Appendix

The Wrap-up

A Final Word to the "Up-and-coming"

DO'S AND DON'TS

PERHAPS the usual formalities should be shunned to permit the authors to preface the appendix with the admonition that it should not be taken too seriously, for no doubt objection successfully could be raised to many of the "don'ts" listed. This is because custom, usage, and style vary to an astonishing degree in different areas of the United States, and even in individual states. Several Eastern newspapers, for example, capitalize the seasons of the year, whereas such capitalization is seldom seen in newspapers in the South. Similarly, a newspaper in the District of Columbia never uses the word "Negro" except to denote a racial division, preferring for the more ordinary usage the term "colored."

The following list of "don'ts," however, can be safely applied to the majority of all types of publications in all sections of the country, for they represent a consensus of the style books of scores of newspapers, magazines, trade

journals, house organs, etc., from all parts of America. But remember that these rules, as all rules, must be used with a generous amount of common sense.

Needless to say, the "don'ts" in which incorrect grammar is involved cannot be violated, regardless of section or policy, for neither geography nor editorial opinion can transform bad English into good English.

Don't resort to "fine" writing, sensational phrases, and "eight-cylinder" words.

Don't use the same sentence structure continually—alternate it to increase effectiveness.

Don't begin succeeding paragraphs with the same word.

Don't overwork any writing device, such as the practice of beginning a paragraph with a direct quotation.

Don't take chances. Use the most reliable source of information; such as the city directory, almanac, dictionary, telephone directory, the Bible, a concordance, and an encyclopedia.

Don't begin a new paragraph on the last line of a page.

Don't write more than one story on a sheet.

Don't send out a news release without first rechecking it carefully.

Don't be haphazard. Make copy conform to the authorized style sheet.

Don't be too free with adjectives. Remember that the adjective usually expresses a personal view. Your idea of what constituted "a beautiful girl," "a brilliant individual," or "a stupendous-colossal picture" may not agree with the opinions of others. Portray your subject vividly but honestly, and let it inspire its own adjectives.

Don't, when you can avoid it, begin a sentence with the articles "a," "an," and "the," for these are comparatively dull words which have little power to sustain interest. Avoid beginning a sentence with numerals, for this makes

extremely awkward reading; either spell out the figures, or reword the sentence.

Don't use slang. This is perhaps more vulnerable to attack than any other rule given here, for hundreds of words and phrases that formerly were slang are now in good standing with the best lexicographers. For example, the term "behind the eight ball" appears in Webster's Dictionary, although it is generally accepted as slang. Similarly, there are endless instances where the employment of vivid slang expressions such as "scram" or "swell" may be applied, not only with impunity, but with general approval. Nevertheless, the average reader does not desire the printed word to challenge his knowledge of the underworld, the college campus, or the "rug-cutter's" clique; so if you must use slang, use it sparingly.

Don't take liberties with given names. No matter how well you know Winston Churchill and Joseph Stalin, your readers will not be amused by your referring to them as "Winnie" and "Joe," respectively. Of course, when persons are better known by diminutives, as Jimmy Dorsey, Lanny Ross, and Jackie Coogan, such names are properly used. Don't use nicknames unless they are necessary to assist in the identification of the persons referred to, as Jerome ("Dizzy") Dean.

Don't use the title "Mr." when the given name or initials precede the last name, as "Mr. J. B. Smith" or "Mr. James Burton Smith." The initials or given name is sufficient; subsequent reference to the person can be made as "Mr. Smith" or "Smith." This does not apply to the use of "Mrs." and "Miss"; "Mrs. J. B. Smith" or "Miss Janet B. Smith" is correct. "Messrs." is acceptable before a list of the initials and surnames of several men, and "Misses" before a similar list of initials and surnames of unmarried women; the plural "Mesdames," however, should not be used before the names of several married women. List

them separately as "Mrs. Grady C. Durham," "Mrs. Henry F. Jones," etc.

Don't use "Honorable" as a title in a press release unless the reference is to a British title, which is written "the Honorable."

Don't use the abbreviation "Rev." unless the name or initials precede the surname, as "the Rev. Bolton Boone." Never write "the Rev. Johnson." As with "Honorable," "Reverend" must be preceded by the article "the." Catholic priests should be referred to as "Father" or "the Reverend Father." The title "Father" may be abbreviated "Fr.," and it is acceptable to use "Msgr." for "Monsignor."

Don't split infinitives. "To seriously threaten" should be written "Seriously to threaten." The style of some newspapers permits a split infinitive in the rare case when awkwardness or ambiguity might result from simple recasting of the sentence. For example: Every effort will be made to adequately increase professional salaries.

Don't allow a lengthy or awkward title to precede a name, as "Acting Secretary to the Governor George Williams." Instead, write "George Williams, acting secretary to the Governor." It seems generally acceptable, however, to precede the name of a cabinet official with his title, as "Secretary of State James F. Byrnes," "Secretary of Commerce W. Averell Harriman."

Don't use the occupation or profession of a person to identify him without preceding it by the indefinite article unless the subject is well known. For example, while "Leopold Stokowski, the conductor" is correct, it is incorrect to write "John Smith, the carpenter." In the latter case, "John Smith, a carpenter" is the proper form.

Don't be guilty of international discourtesy. Never refer to a Chinese as a Chinaman or a Scotsman as a Scotchman. Needless to say, such allegedly humorous terms as "Polack,"

"limey," "skywegian," and "squarehead" are at all times taboo.

Don't use nineteenth-century style. Never say "deceased" for "dies," don't refer to a dead person as "the deceased," and don't say "the remains" for "the body." Don't call a coffin a "casket," and don't write that a funeral was held "from" a church. It was held "at" a church. Don't use "interred" for "buried."

Don't use "groom" when you refer to a "bridegroom," though it is permissible to say "bride and groom." Don't refer to the bride and groom as "the happy pair"; the proper word is "couple."

Don't use "during" unless you wish to indicate a continuing state. The statement "The labor contract was signed during August, 1946" means that the act of signing occupied the entire month; the sentence should read "The labor contract was signed in August, 1946" or "The contract was signed on Aug. 15, 1946."

Don't use "enthuse," "enthused," or "enthusing," for these words are colloquial. "He was enthused over the prospect" should be written "He was enthusiastic at the prospect" or "He displayed enthusiasm for the idea."

Don't use high-sounding or fancy synonyms for the simple word "said." For example, it would be absurd to write "My friend stated that his section has been having incessant rain" or "Mr. Jones stated to me that he had suffered an attack of lumbago." "Stated" should be reserved for more significant or consequential matters, as "The judge stated that the law in this instance was clear" or "The President stated his opinion that war is imminent."

Don't use superfluous descriptive words. "Close proximity" is incorrect, for "proximity" means close. "Most unique" is incorrect, for "unique" means single or without equal, and there can be no comparative degrees of this

quality. "Most perfect" or "more perfect" is incorrect for the same reason.

Don't use such superfluities as "Dr. Smith spoke at the luncheon and said. . . ." The fact that he "said" anything presupposes the fact that he spoke. Similarly, "Early yesterday morning" should be written "Early yesterday," as "morning" here is presupposed. Don't write "The building was totally destroyed"; "destroyed" is sufficient.

Don't use "partially" for "partly." Write "The building was partly destroyed," not "The building was partially destroyed."

"Don't use clichés or hackneyed expressions. Such gems as "any manner, shape, form, or fashion," "ready, willing, and able," "last, but not least," "without fear of contradiction," "without rhyme or reason," and "first, last, and always" are now associated with old-school politicians and spellbinders. Use clear-cut and vigorous phraseology for such trite expressions.

Don't use "over" for "more than." Instead of saying "The village was attacked by over 10,000 soldiers," use "The village was attacked by more than 10,000 soldiers."

Don't be guilty of the following errors. Avoid such statements as "He was loaned an automobile"; write "An automobile was loaned him." Don't use "bring" for "take," "should" for "would," or "shall" for "will." When in doubt, consult a textbook.

Don't use occupations as adjectives. "Lawyer" Johnson, "Druggist" Smith, and "Banker" Williams are all bad form.

There are certain exceptions, such as "Secretary" Patterson, "Attorney General" Clark, and, of course, "Doctor" Jones, which are correct. Be discreet, and use your judgment.

Don't write "liable" when you mean "likely." One is likely—not liable—to catch a cold. "Liable" often has a legal connotation.

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Don't write "The girl graduated from Vassar." "Was graduated" is correct.

Don't use the word "colored" to indicate a Negro, for yellow, brown, and red people are also colored. Negro should always be capitalized, just as Caucasian, Mongolian, etc.

Don't confuse the terms "audience" and "spectators." A lecturer or a pianist has an audience; those witnessing a football game are spectators.

Don't use "amateur" when you mean "novice" or "beginner." Many amateurs are highly skilled.

Don't write "balance" for "remainder." "Balance" usually signifies difference between income and expenditures or deposits and withdrawals; its use to indicate "remainder" is colloquial.

Don't be careless with tenses. "Broadcast" and "forecast" are used for both the present and past tenses; "broadcasted" and "forecasted" are incorrect. The past tense of the verb "lead" is "led"—not "lead." "Dove" is not the past tense of "dive"; write it "dived."

Don't misspell. Don't depend on proofreaders to correct your spelling errors. Here is a list of some of the most common spelling mistakes:

Right	Wrong	Right	Wrong
supersede	supercede	abattoir	abbatoir
consensus	concensus	liquefy	liquify
heinous	henious	rarefy	rarify
accompanist	accompaniest	genealogy	geneology
mayoralty	mayorality	restaurateur	restauranteur
picnicking	picnicing	abscess	abcess
battalion	batallion	emanate	emmenate

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You can't go wrong if you consult the dictionary!

Don't write "a number of" when mentioning an indefinite number; say "several."

Don't write "last" when you mean "latest." When you write of an author's "last" book, you mean his final book before his death or his retirement from writing.

Don't misquote. Quotations from the classics can frequently be used to advantage, but be sure they are correctly cited. There are many authoritative works on this subject; there is thus little excuse for you to allow a misquotation to snare or embarrass you.

Don't write "people" for "persons," or vice versa. "People" usually denotes a major population group, as "the people of the city" or "the American people"; "persons" refers to minor groups, as "500 persons were in the chorus," or "the boat holds 20 persons." "People" for "persons" is sometimes found in extremely informal writing, where it may be not out of place.

Don't use "following" for "after." "Following the battle the treaty was signed" should be written "After the battle. . . ."

Don't confuse "plurality" and "majority." If Jones receives more votes than both Smith and Williams combined, he has a majority. If he receives more votes than either but not more votes than both, his plurality is his excess over his nearest competitor.

Don't confuse "take place" and "occur." A festivity or a planned event takes place. Accidents, earthquakes, and phenomena occur.

Don't write "commence" or "inaugurate" for "begin."

ABBREVIATIONS

Don't abbreviate, when you are in doubt,
Christian names.
The word "Christmas."

Names of cities.
The word "cents," except in tabulations.
Auxiliary nouns when used as parts of names: Watson *Associates,* Central *Street,* Hendrix *College.*
Points of the compass except with figures.
Days of the week.
Years, except in referring to college classes.
Names of centuries: nineteenth (not 19th) century.
The word "per cent," except in tabulations.
"Professor" to "Prof." except before a full name.
"Et cetera" to "&c." Use "etc."

Abbreviate

Books of the Bible when the name of the book contains more than one syllable.
Names of states only when they follow names of cities: Memphis, Tenn. However, Idaho, Iowa, Maine, Ohio, and Utah should be spelled out.
Names of political parties when used in statistics or parenthetically.
The word "and" to "&" only in business titles: H. A. Bruno & Associates.
All other titles only when the first name or initials are used: Gov. W. B. Smith.
"Saint," "Mount," and "Fort" before names: Mt. Vernon.
"Junior" and "Senior" when used after names.
Common designations of weights and measures when occurring, in combination with figures, several times in a story: 20 by 45 yd., as compared with 15 yards by 60 yd.
The phrases "master of arts," "doctor of philosophy," etc.: M.A., Ph.D.
Air lines, railways, and railroads, when initials are

used for the name of the railroad or air line: L. & A.K.C.S. Ry., T.W.A.

Names of months that contain more than five letters, but only in dates: Aug. 29.

The titles "Dr.," "Mr.," and "Mrs.," "the Rev.," "M.," "Mme," and "Mlle." Nouns expressed in figures as for prisoners: No. 2345.

Hours of the day: 3 P.M.

Addresses

Spell out numbered streets to Tenth.

"Major Rufus W. Fontenot, 531 Chartres Street," is correct. If there is no street address, write it "Robert C. Covington, Wadesboro."

Capitalization

Don't capitalize, when you are in doubt,

Titles when they follow a name: John Doe, chief engineer, except in addresses and signatures.

Debate questions, except the first word.

College degrees when spelled out.

Common religious terms: scripture, gospels.

Such words as gulf, island, lake, county, district, and ward when used singly: Gulf of Mexico, but the gulf.

Titles in lists of officers.

Points of the compass: northeast.

Common nouns that originally were proper nouns.

Adjectives, derived from proper nouns, that have lost their original association.

Names of studies except languages.

The abbreviations A.M. and P.M.

The word "former" when it precedes a title.

Auxiliary nouns (see page 313).

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Capitalize

All proper nouns.

Names of political parties, religious denominations, and religious orders.

Acts of Congress: Selective Training and Service Act.

Political and geographical divisions and regions when used as nouns: South Pole.

Words signifying divisions of real estate or documents: Lot 1918, Room 125, Doc. 207.

All cabinet officers: Secretary of State.

Horses' and dogs' names, but do not use quotation marks also.

Directions when used to denote national subdivisions: the South.

Names of varieties of horses, flowers, fruits, etc.: Persians, American Beauty roses.

Fanciful or popular appellation as if a real name, as of cities, states, nations: Crescent City, Hoosier, City of Churches.

Abbreviations of college degrees.

Names of places or official residences: White House.

Capitalize, with the name or standing alone, the titles of national or state legislative bodies and the name of domain or administrative subdivisions of any country.

Names of races, nationalities, athletic teams, and clubs.

First and principal words in titles of plays, books, etc.

Titles when they precede proper nouns.

Colon and Semicolon

Use the colon to introduce a resolution: Resolved: . . . .

Use the colon after a statement introducing a direct quotation of one or more sentences. This does not apply to ordinary dialogue.

Use the colon to introduce a series: Those elected are: Mrs. John Doe, president, etc.

Use the colon in giving the time of day: 9:45 P.M.

Use the semicolon to separate items that contain commas in a series of names and addresses.

Use the semicolon to separate coordinate clauses when there is no coordinate conjunction: There she goes out the door; we should have taken the short cut.

Use the semicolon to separate items that contain commas in a series giving election results: Bankston, 7,995; Vernon, 6,782.

COMMA

Adjectives modifying the same noun should be separated by commas.

When a clause ending in a verb is immediately followed by another verb, a comma should separate the verbs: Whatever is, is right.

Separate the parts of a date by commas: Sunday, Dec. 7, 1941.

A nonrestrictive adjective clause should be set off by commas.

When an adverbial clause begins a sentence, separate it from what follows by a comma.

A comma should be used to separate the main clauses of a compound sentence. (If these clauses contain commas, use a semicolon to separate them.)

Set off by commas a noun used in direct address: Mary, how is your mother?

Use the comma in scores: Juniors, 2; Seniors, 1.

Use commas to set off parenthetical matter.

Omit the comma before "of" in such a construction as "George Brown of New York."

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Dash

Use the dash to set off a parenthetical expression.

Use the dash after a man's name placed at the beginning of a statement in an interview:

Mr. Carroll—Why did you make that statement?

Mr. Marks—To express my feelings, Sir.

Donna (blushing)—Oh, I'm so embarrassed.

(Quotation marks are omitted with this form.)

Use dashes to indicate broken speech.

Use dashes to indicate the omission of letters.

Figures

Use figures for all sums of money, scores, telephone numbers, street numbers, degrees of temperature, times in races, automobile numbers, latitudes and longitudes, distances, votes, betting odds, ages, percentages, and dimensions. Certain phrases involving the use of figures should be spelled out: one case in a hundred.

In sentences requiring more than one numeral, one below 10 and the other 10 or above, use figures for both.

Avoid unnecessary ciphers: 11 A.M., not 11:00 A.M.; $50,000, not $50,000.00.

Clock time—use 11 P.M.

Spell out round numbers (a hundred cows) and indefinite or approximate numbers (ten or a dozen; eight or ten persons). Numbers from one to nine, inclusive, should be spelled out. Numbers 10 and higher should be written as digits. However, as already mentioned, figures may be required for uniformity within a sentence: a flock of 12 chickens, 7 turkeys, and 4 geese.

If a sentence begins with a number, spell it out.

All numbers in statistical material should be written in figures.

Spell out numbered streets to Tenth.

Write it "50th."

Spell out fractions, except after figures: one-half, but 2½.

Write it "June 21, 1946" and "Nov. 28, 1946"; omit "st," "d," "th" after dates.

Hyphen

When two words are united to express a new meaning, they should either be printed as one word or hyphenated.

Omit the hyphen in words whose first syllable ends with the same letter as that with which the second syllable begins: cooperate, reelect, reestablish.

Use the hyphen in titles that begin with the word "vice."

Use the hyphen with prefixes joined to proper names: un-American.

Use the hyphen in compound adjectives preceding the noun: a well-known person. Omit the hyphen from such compounds, however, if one of the parts is an adverb ending in "-ly": a newly married couple.

Use the hyphen in measures if employed as adjectives: 1½-in. coupling.

Omit the hyphen in "today" and "tomorrow."

Omit the hyphen in Latin forms used as adjectives: an ex officio member, prima facie evidence.

Write the following as shown: anybody, everybody, nobody, somebody, anyone, everyone, no one, some one.

Compound numbers and fractions are hyphenated: three-fourths.

Do not hyphenate civil and military titles: brigadier general.

Parentheses and Brackets

When a legislator's political party and state are to be indicated in shortened form, use parentheses: Rep. Wilbur D. Mills (Dem., Ark.).

Brackets should be used to enclose a phrase already marked by parentheses.

Use brackets to enclose matter inserted by someone other than the author: They [the Dodgers] are expected to contest the game.

When the name of the state, though not a part of the title, is given with the name of a newspaper, use this form: Bunkie (La.) *Record.*

Use parentheses to enclose figures that indicate subject divisions, as "Twelve points were raised: (1) cost of construction, etc."

Avoid parentheses as much as possible. When parentheses are used, punctuate the remainder of the sentence as if the parentheses and the enclosed words were not there.

Period

Use the period after the last parenthesis if the final words of a sentence are parenthetical: Once he was a rich banker (so his wife had said).

Use the period with all abbreviations except government agencies like RFC, FBI.

Use the period with the abbreviation of a college degree: B.A.

Use the period before the last parenthesis mark when an entire sentence is enclosed: (See pictures on page 4.)

Omit the period after nicknames.

Use a series of three periods (leaders) to indicate omission of quoted matter.

Omit the period after headings, captions, subheads, figures, single line heads, Roman numerals, letters used in formulas, and the words "per cent" and "pro tem."

Apostrophe

Use the apostrophe to make clear the omission of a letter: can't, it's.

Use the apostrophe in unusual plurals: Co.'s, V.F.W.'s, the four B's, the 1890's.

Use the apostrophe with college classes: Brown '45.

Use only one apostrophe to indicate common possession: Sam and Ella's car.

Use the apostrophe to indicate possession except in pronouns: Henry's, but theirs, yours, its, etc.

Omit the apostrophe in "bankers association," "golfers clubs."

Omit the apostrophe before common contractions like "bus," "phone," and "plane."

Quotation Marks

Use quotation marks in quoting all direct testimony, conversation, and interviews given in direct form, except when the name of the speaker given with a dash (question and answer form) precedes.

Use quotation marks for all quotations when they are to be set in the same type and measure as the context, but not when they are in narrower measure or smaller type.

Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but only at the end of the last paragraph.

Within a quotation, a quotation requires single quotation marks, but a third quotation reverts to double quotation marks.

Periods and commas are placed inside quotation marks. Question marks, colons, and semicolons are placed outside the quotation marks except in cases where the punctuation is part of the quotation.

Use quotation marks to set off a word of unusual meaning or an unfamiliar, excessively slangy, or coined word the first time it is used, but not thereafter.

Use quotation marks in naming books, paintings, operas, magazine articles, songs, dramas, lectures, and sermons.

Avoid quotation marks in naming characters in plays or novels, with names of newspapers or other periodicals (use

italics), with common nicknames except when used with the full name, and with names of animals.

PRESS TERMS

Ad. Advertisement; additional news copy to be appended to a story.

Add. Additional news material to be appended to a story.

Ad side. The part of the composing room where advertisements are set.

Advance. A story concerning a future event.

Agate. Type measuring 5½ points in depth. Newspaper columns and advertisements are measured by agate lines.

Alibi copy. News-story duplicates placed in the morgue.

Alley. Print-shop aisle.

All in hand. Copy is said to be "all in hand" when it has been distributed to the compositors.

A.M. A newspaper appearing in the morning.

Angle. Aspect of a news story; a press agent "angles" a story, meaning that he wants to give it a particular slant or build up some obscure point.

Angle bars. Press devices for turning paper into folder or in a new direction.

A.P. Associated Press.

Art. Newspaper illustrations.

Assignment. A reporter's designated task.

Assignment book. Record of assignments.

Assignment man. A newsman usable for general commissions.

Astonisher. Slang for exclamation point.

Bad break. Awkward typographical appearance resulting when body type begins a new column or new page with a short line and also when a story ends a column with a paragraph but continues elsewhere.

Bank. Lower section of a headline; a table on which set type is placed.

Banner, banner line. A page-wide head in large type.

Bar line. See crossline.

Beat. A reporter's regular territory for news coverage; a story published solely by one newspaper.

Ben Day. Term referring to mechanical process for shading line engravings.

B.F. Bold- or black-faced type.

Binder line. One line of large type, on an inside page over an especially lengthy story or a number of stories on one general topic.

Blanket head. A headline across all the columns above a story or department.

Blind interview. An interview that does not reveal name of interviewed person.

Blind query. A query not giving definite information.

Blotter. Records of arrests made by police.

Body type. Type in which the major part of the newspaper is set, usually 8 points.

Boiler plate. Syndicate materials in metal-plate form.

Border. Type-metal strips used to box a story or head.

Box. Type bordered by rules.

Box head. A headline enclosed in a border.

Box story. A story enclosed in a box.

Break. The point at which a story goes from one page or one column to another. A story "breaks" when it is available for publication. Or the press agent, publicity man, or news editor "breaks" a story, *i.e.,* makes it public by printing it.

Bromide. A trite expression; a stereotype.

Bug. A type ornament, now out of style, used in a headline or beside a cut.

Bulldog. Early edition.

Bulletin. Significant last-minute news.

Bullput. First mail edition of Sunday newspapers.
Bureau. News-gathering body organized in a center of importance.
By-line. Signature above a story.
By-line story. A signed story.
C. and l.c. Capital and lower-case letters.
Canned copy. Material received from publicity offices of press agents.
Caps. Capitals.
Caption. Explanation of a photograph, illustration, or diagram.
Case. Cabinet or type where printers work.
Catch line. See slug.
C.G.O. "Can go over," meaning that the story is such that it can be printed at any time.
Chase. Metal frame used for holding page form, type, and cuts ready for printing.
Check up. To verify information.
Cheesecake. A term coined by newspapermen and publicists to describe the pictorial strip tease that is an indispensable part of journalism and publicity the world over; it is also referred to as "leg art."
Circus make-up. The use of many headlines of various sizes and many kinds of type to create a bizarre effect.
City editor. Head of the local news department of a newspaper.
City room. Workshop for handling local news.
Clean proof. Proof with few errors.
Clips. Clippings from newspapers or morgue files.
Clipsheet. Publicity prepared in sheet form for easy use.
Col. Column.
Coloroto. Colored rotogravure.
Composing room. Department where type is set.
Composite story. A story containing numerous angles.
Compositor. Person who sets type.

Condensed type. Type that is narrower than standard width; other widths include standard, extended, and extracondensed.

Copy. Manuscript.

Copy cutter. Employee of the composing room who cuts up manuscripts for rapid setting and who distributes copy among typesetters.

Copy desk. Where copy is edited.

Copy editor. See copyreader.

Copyholder. Proofroom employee who reads aloud to the proofreader from manuscript.

Copyreader. Newsroom employee who reads, edits, and headlines manuscript.

Correspondent. Out-of-town reporter.

Cover. To get the facts.

Credit line. Line acknowledging source of stories or cuts.

Crossbars. Press device to guide or turn print paper.

Crossline. Portion of a headline differentiated from the top and banks.

Cub. An unseasoned reporter.

Cut. A newspaper engraving; to cut a story is to shorten it.

Cut line. Caption for a cut.

Cutoff. A rule across a column or columns to separate one part of the page from the rest of it.

Dashes. Short lines that separate parts of a headline, headlines and stories, and stories from each other. Normally, dashes separating stories are somewhat longer.

Date line. Place of origin and date put at the beginning of nonlocal news; the top line of a page, giving the publication date.

Day side. The newspaper personnel working during the daytime.

Dead. News material, especially type, that is no longer usable.

Dead bank. Composing-room rack for holding type no longer available for use.

Dead line. The time when a story must be completed or an edition goes to press.

Deck. Part of a headline.

Desk. The copy desk where stories are edited and headlined.

Desk editor. Editor having charge of assignments for reporters.

Dingbat. Headline or cut ornament; a boxed story.

Dinky dash. A special dash used as a substitute for subheads or as a separation between short items.

District man. A reporter assigned to a particular district.

Dogwatch. See lobster shift (trick).

Dope. Advance news information, frequently rumor.

Dope story. A story, commonly by-lined, explaining a situation and giving the opinion of others as well as that of the writer.

Doublet. Material set twice and repeated in the same paper.

Dream up. A publicity man "dreams up" an angle, stunt, or situation.

Drop head. Headline that accompanies a streamer as a subhead.

Drop lines. Lines that are stepped, for instance, the first line being indented two spaces, the second indented four spaces, and the third indented six spaces.

Dummy. Diagram showing the layout of a page.

Dupe. Inadvertent repetition of a news item; also carbon copies of a story.

Ears. Small boxes appearing in the upper corners of any page.

Edition. Newspaper copies printed during one press run, such as "Mail," "Home," "Final."

Editorialize. Inclusion of opinion in a news story or headline.

Em. A measure of type width.
En. One-half em.
Exchanges. Copies of other newspapers received on an exchange basis.
Exclusive. A story published by only one newspaper.
Extra. A newspaper edition other than the regular one.
Fake. A fraudulent, invented story.
Feature. A story that, though timely and interesting, is not exactly new; the significant fact of a story; to feature a story is to give prominence to it.
File. To dispatch a story by cable or telegraph.
Filler. Material that can be used at any time or to fill space.
Fingernails. Slang for parentheses.
First day story. A current story; one published for the first time.
Five W's. Who? What? When? Where? Why?
Flag. The newspaper title appearing on the first page; a lead sticking up in type as a warning to printer that correction or addition is to be made.
Flash. A message giving the first brief news of an event.
Flimsy. Thin carbon copy of a manuscript.
Flush and hang. First line set even with left margin and subsequent lines indented one em or more.
Fold. Place where the half fold is made in a newspaper.
Folio. A page; a page number.
Follow, follow-up. A story giving later developments of one printed earlier.
Follow copy. Instruction to compositor to set the copy precisely as it is written.
Folo. Follow; instruction to reporter to obtain new developments of a story.
Font. A complete assortment of type of one style and size.
Footstick. The bottom heavy metal bar of a chase used in locking it.

Form. A page of type locked in a chase and ready for press.

Fotog. Photographer.

Fudge column. A first-page column for last-minute news.

Furniture. Wood or metal pieces, less high than type, used for packing type in order that a form may be locked.

Future. Memorandum of a future event.

Galley. An oblong metal tray for holding type.

Good night. Closing of the news division after the final edition.

Grapevine. Set copy that may be used at any time as filler.

Green proof. Uncorrected proof.

Guideline. Title of a story in one word; slug line.

Hairline boxes. Thin-line boxes.

Half stick. Type set in half-column width.

Half tone. A picture that is photographed on metal through a screen and chemically or electrolytically etched.

Hanging indent. Type set with first line flush and the remainder indented at the left.

Head. Short for headline; headings of news stories.

Head of desk. Employee having charge of copy desk.

Hellbox. Container for discarded type and furniture.

High leads. Leads that stick up in the columns and print in an undesirable fashion.

High lines. Lines of irregular depth resulting from a faulty linotype.

Hold for release. Instructions placed on copy to be set but not printed until the editor in charge so orders.

Holding. Holding a paper is delaying the dead line for a news story.

Hole. Vacancy in a page.

HTC., HTK. "Head to come"; used when a story is rushed to the composing room before the head is written.

Human interest. A story or phase of the news appealing emotionally.

Indent. Instructions to compositor to start a line a specified distance in from the margin.

I.N.S. International News Service.

Insert. News copy to be incorporated in a story that has gone to the composing room.

Interview. A conference for the purpose of obtaining news.

Itals. Italics.

Jump. The carrying of a story from one page to another.

Jump head. A headline identifying a continued story.

Justifying, justification. Spacing out a line to fill a column or type to fill a form.

Kill. To exclude from copy; to destroy a story in type.

Label. A colorless headline.

Late watch. The reduced staff that stays to handle late stories and late editions after the greater part of the editing and printing is complete and most of the staff has been released. The late watch on a morning paper is from 1 to 4 A.M.

Layout. A sheet ruled into columns representing a page on which the positions of stories or advertisements are indicated.

L.c. Lower case.

Lead. The introduction (sentence or paragraph) of a news story; the chief story of the day.

Leaders, leaders out. Instruction to printer to run a row of dots to the matter at the end of the line.

Leg art. See cheesecake.

Legman, legger. One who gathers news but does not write it.

Libel. A false or defamatory presentation.

Library. Files of newspaper clippings and other reference material.

Line over the top. A banner or streamer at the top of page 1 above the newspaper's name.

Lino. Linotype, a machine for setting type.

Live program. A radio program that is not transcribed.

Live talent. Term used in publicity and advertising to specify that the broadcast is made by the talent in person and not by a recording.

Lobster shift, trick. The late watch; on an evening paper the early watch.

Local. News story occurring in the territory covered by the paper.

Localize. To emphasize a story's local aspects.

Local newsroom. The working quarters of the city news staff.

Log. Book of assignments.

Logotype. A single type that contains two or more letters.

Magazine. Section of a linotype machine containing matrices.

Make over. To rearrange a page of type or pages to accommodate new stories or to better the appearance.

Make-up. The placement of stories, pictures, and advertisements on a page.

Make-up man. Printer having charge of assembling one or more pages.

Markets. Section devoted to financial, grain, livestock, and produce news.

Masthead. The editorial page heading that supplies information about the newspaper.

Mat. Matrix; the papier-mâché mold of a page of type used for making a stereotype plate; the linotype brass mold for casting type.

Minion. Seven-point type.

Miscellany. Plate matter consisting of filler material.

More. Word written at the end of each page of copy except the last.

Morgue. A reference file of newspaper clippings and other useful information.

Must. Instruction on copy meaning that it must be printed without fail.

Name plate. Newspaper's name as carried on page 1.

Night side. The division of the staff that works at night.

Nonpareil. Six-point type, a measurement of type widths.

Obit. Obituary; general biographical information, not necessarily that of deceased persons.

Overline. Caption appearing above a cut.

Overnight. An assignment for the following day.

Overs, overset. Type set in excess of that needed to fill the paper.

Page opp. Page opposite, meaning the page opposite the editorial page.

Page proof. Proof of the whole page.

Patent insides. Metal plates bought from syndicates and service agencies and ready to use as inside pages.

Personal. A brief news item concerning one or more persons.

Phat, fat. To hold type for possible repetition is to phat it. A fat take or page is one of many cuts or other matter not requiring setting. Fat type is extended type, and a fat line is one that cannot be set in the space available.

Photoengraving. See half tone.

Pica. Twelve-point type.

Pickup. Standing type that is to be included with new copy; an instruction to the composing room to include such type with that which is being set.

Pied. Type that is in disorder and unusable.

Pitch. The theme or angles of a story, program, or plan to be emphasized.

Pix. Pictures.

Planer. Printer's wooden block used to make even the type surface of a form ready for locking.

Plate. A page of type that is cast in metal and is ready for locking on the press.

Play up. To display a story prominently.

Please use. Instruction to use the copy if possible.

P.M. A newspaper appearing in the afternoon.

Point. Measurement for type sizes, a point being 1/72 inch.

Policy. A newspaper's stand on a public issue.

Pork. Reprint or time copy.

Postscript. A page rearranged between editions for corrections or the accommodation of new and important stories.

Precede. Material that is to precede a news story.

Press association. An organization for gathering news for distribution to many papers.

Printers. Employees of the composing room who correct type and assemble it in the chases as directed.

Proof. An imprint of type on paper taken so that errors can be corrected.

Proofreader. One who corrects proof against the copy.

Puff. Publicity story that is personal.

Pull in. Printing matter without waiting for proofroom corrections.

Punch. A quality in words, stories, and headlines that makes them vigorous, "snappy," appealing.

Put to bed. Locking up the forms in preparation for printing an edition.

Q and A matter. Question and answer material, such as testimony in court, *i.e.*, printed verbatim.

Quad. A blank space or type character with a width equaling its height.

Query. Correspondent's telegraphic synopsis, indicating existence and nature of a story. On the basis of this summary the telegraph editor designates the number of words desired.

Quote. Quotation.

Rack. Cabinet containing galleys of type.

Railroad. To rush copy in an emergency to the composing room without careful editing.

Release. An instruction to print a story set earlier and held for later disposition.

Release copy. Copy to be published at a specific date.

Replate. Postscript.

Reprint. Material, printed first in late editions, that is thus usable in the following issue of the early editions.

Revise. Proof taken after type has been corrected.

Rewrite. To write a story again to improve, lengthen, or shorten it.

Rewrite man. One who writes stories from facts taken over the telephone; one who revises other reporters' copy or clipped stories.

Rim. The outer edge of the desk, usually in the shape of a horseshoe, where copy is edited and copy editors sit.

Ring. Drawing a ring around an abbreviation, numeral, or symbol in a manuscript is an indication to spell out; on the other hand, drawing a ring around a spelled-out word, numeral, or symbol is an indication to abbreviate or use figure or symbol.

Ring bank. Composing-room stands where type is corrected.

Ring machine. Linotype machine devoted to making type corrections.

Ring man. Printer correcting type.

Roto. Rotogravure.

Rule. A metal strip that is the height of the type and prints as a line. Column rules make the printed lines separating the columns of a paper.

Rule for insert or for pickup. Instruction to printer to turn a type rule to indicate the place for an insert in the body of a story or that type already set is to be incorporated in the story.

Run. A reporter's regular territory.

Run-around. Type to be set around a cut of odd measure.

Run flat. To set the manuscript without revision.

Run in. To make into one paragraph a series of paragraphs or names; to combine sentences.

Running story. A news story that continues over a period of time; a story sent to the composing room in sections.

Rush. Instructions on copy to ensure rapid handling in the composing room.

Sacred cow. Slang for material of interest to the publisher or superior editors and that must be printed.

Schedule. A list of assignments kept by the city editor; a list of stories edited and headed by a copy editor; a dummy page.

Scoop. An exclusive story printed by only one paper.

Second day. Story developing out of one printed previously.

Second front. The first page of a newspaper's second edition.

Sectional story. A big news story with different aspects appearing under two or separate headlines; a story sent in takes to the printer.

See copy. Copy-desk instruction to the composing room to refer to the copy for verification.

Set and hold. Hold for release.

Set flush. Instruction to set without paragraph indentation or margin.

Shank. Main body of a type unit.

Sheet. Vernacular for newspaper.

Shorts. Relatively unimportant brief stories.

Shots. A plug; a publicity man or a press agent proudly points to a "shot" in Winchell's column.

Shoulder. Top surface of type.

Shouts. Exclamation points.

Sit-in man. Substitute for head of the copy desk.

Sked. Schedule.

Skeletonize. Framing a cabled story so as to omit unimportant words. Code words are frequently used.

Slant. Emphasis placed on a particular aspect of a policy story.

Sleuth. Term for reporter specializing in stories involving extensive investigations.

Slot. Place where the copy-desk editor sits.

Slug. Notation placed on copy to identify the story; a guide line in type.

Small caps. Small capital letters.

Soc. Society; used to indicate copy for society columns.

Space. Blank type unit for spacing between words.

Spike, hook. To reject copy or to hold it for possible future use.

Split page. First page of second section.

Spot news. Unexpected, live, important news.

Spread. A chief story and its auxiliary stories; a story requiring a head at the top of a column; also used at times to indicate the head itself.

Squid. A brief news item.

Standing ads, heads, tables. Type kept on hand for repetition.

Standing boxes. Type boxes that are kept as framework for future use.

Star edition. Refers to order of editions, one star being the first, two stars being the second, four or five stars being the final edition.

Steam table. Mechanical device at which matrices of page forms are made.

Step lines. Drop lines.

Stet. Let it stand.

Stick. A measuring unit for type equaling approximately 2 inches; a typeholder.

Stone. A stone- or metal-topped bench or table upon which a page is assembled.

Story. An article written by a reporter.

Straight news. An unembellished account of news facts.

Streamer. See banner.

String. Newspaper clippings pasted together in a strip or scrapbook.

Stuff. Raw news material.

Stunt. Any situation publicizing an individual, idea, or product, and involving anything from having the person hang by his feet from the Woolworth Building to giving a dinner party at a fashionable club. The situation need not be sensational or spectacular, but it must be newsworthy.

Subhead. A line of type differing from body type and used to break up a long story.

Summary. A brief statement of a news story.

Summary head. A head incorporating answers to the five W's.

Sunrise watch. Dogwatch, or lobster shift.

Suspended interest. A story whose feature or climax appears near the end.

Syndicate. An association that, in conjunction with or apart from a newspaper, buys or sells news stories, features, and other material for newspaper use.

Table. Tabulated statement.

Take. A section of a story sent to the composing room by the copy editor or given to an operator by the copy cutter.

Telephoto. Photograph received by wire.

Third stick. Instructions for setting type one-third of a column wide.

Thirty. The end.

Tie-back, tie-in. Inclusion of previously printed information in a later story to refresh the reader's mind.

Tight paper. A paper so filled with advertisements that a reduction of news space is necessary.

Time copy. Copy held for later use after it has been set.
Tip. Information suggesting a story.
Title line. By-line.
Toenails. Slang for parentheses.
Tombstone. Effect produced when two headlines in capital letters and the same size and kind of type appear side by side, giving the effect of one head instead of two.
Top heads. Top-column headings.
Top lines. Lines of type that form the top of a headline.
Tr. Transpose.
Trim. To shorten a story.
Turn. A story running from the bottom of the last column of the first page to the top of the second page first column is said to turn.
Turn rule. Instruction to printer to turn up the broad edge of a rule, thus indicating a place for correction. A rule has both broad and thin edges. The common position of the metal strip is with the thin edge up.
Turn story. A story running from the first page last column to the second page first column and requiring no jump head.
Two-line initial, two-line figure. Initial and figure two lines in depth.
Type high. Printing height, 0.918 inch.
Typo. Typographical mistake.
U. and l.c. Upper and lower case.
Underline. Explanation under a cut.
U.P. United Press.
U.S. Universal Service.
Verse style. Instructions to set as poetry.
When room. Story may be used at any time.
Wooden head. Meaningless headline.
Wrong face, wrong font. Type differing in style or size from that specified.
Yellow, yellow journalism. Sensational.

A Final Word to the "Up-and-Coming"

EXAMPLES

From a report of Alice R. McCall, publicity secretary of the New Orleans Community Chest Committee, has been gleaned a summary of its publicity effort during a recent campaign:

Planning and Direction.—W. T. Harter, chairman of publicity; D. H. Haley, vice-chairman, assisted by members of an advisory publicity committee, composed of managing editors of newspapers, general managers of radio stations, publishers of trade magazines, and executives of advertising agencies and outdoor advertising firms.

The committee

1. Prepared the plan of organization and operation.
2. Prepared a tentative list of subcommittee members.
3. Developed a plan of procedure.
4. Formulated the general policy and time schedules.

At a general meeting June 4, 1941, the publicity program, making use of all major channels, was approved, and subcommittee members were appointed.

At a meeting held July 2, the campaign poster and slogan were selected.

Production.—G. J. Dureau, Jr., James Willson, assisted by editors, radio producers, artists and script writers, photographers, and motion-picture specialists.

The committee received the plan from the Planning and Direction Committee and proceeded immediately to consider material for all mediums to be in keeping with master plan. Preparation of copy, etc., was allotted to members of the committee according to specialized fields.

Coordination.—L. M. Williams, amateur motion-picture production; Moise Bloch, outdoor display; Herbert Kenny, advertising tie-ups; J. Earle Owings, transportation advertising; Edmund Coudrain, window displays; Wood Brown, Speakers Bureau; Rt. Rev. Msgr. George Andree, Church

Committee; Frank Bourgeois, public relations; John F. Bowan, Labor Committee.

The above committee met July 8 to consider ways and means of coordinating all publicity activity and to map schedules to produce maximum results. The committee agreed upon various schedules of activity from the date of opening to the climax of the 1941 drive.

Distribution.—G. J. Dureau, Jr., trailer distribution; James Willson, radio; Moise Bloch, outdoor display; Herbert Kenny, advertising; J. Earle Owings, transportation advertising; Edmund Coudrain, window displays; Miss Caroline S. Pffaff and Mrs. Annabel J. Nathans, neighborhood merchants' display space for school children's exhibits; Dr. Elizabeth Wisner and Miss Ruth McShane, Teachers' Manual Committee; James Calvert, Social Work Publicity Council.

The committee met July 12 to discuss distribution, which included arranging speaking dates for Speakers Bureau. The committee completed all data on possible distribution of campaign publicity and undertook to have publicity for the first month placed with the mediums.

Review of Publicity Effort. Newspapers.—From Labor Day until the closing meeting mention of the Community Chest was in the papers nearly every day. The newspapers covered campaign meetings and took frequent pictures as requested. They also came through with page 1 editorials as requested the last week of the campaign. The cartoonists from all local papers handled one or more cartoons during the drive.

The Trade Press and Special Publications.—There was an unusually good response from editors of special publications. The editors of trade magazines were most cooperative, and clippings of Community Chest news carried in these publications were mailed in for the Community Chest scrap-

book. A number of school papers carried stories and editorials featuring the campaign.

House Organs.—Practically every house organ published in New Orleans supported this year's drive. The items that appeared in these bulletins did much toward publicizing the campaign.

Literature.—Campaign booklet. Cover in two colors, illustrated with photographs by selected amateurs, who worked in connection with Williams's motion-picture committee; 34,000 distributed.

Church single sheet. One side reproduced campaign poster in two colors, making use of booklet cover cut; 45,000 were printed and distributed by employee group captains. The sheet featured an appeal drafted by the church committee chairman and subscribed to by members of the committee.

Employee-groups single sheet. Designed by representatives of local advertising agencies and distributed to 50,000 members of employee groups.

Colored-division leaflet. Featured colored appeals and distributed to 20,000 Negroes by the colored division.

Teachers' manual. A 24-page teachers' manual was printed and distributed to 3,000 teachers by Nicholas Bauer, superintendent of schools and chairman of the school division, with a letter to each teacher urging that the manual be used as teaching material. Bauer, in recommending the manual, said, "It sets forth the part played by each [Community] Chest contributor in helping to spin the wheel of opportunity."

"We've Given" cards, etc. These included solicitors' kits, speakers' bulletins, employee-groups' posters, special leaflets for doctors and professional people, a series of three mailing pieces to campaign workers giving the schedule for a week ahead, car and bus signs, and monthly statements.

Radio Speeches.—The five local stations gave the Community Chest two 15-minute periods and one 5-minute period a week for the period from Nov. 3 to Dec. 1 and gave additional time during one week of Dec. 8. The 15-minute periods were used for the Hollywood transcriptions made for the Community Mobilization for Human Needs, featuring Bing Crosby, Dorothy Lamour, and other stars of radio, stage, and screen. The 5-minute periods were used for speakers. Copy was sent the stations for inclusion in their news broadcasts.

Public Addresses.—Members of the Speakers Bureau appeared before meetings and luncheons. Engagements were also made to address students in schools and groups in the large business organizations.

Motion Pictures.—The Donald Duck trailer was run for a week in the major theaters and later for periods of 3 and 4 days in neighborhood theaters, during the period Nov. 7 to Dec. 6. News pictures and shorts were also shown during this period. A new publicity feature was the 16-millimeter sound-color film shown to 22 employee groups and organizations. The color photography was excellent, and the sound effects, after the first few showings, were satisfactorily handled by a Community Chest staff member.

News Pictures.—Pictures were taken by press photographers to illustrate the great need for contributions and to picture where the contributions go and the good accomplished by the Community Chest. Actual photographers were used in connection with all human-interest stories during the campaign.

Window Displays.—Impressive displays were arranged by the display managers at major department stores.

Outdoor Displays.—This included 12 billboards on donated space, red, white, and blue signs at important street intersections, and a Canal Street display. For the first time Canal Street was bannered overhead; the red, white, and

blue decorations were very effective. Boy Scouts distributed Community Chest banners to merchants on St. Charles, Camp, and Carondelet Streets, and 50 "We Share" flags, 5 by 8 ft, were displayed at entrances of Community Chest agencies.

Advertising Tie-ups.—The committee asked newspaper advertisers to run mats of the campaign poster and radio advertisers to give plugs to the Community Chest.

Transportation Advertising.—The Community Chest had a complete run of 250 car cards Nov. 7 to 30 and 55 outside bus signs starting Nov. 9.

Slogans.—The campaign theme was the slogan, "Be Thankful to Give the American Way," which was illustrated by a family group against an American flag background. The slogan appeared on all literature and in most of the advertising.