Style Sheet

of

The Minnesota Daily

and the

School of Journalism and Mass Communication

University of Minnesota

1966 Revision

STYLE SHEET

The Minnesota Daily
School of Journalism and Mass Communication

WHAT IS A STYLE SHEET?

It's a guide to usage in writing . . . it tells you when to capitalize, when to abbreviate, how to write figures, how to punctuate. It is arbitrary—some of its rules you will find in conflict with some you're asked to use in other context. But every professional publication adopts a style sheet of its own, in the interests of uniformity, of ease and speed of editing and of readability.

THIS STYLE SHEET . . .

. . . is prepared for use in *all* of the writing work in the School of Journalism, and for the Minnesota Daily and the Ivory Tower. Students in the School and writers and editors on the Daily and the Tower will be expected to follow it scrupulously.

HOW DO YOU USE IT?

Nobody is expected to memorize every rule in a style sheet. But every user must be able to apply its rules quickly and accurately. This means that he must familiarize himself thoroughly with its general outlines, and with its sections and organization. With familiarity, he can readily find the rule he needs in a particular writing or editing situation.

Most users of a style sheet find, in a fairly short time, that they know many of its rules, even though they haven't worked at memorization.

IS THIS STYLE SHEET UNCHANGEABLE?

There are two answers to this question.

The short-term answer is, "Practically." Students in journalism classes and workers on student publications are expected to observe it religiously, with no departures unless they are authorized by journalism instructors or the editor of the Daily.

But the long-term answer is that newspaper writing and editing styles change as do other styles. This is the third version of this Style Sheet (the first appeared in 1956). It incorporates changes, modifications and improvements suggested by 10 years of experience and by changing journalistic patterns. Future editions will show further changes as the need for them becomes evident.

The first Style Sheet editor was Robert Hosokawa, news editor of the Minneapolis Tribune in 1956, who had help from the School of Journalism faculty and editors of the Daily. It was revised first in 1959, and a second time in 1966. Revisions in this edition are largely the work of Editor Dan Wascoe and Copy Editor Donna Hasleiet of the 1965-1966 Minnesota Daily.

SECTION I—CAPITALIZATION

General rule: This style sheet prescribes a modified up-style for capitalization. This means that most titles, organization names, terms for governmental activities and other formal usages are written with capital letters. Up-style contrasts with the down-style which was in newspaper vogue for many years until its confusions and the advent of the teletypesetter in wire services caused a trend to wider use of capitals. Most magazines and other publishing enterprises use up-style.

1. University

a. Used alone, the word *university* is capitalized only when it refers to the University of Minnesota: The University's campuses are in the Twin Cities.

b. No capital is used when *university* is used in general or generic sense: Grants are made to universities for research.

c. Full names of specific universities are capitalized: Hamline University, University of Washington.

2. University Divisions, Activities

a. Capitalize official titles of all University divisions: School of Journalism and Mass Communication, Law School, World Affairs Center, University Relations, History Dept.

b. Capitalize all formalized campus activities: Snow Week, Homecoming, Campus Carnival, President's Ball, CLA Week, E-Day. But, in a second reference: The ball will be held Friday night.

c. Capitalize names of official organizations: Board of Regents, Board of Publications, Minnesota Student Assn., Senate Committee on Student Affairs.

Do not capitalize subordinate divisions of University organizations: MSA human relations commission, Freshman Cabinet study space committee, Board of Publications editorial committee.

3. Courses and Classes

a. Capitalize course titles and formal class designations, but not general subject names unless they are proper names: Political Science 101, Modern Novel; but 18th century literature, the study of political science.

b. Do not capitalize the names of college classifications: CLA freshman, IT senior, graduate student in business administration.

4. Buildings, Organizations, Institutions

a. Capitalize all names of University buildings: Centennial Hall, Northrop Auditorium, Nolte Center for Continuing Education, Social Sciences Bldg., Science Classroom Bldg., the Union, West Bank Library.

b. Capitalize all principal words in names of schools, clubs, churches, industries, firms and other organizations: Campus Club, Bach Society, Newman Center, Ford Motor Co., First Congregational Church, Missouri Synod.

Capitalize names of political parties: Republican party, Democratic, Socialist Labor party, Liberal, Communist, Fascist, but democratic form of government, republican system; a Democrat, a Communist (if the term means he is a party member).

5. Governmental Names and Titles

a. Capitalize the names of all formal branches of government: Senate, House of Representatives, Supreme Court, Hennepin District Court, U.S. Department of Agriculture, Parliament, Federal Trade Commission, City Council, Senate Judiciary Committee, Minnesota or State Highway Dept.

But do not capitalize subordinate government divisions: licenses committee of City Council, arson squad, homicide division, morals squad.

b. Capitalize political subdivisions: 2nd Ward, 5th District, 25th District.

c. Capitalize military names and titles when they are specific: Army, Navy, Air Force, Marine Corps, Women's Army Corps, Veterans Administration, Joint Chiefs of Staff, Naval Academy, Minnesota National Guard, Reserve Officers Training Corps.

d. Do not capitalize such terms when they are generic or used in a nonspecific sense: The law applies to all district courts; seven state legislatures; the armies of NATO countries.

e. Do not capitalize the generic words in such titles when they are used without the specific identifying words: Federal Communications Commission, the commission; State Highway Dept., the department; the Toastmasters Club, the club.

f. Legislatures: Capitalize the full name of any specific legislature—Michigan Legislature, Minnesota Legislature—but do not capitalize it in any other reference: the legislature, state legislature.

6. Geographical Terms

a. Capitalize the principal words in geographical terms: Great Lakes, Mississippi River, Gulf of Mexico, Lac Qui Parle County, Ural Mountains, Atlantic Ocean, Lake Harriet.

b. Capitalize generally-accepted terms referring to broad geographical regions: Middle East, North Pole, South, Midwest, Upper Midwest, Orient, Barbary Coast; or to other accepted terms such as North Side, Southeast, Dinkytown.

c. Do not capitalize words indicating direction only: west of Minneapolis, western South Dakota, northeasterly, south, east bank, west bank, southeast Minneapolis.

7. Nations and Nationalities

a. Capitalize names of all countries and nationalities.

b. Capitalize formal names of races: Negro, Caucasian, Oriental, Indian.

Note that it is today generally acceptable to identify individuals in news stories by race or religion only when such identification is necessary to understand the story. A man's race should be indicated in a story about racial segregation or discrimination but not in a crime story or other news which is not related to race.

8. Publications, Theater, Music

a. Capitalize the main words in, and write without quotation marks, the titles of newspapers, magazines, and other periodicals such as yearbooks, university bulletins, and the like: the Minnesota Daily, Winona Daily News, Rochester Post-Bulletin, Time, the Reporter, Ladies' Home Journal, the Gopher, CLA Bulletin, Minneapolis City Directory, Citizens League News, University Student-Staff Directory.

b. Capitalize the main* words in, and write with quotation marks, the titles of books, plays, motion pictures, poems, paintings and

* Including opening words and prepositions of four or more letters.

the like: "Gone With the Wind," "Romeo and Juliet," "The Sound of Music," "Ode to a Skylark," "Mona Lisa."

Never underline titles of publications or theatrical or musical works.

9. **Religious Terms** (see also Section II, Names and Titles)

a. Capitalize all words denoting the Deity (including pronouns). Capitalize, but omit quotation marks around, names of sacred writings: Bible, Koran, Book of Genesis, Gospel of St. John, Veda.

b. Capitalize the names of recognized denominations and creeds and of their adherents: Protestant, Catholic, Methodist, Confucian, Hindu, Jewish.

c. Capitalize the names of recognized religious events and observances: Easter, Christmas, Ash Wednesday, Lent, Yom Kippur, Passover, Hannukkah.

10. **Miscellaneous**

Capitalize principal words in names of . . .

Wars and battles: World War II, Civil War, Battle of the Bulge.

Ages and eras: Middle Ages, Victorian, Dark Ages. But 20th century.

Holidays and special days: Christmas Eve, Mothers Day, Fourth of July, Charter Day, Cap and Gown Day.

Flags: Old Glory, Union Jack, Tri-color, Rising Sun.

Planets, etc.: Venus, Mars, Saturn, Big Dipper, North Star, Milky Way, Northern Lights. But make it earth, sun, and moon, the universe: Venus, the sun, the earth, and Saturn.

Breeds and varieties: Brown Swiss, Great Dane, Palomino, Buff Orpington. But use lower case for names of types or kinds, and descriptive terms: terrier, bantam, whiteface, shorthaired.

Do not capitalize derivatives of proper names which are no longer identified with the meaning of original terms: dutch treat, plaster of paris, french fries, brussels sprouts, hollandaise sauce, new york cut.

Do not capitalize names of seasons: fall, winter.

Capitalize *TV*: the press, radio, and TV.

SECTION II—NAMES AND TITLES

General rule: Names should be presented as their owners prefer. Titles preceding names should usually be abbreviated. Accepted directories—city, village, university directories, state manuals, and the like—should be consulted for correct spelling and usage of every name in copy.

1. Full Names

a. The first time a name appears in a news story, it should be given in full in the manner preferred by its owner: Robert Penn Warren, J. B. Priestly, O. Meredith Wilson, Martin Snoke, E. G. Williamson, Margaret Culkin Banning, Eleanor Roosevelt, Frank M Whiting.

In later uses of men's names in the same story, use only the last name: Williamson made the statement at a meeting of the Senate Committee on Student Affairs.

A married woman's name is preceded by *Mrs.* when the last name alone is used: Mrs. Wilson, Mrs. Smaby; and usually when the full name is used: Mrs. O. Meredith Wilson, Mrs. Alpha Smaby. The *Mrs.* may be omitted when the name is generally known without the title: Sally Luther, Eleanor Roosevelt. The name should follow its owner's preferred usage: Mrs. Sam Gale, but Mrs. Geri Joseph.

An unmarried woman's name, used in full, needs no title: Mary Brown, Jane Addams. With the last name only, use *Miss*: Miss Brown, Miss Addams. This rule applies to coeds and to maiden names used by married women: Helen Hayes, Miss Hayes (though her legal name is Mrs. Charles MacArthur).

b. Do not use first or familiar names unless the individuals referred to are children or unless they are characters for whom first-name usage is reasonable and appropriate to the nature and purpose of the story.

c. Do not separate *Jr.*, *Sr.*, or *III* from its accompanying name by a comma: George B. Brown Jr.; Winthrop Rockefeller IV.

2. **Use of Mr.**

a. *Mr.* is primarily a designation of respect. It is never used with a full name; it is proper to use it in certain clerical titles (see next subdivision). It is correct but not mandatory to use it with the last name of a national president currently in office: Mr. Johnson. It is proper in naming a married couple: Mr. and Mrs. Joseph A. Smith, Mr. and Mrs. Smith.

3. **Clergy**

a. Use the full name, with the proper title, in first mention. The proper title is likely to be *the Rev., Rabbi,* or *Father.* With later mentions, use *Rabbi* or *Father* when appropriate, never *Rev.* or *the Rev.*; replace *the Rev.* with *Mr.*, or with *Dr.* if the clergyman holds a doctor's degree. In some denominations *Pastor* may be used in the same manner as *Father.*

b. Such titles as *bishop, monsignor, archbishop, cardinal,* and *dean* may ordinarily be used throughout. In all cases, be careful to follow the approved usage of the church or denomination concerned.

c. Abbreviate only *reverend* and *monsignor*: Rev., Msgr.

4. **Style of Titles**

a. Abbreviate and capitalize short, commonly-used titles before full names or surnames: Prof. Arnold Rose, Asst. Prof. William Hathaway, Gov. Karl F. Rolvaag, Lt. Col. John P. Bilker, Atty. Gen. A. M. (Sandy) Keith, Cmdr. William F. Bilker, Dr. Richard Lillehei, Pres. Lyndon B. Johnson, Pres. O. Meredith Wilson.

b. Longer titles should follow names, spelled out in full and uncapitalized: V. Elving Anderson, associate professor of genetics; Stanley J. Wenberg, vice president for educational relationships and development; Arthur M. Bilker, colonel in charge of evacuation; Art Prof. John Sloan, president of the Midwest Art League.

c. Less common titles or titles not readily abbreviated should be spelled out in full: Commissioner Bilker, Coroner Bilker.

d. After first use, all titles except those of clergymen (see Section II, 3) may be omitted: Art Prof. John P. Bilker in first usage, Bilker in later references; Msgr. James Shannon, Msgr. Shannon.

5. Nicknames

Do not use nicknames except in cases in which their appearance is obviously appropriate or when the individual prefers such usage. Such a case might be that of a personality or human interest story in which calling a character "Butch" may evoke understanding or feeling that the formal last name would not produce. Nicknames are properly common in sports stories.

When the nickname is used with the full name, it should be in parentheses: Leo (Lippy) Durocher, Jim (Mudcat) Grant.

6. Foreign Names

a. Spell a foreign name the way its owner spells it: Sukarno, not Soekarno; Gustaf of Sweden, not Gustav.

b. Chinese and some other Oriental names are usually (unless Anglicized) written with surname first: Chiang Kai-shek becomes Chiang in second mention.

c. Prefixes such as *de* and *von* should be written with capital letters except when used with a forename or title: De Quincy was an English author; among English authors of the 19th century was Thomas de Quincy.

SECTION III—ABBREVIATIONS

General rule: When common abbreviations are unquestionably clear to the reader, they should be used. When they might puzzle the reader, they should not be used.

1. Titles (see also Section II, Names and Titles)

a. Abbreviate (and capitalize) commonly-used titles before full names or surnames: Prof., Dr., Sen., Rep., Maj. Gen., Gov., Cmdr., Pres. (see I, 5, d).

b. Longer titles should follow names, spelled out in full and uncapitalized (this is the same as rule II, 5, a).

c. Less common titles or titles not readily abbreviated should ordinarily be spelled out in full: Commissioner Bilker, Attorney General Bilker (or Reginald F. Bilker, attorney general), Coroner Bilker (see rule II, 4, c).

2. Geographical Terms

a. Abbreviate state names of six or more letters (to their simplest forms: Pa. instead of Penn., N.D. instead of No. Dak.) when used with names of cities: Ames, Iowa; LaCrosse, Wis.

Spell out state name when used independently: Arkansas, Oregon. Omit name of state after well-known cities in the same state in which the paper is published, unless confusion might result: Rochester, Minn.; and after names of such widely-known cities as Los Angeles, Boston, Chicago, Reno.

b. When used as an adjective, *United States* should be abbreviated: the U.S. Supreme Court, U.S. foreign policy.

3. Streets and Addresses

Such words as *street, avenue,* and *boulevard* should be abbreviated and capitalized in addresses; directional indications should be abbreviated, with final periods; numerical designations should follow general rule on numbers: 1539 N. 38th Ave.; 418 S. Third St.; 678 N. Pelham Blvd.; 910 S.E. Park St.; 1857 W. River Rd.

Without street number, write it Third St., Park Ave., Washington and University Aves.

4. Organization Names

a. Names of widely-known national and international organizations may be shortened to initials without periods in all mentions: YMCA, VFW, AFL-CIO, UN, NATO, NAACP.

b. Names of all local organizations and of less well-known national and international organizations should be written in full at first mention, and followed in parentheses by initials without periods. In later mentions in the same story, initials may be used alone: the American Civil Liberties Union (ACLU); the American Association of University Professors (AAUP); Southeast Minneapolis Planning and Coordinating Committee (SEMPACC); Minnesota Student Assn. (MSA); College of Liberal Arts (CLA); Union Board of Governors (UBOG); Senate Committee on Student Affairs (SCSA).

Do not insert such parenthesized initials unless they are to be used again in the story.

c. Common generic or group words in titles of businesses and associations should be abbreviated and capitalized when they end the title: General Motors Corp., Ford Motor Co., Lutheran Student Assn., Minnesota Student Assn., Time Inc. (note that Time Inc. has no comma).

When the generic word is not the final word in a title, do not abbreviate it: Minnesota Association for Mental Health, American Association of University Professors, Organization of American States, Institute of Technology (IT), not Inst. of Technology.

5. University

The word *university* may never be abbreviated in text. In headlines, it may be abbreviated to *U*, but the form *univ.* is forbidden.

Names of academic departments follow the patterns of the rules above: Department of History, but History Dept.

6. Degrees

Names of degrees may be abbreviated with capitals and periods: M.A., B.S., B.Ed., Ph.D., M.P.H. candidate. Also correct: bachelor's degree, master's degree.

7. Military Terms

In titles before names, commonly-understood service terms should be abbreviated in accordance with military usage: Gen., Lt. Gen., Rear Adm., M. Sgt., Sfc., Sgt., Cpl., Pfc., Pvt., Sp.1/c, Lt., Capt., Maj., CPO. But Cadet Wilson, Ensign Anderson.

8. Month Names

Abbreviate month names when used with date, except *March, April, May, June, July*: Dec. 21, 1966. Spell out month names when they appear without date: December; January, 1945.

SECTION IV—NUMERALS

General rule: Numerals are to be used whenever possible, except at the beginning of a sentence and when they are used as ordinal adjectives (first, second, etc.).

Ages: 6 years, 8 days.

Money: 6¢, 45¢, $1.29, $6,101,113. Do not use zeros with even dollar sums: $3, not $3.00; $435, not $435.00; $3 million, not $3,000,000.

Terms of measurement: 6 ft., 7½ rods, 5 ft. 9 in., 6 oz., 14 per cent, 8-hr. day.

Fractions: ½, ¼, ⅝, or .5, .4.

Miscellaneous:

a. When a single expression or a series has consecutive numbers, use both words and figures, thus: There were two 6-room houses, twelve 5-room, six 8-room, and one 10-room.

b. Use figures for time: 9 a.m. (not 9:00 a.m.). Use noon instead of 12 p.m. and midnight instead of 12 a.m.
Use figures for identification of numbered highways: U.S. Hwy. 8, County Rd. 36.

c. Do not use a hyphen to replace the preposition *to* between figures. It is unpermissible to write Boston won, 10-5; or Dancing will last from 3-5. Instead, Brooklyn won, 10 to 5; or Brooklyn 10, New York 5. (Two exceptions appear in Section VII.)

d. Use the abbreviation *No.* when it appears in titles or other formal usage, such as Symphony No. 9.

SECTION V—SPELLING AND USAGE

General rule: The first form in Webster's New International Dictionary will be considered correct, unless this style sheet makes specific exceptions.

1. Plurals

Anglicized plurals are to be preferred to Latin forms in cases in which Webster gives both: *Radiuses* instead of *radii, campuses* instead of *campi, indexes* instead of *indices*. But *alumni* and *alumnae* are approved.

2. Short Forms

In general, use the short forms of such words as *cigaret, glamor, dialog, whisky.*

3. Feminine Forms

Use feminine forms of commonly-accepted words such as *actress* and *chairwoman.* But do not use such forms as *aviatrix, sculptress, Jewess, Negress, executrix.*

Refer to female University students as *women* or *coeds*—NOT *girls.*

4. Combined Words

Write common and well-understood two-word combinations as one word: prewar, baseball, airport, semifinal, someone, newspaperman, cooperate.

Write as two words: Some day, all right, under way.

Note that *all together* and *altogether* are different expressions with different meanings.

5. Trademarked Words

Some words in common or generic usage should be used in specific meanings only. The word *Coke* is one; it is copyrighted by the Coca-Cola Co., and should be written with a capital and used to refer only to Coca-Cola. Other such words are *Vaseline, Formica, Frigidaire.*

6. Words Commonly Misspelled

Accommodate, consensus, employe, marshal, definite, separate, Northrop, embarrass, sizable, skier, skis, occurred, preferred, parallel, guerrilla, weird, adviser, proved, principle, proprietor, dependent, defendant, libel, proceed, precede, receive, achieve, misspell, Dailys.

7. Days and Dates

a. Use *today* as a time element only to refer to the day of publication of the story containing the word. Use *yesterday* for the day preceding the day of publication, *tomorrow* for the day after.

b. For other day time elements than *today, yesterday* or *tomorrow,* use the name of the day of the week if the date is within seven days before or after the date of publication; use the date (Dec. 19) if it is more than seven days before or after publication date. Never use both day and date together unless unusual circumstances require the usage.

c. Write *time, date* and *place* in that order: The senator will speak at 8:30 p.m. today in Murphy Auditorium. The contest will begin at 9 a.m. Aug. 25 at Delta Field.

SECTION VI—PUNCTUATION

General rule: The purpose of punctuation is to make reading easy and meaning clear. Skillful use of punctuation marks, in journalistic writing, usually means sparing use.

1. Placement of Punctuation Marks

a. Place all commas and periods within quotation marks: "The water's cold," he said; The name of the book was "All the King's Men."

This rule does not always follow strict logic; sometimes it requires placing a comma within quotation marks enclosing an expression to which the comma does not belong. But it is a common journalistic rule, adopted in the interests of uniformity and ease of application.

b. Place other punctuation marks according to the meaning of the usage. If the punctuation mark, such as colon, semicolon, or question mark, is part of the quoted material, put it inside the quotation marks. If not, place it outside.

For example, write: "The best road," Jones said, "is thataway;" he pointed to his left. But: The play is "Pygmalion"; the author, Shaw. Write: "Do you go thataway?" he asked. But: Is the play "Pygmalion"?

2. Commas

a. Use commas to separate words, figures, or phrases in series: He visited Paris, Berlin, London, and Hanoi.

b. A comma may be used before a coordinating conjunction in a compound sentence: He lived in Red Wing, and his daughter visited him there. But in some such sentences, meaning is as clear, or clearer, if the comma is left out: Pres. Wilson left and his assistant followed.

c. A comma may be used after a subordinate clause or a phrase introducing the main clause in a sentence: After Kindall singled, Cochran tripled him home. Aware of the danger, Smith increased his speed.

d. Use commas in pairs to set off appositives: Bing Crosby, the balding crooner, will be on the program. Winners were Jane Smith, CLA junior; Ronald Watson, IT senior; and Carol Johnson, education sophomore.

e. Use commas to set off non-restrictive clauses: The speaker, who belonged to the Lions Club, was not well-received. But not with restrictive clauses: The speaker who advocates segregation will not be well-received.

f. Use commas in pairs to set off parenthetical words and phrases, or expressions that cause a distinct break in thought: The work, he said, was exciting. The collapse, after all, was inevitable.

g. Use commas to set off the state in a place name and the year in a date: The event took place in Ten Sleep, Wyo., between Sept. 12, 1965, and Jan. 1, 1966. Also: January, 1948, was the first month the new system was used.

h. Use commas in all numbers larger than 999 (1,495; 6,214,543) except years (4000 B.C.; 1918) and street numbers (1214 S. Second Ave.; 17654 Richfield Blvd.)

3. Dashes

Dashes may be used to set off parenthetical or other material within a sentence when it presents an abrupt break in thought: He claimed—and no one denied it—that he had priority.

But dashes should be used sparingly. In typewriting, make a dash with two or three hyphens. A hyphen is not a dash.

4. Parentheses

Parentheses may properly be used to show political designation or a nickname: Sen. Robert Kennedy (D., N.Y.); Leo (Lippy) Durocher.

But they should rarely appear in ordinary copy. Except as indicated, their use is usually limited to explanatory materials.

5. Colons

The colon introduces formal statements or extended quotations usually set in separate paragraphs:

The secretary of state issued this statement:

> We shall never again have as excellent an opportunity to recover our strength against the penguins of the Antarctic . . .

The colon may be used to introduce lists:

Four juniors were elected officers: Mary Smith, president; Jean James, vice president; Lora Lee Endicott, secretary; and Walter Larson, treasurer.

But a colon should not be inserted after a verb introducing a list. Write it: Newly-elected officers are Mary Smith, etc.

The frequent use of the colon in this style sheet shows that it may take the place of an implied *for instance.*

6. Semicolons

a. Semicolons are used to punctuate a list of three or more names when they are followed by identifications: Four sons are survivors: John, St. Paul; George L., Minneapolis; Albert, Boston; Thomas, Duluth.

Do not open a sentence with a listing of this kind. Do not, for example, write: Mary Smith, president; Jean James, vice president; and Lora Lee Endicott, secretary, are the officers chosen.

b. A semicolon is used to separate clauses between which the conjunction is implied but not written: She went to Paris; I returned to London.

7. Hyphens

In general, remember that dashes separate, but hyphens connect. Use the dictionary as a guide if the rules below do not cover.

In general, also, like characters are hyphenated, unlike characters printed solid: A-bomb, U-boat, 20-20 vision, B29, W2UNR (radio), 3D. But 4-H Club.

a. A hyphen is usually used between a prefix ending with a vowel and a root word beginning with the same vowel: re-elect, co-officer. But some such words have become so well known they do not need hyphens: cooperate, coordinate.
Where the two vowels are different, hyphens are not needed: coed, reassure.

b. Hyphens are used between prefixes and proper nouns: pro-English, anti-Communist, un-American.

d. Use hyphens in modifying constructions: Green-eyed monster, 12-acre plot, 15-year-old boy, 24-to-27 vote, pot-bellied stove.

8. Apostrophes

Apostrophes are used to indicate contractions (we'll, it's, I'm, don't) and to make possessive forms. The modern tendency is to limit rather than extend the use of apostrophes.

a. Restrict use of the apostrophe to purely possessive cases: The boy's bicycle, but Boys Town; veterans' income taxes, but Veterans Administration. In general, omit apostrophes from names of societies and organizations: Rangers Club, Parent-Teachers Assn. But use them when formal titles do so: Reader's Digest.

b. Use the apostrophe with numerical abbreviations referring to school classes: Class of '57, Joe Doakes '19. But do not use this form otherwise to indicate years—give the full form: The war ended in 1953 (not '53).

c. Words ending in *s* may form the possessive by adding only the apostrophe: Jones'. Words ending in *z* must add *'s*: Natchez's.

d. Apostrophes are not used to form plurals. Write them thus: Joneses, not Jones'; 1920s, not 1920's; POWs, B29s, Alpha Delts. Make exceptions in cases where misunderstandings might result: There are three a's in the word.

d. Remember that the possessive of *it* is *its*. *It's* is the contraction for *it is*.

9. Quotation Marks

a. Quotation marks are used on all direct quotations except in cases in which full texts of statements are used. In such cases, the statement usually follows a colon and often opens a new paragraph.

b. When a single direct quotation runs for more than one paragraph, a quotation mark opens each paragraph but closes only the last.

c. Use quotation marks around titles of books, plays, songs, speeches, lectures, magazine articles, and the like. Do not use them with names of characters in books or plays, names of ships or trains, newspapers, magazines, or well-known publications such as the Bible and the Koran or the Social Register, Who's Who and other standard reference books.

d. As indicated in *a* above, quotation marks are properly used around directly-quoted material, even single words. But they should be used sparingly on words or phrases used figuratively or in unusual sense, or on slang or jargon. For example, write: Each hoofer did a soft-shoe number, not Each "hoofer" did a "soft-shoe" number. This use of quotes is a kind of apology to the reader, a way of saying, "I know this is questionable usage." If the usage is genuinely questionable, find another way to say it.

e. Use single quotation marks (') only in quotes within quotes ("The play to be presented is 'Pygmalion,' " he said) and in headlines.

SECTION VII—SPORTS WRITING STYLE

Good sports writing is guided by the same rules of style, grammar, clarity, and simplicity laid down for other newswriting. A sports story can be made bright, lively, and colorful without overuse of slang and cliches, and without sloppy diction.

a. Capitalize names of formal sports organizations and major events: Big Ten, Pacific Coast Conference, National League; World Series, Rose Bowl.

b. Scores should be written: Minnesota 8, Northwestern 3. Or Minnesota beat Northwestern, 8 to 3.

In a headline, it is permissible to use a hyphen in place of to: Minnesota Beats Northwestern, 8-3.

c. In general, sports stories follow the rules in section IV for use of figures: Jim Jones weighs 210 lbs. Jim Jones is a 210-lb. tackle. Ron Johnson is 6 ft. 8 in. tall. Johnson is the 6-ft. 8-in. center.

Landy ran the mile in 3 min., 58.4 sec. Or: Landy ran the mile in 3:58.4.

Tony Oliva hit 3 for 4, including 2 doubles. He raised his average to .345.

Tucker scored 8 field goals and 4 free throws for 20 points.
In tennis: Jones beat Smith 6-4, 3-6, 6-0, 10-8.

In track and swimming: Quarter-mile dash—Jones (Minn.) first, Smith (Wis.), Taylor (Mich.), Bilker (Iowa). Time—49.7 sec.