

STYLE MANUAL
for
MUNICIPAL TECHNICAL ADVISORY SERVICE
THE UNIVERSITY OF TENNESSEE

January 1952

Joyce H. Williams and
Katherine W. Thompson,
Editors

MTAS / also
publ.

PREFACE

This Manual of Technique and Style for the Municipal Technical Advisory Service is, primarily, an attempt to establish consistent and uniform usage of style within the office. Its purpose is not to elevate any one form as the best, others may be equally desirable, but to designate one form only for MTAS use.

Rules for punctuation as stated herein were selected as the ones which are most often subject to misuse or question. There are many commonly known rules of grammar which are not included. We request, therefore, that these sections be supplemented often by the Harbrace College Handbook, The Manual of Style from the University of Chicago, the 1945 unabridged edition of the United States Government Printing Office Style Manual, Report Preparation by Kerekes and Winfrey, and an up-to-date dictionary.

Acknowledgment is due to all members of the staff of MTAS, particularly to Pan Dodd Wheeler and Wendell H. Russell, whose interest in and contributions to this manual have stimulated its publication. The services of Katherine W. Thompson in contributing to and editing the original material and organization should also be acknowledged. Composition of supplementary text material, the final editing, the present organization and format were done by Joyce H. Williams.

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THE TYPOGRAPHICAL ERROR

The typographical error is a slippery thing and sly.
You can hunt till you are dizzy, but it somehow will get by
Till the forms are off the presses, it is strange how still it sleeps;
It shirks down in a corner, and it never stirs or peeps.
That typographical error, too small for human eyes,
Till the ink is on the paper. then it grows to mountain size.
The boss just stares with horror, then he grabs his hair and groans;
The copyreader drops his head upon his hands and moans.
The remainder of the issue may be clean as clean can be.
But that typographical error is the only thing you see.

RULES FOR COMPOSITION

The Harbrace College Handbook and the University of Chicago Manual of Style should be used in conjunction with this section.

Capitalization

- (a) Capitalize national, state, and local subdivisions.

the North the South

- (b) But do not capitalize adjectives derived from such names or nouns designating directions.

the southern states south Knoxville west Ohio

- (c) Capitalize political divisions when they are proper names.

Fifth Ward First District British Empire

- (d) Do not capitalize such words as "city" or "state" when they precede, or are used with "of" before specific names, or when they are used alone.

city of Knoxville city fathers state of Ohio

- (e) Capitalize titles preceding proper names.

Governor Gordon Browning Mayor John Long Director Shaw

- (f) But do not capitalize when these names are used alone or following proper names.

Browning is governor of this state. mayor of Asheville

- (g) Do not capitalize words "former" and "ex" before titles.

former president of the club ex-Mayor Johnson

- (h) Capitalize the names of legislative and judicial bodies and other governmental departments.

- (i) Capitalize abbreviations for points of the compass, agencies.

TWA NE SW FCDA MTAS TVA

- (j) Capitalize degrees and write without space but with periods.

Ph.D M.A. B.A.

- (k) Do not capitalize "p.m." or "a.m."

8 p.m. 12:15 a.m.

- (l) Capitalize nicknames of states, cities, and schools (and do not use quotation marks).

Buckeye State Athens of the South Volunteers

- (m) Capitalize words derived from proper names, unless the word has lost its identity with the original name.

Roman numerals (from Rome) pasteurized milk (from Louis Pasteur but no longer associated with him)

- (n) Do not capitalize the names of seasons, general names of places, and names of school subjects other than the languages.

fall and winter the library mathematics English

Division of Words

(a) Unbreakable rules for the division of words are:

(1) Divide according to pronunciation (syllables):

democ-racy, knowl-edge

(2) The following suffixes are indivisible:

-ical -sion -ceous
-sial -tion -tious
-tial -gion -geous
-cion -cious -gious

(3) Words ending in -able and -ible should be divided before those endings:

read-able, never reada-ble

(4) Do not divide on a syllable with a silent vowel:

helped, passed never help-ed or hel-ped

(5) One letter divisions are never permissible. Do not divide:

enough able among item amen again (or others)

(b) Words preceded by the prefix "non" are hyphenated when the root word is a capitalized word and spelled solid when it is not a capitalized word.

non-American nonpayment

(c) When at all doubtful about the proper division of a word, always consult a dictionary (preferably Webster's unabridged).

(d) The following are correct forms of words often used by the MTAS staff:

courthouse, courtroom, bathhouse, insofar (when followed by "as") rights-of-way, above-mentioned, (Also the proper division of the word "municipal" is "munic-ipal." Another rule to remember is that verbs pertaining to the senses are followed by an adjective and never an adverb. "I felt bad" is correct. "I felt badly" is wrong and in poor taste.)

Punctuation

Brackets

Brackets, in pairs, are used:

- (a) To indicate a correction or supplied omission or an interpolation.

(Correction) - He came on the third second of July.

(Omission) - Our conference lasted two hours.

(Interpolation) They fooled only themselves. laughter

- (b) In legislative bills, model contracts, and sample ordinances to indicate that material is to be omitted.

"For the adoption or rejection of the council-manager charter for the city (or proposed city) of _____.
Here insert name of the city."

Colon

A colon is used:

- (a) After a salutation.

Dear Sir: attention, mayors:

- (b) To introduce formally any material that follows.

Enclosures: Employees are listed as follows:

- (c) If a clause precedes a colon, it must be a complete sentence.

Comma

The comma is used:

- (a) To separate two words or figures that might otherwise be misunderstood.

Good, earnest, willing consideration July 11, 12 of 1950

- (b) Before a direct quotation of only a few words following an introductory phrase.

- (c) Where it is demanded by the structure of the sentence such as:

(1) the separation of main clauses joined by and, but, or, for; (2) the setting off of introductory clauses (or phrases); (3) the setting off of nonrestrictive (parenthetical, interrupting) elements.

- (d) To separate thousands, millions, etc., in numbers of four or more digits.

3,000 1,094,600,000

- (e) After each member within a series of three or more words, phrases, letters, or figures used with "and."

horses, mules, and sheep

- (f) Before the conjunction in a compound sentence if the second clause is complete with subject and predicate.

It was on June 11, 1940, that he first appeared, and he stayed until May of 1941.

Every comma should be justified. A comma should never separate a subject and its verb, the verb and its object, or an adjective and its noun. (Omit commas in parentheses.)

subj. verb
Work at short intervals (,) accomplishes little.

We soon learned(,) that MTRAS standards are high. ^{object}

We want MTAS to be a pleasant, cheerful(,)place to work.

Dash

The dash is used:

- (a) To indicate an abrupt change or break in thought.

The Municipal Advisory Service - it has such nice employees! - serves the towns and cities of Tennessee.

- (b) To set off a summary.

We have six typewriters - three electric, two standard, and a long carriage.

- (c) To set off a parenthetical element that has commas in it.

This quarter has three months in it - October, November, and December - and is over at the end of the year.

- (d) Between figures to indicate intervening dates.

May 7 - 17 December 1950 - March 1951

- (e) In question and answer quotations, omitting quotation marks.

Q - May I answer in my own words?

A - Certainly, if you will not libel the witness.

The dash as used in examples (a), (b), and (c) should be used sparingly in formal correspondence.

Hyphen

The hyphen is used:

- (a) In compound adjectives.

coal-black chimneys one-year-old girl

- (b) With prefixes to proper names.

un-Christian anti-Whig un-American Vice-Mayor Jones

- (c) In writing figures and fractions.

seventy-three two-thirds

- (d) For words combined to be unit modifiers by employing the descriptive number with a singular noun.

10-gallon bucket 50,000-mile jaunt 20-hp motor

- (e) Where two or more hyphenated compounds have a common basic element and this element is omitted in all but the last.

long- and short-termed contract

A hyphen should not be used:

- (a) To divide words at the end of a line that are already

- (b) To divide initials.

Y.W.-
C.A.

- (c) To divide names of persons (not even if it means sacrificing the right-hand margin).

Mr. M. U. Snoderly

- (d) In combinations of adverb and adjective, or adverb and participle where no ambiguity could result.

ever increasing flood

Parentheses

Parentheses are used in pairs to set off parts which are loosely joined to a sentence.

He stated in his letter (a copy of which we received) that he is planning to arrive soon.

Period

The period is used:

- (a) In groups of three with alternate spacing to indicate an omission in text occurring within the sentence. (An ellipsis)

"Now is the time. . .to come to the aid of their country."

- (b) At the end of complete sentences (in a group of four with alternate spacing), made complete by the indication of an omission (an ellipsis).

"Now is the time. . . ."

- (c) At the end of complete sentences.

Lift the top.
Insert the spigot.
Tip slightly and pour.

Question Mark

The question mark is used:

- (a) To mark a query or doubt.

How could that be?

- (b) But not to follow an indirect question.

I wonder if that is possible.

Quotation Marks

Quotation marks in pairs are used:

- (a) To enclose slang words or words used in a special sense.

Senator Soundoff is a "lame duck."

- (b) To enclose nicknames of book titles, etc.

The Standards of the American Gas Company was recently published. All cities should try to comply with the "Standards."

- (c) To set off the titles of book series, unpublished material, portions of books, chapters of publications, titles of papers, lectures, sermons, toasts, etc.

- (d) For primary quotations. For a quotation within a quotation, use single marks.

"Father used to tell us, 'I remember when I was a boy my mother told me stories at night.'"

Quotation marks are not used:

- (a) To enclose the names of newspapers or magazines. These should be underlined.

Tennessee Town and City

Nashville Banner

- (b) To enclose direct quotations of four or more lines, or two sentences, appearing in a manuscript or multigraphed study. These should be indented from each margin and single spaced.

As for beauty, I know I'm no star
There are others fairer by far.
But my face, I don't mind it
For I am behind it,
It's the others out front whom I jar.

- (c) To enclose the names of books, etc. These should be underlined.

Gone with the Wind was written by Margaret Mitchell.

Warning: All quotations should correspond exactly with the original in wording, spelling, capitalization, and punctuation. If it starts in the middle of a sentence, it is indicated in the quote by three dots and the first word of the quote is in lower case. [See (a) under "Period."]

The comma and final period are placed inside the closing quotation marks.

Semicolon

A semicolon is used:

- (a) To mark a more important break in sentence flow than marked by a comma, or to separate complete statements whose force is dependent upon their remaining in the same sentence.

They gave us top priorities; they treated us respectfully;
they left us without money.

- (b) To introduce conjunctive adverbs such as however, thus, then, still, accordingly, therefore, etc., appearing between two independent clauses.

I like to work; however, I like to play, too.

Spelling and Abbreviations

- (a) Spell out in isolated text matter only those numbers under 10.

nine three but 18 107

- (b) Use figures for decimals and percentages, but spell out the words per cent.

0.247 9 per cent

- (c) In expressions of money, use ciphers with numbers from 1 to 9, but not with higher numbers unless in connection with fractional sums.

\$6.00 \$14.96 but \$600 \$1,938

When using figures also for higher numbers, use one of the following forms:

twenty (20) dollars, or, twenty dollars (\$20)

- (d) Spell out all numbers when beginning a sentence.

Ninety-five children and 74 women were evacuated.

- (e) Spell out round numbers.

five hundred three thousand but 2,700

- (f) Spell out names of thoroughfares, numbers of centuries, sessions of the Congress, and political subdivisions.

nineteenth century, Fifty-fourth Congress, second session, Sixth Congressional District, Henley Street

- (g) Spell out names of months, except in statistical tables or long enumerations.

November 1951 May 1

- (h) Spell out the days of the month when the day precedes the name of the month or when the month is not given.

the second of May, or the tenth

Letters

Letters typed for the signatures of MTAS staff members must be in accordance with the following:

- (a) The original is typed on MTAS letterhead stationery.
- (b) The inside address should be typed in a balanced form and include at least three lines.
- (c) The attention line, if any, is typed two spaces below the last line of the inside address.
- (d) The salutation is typed two spaces below the attention line, or the last line of the inside address, and followed by a colon.
- (e) The subject line is typed on the same line as the salutation, introduced by "Re:", using initial capitalization and usually beginning about the center of the page.
- (f) Letters are single-spaced. The left-hand margin begins 20 spaces from the edge of the paper, and the first line of each paragraph is indented 5 spaces.
- (g) The complimentary close is typed in line with the "Re:" on the subject line. It occurs two spaces below the body of the letter, and is followed by a comma.
- (h) The signer's name is typed 4 spaces below the complimentary close with his title directly underneath it.
- (i) The dictator's initials are typed in capitals, beginning with the left-hand margin. They are followed by a colon and the typist's initials in small letters.
- (j) The indication of an enclosure or attachment is typed 2 spaces below the dictator-typist initials. If more than one, it is followed by the number, typed in numeral, and enclosed in parentheses.

- (k) The persons receiving carbon copies are not listed on the original. Their names are introduced by "cc:" and are arranged in alphabetical order on all the copies.

Important: The letters mailed out from MTAS are the only introduction many people have to our organization. It is very important that the impression they give is one of neatness, conciseness, and efficiency. Then they will imagine the MTAS office as being the modern and progressive place it is!

IIA Letters
Sample of Original

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THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8260, UNIVERSITY STATION
KNOXVILLE 16

MUNICIPAL TECHNICAL ADVISORY SERVICE

October 19, 1951

Northwest Advertising Corporation
504 McGill Street
Carson City, Nevada

Attention of Mr. Wall

Gentlemen:

Re: Pyramid Sales Portfolio

The enclosed folder gives a full description of this novel selling device, about which you ask in your letter of November 27; and the accompanying price list shows illustrations of three standard sizes that are carried in stock ready for immediate delivery.

You write in your letter that these portfolios are to be used in connection with displaying street-car advertising. In the past we have built numerous oblong portfolios and have found them extremely satisfactory. Just now, however, we have on file no samples of the size you need; and, not knowing how many displays your portfolio must contain or how many portfolios you may require, we cannot estimate a price on this material.

If you will send us your specifications, we shall gladly quote prices that we know will be attractive.

Very truly yours,

S. D. Leonard
Executive Director

SDL:mb

Enclosures (2)

IIA Letters
Sample of Carbon Copy

14

November 28, 1950

Dr. James Donoghue
Extension Division
University of Wisconsin
Madison, Wisconsin

Dear Dr. Donoghue:

You may be interested to know that we have received an application for our Management Consultant position from Mr. Robert E. Quin of Lansdowne, Pennsylvania. He mentioned that you had forwarded the information about this position to him from Buffalo.

Many thanks for placing us in touch with Mr. Quin. Although our applications file is still open and it may be a few weeks before we can arrive at a final selection, it is encouraging to have an application from a person with Mr. Quin's qualifications.

It was good to have had an opportunity to visit with you in Buffalo last week. If you are ever in this part of the country, I hope you will arrange to look in on us here at Knoxville.

Yours sincerely,

Gerald W. Shaw
Executive Director

GWS:mb

cc: Dr. Robert S. Avery
Mr. Herbert J. Bingham
Dr. Lee S. Greene
Dean F. C. Lowry
Mr. W. H. Read

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 8260, UNIVERSITY STATION
KNOXVILLE 16

MUNICIPAL TECHNICAL ADVISORY SERVICE

December 12, 1951

Mr. Henry Traxler, City Manager
City of Janesville
Janesville, Wisconsin

Dear Mr. Traxler:

Your very excellent article, "The Value of a Professional Engineer to a Municipality," which first appeared in the Wisconsin League's magazine, The Municipality, December 1948, had such wide appeal that we wanted to include it in our magazine. Therefore, you will find the article reprinted, with the League's permission, in the enclosed copy of the current issue of the Tennessee Municipal League's monthly magazine, Tennessee Town & City, December 1950, on pages 6-7.

We regard it as an important phase of our program to encourage Tennessee municipalities to engage the services of professional engineers on a full-time basis where warranted, or on a part-time or consulting basis in those cities which are too small to employ a full-time engineer. Also, we are attacking this problem from the other direction, by attempting to interest the College of Engineering here to offer more courses in this field and to encourage students to enroll in such courses. This is, of course, a long range program, but we hope eventually to achieve some measure of success. By including your very thought-provoking article in this magazine for wide distribution to all city officials in Tennessee, we hope to be able to stimulate future interest in our cities in reliance upon professional engineers.

You also might be interested to know that, by reason of our relationships with the Tennessee Municipal League, preparation of the magazine for publication is done in this office, including designs, layout, and art work. In exchange for this service, we have available a separate Technical Section in

Page 2. Mr. Henry Traxler

December 12, 1950

each issue of the magazine. The Technical Section in the current issue, beginning on page 13, contains an article by Mr. Martin of the University of Kentucky on the Louisville Payroll Tax.

Mr. M. U. Snoderly, our Consultant on Municipal Engineering-Public Works, joins me in expressing appreciation to you for having made available to city officials this statement on such an important subject.

Best wishes for a Happy Holiday Season.

Cordially yours,

Gerald W. Shaw
Executive Director

GWS:mb

Enclosure (1)

cc: Dr. Robert S. Avery
Mr. Herbert J. Bingham
Mr. Robert C. DaCosta
Dr. Lee S. Greene
Dean F. C. Lowry
Mr. W. H. Read

Memoranda

The memorandum type of correspondence is for use among staff members and the advisory council only.

Memoranda for the signatures of members of the MTAS staff are typed on forms provided for that purpose. The very short memoranda are typed on the half-sheet forms and the others on the full-page forms. General rules to be followed are:

- (a) The left-hand margin is begun two spaces from the colon following the introductory "From."
- (b) The name of the person to whom the memo is addressed is preceded by the title "Mr.", or whatever is appropriate, and is directly in line with the left-hand margin.
- (c) The body of the memo is begun 2 spaces below the name of the person to whom it is to be sent on the short form. On the long form, "Re;" is typed in line with and 2 spaces below the "To:" and the subject follows, underlined.
- (d) The body of a memorandum is typed in block form, single-spaced.
- (e) A name line and the signer's title are typed 6 spaces below the body of the memo.
- (f) Carbon copies are not listed on the original but on the first copy when the memo is addressed to a particular person. If it is written to the files, it is permissible to list carbon copies on the original. In this way all file copies will show to whom carbons were sent.
- (g) All memoranda should follow the form set by the following samples.

MEMORANDUM

From: Wendell H. Russell

Date: October 25, 1951

To: Mr. Herbert J. Bingham

Re: Recruitment of MTAS Executive Director

You have been mailed today under separate cover 50 copies of the position description, the announcement, the MTAS informational brochure, and the rider (you may or may not want to use these) to be used by you in the recruitment of a new executive director for MTAS.

It is our understanding that you will send copies of the above material with your own cover letter to Mr. Carl H. Chatters, Executive Director, American Municipal Association, and to the municipal league secretaries of the other states that have municipal league organizations. Unless we hear otherwise from you, we shall make no mailings to any of the organizations mentioned above.

Additional copies of any or all of the recruitment material are available, and I have enclosed a copy of the announcement and position description for your information.

Administrative Assistant

WHR: vls

Enclosures (2)

MEMORANDUM

From: Gerald W. Shaw

Date: July 5, 1950

To: Mr. Herbert J. Bingham

Re: Belle Meade - Request for Assistance

This is in reply to your letter of June 30, reporting on your conversation with Captain W. T. Mallison, City Manager of Belle Meade, in which he requested assistance on two problems: (1) control of livestock and (2) regulation of septic tanks. Because of his past cordial relationships with Mr. Farrell of the State Health Department's Division of Sanitary Engineering, I am asking Mr. M. U. Snoderly, Consultant on Engineering-Public Works, to discuss these problems in a preliminary way with Captain Mallison at Belle Meade within the next week or ten days. If appropriate, depending upon the outcome of this discussion, Mr. Snoderly will contact Mr. Farrell, and, if advisable, arrange for a conference as you suggest.

You will recognize that these two problems have serious implications in terms of whether Belle Meade is to assume added responsibilities as a municipality or continue to depend upon the county for certain services. Your mention of recommendations which can be "publicly defended" might mean that these are essentially political issues rather than technical problems. If Belle Meade wants to control livestock, we can certainly assist in drafting an applicable ordinance, but we should not attempt to make this decision for them, nor are we competent to assess the public health factors involved in the present circumstances. The same principles would seem to apply in the second problem pertaining to septic tanks, except that here the Division of Sanitary Engineering is more directly involved and we shall certainly want to work in close cooperation with Mr. Farrell in this instance.

I believe that Mr. Snoderly should first discuss this problem with Captain Mallison in general terms, pointing out that reliance upon the county may mean a level of services inadequate to meet the needs of Belle Meade as a growing urban community. Also, that ordinances and regulations adopted by the city leads directly to inspection and enforcement, which are administrative problems.

Page 2. Mr. Herbert J. Bingham

July 5, 1950

When the desires of the city become more firmly crystallized, possibly as a result of these preliminary discussions, Mr. Snoderly will be able to judge the appropriate time to review the situation with Mr. Farrell.

From the attached copy of my letter to Captain Mallison, you will note that Mr. Snoderly will arrange to call on him at Belle Meade within the near future. I am asking Mr. Snoderly to discuss this with you in advance of his call on Captain Mallison, so that you might have an opportunity to pass on to him any additional background information in your possession and to ascertain that you have no objection to this method of approaching these problems as outlined above.

Executive Director

GWS:bbd

Attachment

MEMORANDUM

From: Gerald W. Shaw

Date August 3, 1951

To: Mr. Herbert J. Bingham

It occurred to me that you might be interested in reviewing the attached copy of a letter recently received from Col. Ira A. Rader, City Manager of Shelbyville.

Executive Director

GWS:mb

Attachment

Official Titles

- (a) The University of Tennessee
- (b) The Bureau of Public Administration
- (c) Bureau of Research, College of Business Administration
- (d) Bureau for Sociological Research
- (e) Legal Aid Clinic
- (f) Engineering Experiment Station
- (g) The Hoskins Library
- (h) Other titles that should be mentioned are:

- (1) Mayors of cities are referred to as "Mr." For example, in letters they are addressed as the following:

Mr. James F. Dogwood, Mayor
City of Podunk
Podunk, Tennessee

Dear Mr. Dogwood:

- (2) Remember that the seat of government, the people composing it, is the capital. The building housing the seat of government is the capitol.

General

Duties of the editor, the distribution procedure, and the maintenance of a mailing record for each of the MTAS publications are similar and can be described generally. Therefore the discussion of each of these points will apply to all MTAS publications unless otherwise stated. Additional procedures that are applicable only to unannounced publications (such as the Technical Bulletins and Reports) or periodicals (such as the "Directory of City Officials" and "Federal News Digest") are covered in sections IIIB and IIIC.

Duties of the Editor

Duties of the editor involve preparation of the foreword, the table of contents and, when necessary, an index. The editor is also responsible for thorough proofreading of material.

Foreword--A foreword differs from a preface in that it is an introductory note written as endorsement by a person other than the author. (A preface is written by the author. An introduction is the initial part of the text.) Criteria for a staff foreword are that it will inform the reader of the following:

1. Identify the general field in which the publication can be placed, i.e., in what particular field of local government - public works, management, public relations, etc.
2. Point out the particular need, problem, or situation to which the publication has direct reference.
3. State the purpose of the publication and assistance it will give to cities.
4. List acknowledgments of the organization and those of the author, unless he prefers to put them in a preface of his own.
5. Cover other points such as the history of the project; the background or person on whose authority conclusions were based. Two other points to be included might be the methods of preparation and presentation.

Table of Contents--The editor prepares a table of contents, complete with page numbers. Use of subheadings will depend on the individual publication. In long publications their use should be seriously considered since usually no indexing is planned.

Listing of tables and charts will depend on their number. If only a few are used, no list is required.

The Index--An index is a condensed table which briefly states the topics covered in a publication and facilitates reference to each of them. Generally speaking, all indexes should be:

1. Alphabetized,
2. Made to contain good cross references,
3. Punctuated with the simplest form possible, and
4. Complete but not repetitious.

For complete information on the subject, see A Manual of Style, University of Chicago, pages 153-160.

Proofreading--Proofreading is a very important duty of the editor and one that should be performed with exactness and thoroughness. It includes paging and page arrangements of the publication also.

Distribution Procedure

Distribution procedure for MTAS publications requires that copies be sent to each of the following:

1. The city recorder (or city clerk). All publications are mailed to his office as the distribution point to other officials of that city. If the publication is not a periodical, a cover letter is mailed to the mayor of each city stating that copies of the publication have been mailed to the city recorder. (See sample letter following this section.)
2. Any city official in Tennessee to whom the publication has special reference.

3. Other organizations with whom MTAS exchanges publications. The list of these organizations is referred to as the exchange list. Selected names only or the entire list may be used, depending upon the publication. Complimentary slips are enclosed.
4. Each member of the Advisory Council. A brief memorandum addressed to "All Council Members" and giving the publication's title and the persons to whom it has been mailed is attached. (See sample that follows.) A copy of the cover letter sent to each of the mayors is also enclosed.
5. All city managers.
6. Mr. Herbert J. Bingham of TML. He is sent five copies of every publication in addition to the copy he receives as a member of the Council.

Record of Mailing

The record of the mailing of all MTAS publications is kept up-to-date. This record includes the following:

1. The date the publication was mailed.
2. The number of copies mailed.
3. Those lists of addressograph stencils used to mail the publication.

THE UNIVERSITY OF TENNESSEE
DIVISION OF UNIVERSITY EXTENSION
BOX 9260, UNIVERSITY STATION
KNOXVILLE 16

MUNICIPAL TECHNICAL ADVISORY SERVICE

October 5, 1951

To All Tennessee Mayors:

Each city in Tennessee has been sent a copy of Bid Data on Current Municipal Public Works, Autumn 1951. In accordance with an earlier suggestion of the Executive Committee of the Tennessee Municipal League, the bulletin has been sent to the city recorder or city clerk.

This bulletin, the ninth in the Technical Bulletin Series, is published by the Municipal Technical Advisory Service in cooperation with the Tennessee Municipal League.

Additional copies of this technical bulletin are available to city officials, upon request and at no cost, from this office.

M. U. Snoderly
Executive Director (Acting)

IIIA General
Sample of Memo

MUNICIPAL TECHNICAL ADVISORY SERVICE

27

MEMORANDUM

From: Gerald W. Shaw

Date: June 14, 1951

To: All Council Members

A copy of the enclosed Handbook for Employees, prepared by the city of Kingsport, and the MTAS cover letter, also enclosed, have been mailed to mayors in all cities in Tennessee over 500 in population.

/s/ Gerald W. Shaw
Executive Director

Unannounced Publications

"Unannounced Publications" includes all publications having no stated time or interval for their production. They include the Joint Publications, the Reports, and the Technical Bulletin series.

Joint Publications

Joint Publications are those that are written and published in cooperation with other organizations. The procedure for publication depends almost entirely on the publication and the other cooperating organization. It is most important to get clearance on all major decisions from all the organizations involved before the reproduction stage is reached.

MTAS Reports

MTAS Reports are used for rapid distribution of special information. They are prepared on an 8½ x 11 format, using special blue letterhead. There is no listing of staff services.

The number to be reproduced for both these and the Joint Publications depends upon the number to be mailed plus 75-100 additional copies.

Technical Bulletins

Technical Bulletins are prepared as permanent, practical, reference material. They are prepared on an 8½ x 11 format and bound in a special red cover. The MTAS consulting services are listed on the back cover.

The number reproduced depends upon the amount to be mailed plus 100-150.

Following is a list of engineering terms and their abbreviations often used in the Technical Bulletins on bid data. This list is only a supplement to the one occurring in Report Preparation by Kerekes and Winfrey, page 74.

Engineering Terms

Term	Abbreviation
Acceleration (due to gravity)	g
acceleration (in general)	a
American Association of State Highway Officials	AASHO
American Institute of Electrical Engineers	AIEE
American Society of Civil Engineers	ASCE
and wife (as used in deeds rights-of- and others way, etc.)	et ux et al
carbon dioxide	CO ₂
cast iron	ci
cast steel	cs
cement	cem
center line	ℓ or cl
each	ea
elevation (above sea level)	El.
Elevation (other)	elev.
Fahrenheit	F
galvanized	galv.
lump sum	LS
limestone	Ls
manufacturer	mfr.
manufacturing	mfg.
page	p.
pages	pp.
quadrangle	quad
railroad	RR
right-of-way	r/w
ton	T

Periodicals

Publications distributed at stated intervals are referred to as "periodicals." These include the "Directory of City Officials" and the "Federal News Digest."

Directory of City Officials

The "Directory of City Officials" is an annual publication which contains a complete listing of city officials in Tennessee. It is compiled by an editorial assistant in July after the election peak.

The directory is prepared on an 8½ x 11 format, usually bound in a special cover. The mailing list is the same as covered under the general directions for MTAS publications (see IIIA) plus 100 copies to the Tennessee Municipal League and 100 to the Bureau of Public Administration. The number reproduced corresponds with the total required by the mailing list plus 150-200. (For more complete information, see the memorandum to the files concerning the 1951 directory.)

Federal News Digest

The "Federal News Digest" is compiled and edited by the Special Consultant on Federal Programs. It is published monthly and contains a digest of Federal news which particularly concerns the municipalities.

The digest is prepared on an 8½ x 11 format with special brown lettering and print. One copy is mailed to the city recorder or clerk with the understanding that other city officials may receive additional copies, without charge, upon request. Copies are also mailed to the exchange publications list, purchasing agents, council, city managers and the TML.

Tennessee Town and City

This section of the MTAS Style Manual is designed to assist MTAS personnel in the preparation of original articles, in editing and copy work on articles for the magazine, and in the typing of original and reprint articles for the magazine.

A. General Style Rules

1. Follow punctuation style as shown in MTAS manual. (See exceptions under "5. Headlines.")
2. News Items.
 - (a) Make "lead" in present or future tense wherever possible:

Johnson will take office September 10.
 or -
 Johnson is the mayor of Waverly.
 not -
 Three weeks ago Johnson was elected mayor of Waverly.
 - (b) Remember dates magazine is issued (between 1 - 10 of the month) and adjust verb tenses accordingly.

September 8 was a big day in Ceaverston. (Sept. issue)
 not -
 September 8 will be a big day in Ceaverston.
 not -
 Elections will be held on September 2 at Coldwater.

(Do not handle, as a lead, any news material which involves a vote that will take place between the time of writing and the time the magazine will be issued.)

never -
 A referendum on the bond issue will be held on August 29.
 (For September issue, deadline August 10)
 - (c) Active verbs are usually better than passive.

Council approved the issue five to three.
 not -
 The issue was approved by the councilmen five to three.

- (d) Trite expressions should be avoided.

Council chambers were filled.

not -

Council chambers were filled to the brim.

- (e) Editorializing must be avoided.

Mayors in West Tennessee say they are in back of street aid.

not -

We know the mayors in West Tennessee are going to back street aid.

- (f) Miscellaneous: Cover answers to what, when, where, who and why (and often how) in lead sentence or paragraph. Use a news style lead (see all preceding suggestions) even when the actual story is old. Cull unimportant elements of news stories to keep stories streamlined. Do not pad stories to make them longer.

3. Articles.

- (a) Length (except for technical section article covered in other section of MTAS manual) usually should not exceed 1000 - 1500 words (4 - 5 pages typed double spaced).
- (b) Follow rules for punctuation and capitalization as set out in other sections of this manual. (Except, of course, where articles are reprints.)
- (c) The title "Mr." is never used to precede a name. The full name (or initials) is used when it is first introduced into the article, and the last name only is used each time thereafter.
- (d) Always keep in mind, in preparing the article, the reader for whom it is intended - city officials. Direct the article to them.

4. Editorial Comment

- (a) Should be confined to: the editorial page; columns where comment carries the name and identification of the editor or writer; feature articles which are specifically labeled (by title, column heading, etc.) as editorial comment.

- (b) Headlines must not editorialize.

Wrong: Rent Too High
In City Suburbs

Right: Rent Too High
Say Suburbanites

5. Headlines

- (a) Do not separate words essential to the meaning.

Bad: Council Passes Ice
Tax Despite Protest

Better: City Passes Ice Tax
Over Citizen Protests

- (b) Do not use periods in headlines - separate thoughts with semicolon.

Wrong: Heavy Vote Forecast.
90,000 Voters Ready.

Right: Heavy Vote Forecast;
90,000 Voters Ready

- (c) Use single quotation marks in headlines, never double quotation marks.

Right: 'Street Aid Possible' Shark Claims

Wrong: "Street Aid Possible" Shark Claims

- (d) Do not editorialize [see 4., (b)]

- (e) Headlines are flush left unless identified. Alternative is center heads.

- (f) Subheads will be used in all articles longer than 4 galley inches including news stories, articles, or headlines (exceptions: some editorial comment and reprinted material which must be quoted exactly). Subheads as a rule should go in boldface type, same size and style as that in which body of article appears.

6. Titles

- (a) Keep them short.

Poor: Procedures in Collection of Delinquent Taxes

Better: How to Collect Delinquent Taxes

- (b) Use active verbs where possible.

Poor: Standards for Municipal Insurance

Better: Check Your City's Insurance Practices

- (c) Blurb's (subtitle following the title, usually in smaller type) should have "teaser" value where possible.

Good: Do you know whether or not your city is operating on a sound basis: Read this and you'll want to find out!

Poor: A summary of insurance practices in several Tennessee towns compiled by Consultants of MTAS (Just a resume of article)

7. Pictures

- (a) Except for "bust" shots, try to avoid "runarounds" (where type must be especially set to "runaround" a picture).

- (b) Bleed to margins in cases where picture size and content make it possible.

- (c) Cut line style (regular) is: 8 on 10 pt. or 10 on 12 pt. respectively, Vogue Bold, caps and upper and lower case. First several words of cut line should contain essence of reason for use of picture and these words appear in caps. (Example follows.)

Good: TYPICAL SCENE is this one taken in Jackson as City Recorder B. F. Graves administers the oath of office to new mayor, Emmett Guy. More than one hundred city officials in 31 cities have taken office during the past two months.

Poor: ONE HUNDRED CITY officials in 31 cities have

B. Instructions for Typists Preparing Manuscripts

1. Paper

- (a) Plain white $8\frac{1}{2}$ " x 11" for original which goes to printer.
- (b) Plain paper for carbons (also $8\frac{1}{2}$ " x 11").
- (c) Original and two copies for each magazine article.

2. Format

- (a) Upper left hand corner use short title identification with letters of alphabet (instead of numerals) to identify pages. Use dash between the title or "slug line" and the letter.

Technical Section - A (For page one of the Technical Section Article)

Technical Section - B (Page two, etc.)

- (b) Leave minimum 1" margin at top, bottom and on both sides of the paper.
- (c) On all but last page use the word "more" in parentheses at bottom right of the page. On last page use symbol "30" or this mark - # - to indicate article is ended.
- (d) All copy should be double-spaced (triple spacing is acceptable; single spacing is not).

3. Original Article

- (a) Your typewritten copy should be carefully checked against the original before turning the copy in to the publications officer. It is the responsibility of the typist to see that the typewritten copy matches the original. Any changes (such as corrections made by typist over the original) must be checked by typist with the author before being turned in to publications officer.

- (b) On separate page, top sheet, unnumbered, place identification of article (title if there is one, or slug line), complete name and title of the author, month for which article is to be used if this information is available.

4. Reprint Article

- (a) Copy article exactly and proofread against the original article before turning over to Publications Officer.
- (b) On cover sheet place name of the article (name given in the publication from which the article is being copied), the author, the name of publication in which article appears, the date, issue and volume number, the name of publisher and the address of the publisher.

C. Reprints for Technical Section

1. Written by staff, or a staff member arranges for an outside expert to write.
2. Deadline - tenth of preceding month.
3. Length - about nine pages, double spaced and typed, original and two copies on heavy paper, pages sequence A, B, C, etc.
4. Distribution.
 - (a) 100 standing order. Additional copies must be ordered before the twenty-fifth of the preceding month.
 - (b) Used to fill requests and for publicity.
 - (c) Send one copy to each council member.

Preparing Manuscript for Reproduction

1. Every effort should be made to issue perfect publications, and that goal can be more easily reached if everyone who handles the manuscript from its creation to the final printing is careful to eliminate errors. This includes the author, the editor, and the typist, all of whom should watch for correct spelling, proper sentence structure, and consistency in punctuation, capitalization, and organization.

With the author lies the primary responsibility of starting each publication out on the right track; the others who handle the manuscript can only improve on what the author presents.

Each publication must receive either formal or informal clearance from the council member to whom the author is responsible for technical supervision. It is the responsibility of the author to obtain this clearance.

The editor of a publication is not responsible for technical content, but rather is concerned with style, consistency, and grammatical correctness.

After editing has been done, it is the responsibility of the author to give final approval to all changes. Also, all changes in the manuscript should be marked clearly so as to be easily understood. It is hoped that by following the procedure outlined, all changes and the required clearances will be completed before the reproduction stage is reached.

2. When material is published for distribution and excerpts from copyrighted material are used, it is necessary to get permission from the publisher to quote. If excerpted material is not copyrighted, it is good policy to inform the author that his work is being used.
3. Check footnotes for correctness of form and accuracy.

4. Check for consistency, e.g., if sections are referred to in the text, check the references. Check page numbers and all other numbers used in the manuscript.
5. Determine type styles for headings and subheadings and text, and, if it is necessary, have the right hand margin justified. Samples of the type faces available on the Vari-Typer, and photo type are found in section IVC.

Miscellaneous

1. List of Printers

Mr. Glen Stubley
Stubley Printing Company
415 State Street
Knoxville, Tennessee

Mr. J. E. Kallman
The Kallman Publishing Co.
1870 W. University Avenue
Gainesville, Florida

Mr. J. A. Robeson
Holston Printing Company
4205 Kingston Pike
Knoxville, Tennessee

Weatherford Printing Company
Tuscaloosa,
Alabama

Mrs. Hubert E. Hodge
Hodge Printing Company
1800 Grand Avenue
Knoxville, Tennessee

McQuiddy Printing Company
110 Seventh Avenue, North
Nashville 1, Tennessee

2. Sample bid letter

Mrs. J. A. Robeson
Holston Printing Company
4205 Kingston Pike
Knoxville, Tennessee

Dear Mrs. Robeson:

We are planning to print 2,000 copies of a one-volume publication and would like to have your bid on the printing. Following are the specifications for the volume:

Over-all page size:

6" x 9"

Paper:

6-70 pound eggshell

Cover:

65-pound Buckeye, antique finish, or equivalent, Cover and design to be selected. MTAS will furnish cut, if such is needed.

Construction:

Plastic binders

Probable length:

92 pages. Bid on each additional four pages and each

Type: Century Expanded, Caslon, Old Style, Fairfield, Caledonia, or similar Roman face

Type page size: 27 pica line width, 45 pica depth, including running head

Body of book: 10 point type, 2 point leaded (10 point type on 12 point slug), and 8 point type on 10 point slug

Tables: 8 point capitals and lower case, 6 point capitals and small capitals, 6 point capitals and lower case

Table of contents: 8 point capitals and small capitals, 2 point leaded (8 on 10)

Index: 13 pica line length, 2 column, 8 point capitals and lower case letters, solid

Number: Bid on 2,000 copies, and each additional 500 copies

Tables: Approximately 14 tables will be included

Cuts: Cuts will be furnished by MTAS

Corrections: Printer is requested to show cost of making corrections in galley proof and of showing press proofs, if such are requested by publisher.

Copy: Copy may be inspected in Room 14, Law Building, The University of Tennessee.

A sample galley showing type faces to be used for 10-point, 8-point and 6-point material must be submitted for approval after receipt of manuscript.

Printer must agree to have the volume printed within eight weeks after receiving copy. Bids are requested within one week from date of receipt of this letter.

Sincerely yours.

TYPE	LETTER SPACING	SAMPLE	
434	12	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L ; Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 " # \$ % _ & ' () 1/2 @ 1/4 3/4 £ ¢ * ? , . /	
1 S	Now is the time for all good men	1-2/3	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men
1-1/3	Now is the time for all good men	2 S	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men

...

321	10	Q W E R T Y U I O P A S D F G H J K L A Z X C V B N N . . -
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NOW IS THE TIME FOR ALL GOOD MEN

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382-12	12	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L ; Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 ' " \$ % - & ' () 1/2 1/4 3/4 £ ¢ * ? , . /	
1 S	Now is the time for all good men	1-2/3	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men
1-1/3	Now is the time for all good men	2 S	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men

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361-11	12	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L ; Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 ' " \$ % - & ' () 1/2 1/4 3/4 £ ¢ * ? , . /	
1 S	Now is the time for all good men	1-2/3	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men
1-1/3	Now is the time for all good men	2 S	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men

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362-9	12	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L ; Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 ' " \$ % - & ' () 1/2 1/4 3/4 £ ¢ * ? , . /	
1 S	Now is the time for all good men	1-2/3	Now is the time for all good men
	Now is the time for all good men		Now is the time for all good men
1-1/3	Now is the time for all good men	2 S	Now is the time for all good men

TYPE	LETTER SPACING		SAMPLE
361-9	12	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L : Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 ' " \$ % - & ' () ½ ¼ ¾ ¢ * ? , . /	
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1-1/3	Now is the time for all good men Now is the time for all good men		2 S Now is the time for all good men
. . .			
380-8	16	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L : Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 ' " \$ % - & ' () ½ ¼ ¾ ¢ * ? , . /	
1 S	Now is the time for all good men Now is the time for all good men		1-2/3 Now is the time for all good men Now is the time for all good men Now is the time for all good men
1-1/3	Now is the time for all good men Now is the time for all good men		2 S Now is the time for all good men
. . .			
350 #4	14	Q W E R T Y U I O P A S D F G H J K L ; Z X C V B N M , . - Q W E R T Y U I O P A S D F G H J K L : Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 ' " \$ % - & ' () ½ ¼ ¾ ¢ * ? , . /	
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. . .			
68	12	q w e r t y u i o p a s d f g h j k l ; z x c v b n m , . - Q W E R T Y U I O P A S D F G H J K L : Z X C V B N M , . ! 1 2 3 4 5 6 7 8 9 0 " # \$ % - & ' () ½ ¼ ¾ ¢ * ? , . /	
1 S	Now is the time for all good men Now is the time for all good men		1-2/3 Now is the time for all good men Now is the time for all good men Now is the time for all good men
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