

WHIMS  
STYLE BOOK

Broadway High School  
1934

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## *Preface*

Newspapers must spell, capitalize, abbreviate, punctuate the same at all times. Therefore each publication has a set of rules covering all questions pertaining to style. These rules constitute the style of the paper and the printed grouped rules make up the, "Style Book". Here Whims Style Book is presented. Each journalist must learn every rule so that the style of Whims becomes automatic. Each reporter must make his paper's style a part of himself. Learn Whims Style Book.

## **Capitalization**

### **CAPITALIZE:**

1. All proper nouns, months, days of the week; but not the seasons.
2. Principal words in the titles of books, plays, lectures, pictures, toasts, etc., including the initial "A" or "The," but not including conjunctions, articles, and prepositions of less than five letters within the title: "A Man Without a Country"; "The Lady or the Tiger"; "Marching with Lee."
3. Titles denoting official position, rank, or occupation, when they precede a proper noun: President Hoover, Judge John R. Holt (but John R. Holt, judge of the circular court). Avoid long, awkward titles before names, such as State Superintendent of Public Property Smith.
4. Entire names of associations, societies, leagues, companies, roads, lines, and other incorporated bodies: Washington State University, University of Washington, First National Bank, Bank of Washington, Union Trust Company, Northwestern Line, Epworth Methodist Church, Association of Collegiate Alumnae.
5. Entire names of buildings, cemeteries,

Theatres, Beloit College, Yale.

6. Only the proper noun in a geographical name, except when the common noun precedes: Rock river, Fox lake; but Lake Michigan, Gulf of Mexico.

7. Only the distinguishing parts of the names of streets, avenues, boulevards, wards, districts, etc. Pine street, Summit avenue, Third ward, Second precinct.

8. Schools, colleges, and other main divisions of a university, but not the departments of study: College of Agriculture, Law School, Course in Commerce; but department of astronomy.

9. Names of all religious denominations, and nouns and pronouns of deity: also Bible, Scriptures, Gospels.

10. Entire names of military organizations: First Illinois Volunteers, Twenty-third Wisconsin Regiment, Ohio State Militia.

11. Names of national bodies, buildings, officers, boards, etc.: Congress, Senate, Capitol, Interstate Commerce Commission (see rule 19).

12. Names of all political parties: Republican, Bolshevik, Socialist.

13. Distinguishing parts of names of holidays: Fourth of July, New Year's Day.

14. Names of races and nationalities: Indian, Caucasian, Negro.

15. Nicknames of athletic clubs and teams: the White Sox, the Gophers.

#### DO NOT CAPITALIZE:

16. Names of state, county, or city bodies, churches, colleges, schools, hospitals, hotels, theatres, etc.: South Park, South Hall, Park Hotels, Hayes Block, Singer Building, Dewey School, South Division High School, New York buildings, officers, boards, etc.: State assembly, tax commission, budget committee, post-office, city hall, common council, county board, state capitol, mayor, governor (see rule 11).

17. Points of the compass: east, northwest.

18. Names of school or college studies, except the names of languages: biology, French.

19. Titles when they follow the name: Henry Wilson, professor of Greek.

20. Abbreviations of time of day: a. m., p. m.; but 12 M.

21. Names of school or college classes: sophomore, senior.

22. College degrees when spelled out: bachelor of arts; but B. A.

23. Seasons of the year: spring, summer.

24. Names of officers in list of officers as in election: The new officers are John G. Walter, president., etc.

25. The following nouns after proper

nouns: street, avenue, boulevard, place, ward, district, etc. (see rule 7).

26. Scientific names of plants, animals, birds, etc.: cyprus, alternifolius.

### Punctuation

27. Omit period after "per cent" and after nicknames— (Tom, Sam).

28. Use a comma before "and" in a list: red, white, and blue.

29. Punctuate list of names with cities or states after a colon, thus: Messrs. Arnold, Woll, Racine; R. G. Davitt, Beloit; etc. Punctuate list of names with offices, after a colon, thus: J. S. Hall, president; Henry

30. Use a colon after a statement introducing a direct quotation of one or more paragraphs, and begin a new paragraph for the quotation. Use a colon after "as follows": Brown, vice-president.

31. Use an apostrophe with year of college classes: class of '29, John White '30.

32. Do not use a hyphen in "today" and tomorrow."

33. Use a hyphen in compound numbers: thirty-two.

34. Use no apostrophe in such abbreviations as Frisco, varsity, phone.

35. Use no apostrophe in making plural figures: early '90s, not '90's.

36. Use a dash after a man's name placed at the beginning in a series of interviews:

Henry Keith—I have nothing to say.

37. Don't use a comma in "6 feet 3 inches tall," "3 years 6 months old," etc.

38. In sporting news punctuate thus: Score: Wisconsin 8, Chicago 3. 100-yard dash—Smith, first; Hanks, second. Time, 0:15 1-5.

39. Punctuate votes in balloting thus: Yeas, 22; nays, 47.

### Quotation

#### QUOTE:

40. All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are to be in smaller type or narrower measure.

41. All testimony, conversation, and interviews, given in direct form, except when the name of the speaker or Q. and A. with a nicknames (Tom, Sam, Will).

dash, precedes, as: John Keith—I have nothing to say. Q.—What is your name? A.—Oscar Brown.

42. Names of books, dramas, paintings, statuary, operas, songs, subjects of lectures, sermons, toasts, magazine articles, including the initial "A" or "The," "A Man Without a Country."

43. Nicknames used before surnames: "Al" Harris, Henry ("Slim") Hall, but avoid nicknames as far as possible.

44. Use single quotation marks for quotations within a quotation.

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

#### DO NOT QUOTE:

46. Names of characters in plays: Shylock, in "Merchant of Venice."

47. Names of newspapers or periodicals: The Seattle Times.

48. Names of vessels, horses, dogs, and automobiles.

### Figures

#### USE FIGURES FOR:

49. Numbers of 100 or over, except in the case of approximate numbers, as "about a hundred men."

50. Numbers under 100 only in the following cases:

51. Hours of the day: 7 p. m., at 8:30 this morning.

52. Days of the month, omitting d, th, st: April 29, 1929; July 26.

53. Ages: He was 12 years old; 2-year-old James.

54. All dimensions, prices, degrees of temperature, per cents, dates, votes, times in races, etc.: 3 feet long, \$3 a yard, 78 degrees, 95 per cent.

55. All sums of money (with dollar mark or cents): \$24, \$5.06, 75 cents.

56. Street and room numbers: 1234 Bellevue avenue, 99 University hall.

57. Numbered streets over 100: (Twentieth), but 145 street.

58. When used in close connection with numbers over 100: 133 boys and 58 girls.

59. Do not begin a sentence with figures; supply a word or spell out.

### Abbreviation

#### ABBREVIATE:

60. The following titles and no other, when they precede a name: Rev., Dr., Mr., Mrs., M., Mme., Prof. (before a full name only): Prof. E. G. Hill; but Professor Hill), and military titles except sergeant, corporal, and chaplain. Never write Pres. Hoover, Vice-Pres. Curtis, Sen. Jones.

61. Names of states, only when they follow names of cities: Madison, Wis., but never "a citizen of Wis."

62. "Number" before figures: No. 24.

63. Saint and Mount in proper names, but not Fort: St. John, Mt. Rainier, but Fort Ward.

## DO NOT ABBREVIATE:

64. Railway, company, street, avenue, district, etc.: Chicago and Northwestern railway, State street, A. B. Hall Company.

65. (Railway and railroad may be abbreviated when initials are used: C., M., St. P. & P. Ry.)

66. Christian names like William, John, Charles, Thomas, Alexander.

67. The titles, congressman, senator, representative, president, secretary, treasurer, etc., preceding a name.

68. Names of months except in dates and date lines.

69. Years ('97 for 1897), except in referring to college classes, etc.

70. Christmas in the form of Xmas.

71. Per cent: 15 per cent, not 15%.

72. Cents: 75 cents, not 75cts, or 7c, except in market quotations.

73. Avoid colloquial abbreviations like "prof," "libe," and "agrics."

## Dates and Date Lines

74. In dates, write Jan. 12, 1930 (not the 12th of January, or 12 January).

75. Punctuate date lines thus: MADISON, Wis., Feb. 11.—Fire destroyed, etc. Omit state after names of prominent cities. Abbreviate months of more than five letters. Omit year

immediately after dash and on same line.

## Addresses

76. Write addresses thus: Frank D. Miles, 136 Gilman street. Hiram Swenck, Cuba City, Wis.

77. Omit "at" and "of" before address. Do not abbreviate or capitalize street, avenue, etc. Spell out numbered streets up to 100.

## Titles

78. Always give initials or first name of person the first time they appear in a story.

79. Never use only one initial: use both or first name: J. H. Ward, John H. Ward, or John Ward (not J. Ward). Do not use nicknames except in sporting news or in the form of John ("Spike") Brown.

80. Never use Mr. with initials or first name: Mr. Ward (not Mr. John H. Ward).

81. Give first name of unmarried woman, not initials only; Miss Mary R. Snow (not Miss M. R. Snow).

82. Always use the titles Miss before an unmarried woman's name and Mrs. before a married woman's.

83. Begin list of married women with "Mesdames" and one of unmarried women with "Misses," giving husband's first name or initials with married women's names. Begin

a list of men's names with "Messrs."

84. Supply "the" before Rev.; supply Mr. if the first name is omitted: the Rev. S. S. Hart, or the Rev. Mr. Hart (not Rev. S. R. Hart, the Rev. Hart, or Rev. Hart).

85. Write Mr. and Mrs. Arthur S. Miles (not Arthur S. Miles and wife).

86. Write Prof. and Mrs. Henry Wilton (not Mr. and Mrs. Prof. Henry Wilton).

87. Give the title professor only to members of the faculty of professional ranks; use "Mr." when necessary with names of instructors or assistants.

88. Avoid long titles, such as Superintendent of Public Instruction Moore.

89. Never use the title "Honorable" or "Hon."

90. Write legibly; use a typewriter whenever possible.

91. Never write on both sides of the sheet.

92. Double space your typewritten and longhand copy.

93. Use 8½ x 11 soft white copy paper for all your work.

94. Begin your story about the middle of the first page.

95. Number sheets at the top of the page and enclose the number in parenthesis ().

96. Put an end mark (30) at the close of every complete story.

97. Enclose all quotation marks in half circles in long hand.

98. Print all names in longhand copy.

99. Put abbreviated name of story under it in upper left-hand corner, and the name of writer in the upper right-hand corner.

### Paragraphs

100. Indent each paragraph about two inches.

101. Remember that the length of paragraphs in newspapers does not normally exceed 100 words, and generally ranges from 25 to 75 words.

102. Put an important idea at the beginning of the first sentence of each paragraph.

103. Avoid beginning successive paragraphs with the same word, phrase, or construction.

104. Don't put the important details in the last paragraph where they may be cut off in the make-up.

105. Make separate paragraphs of introductory statements like "he said in part," "the report follows," and end them with a colon.

106. Set off as a separate paragraph a direct quotation of more than one sentence with-

out explanatory material, at the beginning of a story.

### Sentences

107. Make evident the construction in every sentence so that the statement may be read rapidly.

108. Avoid choppy, disconnected, short sentences.

109. Don't overload the first sentence of a summary lead by crowding in unessential details.

110. Put an important idea at the beginning of every sentence.

### Words

111. Avoid words that are likely to be unfamiliar to the average reader, unless you explain them in your story.

112. Don't use trite phrases.

113. Use superlatives sparingly.

114. Use slang only when circumstances demand it.

115. Find the one noun to express the idea, the one adjective, if necessary, to qualify it; the one verb needed to give it life.

116. Use "men" and "women" in writing of university students, not "boys" and "girls."

117. Do not use "school" in writing of a university as a whole.

### Promptness

118. Turn in all your work at, or before, the appointed time.

119. Be on time at every appointment.

120. Never put off till tomorrow getting news that is new today.

### Accuracy

121. Remember that the truth and nothing but the truth, interestingly presented, makes the best news story.

122. Don't try to make cleverness a substitute for truth.

123. Don't forget that faking is lying.

124. Realize that every mistake you make hurts someone.

125. Remember that what you write for newspaper publication is read by thousands and helps to influence public opinion.

126. Verify all names, initials, addresses, etc.

127. Get all the news, don't stop with half of it.

128. Don't give rumors as facts.

129. Be fair and unbiased; give both sides of the case.

130. Don't misrepresent by playing up a statement that, taken from its content, is misleading.

131. Don't make the necessity for speed an excuse for carelessness and inaccuracy.

*Accuracy always!*