

Editor's Handbook

FRANCES ANDREWS VERNON



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THE IOWA STATE COLLEGE PRESS

EDITOR'S HANDBOOK

A Guide To Standardization Of Writing Style

FRANCES ANDREWS VERNON

Technical Journalism Department

Iowa State College



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ABBREVIATION

ABBREVIATE—

- 1.1* The names of all months when followed by the date except March, April, May, June and July. Abbreviations: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Schools will reopen Sept. 9, 1952.

The school year ended June 4, 1923.

- 1.2 The titles *Mr.*, *Mrs.* and *Dr.*

- 1.3 Titles which precede a full name. *Exceptions:* President of the United States and Cabinet members. (See Section 1.15). When last name only is used, title is written out.

Gov. H. D. Greene

Governor Greene

- 1.4 *Junior* or *senior* when either follows a surname.

Harry Meachem, Jr., was an outstanding college athlete.

- 1.5 Abbreviate *number* when it is followed by a numeral except when it begins a sentence.

She was No. 5 on the list.

Number 13 is considered unlucky by many persons.

- 1.6 The names of states when they follow the names of cities, towns or villages.

Take the highway to the left at Bethany, Mo.

* This method of numbering is adopted for the convenience of students and instructors. Style errors on papers can be underlined and rule number cited in margin.

Abbreviations for states:

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

Note: Idaho, Iowa, Ohio and Utah are not abbreviated.

1.7 *Saint* or *Saints* preceding a name.

St. Paul
St. Michael's College
SS. Peter and Paul

1.8 The common term for weight or measure when it follows a numeral.

2 lbs. 1 gal. 7 mm.

WRITE OUT—

1.9 The names of all organizations at first reference except those whose abbreviations are readily recognized. The abbreviated form may be used on subsequent reference. Omit periods and close up space in initialed abbreviations of

government agencies and easily recognized organizations.

Security Exchange Commission—SEC
 National League of American Pen Women—N.L.A.P.W.
 Delegates to the United Nations today expressed confidence
 that the UN talks would bring about

1.10 All Christian names.

Thomas Mann not Thos. Mann.

1.11 *United States* at all times except when referring to highways or recognized federal agencies.

The nations of Europe look to the United States for economic assistance.

We drove along U. S. 30 until we reached Boone.

1.12 *Percent* except in tabulations.

Success is 90 percent hard work.

5% 8% 12% 22%

1.13 The names of thoroughfares (avenue, road, place, boulevard) except in tabular matter and lists of addresses.

She lives at 1058 Ash Avenue.

1.14 *Mount, Fort and Point* in place names.

Mount Vernon, Fort Sumner, Point Pleasant

1.15 The titles *President* and *Secretary* when referring to the President of the United States or members of the Cabinet.

CAPITALIZATION

CAPITALIZE—

- 2.1 All proper nouns and adjectives.

Henry Morgenthau, Russian people, France

- 2.2 All titles which precede names, but not those which follow names.

Mayor Ralph Cummings
Ralph Cummings, mayor of Ashton,

- 2.3 Figures of speech used in place of literal names.

Old Glory	Sunshine State
Uncle Sam	Corn Belt

- 2.4 The first word in a sentence; the first word in every line of poetry; and the first word in a direct quotation.

Picnic weather is expected tomorrow.
"Hail to thee, blithe spirit!
Bird thou never wert,"—Shelley
Mrs. Humphrey said, "It is our desire to enlist the interest of parents."

- 2.5 The first word following *whereas* or *resolved* in resolutions.

WHEREAS, This committee . . .
Resolved, That the United Nations . . .

- 2.6 Schools, churches, halls and other public buildings when used with a distinguishing name.

Lyon Hall
Louise Crawford School
First Baptist Church

- 2.7 The first word following a colon when the word begins a complete passage or sentence, but *not* when it begins a mere listing.

He summarized: Twelve new sections of flooring will be needed. Five . . .

The following classes of workers are eligible: white collar workers, semiskilled laborers . . .

- 2.8 Names of highways, streets, avenues, squares and parks.

Lincoln Way
Third Avenue
Central Park

- 2.9 All nouns referring to God, the Bible, religious books, creeds and seasons. Adjectives derived therefrom are not capitalized.

Lord's Prayer
Ten Commandments

biblical
Easter

- 2.10 Nouns and adjectives referring to political parties and their members.

Republican
Old Guard

Democratic
Progressive

- 2.11 The complete term, United States Army, and all specific units of the army.

Company A
Rainbow Division

- 2.12 All college and university departments, divisions and schools.

Department of Technical Journalism
Division of Agriculture
School of Medicine

- 2.13 All specific departments and bureaus of the federal government.

Bureau of the Budget
Department of Agriculture

- 2.14 Titles of bills and acts, and governmental plans or programs of national and international significance.

Smith-Hughes Act
Flanagan Bill
European Recovery Program

- 2.15 All the principal words in the names of newspapers, magazines and other publications, and the principal words in all titles of articles and books.

Better Homes and Gardens "Persons and Places"
New York World-Telegram "Let the People Know"

- 2.16 Abbreviations for *before Christ* and *anno Domini*, B.C. and A.D. These should be written without space between letters.

- 2.17 A noun preceding an arabic number or a capitalized roman numeral.

Room 12, Memorial Union
No. 2, Vol. II

- 2.18 Sports conferences and major athletic events.

Big Seven Conference World Series

- 2.19 Holidays and special seasonal events.

Fourth of July Freshman Days
Homecoming Thanksgiving Day

- 2.20 East, west, northeast, etc., when definite regions are indicated.

His songs recall the romance of the Old West.
Indians of the Southwest wear colorful native garb.

- 2.21 Capitalize vocative *O*. Capitalize exclamation *oh* only when it begins a sentence.

"Rejoice, O young man, in thy youth."—"Old Testament"
I am sorry, oh, so very sorry.

DO NOT CAPITALIZE—

- 2.22 Words derived from proper nouns which have developed a new meaning of their own.

He had a spartan attitude toward life.
 The text was set in roman type.
 She was an amazon.

- 2.23 Words, such as *former* and *ex-*, when used with a title.

ex-President Hoover
 former Mayor Kelly

- 2.24 Prepositions or articles in foreign proper nouns when preceded by a title or Christian name.

Alda de Gez	Joachim von Ribbentrop
Miss de Gez	Von Ribbentrop

Exception: The Dutch *Van* is generally capitalized.

- 2.25 Adjectives derived from capitalized nouns relating to the Bible or other sacred books, or points of the compass.

sabbatical
 southwestern states

- 2.26 Abbreviations for morning and afternoon (a.m. and p.m.) .

NAMES AND TITLES

- 3.1 Whenever a prominent person has several titles, the ranking title should precede the name, and the title that relates to the story you are writing should follow the name. In subsequent reference use the ranking title.

Gen. Omar Bradley, army chief of staff, revealed . . .

General Bradley said . . .

Dr. Donald Bailey, professor of psychology, . . .

Dr. Bailey . . .

- 3.2 Write names in the form preferred by the owners.

J. Edgar Hoover not J. E. Hoover

John L. Lewis not J. L. Lewis

- 3.3 Keep titles which precede a name brief.

Farm Editor J. S. Russell

Dean Harold V. Gaskill

- 3.4 Place lengthy titles after the name whenever possible.

James L. Root, acting director of operations,

- 3.5 Always use a first name, initials or title (*Mr.*, *Dr.*) after *the Reverend*, or *the Honorable* or their abbreviations. (For titles of clergy, see Section 3.12.)

The Reverend Mr. Stover will conduct the service.

Not: Rev. Stover will . . .

- 3.6 Use the term *Mr.* before a man's full name or last name only when referring to a clergyman

(Rule 3.5), reporting society news or writing an obituary.

Mr. Albert Harsh, brother of the bridegroom,

- 3.7 Use the title *Mrs.* before the last name only or before the full name of a married woman.

Mrs. J. H. Logan was among the spectators. Mrs. Logan said . . .

- 3.8 Use the title *Miss* before the last name only or before the full name of a single woman.

- 3.9 Identify college department heads as follows:

Dr. Oliver Stewart, head of the Department of History, . . .
Prof. John Gunn, head of the Department of Romance Languages, . . .

3.10 Faculty

<i>Classification</i>	<i>First Reference</i>	<i>Subsequent Reference</i>
Men Instructors	Clyde Cook	Cook
Women Instructors	Miss or Mrs. Ruth Hope	Miss or Mrs. Hope
Men Professors (Full professors, associate and assistant professors)	Prof. Harry Brown	Brown
Women Professors	Prof. Lucia Morrissey	Miss or Mrs. Morrissey
*Men Doctors (Academic and medical)	Dr. Brian Carr	Dr. Carr
*Women Doctors	Dr. Alice Fox	Dr. Fox, Miss or Mrs. Fox

*Whenever a faculty member has both the title of *Dr.* and *Professor*, use the ranking title *Dr.* When the individual is a dean, *Dean* outranks other titles.

3.11 Army and Navy

Comparative Grades With Abbreviations

<i>Army</i>	<i>Abbreviation</i>	<i>Navy</i>	<i>Abbreviation</i>
General of the Army	Fleet Admiral	F. Adm.
General	Gen.	Admiral	Adm.
Lieutenant General	Lt. Gen.	Vice-Admiral	Vice-Adm.
Major General	Maj. Gen.	Rear Admiral	Rear Adm.
Brigadier General	Brig. Gen.	Commodore
Colonel	Col.	Captain	Capt.
Lieutenant Colonel	Lt. Col.	Commander	Comdr.
Major	Maj.	Lieutenant Commander	Lt. Comdr.
Captain	Capt.	Lieutenant	Lt.
1st Lieutenant	1st Lt.	Lieutenant (Junior Grade)	Lt. (jg)
2d Lieutenant	2d Lt.	Ensign	Ens.
*Chief Warrant Officer	CWO	*Commissioned Warrant Officer	CWO
*Warrant Officer (Junior Grade)	WOJG	*Warrant Officer	WO
Cadet	Midshipman	Midn.
Master Sergeant	M Sgt.	††Chief Petty Officer	CPO
Sergeant 1st Class	Sfc.	††Petty Officer 1st Class	PO1
Sergeant	Sgt.	††Petty Officer 2nd Class	PO2
Corporal	Cpl.	††Petty Officer 3rd Class	PO3
Private 1st Class	Pfc.	†Seaman	SN
Private	Pvt.	†Seaman Apprentice	SA
Recruit	Rct.	†Seaman Recruit	SR

Note: Abbreviations cited here authorized by Adjutant General's

3.12 Clergy

<i>Classification</i>	<i>First Reference</i>	<i>Subsequent Reference</i>
Jewish Rabbi	Rabbi Harold Parker	Rabbi Parker
*Protestant Minister	The Reverend Mr., The Reverend Dr. or The Reverend John D. Burns	Dr. or Mr. Burns
Bishop of the Episcopalian Church (also Presiding Bishop)	The Right Reverend John Hardy	Bishop Hardy
Bishop of Methodist Church	Bishop Clyde Maxwell	Bishop Maxwell
Catholic Priest	The Rev. Fr. Henry Byrne	Father Byrne
Monsignor	The Rt. Rev. Msgr. Alfred Ortiz	Monsignor Ortiz
Catholic Bishop and Archbishop	The Most Rev. Alfred Woods	Bishop or Archbishop Woods
Cardinal	Francis Cardinal Spellman or His Eminence Francis Cardinal Spellman	Cardinal Spellman
Pope	His Holiness Pope Pius XII	The Pope

*Episcopalian minister may also be called the Rev. Fr. John Burns and subsequently Father Burns.

office, War Department, and Bureau of Naval Personnel, Navy Department.

* The title *Warrant Officer* is used at first reference. In subsequent reference, the title is *Mr.*

† Note that this is a table of comparative grades and that grades are not also titles in the classifications indicated. A petty officer's rating, such as gunner's mate, yeoman, etc., is his title.

‡ A navy enlisted man's title, whether it is designated by grade or rating, always *follows* his name.

Charles Hill, gunner's mate, gave his version of the event.
John Higgins, seaman recruit, told his story.

NUMERALS

Regardless of size, *numbers used with abbreviations* are set in *figures*. Figures above one thousand are pointed off by commas unless figures represent dates, serial numbers, page numbers or comparable exceptions.

USE ARABIC NUMERALS—

4.1 For all numbers which express units of standardized measure:

- a. dimensions: 5 by 9 feet
- b. degree of temperature: 5 degrees above zero
- c. time of day: 8 p.m.
- d. age: 4 years old
- e. price: \$1.98, \$1, 5 cents
- f. amounts in recipes: 2 tablespoons
- g. score: 2-1
- h. street numbers: 1504 Lincoln Way
- i. decimals and percentages: .20 or 20 percent

4.2 For all other numbers *above nine*.

Last Saturday, 21 men participated.

4.3 When numbers and fractions are combined, or when numbers below 10 occur in a group with figures above 9 and refer to similar things.

$2\frac{3}{4}$ $8\frac{1}{2}$

There were 46 beans, 27 peas, 8 radishes and 2 onions.

SPELL OUT—

4.4 Numbers below 10. Exceptions listed in Section 4.1.

4.5 Numbers preceded by *a* or *an*.

... a thousand times.

4.6 Round numbers.

The house is worth fifteen hundred dollars.

4.7 Numbers which begin a sentence.

4.8 Fractions not used in tabulations.

He pays one-fourth of his income for rent.

4.9 Ordinals except when they refer to a military unit, or military or naval rank.

Men of the 66th Division

Ninety-first anniversary

He placed second in the pole vault.

Petty officer 1st class

USE ROMAN NUMERALS—

4.10 After the name of an individual to indicate a family succession.

Ladd Hartness II

Henry VIII

COMBINE STYLES—

4.11 Whenever two sets of figures are adjacent in a sentence.

He owned twelve 60-acre farms.

PUNCTUATION

APOSTROPHE

USE AN APOSTROPHE—

- 5.1 To indicate a contraction or the omission of letters or figures.

didn't, class of '98, it's

- 5.2 To form the plural of letters, figures and coined words.

ABC's
the Gay 90's
has been's

- 5.3 To indicate the possessive case of nouns.

girl's hat (singular)
girls' hats (plural)

Note: If a one-syllable proper noun ends in an S or Z sound, the possessive case is shown by adding an apostrophe and an S.

Holmes's writing
Haas's testimony

But if the proper noun ending in an S or Z sound has more than one syllable, the possessive case is indicated by adding the apostrophe only.

Ickes' memoirs
for goodness' sake

DO NOT USE THE APOSTROPHE—

- 5.4 Where the possessive case is understood.

Veterans Administration
Teachers College

5.5 In geographical names.

Scotts Bluff, Neb.
Devils Leap

5.6 With any possessive pronoun. The apostrophe is frequently misused with the third person possessive pronoun *its*.

COLON

USE THE COLON—

5.7 To introduce a lengthy quotation.

Regarding conditions in Japan, Henry Forrest said: "Despite the desolation in the bomb-stricken areas, the morale,"

5.8 To introduce a complete clause or phrase which illustrates the meaning of the preceding clause.

Most people have some means of relaxing: For some it may be just sitting; for others it may be working with a hobby.

5.9 To introduce extensive lists.

Those attending the convention were: Mr. and Mrs. Henry Jameson, Mr. and Mrs. etc.

5.10 To divide hours and minutes in clock time.

10:45 p.m.

* * *

5.11 The colon is always placed outside the quotation mark.

COMMA

The purpose of the comma is to make the meaning of a sentence clearer.

The following rules are intended as a guide in the use of the comma. In some cases, additional commas will be needed. If a great many commas are necessary to make a point clear, the sentence should be rephrased.

USE A COMMA—

5.12 To introduce a short direct quotation.

He said, "This is an unexpected pleasure."

5.13 To separate two independent clauses joined by a conjunction.

His mother was born in France, and his father was of Spanish origin.

5.14 To separate a series of words or phrases. The comma is omitted before the conjunction which connects the last word of the series.

We took paper, pencils and books.

Note: Comma may be added before conjunction if needed for clarity.

He wanted three ties—the green, the blue, and the brown and yellow.

5.15 To set off an appositive.

John P. Marquand, author of "So Little Time,"

5.16 To set off expressions or words which are qualifying or explanatory or which constitute a minor change in thought.

The ascent, although it seemed hazardous, was a challenge to the climbers.

Let us give the plan a trial, nevertheless.

J. E. Jones, of Spokane, Wash., spoke

5.17 To indicate the omission of words understood.

Hazel is majoring in textiles and clothing; Agnes, in foods; and Sally, in applied art.

- 5.18 To set off thousands in numbers except in dates, serial numbers or page numbers.

5,280 feet
p. 1302

* * *

- 5.19 The comma is always placed inside quotation marks.

DASH

USE A DASH—

- 5.20 In place of *to*.

May 8-12
Chapters IV-VI

- 5.21 Before a reference.

"Ah, but a man's reach should exceed his grasp,
Or what's a heaven for?"
—Browning, "Andrea Del Sarto"

- 5.22 To indicate interpolations and breaks in thought.

Five of us—Mary went along that day—were in search of hidden treasure.

- 5.23 Before phrases or clauses that explain or emphasize a preceding clause.

Nothing is more valuable than a good name—a name that commands respect.

- 5.24 To set off enumerations.

Thousands of girls—fat ones, thin ones, young ones and those not so young—were wearing the same style of dress.

- 5.25 After a phrase which is implied in clauses listed thereafter.

Use your vacuum cleaner—
1. To remove dirt from carpets.
2. To dust moldings and picture frames.
3. To spray paint on furniture.

EXCLAMATION POINT

USE AN EXCLAMATION POINT—

- 5.26 To indicate an interjection or startled remark or to express an emotion.

Oh! What have I done!
What a fool I have been!
Ouch!

- 5.27 To lend emphasis to a warning or plea.

Stop! There's a red light.
O Lord, I beseech thee!

* * *

- 5.28 The exclamation point should be placed inside quotation marks only when it is part of the sentence quoted.

"For goodness' sake!" she exclaimed.
Three cheers for that great song, "Dixie"!

* * *

Avoid too frequent use of the exclamation point to express emotion. Expressive words are preferable.

HYPHEN

USE A HYPHEN—

- 5.29 Between two or more words combined to express a new idea.

kitchen-dining room
artist-poet,

- 5.30 In prepositional phrase compounds.

mother-in-law
attorney-at-law

- 5.31 To connect words used in an adjective sense (if ambiguity seems likely) .

vitamin-enriched bread
first-class hotel
1-year-old girl

- 5.32 After prefixes that are combined with words beginning with their terminal vowel.

co-owner
re-emphasize

- 5.33 To combine prefixes with a proper name.

ex-President Hoover

- 5.34 With spelled-out fractions.

two-thirds

DO NOT USE A HYPHEN—

- 5.35 With an adjective phrase that includes an adverb.

smoothly brushed hair

* * *

For information on hyphenating specific words, consult Webster's International Dictionary.

INTERROGATION POINT

USE THE INTERROGATION POINT—

- 5.36 At the end of a sentence to indicate a query.

What was your purpose in coming here?

- 5.37 To express doubt as to accuracy.

The castle was built in 1455 (?) by a medieval king.

DO NOT USE THE INTERROGATION POINT—

- 5.38 With requests expressed in the form of a question.

Will you sit here, please.

- 5.39 With indirect quotations that express a question.

She asked if more guests were coming.

* * *

- 5.40 Place the interrogation point inside quotation marks only when it is a part of the sentence quoted.

"Where are you going this fall?" he asked.
Did you see Paul Robeson in "Othello"?

PARENTHESES

USE PARENTHESES—

- 5.41 To set off parenthetical comments where less distinctive marks might permit confusion to arise.

He tried to show surprise (that was difficult for him to do) and to make an answer that reflected this state of mind.

- 5.42 To inclose references.

The item referred to (Detroit News, March 10, p. 1) indicated this possibility.

- 5.43 To inclose nicknames.

General Dwight (Ike) Eisenhower has a new hobby.

- 5.44 To inclose numbers used in listings.

My choice is based on: (1) the candidate's record, (2) his ability to express himself, (3) his . . .

PERIOD

USE A PERIOD—

- 5.45 To complete a sentence which states a fact or gives a command.

Monday was a cloudless day.
Get in line, please.

- 5.46 After abbreviations.

Calif.
N. M.

OMIT THE PERIOD—

- 5.47 After letters of well-accepted abbreviations, such as:

YWCA, CIO, USN, ROTC

- 5.48 After call letters of radio stations.

WHO, WOI

* * *

- 5.49 The period is always placed inside quotation marks. Whether the period is placed inside parenthesis or brackets depends on whether it closes only material inside or closes a full sentence.

He left on the "Galloping Ghost."
This is one of the latest developments (not yet published in full).

QUOTATION MARKS

USE DOUBLE QUOTATION MARKS—

- 5.50 To inclose a direct quotation.

She said, "Let's go to Des Moines Saturday."

- 5.51 At the *beginning* of every paragraph in a long quotation, and at the *end* of the final paragraph.

- 5.52 To call attention to a word or term followed by its own definition.

By "style" we mean . . .

- 5.53 To inclose an unusual word or phrase or one that is used in a figurative sense.

"Run-over" is placed in the back of the book.
Our baby is our "alarm clock."

- 5.54 To set off the exact titles of stories, books, articles, themes, pamphlets, music, pictures, mottoes, etc.

"We Knew When" was his first published story.

USE SINGLE QUOTATION MARKS—

- 5.55 For quotations within a quotation.

The toastmaster announced, "Judge Horn will now speak on 'Pleasure Hunting at Home.'"

If there is a third quotation within a quotation, use double quotation marks; if there is a fourth quotation, use single quotation marks.

DO NOT USE QUOTATION MARKS—

- 5.56 To set off nicknames. Use parentheses instead.

George Herman (Babe) Ruth died in 1948.

- 5.57 Before a decorative initial letter which begins a paragraph.

* * *

Quoted matter may also be indicated by being set in italics, in type smaller than the preceding context, or by being indented. In any of these cases, no quotation marks are required.

SEMICOLON

USE A SEMICOLON—

5.58 Between detailed lists in an extended sentence.

Back-of-the-book material in many magazines consists of short feature articles; time- and energy-saving tips; poems about children, pets, homelife, etc.; announcements of service leaflets, house plans, and winners of small contests; and “run-over” from main articles.

5.59 Between independent clauses not joined by a conjunction.

In the winter they spent many hours indoors; in the spring they plowed the fields.

* * *

5.60 The semicolon is always placed outside quotation marks.

DIVISION OF WORDS

The division of words at the end of a line should be avoided if possible. However, when division is necessary, observe the following rules.

DIVIDE WORDS BY SYLLABLES ACCORDING TO PRONUNCIATION—

5.61 Whenever possible after a vowel.

legiti-mate
deriva-tive

democ-racy *not* demo-crazy

5.62 Or between two consonants bracketed by vowels if such division agrees with pronunciation.

syl-lable

repen-tant

DO NOT DIVIDE WORDS—

5.63 Which are already hyphenated. (They may be divided at the hyphen.)

mother-in-law

5.64 Of one syllable, or pronounced as one syllable, or do not divide after a one-letter first syllable.

break

through

against

5.65 To leave a two-letter carry-over unless such division is unavoidable in typesetting.

heat-ed
cool-ly

SPELLING

The importance of spelling proper names and all other words correctly cannot be overemphasized. Correct spelling not only is the mark of a competent journalist, but in the case of names and titles is essential for courtesy.

Whenever more than occasional misspellings occur in news articles, readers are disposed to question the ability and education of the staff members and place little confidence in the facts set forth. Names misspelled lose friends for any publication.

There is a place to find the correct spelling of any word. The alert journalist will make use of the sources of spelling information in his publication office or library. Some of these sources are:

General authority on spelling:

Webster's New International Dictionary of the English Language

Names of local residents:

Local telephone directory
City directory

Names of students and faculty:

College or University Directory

American geographical names:

U. S. Postal Guide

Geographical names:

National Geographic Society maps
U. S. Board on Geographical Names Decisions
U. S. Geographic Board—Sixth Report

Names in the news:

New York Times Index
Facts on File
World Words

26 EDITOR'S HANDBOOK

Prominent Americans:

Who's Who in America

Prominent people of the world:

Information Please Almanac

International World Who's Who

Biographical Encyclopedia of the World

Technical terms and words:

Handbooks of technical fields

SPORTS

The ideal in sports writing today is to make copy as clear and readable as possible. Vividness is desirable, but extravagant expressions and excess slang are outmoded. Topnotch sportswriters use only such terms as are an accepted part of the sport.

The following suggestions will be of help to those who write and edit sports copy.

- 6.1 Familiarize yourself with the rules of the major sports, accepted sports terminology and the systems of presenting statistics. Good references to have at hand are *Encyclopedia of Sports* by Frank G. Menke, published by A. S. Barnes and Company, New York City, and books on the techniques of each sport by coaches and other experts.
- 6.2 Make use of the various record books that are available, checking matters of record whenever you doubt the validity of a statement by a reporter.
- 6.3 Learn the nicknames of teams and players.
- 6.4 Know the teams that make up the conferences in which your readers are interested.
- 6.5 Use numerals for heights and distances and for points scored in all athletic contests.

The score was 6-2.
- 6.6 Do not capitalize a position on a team when it is used as a title.

BASEBALL

Place abbreviations over summary:
AB, at bat; **R**, runs; **H**, hits; **PO**,
 put-outs; **A**, assists; **E**, errors.

ISC—8

	AB	R	H	PO	A	E
James, 2b.....	4	1	1	4	6	0
Arthur, ss.....	3	2	1	2	7	1
Gordon, 1b.....	4	1	3	14	1	0
Andrews, cf.....	4	0	1	3	0	0
Peters, lf.....	4	2	3	1	1	0
Johnson, 3b.....	3	0	0	1	3	0
Kaplan, c.....	4	1	1	2	1	1
Ridge, rf.....	2	0	1	0	0	0
Drane, p.....	2	1	1	0	1	0
Murphy, p.....	1	0	0	0	1	0
Totals	31	8	12	27	21	2

ISTC—6

	AB	R	H	PO	A	E
Roester, ss.....	3	1	1	2	3	1
Smith, lf.....	4	0	1	1	0	0
Reese, cf.....	4	1	1	1	0	0
Lowe, c.....	3	2	2	3	1	1
Thomas, rf.....	4	0	0	0	0	1
Martin, 3b.....	4	0	1	2	3	0
Lindman, 1b.....	3	1	1	10	1	0
Droll, 2b.....	2	1	1	5	1	0
*Lynk,	1	0	1	0	0	0
Miller, p.....	3	0	0	0	0	0
Tolan, p.....	0	0	0	0	0	0
Totals	31	6	9	24	9	3

* Singled for Droll in the ninth.

		R	H	E
ISTC	200 010 002—6	9	3	
ISC	000 103 31*—8	12	2	

Summary: Runs batted in—Gordon 4, Peters 2, Ridge, Lowe 4, Lynk; 2-base hits—Gordon 2 Lowe; 3-base hit—Lowe; stolen base—Roester; sacrifice hits—Drane, Lindman; double plays—Johnson to James to Gordon 2, Drane to Arthur to Gordon, Lindman to Roester to Lindman; left on base, ISC 7, ISTC 5. Bases on balls—Drane 2, Murphy, Miller 2; strikeouts—Murphy 2, Miller 2; wild pitch—Miller. Umpires—Magnum and Pollock. Time 2:31.

When space is limited, box scores of games NOT involving the home team may be set split column (half-column measure for each line-up). Statistics may be confined to **AB**, **H**, **PO** and **A**. In addition, **R** and **E** may be given in summary.

A split column box score is illustrated in basketball section.

BASKETBALL

Place abbreviations over summary:
FG, field goals; **FT**, free throws; **PF**,
 personal fouls; **TP**, total points.

Iowa State—53

	FG	FT	PF	TP
Catron, f	7	2	3	16
Jones, f	5	0	5	10
Hardy, f	1	1	3	3
Casey, c	2	2	2	6
Chase, c	0	0	0	0
Holmes, g	0	2	5	2
Ganz, g	5	4	0	14
Hicks, g	1	0	2	2
Totals	21	11	20	53

Iowa Teachers—45

	FG	FT	PF	TP
Haley, f	5	1	3	11
Maxey, f	3	0	2	6
Jarrett, f	2	4	1	8
Mossman, f	2	2	3	6
Stang, c	1	0	2	2
Lusk, c	1	0	2	2
James, g	2	0	0	4
Fritz, g	2	2	0	6
Totals	18	9	13	45

Score at half: ISC 30; ISTC 26.

Missed free throws: ISC—Jones, Chase, Ganz 2; ISTC—Haley, Mossman, Stang, James 3.

Officials—John Henderson (Illinois); Cliff Carpenter (Ohio State).

Iowa State 53				Iowa Teachers 45			
	FG	FT	PF		FG	FT	PF
Catron, f	7	2	3	Haley, f	5	1	3
Jones, f	5	0	5	Maxey, f	3	0	2
Hardy, f	1	1	3	Jarrett, f	2	4	1
Casey, c	2	2	2	Mossman, f	2	2	3
Chase, c	0	0	0	Stang, c	1	0	2
Holmes, g	0	2	5	Lusk, c	1	0	2
Ganz, g	5	4	0	James, g	2	0	0
Hicks, g	1	0	2	Fritz, g	2	2	0
Totals	21	11	20	Totals	18	9	13

Score at half: ISC 30; ISTC 26.

Missed free throws: ISC—Jones, Chase, Ganz 2; ISTC—Haley, Mossman, Stang, James 3.

Officials—John Henderson (Illinois); Cliff Carpenter (Ohio State).

GOLF**Match Play**

Two kinds of matches are held in golf competition. In "match play," entrants play against each other to win one hole at a time, regardless of the comparative total scores. On each hole, the one with the lowest score wins that hole. Shots therefore are compared against each other for the same hole.

PAR—OUT	4	3	4	4	5	4	4	5	3	—36
Harold, out	4	5	5	4	4	5	3	5	4	—39
Jones, out	4	3	3	4	4	4	5	5	3	—35

Jones leads 3 up at the end of nine.

PAR—IN	4	4	4	5	3	5	4	3	4	—36
Harold, in	4	4	5	5	3	5	
Jones, in	4	3	4	5	4	4	

Jones wins 5 and 3. This means Jones is five holes ahead with only three holes left to play, so Harold cannot possibly overtake him and the match need go no farther.

Quarter Finals

C. Ward vs. P. Dodds
J. Casey vs. L. James
H. Jones vs. C. Donnell
W. Andres vs. S. Blinn

Medal Play

In "medal play," the lowest total score for the number of holes involved (usually 18 or 36 or 72) wins the match.

H. Maxwell (ISC).....	64	72—136
M. Hart (Mo.).....	73	71—144
P. Dawson (Colo.).....	71	75—146
K. Summers (Kan.).....	73	73—146

TENNIS**Singles**

Jay Hart defeated Joe Moss, 6-3, 6-2, 6-2.

Harry Gleen defeated Ike Grant 6-3, 6-1, 6-1.

Doubles

Jane Catron and Vera Smith defeated Linda North and Betty Finch 6-2, 4-6, 6-4.

TRACK AND FIELD

100-yard Dash—1. Hill (ISC); 2. Johnson (Neb.); 3. Peterson (Okla.). Time—0.10.4.

High Jump—1. Higgins (Neb.); 2. Tie between Johnson (ISC) and Grant (ISC); Height—6 feet, 1¼ inches.

SWIMMING

300-yard medley relay—1. Iowa; 2. Ohio State; 3. Iowa State. Time—3:01.4.

400-yard relay—1. Iowa (Garst, Straub, Korty, Kline); 2. Iowa State (Schmidt, Kullman, Waters, Koffman); 3. Colorado (Lehman, Carter, Wells, Hoffman). Time—3:31.9.

100-yard free style—1. Watson (ISC); 2. Clemmons (Colo.); 3. Gilman (Ohio State). Time—:52.4.

Diving—1. Brockaway (Ohio State) points 378.8; 2. Harrison (ISC), 375.3; 3. Johnson (Iowa), 350.2.

WRESTLING

Heavyweight—Berekowsky (ISC) threw Higgins (ISTC). Time—2:25 of third period.

145 Pound—Murphy (ISC) decisioned West (ISTC).

BOWLING**Singles**

	1	2	3	Total
Wefel	135	169	150	454
Jones	170	185	204	559

Doubles

	1	2	3	Total
Rickert ...	143	153	168	
Dunlap	155	160	173	
	<hr/> 298	<hr/> 313	<hr/> 341	<hr/> 952

WORDS OFTEN MISUSED

Good writing entails using the easy everyday words that your readers will understand. However, avoid overworked expressions and professional-sounding phrases that have lost their meanings through overuse or misuse. Unless you are writing for a specialized reader audience, shun technical jargon or phrases in foreign languages.

Choosing the word that conveys your meaning exactly is a talent you can cultivate. Your dictionary will be your ally. Learn to distinguish between the words whose meanings are confused through frequent misuse. Some of them are:

7.1 *Admittance and admission.*

Admittance means actual physical entrance.

Admission means entrance, too, but it also means being admitted to the rights of entrance, as in a club. It also means the fee charged for entrance.

7.2 *Apt, likely, liable and subject.*

Apt suggests an inherent ability.

Likely indicates possibility.

Liable suggests vulnerability to something unpleasant.

Subject implies being predisposed to something.

She is subject to severe headaches.

7.3 *Bar and ban.*

Bar means to block.

Ban, to prohibit.

7.4 *Claim and say.*

Claim means to demand by authority.

Say is the act of stating.

7.5 *Continual and continuous.*

Continual means steady although occasionally interrupted.
Continuous means ceaseless.

7.6 *Eager and anxious.*

Eager means looking forward with enthusiasm.
Anxious implies concern or disquiet.

7.7 *Faze and phase.*

Faze means to disconcert.
Phase suggests a temporary state between changes, or an aspect.

7.8 *Fewer and less.*

Fewer refers to number.
Less is used in regard to degree or cost.

7.9 *Farther and further.*

Farther is used with regard to distance. It means *more remote*.
Further is used with regard to time, quantity or degree. It means *moreover* or *in addition*.

7.10 *Gibe and jibe.*

Gibe means to scoff.
Jibe, to agree.

7.11 *Imply and infer.*

Imply means to suggest.
Infer means to surmise or deduce.

7.12 *Intense and intensive.*

Intense means extreme.
Intensive means concentrated or thorough.

7.13 *Majority and plurality.*

A majority indicates that the winner received more than half the votes cast.
Plurality means the winner received more votes than any other candidate.

7.14 *Over and more than.*

Over should be used in the sense of beyond and above.
More than should be used when reporting numbers.

7.15 *Persons and people.*

Persons refers to individuals in small groups.
People implies human beings in masses.
Seven persons were present.
He represents the Italian people.

7.16 *Sculpture and sculptor.*

Sculpture is the art of carving, molding or hewing ornamental objects from materials such as wood, stone or metal.
A sculptor is the artist who practices the art of sculpture.

7.17 *Secure and obtain.*

Secure means to make safe or to fasten.
Obtain means to gain possession of.

7.18 *Note that—*

Bills are passed.
Treaties are ratified.
Resolutions, constitutions, by-laws and amendments are adopted.
Laws are enacted.

7.19 *Use the terms—postmaster, author, aviator, conductor, director, poet—for both men and women.*

7.20 *Write onward, toward, forward, backward, in regard, instead of onwards, towards, forwards, backwards, in regards.*

7.21 *Use the term feature only when you mean a special attraction or to give particular prominence to an act, event or person. Not all the acts or persons on a program are featured.*

7.22 *Say that a person is a member of an organization. He does not belong to it.*

7.23 *Say last few weeks instead of past few weeks.*

- 7.24 Use the term *enlisted man*, *soldier* or *sailor* as the case may be. The terms *soldier boy* or *sailor boy* suggest children playing war games.
- 7.25 Avoid such terms as *very*, *interesting*, *the following*, *the preceding*, *the above mentioned*, *below*, *the foregoing*.

PREPARATION OF NEWS COPY

- 8.1 Write all news stories on typewriter if possible. Use a clean dark ribbon.
- 8.2 Use paper 8½ x 11 inches.
- 8.3 If using typewriter, double- or triple-space. If writing by hand, leave ½-inch space between written lines.
- 8.4 Begin the story at least 4 inches down on sheet to give copy editor space for a headline. Leave 1-inch margin on both sides of sheet.
- 8.5 Place subject of story or assignment in upper left-hand corner with your name beneath.
- 8.6 Whenever a news story is to be continued to another page, write *more* at the bottom of the page. When the story is concluded, sign off with *30* or the character *#*. Unless copy is a rush story being sent down in "takes," linotype operators prefer to have pages end *in the middle of a sentence*. This definitely indicates another page follows.
- 8.7 In the left-hand corner of each subsequent page, write your name, the subject of the story and the page number.
- 8.8 Encircle all instructions to the printer.

- 8.9 Use a separate sheet for each news story you write.
- 8.10 Read your copy over before turning it in and make necessary corrections then. Retype any page which has many "x-ed out" lines or other corrections.

PREPARATION OF MAGAZINE COPY

Magazine copy is prepared in much the same manner as is news copy with these exceptions:

- 9.1 Type name and address in the upper left-hand corner of first page. Indicate number of words in the manuscript in the upper right-hand corner.
- 9.2 Place title about 2 inches from top of page. Type by-line (author's pen name) three or four spaces beneath and to the right. If subtitle is used, it should be placed between title and by-line.
- 9.3 Make sure that you have a carbon copy of the manuscript for your file.
- 9.4 Place your name, the subject of the article and the page number on each page of your manuscript.
Andrews/Ghosts/4.
- 9.5 If there are noticeable corrections on any page, retype it.

HEADLINE WRITING

Headlines "label" the news story. If they fulfill their purpose, they summarize so completely the story which follows that the reader can glean from them all essential facts. The headline generally should tell "who" and "what," and perhaps others of the 5 W's. If more than one deck is used, succeeding decks give additional facts. (An exception is the headline for a suspended interest feature story. It should suggest what the story is about, but should not reveal the surprise ending.)

Because of the restrictions of structure and unit count, headline writing has a style all its own. To write readable, vigorous headlines, observe the following guides. They will soon become valuable habits.

- 10.1 Generally, select the material for your first deck from your lead. Facts for subordinate decks also may be obtained from the lead and from succeeding paragraphs.
- 10.2 Construct your headline with a subject, predicate (verb) and object—or subject, predicate (verb) and prepositional ending. The verb may be actual or it may be implied.
- 10.3 Place the head in the present or future tense, and in the active voice. Retain the same tense and voice throughout any succeeding decks.
- 10.4 Strive for simplicity. Headlines should be easy to read and understand. Check your headline to make sure that it is specific.

- 10.5 Whenever possible, name the authority for any statement with an editorial slant.

Harrison Predicts Drop in Prices

- 10.6 Experienced head writers like to make the thought in each line complete.

Benedict Elected;	15½
Appoints Captains,	16½
Calls Conference	15½

AVOID—

- 10.7 Prepositional endings in top lines.

Brigham Team Slated For
Competition in Washington

- 10.8 Imperative headlines.

Sell Food at Cost

- 10.9 Division of word in top deck.

High School Journal-
ists Vie for Prizes

- 10.10 Words with double meanings. (Rechecking your headline may avert an embarrassing boner.)

Contractors Make
Concrete Proposal

- 10.11 Mention of time when present tense is used in obituary headline.

H. E. Jones Dies
Tuesday Morning

Note: Major newspapers retain present tense, but avoid use of time element.

H. E. Jones Dies;
Headed University

H. E. Jones Is Dead;
Was University Head

COUNTING THE HEADLINE

No matter how well-expressed a headline may be, it is of no value at all unless it fits the space prescribed for it. Type is not made of rubber and cannot be squeezed or stretched at will. In order to "count in" headlines accurately, your first step is to learn the unit-count system and the value assigned each letter of the alphabet, punctuation marks and the space between words for the type fonts being used.

This count may vary slightly in some faces of type, but the following is a good general evaluation:

Capitals and Lower Case Schedule

filjt— $\frac{1}{2}$; m and w— $1\frac{1}{2}$; all other lower case letters—1.
Capital I—1; capitals M and W—2; all other capitals— $1\frac{1}{2}$.
Punctuation mark— $\frac{1}{2}$; space between words—1.
All figures—1.

$1\frac{1}{2}$ 1 $1\frac{1}{2}$ 1 1 $1\frac{1}{2}$ 1 1 1 $1\frac{1}{2}$ $\frac{1}{2}$ 1 $1\frac{1}{2}$ 1 $\frac{1}{2}$	
Name Ten Alumni	16 $\frac{1}{2}$
$1\frac{1}{2}$ 1 1 1 2 1 1 $\frac{1}{2}$ $\frac{1}{2}$ 1 1 $\frac{1}{2}$ $1\frac{1}{2}$ 1 1 1	
For Merit Award	16 $\frac{1}{2}$

All-Capitals Schedule

Capital I— $\frac{1}{2}$; capitals M and W— $1\frac{1}{2}$; all other capitals—1.
Punctuation marks— $\frac{1}{2}$; space between words— $\frac{1}{2}$.
All figures—1.

$\frac{1}{2}$ $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1 $\frac{1}{2}$ 1	
NAVY TIES ARMY	13
$\frac{1}{2}$ 1 $\frac{1}{2}$ 1 1 $\frac{1}{2}$ 1 1 $\frac{1}{2}$ 1 1 1 1 1 1 1	
IN 14-14 SHOCKER	14

(Note that the unit is merely an average of the width of letters in the above schedule and that the *unit* for all-capitals schedules is wider than the unit for capitals and lower case schedules. For instance, a *unit* in the all-caps schedule may take up 12 points of space in width. Comparatively a *unit* in a caps and lower case schedule may take up only 9 points of space in width.)

Logically, your next step is to familiarize yourself with the headline schedule of your newspaper. It will illustrate the structures of the headlines you are to write, and give you the count for each.

HEADLINE STRUCTURE

The structure of the headlines used by your newspaper is decided by its policy-makers, the editor and publisher. There are six basic headlines in current use. The more versatile structures may be used alone as single deck heads, or may be combined with others to make multiple deck headlines.

**West Coast Bandits
Seized in Athens**

**Surprised by City Patrolmen
While Looting Storehouse
on Lincoln Way**

SURRENDER MEEKLY

**Thieves' Automobile Held
at Police Station for
Ownership Check**

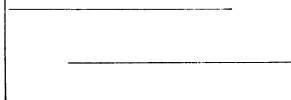
The trend these days is toward simplicity. Many publications lean toward the flush-left structure, a form in which each line is approximately equal in

length and is set flush with the left side of the column.

**YMCA to Sponsor
Freshman Banquet**

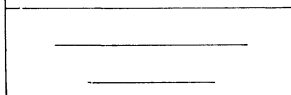
Other well-known structures follow.

Dropline or Stepline



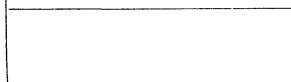
This form requires particular skill or it may be ragged in appearance. It often is combined with a subordinate deck.

Inverted Pyramid



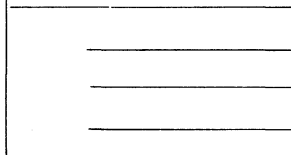
The inverted pyramid structure is no longer commonly used except as a subordinate deck to a dropline top deck.

Crossline



This one-line head frequently is used over a one- or two-paragraph article, or as a subordinate deck in a multiple-deck head.

Hanging Indention



The hanging indention, used as a subordinate deck, harmonizes well either with a flush-left head or with a dropline head. It is used more frequently with the former.

Square Indentation and Variations

These generally are used as second decks in flush-left heads. It should be noted that first and second examples are of flush right structure.

The following headlines are taken from a typical head schedule. Notice that the number of the head, size of type and unit count are all indicated.

1 Head—28 Erbar—13-16

Bennett Reviews Historical Novel At Women's Club

2 Head—28 Erbar—13-16

New Daily Paper Distributed Today

7 Head—14 Erbar Bold—23-26

College Press Purchases New Typesetting Machine

8 Head—14 Erbar Bold—23-26

Fellowship Officers Chosen

Box Head—14 Erb. BC—center

PARADE START ANNOUNCED

Marching bands and organizations participating in the Independence Day parade are requested to assemble at the corner of Main Street and Fifth Avenue at 10 a.m. Tuesday, L. E. Hill, chairman, announced today.

20 Tracer—14 Bod. Ital.—10-15

20-Head—18 Tempo B.—12-14

Exams Over—

Students Relax

CUT IDENTIFICATION

Name—8 pt. Bold—center

Second Line—8 pt. Ital.—center

* * * * *

Helen Frisbie

Tennis champion attributes success in tournament play to daily practice.

* * * * *

Cut Caption—14 Erb. BC—ctr

Cut Copy—8 Textype Bold

SALADS ADD SPARKLE

Betty Jansen, H. Ec. Jr., prepares a salad of citrus fruits and avocado to pep up autumn menus. Salad is topped with light French dressing.

30 TEMPO BOLD

2 col.
19

3 col.
27½

4 col.
36

5 col.
44½

Ice Carnival Opens

36 TEMPO BOLD

2 col.
15½

3 col.
23

4 col.
30½

5 col.
38

Red Cross Drive

48 TEMPO BOLD

2 col.
12

3 col.
18

4 col.
24

5 col.
30

Reporter Shot

30 TEMPO BOLD CONDENSED

2 col.
25

3 col.
37½

4 col.
40

5 col.
52½

Winter Sports Carnival

36 TEMPO BOLD CONDENSED

2 col.
19

3 col.
28½

4 col.
38

5 col.
47½

City Council Meets

48 TEMPO BOLD CONDENSED

2 col.
15½

3 col.
24½

4 col.
32½

5 col.
40½

Work Resumed

30 STYMIE

2 col.
16½-18½

3 col.
27½

4 col.
36½

5 col.
46

High School Coach Seeks Local Office

36 STYMIE

2 col.
15

3 col.
23

4 col.
30½

5 col.
38

Filly Wins Race

GARAMOND BOLD ITALIC

Available in 24, 36 and 48 point

Ryder Will Speak Here

60 Bernhard Bold

4 col.
21

5 col.
26

Final Game

205 Tracer—14 Bodoni Ital. 2 Col.—16-19

Head—24 Tempo Bold

Shades of the 90's!

Couples Go Buggy Riding

COPYREADER'S SYMBOLS

Everyone connected with a newspaper or magazine office—from editor to printer—needs to be thoroughly familiar with the copyreader's symbols. They are the shorthand of journalism. They indicate corrections tersely and convey to the printer just how the copy should be handled.

Standard symbols used in editing and copyreading are shown on the following page.

EDITING AND COPYREADING SYMBOLS

MARK	MEANING	HOW USED	RESULT IN PRINT
≡	Capitals.	<u>this minute</u>	THIS minute
==	Small caps.	<u>this minute</u>	THIS minute
—	Italics.	<u>this minute</u>	this minute
mm	Boldface.	<u>this minute</u>	this minute
[]	Initial letter and caps.	<u>this minute</u>	THIS minute
# or L	New paragraph	Saturday. / This minute	Saturday. This minute. . .
^	Insert.	this ⁴ minute	this minute
/	Lower case.	this minute	this minute
0 or x	Period.	this minute,	this minute.
3	Comma.	this minute,	this minute,
↓	Apostrophe.	this minutes'	this minute's
∨ ∨	Quotation marks.	"this very minute"	"this very minute"
~	Transpose words.	(minute this)	this minute
U	Transpose letters.	this minute	this minute
	Leave space.	this minute	this minute
()	Close up space.	(this minute)	this minute
0	Spell out word.	this (min.)	this minute
0	Spell out number.	(7) minutes	seven minutes
0	Abbreviate.	6 (pounds)	6 lbs.
0	Set in figures.	(six) lbs.	6 lbs.
I	Delete letter.	this minute	this minute
—	Bridge over material.	this very minute	this minute
stet	Set in type though previously canceled.	this very ^{stet} minute	this very minute
2	No paragraph. Run in with preceding matter.	ends today. (This is . . .	ends today. This is . . .
[]	Center indented matter.] The Right Minute [The Right Minute
# or 30	This is the end of copy.	- 30 -	


PROOFREADER'S SYMBOLS

After a news story or magazine article has been set in type, it comes back to the editorial office in proof form for careful reading and correction.

In correcting proof, standard symbols are used as shown below.

PROOFREADING SYMBOLS

MARK	MEANING	HOW USED	CORRECTED EXAMPLE
↗	Take out matter indicated.		The symbols
⌋	Close up; no space.		errors overlooked
⌌	Less space.		looks better
✓✓	Equalize space.		It looks better
#	Insert space.		improved examples
^ or v	Left out; insert.		better spelling
9	Turn inverted letter.		right side up
X	Imperfect type; replace.		Accidents happen
tr	Transpose;		mixed up letters
wf	Wrong font type; change.		misplaced mat
#	New paragraph here.		one ends. Another

MARK	MEANING	HOW USED	CORRECTED EXAMPLE
#	No paragraph; run in.	no # this time.  But it	this time. But it
2c	Lower case.	lc lower case	lower case
cap	Capitals.	caps set in caps	set in CAPS
sc	Small caps.	sc table headings	TABLE HEADINGS
ital	Italics.	ital publication names	publication names
rom	Roman.	Rom ordinary copy	ordinary copy
bf	Bold face.	bf punch lines	punch lines
let	Let it stand.	let Oops! Sorry.	Oops! Sorry.
out	Out, see copy.	out John tomorrow.	John made plans for tomorrow.
?	Query to author.	? make This doesn't sense.	This doesn't make sense.
p	Spell out.	sp (Geo) had 13 sp	George had thirteen
	Move to right.	have even margins	have even margins
	Move to left.	[align both sides	align both sides
	Move up.	don't have it low	don't have it low
	Move down.	don't have it high	don't have it high
//	Align type.	Men scored Women scored	Men scored Women scored
	Straighten line or letter.	Worn mats, maybe	Worn mats, maybe
.	Insert period.	end the sentence) If	end the sentence. If
,	Insert comma.	Mary, Jane and Ruth	Mary, Jane and Ruth
'	Insert apostrophe.	at week's end	at week's end
" "	Insert quotation marks.	called "Rusty" by some	called "Rusty" by some
-	Insert hyphen.	a so-called title	a so-called title
-	Insert dash.	1920-25	1920-25
()	Insert parentheses.	that year (1925) he	that year (1925) he
;	Insert semicolon. (Colon, question marks and exclamation marks are handled similarly.)	eleven; a third try	eleven; a third try
²	Insert superior figure.	K² x L	K² x L
₁	Insert inferior figure.	R x M₁	R x M₁
	Indent 1 em for each square.	tabular alignment	tabular alignment

These sample paragraphs show two different ways of marking proof. The first method is used by many printing houses because it is simpler and quicker. The general rule is: Draw your leader line *up* into the nearest white space—either margin.

DECLARATION OF INDEPENDENCE

When, in the Course of human events, it becomes necessary for one people to dissolve the Political bands which have connected them with another, and to assume among those powers of the Earth, the separate and equal station which to the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any form of government becomes destructive to these ends, it is the Right of the

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Declaration of Independence

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the matter in court is between two individuals or entities. The individual bringing suit is seeking damages. These the defendant may have to pay if found guilty of *civil libel*.

Can *responsibility* for libel be shifted to the source of information?

No. Whenever a publication reprints the statements of another or accepts information from any news source, it also assumes responsibility for the truth of such facts. Evasive phrases, such as "it is reported," "it is alleged," etc., are no defense in libel actions. The author, the publisher and the printer all may be sued for damages.

Is a publication held responsible for libelous statements made in good faith or caused by careless errors in reporting or typesetting?

Yes. However, if publication was made in good faith with lack of malice and under a mistake of fact, the amount of recovery will be limited to actual proven damages. Sometimes a complete retraction will satisfy the person libeled, and no action will follow.

How must retraction be made?

A full and unequivocal retraction or correction should appear in a regular issue of the publication in a place as prominent and in type as conspicuous as were the statements which caused offense. The apology must be printed within two weeks after legal notice requesting withdrawal of statements has been served on the publisher. It must express regret that the defamatory statements were made and must not try to justify the publication's conduct.

If the person libeled is a candidate for office and the time of election is close at hand, satisfactory retraction is not always possible.

13.2 Copyright Law

What is a *copyright*?

A copyright is the exclusive right of an author, artist or publisher to the ownership of a literary or artistic creation for a definite length of time. The copyright law of 1909 safeguards this right.

Copyright registration protects *expression of an idea but not the idea itself*.

The purpose of the law from its beginning has been to encourage creative enterprise by insuring to individuals the exclusive rewards of their efforts for a sufficient time to repay them for the time and effort spent. When the originator has had time to profit by his work, it goes into the public domain.

In order to secure full protection of a copyright title, the applicant must perform all the conditions required by statute. The proper procedure may be obtained without charge from the Register of Copyrights, Library of Congress, Washington, D. C. Fees for actual copyrighting are nominal.

How long is the *term* of copyright?

The term of copyright lasts for 28 years from the date of first publication, and may be renewed for another 28 years.

What *type of material* is copyrightable?

The Copyright Law as amended July 30, 1947 (Section 5, Title 17, U. S. Code Annotated) gives the classification of works for copyright registration.

- (a) Books, including composite and cyclopedic works, directories, gazetteers and other compilations.
- (b) Periodicals, including newspapers.
- (c) Lectures, sermons, addresses (prepared for oral delivery).
- (d) Dramatic or dramatico-musical compositions.
- (e) Musical compositions.
- (f) Maps.
- (g) Works of art; models or designs for works of art.
- (h) Reproductions of a work of art.
- (i) Drawings or plastic works of a scientific or technical character.
- (j) Photographs.
- (k) Prints and pictorial illustrations including prints or labels used for articles of merchandise.
- (l) Motion-picture photoplays.
- (m) Motion pictures other than photoplays.

13.3 Plagiarism, Infringement, Piracy

What is *plagiarism*?

Plagiarism is the appropriating of another's literary creation and passing it off as one's own original work. Strictly speaking, plagiarism refers to material which is *not* copyrighted—writing whose copyright has lapsed or which was never copyrighted.

Plagiarism as it is generally understood, however, covers piracy and infringement of the copyright law and is subject to legal redress.

Plagiarism may be one of two kinds: (1) intentional copying, (2) imitation which is the result of subconscious recollection of another's phrases or thoughts.

What is *infringement*? *Piracy*?

Infringement and piracy are interchangeable terms as they refer to copyrighted material.

Infringement is the encroachment upon the right of an author or publisher to material protected by a valid copyright. Piracy has an additional significance which describes a violation of commonlaw right in intellectual production not protected by an effective copyright.

What *sources* may a writer draw on legally and ethically?

Anyone may use all original sources of information—codes, records, laws, official reports. He may use facts, geographic settings, customs, folklore and historic incidents. Basic themes and ideas are not copyrightable, but their development is. Material previously copyrighted but whose copyright has expired may be used. How ethical the use of such material is, however, is debatable.

How much can one quote word for word from the writings of another?

Some quotation is usually welcomed by an author provided he is given proper credit for his work. However, quotations which embody the essence and substance of a writing is not permissible. If lengthy or substantial parts are to be quoted, permission should be received from the author and the publisher.

What is the *penalty* for plagiarism?

Loss of literary reputation and payment of damages.