

DESKBOOK  
OF THE  
**SCHOOL**  
OF  
**JOURNALISM**

**THE UNIVERSITY OF MISSOURI BULLETIN**

JOURNALISM SERIES 154

**1961 EDITION**

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VOLUME 62, NUMBER 30

JOURNALISM SERIES, NUMBER 154

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Published by the University of Missouri at the Office of Publications, Columbia, Missouri. Entered as second-class matter, January 2, 1914 at postoffice at Columbia, Missouri under the Act of Congress of August 24, 1912. Issued five times monthly. 5,000.

JUNE 26, 1961

# DESKBOOK OF THE SCHOOL OF JOURNALISM

NINETEENTH EDITION

Revised by

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University of Missouri



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

The School is well aware of 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 explained repeatedly 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 Prof. Ross edited a much revised and enlarged pamphlet; this was the fifth edition and it ran to 82 pages. Beginning with the 1915 issue, the deskbooks have been included in the Journalism Series of the University Bulletins, so that 15 of our 138 Bulletins have been revisions of this book.

The sixth edition was a revision by Robert S. Mann, in 1919; Prof. Mann edited four editions in all, from 1919 to 1928. Prof. Thomas C. Morelock took over with the tenth edition in 1930 and edited six editions. The seventeenth edition was edited by Prof. Robert M. Neal and the eighteenth by Prof. William B. Bickley.

The present revision includes a number of changes in style and usage to harmonize the deskbook with the stylebook produced in 1960 by the Associated Press and United Press International. This deskbook also includes a complete revision of the headline schedule of *The Columbia Missourian*. It is edited by Prof. Bickley, with the advice and assistance of Prof. Eugene W. Sharp, Prof. Dale R. Spencer and the undersigned.

EARL F. ENGLISH  
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 has been printed already 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 and the date 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

ASHLAND--The Southern Boone County has ended. The new school term will

Transpositions

The Smith & Brown Co. believes that it

Bridging elisions

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

Linking paragraphs

years.

Insertions

Since the first of this month, all President Kennedy signed the ~~part~~ <sup>treaty</sup> at

Marking capitalization

robert jones of Sturgeon is visiting

Marking lower-case

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

Joining letters

He compared himself with a dying tree

Separating letters

Hepcompared himself with a dyingtree on

Indicating abbreviation and figures wanted

At Paris, Missouri two hundred and one

Indicating spelled out forms wanted

Pres. Kennedy and Senator Edw. Long

Marking in subhead

BFC A cattle show will be held each day

Retaining matter crossed out by mistake

The order ~~for the stet new turbine~~ was sent

Periods

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 may divide the story into "takes" for the typesetting machines, and for the copy editor who may make "splices" and inserts in the story.

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 longhand 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 or a circled (fc) above the word. 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 boldface.

28. Read your story carefully before handing it in. Be constantly on guard against inaccuracy, questionable taste 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 written plainly. 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 Municipal Building began at *the hour* of 7:30.

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 wife.

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 insult, but do not write your story about them.

42. Do not be funny or facetious 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 *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 *takes a job*, *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. Remember that *admits* usually has a derogatory connotation, that *claims* suggests doubt as to the truth or the legitimacy of a statement. 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 March 16, died Friday*.

A12a. Use a.m. and p.m. without o'clock or such words as *morning*, *afternoon*, or *night*. Use the hour first, then the day of the week and finally (if it is needed for clearness) the day of the month, as *8 p.m., Thursday, Aug. 23*. Avoid such an abomination as *8 p.m. Thursday night*.

A12b. Telegraph stories carry a "dateless dateline," as *Washington (UPI) —The Senate . . .* This gets rid of the need for resetting the dateline for a held-over story.

A12c. The prime considerations in chronology are accuracy and clearness. Any of the preceding A12 rules may be modified if needful for accuracy and clarity.

A12d. Use time before place, as *at 9 a.m. Monday at the Municipal Building*.

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 license revoked*. 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 usually may 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* or a Japanese a *Jap* 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*.

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. Do not use *loan* and *host* as verbs. 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.

A30a. Such words as *none*, *each* and *every* are singular. *None of the fliers was injured* is correct.

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*.

A34a. Do not omit the possessive apostrophe.

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*, *frat*, *cop*, *solon*, *J-school*, *pep* (except in the proper name, Pep Club).

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" and "Webster's Collegiate Dictionary."

A51. Do not use *Red* indiscriminately. Restrict it to Communists and to persons and agencies manifestly and actually under Communist domina-

tion. *Red China* is allowable, but *Red* in reference to Socialists or British Labor Party members is outlawed. In *The Missourian*, *Red* means "specifically Communist" rather than "radical." *Left wing* is not capitalized and *left wingers* are not *Reds* unless they are Communists.

## 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 Kennedy	John F. Kennedy, President of the United States
Queen Elizabeth	

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, Gov.-elect Jones* (*former* is preferred to *ex-*).

B2c. Do not capitalize occupational or "false" titles such as defense attorney John Jones or rookie pitcher Jim Smith.

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. Capitalize *state* when used as part of an official title, as *State Highway Department*.

B5. Capitalize the names of foreign as well as United States legislative bodies of national, state or provincial rank, as *Congress*, *Parliament*, *the Oklahoma Legislature*, *the Ontario Senate*. Capitalize names of congressional, legislative and United Nations committees and subcommittees, even when the reference is only semi-specific, as in: *the Senate Labor Committee*, *a Senate Labor Subcommittee*. Capitalize *Cabinet* when referring to a specific one and *Supreme Court*. Do not capitalize "congress" when used as a synonym for convention.

But do not capitalize such adjective forms as *congressional*, *legislative*, *senatorial*. Do not capitalize such a word as *legislature* when used in a general sense, as *the legislature of each state*. But do capitalize when reference is specific, as *In Missouri, the Legislature will convene . . .*

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

B7. Capitalize names of all races and nationalities: *Indians, Caucasians, French, Negro*.

B8. Capitalize the names of federal, foreign, United Nations, state, and provincial departments, bureaus and commissions as *Department of Agriculture, Agriculture Department, Bureau of Vital Statistics, Interstate Commerce Commission*. Do not capitalize when only part of the name is used as *the department, the bureau* (See B11).

Lower case county, city or other municipal agencies, as *fire department, water and light 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, County Court* and federal and state courts, standing alone, when a specific one is meant.

A grand jury, even when specific as *the Kansas City grand jury*, is without capitals because it is not a permanent body.

Inversions of titles do not change the principles of these rules. Capitalize *the Federal District Court of Western Missouri* but lower case *in a federal district court yet to be selected*.

Capitalize *Magistrate Court* but not *municipal court or 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
First Ward	in his ward
Lake Erie	the lake shore
Lake Shore Blvd.	on the boulevard
Westmount Addition	a new addition
Isle of Pines	the island
Mississippi River	the river
Boone County	a county road
Guitar Building	the building
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
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
Post Office (building)	the post office rules
Municipal Building	the building
Courthouse	courthouse workers
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 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 St.	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. Do not capitalize *east, west, etc.*, when used merely to designate direction or point of compass, as *west of here*. Capitalize such derivatives as *Southerner, Westerner* and *Western states*.

Capitalize *Coast* in such a phrasing as *the Pacific Coast* or *the West Coast*, when "West" is used as a synonym for "Pacific."

To avoid possible misreading, a few adjective forms require capitals, as *the Rocky Mountain states, the Great Plains region*. Note that "states" and "region" are without capitals.

B13. Capitalize *Southern Florida, Northern Michigan* when a definite region of the state is meant. Also *Western Germany, Eastern Germany* and similar names are capitalized when used as names of nations or countries; when used geographically, restrict the capital, as *the storms in western Germany*.

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, Quarry Heights*.

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*, *communitic principles*.

Capitalize *Party* when used in a proper name, as *the Democratic Party*. Designate party affiliations thus, *Rep. Morgan Moulder (D-Mo.)*.

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 all military and naval units, as *Fourth Regiment*, *Company F*, *Missouri National Guard*, *National Guard*, *Coast Guard*, *United States Navy*, *Air Force*, etc. Also, *Navy*, *Air Force*, *Army* when referring to the United States services. Capitalize *Joint Chiefs of Staff* but lower case chiefs of staff.

B25. Names of college degrees are capitalized when abbreviated, lower case when spelled, as *bachelor of arts*, *bachelor of science in education*, *B. S. in education*, *B. S. in Ed.* Do not capitalize *degrees*, as in *doctor of divinity* degree. Use *A.B.* and *A.M.* rather than *B.A.* and *M.A.* When the year is given, use the form *A.B. '50*—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 connected closely with verbs: *He Was Voted For by His Party.—He Was Stared At by the Court.—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, platonian, diesel.*

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 lower case when preceded by a name or title, as *George du Maurier*. The same rule applies to the German *von*: *Field Marshal von Mackensen*, but, without Christian name or title, *Von Mackensen*. Always capitalize *Van* in Dutch names unless personal preference dictates an exception, as *Henry van Dyke*.

B30. Do not capitalize:

*fraternity*, as in *Phi Delta Theta fraternity*; *chapter*, as in *Gamma chapter*.

*senior, junior, sophomore, freshman*

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

B31. Capitalize all proper nouns, months, days of the week, but not the seasons.

B32. Capitalize species of livestock, animals, fowl, etc., but lower case noun: *Airedale, terrier; Percheron, horse; Hereford, white face.*

B33. Capitalize *Pope* in all usage; *pontiff* is lower case.

## ABBREVIATIONS

This section applies to the text of articles. For abbreviations in headlines see Page 36

C1. Never use an abbreviation that would be unintelligible to the average reader. Initials of three letters or more of governmental agencies (whether military or civilian), organizations, radio and television stations and well-known corporations are used without periods, as *TVA, OPA, RAF, KFRU, RCA, AT&T, GOP, CBS, DAR, KOMU-TV.*

Use periods with all two-letter abbreviations, such as M.U., U.S., U.N. and G.I. Lower-case abbreviations usually take periods. Examples: *c.o.d.*, *m.p.h.*, *f.o.b.* Periods are not needed in *35 mm* (film), *105 mm* (armament).

With the following exceptions, a name should be written out the first time it is used, as *Interstate Commerce Commission*; thereafter it may be abbreviated, as *ICC*. The exceptions, which may be used in initial form even the first time, are: *AFL-CIO*, *ASC*, *PTA*, *YMCA*, *YWCA*, *REA*, *FBI*, *ROTC*, *MFA*, *USSR*, *UAR*, *U. S.* and *U. N.*

Write *Air Force ROTC* and *Navy ROTC* rather than *AFROTC* or *NROTC*.

C2. Use the following forms for the names of states when used after the names of towns or cities:

Ala.	Ky.	N. Y.
Alaska	La.	Ohio
Ariz.	Maine	Okla.
Ark.	Mass.	Ore.
Calif.	Md.	Pa.
Colo.	Mich.	R. I.
Conn.	Minn.	S. C.
D. C.	Miss.	S. D.
Del.	Mo.	Tenn.
Fla.	Mont.	Tex.
Ga.	N. C.	Utah
Hawaii	N. D.	Va.
Idaho	Neb.	Vt.
Ill.	Nev.	Wash.
Ind.	N. H.	Wis.
Iowa	N. J.	W. Va.
Kan.	N. M.	Wyo.

C3. Abbreviate United States in such combinations as *USS Oregon*; *Lt. James Smith, USA*; *Capt. William Jones, USN*.

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.*, *Memphis, Mo.*, *Macon, Mo.*

C5b. Give the state after any city which your readers reasonably may not be expected to recognize at once. This is a matter of judgment.

C6. Abbreviate *Saint* (also *Saints* and *Sainte*) in proper names as *St. Louis*, *SS. Peter and Paul's Church*, *Ste. Genevieve*. 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. Other titles always abbreviated with names include: *Dr., Prof., the Rev., Gov., Lt. Gov., Atty. Gen., Gov. Gen., Supt., Sec., Treas., Sen., Rep.* But *President* is not abbreviated.

C7b. A word commonly abbreviated continues to be abbreviated when used with a word not abbreviated, as *Color Sgt. Brown, Gov.-elect Morse, former Gov. Green.*

C7c. The abbreviation for *Monsignor* is *Mmgr.*

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

C9. In giving names of firms and corporations, use *&* for *and*; abbreviate *Corp., Co., Bros., Inc., Assn.* 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 designations of thoroughfares thus: *St., Ave., Blvd., Rd., Pl., Ct.* Do not abbreviate *Lane*. Spell out and capitalize *east, north, south, west* when used as a part of a name, as *South Ninth St. Northwest*, etc., when used as the last part of a street address should be abbreviated, as *207 Crandall Ave., N.W.* But note *Fifth Avenue will be paved.* (Spelling out when no house number is given.)

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.*

C15. Military abbreviations:

ARMY			
General	Gen.	First Sergeant	1st Sgt.
Lieutenant General	Lt. Gen.	Specialist Eight	Spec. 8
Major General	Maj. Gen.	Platoon Sergeant	Platoon Sgt.
Brigadier General	Brig. Gen.	Sergeant First Class	Sgt. 1.C.
Colonel	Col.	Specialist Seven	Spec. 7
Lieutenant Colonel	Lt. Col.	Staff Sergeant	Staff Sgt.
Major	Maj.	Specialist Six	Spec. 6
Captain	Capt.	Sergeant	Sgt.
Lieutenant	Lt.	Specialist Five	Spec. 5
Chief Warrant Officer	CWO	Corporal	Cpl.
Warrant Officer	WO	Specialist Four	Spec. 4
Sergeant Major	Sgt. Maj.	Private First Class	Pfc.
Specialist Nine	Spec. 9	Private	Pvt.
Master Sergeant	M. Sgt.	Recruit	Rct.

NAVY, COAST GUARD

Admiral	Adm.
Vice Admiral	Vice Adm.
Rear Admiral	Rear Adm.
Commodore	Commodore
Captain	Capt.
Commander	Cmdr.
Lieutenant Commander	Lt. Cmdr.
Lieutenant	Lt.
Lieutenant Junior Grade	Lt. (j.g.)
Ensign	Ens.
Commissioned Warrant Officer	CWO
Warrant Officer	WO
Master Chief Petty Officer	M.CPO
Senior Chief Petty Officer	S.CPO
Chief Petty Officer	CPO
Petty Officer 1st Class	PO 1.C.
Petty Officer Second Class	PO 2.C.
Petty Officer Third Class	PO 3.C.
Seaman	Seaman
Seaman Apprentice	Seaman Appren.
Seaman Recruit	Seaman Rct.

MARINE CORPS

Commissioned officers are abbreviated the same as Army, warrant officers the same as Navy. Non-commissioned designations are the same as Army except specialist and:

Master Gunnery Sergeant	Mgy. Sgt.
Gunnery Sergeant	Gunnery Sgt.
Lance Corporal	Lance Cpl.

AIR FORCE

Air Force commissioned officers are abbreviated the same as Army. Non-commissioned designations include:

Chief Master Sergeant	CM. Sgt.
Senior Master Sergeant	SM. Sgt.
Master Sergeant	M. Sgt.
Technical Sergeant	T. Sgt.
Staff Sergeant	S. Sgt.
Airman 1st Class	Airman 1.C.
Airman 2nd Class	Airman 2.C.
Airman 3rd Class	Airman 3.C.
Airman Basic	Airman

The Air Force also may designate certain other descriptions as radarman, navigator, etc., but such designations are not abbreviated.

The Navy has numerous ratings such as machinist, torpedoman, etc., and they are not abbreviated.

The Army, Coast Guard and Marine Corps also may describe personnel by specific duty in addition to rank.

Note: The period is used in several abbreviations, such as Spec. 1.C., in Teletypesetter in the absence of the diagonal, or slash mark.

FIGURES

D1. General rule: Spell out all figures, both cardinals and ordinals, below 10, using numerals for figures above and including 10. Exceptions: Use figures in all statistical and tabular matters, election returns, scores, records, betting odds, handicaps, percentages, sums of money, gun calibers, time of day, latitudes and longitudes, temperatures, dates, dimensions, ages, ratios, proportions and military and naval divisions. 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; 8 cents; 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 four or more figures are pointed off with commas, as *21,426 men, 1,041 cars.*

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. For numbers above 10 million or 10 billion, write *14 million persons, \$20 billion.* For numbers not above 10 million or 10 billion, write *\$2 billion, nine million tons.*

Millions and billions not cipher-laden are expressed in figures, as *\$4,312,871.* Use figures for thousands, as *18,000 miles, 135,000 population.*

D7a. Fractions are used in figure form rather than spelled out, as *2½ miles, \$6¼ million.* Do not use fractions in such an expression as *the car skidded half-way across the street.*

D8. To make a headline fit, a number that ordinarily would be spelled out may be put into figures, as *8 Receive Award.* But a line may not be stretched in a head by writing out a number that should be in figures; thus *Eighteen Are Elected* is barred. The proper form is *18 Are Elected.*

## TITLES

E1. Omit *Mr.* when the Christian name or initials are given. An exception is *Mr. and Mrs. James Smith*, which is used instead of *James Smith and wife.* *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.*"

E2. Do not use *Honorable* unless it is a title bestowed by Great Britain.

E3. 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.

E4. The name of a clergyman must be accompanied by a title. *Brown will preach on . . .* is prohibited. *Rev.* should be preceded by *the.* It is good practice to limit *the Rev.* to the first mention of a name and thereafter to use a shorter title, thus: *The Rev. Harrison Brown preached yesterday on. . . Mr. Brown said . . .*

Even in headlines *Rev.* cannot be used as a complete title; if space prohibits *The Rev. Thomas Green*, write *Mr. Green* or *Dr. Green*.

*Some Forms Permitted*

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

*Some Forms Barred*

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

E5. *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.

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

E6. Use *Father* as the title of a Catholic priest. In headlines, *Fr.* is allowable.

E7. 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*.

E8. 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.

## QUOTATIONS

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 enclose 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 Lang—I believe the ordinance should be revised.

Robert F. Karsch—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 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.

F14. Do not quote letters in expressions such as *M Men’s Dance*, *B team*, *Division A*.

F15. 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. Note that some combinations of words formerly used separately have to some extent become detached from the original meaning. Railroad, for instance, is no longer thought of as a kind of road; the word *road* presents a totally different picture to the mind. Similarly, a *Courthouse* is not the type of building which we usually think of as a house. When two such words have to be taken together to carry the proper meaning, it is only logical to prefer a compound form.

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. Make it *postwar* and *prewar*.

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*, *House Un-American Activities Committee*, *un-American*.

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 *Gov.-elect Smith*.

### OTHER PERMANENT COMPOUNDS

G11. Do not hyphenate such combinations as *vice president*, *vice consul*, *governor general*, *surgeon general*, *lieutenant general*, *brigadier general*, *postmaster general*, *attorney general*, *commander in chief*, *lieutenant colonel*, *sergeant major*, *sergeant at arms*, *prosecuting attorney*, *first lieutenant*, *first deputy*, etc. Capitalize all the principal elements of such titles when preceding a name, 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. Do not hyphenate words formed with the suffix *wide*, as *citywide*, *statewide*, *nationwide*, *worldwide*. Do not hyphenate *weekend*.

### 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 a modifying element, as *Old English lettering, Civil War days*.

G18. *Lineup, holdup, walkout, kickoff, tryout, strikeout* 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, strikeout. 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.

*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, heavyweight, 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, fervor*.

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*, *anesthesia*.

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

H10. Write *airplane*, not *aeroplane*.

### SELECTED SPELLINGS AND ABBREVIATIONS

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

### OFTEN USED AND FREQUENTLY MISSPELLED: (\*preferred spelling)

adviser	copter	homemade	propeller
accommodate	council	home town	restaurant
anyone	counsel	impostor	rock 'n' roll
Asian flu	disc	ionosphere	schoolteacher
ax	drought	isotope	sit-down
baby-sit	drunken	judgment	skillful
baby-sitter	employe*	jukebox	strait jacket
baby-sitting	embarrass	kidnaping	strong-arm
baritone	eyewitness	likable	subpena*
box office	fallout	machine gun	teen-age
box-office sales	fire fighter	missile	under way
cannot	fulfill	naphtha	vacuum
cave-in	goodby*	old-timer	wash 'n' wear
chauffeur	good will, noun	per cent	weird
cigarette*	goodwill, adj.	percentage	wheel chair
clue	hanged	permissible	whisky*
consensus	harass	post office	wiretapping
consul	hitchhiker		X ray, noun
copilot			X-ray, adj.

Disc is a phonograph record, National Council of Disc Jockeys is the trade organization.

For spellings of foreign names follow wire association preferences.

## 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 arise frequently in the writing and editing of news copy.

### THE COMMA

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. Do not 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 usually is 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. The comma is omitted between name and abbreviation of persons, as *John Jones Jr., Charles Jacoby II.*

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 *5 feet 8 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 . . .*

### 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 sentence indicates there were seven persons in the party. Readers might get the impression there were nine if the sentence were written: *J. J. Lee, 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 never is 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 sometimes are 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.*

J30a. Use parentheses to set off a nickname run as part of a full name: *Paul H. (Pinky) Jones.* Do not use parentheses or quotation marks for diminutives, such as *Tom, Dick, Bill.* Many athletes are referred to more by their nicknames than by their genuine names; omit parentheses in such cases unless so doing would be awkward. Thus, *Whitey Platt, Stan (The Man) Musial.*

## 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"?*

## SPECIAL FORMS

Full measure baseball boxscore:

CENTRALIA (0)					
AB	R	H	RBI	E	
Hibbs, 2b	4	0	1	0	2
Williams, rf	3	0	0	0	0
Beasley, 3b	2	0	0	0	0
Fadler, c	3	0	0	0	0
Warren, cf	3	0	1	0	1
Hutchens, 1b	2	0	1	0	1
Engert, p	2	0	0	0	1
Harlow, lf	2	0	0	0	0
Alton, ss	3	0	1	0	0
<b>Totals</b>	<b>24</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>5</b>

COLUMBIA (8)					
AB	R	H	RBI	E	
Weyand, 3b	2	1	0	0	1
Gudowski, lf	5	1	0	0	0
Elkin, c	3	1	0	0	0
Cottle, ss	4	1	1	2	0
Bartlett, cf	3	1	1	1	0
Faurot, rf	2	1	0	0	0
McLaren, rf	0	0	0	0	0
Wiley, 2b	1	1	0	0	0
Berkley, 2b	0	0	0	0	0
Banning, 1b	3	1	0	0	0
Fewell, p	2	0	2	2	0
<b>Totals</b>	<b>25</b>	<b>8</b>	<b>4</b>	<b>5</b>	<b>1</b>

Score by innings:  
 Centralia 000 000 0-0  
 Columbia 404 000 x-8  
 2B — Bartlett. SB — Hibbs, Warren, Hutchens, Gudowski, Cottle, Faurot, Fewell. Sac — Williams, Beasley, Elkin, Wiley. PO-A — Centralia 12-5, Columbia 21-6. LOB — Centralia 9, Columbia 6.

### PITCHING SUMMARY

	IP	H	R	ER	BB	SO
Wes Fewell (W, 3-0)	7	4	0	0	5	6
Ray Engert (L)	7	4	8	5	4	3
WP — Fewell 3. PB — Fadler 2. U — Flischel, Pettit. T — 1:52.						

Full measure basketball boxscore:

BOONVILLE (47)				
FG	FT	PF	TP	
Carl Gerhardt	0	3-5	1	3
Duane Timm	6	2-7	2	14
Don Hoerl	0	3-4	1	3
Louis Topel	3	1-6	4	7
Harold Veith	2	1-2	1	5
John Harper	0	1-2	1	1
John Repp	2	0-0	0	4
Harold Moudy	1	4-6	2	6
Dennis Fisher	1	2-4	0	4
<b>Totals</b>	<b>15</b>	<b>17-36</b>	<b>12</b>	<b>47</b>

  

HICKMAN (45)				
FG	FT	PF	TP	
Wes Fewell	7	5-6	0	19
George Comfort	2	0-2	5	4
Dave Fearheller	1	3-3	5	5
Charlie Cottle	3	0-0	4	6
Bob Grogger	1	3-7	2	5
Bob Lambert	1	0-3	2	2
Ron Bartlett	2	0-0	1	4
<b>Totals</b>	<b>17</b>	<b>11-21</b>	<b>19</b>	<b>45</b>

Score by quarters:

Boonville	8	9	14	16-47
Hickman	16	8	8	13-45
Field goals missed: Boonville — Gerhardt 4, Timm 4, Hoerl 7, Topel 5, Veith 9, Harper 5, Moudy 1, Fisher 1. Hickman — Fewell 19, Comfort 8, Fearheller 5, Cottle 3, Grogger 2, Lambert 2, Bartlett 4.				

Half-measure basketball boxscore:

Harrisburg (51)			Armstrong (44)				
fg	ft	pf	fg	ft	pf		
Mason	6	3	1	Williams	3	0	3
Robertson	1	3	2	Miller	2	0	3
Fadler	3	1	1	Blair	3	3	3
Cochran	5	6	3	Lyon	3	0	2
Dates	3	2	0	Wyatt	8	3	4
<b>Totals</b>	<b>18</b>	<b>15</b>	<b>7</b>	<b>Totals</b>	<b>19</b>	<b>6</b>	<b>15</b>

Score by quarters:

Harrisburg	10	16	15	10-51
Armstrong	12	11	13	8-44
Free throws missed: Harrisburg — Mason 1, Robertson 4, Fadler 1 and Oates 1. Armstrong — Williams 2, and Miller 1.				

### GIRLS GAME

Score by quarters:

Harrisburg	9	3	12	8-32
Armstrong	16	11	14	11-52

Football statistics:

### STATISTICS

	Hickman	Kirksville		
First downs	9	7		
Net yards rushing	237	72		
Net yards passing	70	23		
Net yards gained	307	95		
Passes attempted	10	11		
Passes completed	4	3		
Passes intercepted by	0	2		
Punts	1	8		
Punting average	59.0	22.2		
Fumbles lost	0	1		
Yards penalized	105	15		
Score by quarters:				
Kirksville	0	0	0	0-0
Hickman	7	12	7	6-32

### SCORING

Hickman: Touchdowns — Lyman Baker (2, run); Les Hammond (recovered blocked punt in end zone); Bob Weyand (6, run); Mike Richardson (80, kickoff return); James Richardson (66, run). PAT — George Comfort 2 (placements).

### INDIVIDUAL STATISTICS

Rushing		
	Carries	Yards
James Richardson (H)	6	90
Kenny Loy (H)	7	52
Laverne Gerhold (K)	12	47
Mike Richardson (H)	3	45
Bob Weyand (H)	5	31
Milton English (K)	5	17
Dave Holsinger (H)	4	11
Larry Speaks (K)	5	8
Dean Walden (H)	6	6
Gary Grossnickle (K)	13	3
Lyman Baker (H)	1	2
Larry Burnett (H)	1	0
Leroy Jackson (K)	1	-3

Passing			
	Att.	Comp.	Yds.
Larry Burnett (H)	5	3	48
Gary Grossnickle (K)	11	3	23
Lyman Baker (H)	5	1	22

Pass Receiving			
	Catches	Yards	
James Richardson (H)	1	28	
Mike Richardson (H)	1	22	
Dave Holsinger (H)	2	20	
Larry Speaks (K)	1	14	
Laverne Gerhold (K)	2	9	

Kickoff Returns			
	Returns	Yards	
Mike Richardson (H)	1	80	
Larry Speaks (K)	5	83	
Milton English (K)	1	5	

Punt Returns			
	Returns	Yards	
Dean Walden (H)	2	62	
Mike Richardson (H)	1	-1	
Milton English (K)	1	-3	

Punting			
	Punts	Yds.	Avg.
Dean Walden (H)	1	59	59.0
Gary Grossnickle (K)	8	181	22.2

Half-measure baseball boxscore:

St. Louis (4)				Pittsburgh (0)			
	AB	R	H		AB	R	H
Javier 2b	5	1	1	Viridon, cf	4	0	0
Lillis ss	4	0	2	Hoak 3b	4	0	1
White 1b	4	0	1	Clemeter f	4	0	1
Boyer 3b	4	0	1	Stuart 1b	4	0	0
James lf	4	0	1	Mazrski 2b	4	0	0
Olivares rf	3	0	0	Groat ss	4	0	2
Bauta p	1	0	1	Chrst lf	3	0	2
Flood cf	4	1	2	Smith c	3	0	1
Schaffer c	4	1	2	cSkinner	0	0	0
Simmns p	2	0	0	Gibbon p	2	0	0
aTausig rf	0	1	0	Labine p	0	0	0
				bNelson	1	0	0
				Shantz p	0	0	0
				dBurgess	1	0	0
<b>Totals</b>	<b>35</b>	<b>4</b>	<b>11</b>				
				<b>Total</b>	<b>34</b>	<b>0</b>	<b>7</b>

a-Walked for Simmons in 8th.

b-Flie out for Labine in 8th.

c-Walked for Smith in 9th.

d-Flie out for Shantz in 9th.

St. Louis	000	000	040	—4
Pittsburgh	000	000	000	—0
E — Lillis, PO-A — St. Louis 27-11, Pittsburgh 27-14. DP — Mazerowski, Groat, Stuart; Groat, Stuart. LOB — St. Louis 6, Pittsburgh 9. 2B — Schaffer. HR — Javier. SB — White. RBI — Javier 4.				

	IP	H	R	ER	BB	SO
Simmons (W 7-7)	7	5	0	0	0	2
Bauta	2	2	0	0	2	1
Gibbon (L, 8-7)	7 <sup>2</sup> / <sub>3</sub>	9	4	4	1	6
Labine	1 <sup>1</sup> / <sub>3</sub>	0	0	0	0	0
Shantz	1	2	0	0	1	1

U — Pelekoudas. Donatelli, Conlan, Burkhart. T — 2:32. A — 17:03B.

Pregame football lineup:

PROBABLE LINEUPS			
St. Louis U. High		Douglass	
Noonan	LE	Henderson	
Kennedy	LT	Estes	
Mockler	LG	Lambert	
Reinwart	C	Carter	
Cradock	RG	Brown	
Wilkes	RT	Vaughn	
Mueller	RE	Horrell	
Werley	QB	Routt	
Allen	LH	Hayes	
Helein	RH	Stapleton	
Reis	FB	Washington, M.	

Track Meet Summaries:

#### TEAM STANDINGS

Hickman 53½, Jefferson City 50½, Hannibal 47, Sedalia 16½, Mexico 7½, Rolla 5.

#### INDIVIDUAL SUMMARIES

60-yard high hurdles: 1. Dick Dorr, Jefferson City; 2. Bob Ormiston, Hickman; 3. Larry Campbell, Mexico; 4. Walt Schull, Jefferson City; 5. Randy Lee, Rolla. 8.1.

60-yard dash: 1. B. J. Bonta, Hannibal; 2. Charlie Allen, Hickman; 3. T. D. Pawley, Jefferson City; 4. Larus Durnell, Sedalia; 5. Jim Valentik, Hannibal. 6.5 (ties record set by Sonny Pasley, Fulton, 1960, and tied by Bonta in preliminaries).

440-yard dash: 1. Joe Pridgeon, Hannibal; 2. Larus Durnell, Sedalia; 3. Bob LeMone, Hickman; 4. Richard Echols, Jefferson City; 5. Bob Duenkel, Jefferson City. 55.2.

#### THE STANDINGS

	W	L	Pct.	GB
Mexico	4	0	1.000	—
Columbia	2	2	.500	2
Jefferson City	1	1	.500	2
Eldon	3	3	.500	2
Boonville	2	4	.333	3
Fulton	1	3	.250	3

#### LAST NIGHT'S RESULTS

Columbia 8, Centralia 0 (exhibition)  
Eldon 7, Boonville 4  
Only games scheduled

#### TONIGHT'S SCHEDULE

Fulton at Boonville  
Jefferson City at Mexico  
Only game scheduled

## CREDIT LINES

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*(By Our Wire Services)*

## INTRODUCTIONS

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

## 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, 1—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, the space between words should be counted as one-half 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, O* and *U* generally are on the wide side. In *Tempo Heavy* and *Metro*

Black 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 *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 one-half 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*, *rap*, *eye* (as verb) and *probe*.

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 secondary element (deck or kicker) 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 the head complete in itself. Use a verb, or verb implied. 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. Use a subject for every verb.

K10. Avoid starting a head 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.

### CAPITALIZATION IN HEADLINES

K17. Capitalize all words except prepositions, conjunctions and articles, and capitalize these if they consist of four or more letters. The first word in a line is capitalized, regardless how short the word may be.

K18. Lower case *to* in an infinitive but capitalize the verb, no matter how short, thus: *to Be, Is*, etc.

K19. 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.

K20. Capitalize the first word after a dash or semicolon.

K21. 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

K22. Follow the usual rules of punctuation except where the following rules conflict:

K23. Use no period at the end of a deck unless the deck ends with an abbreviation.

K24. Use single quotation marks in headlines.

K25. 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.

K26. Use no abbreviation unless it is so well known as to be understood at a glance.

K27. Initials of governmental agencies, organizations, radio and television stations, well-known corporations, of three letters or more, go without points, as REA, FBI, YMCA, KFRU, KOMU-TV, AT&T, GOP. The initial form of United States is U.S., not US; of United Nations, U.N. not UN.

K28. Avoid abbreviating names of states except when following and identifying cities. There may be exceptions, of which N. Y. is the most common.

K29. Never abbreviate the days of the week.

K30. 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:

K30a. Do not abbreviate any title not attached to names. *Sen. Reed* is permissible but not *Gov. to Sign Bill*.

K30b. *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.*

K30c. Do not abbreviate *feet, inches, yards, miles, bushels, centimeters, etc.*, unless used with a definite number, and avoid abbreviating too freely even then.

K30d. 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.

K30e. 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*.

K30f. County is abbreviated only as part of a name. *Boone Co. Taxes Increase*, but not *Co. Judge Resigns*.

K30g. Do not abbreviate months unless followed by the day of the month. This bars such heads as *Meeting to Be Held in Jan.*

K31. *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* but be sure he holds a doctor's degree in the latter case. Never refer to a minister by surname alone.

## CUTLINES

The use of pictures is a basic element in page make-up 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 a caption line *directly under* the picture followed by *underlines* which tell succinctly the story which makes the picture worth printing.

When a picture is accompanied by captions and 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 type-casting machine 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: *Three-col unders—Elks.* A story to be accompanied by a picture should be marked at the top to show that fact, as: *Elks—with 3-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 pictured should be identified as *left* or *right*. If there is no choice, designate the person appearing on the left, as: *Henry Brown, left, Tiger football captain, and his brother, Walter, member 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. 8-k, 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 Black*. 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

8 pt. Corona  
Maximum, 30**Hallsville Man Collects Bounty**

No. 6A

8 pt. Corona  
Maximum, 30**Soviet Flag in Boston Harbor  
As Ship Docks to Land Captain**

No. 5

14 pt. Metro Roman  
Maximum, 19**Child, 8, Treated  
For Head Injuries**

No. 7

14 pt. Metro Italic  
Maximum, 19**Scottish Rite Club  
Plans Family Picnic**

No. 5½

18 pt. Metro Black  
Maximum, 14**Morrison Picked  
For OAS Post**

No. 5½A

18 pt. Metro Black  
Maximum, 14

**YMCA Sponsors  
Summer Camps  
For Youngsters**

No. 4

18 pt. Metro Italic  
Maximum, 16

***Moore to Head  
Auto Division***

No. 4A

18 pt. Metro Italic  
Maximum, 16

***Baton Twirler, 14,  
Gets More Notice  
Than He Wanted***

No. 3

24 pt. Metro Black  
Maximum, 11

**Wolfe Wins  
Bid for Stay  
Of Execution**

No. 3—Italic

24 pt. Metro Italic  
Maximum, 12

***Kennedy Urges  
Aid to Fund  
For Tractors***

No. 3—Lite

24 pt. Metrolite  
Maximum, 11

**Legion Sets  
Installation  
Of Officers**

**No. 2**34 pt. Erbar  
Maximum 12**Squall Line  
Dumps Rain  
On Columbia****Stub 2**34 pt. Erbar  
Maximum, 12**U. S. Diplomat  
Held as Spy****No. 8**2 col. 24 pt. Metro Black  
Maximum, 23**Aviation Advisers Appoint  
Fact-Finding Committees****No. 8—Lite**2 col. 24 pt. Metrolite  
Maximum, 23**Miss Buchanan to Leave  
For Tour of Continent****No. 8—Italic**2 col. Metro Italic  
Maximum, 25***Kentucky Colonels Rescind  
Membership of Stripper***

**No. 2-24-1**  
2 col. 24 pt. Metro Black  
Maximum, 23

## **11 New Teachers Hired**

**No. 2-24-1—Lite**  
2 col. 24 pt. Metrolite  
Maximum, 23

## **Married in Green Chapel**

**No. 2-24-1—Italic**  
2 col. 24 pt. Metro Italic  
Maximum, 25

## ***Takes Place in Columbia***

**No. 2-18-1**  
2 col. 18 pt. Metro Black  
Maximum, 30

## **MFA Creates Two New Posts**

**No. 2-18-2**  
2 col. 18 pt. Metro Black  
Maximum, 30

## **Lane Could Have Stayed Put And Come Up With a Winner**

(When used as d.o.—Maximum 26)

**No. 2-18-1—Italic**  
2 col. 18 pt. Metro Italic  
Maximum, 36

## ***Church Youths Plan Work Party***

(Occasionally used in two lines)—2-18-2 Italic

**No. 2-18-1—Lite**  
2 col. 18 pt. Metrolite  
Maximum, 30

## **Newlyweds to Live in Wisconsin**

(Occasionally used in two lines: 2-18-2 Lite)  
(When used as d.o. cut maximum to 26 units)

No. 1

36 pt. Metro Black  
Maximum, 7

# Kennedy Cancels Speech

2-48-2

48 pt. Tempo Heavy  
Maximum, 12  
Maximum per column 6

# City Seeks Injunction

Deck, either indented 5½ A (Maximum 14)  
or indented 2-18-2 (Maximum 26)

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).

2-60-2

60 pt. Tempo Heavy  
Maximum per column 5

# G.I.s Land In France

This head is used in many combinations, as 2-60—1, 2-60—2, 3-60—2, or 4-60—1. Dropouts under the 60 pt. usually are No. 3 or indented No. 8, although sometimes a No. 2 will be called for by the make-up editor.

72 pt. Tempo Black  
Maximum per column 3½

**City to Pave**

This type rarely is used in less than four column width. It may be either one line or two lines deep.

## MISSOURIAN "KICKER" HEADS

Headlines carrying introductory elements that state a fact or set a mood in relation to the main element provide a pleasant change of pace for make-up editors. Additional air or white space around the headline is obtained *by reducing the max. count one unit* on the main element and by keeping the "kicker" (introductory element) brief and attention-compelling. In addition, the main element is to be marked for *indent flush-left setting*. The "kicker" is marked for a *normal flush-left setting*.

## EXAMPLES

Note in two samples below that the 2-18-1 kicker in one instance is set **Metro Black**; in the other **Metro Italic**. The slot man uses this variation for make-up purposes. If not specified, the kicker in such cases should be a 2-18-1 Ital. (max. count 36). Slot will tell you when a 2-18-1 MB (max. count 30) is desired.

**No. 2-36-2K**

2 col. 2-18-1 Kicker  
Maximum, 30

36 pt. Metro Black  
Maximum, 15

**Pulled From Pool by Father**

# **Swimmer Saved From Drowning**

**No. 3-30-2K**

3 col. 2-18-1 Metro Italic Kicker  
Maximum, 36

30 pt. Metro Black  
Maximum, 26

*Some Misunderstandings*

# **Stores Use Uniform System For Pricing Used Textbooks**

**No. 4-36-1K**

4 col. 2-18-1 Kicker  
18 pt. Metro Black  
Maximum, 30

36 pt. Metro Black  
Maximum, 31

**More Subpar Rounds Expected**

# Open Course Appears Less Rugged

**No. 8K**

2 col. 1-14 Metro Italic Kicker  
Maximum, 19

24 pt. Metro Black  
Maximum, 23

*Television in Review*

## Fred Likes Jack's Idea Of Debating Vital Issues

**No. 34K**

1-18 Metro Italic kicker  
Maximum, 16

34 pt. Erbar  
Maximum, 11

**\$2,332,075 Set**

## Board Okays School Budget Tentatively

## 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.*, never *MSU*. 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: College of Agriculture, School of Forestry, School of Home Economics, College of Arts and Science (not Sciences), Division of Agricultural Sciences, School of Social Work, School of Business and Public Administration, College of Education, College of Engineering, Graduate School, School of Journalism, School of Law, School of Medicine, School of Nursing, University Extension Division, Continuing Education Service, School of Veterinary Medicine, School of Mines and Metallurgy (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 University structures named for individuals, as *Crowder Hall*; University divisions or departments, as *Poultry Building*, or with the grammatical effect of proper names, as *the Observatory*, *Machinery Hall*, *Service Building*. Omit capitals for names that are more descriptive than personalized, as *beef cattle barn*, *animal house*, *farm heating plant*, *sheep barn*, *wagon shed*.

Note these usages: *New Agricultural Laboratory Building*, *Arts and Science Building*, *Agricultural Engineering Laboratory*, *Business and Public Administration Building*, *Civil Engineering Laboratory*, *Crowder Hall*, *Chemistry Building*, *Conaway Hall*, *Curtis Hall*, *Eckles Hall*, *Education Building*, *Electrical Engineering Building*, *Engineering Building*, *Fine Arts*

*Building, Forestry Building, Gwynn Hall, A. Ross Hill Hall, Industrial Arts Building, Jesse Hall, Journalism Addition, Lefevre Hall, Library Building, Livestock Pavilion, Medical Sciences Building, Medical Sciences Auditorium, McAlester Hall, Mumford Hall, Memorial Student Union, Jay H. Neff Hall, Naval ROTC Armory, Observatory, Parker Hall, Read Hall, Rothwell Gymnasium, Schweitzer Hall, Schlundt Hall, Schlundt Annex, Sociology Building, Stanley Hall, E. Sydney Stephens Hall, Stewart Hall, Swallow Hall, Switzler Hall, Lee H. Tate Hall, University Hospital, University Medical Center, Veterinary Clinic, Walter Williams Hall, Waters Hall, Women's Gymnasium, Brewer Field House.*

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 *Jesse Auditorium* rather than *University Auditorium*.

L7. *The Missouri School of Religion* 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. Both *Board of Curators* and *the Curators* are capitalized when reference is to the University, but are in lower case for Stephens and Christian colleges except when used in the full form. Thus, *the Stephens College Board of Curators, the curators of Stephens College*.

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

L12. Hyphenate the compound adjective forms, *first-year student, etc.*

L13. 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.

L14. Capitalize the names of the schools and colleges of other universities.

L15. The state colleges of Missouri are: Northeast Missouri State Teachers College (Kirksville), Northwest Missouri State College (Maryville), Central Missouri State College (Warrensburg), Southwest Missouri State College (Springfield) and Southeast Missouri State College (Cape Girardeau).

L16. Capitalize *Journalism Week*, *Farmers' Week*, and all such institutions of the University of Missouri. But do not capitalize *commencement* and other such general terms.

L17. Write *session of 1961-62*, omitting apostrophe before 62. But use apostrophe in *Class of '62*.

L18. 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*. Do not use *varsity* in referring to high school teams.

L19. Do not quote the Varsity letter *M*. Make the plural *M's*.

L20. Capitalize *Old Gold and Black was victorious*, but: *The streets were decorated with old gold and black streamers*.

L21. Capitalize *Quadrangle*, *Columns* and *Mounds*, in referring to those of the University of Missouri.

L22. Do not write *faculty women* unless you mean women who are members of the faculty. The wives of faculty members are not faculty women.

L23. The Columbia office of the United States Weather Bureau is directed by a meteorologist (not weather man).

L24. 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.