

029.6

M69D

DESK BOOK



**LIBRARY OF THE
UNIVERSITY OF MISSOURI**

J. W. Shoenley, Boston, 1899.

DESK BOOK

Published by the
School of Journalism

University of Missouri
Columbia

February 15, 1911

Sean Williams 2/3/11 G

10314864

GENERAL INSTRUCTIONS.

Accuracy, terseness and fairness are chief 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.

Do not misspell 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 a 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 on the typewriter.
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 and a half at the left, and begin your story about the middle of the first page.
5. Write only on one side of the paper.
6. Indent for paragraph half 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.
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. 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, 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 North 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, but use lowercase when qualifying name is not given, as the circuit court, the supreme court.

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.

12. Nicknames of states 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, Federal, National, etc., in reference to the United States.

19. North Pole, South Pole, South Sea Islands, Cape Hatteras, Hudson Bay, Mississippi River, and all such words when they are used as a specific name.

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. Congress, House of Representatives, Senate, Assembly, but use lower-case when title is not official, as lower house, legislature, both houses.

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. 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.

30. Tigers, referring to the football team (but not scrubs), and Columns, referring to those on the University campus.

31. 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.

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

Do Not Capitalize:

1. Names of seasons
2. Degrees when they are spelled out, as bachelor of arts.
3. Points of the compass, as north, south.
4. 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.
5. Professor, unless preceding a name.
6. Club, society, company, etc., when not used with a specific name.
7. Names of schools or divisions in other universities and colleges, as school of music, Stephens College.
8. Senior, junior, sophomore, freshman. (And remember the adjective form of freshman is freshman, not freshmen.)

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 par-

agraph. Use colon before a series introduced by "as follows," "thus."

10. Use commas only when they will be of service in unfolding the sense. In case of doubt, omit.

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.

6. Do not quote slang and nicknames.

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, as a pole vault of 10 feet 2 inches.

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, votes, per cents, calibres, 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.

ABBREVIATION.

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

2. Abbreviate names of states when used after name of town or city, as Columbia, Mo. Observe this style: Kas., 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., Mgr.

10. Spell out names of the political parties, except in giving election returns.

11. Spell out governor, superintendent, president.

12. Use this style in referring to a company: The James Smith Baking Company, or James Smith & Co., bakers. In railways use long "and," as Chicago and Alton.

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. In regular news matter never use "etc."

17. Use Y. M. C. A. and Y. W. C. A., not Young Men's Christian Association and Young Women's Christian Association.

18. 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.

19. Do not abbreviate names of cities, as St. Joe for St. Joseph.

TITLES.

1. Do not use Mr. when initials or Christian name are given. The second time the man is mentioned in your story ordinarily use Mr., unless he has another title, such as doctor, professor.

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. When a person has more than one title use **that** of the highest rank, as Dr. James Smith, rather than Prof. James Smith. If he has (rightfully) two titles, as Judge and Colonel, use the one last acquired or the one more commonly used by his friends.

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

7. Do not write the Rev. James Smith, D. D., or Dr. James Smith, M. D.

8. 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 precede it with Mesdames; Misses before list of unmarried women, always using Christian names or initials.

THE POSSESSIVE CASE.

1. To form the possessive case of a proper noun ending in s, add an apostrophe and s, as James's book.

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 or theirs

HEADING.

1. The verb in a line or division usually should be in the present tense, but whichever tense is used, it should be preserved throughout the heading.

2. Do not repeat a principal word in any of the divisions of a heading.

3. Avoid the use of the auxiliary verb "be." Its use tends to weaken the line. "Columbia Burns" is stronger than "Columbia Is Burned."

4. Do not comment in a heading. "Smith Is a Thief" is not the same as "Smith Held on Charge of Theft," although the former may be a more catchy line.

15 to 17
units in
each
line.

CROWDS ARE TURNED AWAY AT OPENING OF FARMERS' CONGRESS

26 units
in top
line.
(Average
10 words in
pyramid.)

Auditorium of Agricultural
Building Packed at First
Session of Week.

18 to 20
units in
each line.

LARGEST ATTENDANCE IN HISTORY OF MEETINGS

Same as
second
deck.

Object of Annual Program Is
Outlined in Addresses
of Welcome.

22 units
the limit.

PAST WORK IS REVIEWED

Same as
second
deck.

College Here State's Biggest
Technical School, Says
President Hill.

No. 2

COLLEGE BASEBALL DECLINES IN FAVOR

16 to 18
units in
each line.

Three Schools of Missouri
Valley Have Decided to
Drop Game.

26 units
in top line
(Average
of 10 words
in pyramid.

MISSOURI U. RETAINS IT

22 units
the limit.

Ames and Kansas Only Con-
ference Teams Left for
Tigers to Play.

Same as
second
deck

No. 3

17 to 19
units.

COW TO GO CALLING

Same as
in No. 2
head.

**Josephine Will Tour State to
Return Visits of Missouri
Farmers.**

No. 4

23 to 25
units.

FIFTEEN LECTURE AT ONCE

12 to 15
words.

**Program So Full That Visitors Cannot
Attend All Numbers—Oppor-
tunity for Specialization.**

No. 5

26 units
the limit.

MAY PAVE UNIVERSITY AVENUE

35 units in
top line.
8 to 10
words.

**Resolutions for Improvement Are
Passed by City Council.**

No. 6

34 units
the limit.

Knights of Columbus Meet.

Editorial Head.

=====

THE ADVANTAGES OF COLUMBIA.

26 units
the limit.

No. 10

Editorial Page Feature Head.

In and of Missouri

No. 11

Editorial Page Feature Head.

*Said Concerning
The University*

Count spaces as well as letters. Each letter counts one unit, except I, which is one-half, and M and W, which are one and one-half each.

Never divide a word in the top deck of a head, nor in any other line set in caps.

TO COMPOSITOR.

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.

COMPOUND WORDS.

1. Use hyphen in words in which two vowels occur together, as co-operate, re-elect.

2. Leave out hyphen in today and tomorrow.

3. Use the following style:

Basketball	Goodbye
Football	Indoor
Baseball	Outdoor
Postoffice	Postmaster
Courthouse	Halfback

Fullback	Cannot
Quarterback	Notebook
Airship	Lightweight
Daytime	Heavyweight
Grandstand	Newspaper man
Sidewalk	

SPELLING.

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

abattoir	cigarette
adviser	cantaloupe
aid-de-camp	canvas (cloth)
antitoxin	canvass (for votes)
ax	chaperon
baptize	charivari
barytone	chauffeur
baseball	chiffonier
battalion	clew
bazar	connoisseur
benefited	consensus
benefiting	cozy
biplane	crappie
blond (adj.)	criticise
bluing	defense
boulder	deshabille
bouquet	demagogy
Buenos Aires	dilettante
bric-a-brac	develop
calcimine	diphtheria
catalogue	dowrstairs
cannot	drought

employe	kimono
Eskimo	laundered
endorsee.	leggings
enforce	lily
feaze	lineup (noun)
fiance (man)	line-up (verb)
fiancee (woman)	mamma
football	mantel (shelf)
fiery	mantle (covering)
fleur-de-lis	marshal (officer)
fulfill	mass meeting
fusillade	medieval
gauge	midweek
gayety	monoplane
gayly	moneys
glycerin	mustache
gelatin	nickel
gray	nearby
grewsome	newspaper man
guerilla	nitroglycerin
gypsy	nowadays
Halloween	oculist
Hindu	offense
horsepower	one's self
impostor	parquet
indispensable	payroll
innocuous	paraffin
inoculate	pedagogy
inasmuch	postoffice
jiu-jitsu	practice
jimson weed	program
karat	portiere
kidnaped	procedure
kidnaper	prophecy (noun)

prophesy (verb)	sobriquet
quartet	supersede
quintet	thrash (to whip)
rarefy	thresh (grain)
restaurateur	typify
renaissance	vermilion
soccer (football)	vender
sauerkraut	vitreous
sextet	weird
skillful	whisky
stanch	willful
syrup	whir
strait-laced	woful

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 make a title of a per-

son's profession or occupation. Say Smith, a barber, not Barber Smith.

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

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

11. 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 contents and in the stories in which the students of all divisions figure. In such cases, say lawyers, farmers, engineers, journalists, teachers, medics, academs.

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

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

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

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

16. Use foregoing instead of above as an adjective; as the foregoing statement.

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

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

19. Use dialect only when so instructed.

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

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

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

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

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

25. Don't overwork "for" in phrases such as for three days, for six years.

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.

3. In naming the various departments of the divisions observe this style:

English department (not department of English).

Economics department (not department of Economics).

4. These titles are used for the members of the teaching force of the University: Dean, 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 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. Rule 6 applies also to the deans of the various schools. Dean Jones when first mentioned in a story should be called Dean J. C. Jones of the College of Arts and Science; after that, Dean Jones, rather than Doctor or Professor Jones.

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

b. 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.

Engineering Building.

Law Building.

Laws Observatory.

Switzler Hall.

Mechanics Arts Building.

Medical Building.

Parker Memorial Hospital.

Rothwell Gymnasium.

Benton Hall.

Lathrop Hall.

Read Hall.

President's house.

On the State farm—

Agricultural Building.

Horticultural Building.

Dean's house.

Dairy Building.

Stock Judging Building.

12. Remember that campus is a wider term than quadrangle. The quadrangle is that part of the campus of which the Columns are the center.

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

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

Miss Eva Johnston.

W. G. Manly,

Earl Querbach,

Isidor Loeb,

J. H. Coursault,

J. S. Ankeney, Jr.,

W. H. Pommer,

Herman Schlundt,

J. L. Meriam,

Max Meyer,

C. W. Greene,

C. M. Sharpe,

J. W. Connaway,

J. C. Whitten,
Gaetano Cavicchia,
J. D. Elliff.

15. Avoid confusing these names:

Walter Williams, dean of the
School of Journalism.

Walter Scott Williams, assistant
professor of topographic engineering.

Hermann B. Almstedt, professor of
Germanic languages.

Albert T. Olmstead, instructor in
history.

J. A. Gibson, instructor in analyti-
cal chemistry.

R. B. Gibson, assistant professor
of physiological chemistry.

M. F. Miller, professor of agrono-
my.

R. D. Miller, assistant professor of
English.

W. A. Miller, assistant professor
of railway engineering.

P. F. Trowbridge, professor of ag-
ricultural chemistry.

E. A. Trowbridge, assistant profes-
sor of animal husbandry.

Gloria W. Carr, assistant in physi-
ology.

Michael C. Carr, instructor in art.

R. J. Carr, assistant in animal husbandry.

R. H. Emberson, instructor in rural education.

F. V. Emerson, instructor in geology.

J. W. Hudson, assistant professor of philosophy.

M. O. Hudson, assistant professor of law.

J. C. Jones, dean of the College of Arts and Science.

A. A. Jones, assistant professor in agricultural chemistry.

Ira Jones, assistant in physics.

T. E. Jones, instructor in athletics.

E. W. Kellogg, instructor in electrical engineering.

O. D. Kellogg, professor of mathematics.

H. L. Rees, assistant in botany.

H. M. Reese, assistant professor of physics.

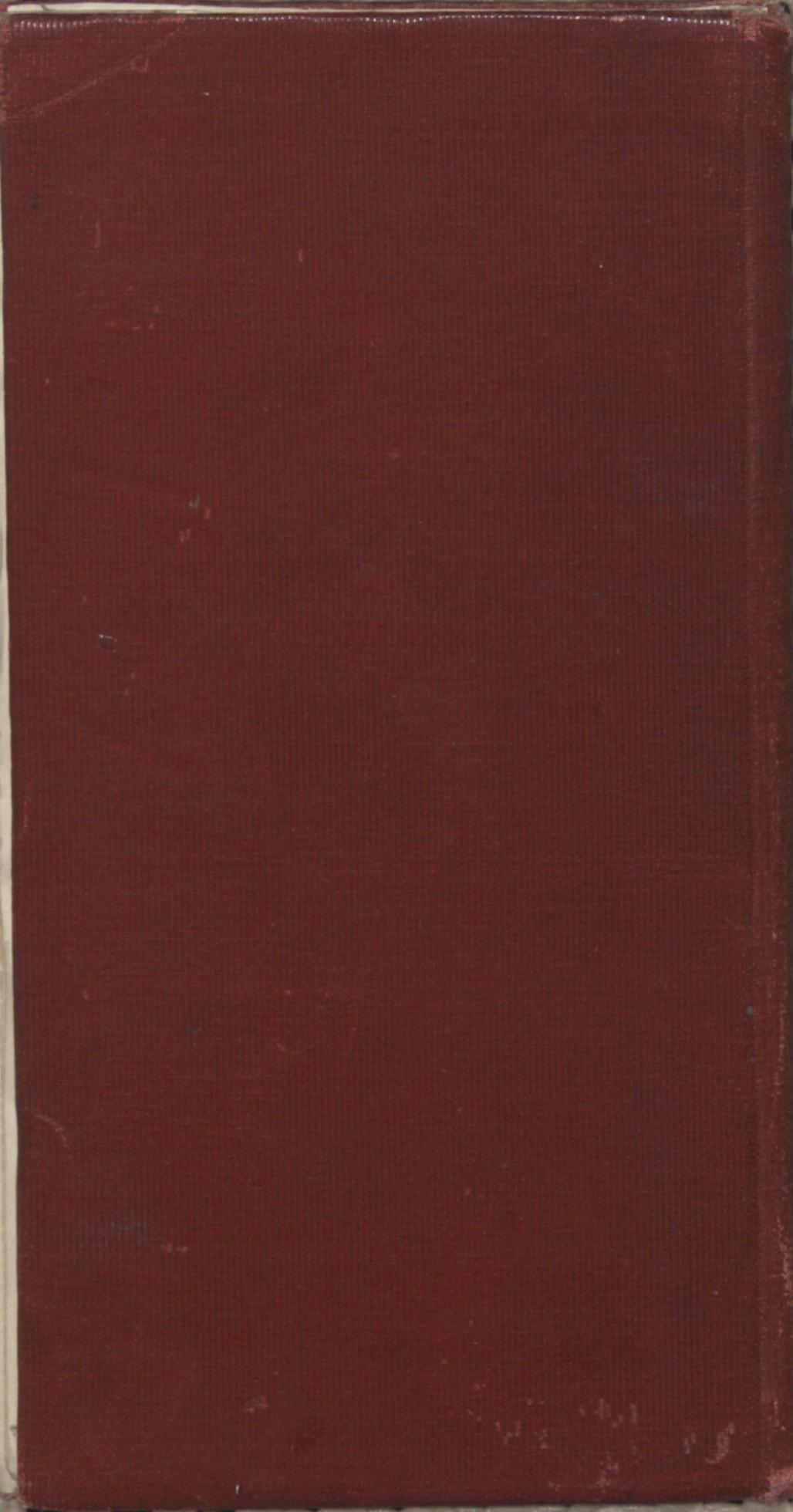
Caroline T. Stewart, assistant professor of Germanic languages.

O. M. Stewart, professor of physics.

W. W. Stewart, assistant in economics

029.6
M69D

029.6
M69D
103148



MU Libraries
University of Missouri--Columbia

Digitization Information Page

Local identifier MUJournDeskBook1911

Capture information

Date captured 2015/03
Scanner manufacturer Zeutschel
Scanner model OS 15000
Scanning system software Omnican v.12.4 SR4 (1947) 64-bit
Optical resolution 600 dpi
Color settings Front and back covers: color, 24 bit
Text: grayscale, 8 bit
File types tiff

Source information

Format Book
Content type Text
Source ID 010-508949989
Notes Perforated property stamp on title page
Accession information on page 1
Includes blank pages in text section which
are not included in numbering

Derivatives - Access copy

Compression Tiff compressed with LZW
Editing software Adobe Photoshop
Resolution 600 dpi
Color Color and grayscale
File types tiff
Notes Pages cropped, resized and brightened
Blank pages not included in text numbering
removed