

# DESK BOOK

Published by the

## School of Journalism

University of Missouri

Columbia



March, 1914  
Fourth Edition



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## GENERAL INSTRUCTIONS

Accuracy, terseness and fairness are requisites of a good news story.

Avoid complex sentences. Stories should be written as simply as is consistent with graphic and accurate description. Write within the space assigned.

In "covering a beat" reporters finding news of unusual importance should telephone the office at once.

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

In taking names over the telephone insist that doubtful names be clearly indicated; "s" and "f," "b," "v" and "d," "m" and "n," sound alike over the telephone.

Never write as a journalist what you would not write as a gentleman.

Above all else: Accuracy, Accuracy, Accuracy.

## PREPARATION OF COPY

1. Use the typewriter.
2. Use double or triple space between lines.
3. Write your name in the upper left-hand corner of the first page. Number each page.
4. Leave a margin of at least an inch at the left. Begin story about one-third of the way down the first page.
5. Write only on one side of the paper.
6. Indent for paragraph about a third of the width of the page.
7. Never divide a word from one page to another. Avoid dividing a word.
8. Do not write over figures or words. Scratch out and rewrite.
9. Do not fasten sheets of copy together.
10. Be particularly careful, if obliged to write long-hand copy. Underscore u and overscore n when there is any chance of confusion. Likewise, underscore a and overscore o. Print proper names and unusual words if they are likely to be misread.
11. When pages are inserted, use

letters. For example, between pages 3 and 4 number the inserted pages 3a, 3b, etc.

12. A circle drawn around an abbreviation indicates the word is to be spelled out in print. A circle around a spelled-out word indicates it is to be abbreviated.

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

14. Read over your story carefully before handing it to the city editor.

15. When there is any chance that a word intentionally misspelled, as in dialect, will be changed by the printer, draw a circle around the word, run a line to the margin and there write "Follow Copy." This will show that the copy is not to be changed.

## CAPITALIZATION

### Capitalize:

1. Names of associations, societies, clubs, companies, etc., as Glee Club, Odd Fellows, Payne-Roth Grocery Company, National Association of Advertising Managers, Columbia Club.

2. University, college, academy, etc., when part of a title, as University of Missouri, Central College. When not connected with a name use lower-case, except in reference to the University of Missouri, which is to be distinguished as the University.

3. Building, hall, house, hotel, etc., when used with a distinguishing name, as Athens Hotel, Nowell Building, Columbia Theater.

4. Names of all University of Missouri buildings, as Switzler Hall, Dairy Building, Laws Observatory.

5. Names of all political parties, as Democratic, Republican, Progressive, Socialist.

6. Principal words in titles of books, plays, addresses.

7. Titles when preceding the name, as President Hill, Doctor Jones. But use lower-case when the

title follows the name, as Doctor Hill, president of the University.

8. Distinguishing name only, referring to wards, streets, avenues, railroad stations, mines, etc., as Ninth street, Third ward, Wabash station, Yellow Dog mine.

9. Specific names of courts of record, as Boone County Circuit Court, Kansas City Court of Appeals, Missouri Supreme Court. Capitalize Circuit Court, standing alone, only when Boone County Circuit Court is meant.

10. Holidays, as Fourth of July, Columbus Day.

11. Sections of the United States, as the North, the West, the Middle West, North Atlantic States. Sections of a state, as Northern Missouri, Central Missouri (but not the northern part of Missouri).

12. Nicknames of state and cities, as the Buckeye State, the Hub (Boston).

13. Names of all races and nationalities except the negro, as Italian, American, Indian.

14. The name of a bill, act, amendment, etc., as Good Roads Bill, Eleventh Amendment.

15. All names and pronouns referring to the Deity.

16. Such names as First Regiment, Company B, National Guard,

Grand Army of the Republic, Missouri State Militia.

17. President when referring to the President of the United States, and titles of all national cabinet officers, but do not capitalize city councilman, chief of police, sheriff, etc., unless they are used before the name.

18. Nation, Union, Republic, the States, etc., in reference to the United States.

19. North Pole, South Pole, South Sea Islands, Cape Hatteras, Hudson Bay, Mississippi River, Philippine Islands, Isthmus of Panama, County Mayo, Boone County, State of Missouri, City of St. Paul, Diocese of Missouri, and all such words when they are used as specific names.

20. The names of such notable events and things as the Declaration of Independence, the War of 1812, the Revolution, the Government (referring to the United States), the Spanish-American War, the Reformation, the Civil War, the Confederate States.

21. Bible and words that refer to it, as the Book of Books, the Scriptures.

22. Names of the legislative bodies, as Congress, State Legislature or Assembly, House of Representatives, Chamber (France).

23. King and all titles of nobility referring to specific persons, as King of England, Duke of Wellington.

24. Such terms as Stars and Stripes, Old Glory, Union Jack, White House, Old Gold and Black referring to the University of Missouri.

25. The nicknames of baseball teams, as Chicago Cubs, St. Louis Browns, Kansas City Blues.

26. The names of all religious denominations, as Baptist, Quaker, Mormon, Methodist.

27. Distinctive names of localities in cities, as West End, Happy Hollow, Back Bay (Boston), etc.

28. Church when used in a specific name, as the First Baptist Church.

29. Departments of the national or state government, as War Department, State Labor Bureau, State Board of Horticulture (but lower-case municipal departments, as fire department, water and light department).

30. College degrees, as Bachelor of Arts, Doctor of Laws.

31. Room 31, Academic Hall; Parlor C, Grandview Hotel.

32. Varsity only when referring to the University of Missouri or its athletic teams.

33. The names of the larger divisions of the University, as College of Arts and Science, School of Journalism, etc. But do not capitalize the names of departments, as chemistry department, history department.

34. Tigers, referring to athletic teams (but not scrubs), and Columns, referring to those on the University campus.

35. The names of all standing committees of the University of Missouri, as Athletic Committee, Committee on Student Activities, etc., but use lower-case for any other committees, as the railroad committee of the Commercial Club, an entertainment committee.

36. City Council, when referring specifically to the Columbia City Council.

#### **Do Not Capitalize:**

1. Names of seasons.

2. Points of the compass, as north, south.

3. Postoffice, courthouse, poorhouse, council chamber, city hall, armory, president's house, navy, army, cadets, fraternity (as Phi Delta Theta fraternity), justice's court, police court, women's parlors.

4. Professor, unless preceding a name.

5. Club, society, company, etc., when not used with a specific name.

6. Names of schools or divisions in other universities and colleges, as school of music, Stephens College.

7. Senior, junior, sophomore, freshman. (And remember the adjective form of freshman is freshman, not freshmen.)

8. Von, de, etc., when preceded by a name or title, as Baroness von Suttner.

9. Ex- or former preceding a title, as former President Roosevelt.

10. President (except President of the United States), secretary, etc., unless used before a name.

11. Any but the distinguishing words where two or more names are connected, as the Wabash and Missouri Pacific railroad companies. (In singular form, Wabash Railroad Company.)

## PUNCTUATION

1. Do not use period after per cent.

2. Run lists of officers thus: President, John Jones; vice-president, Henry Smith; treasurer, John Brown.

3. In lists of names and addresses use this style: John Jones of Kansas City, A. W. Brown of Mexico, Mo., and Fred Smith of Scranton, Pa. Where more than three names are given, drop "of" before name of city, thus:

John Jones, Kansas City; A. W. Brown, Mexico, Mo.; Fred Smith, Scranton, Pa.

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

5. Give scores thus: Missouri 8, Kansas 5.

6. In summary of athletic events use this style:

100-yard dash—Smith, first; Jones, second; Brown, third. Time, 0:10 1-5.

7. Do not use comma before the conjunction "and" in a series such as Fred, John and Henry.

8. Write: Room 1, Academic Hall.

9. Use colon before a quotation of more than one sentence and always when quoted matter begins a new

paragraph. Use colon before a series introduced by "as follows."

10. Omit periods after nicknames, as Tom, Sam, etc.

11. Always use period between dollars and cents, as \$1.25.

12. Use colon in giving time, as 7:30.

13. Observe use of the apostrophe in don't, haven't, I've, can't, etc. (Plural, don'ts.)

14. Use comma after Jr., as John Brown, Jr., of Chicago.

15. Do not quote the Varsity letter M. Form plural thus: Ms.

## QUOTATION

1. Quote titles of books, plays, paintings, operas, songs, lectures, sermons, etc. Be sure to include "the" in the quotation if it is a part of the title, as "The Scarlet Letter."

2. Do not quote names of newspapers and periodicals.

3. Do not quote extracts that are indented or set in smaller type than the context.

4. Do not quote the names of balloons, cars, steamships, horses, dogs.

5. Do not quote the names of characters in plays or books.

## FIGURES

1. Use figures in giving ages, as 71 years old.

2. Use figures for sums of money, as \$3.87, unless an indefinite sum is mentioned, as a dollar, about five hundred dollars.

3. Use figures for all athletic records and scores, as a pole vault of 10 feet 2 inches; Missouri 10, Kansas 6.

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

5. Use figures in giving time by the clock, as 10 o'clock, 10 a. m.

6. Use figures for street numbers, as 10 West Broadway.

7. Use figures for dimensions, per cent, caliber, dates, degrees of temperature, betting odds and bond terms.

8. In all other news matter spell out definite numbers up to 100; beyond that use figures. Exception—When a number of two figures occurs in proximity to one of three or more, both shall be put in figures, as 60 women and 741 men.

9. Spell out all approximate numbers, as nearly a thousand, a dozen, three or four hundred, half a million.

10. Never begin a sentence with figures.

## ABBREVIATION

1. Abbreviate Sr. and Jr. following names. Write thus: John Smith, Jr.

2. Abbreviate name of state when used after name of town or city, as Columbia, Mo. Observe this style: Kan., S. D., Ok., Cal., Colo., Ariz., N. D., Pa., Neb., Wash., Mont., Wyo., Ind., Ia., Ore., Tex. Do not abbreviate Maine, Ohio, Idaho, Utah, Alaska.

3. When used before the full name abbreviate Dr., Prof., the Rev., as Dr. J. C. Jones, Prof. W. A. Smith. Spell out when used before the surname only, as Doctor Jones, Professor Smith.

4. Always use "the" before the title Rev., as the Rev. William Brown; if surname only is used, make it the Reverend Mr. Brown. Usually it is sufficient, after the full form has once been used in the story, to say Mr. Brown.

5. Always spell out per cent, street, avenue, railway, brothers, fort (as in Fort Worth), mount (as in Mount Vernon).

6. Spell out names of the months, except in date lines. Always spell out names of the days.

7. Never abbreviate proper names, as Jno., Geo., etc.

8. Spell out military titles, as colonel, lieutenant, general, though abbreviation in headlines is permitted.

9. Abbreviate Mr. and Mrs., Mme., Mlle.

10. Spell out names of the political parties.

11. Spell out governor, superintendent, president.

12. Abbreviate company when it follows the character &, as Brown & Co.; otherwise spell out, as the William Smith Dry Goods Company.

13. Abbreviate the word "number" when followed by numerals, as No. 10.

14. Class of '04 may be used for class of 1904.

15. Never use "Xmas" for Christmas.

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

17. Spell out United States, except when it occurs as part of title in navy or army, as Lieutenant James S. Smith, U. S. A., or Lieutenant James Smith, U. S. N.

18. Do not abbreviate names of cities, as St. Joe for St. Joseph, Frisco for San Francisco.

## TITLES

1. Do not use Mr. when Christian name or initials are given.

2. Do not use Master in referring to a boy.

3. Do not use Esq. following a man's name.

4. Do not use Honorable, unless it is a title bestowed by Great Britain.

5. Write James Smith and Mrs. Smith or Mr. and Mrs. James Smith, not James Smith and wife.

6. Never write Dr. James Smith, D. D. The Dr. is sufficient.

7. Use Mrs. before the name of a married woman; Miss before the name of an unmarried woman. In giving a list of married women it is permissible to begin with Mesdames; Misses before list of unmarried women.

## THE POSSESSIVE, CASE

1. Use apostrophe only (not apostrophe and s), to indicate the possessive case of singular nouns ending in s, as James'.

2. To form the possessive of a plural noun already ending in s, add only the apostrophe, as soldiers' rifles.

3. Never use an apostrophe before the s in ours, yours, hers, its (possessive of it) or theirs.

4. The possessive of M. U. is M. U.'s.

## COMPOUNDS

1. Do not use hyphen between an adverb ending in ly and a participle, as freshly painted house.

2. Prefixes (except bi, tri, co and re) ending with a vowel take a hyphen before the vowel; omit it before a consonant, except in cases noted in Rule 3.

3. Use hyphen after the prefix in co-respondent (joint respondent), reform (to form again), re-create (to create anew), re-cover (to cover anew) and similar words to distinguish them from words with the same letters but of different meaning.

4. Make all "houses" and "rooms" one word where the prefix is only one syllable, as courtroom, courthouse, bedroom. (Exceptions: Circuit Court room, Commercial Club rooms, frame house, White House, green room, hall room).

5. Do not hyphenate today and tomorrow.

6. Use hyphen in numerals when spelled out, as thirty-five.

7. Compound adjectives generally take the hyphen, as 72-point type, 7-

year-old child, 75-horsepower engine, light-brown color, 10-yard gain.

8. Observe the following from the "Manual of Style" of the Government Printing Office: "Care must always be taken not to confuse the qualifying word with the subject word; for instance, a shoemaker can be a German shoemaker, and, if he makes wooden shoes, a wooden-shoe maker. Also observe the following forms: young school-teacher, common-school teacher, high-school teacher, public-school teacher, etc."

9. Say well-known man, ill-tempered man. But—He is well known; he is ill tempered.

10. In all cases not covered by the foregoing rules, follow Webster's New International Dictionary.

## SPELLING

Use Webster's New International Dictionary as authority. Observe spelling given below:

abattoir	chaperon
adviser	charivari
aid-de-camp	chauffeur
antitoxin	chiffonier
ax	clew
baptize	connoisseur
baritone	consensus
baseball	cozy
battalion	crappie
bazar	criticise
benefited	defense
benefiting	demagogy
biplane	develop
blond (adj.)	dilettante
bluing	diphtheria
boulder	dishabille
bouquet	downstairs
Buenos Aires	drought
bric-a-brac	employe
calcimine	Eskimo
catalogue	enforce
cannot	feaze
cigarette	fiance (man)
cantaloupe	fiancee (woman)
canvas (cloth)	football
canvass (for votes)	fiery

fleur-de-lis	mantel (shelf)
fulfill	mantle (covering)
fusillade	marshal (officer)
gauge	mass meeting
gayety	medieval
gayly	midweek
glycerin	monoplane
gelatin	moneys
gray	mustache
grewsome	nickel
guerilla	newspaper man
gypsy	nitroglycerin
Hallowe'en	nowadays
Hindu	oculist
horsepower	offense
impostor	one's self
indispensable	parquet
inclose	payroll
indorse	paraffin
innocuous	pedagogy
inoculate	postoffice
inasmuch	practice
jiu-jitsu	program
jimson weed	portiere
karat	privilege
kidnaped	procedure
kidnaper	prophecy (noun)
kimono	prophesy (verb)
laundered	quartet
leggings	quintet
lily	rarefy
line up (verb)	restaurateur
line-up (noun)	renaissance
mamma	soccer (football)

sauerkraut	typify
sextet	vermillion
skillful	vender
stanch	vitreous
syrup	weird
strait-laced	whisky
sobriquet	willful
supersede	whir
thrash (to whip)	woful
thresh (grain)	

## MISCELLANEOUS

1. Never begin a sentence with figures. Spell out, or recast the sentence.

2. Say 40 years old, not aged 40 years.

3. Avoid over-use of the word blood.

4. Say former Judge, not ex-Judge.

5. Write dates thus: December 23, not December 23d.

6. Omit the name of the state after large cities, as New York, Chicago, Boston, Kansas City, St. Louis, Denver.

7. Do not use a long, cumbersome title preceding a name; put it after the name, as John Smith, keeper of the seal.

8. Do not use foreign words or phrases when English will do as well. "A dollar a day" is better than "a dollar per diem."

9. Use this style in date-lines: MEXICO, Mo., Jan. 3.—

10. Say students in the School of Law, rather than lawyers. Exception—Lawyers may be used for the sake of brevity in giving results of class athletic contests and in stories in which the students of all divisions

figure. In such cases, say lawyers, farmers, engineers, journalists, teachers, medics, academics.

11. Weddings do not occur. Things take place by design; they occur unexpectedly.

12. Avoid "a number of." Be specific if possible.

13. Don't spell forward, backward and similar words with a final s.

14. Don't use the word lady for woman, or gentleman for man.

15. Use foregoing instead of above as an adjective, as the foregoing statement.

16. Use this style in giving time: At 5 o'clock yesterday afternoon, putting the hour before the day.

17. Write "fewer than" referring to numbers, not "less than."

18. Use dialect only when so instructed.

19. Don't say a man by the name of Smith; say a man named Smith.

20. Distinguish between don't and doesn't.

21. The building is the capitol; the city, the capital.

22. Don't forget to end quoted matter with quotation marks.

23. Don't overwork "on" before names of days, as on Wednesday, on tomorrow.

## LOCAL STYLE

1. This school is the University of Missouri, not the Missouri University or State University. In abbreviating for headlines use M. U. or U. of M., not M. S. U.

2. In naming the various divisions (not departments) of the University, observe the following style:

Graduate School

College of Arts and Science (not Sciences)

College of Agriculture

School of Engineering

School of Journalism

School of Law

School of Medicine (not Medical College)

School of Education (not Teachers College)

Military School (not Military Department)

School of Mines and Metallurgy at Rolla

School of Commerce

3. Use lower-case in naming the various departments of the divisions, as chemistry department.

4. These titles are used for the members of the teaching force of the University: Dean, professor, asso-

ciate professor, assistant professor, instructor, assistant and student assistant. Do not give a person the title of doctor unless he has a doctor's degree. The title of professor belongs only to those holding professorships, associate or assistant professorships. Identify all other teachers by giving their rank, as instructor, assistant, etc. Use the following form: John Jones, instructor (or assistant) in chemistry. The University catalogue is the authority.

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

6. In naming the president of the University the first time in a story, call him President A. Ross Hill of the University of Missouri; after that President Hill or Doctor Hill.

7. Prof. C. L. Brewer is director of athletics (not athletic director) and professor of physical education. Never "Coach" Brewer.

8. The committee in charge of athletics is the Committee on Intercollegiate Athletics. This may be shortened to the Athletic Committee.

9. The organization of young women in the University is the Woman's Council, not Women's Council.

10. The title of the band is the University Cadet Band.

11. Name the University buildings as follows:

Academic Hall  
Zoology and Geology Building  
Chemistry Building  
Physics Building  
Biology Building  
Schweitzer Hall  
Gordon Hotel Building  
Engineering Building  
Law Building  
Laws Observatory  
Switzler Hall  
Manual Arts Building  
Medical Building  
Parker Memorial Hospital  
Rothwell Gymnasium  
Benton Hall  
Lathrop Hall  
Read Hall  
President's house  
Elementary School  
University High School  
Agricultural Building  
Horticultural Building  
Dean's house (on the State Farm)  
Dairy Building  
Stock Judging Pavilion  
Veterinary Building

12. The new stone science buildings are said to be on the East Campus. The Columns are the center of the West Campus. —

13. It is Rollins Field, not the Athletic field.

14. The names of some faculty members are often misspelled. Note these spellings:

H. B. Almstedt  
J. S. Ankeney, Jr.  
H. McC. Burrowes  
J. W. Connaway  
J. H. Coursault  
G. S. Dodds  
D. H. Dolley  
C. H. Eckles  
J. D. Elliff  
C. A. Ellwood  
C. W. Greene  
B. F. Hoffman  
C. B. Hutchison  
Miss Eva Johnston  
George Lefevre  
Isidor Loeb  
W. G. Manly  
J. L. Meriam  
Max Meyer  
A. T. Olmstead  
W. H. Pommer  
R. L. Ramsay  
Herman Schlundt  
R. W. Selvidge  
H. O. Severance  
W. J. Shepard  
F. P. Spalding  
F. M. Tisdell

MISSOURIAN HEADLINES

No. 2

# GAS-RATES HEARING SET FOR MARCH 12

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Public Utilities Commission  
Will Investigate City's  
Complaint.

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EVIDENCE COMING IN

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Data Now Being Gathered to  
Prove Charges Are  
Too High.

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No. 5

**TO SPEAK AT NURSES' MEETING**

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**Dr. Miller and Walter Cross Among  
Lecturers in Kansas City.**

No. 6

**Senior Farmers to Elect Tonight.**

Department Head—

**THE NEW BOOKS**

Editorial Head—

**WHY, THEY ARE HUMAN!**

## BEATING THE BIG BASS DRUM

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Everybody Thinks He Could Do It, But the Drummer Submits That the Task Requires a “Soulful” Musician.

In news heads, set final period only if the sentence is in pyramid form. Exceptions, No. 6 and editorial heads.

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

Capitalize all words of four or more letters.

Capitalize all forms of the verb to be, as was, is, am.

Capitalize both parts of compound words.

Capitalize a preposition when it is attached to the verb, as in the sentence: He Was Voted For by His Party.

## ABOUT THE SCHOOL OF JOURNALISM

More than ninety per cent of the former students of the School of Journalism are now engaged in newspaper work. All of the graduates are so employed.

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The School of Journalism is now (1913-14) completing its sixth year. It was established by act of the Board of Curators April 2, 1908, and began giving instruction, as a division of the University, in the fall of that year.

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Like the other professional schools of the University, the School of Journalism requires two years of college work, the equivalent of 60 hours' credit in the College of Arts and Science, for entrance. Professional work covering three years is given.

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The professional courses are: History and Principles of Journalism, News Gathering, Reporting, Copy Reading, The Editorial, Newspaper Direction, Newspaper Making, Newspaper Jurisprudence, Agricultural Journalism, Advanced News Writing, Educational Journalism, Comparative

Journalism, The Press and Public Opinion, Principles of Advertising, The Writing of Advertising, Current Problems in Advertising, Rural Newspaper Management, Reference Books for Journalists, Soliciting of Advertising, Feature Writing and Illustration, Illustration, Advanced Illustration.

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In addition to the professional courses, dealing directly with the making of a newspaper, the student in journalism takes work in the languages, history, economics, government, finance, sociology, logic and psychology. Still other courses are open to election.

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Switzler Hall, occupied by the school since 1909, is named for the late Colonel William F. Switzler, distinguished editor and friend of the University.

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Missouri's School of Journalism was the first to offer practical, or "laboratory," instruction in newspaper work. It was the first with a college curriculum leading to a degree in journalism. Since its foundation in 1908, more than thirty universities and colleges have installed courses in journalism.

Practical work in the school centers around the University Missourian, a daily evening general newspaper published by the students under faculty supervision. The University Missourian is self-supporting.

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The School of Journalism is publishing a series of bulletins on newspaper work. Six have been issued: "Missouri Laws Affecting Newspapers," by Dean Walter Williams; "Journalism Week in Print," containing excerpts from speeches made Journalism Week at the University, May 6-10, 1912; "Retail Advertising and the Newspaper," by Joseph E. Chasnoff; "The News in the County Paper," by Charles G. Ross; "Journalism Week, 1913"; "Building a Circulation," by J. B. Powell. In preparation are: "Newspaper Correspondence," by Frank L. Martin; "Cost Systems for Small-Town Newspapers and Printing Offices," by J. B. Powell; "The Editorial," by Robert S. Mann.

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The School of Journalism has been the means of bringing to the University many of the leaders in the profession in this and other states. Some of those who have spoken here in past years are: Will Irwin, magazine

writer; Lafayette Young, editor of the Des Moines Capital; Oswald Garrison Villard, editor of the New York Evening Post; Charles H. Grasty, editor and proprietor of the Baltimore Sun; Winifred Black, writer of special articles; Norman Hapgood, magazine editor; George S. Johns, editor of the St. Louis Post-Dispatch; Hamilton Holt, editor of the New York Independent; Henry King, editor of the St. Louis Globe-Democrat; Thomas F. Millard, war correspondent and editor; Arthur Brisbane, editorial director of the Hearst newspapers; Walter Wellman, writer and explorer; William E. Curtis (deceased), correspondent; Joe Mitchell Chapple, publisher of the National Magazine; Samuel Bowles, editor of the Springfield (Mass.) Republican; Henry Wallace, editor of Wallace's Farmer; J. A. Graham (deceased), managing editor of the St. Louis Republic; Walter B. Stevens, Washington correspondent; Dante Barton, editorial writer for the Kansas City Star; Roswell M. Field, of the Chicago American; Emmett Moore, of the Chicago Inter-Ocean; Robert H. Lyman, of the New York World; W. M. Ledbetter, managing editor of the St. Louis Republic; Louis T. Golding, publisher of the

St. Joseph (Mo.) News-Press; DeWitt C. Wing, of the Breeders' Gazette; B. B. Herbert, editor of the National Printer-Journalist; H. J. Haskell, of the Kansas City Star; Talcott Williams, director of the School of Journalism at Columbia University; Clarence Ousley, editor of the Fort Worth (Tex.) Record; A. B. Chapin, cartoonist, St. Louis Republic; Strickland W. Gillilan, newspaper humorist; Charles Dillon, managing editor of the Capper farm papers; Erwin Craighead, editor Mobile (Ala.) Register; Robert Minor, Jr., cartoonist; Clara Chapline Thomas, Minneapolis Tribune; Mrs. Sarah Tyson Rorer, Philadelphia; John T. Barker, attorney-general of Missouri; Governor Elliott W. Major; S. E. Kiser, Chicago Record-Herald; C. A. Shamel, editor Orange Judd Farmer; Herbert L. Baker, New York City; James Schermerhorn, editor Detroit Times; W. A. Patterson, Western Newspaper Union.

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Advertising has been represented by E. St. Elmo Lewis, Detroit; Thomas Balmer, Chicago; M. P. Gould, New York; William C. Hunter, Chicago; Walter G. Bryan, Chicago; Herbert Kaufman, Chicago;

George W. Coleman, Boston; Glen Buck, Chicago; I. H. Sawyer, St. Louis; W. M. Hawkins, Kansas City; Julius Schneider, Chicago; E. P. Adler, Davenport, Ia.; M. D. Hunton, New York; H. W. Prentis, Jr., Pittsburgh.

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Twenty-one states and three foreign countries have been represented in the student enrollment, which has increased each year.

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The school gives one degree, Bachelor of Journalism (B. J.).