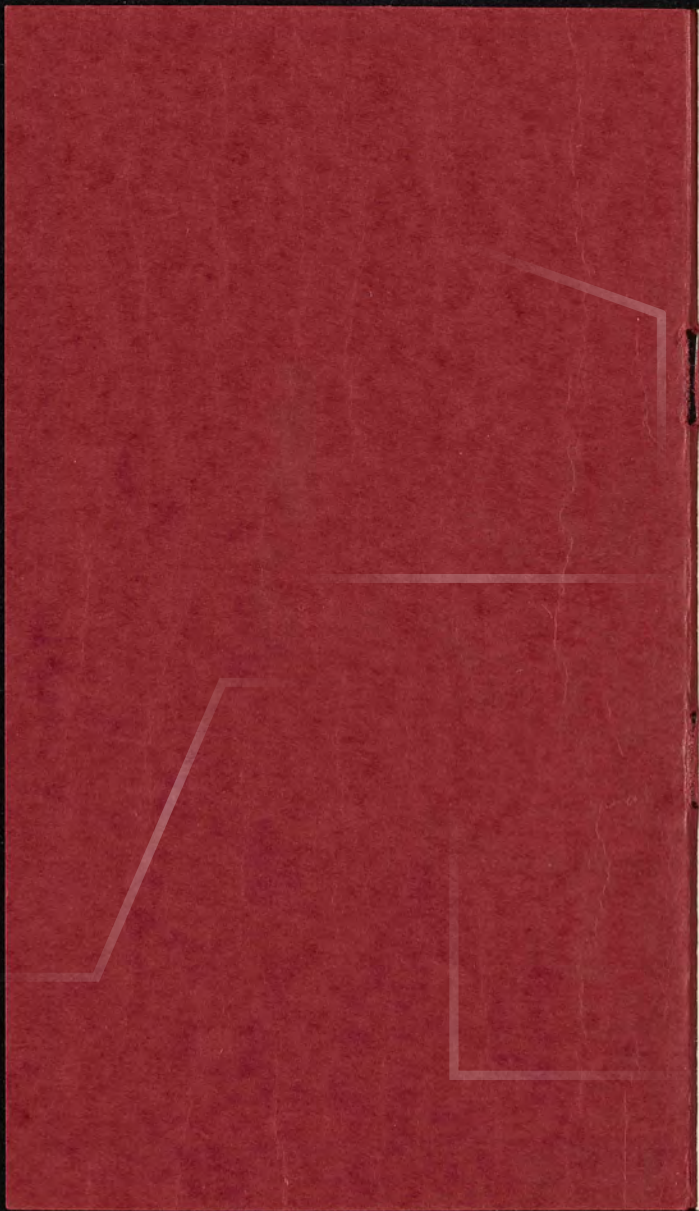


**THE
AP
COPY
BOOK**



For publication and licensing inquiries, please contact
The Associated Press Corporate Archives:
<https://www.ap.org/about/corporate-archives/>



THE ASSOCIATED PRESS

Uniform physical arrangement speeds flow of The Associated Press report, and it is to sign post the roads that this booklet is prepared.

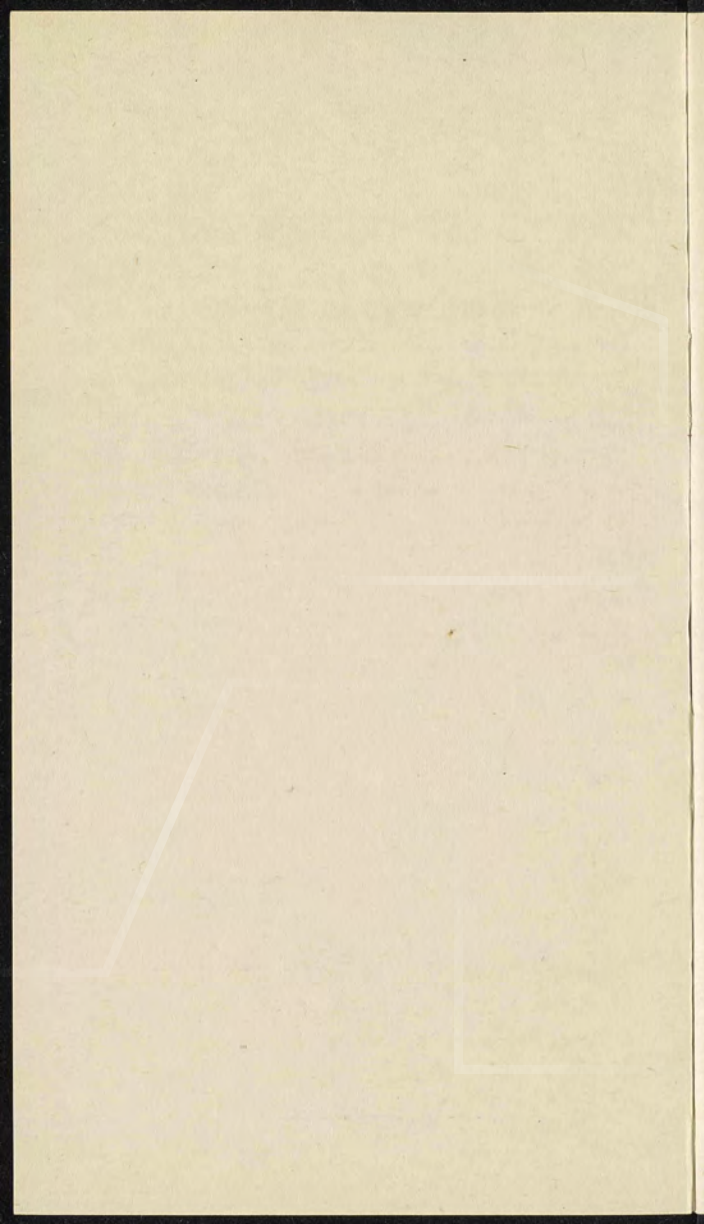
This booklet prescribes methods aimed at precision and teamwork in handling copy. There are no formulas, or rules, for writing the general report but there are some suggestions in preparing the sports and financial sections.

There remains full scope for individuality and originality in preparing The Associated Press report, in keeping with the long-established traditions of accuracy and impartiality.

The best writing style is to report the facts simply and clearly.

Edited by G. P. Winkler, New York
General Desk

JANUARY 1951



EXPEDITING THE NEWS

Important news is expedited through a short, publishable **BULLETIN**.

Such a **BULLETIN** should be followed immediately by **BULLETIN MATTER ADD**, or adds, bringing in the necessary material. The aim in the bulletin should be the shortest possible statement of the situation.

The **BULLETIN MATTER ADD** should not exceed 200 words, and at such lengths should be broken into folios of not more than 50 words per book.

The next most expeditious method of handling a story of more than average value is use of the "95" slug in which case the story is sent in one piece—but in **NO CASE TO EXCEED 200 WORDS**.

The practice of trying to take a wire with "95" stories is to be discouraged, however. Few stories which do not merit bulletin treatment are of such importance that a "95" schedule will not suffice.

In general, wire filing should emphasize delivery of stories with as few breaks as possible. For that reason, the wordage count should be bracketed at the start of the story exceeding 100 words.

Care should be used in the count so the figure means something — an indication whether to break, make more, or wait until the piece is finished.

The **FLASH** is seldom used because long experience has shown that a one-line bulletin moves almost as fast and gets published, whereas the **FLASH** does not. The **FLASH** should be used rarely and should give the point of origin and state the situation as

FLASH

WARM SPRINGS—ROOSEVELT DIES

ARRANGEMENT OF NEWS DISPATCHES

1. **THE LEAD.** When developments or circumstances justify or require a top to a story, the second story is slugged "**FIRST LEAD (subject)**" As further developments of first importance occur, the leads are slugged in numerical sequence, as "**SECOND LEAD (subject)**" and so on.

Continuing news written for the night report is slugged "**NIGHT LEAD (subject),**" and "**SECOND NIGHT LEAD (subject)**" and so on.

In some cases, on member requests, or in matter of judgment, an alternate lead may be sent to bring out some particular point. This type lead is slugged "**OPTIONAL LEAD (subject)**" or "**OPTIONAL NIGHT LEAD (subject).**"

Morning and evening paper budgets are slugged "**AMS**" or "**PMS.**"

2. **THE ADDS.** The add is a continuation of a story already sent. All **ADDS** should give the dateline, be slugged numerically and preferably the folio number of the previous, as: "**LONDON FIRST ADD ATTLEE A104 X X X THESE RAMPARTS**" or "**LONDON FOURTH ADD ATTLEE A110 X X X SITUATION AS THIS.**"

3. **THE PICK-UP LINE.** For guidance of editors, an add should carry an understandable pick-up line. The pick-up should be two or three words of the last previously sent. Similarly, leads should carry a pick-up showing what is to be used of the previous, as "**THE PRESIDENT REPEATED X X X 3RD GRAF PREVIOUS A122.**" Sending a **LEAD** with advice to "pick up previous at start" is poor practice.

4. **THE RUNNING.** In case of continuing events such as national political conventions, a running story is written so the adds carry the account chronologically. Such a story is slugged "**CONVENTION RUNNING**" and the summations from time to time should be slugged "**FIRST LEAD CONVENTION**" and so on numerically — *not* "*Lead Running.*" These leads should be self contained, but may pick up the running at conclusion.

5. **THE DATELINE.** Every effort should be made to keep stories under a single dateline, though there may be developing and related matter from other places. (This does not apply to foreign datelines.) For instance, Washington may get announcement of grand jury indictment in Chicago before the information is available there. When the story does become available locally, Chicago then would come in with a story slugged "**PRECEDE WASHINGTON**" and pick up in the Washington story, or have its own story self contained.

Normally, a multi-point foreign story would be handled in an undated summary, though information from other datelines may be bracketed into the main story. Such bracketing would tie a domestic angle to a foreign dateline. Another means would be to follow the related, but different dateline, story as dash matter.

THE REVISION OF NEWS DISPATCHES

1. **THE KILL.** Material dangerously unprivileged or extremely undesirable (whether the entire story or only a part) must be killed promptly. Here is the way:

BULLETIN KILL

**NEW YORK—KILL STORY JOHN DOE
ARRESTED (A100). DOE NOT
ARRESTED.**

THE AP

If only a portion of the story is killed, the wording would be altered to fit.

The **KILL** is followed immediately by a note to editors as:

EDITORS

**NEW YORK — THE STORY (A100)
ABOUT ARREST OF JOHN DOE HAS
BEEN KILLED. A KILL IS MANDATORY.
MAKE CERTAIN THE STORY IS NOT
PUBLISHED.**

THE AP

It is preferable to state exact reasons for killing, instead of using general terms of "dangerous" or "libelous." It is desirable to send a sub later, if that can be done without compounding the error, or repeating the libel.

When a story is killed in the day report, a note to editors calling attention to the kill is sent in the night report, and vice versa.

2. **THE ELIMINATION.** A story, or part of a story, not libelous or dangerous, but objectionable because of antiquity, triviality, or such, is taken out of the report by an elimination, which shows the reason, as:

BULLETIN ELIMINATION
DEADWOOD — ELIMINATE DRIVER
CROWDED BUS (A150) TELLING PAS-
SENGERS TO EXHALE TO MAKE ROOM
FOR ANOTHER. OLD. STORY MAY BE
USED WITHOUT AP CREDIT.

THE AP

Still another form of elimination is required for an erroneous story, though the story has no danger or libel. Where such a story does not merit a formal kill, though it still should not be in the report, use this form:

BULLETIN ELIMINATION
NEW YORK — ELIMINATE JOHN DOE
AT SHARKS CLUB (A140.). HE'S IN
WASHINGTON.

THE AP

Care and judgment must be exercised here. If the story has been in the report long enough to have been printed, a sub normally is necessary, explaining the error.

3. **THE CORRECTION.** Use of this designation should be restricted as follows:

When an error of fact, faulty construction, misspelled name or an undesirable expression is found in copy already moved, a correction should be sent, thus:

CORRECTION

**LONDON SECOND LEAD CHURCHILL
(A217) SEVENTH GRAF BEGINNING
"THIS PROBLEM X X X" MAKE IT
READ "X X X THE ANGLO-RUSSIAN
X X X" (INSTEAD OF FRANCO-
RUSSIAN).**

THE AP

Each correction should repeat the words taken out, or incorrectly sent, to show exactly what is corrected, and sufficient information should be included in the correction to enable editors to locate the place easily. When different circuits are involved, or there are several related stories, the most helpful addition is the folio number. Corrections should not contain excuses.

4. **THE RERUN.** All repetitions required because of wire or equipment trouble are handled as "*reruns*" and should be suitably slugged as "**RERUN FOR ALL NEEDING**" or "**RERUN FOR CX,**" etc. In making a rerun of a part of a story, include the wire folio, dateline and subject slug. The same care should be used in making a request for a rerun.

5. **Other department CORRECTIONS.** The wirephoto, telemat, newsphoto corrections are used in correcting cutlines and follow the general form.

6. **THE NOTE TO EDITORS.** This most helpful device keeps both member and staffer informed about current and upcoming matter. A note to editors takes several forms, such as informing editors, revising copy, insert new material, or calling attention to some change in procedure or events. Members may be informed by note when the AP is trying to track down some rumor, or is investigating some report until then unverified.

A. Inserting new material:

INSERT

**WASHINGTON INSERT TAXES A165
AFTER SECOND GRAF BEGINNING
"THIS CUT X X X" THE BILL. THE
COMMITTEE DECIDED TO BRACKET
THIS PROVISION INTO THE TENTA-
TIVE DRAFT. LATER X X X**

AP

Or:

EDITORS

HOBOKEN — NUMBER OF DEAD IN FIRST LEAD WRECK A98 MAY BE CHANGED TO TWENTY, INSTEAD OF NINETEEN, AND THE FOLLOWING NAME ADDED TO LIST OF DEAD (*giving name*).

AP

B. It may be used to call attention to changes made by the source in textual matter previously sent, as:

EDITORS

WASHINGTON — THE WHITE HOUSE MAKES THE FOLLOWING CHANGES IN THE TEXT OF THE PRESIDENT'S MESSAGE (WIRE FOLIO, DATE SENT IF ANOTHER DAY OR CYCLE) in 10th GRAF BEGINNING "WHILE THIS IS" READ X X X INDEX SHOWS A 12 PER CENT DROP X X X (INSTEAD OF 20 PER CENT).

THE AP

This form should not be used as an alibi where a reporter has misunderstood or relied on an untrustworthy source. It should be reserved for source changes in written announcements.

C. It should be used to show that speeches, moved in advance, have been delivered, as:

EDITORS

PHILADELPHIA—JONES SPEECH (*wire folio*) DELIVERED. DELETE “PREPARED FOR DELIVERY” AND SUBSTITUTE “DELIVERED” IN 2ND GRAF.

In scheduling this type of note, follow this style:
NY—A—JONES SPEECH A168 DELIVERED NOTE.

PX

D. It may be used to transmit a request from a news source, as:

EDITORS: THE DEPARTMENT OF AGRICULTURE ASKS THAT WASHINGTON MILK PRODUCTION FIGURES (*wire folio*) BE WITHHELD FROM PUBLICATION. SAYS INCORRECT.

THE AP

Always, in such cases, transmit the exact request of the source. Reserve formal AP corrections, eliminations or kills for stories on which responsibility rests with The A.P.

7. THE CORRECTIVE. Sometimes an error requires correction long after the original transmission. In most cases, the correct version should be embodied in a dispatch simply carrying the slug “**CORRECTIVE.**” The previous story

should be identified parenthetically at the end as
(EDS—PREVIOUS A77 DAY, AUG. 2).

If the error previously was of a character which might be libelous, however, the corrective must be preceded by a note, as:

CORRECTIVE

EDITORS: PAPERS WHICH PRINTED A NEW YORK CITY STORY (A211 at 130PES) DATED AUG. 25 REGARDING A SUIT AGAINST JOHN DOE ARE REQUESTED TO PRINT THE FOLLOWING: NEW YORK X X X etc. (*with the correct story*).

In no case should a corrective story carry such statements as "*The Associated Press regrets*" or is "*glad to correct*" the error. The story should explain whether the error was by the source or by The Associated Press.

The corrective story should make clear just what it is trying to put right. In other words, don't be vague about it. Come right out and say what was wrong with the original.

8. **THE SUB.** When it is desired to send a substitute for a story the slug should be "**SUB WILSON (FOLIO).**" In the night report it may be: "**SUB DAY WILSON (FOLIO).**"

H A N D L I N G A D V A N C E

Stories transmitted in advance carry a caption showing the time of release, or probable release. The day of the week, as well as the date, must be given.

(Refer to AP Reference Book for detailed explanation of wire services agreement on release, broken release and regional captions.)

The form for handling advance where the source fixes the time of release and the advance is for radio delivery:

(ADVANCE FOR USE AT 7 A.M., EASTERN STANDARD TIME, MONDAY, NOV. 16. RADIO DELIVERY TIME 11 A.M., EST).

If there is no radio delivery involved, drop that reference. For morning paper use, the time is changed to **7 P.M., EST.**

Where The AP originates the story and fixes release time, the caption is:

(ADVANCE FOR PMS OF MONDAY, NOV. 16)—(Or AMS, as the case may be)

Where the source fixes an exact time for release, the caption should read:

(ADVANCE FOR USE AT 2 P.M., EASTERN STANDARD TIME, MONDAY, NOV. 16).

Where advance is handled on a contingent basis, the caption:

**(ADVANCE TO BE HELD FOR RELEASE
EXPECTED ABOUT 1 P.M., EASTERN
STANDARD TIME MONDAY, NOV. 16)**

Statements expected to be offered in evidence, or similar matter on which release is uncertain, should be captioned:

**(ADVANCE TO BE HELD FOR RELEASE,
TIME OF WHICH IS UNCERTAIN.)**

The word **ADVANCE** should be written also as part of the dateline:

**(ADVANCE) WASHINGTON AUG. 16—
(AP)—ETC.**

The caption should be repeated at the end of the story, as:

**(END ADVANCE X X X AUG. 16, MOVED
AUG. 14)**

The words “**MOVED** (*date*)” should be included when advance is moved a day or more prior to release.

When extremely important material is moved in advance of release, or material is moved considerably in advance of release, the caption also should include **CAUTION NOTE RELEASE DATE.**

Generally a separate note to editors should be sent calling attention to extremely important advance material which has moved, and cautioning against premature publication.

The *AP Newsfeatures* section will explain captions for advance in that department.

Advance material transmitted on a "*hold for release*" basis, is released by a short bulletin, thus:

BULLETIN

WASHINGTON — RELEASE BUDGET ADVANCE, INCLUDING REGIONAL ADVANCES.

In the succeeding cycle, this note is sent:

EDITORS

WASHINGTON — THE BUDGET MESSAGE AND REGIONAL STORIES ON THE BUDGET WERE RELEASED IN THE DAY (or NIGHT) REPORT.

If a story transmitted in the preceding news cycle to be held for release was not released, a note should be sent, as:

EDITORS

WASHINGTON—THE CONGRESSIONAL INDEPENDENT RIVERS AND HARBORS ADVANCE SENT AS A124WX IN DAY (or NIGHT) REPORT HAS NOT BEEN RELEASED. GUARD AGAINST PREMATURE PUBLICATION.

In cases where a number of advances have been transmitted on some developing story (Pearl Harbor investigation in Washington, for example) and where some advances have been released and others not, editors would be aided if stories were identified by subject and folio, both as to released and unreleased stories.

Biographical sketches are released (in a separate note to editors) on the death of the subject as follows:

EDITORS

ATTENTION IS CALLED TO BIOGRAPHICAL SKETCH NO. 1206, JOHN DOE.

A Note to Editors reminding of the release should be sent in the following news cycle.

INFORMING THE EDITOR

Special attention should be given to keeping the member papers fully informed of news and photo operations, situations, etc., by wire notes.

For example:

EDITORS

**ATLANTA—THE AP IS INVESTIGATING
A REPORT TWO PASSENGER TRAINS
COLLIDED CAUSING MANY DEATHS.
THE STORY WILL BE EXPEDITED.**

THE AP

Occasionally an item of interest to newspapers especially may carry the introduction.

EDITORS

**THE FOLLOWING IS SENT FOR YOUR
INFORMATION AND FOR PUBLICA-
TION, IF DESIRED.**

An item transmitted in that fashion should carry The AP credit if it is offered for publication at all. Sometimes, however, information cannot be used for publication, and may be conveyed as follows:

EDITORS

**WASHINGTON—THE PRESIDENT AT A
PRESS CONFERENCE TODAY INDI-**

**CATED, NOT FOR PUBLICATION, HE
MIGHT HAVE A STATEMENT LATER
TODAY ON THE CHINESE SITUATION.
THE AP**

Notes of extreme privacy should be headed:

**EDITORS
(CONFIDENTIAL AND NOT FOR PUB-
LICATION)**

Customarily the news report does not carry denials of stories not carried by The Associated Press, but such denials may be sent to members in informative notes, or carried as stories when the denials themselves make news.

Notes which establish policy or convey regulations should be dated.

Occasionally matter will be picked up from radio broadcasts, matter which there is reason to doubt, or which has no immediate confirmation, but which none the less has been made public, and which members should know. If handled, this takes the form (without the AP logotype):

**BROADCAST
NEW YORK, MARCH 2 — THE PARIS
RADIO BROADCAST A REPORT TODAY
THAT FIGHTING HAD BROKEN OUT IN
THE BERLIN POLICE BUREAU.**

Recognized broadcasting systems, or known radio reporters, when quoted will be identified as authority for their own statements. Such qualified stories carry The AP logotype.

COPYRIGHT

Copyright is reserved for outstanding exclusive material written by Associated Press staffers or for The AP by persons outside the service.

MESSAGES

Urgent messages are marked by the sender: **95**. This designation should be reserved for actually pressing situations.

Messages for all points on a circuit should be marked: **17**.

Market messages are marked: **97**.

A message sent to a bureau on another circuit should be addressed: **KX FOR DALLAS**.

(Spell out the point of destination in such relay messages, except that "Frisco" is a standard abbreviation.)

As such a message passes through the relay to the circuit of address, the wire sign of the relay point is transferred from address to signature, so the signature appears: **CHICAGO VIA KX**.

Messages scheduling news should be informative

and designate the wire, thus:

NY

40 A BROTHERHOODS WILL VOTE ON PAY PROPOSAL TODAY

CD

Obituary schedules should include the name. Member request messages should be answered immediately, either with the requested material or a report on progress. Messages, when covering member requests, should include the member asking.

SPECIAL SERVICE

Spot news roundups such as weather, fatalities, strikes, etc., should be approved by New York before undertaken. If authorized, the regular facilities will be used as a rule. Bureaus should be alert to wire conditions and employ alternate means for roundup compilations, if and when transcendent news monopolizes regular facilities.

Occasional roundups of editorial comment may be ordered. This usually will be handled by one bureau, (to be designated when the roundup is ordered) and means of gathering the material will be determined at the time.

AP World Service requests when handled on regular facilities should be slugged plainly to insure attention. Telegraph service should specify "**AP WORLD.**" News intended for Far Eastern points should be channeled to San Francisco and also should reach New York if there should be European interest in the item.

La Prensa Asociada matter should be slugged "**LPA**" and be handled the same as AP World copy, except that none is sent elsewhere than to New York.

Bureaus will save time and messages by including hometown and address of foreigners.

A P NEWSFEAT U R E S

AP Newsfeatures is a department set up specifically to handle stories beyond the point permitted by wire pressure and time in the spot report, with the copy handled by both mail and wire.

The wire copy moves, usually in advance, with a distinctive slug, as:

ADVANCE FOR AMS OF SUNDAY, DEC. 16, FROM AP NEWSFEAT U R E S

When stories are moved more than a week in advance of release date, editors' attention is called to the time lag, thus:

**ADVANCE FOR AMS SUNDAY, DEC. 16
— NOTE DATE — FROM AP NEWSFEAT U R E S.**

The "*AP Newsfeatures*" designation is not repeated at the end of the story. The sign-off is simply:

**END ADVANCE FOR AMS OF SUNDAY,
DEC. 16. MOVED DEC. 2.**

When **CORRECTIONS** are made on AP-N wire stories, the form is:

**(ADVANCE) AP NEWSFEAT U R E S COR-
RECTION**

When it is necessary to correct a page (*mail*) story on the wire, the designation is:

AP NEWSFEATURES PAGE CORRECTION

When AP-N moves on a spot basis, as in the case of certain columns, the designation is:

AN AP NEWSFEATURE FOR TUESDAY PMS

AP-N specialists in various fields use distinctive by-lines identifying themselves, as an AP "*editor*" or "*reporter*" in their field, as:

BY HOWARD BLAKESLEE AP SCIENCE EDITOR

Other AP-N stories of by-line designation carry a staff writer line, as:

BY BILL GLOVER AP NEWSFEATURES WRITER

In such staff written stories (except by specialists who have the "AP Reporter" or "Editor" designation) The AP logotype also is included in the dateline.

When one writer substitutes for another in a regular assignment such as a column, the by-line is simply:

BY STAN SWINTON (FOR HAL BOYLE)

WIREPHOTOS SCHEDULING WIREPHOTOS

Bureaus and other sending stations located on the Wirephoto network schedule their picture offerings verbally on the New York monitor.

The following general form is used:

“WX 4, 8x10 I print, Washington dateline, John L. Lewis and aides enter court. Good picture, for all points. Ready to go.”

With any picture schedule, the basic and vital information is the content of the picture — and a brief assessment of its value, whether worth general distribution, or only regional distribution.

The recommendation on the picture's value — as a picture — is the all-important item. In scheduling, normally there is no need to reiterate the contents of the news story which the picture may be intended to illustrate.

Where picture copy has only regional value, it should be scheduled as such at the outset, with a suggested list of points to which it should go. Bear in mind the Wirephoto network is operated on the same principle as any news wire is filed.

Copy which seems, on the basis of available information, to be most useful for most points is given priority.

COMPLETENESS OF CAPTIONS

A caption's job is to supply all the basic and interesting facts about a picture — and answer the obvious questions about it.

What may be obvious to the caption writer may be unclear to an editor or reader a thousand miles away. The reference slug "see wire story" is no substitution for adequate caption information.

Every wirephoto caption should be written, insofar as possible, so it will stand by itself with the picture. Bear in mind the receiving editor may not even see the news story with which the picture may be tied up.

Thus the most careful copyreading is essential on every picture caption before it is transmitted.

First names and titles, or identifications, are basic information. Nicknames generally should be avoided. Circumstances under which a picture is taken often are very pertinent for inclusion in the caption — particularly where an exceptional situation is involved. Any really unusual picture calls for explanation of the circumstances.

KILLS, ELIMINATIONS AND CORRECTIONS

These are handled on the same principle as in the spot news report, except that all Wirephoto matters are channeled through the New York Wirephoto desk.

Kills, as well as important corrections, are handled by trunk wire message — with back-stop handling on the network on roll call.

Eliminations normally are handled by voice message to network points on roll call. Where an elimination is called for some hours after original transmission of a picture, it then is handled on the trunk news wires from the New York Wirephoto desk.

Where an elimination is called for on a regionally transmitted picture, sent on a network split and not seen by the New York control desk, the message handling is done after consultation with the New York desk by the bureau involved.

The New York control desk similarly should be promptly consulted respecting kills, eliminations or corrections on picture transmissions which may have been handled only on a state network.

S P O R T S

THE FOOTBALL LINEUP

NOTRE DAME

Left Ends—Wightkin, Mutscheller.
 Left Tackles—Martin, Toneff, Hudak.
 Left Guards—Johnson, Burns, Oracke.
 Centers—Groom, Grothaus, Boji.
 Right Guards—Wellner, Lally, Helwig.
 Right Tackles—McGehee, Ciefelli, Emijewski.
 Right Ends—Hart, Espenan.
 Quarterbacks—Williams, Petitbone.
 Left Halfbacks—Spaniel, Zalejski, Gay.
 Right Halfbacks—Coutre, Swistowicz, Barrett.
 Fullbacks—Sitko, Gander, Landry.

ALABAMA

Left Ends—A. Lary, Steiner, Jenkins.
 Left Tackles—Miller, Theris, Shipp.
 Left Guards—Franko, Mizerany.
 Centers—Lauer, Speed, O'Sullivan.
 Right Guards—Holdnak, May, Smalley.
 Right Tackles—Hannah, Wilhite.
 Right Ends—White, Lutz.
 Quarterbacks—Avinger, Brown.
 Left Halfbacks—Salem, B. Cochran.
 Right Halfbacks—Cadenhead, Melton, Abston.
 Fullbacks—Noonan, Calvin, Compton.

NOTRE DAME	9	7	0	3	— 19
------------	---	---	---	---	------

ALABAMA	0	7	6	0	— 13
---------	---	---	---	---	------

Notre Dame scoring: Touchdowns, Wightkin, Barrett; Conversions: Oracke 2. Field Goal, Oracke; Safety, Noonan (tackled by Hart in end zone).

Alabama scoring: Touchdowns, Brown 2; Conversion: Cadenhead.

FOOTBALL STATISTICS

Starting with the 1950 season, the form for football statistics was simplified. The new style follows:

Birmingham, Ala., Nov. 17—(AP)—Statistics of the Alabama-Notre Dame game today:

	Alabama	Notre Dame
First Downs	10	11
Rushing yardage	143	155
Passing yardage	62	29
Passes attempted	9	2
Passes completed	5	2
Passes intercepted	0	2
Punts	6	4
Punting average	40.5	38
Fumbles lost	3	0
Yards penalized	5	30

Statistics are carried under a separate dateline.

FOOTBALL SLUGS

The shortest possible football slug should be used on running stories as follows:

Add Notre Dame-Alabama (first)

Pick up lines are omitted on games on which one descriptive take a period is moved. On games on which more than one take a period is carried pick up lines are used and the period is repeated at the start of each period descriptive, thus:

Add Notre Dame-Alabama (first)

First Period

The running should be sharply written, telling what happened. It should not be chronological but should be written summary fashion, like this: Notre Dame scored twice in the third period. Williams threw a 20-yard pass to Hart in the end zone, etc.

Don't use first names of players.

GOLF SCORES AND SUMMARY

In medal play tournaments, nine hole scores and totals are used for the first round and 18-hole scores and totals for each succeeding round:

FIRST ROUND: John Smith, New York, 35-35—70.

SECOND ROUND: John Smith, New York, 70-69—139.

THIRD ROUND: John Smith, New York, 70-69-70—209.

FOURTH ROUND: John Smith, New York, 70-69-70-69—278.

(This is wrong: Third round: John Smith, New York, 139-70—209.)

On the weekly open tournaments, as distinguished from national championships, we use only the top twenty scorers. A Note to Editors should be sent a couple of days before one of these meets advising of coverage plans and offering to overhead additional scores desired.

On the final day it is preferable to include winnings in the list of leading scorers:

John Smith, New York, 70-69-70-69 — 278 (\$2,000).

Ben Jones, Detroit, 69-70-70-70—279 (\$1,500). Match play tournaments follow the usual summary style:

John Smith, New York, defeated Bill Jones, Milwaukee, 3 and 2.

Where feasible it is best to include qualifying scores in first round pairings:

John Smith (74), New York, vs. Bill Jones (75), Milwaukee.

The name of the course and its yardage are integral parts of golf stories and should be included in all leads.

Don't use the word "bogey" for one over par.

It doesn't mean that. Use of the terms birdie (one under par), eagle (two under) and double eagle (three under) is permissible. Because of its rarity, double eagle should be explained.

THE TRACK SUMMARY

100-yard dash—1. John Jackson, Yale; 2. Dick Brown, California; 3. Joe Parker, Texas. :09.6.

Shot Put—1. Phil Phillips, Harvard, 49 feet $6\frac{7}{8}$ inches; 2-3. Bill Johnson, Tennessee, and Bob Carty, Michigan (tie), 47 $1\frac{1}{2}$.

We need first names of all performers, and all performances in field events, on major track meets carried on the Sports Wire. For summaries on regional and state wires it is permissible to omit first names, and field performances of all except winners.

All places and performances for which points are counted should be included in the summary.

Note the time for the 100-yard dash is written :09.6, not 9.6 seconds. Use figures only for times.

Do not write out "minutes" and "seconds".

In dual meets, to save wordage, initials should be used instead of the name of schools in the summary, like this:

880-yard run—1. Pat McGuire (n); 2. Bill Cox (ND); 3. Jack Burton (n) etc. (N for Navy, ND for Notre Dame).

THE BASKETBALL BOX

Ohio State	G	F	PF	TP
Schmittker F	7	9	3	23
Donham F	3	2	4	8
Remington F	1	1	1	3
Taylor C	8	0	2	16
Armstrong C	0	1	1	1
Brown G	2	1	3	5
Burkholder G	3	4	4	10
Jacobs G	1	1	2	3
TOTALS	25	19	20	69

Michigan	G	F	PF	TP
Suprunowicz F	1	2	0	4
Wisniewski F	4	3	5	11
McIntosh F	1	2	1	4
Gutowski F	0	1	1	1
Vander Kuy C	9	1	4	19
Morrill G	3	0	4	6
Skala G	5	3	3	13
Murray G	0	0	0	0
TOTALS	23	12	18	58

Halftime: Ohio State 39, Michigan 35.

Free throws Missed: Ohio State—Schmittker 2, Donham, Remington.

Michigan—McIntosh 2, Vander Kuy 3, Murray 2, Gutowski, Morrill.

THE BASEBALL BOX SCORE

American at Philadelphia

New York	AB	R	H	O	A
Rizzuto SS	4	0	0	2	3
Mapes RF	3	1	1	2	0
Bauer LF	4	1	2	2	0
Woodling LF	0	0	0	0	0
Dimaggio CF	2	0	0	2	0
Berra C	4	0	2	4	0
Johnson 3B	3	0	0	1	4
Coleman 2B	3	0	0	0	3
Collins 1B	4	0	0	13	0
Lopat P	2	0	0	0	1
A—Brown	0	0	0	0	0
Page P	0	0	0	0	0
TOTALS	29	2	5	Y-26	11

A—Walked for Lopat in 9th

Y—Two out when winning run scored

Philadelphia	AB	R	H	O	A
Joost SS	4	1	1	1	2
Dillinger 3B	4	0	0	1	1
Lehner LF	4	0	0	3	0
Chapman CF-RF	4	1	1	1	0
Valo RF	3	1	1	3	0
McCosky CF	0	0	0	0	0
Fain 1B	2	0	1	7	1
Suder 2B	4	0	0	4	4
Guerra C	3	0	0	5	1
Kellner P	2	0	1	2	0
B—Hitchcock	1	0	0	0	0
Wyse P	0	0	0	0	0
TOTALS	31	3	5	27	9

B—Flied out for Kellner in 8th

New York	000	002	000 — 2
Philadelphia	000	000	003 — 3

E — Berra. RBI — Bauer, Berra, Fain 2, Suder.
2B — Mapes, Fain. 3B — Bauer, Chapman.
HR — Berra. SB — Valo. S — Lopat. DP —
Joost, Suder and Fain; Rizzuto and Collins.
LEFT — New York 6, Philadelphia 5. BB —
Kellner 4, Lopat 3.

SO — Kellner 6, Lopat 4. HO — Lopat 5 in
8-2/3 innings; Page 0 in 0 (faced one batter);
Kellner 5 in 8; Wyse 0 in 1. HBP — By Kellner
(Dimaggio). WP — Kellner. BALK — Kellner.
PB — Berra. WINNER — Wyse (2-3). LOSER
— Lopat (5-3). U — Berry, Stevens and Sum-
mers. T—2:15. A-11,636.

Be sure the winning and losing pitchers are in-
cluded in every box whether or not they were
relieved. This is necessary in order to include
their records: Newhouser (5-0), etc.

Attendance figures carried at the end of the box
should include paid attendance only. Where offi-
cial attendance is not available, the figures should
be marked (unofficial).

Make the bulletin hit the highlights of the game.
Many AM papers now use the bulletin as the
night lead. It must be graphic and interesting.

In the leads, do not use chronological order for
telling the story. Write so the story can be chop-
ped easily at any paragraph. Watch for the
unique — the performance of the big stars, for
good or bad; long hitting streaks; unusual
records.

All standings on leagues of "A" classification and better should carry the "games behind" column.

Nicknames can be used but the first mention of any team should be by name of the city.

To prove a box score: For either side, total "at bats", plus sacrifices, bases on balls, hit by pitcher and interference by catcher should equal the runs scored, left on bases and opponents' putouts.

SCORES

The shortest possible slug lines should be used. The word "basketball" or "baseball" is sufficient for college sports. It is unnecessary to slug a score "college basketball." To save time traffic does not sign off scores. The style:

Basketball

St. Johns (Bkn) 78, Louisiana State 75

Abbreviations should be used for professional sports. "NBA" for National Basketball Association, "NHL" for National Hockey League, "NFL" for National Football League, etc. Nicknames are necessary only in cases of two or more teams in one city, Chicago Bears, New York Bulldogs, etc. Otherwise use just the city in the score:

NFL

Chicago Cardinals 17, Philadelphia 12

Don't sub an erroneous score. Correct it.

Scores on major football games are moved cumulatively, like this:

First Notre Dame 0, Illinois 6

Second Notre Dame 3-3, Illinois 0-6

Third Notre Dame 6-9, Illinois 6-12

Final Notre Dame 8-17, Illinois 0-12

Note: On games where cumulative scores are used the **visiting** team is listed first. On games where only the bare final score is carried the **winning** team is listed first.

Scores should be filed in the shortest form possible. Examples:

Virginia Tech (instead of Virginia Polytechnic Institute); Northern Idaho (instead of Northern Idaho College of Education); Pitt (instead of University of Pittsburgh) etc. Teams with similar names should be identified by states, thus:

Westminister (Pa) or Westminister (Mo) or Westminister, (Utah) etc.

THE HOCKEY LINEUP

NEW YORK

Henry	G
Juzda	RD
Heller	LD
Pike	C
Warwick	RW
Patrick	LW

TORONTO

Broda
Stanowski
McDonald
Goldwyn
McCreedy
Langelles

Referee — Joe Brown; Linesman — Bill Johnson and Jack Smith.

NEW YORK SPARES — Coulter, Shibicky, M. Colville, N. Colville, Watson, Pratt, Hextall, Burns, Kunz, Tustin.

TORONTO SPARES — Davidson, Hamilton, Kampman, Carr, Apps, Schriener, Drillon, Church, Taylor.

FIRST PERIOD — Scoring: 1. Toronto, Langle (Stanowski) 1:36; 2. New York, Tustin (N. Colville) 3:48; 3. New York, M. Colville (Tustin, Warwick) 4:03 Penalty — McDonald.

SECOND PERIOD — Scoring: None. Penalties — None.

THIRD PERIOD — Scoring: 4. Toronto, McDonald (Unassisted) 5:34; 5. Toronto, Stanowski (McDonald, Apps) 18:02. Penalties—Davidson, Juzda (Major), Apps, McDonald 2 (1 major).

Time of goals are calculated from start of period. Penalties are minor unless otherwise noted.

The hockey lineup is moved in advance. Period scoring summaries are moved as each period ends.

BUDGET LINES

The budget line should not only describe the story but should be an eye-catcher for the copy desk. The form:

Indianapolis — sharp competition and record-fastest field may set new mark in 500-mile speedway race (350).

Be sure to include the wordage.

Our form for slugging sports budgets is to include the slug on one line, like this:

Belmont Stakes (AMS Sports Bjt-500).

New York, June 10—(AP)—etc.

BUSINESS NEWS

All business and financial news, except routine market items, should be stripped of technical terms. Use words that make the story clear to the average reader.

Aside from fixed routine, handle business and financial news as you would any other type of news, with phrases or paragraphs explaining and backgrounding. Do not take reader knowledge for granted.

Perhaps even more than in other news, there is needed here a probing behind bare announcements, which often are stereotyped company plugs, with interesting flavor and meaning hidden.

CORPORATION NEWS

News of corporate activities must meet the usual test of reader interest. Between items of equal import, however, that relating to a larger corporation normally will deserve more attention, because shares of such a company's stock will be more widely held and its business operations will affect a greater number of people.

Unless the name of a company describes the nature of its business, or unless this nature is widely known, always have at least a phrase explaining it.

Corporate news developing at regular intervals includes earnings reports, dividend actions and sales reports.

EARNINGS

Of chief interest are the figures for net income or net loss, which are the results after all charges, including interest on bonds, but before dividends.

If the company qualifies the net figure with such a phrase as "before depreciation" use it.

Earnings per share of common stock, which are calculated after deducting the amounts paid on preferred stock issues, should be given. Include comparisons for earlier periods, especially 12 months if available, for both net income or loss and per-share figures, or explain why they are NOT available (not reported previously, change in fiscal year, etc.).

Example for the more newsworthy earnings reports:

NEW YORK, JULY 24-(AP)-The ABC Corp., manufacturing automotive products at Detroit and Toledo, reported today its net income for six months ended June 30 was \$18,574,883, equal to \$1.67 a common share. In the similar period a year ago net income was \$12,444,826, or \$1.03 a share.

Where there are significant changes in totals for net sales, unusual or non-recurrent income or charges against income, include that information.

Pertinent comment by company officials on business trends or special situations affecting the company should be used.

Except to reflect unusual conditions, we do NOT use income reports more frequently than quarterly, even though some companies such as utilities and railroads report monthly figures.

Aside from some of the country's leading companies, or companies especially newsworthy at the time, earnings reports are carried in tabular form, as:

XYZ Corp., Providence, R. I., textile producer, for six months ended June 30:

	1950	1949
<i>net income</i>	\$1,378,933	(x)-\$452,881
<i>a share</i>	74 cents	—
<i>net sales</i>	\$24,114,397	\$16,513,662
<i>(x)—net loss</i>		

These tabular reports may be slugged "ADD EARNINGS" if an earnings report in story form has preceded it on the wire.

DIVIDENDS

Use only changes in dividend declarations, unless some special situation makes news out of the ordering of a regular dividend. As a general rule, use dividend actions only on those stocks listed on the New York Stock or Curb Exchanges.

However, dividend actions of other companies may be of regional interest.

Follow the dividend designation used by the company, whether regular, special, extra, increased, or interim. If the company calls it just "a dividend", don't refer to it as regular or quarterly, but show what was paid previously.

If a regular dividend is paid along with a special

or extra, mention both, plus the amount of previous added payments, as:

NEW YORK, JULY 24-(AP)-*Directors of New York Steel Products Corp. today ordered a special dividend of \$1.50 on common stock, in addition to the regular of \$1, both payable Sept. 15 to shareholders of record Aug. 25. A special of 75 cents was paid on June 15.*

When the usual dividend is omitted or reduced, some companies issue an explanatory statement which should be used briefly.

NEWSPAGE MARKETS

Important developments in stock or commodity markets are covered in stories slugged "Newspage" and sent in addition to the routine market stories.

In newspaper items, price changes are described in dollars and cents, as: Stock declines ranged from \$1 to more than \$3 a share.

Dollars and cents also are used wherever practicable in market page roundup stories, as in the undated commodities.

COMMODITIES

Much commodity market routine consists of strictly quotation items which should be stripped to bare essentials with needless punctuation eliminated. Uniformity should be preserved, however.

Example of a livestock market:

CHICAGO, JULY 3—(AP)—Salable hogs 8,000; active and uneven; generally 75 cents to 1.00 higher on all weights butchers; sows 50-75 cents higher; top 23.75 for short load; most good and choice 180-240 lb. 23.00-23.50; 250-270 lb. 22.00-22.75 etc.

Example of cash grain market:

KANSAS CITY, JULY 3 — (AP) — Wheat 1,543 cars; 1 lower to 3 higher; No. 2 hard and dark hard 2.20 $\frac{3}{4}$ -2.30 (new); No. 3, 2.21-2.27 (new); No. 2 red 2.19 $\frac{1}{2}$ -2.25N; x x etc.

Dollars and cents signs are eliminated. When a price is under \$1, the decimal is omitted, but when over \$1, it is used. Use dash rather than "to" in a price range as: **10-20 lower**. Do not use needless commas but put them in a thousand figure, as: 8,000, and to separate figures, as:

No. 3, 2.21-2.27. Abbreviations such as No (number), N (nominal), B (bid), lbs. (pounds), and for months, do not require periods in these strictly quotation items.

In avoiding needless punctuation just say wheat 1,543 cars, etc., not separating the commodity from the figure with comma, dash or otherwise, but don't leave out punctuation where the result is confusing.

Many items contain the tone of the market, as: steady, strong, firm, weak, easy, etc. Use extreme care with these terms, since many have specific meanings in particular markets. For example, definitions of such terms for use in livestock markets have been issued by the USDA production and marketing administration.

Describing the market tone is important where no indication of previous prices is given, and not required in items showing net changes. For instance, instead of cotton was easier, off 30 to 50 cents a bale, write: cotton was off 30 to 50 cents a bale.

STORE SALES

Sales reports of the larger chains of retail stores are carried monthly. Give figures for the latest month, comparable month a year ago, and percentage of change; also cumulative figures for the company's sales year to date.

After the first report is carried in paragraph form, others may be added in tabular reports, slugged "ADD STORE SALES," as:

XYZ Stores Corp.:

	1950	1949	<i>per cent change</i>
<i>June</i>			
	\$ 7,935,450	\$ 7,482,165	<i>inc. 6.1</i>
<i>6 months</i>			
	\$43,835,207	\$44,119,626	<i>Dec. 0.6</i>

STANDARDS

While this booklet principally deals with mechanics, there is one reference guide which will eliminate many messages and corrections and therefore is included. It is of the Beaufort wind-scale.

Calm is a wind of up to 0.5 of a mile an hour, and smoke rises vertically.

A *strong breeze* is 25 to 31 m.p.h., and it whistles in telephone wires.

A *moderate gale* is 32 to 38 m.p.h., and sways whole trees.

A *fresh gale* is 39 to 46 m.p.h., and impedes walking.

A *strong gale* is 47 to 54 m.p.h., and breaks signs.

A *whole gale* is 55 to 63 m.p.h., and uproots trees.

A *storm* is 64 to 75 m.p.h., and does widespread damage.

A *hurricane* is 75 m.p.h., and upwards and causes excessive damage.

The differentiations for tornadoes, typhoons and cyclones are sufficiently understood.

