum, 19**Dinner Will Honor
Miss Mary Almquist**

No. 5½

18 pt. Metro
Maximum, 17**Farmers Warned
Of Seed Shortage**

No. 5½ Italic

18 pt. Metro Italic
Maximum, 17**Man Fires at Boy
But Kills a Friend**

No. 5½A

18 pt. Metro
Maximum, 17

No. 5½A *Italic*

18 pt. Metro
Maximum, 17

No. 24

24 pt. Metro (available in
Roman or *Italic*)
Maximum, 14½

No. 3

Top, 28 pt. Erbar
Maximum, 16

Deck, indented

14 pt. Metro
Maximum, 18

Stub 2

Top, 34 pt. Erbar
Maximum, 14½

Deck, indented

14 pt. Metro
Maximum, 18

(Full No. 2 has 3 instead of
2 lines in top)

Silver Plaque Given To Head Officers Of USS Missouri

U. S. Should Lend To Needy at Home, Congressman Says

Council Defers Definite Action On Bus Routing

Centralia to Hear Democrats Tonight

Fifth Boone County
Candidates' Rally
Set for 8 O'Clock

Barnes May Play Tomorrow Night

Kewpies' Chances
Against Hannibal
Appear Improved

No. 8
2 col. 24 pt. Metro Italic
Maximum, 28

Farmer Kills 37-Pound Wolf; Court Awards Him \$10 Bounty

No. 8-R
2 col. 24 pt. Metro Roman
Maximum, 28

Housing Survey Begins in City In Search for Available Rooms

No. 2-24
2 col. 24 pt. Metro Italic
Maximum, 28

Lion-Hearted Samuel Proves It

No. 2-24-R
2 col. 24 pt. Metro Roman
Maximum, 28

Two Teen Agers Aid in Rescue

No. 8A
2 col. 18 pt. Metro Italic
Maximum, 36

Fortnightly Club, Organized in 1890, Unites Members in Cultural Interests

No. 8A-R
2 col. 18 pt. Metro Roman
Maximum, 36

U. S. Loan Sought to Help in Planning But Proposal Would Require Bond Issue

No. 2-18
2 col. 18 pt. Metro Italic
Maximum, 36

Here Is a Good Winter Storage Pit

No. 2 18-R
2 col. 18 pt. Metro Roman
Maximum, 36

Students to Parody Shakespeare Play

No. 1

Top, 48 pt. Spartan
Maximum, 7

Pickets Stir Up Senate

Deck, indented 5½A
Maximum, 16

Trio Protests
State Capitol
Repair Project

No. 2-48
Top, 48 pt. Spartan
Maximum, 14

Columbia Rally Ends Campaign

Deck, either indented 5½A (maximum 16)
or indented 8A-R (maximum 32)

The 2-48 head may have 1 line or 2 lines, at discretion of the make-up editor. The number of lines is indicated in the figure following the 2-48 designation, as 2-48-1 or 2-48-2. This type, with the first figure indicating the number of columns and the final figure the depth in lines, may be used in many combinations, as: 3-48-1 (3 columns wide, 1 line deep), 4-48-2 (4 columns wide, 2 lines deep), or 8-48-1 (8 columns wide, 1 line deep).

60 pt. Spartan
Maximum per column, 6

Help Coming, Farmers Told

This head is used in many combinations, as 2-60-1, 2-60-2, 3-60-2, or 4-60-1. Drop-outs under the 60 pt. usually are indented 5½A or indented 8A-R, although occasionally a No. 3 will be called for by the makeup editor.

The 60 pt. is available in both Roman and Italic, and headline writer should make a notation which face is to be used.

84 pt. Spartan
Maximum per column, 4

General Killed

This type rarely is used in less than four column width. It may be either one line or two lines deep. The dropout usually is a Stub 2 or an 8R.

No. 3-2-24
24 pt. Metro Italic, top line 3 cols.
wide, lower line 2 cols.
Maximum, 14 per column

Laval Temporarily Barred From His Treason Trial As Court Breaks Up in Confusion

Overlines for pictures usually are 14 pt. Metro Italic, one line deep, for single-column pictures; and 18 pt. or 24 pt. Metro Italic for larger pictures.

LOCAL STYLE

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

NAMING THE UNIVERSITY

L1. Use the official title, the *University of Missouri*, not *Missouri University* or *State University*. In abbreviating for headlines, use *M. U.* or *U. of M.*, never *M. S. U.* Capitalize *University* standing alone when it refers to this University; otherwise lower-case.

L2. 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 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.

L3. *Agricultural extension service* is not capitalized.

UNIVERSITY BUILDINGS AND GROUNDS

L4. Capitalize the names of the University structures (with exceptions noted), observing the following:

Agricultural Engineering Building
 Agricultural Engineering Laboratory
 animal house
 beef cattle barn
 Brewer Field House
 Business and Public Administration
 Building
 Civil Engineering Laboratory
 Conservation Laboratory
 Crowder Hall
 dairy cattle barn
 Dairy Building
 dean's house (on the University farm)
 Defoe Hall
 Eckles Hall

Engineering Laboratories Building
 Education Building
 East Chemistry Building
 West Chemistry Building
 farm heating plant
 Engineering Building
 Engineering Annex
 greenhouses
 Gwynn Hall
 heating plant (on the University farm)
 horse barn
 hog barn
 hog cholera serum plant
 Industrial Arts Building
 Jay H. Neff Hall

Jesse Hall	Read Hall
Lathrop Hall	Rollins Field
Lee H. Tate Hall	ROTC Building
Lefevre Hall	Rothwell Gymnasium
Library Building	Schlundt Hall
long cattle shed	Schweitzer Hall
Machinery Hall	Service Building
McAlester Hall	sheep barn
Mechanical Arts Building	Swallow Hall
Memorial Stadium	Switzer Hall
Memorial Tower	Stock Judging Pavilion
Memorial Union Building (to be erected)	Student Health Center
Mumford Hall	University Auditorium
Noyes Hospital	Veterinary Building
Observatory	wagon shed
Physics Bldg.	Walter Williams Hall
Poultry Bldg.	Waters Hall
poultry plant	Whitten Hall
power plant	Women's Gymnasium
president's house	Workshop Building

L5. *Jay H. Neff Hall* is to be referred to by its full name, except in headlines, where this may be shortened to *Neff Hall* to save space. Likewise preference should be given to *Walter Williams Hall*, although *Williams Hall* may be used in headlines. Say *Journalism Buildings* instead of *Journalism Unit*.

L6. Use *University Auditorium* rather than *auditorium of Jesse Hall* or *Jesse Auditorium*; *Jay H. Neff Auditorium* rather than *auditorium in Jay H. Neff Hall*.

L7. The Missouri Bible College is not part of the University.

L8. Call it the *University farm. Campus* standing alone is not capitalized.

CURATORS AND FACULTY

L9. 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.

L10. Capitalize the names of the standing committees of the University, as *Committee on Public Exercises*. (But in general the names of committees are not to be capitalized, as *committee on decorations, dance committee, etc.*) 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 employed when there is no chance of misunderstanding.

L11. In naming the president of the University the first time in a story call him *President Frederick A. Middlebush*, or when even greater definiteness is desirable, *President Frederick A. Middlebush of the University of Missouri*. After that say *President Middlebush* or *Dr. Middlebush*.

L12. These titles are used for members of the teaching force: Dean, professor, associate professor, assistant professor, instructor, assistant instructor, assistant, graduate 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 *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*.

L13. Say professor *of*, but instructor *in*, a subject.

L14. Each department in the University has a *chairman*.

L15. Do not use *Dr.* unless the person named has a doctor's degree.

L16. Restrict *coach* as a title to sport stories, and do not overwork it.

DEGREES

L17. 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 Rural Public Welfare (B.S. in Rural Public Welfare), Bachelor of Science in Education (B.S. in Ed.), Master of Education (M. Ed.), Doctor of Education (Ed.D.), Bachelor of Laws (LL.B.), Bachelor of Science in Agricultural Engineering (B.S. in Agricultural Engineering), Bachelor of Science in Chemical Engineering (B.S. in Chemical Engineering), Bachelor of Science in Civil Engineering (B.S. in Civil Engineering), Bachelor of Science in Electrical Engineering (B.S. in Electrical Engineering), Bachelor of Science in Mechanical Engineering (B.S. in Mechanical Engineering), Master of Science in Engineering (M.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 Science in Medicine (B.S. in Medicine), Graduate Nurse (G.N.), and the honorary degree of Doctor of Laws (LL.D.).

L18. 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. '30* (no comma between letters and numerals).

L19. Lower-case the names of the classes, *graduate* (not *postgraduate*), *senior*, *junior*, *sophomore*, *freshman*.

L20. Hyphenate the compound adjective forms, *first-year student*, etc.

L21. Avoid such terms as *academics*, *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.

L22. Capitalize the names of the schools and colleges of other universities.

L23. The teachers colleges of Missouri are: Northeast Missouri State College (Kirksville), Northwest Missouri State College (Maryville), Central Missouri State College (Warrensburg), Southwest Missouri State College (Springfield), and Southeast Missouri State College (Cape Girardeau).

L24. 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.

L25. Capitalize *Two-Year Winter Course in Agriculture*, referring to that of the University of Missouri.

L26. Write *session of 1944-45*, omitting apostrophe before 45. But use apostrophe in class of '44.

L27. Note the following forms: *Theo.* (not *Theodore*) *W. H. Irion*, *DR* (without space or periods) *Scott*, *Lee-Carl Overstreet*.

L28. Capitalize *Varsity* when referring to the University of Missouri or its athletic teams, and omit apostrophe, but do not capitalize *freshmen*, *alumni*, etc., unless combined with *Varsity*, as *The Freshman-Varsity game will open the football season Saturday*. Avoid *Varsity* when referring to high school teams.

L29. Do not quote the Varsity letter *M*. Make the plural *M's*.

L30. Capitalize *Old Gold and Black was victorious*, but: *The streets were decorated with old gold and black streamers*.

L31. Capitalize *Quadrangle*, *Columns*, and *Mounds*, in referring to those of the University of Missouri.

L32. Do not write *faculty women* unless you mean women who are members of the faculty. The wives of faculty members are not faculty women.

L33. The band is the *University Cadet Band*.

L34. The Columbia office of the United States Weather Bureau is directed by a meteorologist (not forecaster or weather man).

L35. 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 Historical Society in St. Louis. Call the library of the society the Historical Library.

L36. The *Social Service Society* is the name of Columbia's organization of social workers.