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The  
Economist

# Pocket Style Book

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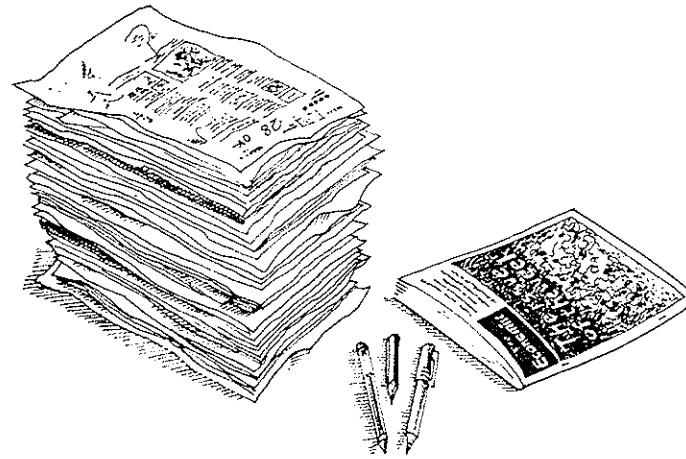
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## Preface

On only two scores can *The Economist* hope to outdo its rivals consistently. One is the quality of its analysis; the other is the quality of its writing. Over the years, various internal style books have codified the newspaper's practices. The latest version is offered to a wider audience.

The aim of this style book is to give some general advice on writing, to point out some common errors, and to set some arbitrary rules. The arbitrary choices are those of the paper's editors over many years, codified and refreshed by John Grimond, editor of *The Economist's* American Survey.

To make the style book of wider general interest, additional material has been added, drawing on the series of reference books published under *The Economist's* imprint.

All the prescriptive judgments in this style book, however, are directly derived from those used each week in writing and editing *The Economist*.

Throughout the text, bold type is used to indicate examples. Words in SMALL CAPITALS indicate a separate but relevant entry (except in the paragraphs headed ABBREVIATIONS, where the use of small capitals is discussed).



### A note on style

The first requirement of *The Economist* is that it should be readily understandable. Clarity of writing usually follows clarity of thought. So think what you want to say, then say it as simply as possible. Keep in mind George Orwell's six elementary rules ("Politics and the English Language", 1946):

- 1) Never use a METAPHOR, simile or other figure of speech which you are used to seeing in print.
- 2) Never use a long word where a SHORT WORD will do.
- 3) If it is possible to cut out a word, always cut it out.
- 4) Never use the passive where you can use the ACTIVE.
- 5) Never use a FOREIGN PHRASE, a scientific word or a JARGON word if you can think of an everyday English equivalent.
- 6) Break any of these rules sooner than say anything outright barbarous.

The reader is primarily interested in what you have to say. By the way in which you say it you may encourage him either to read on or to stop reading. If you want him to read on:

- 1) Do not be stuffy or pompous. Use the language of everyday speech, not that of spokesmen, lawyers or bureaucrats (so prefer **let** to **permit**, **people** to **persons**, **buy** to **purchase**, **colleague** to **peer**, **way out** to **exit**, **present** to **gift**, **rich** to **wealthy**). You can avoid offending women without using **chairperson**, **humankind** and **Ms.** Prefer **chairman** (for a man) or **in the chair**, **mankind**, so long as the context is not offensive, and the precision of **Mrs** and **Miss** wherever you can.

2) Do not be hectoring or arrogant. Those who disagree with you are not necessarily **stupid** or **insane**. You can make your views clear without telling the government what it **must** do. Nobody needs to be described as **silly**: let your analysis prove that he, or she, is.

3) Do not be too pleased with yourself. Don't boast of your own cleverness by telling the reader that you correctly predicted something or that you have a scoop. You are more likely to bore or irritate him than to impress him. So keep references to *The Economist* to a minimum, particularly those of the we-told-you-so variety. And avoid references to "this correspondent" or "your correspondent", which are always self-conscious and often self-congratulatory.

4) Do not be too chatty. The sentence "**So far, so good**" neither informs nor amuses. It irritates. So do **Surprise, surprise, Ho, ho**, etc.

5) Do not be too free with SLANG (eg. **He really hit the big time in 1966**).

6) Do not be sloppy in the construction of your sentences and paragraphs. Do not use a participle unless you make it clear what it applies to. Thus, avoid **Having died, they had to bury him**, or **Proceeding along this line of thought, the cause of the train crash becomes clear**.

To never split an infinitive is quite easy. Don't overdo the use of **don't, isn't, can't**, etc.

Use the subjunctive properly. If you are posing a hypothesis contrary to fact, you must use the subjunctive. Thus, **If Hitler were alive today, he could tell us whether he kept a diary**. If the hypothesis may or may not be true, you do not use the subjunctive. Thus, **If this diary is not Hitler's, we shall be glad we did not publish it**. If you have **would** in the main clause, you must use the subjunctive in the **if** clause. **If you were to disregard this rule, you would make a fool of yourself**.

Do your best to be lucid. Simple sentences help. Keep complicated constructions and gimmicks to a minimum, if necessary by remembering the *New Yorker's* comment on *Time* magazine: "Backward ran sentences until reeled the mind." Mark Twain described how a good writer treats sentences: "At times he may indulge himself with a long one, but he will make sure there are no folds in it, no vaguenesses, no parenthetical interruptions of its view as a whole; when he has done with it, it won't be a sea-serpent with half of its arches under the water; it will be a torch-light procession."

Long paragraphs, like long sentences, can confuse the reader. "The paragraph", according to Fowler, "is essentially a unit of thought, not of

length; it must be homogeneous in subject matter and sequential in treatment." One-sentence paragraphs should be used only occasionally.

Clear thinking is, in fact, the key to clear writing. "A scrupulous writer," observed Orwell, "in every sentence that he writes, will ask himself at least four questions, thus: What am I trying to say? What words will express it? What image or idiom will make it clearer? Is this image fresh enough to have an effect? And he will probably ask himself two more: Could I put it more shortly? Have I said anything that is avoidably ugly?"

Scrupulous writers will also notice that their copy is edited only lightly and is likely to be used. It may even be read.

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# A

**Abbreviations.** Unless an abbreviation or acronym is so familiar that it is used more often than the full form (eg. BBC, CIA, EEC, FBI, GATT, NATO, OECD), write the words in full on first appearance: thus, **Trades Union Congress** (not TUC) on first mention. After that, try not to repeat the abbreviation too often; eg. write **the agency** rather than the **IAEA**, **the community** rather than the **EEC**, to avoid spattering the page with capital letters. There is no need to give the initials of an organisation if it is not referred to again. (Full names and abbreviations for international bodies are listed under ORGANISATIONS.)

If an abbreviation can be pronounced (eg. EFTA, NATO, UNESCO), it does not generally require the definite article. (GATT, however, is sometimes called **the GATT**, unlike NIESR, which is never called the Neeser by anyone who works for it.) Other organisations – except companies – should usually be preceded by the (**the BBC**, **the DHSS**, **the KGB**, **the UNHCR**). Use **MP** only after first spelling out **member of Parliament** in full (in many places an **MP** is a military policeman).

Do not use Prof, Sen, Col, etc. **Lieut-Colonel** and **Lieut-Commander** are permissible; so is Rev, but it must be preceded by **the** and followed by a Christian name or initial: the **Rev Jesse Jackson** (thereafter **Mr Jackson**).

Always spell out **page**, **pages**, **hectares**, **miles**.

In bodymatter, all abbreviations, whether they can be pronounced as words or not (GNP, GDP, FOB, CIF), should be set in small capitals, with no points – unless they are currencies like **DM** or **FFr**, or degrees of temperature like °F and °C. Brackets, apostrophes and all other typographical furniture accompanying small capitals are generally set in ordinary roman, with a lower-case s (also roman) for plurals and genitives. Thus, **IOUs**, **MPS'** salaries, (**SDRS**), etc. But ampersands are set as small capitals, as are numerals and any hyphens attaching them to a small capital. Thus **R&D**, **A23**, **M1**, **F-16**, etc.

In typewritten notes, or when small capitals are not available, follow *The Economist's* former rules:

- 1) If an abbreviation or acronym is generally pronounced as a word (eg, **Nato**, **Gatt**, **Sogat**), use upper case for the initial only.
- 2) For all other abbreviated names (eg, **BBC**, **EMS**, **IBM**, **NGA**) use caps.
- 3) For abbreviated phrases (**gdp**, **mph**, **eps**) use all lower case.

Although much of the Contents page of *The Economist* consists of headings, these should be treated as bodymatter, so any abbreviations are set in small capitals. In genuine headings on that page – eg, on digests – abbreviations take big capitals.

Use lower case for **kg**, **km**, **lb** (never lbs), **mph** and other MEASURES, and for **ie**, **eg**, which should both be followed by commas.

Most upper-case abbreviations take upper-case initial letters when written in full (eg, the LSO is the **L**ondon **S**ymphony **O**rchestra), but there are exceptions: CAP but **c**ommon **a**gricultural **p**olicy, VLSI but **v**ery **l**arge-**s**cale **i**ntegration, PSBR but **p**ublic-**s**ector **b**orrowing **r**equirement.

Write **Euro-MPs**, not **MEPs**.

Here is a list of some common business abbreviations.

ACA	Associate of the Institute of Chartered Accountants in England and Wales
ACT	advance corporation tax (UK)
AG	Aktiengesellschaft (German or Swiss public company)
agm	annual general meeting
APB	Accounting Principles Board
APC	Auditing Practices Committee (UK)
ASC	Accounting Standards Committee (UK)
CAPM	capital asset pricing model
CCA	current cost accounting
CGT	capital gains tax
COB	Commission des opérations de bourse (Stock Exchange Commission, France)
CONSOB	Commissione nazionale per le società e la borsa (Stock Exchange Commission, Italy)
CPA	certified public accountant
CPP	current purchasing power accounting
CTI	capital transfer tax
DCF	discounted cash flow
ECU	European currency unit
EEC	European Economic Community
EFT	electronic funds transfer
EOQ	economic order quantity
eps	earnings per share
FASB	Financial Accounting Standards Board (USA)
FCA	Fellow of the Institute of Chartered Accountants in England and Wales
FIFO	first in, first out
GAAP	generally accepted accounting principles
GmbH	Gesellschaft mit beschränkter Haftung (German or Swiss private company)
IRR	internal rate of return
IRS	Internal Revenue Service (USA)
LIFO	last in, first out
MCI	mainstream corporation tax
NPV	net present value
NRV	net realisable value

p/e	price/earnings ratio
P & L a/c	profit and loss account
plc	public limited company (UK)
PRT	petroleum revenue tax (UK)
R & D	research and development
ROCE	return on capital employed
ROI	return on investment
SA	société anonyme (French, Belgian, Luxembourg or Swiss public company)
sàrl	Société à responsabilité limitée (French, etc private company)
SEC	Securities and Exchange Commission (USA)
SIB	Securities and Investments Board
SSAP	Statement of Standard Accounting Practice (UK)
UEC	Union Européenne des Experts Comptables Economiques et Financiers
USM	Unlisted Securities Market (UK)
VAT	value added tax
ZBB	zero base budgeting

For international bodies and their abbreviations, see ORGANISATIONS.

### -able, -eable, -ible.

<i>-able</i>	<i>-cable</i>	<i>-ible</i>
<b>debatable</b>	<b>manageable</b>	<b>convertible</b>
<b>dispensable</b>	<b>traceable</b>	<b>digestible</b>
<b>disputable</b>	<b>serviceable</b>	<b>inadmissible</b>
<b>indescribable</b>	<b>sizeable</b>	<b>indestructible</b>
<b>indictable</b>		<b>investible</b>
<b>indistinguishable</b>		<b>permissible</b>
<b>livable</b>		<b>submersible</b>
<b>implacable</b>		
<b>ratable</b>		
<b>salable</b> (but prefer <b>sellable</b> )		
<b>unmistakable</b>		
<b>unshakable</b>		

**Accents.** On words now accepted as English, use accents only when they make a crucial difference to pronunciation: **cliché**, **souppçon**, **façade**, **café**, **communiqué**.

If you use one accent, use all: **émigré**, **mêlée**, **protégé**, **résumé**.

Put the accents and cedillas on French names and words, and umlauts on German ones: **François Mitterrand**, **Klößner**. Leave the accents off Spanish and other foreign names.

**Accountancy ratios.****Working capital**

*Working capital ratio* = current assets/current liabilities, where current assets = stock + debtors + cash at bank and in hand + quoted investments, etc. current liabilities = creditors + overdraft at bank + taxation + dividends, etc. The ratio varies according to type of trade and conditions; a ratio from 1 to 3 is usual with a ratio above 2 being generally good.

*Liquidity ratio* = liquid ("quick") assets/current liabilities, where liquid assets = debtors + cash at bank and in hand + quoted investments (that is assets which can be realised within a month or so, which may not apply to all investments); current liabilities are those which may need to be repaid within the same short period, which may not necessarily include a bank overdraft where it is likely to be renewed. The liquidity ratio is sometimes referred to as the "acid test"; a ratio under 1 suggests a possibly difficult situation, while too high a ratio may mean that assets are not being usefully employed.

*Turnover of working capital* = sales/average working capital. The ratio varies according to type of trade; generally a low ratio can mean poor use of resources, while too high a ratio can mean over-trading.

*Turnover of stock* = sales/average stock, or (where cost of sales is known) = cost of sales/average stock. The cost of sales turnover figure is to be preferred as both figures are then on the same valuation basis. This ratio can be expressed as number of times per year, or time taken for stock to be turned over once = (52/number of times) weeks. A low turnover of stock can be a sign of stocks which are difficult to move, and is usually a sign of adverse conditions.

*Turnover of debtors* = credit sales/average debtors. This indicates efficiency in collecting accounts. An average "credit period" of about 1 month is usual, but varies according to credit stringency conditions in the economy.

*Turnover of creditors* = purchases/average creditors. Average payment period is best maintained in line with turnover of debtors.

**Sales**

*Export ratio* = exports as a percentage of sales.

*Sales per employee* = sales/average number of employees.

**Assets**

Ratios of assets can vary according to the measure of assets used:

*Total assets* = current assets + fixed assets + other assets, where fixed

assets = property + plant and machinery + motor vehicles, etc, and other assets = long-term investment + goodwill, etc.

*Net assets* ("net worth") = total assets - total liabilities  
= share capital + reserves

*Turnover of net assets* = sales/average net assets. As for turnover of working capital, a low ratio can mean poor use of resources.

*Assets per employee* = assets/average number of employees. Indicates the amount of investment backing for employees.

**Profits**

*Profit margin* = (profit/sales) × 100 = profits as a percentage of sales; usually profits before tax.

*Profitability* = (profit/total assets) × 100 = profits as a percentage of total assets.

*Return on capital* = (profit/net assets) × 100 = profits as a percentage of net assets ("net worth" or "capital employed").



**Active.** Use active verbs, not passive ones. It is not incumbent on you to be pompous.

**Adverbs.** Put adverbs where you would put them in normal speech, which is usually after the verb (not before it, which usually is where Americans put them). Choose tenses according to British usage, too. In particular, do not fight shy - as Americans often do - of the perfect tense, especially where no date or time is given. Thus **Mr Reagan has woken up to the danger** is preferable to **Mr Reagan woke up to the danger**, unless you can add **last week** or **when he heard the explosion**.

**Agree.** Things are agreed on, to or about, not just agreed.



**Aggression.** Is a bad thing, so do not call a keen salesman an **aggressive** one (unless his foot is in the door – or beyond).

**Alibi.** An **alibi** is the fact of being elsewhere, not a false explanation.

**Alternative.** This is one of two, not one of three, four, five or more.

**Americanisms.** Do not use too many Americanisms. Many American words and expressions have passed into the language; others have vigour, particularly if used occasionally. Some are short and to the point (so prefer **lay off** to **make redundant**). But many are unnecessarily long (so use **and** not **additionally**, **car** not **automobile**, **company** not **corporation**, **transport** not **transportation**, **district** not **neighbourhood**, **oblige** not **obligate**, **stocks** not **inventories** unless there is the risk of confusion with stocks and shares). Other Americanisms are obscure or objectionable (so avoid **affirmative action**, **rookies**, **end runs**, **stand-offs**, **point men**, **ball games** and almost all American sporting terms). Do not write **meet with** or **outside of**: **outside** America you just **meet** people. Do not **figure out** if you can **work out**. **Cut** rather than **cut back**. And do not use such nouns as **author**, **critique**, **host**, **impact**, **loan**, **party**, **pressure** and **roundtable** as verbs.

Prefer **doctors** to **physicians** and **lawyers** to **attorneys**. They are to be found **in** Harley Street or Wall Street, not **on** it. And they rest from their labours **at** weekends, not **on** them.

In an American context you may **run** for office (but please **stand** in Britain), and your car may sometimes run on **gasoline** instead of **petrol**. But if you use **corn** in the American sense you should explain that this is **maize** to most people (unless it is an **old chestnut**). People in buses and trains are **passengers**, not **riders**. **Cars** are **hired**, not **rented**. **City centres** are not **central cities**. Cricket is a **game**, not a **sport**. London is the **country's** capital, not the **nation's**. **Ex-service-men** are not necessarily **veterans**.

Make a **deep study** or even a **study in depth**, but not an **in-depth study**. Move **towards** not **toward**. Throw **stones**, not **rocks** – unless they are of **slate**, which can also mean **abuse** (as a verb), but does not, in English, mean **predict**. **Regular** is not a synonym for **ordinary** or **normal**: Mussolini brought in the **regular** train, All-Bran the **regular** man; it is quite **normal** to be without either. **Hikes** are walks, not **increases**. Vegetables, not teenagers, should be **fresh**. Only the speechless are **dumb**. **Scenarios** are best kept for the theatre, **postures** for the gym, **parameters** for the parabola.

You may **program** a computer but in all other contexts the word is **programme**.

Do not feel obliged to follow American fashion in overusing such words as **constituency** (try **supporters**), **perception** (try **belief** or **view**) and **rhetoric** (of which there is too little, not too much – try **language** or **speeches** or **grandiloquence** if that is what you mean). And if you must use American expressions, use them correctly (a **rain-check** does not imply checking on the shower activity). Above all, remember that many Americans read *The Economist* because they like to read good English. They do not want to read prose loaded with Americanisms. Nor do most other readers.

**Ampersands.** Ampersands should be used (1) when they are part of the name of a company (eg, **AT&T**, **Pratt & Whitney**); (2) for such things as constituencies where two names are linked to form one unit (eg, **The rest of Brighthouse & Spenborough joins with the Batley part of Batley & Morley to form Batley & Spen**); (3) in R&D.

**Anticipate.** Does not mean **expect**. **Jack and Jill expected to marry; if they anticipated marriage, only Jill might find herself expectant.**

**Apostrophes.** Use the normal possessive ending **'s** after singular words or names that end in **s**: **caucus's**, **boss's**, **St James's**, **Jones's**, **Tindemans's**. Use it after plurals that do not end in **s**: **children's**, **Frenchmen's**, **media's**.

Use the ending **s'** on plurals that end in **s** – **Danes'**, **bosses'**, **Joneses'** – including plural names that take a singular verb, eg, **Reuters'**, **Barclays'**, **Stewarts & Lloyds'**, **Salomon Brothers'**.

Although singular in other respects, the United States, the United Nations, the Philippines, etc, have a plural possessive apostrophe: eg, **What will the United States' next move be?**

**People's** = of (the) people.

**Peoples'** = of peoples.

Try to avoid using **Lloyd's** as a possessive; it poses an insoluble problem.

**Appeal.** Is intransitive nowadays (except in America), so **appeal against** decisions.

**As of** (April 5th or April). Do not use. Instead, write: **On** (or **after**, or **since**) April 5th, **in** April.

**As to.** There is usually a more appropriate preposition.

**Autarchy** means absolute sovereignty. **Autarky** means self-sufficiency.

## B

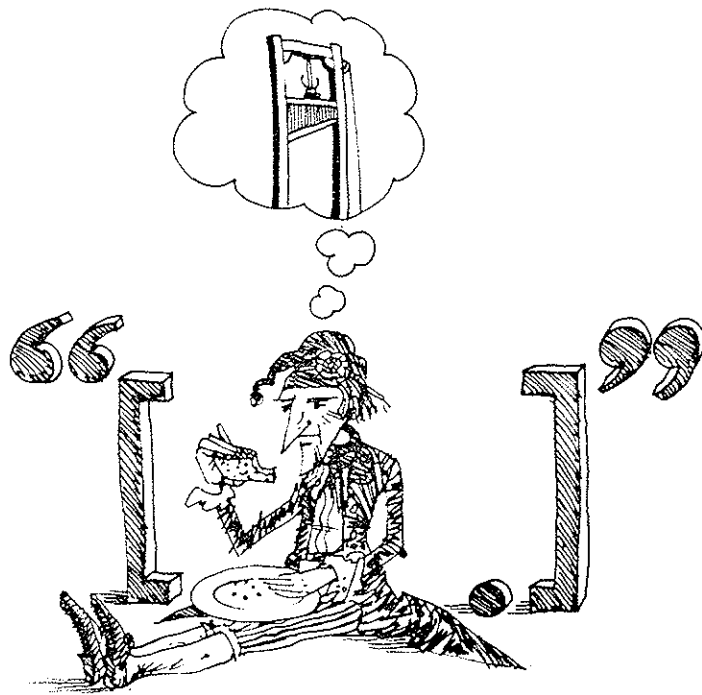
**Beaufort Scale.** See WIND SPEED.

**Black.** In the black means in profit in Britain, but making losses in many other places. Always use **in profit**.

**Blacks.** See COUNTRIES.

**Both . . . and.** A preposition placed after **both** should be repeated after **and**, eg. **both to London and to Slough**; but **to both London and Slough** is all right.

**Brackets.** If a whole sentence is within brackets, put the full stop inside. Square brackets should be used for interpolations in direct quotations. Thus, "**Let them [the poor] eat cake.**" To use ordinary curved brackets implies that the words inside them were part of the original text from which you are quoting.



## C

**Calendars.** There are five important solar calendars.

<i>Gregorian</i>	<i>Iranian<sup>a</sup></i>	<i>Indian<sup>b</sup></i>
January (31)		
February (28 or 29)		
March (31)	Favardin (31)	Chaitra (30)
April (30)	Ordibehesht (31)	Vaisakha (31)
May (31)	Khordad (31)	Jyaistha (31)
June (30)	Tir (31)	Asadha (31)
July (31)	Mordad (31)	Sravana (31)
August (31)	Sharivar (31)	Bhadra (31)
September (30)	Mehr (30)	Asvina (30)
October (31)	Aban (30)	Kartika (30)
November (30)	Azar (30)	Agrahayana (30)
December (31)	Dey (30)	Pausa (30)
(January)	Bahman (30)	Magha (30)
(February)	Esfand (28 or 29)	Phalgunā (30)

<i>Gregorian</i>	<i>Ethiopian<sup>c</sup></i>	<i>Hebrew<sup>d</sup></i>
September (30)	Maskerem (30)	Tishri (30)
October (31)	Tikimit (30)	Cheshvan (29 or 30)
November (30)	Hidar (30)	Kislev (29 or 30)
December (31)	Tahsas (30)	Tevet (29)
(January)	Tir (30)	Shevat (30)
(February)	Yekatit (30)	Adar (29)
(March)	Megabit (30)	Nissan (30)
(April)	Miazia (30)	Iyyar (29)
(May)	Guenbot (30)	Sivan (30)
(June)	Sene (30)	Tammuz (29)
(July)	Hamle (30)	Av (30)
(August)	Nahassie (30 + 5 or 6)	Ellul (29)

<sup>a</sup> Months begin about the 21st of the corresponding Gregorian month.

<sup>b</sup> Months begin about the 22nd of the corresponding Gregorian month.

<sup>c</sup> Months begin on the 11th of the corresponding Gregorian month.

<sup>d</sup> The date of the new year varies, but normally falls in the second half of September in the Gregorian calendar; the general calendar position is maintained by adding, in some years, an extra period of 11 days, Adar Sheni, following the month of Adar.

Figures in brackets denote the number of days in that month.

**The Muslim calendar.** Muslims use a lunar calendar which begins 10 or 11 days earlier each year in terms of the Gregorian. The months are as follows.

Muharram (30 days)	Rajab (30)
Saphar (29)	Shaaban (29)
Rabia I (30)	Ramadan (30)
Rabia II (29)	Shawwal (29)
Gamada I (30)	Dhulkaada (30)
Gamada II (29)	Dhulheggia (29 or 30)

In each 30 years, 19 years have 354 days (are "common") and 11 have 355 days (are "intercalary").

Muslim years begin on the following dates of the Gregorian calendar.

1407	September 6 1986
1408	August 26 1987
1409	August 14 1988
1410	August 4 1989
1411	July 24 1990
1412	July 13 1991
1413	July 2 1992

**Canute's** exercise on the sea-shore was designed to persuade his courtiers of what he knew to be true but they doubted, ie, that he was not omnipotent. Don't imply he was surprised to get his feet wet.

**Capitals.** A balance has to be struck between so many capitals that the eyes dance and so few that the reader is diverted more by our style than by our substance. The general rule is to dignify with capital letters ORGANISATIONS and institutions, but not people. More exact rules are laid out below. Even these, however, leave some decisions to individual judgment. If in doubt use lower case unless it looks absurd. And remember that "a foolish consistency is the hobgoblin of little minds" (Emerson). (See also ABBREVIATIONS.)

**People.** Use upper case for ranks and TITLES when written in conjunction with a name, but lower case when on their own, thus, **President Reagan**, but the **president**; **Vice-President Bush**, but the **vice-president**; **Colonel Qaddafi** but the **colonel**. Do not write **Prime Minister Thatcher** or **Chancellor Kohl**; she is **the prime minister**, **Mrs Thatcher**, he is **the federal chancellor**, **Mr Kohl**.

All office holders when referred to merely by their office, not by their name, are lower case: **the prime minister**, **the foreign secretary**, **the chancellor of the exchequer**, **the treasury secretary**, **the**

**president of the United States**, **the chairman of the National Coal Board**.

The only exceptions are (1) a few titles that would look unduly peculiar without capitals, eg, **Black Rod**, **Master of the Rolls**, **Chancellor of the Duchy of Lancaster**, **Lord Privy Seal**, **Lord Chancellor**; (2) a few exalted people: the **Queen** (Britain's only), the **Pope**, the **Shah** (historical references), the **Speaker** (to avoid confusion), the **Dalai Lama**, the **Aga Khan**. Also **God**.



**Organisations, acts, etc.** ORGANISATIONS, ministries, departments, treaties, acts, etc, generally take upper case when their full name (or something pretty close to it, eg, **State Department**) is used. Thus, **European Commission**, **Forestry Commission**, **Arab League**, **Amnesty International**, **the Household Cavalry**, **Ministry of Agriculture**, **Department of Trade**, **Treasury**, **Metropolitan Police**, **High Court**, **Supreme Court**, **Court of Appeal**, **Senate**, **Central Committee**, **Politburo**, **Oxford University**, **the London Stock Exchange**, **Treaty of Rome**, **the Health and Safety at Work Act**, etc.

So too the **House of Commons**, **House of Lords**, **House of Representatives** (each of which, after it has first been mentioned in full, may be referred to as **the House**). **St Paul's Cathedral** (**the cathedral**). **World Bank** (**the Bank**). **Bank of England** (**the Bank**). **Department of State** (**the department**).

But ORGANISATIONS, committees, commissions, special groups, etc, that are either impermanent, ad hoc, local or relatively insignificant

should be lower case. Thus: **the subcommittee on entryism of the National Executive Committee of the Labour party, the international economic subcommittee of the Senate Foreign Relations Committee, the Oxford University bowls club, Market Blandings rural district council.**

Use lower case for rough descriptions (**the safety act, the American health department, the French parliament**, as distinct from its **National Assembly**). If you are not sure whether the English translation of a foreign name is exact or not, assume it is rough and use lower case.

**Parliament** and **Congress** are upper case. So, to avoid confusion, is the **Opposition** when used in the sense of **her majesty's loyal Opposition**. **The government, the administration** and **the cabinet** are always lower case.

The full name of political parties is upper case, except for the word party: **Social Democratic party** (abbreviated to **SDP**), **National party of Nigeria** (**NPN**). Note that only people are **Democrats** or **Social Democrats**; their parties, policies, committees, etc, are **Democratic** or **Social Democratic** (although a committee may be **Democrat-controlled**). The **SDP-Liberal Alliance** takes an upper-case **a**, even when it is referred to just as the **Alliance**.

When referring to a specific party, write **Labour**, **the Republican nominee**, a prominent **Liberal**, etc, but use lower case in looser references to **liberals, conservatism, communists**, etc. **Tories**, however, are upper case.

In finance and government there are some particular exceptions to the general rule of initial caps for full names, lower case for informal ones. Use caps for the **World Bank** and the **Fed** (after first spelling it out as the **Federal Reserve Board**) although these are shortened, informal names. The **Bank of England** and its foreign equivalents have initial caps when named formally and separately, but collectively they are central banks in lower case (except Ireland's, which is actually named the **Central Bank**). **Special drawing rights** are lower case but abbreviated in caps as **SDRs**.

After first mention, the **House of Commons** (or **Lords**, or **Representatives**) becomes the **House**, the **World Bank** and **Bank of England** become the **Bank** and the **IMF** can become the **Fund**. But most other organisations – agencies, banks, commissions (including the **European Commission**), etc – take lower case when referred to incompletely on second mention.

A political, economic or religious label formed from a proper name, eg. **Gaullism, Paisleyite, Leninist, Napoleonic, Wilsonian, Jacobite, Luddite, Marxist, Hobbesian, Bennery, Christian, Buddhism, Hindu, Maronite, Finlandisation**, should have a capital.

**Places.** Use upper case for definite geographical places, regions, areas and countries (eg, **The Hague, North-West Territories, West Germany, West Berlin**), and for vague but recognised political or geographical areas: **the Middle East, South Atlantic, East Asia** (which is to be preferred to **the Far East**), **the West** (as in **the decline of the West**), **the Gulf, North Atlantic, South-East Asia, the Midlands, Central America, the Highlands, the West Country, the South** (in the United States), **the Midwest, Western Europe**. But their adjectives can be lower case: **east-west relations, southern writers**. **The third world** is lower case.

If in doubt, use lower case (**the sunbelt**).

Use capitals for particular buildings, even if the name is not strictly accurate (eg, **the Foreign Office**).

Use lower case for province, county, state, city, when not strictly part of the name: **Washington state, Cabanas province, New York city**.

Use lower case for **east, west, north, south** except when part of a name (**East Berlin, South Africa, West End**), or when part of a thinking group: **the South** (in the United States), **the North-East** (of England).

#### Unpredictable political terms

*Upper case*

**Communist** (a particular party)

**Teamster**

**Warsaw Pact**

**The Speaker**

*Lower case*

**the crown**

**white paper**

**left**

**right**

**19th amendment**

**communist** (generally)

**constitution**

**opposition**

**civil service**

**civil servant**

**common market**

**the ten**

#### Historical periods: *upper case*

**New Deal**                      **Middle Ages**

**Reconstruction**            **Black Death**

**Renaissance**                **Year of the Dog** (but new year and new

**Restoration**                year's day)

**the Depression**

#### Trade names: *upper case*

**Hoover, Valium, etc**

## Miscellaneous

*Upper case*

Pershing missile (because it is named after somebody)

House of Laity

Eurobond

the Davis Cup

the Cup Final

the Bar

Coloureds (in South Africa)

Hispanics

Catholics

Protestants

*Lower case*

cruise missile

the press

general synod

blacks

aborigines

new year

new year's day

third world

**Cars.** Here are some of the more familiar number plate abbreviations by country.

A	Austria	GB	Britain
AL	Albania	GR	Greece
AD	Andorra	I	Italy
B	Belgium	IRL	Ireland
BG	Bulgaria	L	Luxembourg
CH	Switzerland	NL	Holland
CS	Czechoslovakia	P	Portugal
D	West Germany	RO	Romania
DDR	East Germany	T	Turkey
DK	Denmark	USA	United States
E	Spain	YU	Yugoslavia
F	France		

**Cassandra's** predictions were correct but not believed.

**Centred on**, not **around** or **in**.

**Charge.** If you **charge** intransitively, do so as a bull, cavalry officer or somesuch, not as an **accuser** (so avoid: **The standard of writing was abysmal, he charged**).

**Chinese names.** In general follow the Pinyin spelling of Chinese names, which has replaced the old Wade-Giles system, except for people from the past, people and places outside mainland China, and for a few well-known places in mainland China. **Mao**, however, is **Zedong**, not **Tse-tung**. There are no hyphens in Pinyin spelling. So:

*Pinyin*

**Deng Xiaoping**

**Jiang Qing** (ex-Mrs Mao)

**Hu Yaobang**

**Mao Zedong**

**Wu Xueqian**

**Zhao Ziyang**

**Xinjiang** (ex-Sinkiang)

**Guangdong** (ex-Kwangtung)

**Tianjin** (ex-Tientsin)

**Qingdao** (ex-Tsingtao)

*Wade-Giles*

**Tse-tung**

**Chiang Kai-shek**

**Peking** (not Beijing)

**Canton**

**Shanghai**

**Hongkong**

The family name in China comes first, therefore **Deng Xiaoping** becomes **Mr Deng** on a later mention (pronounced **dung**).

Names from **Singapore, Korea, Vietnam** – no hyphens:

**Lee Kuan Yew**

**Ho Chi Minh.**

**Circumstances** stand around a thing, so it is **in**, not **under**, them.

**Cities.** Correct spellings of the world's 100 biggest cities are listed here. (Some other problem spellings are listed under **PLACES**.)

1	Mexico City	Mexico	25	Guangzhou	China
2	São Paulo	Brazil	26	Istanbul	Turkey
3	Shanghai	China	27	Leningrad	Soviet Union
4	Tokyo	Japan	28	Philadelphia	United States
5	Buenos Aires	Argentina	29	Lima	Peru
6	Peking	China	30	Tehran	Iran
7	Calcutta	India	31	Shenyang	China
8	New York	United States	32	Detroit	United States
9	Rio de Janeiro	Brazil	33	Bogota	Colombia
10	Paris	France	34	Madras	India
11	Moscow	Soviet Union	35	Luda	China
12	Seoul	South Korea	36	Santiago	Chile
13	Bombay	India	37	Wuhan	China
14	Tianjin	China	38	Dhaka	Bangladesh
15	Los Angeles	United States	39	Ho Chi Minh	Vietnam
16	Chicago	United States	40	Baghdad	Iraq
17	London	Britain	41	Sydney	Australia
18	Jakarta	Indonesia	42	San Francisco	United States
19	Chongqing	China	43	Nanjing	China
20	Manila	Philippines	44	Ankara	Turkey
21	Delhi	India	45	Madrid	Spain
22	Bangkok	Thailand	46	Pusan	South Korea
23	Karachi	Pakistan	47	Washington	United States
24	Cairo	Egypt	48	Athens	Greece

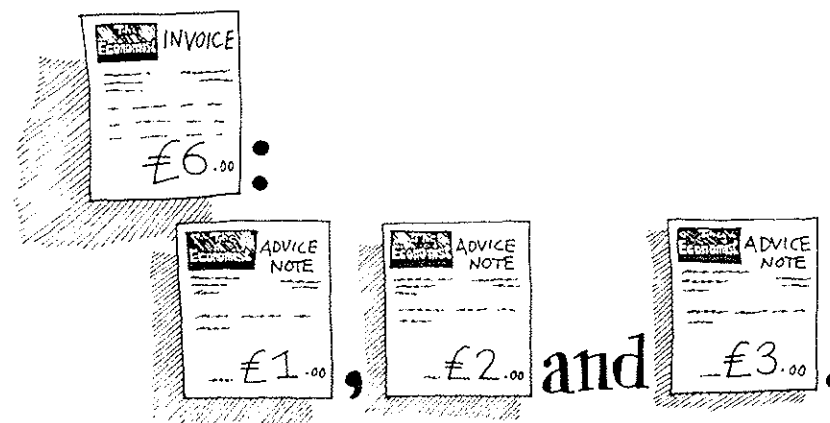
49 Toronto	Canada	75 Rangoon	Burma
50 Dallas	United States	76 Taipei	Taiwan
51 Lahore	Pakistan	77 Pittsburgh	United States
52 Bangalore	India	78 Porto Alegre	Brazil
53 Houston	United States	79 Baltimore	United States
54 Caracas	Venezuela	80 Bucharest	Romania
55 Rome	Italy	81 Minneapolis	United States
56 Montreal	Canada	82= Harbin	China
57 Yokohama	Japan	82= Lagos	Nigeria
58 Melbourne	Australia	84 Nagoya	Japan
59 Boston	United States	85 Budapest	Hungary
60 Osaka	Japan	86 Monterrey	Mexico
61 Nassau County	United States	87 Atlanta	United States
62 Hanoi	Vietnam	88 Surabaya	Indonesia
63 Belo Horizonte	Brazil	89= Chengdu	China
64 Hyderabad	India	89= Lanzhou	China
65 Ahmedabad	India	91 Izmir	Turkey
66 Guadalajara	Mexico	92 Newark	United States
67 Singapore	Singapore	93 Tashkent	Soviet Union
68 Kowloon	Hongkong	94 Anaheim	United States
69 Kinshasa	Zaire	95 Havana	Cuba
70 Casablanca	Morocco	96 Cleveland	United States
71 St Louis	United States	97 West Berlin	West Germany
72 Kiev	Soviet Union	98 San Diego	United States
73 Recife	Brazil	99= Ch'ang-ch'un	China
74 Alexandria	Egypt	99= Taiyuan	China

**Collective nouns.** There is no firm rule about the number of a verb governed by a singular collective noun. It is best to go by the sense – ie, whether the collective noun stands for a single entity. (**The council was elected in March, The army is on a voluntary basis**) or for its constituents (**The council are at sixes and sevens over rates, The army are above the average civilian height**).

A safe rule for number: **The number is . . . , A number are . . .**

A **government**, a **party**, a **company** (whether Tesco or Marks and Spencer) and a **partnership** (Skidmore, Owings & Merrill) are all **it** and take a singular verb. So does a **country**, even if its name looks plural. Thus **The United States is helping the Philippines**. The **United Nations** is singular. **Politics** is also singular; so is **economics**.

Brokers too. **Vickers da Costa is preparing a statement**. Avoid **stockbrokers Vickers da Costa, bankers Chase Manhattan or accountants Peat, Marwick**.



**Colons.** Use a colon “to deliver the goods that have been invoiced in the preceding words” (Fowler). **They brought presents: gold, frankincense and oil at \$35 a barrel.**

Use a colon before a whole quoted sentence, but not before a quotation that begins in mid-sentence. **She said: “It will never work.” He retorted that it had “always worked before”.**

Use a colon for antithesis or “gnomic contrasts” (Fowler). **Man proposes: God disposes.**

See also SEMICOLONS.

**Come up with.** Try **suggest** or **produce** instead.

**Commas.** Use commas as an aid to understanding. Too many in one sentence can be confusing.

Use two commas, or none at all, when inserting a clause in the middle of a sentence. Thus, do not write: **Use two commas, or none at all when inserting . . .** or **Use two commas or none at all, when inserting . . .**

**But, in 1968, students revolted;** not **But in 1968, students revolted.**

If the clause ends with a bracket, which is not uncommon (this one does), the bracket should be followed by a comma.

Do not put a comma before **and** at the end of a sequence of items unless one of the items includes another **and**. Thus: **its main exports were tobacco, asbestos, meat and copper**. But: **Its main exports were tobacco, asbestos, meat and hides, and copper**.

Commas are useful to break up a long sentence, but should be used only where the break is a natural one. Do not insert or remove commas unnecessarily on proofs.

Commas in DATES: none.

**Commodities and manufactured goods.** Most countries use the Standard International Trade Classification to describe the goods they import and trade. A list of the main items follows.

There are 9 sections, giving single digits 1 to 9; divisions within these sections have 2-digit numbers and groups within each division have 3-digit numbers. In the list below all sections and divisions are shown, together with selected groups. There are also 4-digit subgroups in the full SITC list, with, for example, 072.3 for "cocoa butter and cocoa paste" as a subgroup of 072 ("cocoa"), and further breakdowns for some items into a 5-digit level, with, for example, 072.32 for "cocoa butter (fat or oil)".

Throughout, nes stands for "not elsewhere specified".

0	Food and live animals
00	Live animals
01	Meat and meat preparations
02	Dairy products and birds' eggs
022	Milk and cream
023	Butter
024	Cheese and curd
03	Fish, crustaceans and molluscs, and preparations thereof
04	Cereals and cereal preparations
041	Wheat (including spelt) and meslin, unmilled
042	Rice
043	Barley, unmilled
044	Maize (corn), unmilled
05	Vegetables and fruit
06	Sugar, sugar preparations and honey
07	Coffee, tea, cocoa, spices and manufactures thereof
071	Coffee and coffee substitutes
072	Cocoa
074	Tea and maté
08	Feeding stuff for animals (not including unmilled cereals)
09	Miscellaneous edible products and preparations
1	Beverages and tobacco
11	Beverages
112	Alcoholic beverages
12	Tobacco and tobacco manufactures
2	Crude materials, inedible, except fuels
21	Hides, skins and furskins, raw
22	Oil seeds and oleaginous fruit
23	Crude rubber (including synthetic and reclaimed)
24	Cork and wood
25	Pulp and waste paper

26	Textile fibres (other than wool tops), and their wastes (not manufactured into yarn or fabric)
263	Cotton
266	Synthetic fibres suitable for spinning
267	Other man-made fibres suitable for spinning and waste of man-made fibres
268	Wool and other animal hair (excluding wool tops)
27	Crude fertilisers and crude minerals (excluding coal, petroleum and precious stones)
28	Metalliferous ores and metal scrap
281	Iron ore and concentrates
29	Crude animal and vegetable materials, nes
3	Mineral fuels, lubricants and related materials
32	Coal, coke, and briquettes
33	Petroleum, petroleum products and related materials
333	Petroleum oils, crude, and crude oils obtained from bituminous materials
334	Petroleum products, refined
34	Gas, natural and manufactured
35	Electric current
4	Animal and vegetable oils, fats and waxes
41	Animal oils and fats
42	Fixed vegetable oils and fats
43	Animal and vegetable oils and fats, processed, and waxes of animal or vegetable origin
5	Chemical and related products, nes
51	Organic chemicals
52	Inorganic chemicals
53	Dyeing, tanning and colouring materials
54	Medicinal and pharmaceutical products
55	Essential oils and perfume materials; toilet, polishing and cleansing preparations
56	Fertilisers, manufactured
57	Explosives and pyrotechnic products
58	Artificial resins and plastic materials, and cellulose esters and ethers
59	Chemical materials and products, nes
6	Manufactured goods, classified chiefly by material
61	Leather, leather manufactures, nes and dressed furskins
62	Rubber manufactures, nes
63	Cork and wood manufactures (excluding furniture)
64	Paper, paperboard and articles of paper pulp, of paper or of paperboard

65	Textile yarn, fabrics, made-up articles, nes, and related products
66	Non-metallic mineral manufactures, nes
67	Iron and steel
68	Non-ferrous metals
681	Silver, platinum and other metals of the platinum group
682	Copper
683	Nickel
684	Aluminium
687	Tin
69	Manufactures of metal, nes
7	Machinery and transport equipment
71	Power generating machinery and equipment
713	Internal combustion piston engines, and parts thereof, nes
72	Machinery specialised for particular industries
721	Agricultural machinery (excluding tractors) and parts thereof, nes
724	Textile and leather machinery, and parts thereof, nes
73	Metalworking machinery
74	General industrial machinery and equipment, nes, and machine parts, nes
75	Office machines and automatic data processing equipment
76	Telecommunications and sound recording and reproducing apparatus and equipment
761	Television receivers (including receivers incorporating radio-broadcast receivers or sound recorders or reproducers)
77	Electrical machinery, apparatus and appliances, nes, and electrical parts thereof (including non-electrical counterparts, nes, of electrical household type equipment)
78	Road vehicles (including air-cushion vehicles)
781	Passenger motor cars (other than public-service type vehicles), including vehicles designed for the transport of both passengers and goods
782	Motor vehicles for the transport of goods or materials and special purpose motor vehicles
79	Other transport equipment
791	Railway vehicles (including hovertrains) and associated equipment
792	Aircraft and associated equipment, and parts thereof, nes
793	Ships, boats (including hovercraft) and floating structures
8	Miscellaneous manufactured articles
81	Sanitary, plumbing, heating and lighting fixtures and fittings, nes

82	Furniture and parts thereof
83	Travel goods, handbags and similar containers
84	Articles of apparel and clothing accessories
85	Footwear
87	Professional, scientific and controlling instruments and apparatus, nes
88	Photographic apparatus, equipment and supplies and optical goods, nes; watches and clocks
881	Photographic apparatus and equipment, nes
885	Watches and clocks
89	Miscellaneous manufactured articles, nes
9	Commodities and transactions not classified elsewhere in the SITC
911.0	Postal packages not classified according to kind
931.0	Special transactions and commodities not classified according to kind
941.0	Animals, live, nes (including zoo animals, dogs, cats, insects, etc)
951.0	Armoured fighting vehicles, arms of war and ammunition therefor, and parts of arms, nes
961.0	Coin (other than gold coin), not being legal tender
971.0	Gold, non-monetary (excluding gold ores and concentrates)

**Companies.** Call companies by the names they call themselves (impossible typographical flourishes excluded).

Here are some confusing ones.

**B.A.T Industries**

**Chesebrough-Pond's**

**Lloyds** (the bank)

**Lloyd's** (the insurance market)

**Marks and Spencer plc**

**Marks & Spencer** (name above the shop)

**Salomon Brothers**

Some other British company names are listed under STOCK MARKET INDICES.

*Crawford's Directory of City Connections* (The Economist Publications, London) lists most big British companies, and makes a point of spelling their names using each one's preferred style.

**Company abbreviations.** The table on page 22 gives abbreviated designations for various types of companies.



*Abbreviated company names*

	Private	Public
America	----- Inc, Ltd -----	
Britain	Ltd	plc
France	Sàrl	SA
W. Germany	GmbH	AG
Holland	BV	NV
Italy	Srl	SpA

**Compare.** A is compared **with B** when you draw attention to the difference. A is compared **to B** only when you want to stress their similarity (**Shall I compare thee to a summer's day?**).

**Compound** does not mean make worse. To **compound** a felony means to **agree for a consideration not to prosecute**; intransitively, to compound means to **agree or come to terms**.

**Comprise** means **is composed of**. The **Democratic coalition comprises women, workers, blacks and Jews**. **Women make up** (not **comprise**) **three-fifths of the Democratic coalition**. Alternatively, **Three-fifths of the Democratic coalition is composed of women**.

**Convince.** Don't use it if you mean **persuade**. **The prime minister was persuaded to call a June election; she was convinced of the wisdom of doing so only after she had won**.

**Countries and currencies**

**Countries (and their inhabitants).** In most contexts sacrifice precision to simplicity and use **Britain** rather than **Great Britain** or the **United Kingdom**, **America** rather than the **United States**, and **Holland** rather than the **Netherlands**. The **Soviet Union** can sometimes be called **Russia**, though the full name is generally better. Inaccuracy also triumphs over ugliness, so call the inhabitants of the Soviet Union **Russians**, not **Soviets**.

It is sometimes important, however, to be precise, in which case remember that **Great Britain** consists of **England, Scotland and Wales**, which together with **Northern Ireland** (which we generally called **Ulster**, though Ulster strictly includes three counties in the republic of **Ireland**), make up the **United Kingdom**.

Remember, too, that although it is usually all right to talk about the inhabitants of the United States as **Americans**, the term also applies to everyone from Canada to Cape Horn. It may sometimes be necessary to write **United States** (never **US**) **citizens**.

When writing about Spanish-speaking people in the United States, use either **Latino** or **Hispanic** as a general term but try to be specific (eg, Mexican-American).

Africans may be black or white. If you mean blacks, write **blacks**.

**Currencies.** Use **\$** as the standard currency and in general convert currencies to **\$** on first mention.

*Britain*

**1p 2p 3p to 99p** (not £0.99)

**£6** (not £6.00)

**£5,000–6,000** (not £5,000–£6,000)

**£5m–6m** (not £5m–£6m)

**£5 billion–6 billion** (not £5–6 billion)

A **billion** is a thousand million, a **trillion** is a thousand billion.

*America*

**\$** will do generally, but write **US\$** if other kinds of dollars are being used in the same text.

Spell out **cents**.

**AS, CS, HKS, MS, NZS** and **SS** are Australian, Canadian, Hong-kong, Malaysian, New Zealand and Singapore \$ or dollars. Other currencies are **DM, BFr, FFr, SFr, IR£** (punts), **ASch, Ptas, R, SDR, DKr** (Danish krone, kroner), **NKr** (Norwegian krone, kroner), **SKr** (Swedish krona, kronor), **Y** and **Rmb** (Chinese renminbi, not yuan).

With all these, the practice is to write the abbreviation followed by the figure: **Y100** (not 100 yen), **R100** (not 100 rand), **SDR1m** (not 1m SDRs). Sums in other currencies, including the **ecu**, are written in full, with the number first: **100m ecus, 100m escudos, 100m guilders, 100m kwacha, 100m lire** (if Italian, **liras** if Turkish), **100m naira, 100m pesos, 100m rupees**.

Note: currencies are not set in small caps.

A full list of currencies and countries follows. (Currency symbols are included for reference, not necessarily for use.)

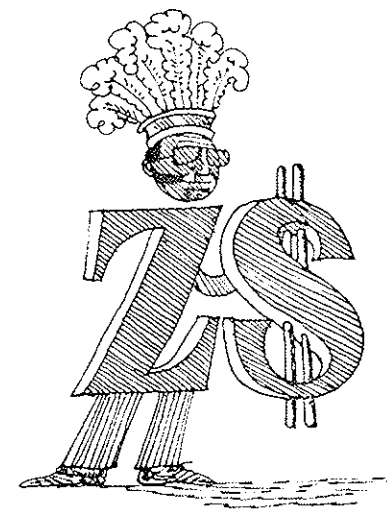


Country	Currency	Symbol
Abu Dhabi	UAE dirham	Dh
Afghanistan	afghani	Af
Albania	lek	Lk
Algeria	Algerian dinar	AD
America	dollar	\$
Angola	kwanza	Kz
Argentina	austral	A
Australia	Australian dollar	A\$
Austria	schilling	ASch
Bahamas	Bahamian dollar	BS
Bahrain	Bahrain dinar	BD
Bangladesh	taka	Tk
Barbados	Barbadian dollar	Bd\$
Belgium	Belgian franc	BFr
Belize	Belizean dollar	Bz\$
Benin	CFA franc	CFAfr
Bermuda	Bermuda dollar	Bda\$
Bolivia	Bolivian peso	peso
Botswana	pula	P
Brazil	cruzado	Cz
Britain	pound/sterling	£
Brunei	Brunei dollar	Br\$
Bulgaria	lev	Lv
Burkina Faso	CFA franc	CFAfr
Burma	kyat	Kt
Burundi	Burundi franc	Bufr
Cambodia	riel	CRI
Cameroon	CFA franc	CFAfr
Canada	Canadian dollar	C\$
Cape Verde Islands	Cape Verde escudo	CVEsc
Central African Republic	CFA franc	CFAfr
Chad	CFA franc	CFAfr
Chile	Chilean peso	peso
China	renminbi	Rmb
Colombia	Colombian peso	peso
Comoros	Comoran franc	Cfr
Congo	CFA franc	CFAfr
Costa Rica	Costa Rican colón	¢
Cuba	Cuban peso	peso
Cyprus	Cyprus pound/Turkish lira	C£/TL
Czechoslovakia	koruna	Kcs
Denmark	Danish krone	DKr
Djibouti	Djibouti franc	Dfr
Dominican Republic	Dominican Republic peso	peso
Dubai	UAE dirham	Dh
East Germany	mark	Em

Country	Currency	Symbol
Ecuador	sucre	Su
Egypt	Egyptian pound	£E
El Salvador	El Salvador colón	¢
Equatorial Guinea	CFA franc	CFAfr
Ethiopia	birr	Birr
European currency unit	ecu	ecu
Fiji	Fiji dollar	F\$
Finland	markka	Fmk
France	franc	FFr
Gabon	CFA franc	CFAfr
Gambia, The	dalasi	D
Ghana	cedi	¢
Greece	drachma	Dr
Guatemala	quetzal	Q
Guinea	syli	GS
Guinea-Bissau	Guinea-Bissau peso	P
Guyana	Guyanese dollar	G\$
Haiti	gourde	Gourde
Holland	guilder	G or Fl
Honduras	lempira	La
Hongkong	Hongkong dollar	HK\$
Hungary	forint	Ft
Iceland	Iceland new krona	Ikr
India	Indian rupee	Rs
Indonesia	rupiah	Rp
Iran	rial	IR
Iraq	Iraqi dinar	ID
Ireland	punt	IR£
Israel	shekel	IS
Italy	lira	L
Ivory Coast	CFA franc	CFAfr
Jamaica	Jamaican dollar	J\$
Japan	yen	¥
Jordan	Jordan dinar	JD
Kenya	Kenya shilling	KSh
Kuwait	Kuwaiti dinar	KD
Laos	kip	K
Lebanon	Lebanese pound	L£
Lesotho	maloti	M
Liberia	Liberian dollar	LS
Libya	Libyan dinar	LD
Luxembourg	Luxembourg franc	Luxfr
Macau	pataca	MPtc
Madagascar	Madagascar franc	Mgfr
Malawi	kwacha	K
Malaysia	Malaysian dollar/Ringgit	M\$

Country	Currency	Symbol
Mali	CFA franc	CFAfr
Malta	Maltese lira	Lm
Mauritania	ouguiya	UM
Mauritius	Mauritius rupee	MRs
Mexico	Mexican peso	peso
Morocco	dirham	Dh
Mozambique	metical	MT
Namibia	South African rand	R
Nepal	Nepalese rupee	NRs
Netherlands Antilles	Netherlands Antilles guilder	NAG
New Zealand	New Zealand dollar	NZ\$
Nicaragua	córdoba	C
Niger	CFA franc	CFAfr
Nigeria	naira	₦
North Korea	won	Won
North Yemen	Yemeni rial	YR
Norway	Norwegian krone	NKr
Oman	Omani rial	OR
Pakistan	Pakistan rupee	PRs
Panama	balboa	B
Papua New Guinea	Kina	Kina
Paraguay	guarani	₧
Peru	sol	sol
Philippines	Philippine peso	P
Poland	zloty	Zl
Portugal	escudo	Esc
Puerto Rico	us dollar	\$
Qatar	Qatari riyal	QR
Romania	leu	Lei
Rwanda	Rwandan franc	Rwfr
São Tomé & Príncipe	dobra	Db
Saudi Arabia	Saudi riyal	SR
Senegal	CFA franc	CFAfr
Seychelles	Seychelles rupee	SRs
Sierra Leone	leone	Lc
Singapore	Singapore dollar	S\$
Solomon Islands	Solomon Island dollar	SIS
Somalia	Somali shilling	SoSh
South Africa	rand	R
South Korea	won	₩
South Yemen	Yemeni dinar	YD
Soviet Union	rouble	Rb
Spain	peseta	Pta
Sri Lanka	Sri Lanka rupee	SLRs
Sudan	Sudanese pound	₧

Country	Currency	Symbol
Surinam	Surinam guilder	SG
Swaziland	emalengeni	E
Sweden	Swedish krona	Skr
Switzerland	Swiss franc	SFr
Syria	Syrian pound	₧
Taiwan	New Taiwan dollar	NT\$
Tanzania	Tanzanian shilling	TSh
Thailand	baht	฿
Togo	CFA franc	CFAfr
Tonga	Tonga dollar	T\$
Trinidad & Tobago	TT dollar	TTS
Tunisia	Tunisian dinar	TD
Turkey	Turkish lira	TL
Uganda	Ugandan shilling	USh
United Arab Emirates	UAE dirham	Dh
Uruguay	Uruguayan new peso	peso
Vanuatu	vatu	Vt
Venezuela	bolivar	Bs
Vietnam	dong	D
West Germany	mark	DM
Western Samoa	Tala	Tala
Windward & Leeward Isles	East Caribbean dollar	ECS
Yugoslavia	Yugoslav dinar	YuD
Zaire	zaire	Z
Zambia	kwacha	K
Zimbabwe	Zimbabwe dollar	Z\$



## D

**Dashes.** You can use dashes in pairs for parenthesis, but not more than one pair per sentence, ideally not more than one pair per paragraph.

Use a dash to introduce an explanation, amplification, paraphrase, particularisation or correction of what immediately precedes it.

Use it to gather up the subject of a long sentence.

Use it to introduce a paradoxical or whimsical ending to a sentence.

Do not use it as a punctuation maid-of-all-work (Gowers).

**Dates.** Do not put commas in dates, so:

July 5th

Monday July 5th

July 5 1987 (no th)

July 5–12 1987

July 12–August 5 1987

July 1987

1987–88

1980s

Write out:

twentieth century

twentieth-century ideas,

but

a man in his 20s, and 20th anniversary.

In general give dates; **last week** or **last month** can cause confusion.

Write **the second world war** or **the 1939–45 war**, not **world war II**; similarly, prefer **the first world war** to **world war I**. **Postwar**

and **prewar** are not hyphenated.

See also CALENDARS.

**Decimals.** See FRACTIONS.

**Decimate** means to destroy a proportion (originally a tenth) of a group of people or things, not to destroy them all or nearly all.

**Different from**, not **to** or **than**.

**Disinterested** means impartial; **uninterested** means bored.

**Due to** = (1) owed to, as in: **£1 is due to Smith**; (2) arranged or timed to, as in: **the meeting is due to end on Friday**; (3) because of. When used in this sense, it must follow a noun, as in **the cancellation, due to rain, of . . .** Do not write **It was cancelled due to rain**.

## E

**Earnings.** Do not write **earnings** when you mean **profits** (say if they are operating, gross, pre-tax or net).

**Earthquakes.** The Richter scale defines the magnitude of an earthquake in terms of the energy released.

Richter Scale	Joules	Explosion equivalent TNT terms	Nuclear terms
0 <sup>a</sup>	$7.9 \times 10^2$	175 mg	
1	$6.0 \times 10^4$	13 g	
2	$4.0 \times 10^6$	0.89 kg	
3	$2.4 \times 10^8$	53 kg	
4	$1.3 \times 10^{10}$	3 tons	
5 <sup>b</sup>	$6.3 \times 10^{11}$	140 tons	
6 <sup>c</sup>	$2.7 \times 10^{13}$	6 kilotons	1/3 atomic bomb
7	$1.1 \times 10^{15}$	240 kilotons	12 atomic bombs
8	$3.7 \times 10^{16}$	8.25 megatons	1/3 hydrogen bomb
9	$1.1 \times 10^{18}$	250 megatons	13 hydrogen bombs
10	$3.2 \times 10^{19}$	7000 megatons	350 hydrogen bombs

<sup>a</sup> Approximately equal to the shock caused by an average man jumping from a table.

<sup>b</sup> Potentially damaging to structures.

<sup>c</sup> Potentially capable of general destruction; widespread damage is usually caused above magnitude 6.5.

Note: One atomic bomb is equivalent to 6.3 on the Richter scale, and one hydrogen bomb to 8.2.

Here are some examples.

	Richter scale
Mexico City, 1986	7.8
San Francisco, 1906	8.3
Chile, 1960	8.3
Krakatoa, 1883	9.9 (estimate)

**Effectively** means **with effect**; if you mean **in effect**, say it. **The matter was effectively dealt with on Friday** means it was well done on Friday. **The matter was, in effect, dealt with on Friday** means it was more or less attended to on Friday.

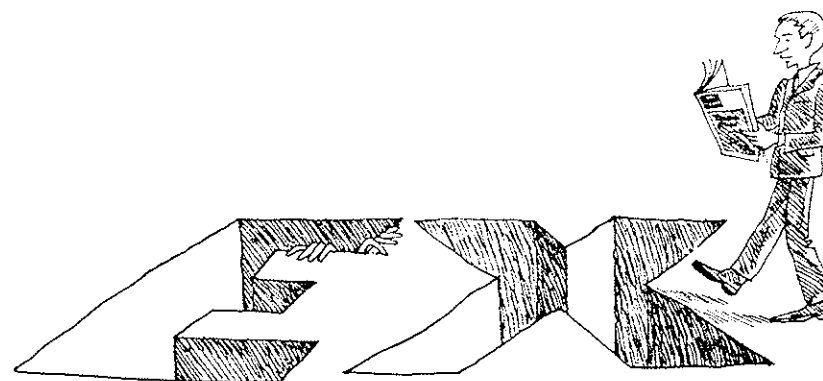
**Elements.** These are the natural and artificially created elements.

Name	Symbol	Name	Symbol
Actinium	Ac	Iodine	I
Aluminium	Al	Iridium	Ir
Americium	Am	Iron	Fe
Antimony (Stibium)	Sb	Krypton	Kr
Argon	Ar	Lanthanum	La
Arsenic	As	Lawrencium	Lr
Astatine	At	Lead	Pb
Barium	Ba	Lithium	Li
Berkelium	Bk	Lutetium	Lu
Beryllium	Be	Magnesium	Mg
Bismuth	Bi	Manganese	Mn
Boron	B	Mendelevium	Md
Bromine	Br	Mercury	Hg
Cadmium	Cd	Molybdenum	Mo
Caesium	Cs	Neodymium	Nd
Calcium	Ca	Neon	Ne
Californium	Cf	Neptunium	Np
Carbon	C	Nickel	Ni
Cerium	Ce	Niobium	Nb
Chlorine	Cl	Nitrogen	N
Chromium	Cr	Nobelium	No
Cobalt	Co	Osmium	Os
Copper	Cu	Oxygen	O
Curium	Cm	Palladium	Pd
Dysprosium	Dy	Phosphorus	P
Einsteinium	Es	Platinum	Pt
Erbium	Er	Plutonium	Pu
Europium	Eu	Polonium	Po
Fermium	Fm	Potassium (Kalium)	K
Fluorine	F	Praseodymium	Pr
Francium	Fr	Promethium	Pm
Gadolinium	Gd	Protactinium	Pa
Gallium	Ga	Radium	Ra
Germanium	Ge	Radon	Rn
Gold	Au	Rhenium	Re
Hafnium	Hf	Rhodium	Rh
Helium	He	Rubidium	Rb
Holmium	Ho	Ruthenium	Ru
Hydrogen	H	Samarium	Sm
Indium	In	Scandium	Sc

Name	Symbol	Name	Symbol
Selenium	Se	Titanium	Ti
Silicon	Si	Tungsten	<i>see Wolfram</i>
Silver	Ag	Unilhexium <sup>a</sup>	Uuh <sup>a</sup>
Sodium (Natrium)	Na	Unilpentium <sup>a</sup>	Uup <sup>a</sup>
Strontium	Sr	Unilquadium <sup>c</sup>	Unq <sup>c</sup>
Sulphur	S	Uranium	U
Tantalum	Ta	Vanadium	V
Technetium	Tc	Wolfram	W
Tellurium	Te	Xenon	Xe
Terbium	Tb	Ytterbium	Yb
Thallium	Tl	Yttrium	Y
Thorium	Th	Zinc	Zn
Thulium	Tm	Zirconium	Zr
Tin	Sn		

**Estimated.** Avoid an estimated 300 casualties: prefer about 300 or it was estimated that there were 300.

**Ex.** Be careful with **ex**: a **Liberal ex-member** has lost his seat; an **ex-Liberal member** has lost his party.



## F

**Fewer** (not less) than seven speeches, fewer than seven samurai.

Use **fewer**, not **less**, with numbers of individual items or people.

**Less** than £200, less than 700 tonnes of oil, because these are measured quantities, not individual items.

**Figures.** Never start a sentence with a figure; write the number in words instead.

Use figures for numerals from 11 upwards, and for all numerals that include a decimal point or a fraction (eg, 4.25, 4½). Use words for simple numerals from one to ten, except in references to pages; in percentages (eg, 4%); and in sets of numerals, eg, **Deaths from this cause in the past three years were 14, 9 and 6.**

Do not compare a fraction with a decimal (so avoid **The rate fell from 3½% to 3.1%**). To convert one to the other, see FRACTIONS.

FRACTIONS should be hyphenated (**two-thirds, five-eighths**, etc).

Use **m** for **million**, but spell out **billion** – which to us means 1,000m – except in charts, where **bn** is permissible. Thus: **8m, £8m, 8 billion, DM8 billion**. You may use either **2½m** or **2.5m**, but do not mix decimals and fractions.

Use **5,000–6,000, 5–6%, 5m–6m** (not **5–6m**) and **5 billion–6 billion**. But sales rose from **5m to 6m** (not **5m–6m**); estimates ranged between **5m and 6m** (not **5m–6m**).

Where **to** is being used as part of a ratio, it is usually best to spell it out. Thus **They decided, by nine votes to two, to put the matter to the general assembly which voted, 27 to 19, to insist that the ratio of vodka to tomato juice in a bloody mary should be at least one to three, though the odds of this being so in most bars were put at no better than 11 to 4.** Where the ratio is being used adjectivally, figures and hyphens may be used, but only if one of the figures is greater than ten: thus **a 50–20 vote, a 19–9 vote**. Otherwise, spell out the figures and use **to**: **a two-to-one vote, a ten-to-one likelihood**.

With figures, use **a head or per cent, a year or per year, not per caput, per capita or per annum. Kilowatt, milliwatt and megawatt**, meaning 1,000 watts, **one thousandth of a watt and 1m watts**, are abbreviated to **kW, mW and MW**. See MEASURES.

In general prefer **acres** to **hectares, miles** to **kilometres, yards** to **metres**, etc; if using **hectares**, you should give an equivalent in **acres** or **square miles**.

The style for aircraft types can be confusing. Some have hyphens in obvious places (eg, DC-10, **Mirage F-1E, MIG-21**), some in unusual places (BAC 1-11) and some none at all (BAe 146, **TriStar**). Others have both name and number (**Lockheed P-3 Orion**). When in doubt, use "Jane's All The World's Aircraft". Its index also includes manufacturers' correct names.

The style for calibres is 50mm or 105mm with no hyphen, but 5.5-inch and 25-pounder.

**Finally.** Do not use this word when, at the end of a series, you mean **lastly** or, in other contexts, when you mean **at last**. To write **The Dow finally fell below 1200** is absurd because it may rise past 1200.

**Flaunt** means display; **flout** means disdain. If you flout this distinction you will flaunt your ignorance.

**Foreign words and phrases.** Try not to use them unless there is no English alternative, which is unusual (so **a year or per year, not per annum; a head or per head, not per caput, per capita**, etc).

**Forgo** means **do without**; it forgoes the **e**. **Forego** means **go before**.

**Former.** Avoid wherever possible use of **the former** and **the latter**. It causes confusion.

**Fractions.** Do not mingle fractions with decimals. If you need to convert one to the other, use this table.

Fraction	Decimal equivalent
1/2	0.5
1/3	0.333
1/4	0.25
1/5	0.2
1/6	0.167
1/7	0.143
1/8	0.125
1/9	0.111
1/10	0.1
1/11	0.091
1/12	0.083
1/13	0.077
1/14	0.071
1/15	0.067
1/16	0.063

**Full stops.** Use plenty. They keep sentences short. This helps the reader.

Do not use full stops in ABBREVIATIONS or at the end of headings.

# G

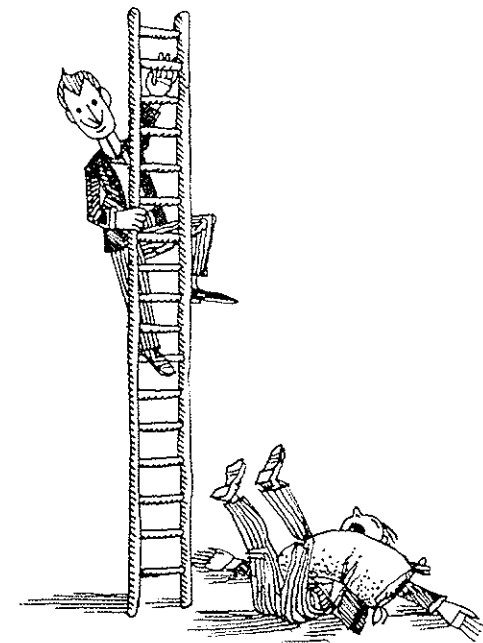
**Gender** is a word to be applied to grammar, not people. If someone is female, that is her **sex** not her gender.

**Geological eras.** Astronomers and geologists give this broad outline of the ages of the universe and the earth.

Era, period and epoch	Years ago (year at beginning)	Characteristics
Origin of the universe (estimates vary markedly)	20,000,000,000 to 10,000,000,000	
Origin of the sun	5,000,000,000	
Origin of the earth	4,600,000,000	
<i>Precambrian</i>		
Archean	4,000,000,000	First signs of fossilised microbes
Proterozoic	2,500,000,000	
<i>Palaeozoic</i>		
Cambrian	600,000,000	First appearance of abundant fossils
Ordovician (obsolete)	500,000,000	Vertebrates emerge
Silurian	440,000,000	Fishes emerge
Devonian	400,000,000	Primitive plants emerge
Carboniferous	350,000,000	Amphibians emerge
Permian	290,000,000	Reptiles emerge
<i>Mesozoic</i>		
Triassic	250,000,000	Seed plants emerge
Jurassic	210,000,000	Age of dinosaurs
Cretaceous	145,000,000	Flowering plants emerge; dinosaurs extinct at end of this period

Era, period and epoch	Years ago (year at beginning)	Characteristics
<i>Cenozoic</i>		
Palaeocene	65,000,000	
Tertiary: Eocene	55,000,000	Mammals emerge
Oligocene	40,000,000	
Miocene	25,000,000	
Pliocene	5,000,000	
Quaternary: Pleistocene	2,000,000	Ice ages: stone age man emerges
Holocene or Recent	10,000	Modern man emerges

**Get.** An adaptable verb, but it has its limits. A man does not get sacked or promoted; he is sacked or promoted.



## H

**Healthy.** If you think something is **desirable** or **good**, say so. Do not call it healthy.

**Hobson's choice** is not the lesser of two evils: it is no choice at all.

**Hopefully.** By all means begin an article hopefully, but never write: **Hopefully, it will be finished by Monday.** Try: **With luck, if all goes well, it is hoped that . . .**

**Hyphens.** Use hyphens in the following words.

1) FRACTIONS (whether nouns or adjectives): **two-thirds, four-fifths**, etc.

2) Most words that begin with **anti**, **non** and **neo**: Thus, **anti-fascist**, **anti-submarine** (but **anticlimax**, **antidote**, **antiseptic**, **antitrust**); **non-combatant**, **non-existent**, **non-payment**, **non-violent** (but **nonaligned**, **nonconformist**, **nonplussed**, **nonstop**); **neo-conservative**.

3) A sum followed by the word **worth** also needs a hyphen. Thus **\$25m-worth of goods**.

4) Some titles:

<b>vice-president</b>	but
<b>director-general</b>	<b>general secretary</b>
<b>under-secretary</b>	<b>deputy secretary</b>
<b>secretary-general</b>	<b>deputy director</b>
<b>attorney-general</b>	<b>district attorney</b>

5) To avoid ambiguities:

**a little-used car**  
**a little used-car**  
**cross complaint**  
**cross-complaint**  
**high-school girl**  
**high schoolgirl**  
**fine-tooth comb** (most people do not comb their teeth)

6) Aircraft:

DC-10

Mirage F-1E

MIG-23

Lockheed P-3 Orion

(If in doubt, consult "Jane's All the World's Aircraft".)

7) Adjectives formed from two or more words:

**right-wing groups** (but **the right wing of the party**)  
**balance-of-payments difficulties**  
**private-sector wages**

**public-sector borrowing requirement**

**a 70-year-old judge**

**value-added tax (VAT)**

But do not overdo the literary device of hyphenating words that are not usually linked: the stringing-together-of-lots-and-lots-of-words-and-ideas tendency can be tiresome.

8) Separating identical letters: **book-keeping** (but **bookseller**), **coat-tails**, **co-operate**, **unco-operative**, **pre-eminent**, **pre-empt** (but **predate**, **precondition**), **re-emerge**, **re-entry** (but **rearrange**, **reborn**, **repurchase**), **trans-ship**.

9) Nouns formed from prepositional verbs: **build-up**, **call-up**, **get-together**, **round-up**, **set-up**, **shake-up**, etc.

10) The quarters of the compass: **north-east(ern)**, **south-east(ern)**, **south-west(ern)**, **north-west(ern)**, but the **Midwest**.

11) No hyphens: **carmaker**, **carworker**, **steelmaker**, **steelworker** are single words. But in other industries use two words with no hyphens (so **metal worker**, **tyre maker**, **coal miner**).

*One word*

**airfield**

**businessman**

**bypass**

**carmaker**

**carworker**

**ceasefire**

**comeback**

**commonsense** (adj)

**forever**

**halfhearted**

**handout**

**handpicked**

**lacklustre**

**machinegun**

**nevertheless**

**nonetheless**

**offshore**

**onshore**

**overpaid**

**override**

**petrochemical**

**policymaker, policymaking**

**postwar**

**prewar**

**profitmaking**

**seabed**

**shipbuilding**

**shipbuilders**

**soyabean**

**steelmaker**

**steelworker**

**stockmarket**

**subcommittee**

**subcontinent**

**subhuman**

**submachinegun**

**sunbelt**

**takeover**

**underdog**

**underpaid**

**wartime**

**videodisc**

**videocassette**

**workforce**

**worldwide**

**worthwhile**



*Two words*

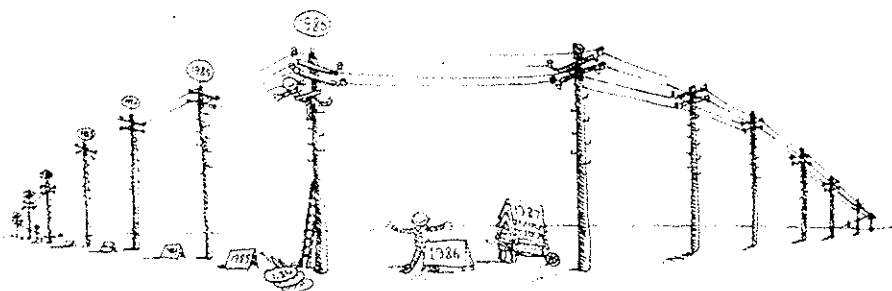
air base  
 air force  
 aircraft carrier  
 ballot box  
 chip maker  
 coal miner  
 common sense (noun)  
 errand boy  
 girl friend  
 microchip maker  
 on to  
 place name  
 strong man  
 under way  
 well known

*Three words*

capital gains tax  
 foreign policy maker  
 in as much  
 in so far

12) For hyphens in names see SPELLING.

13) Dates: avoid **from 1947-50** (say **in 1947-50** or **from 1947 to 1950**) and **between 1961-65** (say **in 1961-65** or **from 1961 to 1965**).



## I

**Important.** If something is important say why and to whom.

**Initials.** Initials in people's names, or in companies named after them, take points. Thus, **Mr I. F. Stone, Mr P. W. Botha, W. H. Smith, F. W. Woolworth.** (The only exceptions are for people or companies who deliberately leave them out; in general, follow the practice preferred by both people and companies in writing their own names.)

**Inverted commas (quotes).** Use single ones only for quotations within quotations. Thus: **"When I say 'immediately', I mean some time before April," said the spokesman.**

When a quotation is indented and set in smaller type than the main bodymatter, do not put inverted commas on it. (Indented copy should usually go down 1pt. The new para after an indent is always full out.)

For the relative placing of quotation marks and punctuation, follow Hart's rules. If an extract ends with a full stop or question-mark, put the punctuation before the closing inverted commas. An example from Hart:

**"The passing crowd" is a phrase coined in the spirit of indifference. Yet, to a man of what Plato calls "universal sympathies", and even to the plain, ordinary denizens of this world, what can be more interesting than those who constitute "the passing crowd"?**

When a quotation is broken off and resumed after such words as **he said**, ask yourself whether it would naturally have had any punctuation at the point where it is broken off. If the answer is yes, a comma is placed within the quotation marks to represent this. Thus: **"It cannot be done," he said; "we must give up the task."** The comma after **done** belongs to the quotation and so comes within the inverted commas, as does the final full stop.

But if the words to be quoted are continuous, without punctuation at the point where they are broken, the comma should be outside the inverted commas. Thus:

**"Go home", he said, "to your father."**

If a complete sentence in quotes comes at the end of a larger sentence, the final stop should be inside the inverted commas. Thus:

**He said curtly, "It cannot be done."**

**Italics.** Use for:

1) Foreign words and phrases, such as *cabinet* (French type), *appartement*, *Mitbestimmung*, *tolkach*, unless they are so familiar that they have become anglicised. (Thus *ad hoc*, *machismo*, *putsch*, *pogrom*, *status quo*, etc. are in roman). Make sure that the meaning of any foreign word you use is clear.

2) Newspapers and periodicals. Note that only *The Economist* and *The Times* have their *The* italicised. Thus the *Daily Telegraph*, the *New York Times*, the *Observer*, the *Spectator* etc (but *Le Monde*, *Die Welt*, *Die Zeit*). Books, pamphlets, plays, radio and television programmes are roman, with capital letters for each main word, in quotation marks. Thus: "Pride and Prejudice", "Much Ado about Nothing", "Any Questions", "Face the Nation" etc.

3) Lawsuits. Thus: *Brown v Board of Education*, *Coatsworth v Johnson*. If abbreviated, *versus* should always be shortened to *v.*, with no point after it.

4) The names of ships, aircraft, spacecraft. Thus: *HMS Illustrious*, *Spirit of St Louis*, *Challenger*, etc.

Note that a ship is "she".

Do not use italics in titles or captions.



## J

**Jargon.** Avoid it. All sections of *The Economist* should be intelligible to all our readers, most of whom are foreigners. You may have to think harder if you are not to use jargon, but you can still be precise.

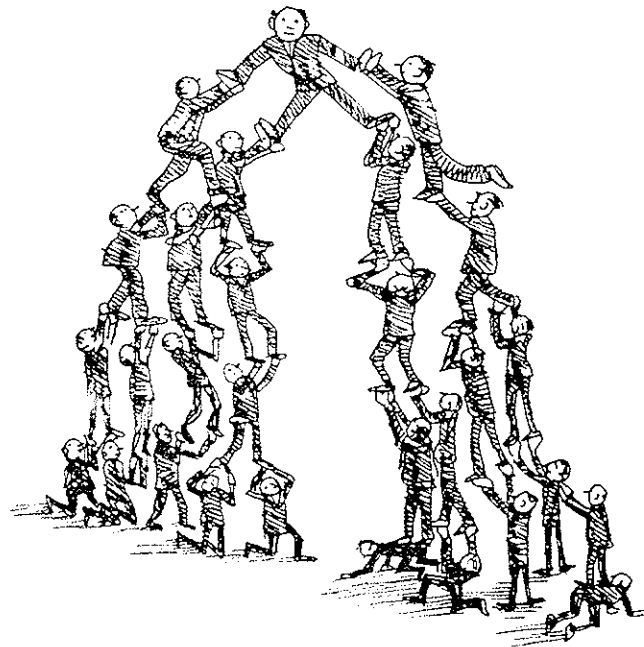
Technical terms should be used in their proper context; do not use them out of it. There are simple words which can usually do the job of **exponential** (try **fast**), **interface** (**frontier**) and so on. To **fund** is a technical term, meaning to convert floating debt into more or less permanent debt at fixed interest; do not use it if you mean to **finance**, or to **pay for**.

Avoid, above all, meaningless or ambiguous jargon, such as **15% more fuel-efficient**.



## K

**Key.** Keys may be **major** or **minor**, but not **low**. Few of the decisions, people, industries described as **key** are truly indispensable.



## L

**Last.** (1) **The last issue** of *The Economist* implies our extinction; prefer **last week's issue**, **the previous issue**. Likewise avoid **the last issue** of *Foreign Affairs*: prefer the **latest**, **current**, or (eg) **June issue**, or **this month's** or **last month's issue**. (2) **Last year**, in 1985, means 1984; if you mean the 12 months up to the time of writing, write **the past year**. The same goes for the **past month**, **past week**, **past** (not **last**) 10 years.

**Laws.** Scientific, economic, facetious and fatalistic laws in common use are listed here.

**Boyle's Law.** The pressure of a gas varies inversely with its volume at constant temperature.

**Gresham's Law.** When money of a high intrinsic value is in circulation with money of lesser value, it is the inferior currency which tends to remain in circulation, while the other is either hoarded or exported. In other words: "Bad money drives out good".

**Grimm's Law.** (Concerns mutations of the consonants in the various Germanic languages.) Proto-Indo-European voiced aspirated stops, voiced unaspirated stops and voiceless stops become voiced unaspirated stops, voiceless stops and voiceless fricatives respectively.

**Heisenberg's Uncertainty Principle.** Energy and time or position and momentum cannot both be accurately measured simultaneously. The product of their uncertainties is always greater than or equal to  $h/4\pi$ , where  $h$  is the Planck constant.

**Hooke's Law.** The stress imposed on a solid is directly proportional to the strain produced within the elastic limit.

**Mendel's Principles.** The Law of Segregation is that every somatic cell of an individual carries a pair of hereditary units for each character: the pairs separate during meiosis so that each gamete carries only one unit of each pair.

The Law of Independent Assortment is that the separation of units of each pair is not influenced by that of any other pair.

**Murphy's Law.** Anything that can go wrong will go wrong.

**Ohm's Law.** Electric current is directly proportional to electromotive force and inversely proportional to resistance.

**Parkinson's Law.** First published in *The Economist*, November 19 1955. The author, C. Northcote Parkinson, sought to expand on the "commonplace observation that work expands so as to fill the time available for its completion". After studying Admiralty staffing levels,

he concluded: In any public administrative department not actually at war the staff increase may be expected to follow this formula:

$$x = \frac{2k^m + p}{n}$$

Where  $k$  is the number of staff seeking promotion through the appointment of subordinates;  $p$  represents the difference between the ages of appointment and retirement;  $m$  is the number of man-hours devoted to answering minutes within the department; and  $n$  is the number of effective units being administered. Then  $x$  will be the number of new staff required each year.

Mathematicians will, of course, realise that to find the percentage increase they must multiply  $x$  by 100 and divide by the total of the previous year, thus:

$$\frac{100(2k^m + p)}{yn} \%$$

where  $y$  represents the total original staff. And this figure will invariably prove to be between 5.17 per cent and 6.56 per cent, irrespective of any variation in the amount of work (if any) to be done.

**The Peter Principle.** All members of a hierarchy rise to their own level of incompetence.

**Say's Law of Markets.** A supply of goods generates a demand for the goods.

#### Laws of Thermodynamics

- 1) The change in the internal energy of a system equals the sum of the heat added to the system and the work done on it.
- 2) Heat cannot be transferred from a colder to a hotter body within a system without net changes occurring in other bodies in the system.
- 3) It is impossible to reduce the temperature of a system to absolute zero in a finite number of steps.

**Utz's laws of computer programming.** Any given program, when running, is obsolete. If a program is useful, it will have to be changed. Any given program will expand to fill all available memory.

**Wolfe's Law of Journalism.** You cannot hope/to bribe or twist,/ thank God! the British journalist./But, seeing what/the man will do/ unbribed, there's/no occasion to.

**Leeway** is leeward drift, not space to do a bit of manoeuvring in.

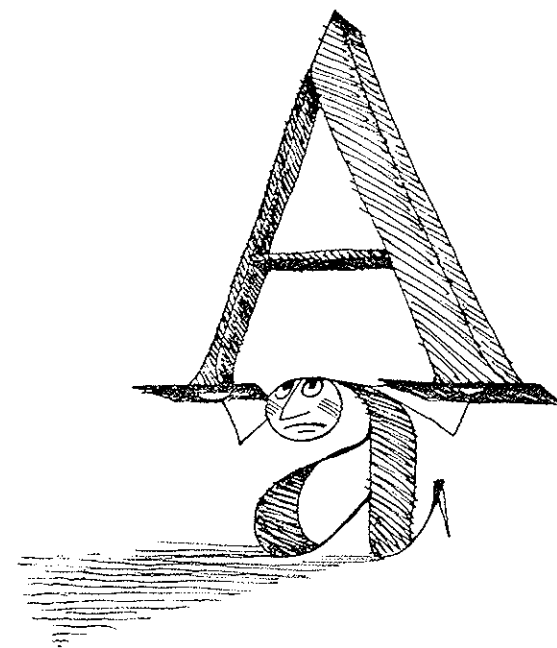
**Lifestyle.** Prefer way of life.

**Light-year.** A light-year is a measurement of distance, not of time. It is the approximate distance travelled by light in one year.

Thus:

$$\begin{aligned} 1 \text{ light-year} &= 5.88 \times 10^{12} \text{ miles} \\ &= 9.46 \times 10^{12} \text{ km} \end{aligned}$$

**Lower case.** See CAPITALS.



# M

**Manufactured goods.** For a list of the main international classifications, see COMMODITIES AND MANUFACTURED GOODS.

## Measures.

**Rough conversions.** For British, American and metric (SI) measures. Metric units not generally recommended as SI units or for use with SI are marked with an asterisk (eg Calorie\*).

### Length

Width of thumb	= 1 inch = 25 millimetres
1 inch	= $2\frac{1}{2}$ centimetres
2 inches	= 5 centimetres
1 foot	= 30 centimetres = $\frac{1}{3}$ metre
$3\frac{1}{3}$ feet	= 1 metre
39 inches	= 1 metre
11 yards	= 10 metres
$\frac{1}{2}$ mile	= 1 kilometre
5 miles	= 8 kilometres
8 miles	= 7 nautical miles (international)

### Area

1 square inch	= $6\frac{1}{2}$ square centimetres
2 square inches	= 13 square centimetres
$10\frac{1}{4}$ square feet	= 1 square metre
43 square feet	= 4 square metres
6 square yards	= 5 square metres
$2\frac{1}{2}$ acres	= 1 hectare
5 acres	= 2 hectares
250 acres	= 1 square kilometre
3 square miles	= 8 square kilometres

### Volume and capacity

1 teaspoonful	= 5 millilitres
1 UK fluid ounce	= 28 millilitres
26 UK fluid ounces	= 25 US liquid ounces
3 cubic inches	= 49 cubic centimetres
	= 49 millilitres
$1\frac{1}{3}$ UK pints	= 1 litre
7 UK pints	= 4 litres
7 UK quarts	= 8 litres
5 UK pints	= 6 US liquid pints
19 US liquid pints	= 9 litres
1 UK gallon	= $4\frac{1}{2}$ litres
2 UK gallons	= 9 litres

5 UK gallons	= 6 US gallons
1 US gallon	= $3\frac{1}{3}$ litres
4 US gallons	= 15 litres
3 cubic feet	= 85 cubic decimetres
	= 85 litres
35 cubic feet	= 1 cubic metre
4 cubic yards	= 3 cubic metres
31 UK bushels	= 32 US bushels
$27\frac{1}{2}$ UK bushels	= 1 cubic metre
$28\frac{1}{3}$ US bushels	= 1 cubic metre
11 UK bushels	= 4 hectolitres
14 US bushels	= 5 hectolitres
1 US bushel (heaped)	= $1\frac{1}{4}$ US bushels (struck)
1 US dry barrel	= $3\frac{1}{4}$ US bushels
1 US cranberry barrel	= $2\frac{3}{4}$ US bushels
1 barrel (petroleum)	= 42 US gallons = 35 UK gallons
1 barrel per day	= 50 tonnes per year

### Yield

3 UK or US bushels per acre	= 2 quintals* per hectare
10 UK or US bushels per acre	= 9 hectolitres per hectare
1 UK hundredweight per acre	= $1\frac{1}{4}$ quintals* per hectare
1 UK ton per acre	= $2\frac{1}{2}$ tonnes per hectare
9 pounds per acre	= 10 kilograms per hectare

### Weight (mass)

1 grain	= 65 milligrams
$15\frac{1}{2}$ grains	= 1 gram
11 ounces	= 10 ounces troy
1 ounce	= 28 grams
1 ounce troy	= 31 grams
1 pound	= 454 grams
35 ounces	= 1 kilogram
$2\frac{1}{4}$ pounds	= 1 kilogram
11 stones	= 70 kilograms
11 US hundredweights	= 5 quintals*
2 UK hundredweights	= 1 quintal*
2205 pounds	= 1 tonne
11 US tons	= 10 tonnes
62 UK tons	= 63 tonnes
100 UK (long) tons	= 112 US (short) tons

### Velocity (speed)

2 miles per hour	= 3 feet per second
9 miles per hour	= 4 metres per second

18 kilometres per hour	=	5 metres per second
11 kilometres per hour	=	10 feet per second
30 miles per hour	=	48 kilometres per hour
50 miles per hour	=	80 kilometres per hour
70 miles per hour	=	113 kilometres per hour

*Fuel consumption*

5 UK gallons per mile	=	14 litres per kilometre
20 miles per UK gallon	=	7 kilometres per litre
20 miles per UK gallon	=	14 litres per 100 kilometres
5 miles per US gallon	=	6 miles per UK gallon

*Acceleration*

Standard gravity	=	10 metres per second squared
	=	32 feet per second squared

*Density and concentration*

4 ounces per UK gallon	=	25 grams per litre
2 ounces per US gallon	=	15 grams per litre
1 pound per cubic foot	=	16 kilograms per cubic metre
62½ pounds per cubic foot	=	1 kilogram per litre
	=	density of 1

*Force*

7½ poundals	=	1 newton
1 pound-force	=	4½ newtons
9 pounds-force	=	40 newtons
1 kilogram-force	=	10 newtons

*Pressure and stress*

1 pound-force per square foot	=	48 pascals (newtons per square metre)
1 pound-force per square inch	=	7 kilopascals (kilonewtons per square metre)
1 bar	=	1 standard atmosphere
	=	14½ pounds-force per square inch
100 pounds-force per square inch	=	7 kilograms-force per square centimetre

*Energy*

18 British thermal units	=	19 kilojoules
4 British thermal units	=	1 kilocalorie*
1 kilocalorie* ("Calorie"*)	=	4 kilojoules

*Power*

4 UK horsepower	=	3 kilowatts
72 UK horsepower	=	73 metric horsepower*

Here are the metric system prefixes.

Prefix name & symbol	Factor by which the unit is multiplied	Description
atto	a $10^{-18} = 0.000\ 000\ 000\ 000\ 000\ 001$	
femto	f $10^{-15} = 0.000\ 000\ 000\ 000\ 001$	
pico	p $10^{-12} = 0.000\ 000\ 000\ 001$	one trillionth
nano	n $10^{-9} = 0.000\ 000\ 001$	one billionth
micro	$\mu$ $10^{-6} = 0.000\ 001$	one millionth
milli	m $10^{-3} = 0.001$	one thousandth
centi	c $10^{-2} = 0.01$	one hundredth
deci	d $10^{-1} = 0.1$	one tenth
deca (or deka)	da <sup>a</sup> $10^1 =$	10 ten
ecto	h $10^2 =$	100 one hundred
kilo	k $10^3 =$	1,000 one thousand
myria	my $10^4 =$	10,000 ten thousand
mega	M $10^6 =$	1,000,000 one million
giga	G $10^9 =$	1,000,000,000 one thous. <sup>b</sup> m <sup>c</sup> ; bn <sup>d</sup>
tera	T $10^{12} =$	1,000,000,000,000 one m <sup>c</sup> m; trillion
peta	P $10^{15} =$	1,000,000,000,000,000
exa	E $10^{18} =$	1,000,000,000,000,000,000

<sup>a</sup> Sometimes dk is used (eg in West Germany).

<sup>b</sup> Thousand.

<sup>c</sup> Million.

<sup>d</sup> Billion.

**Units with different equivalents***Barrel*

a. United Kingdom (beer)	=	36 UK gallons = 164 litres
b. United States: dry standard	=	7,056 cubic inches = 116 litres
	=	42 US gallons = 159 litres
petroleum	=	42 US gallons = 159 litres
standard cranberry	=	5,826 cubic inches = 95.5 litres
various (liquid)	=	31–42 US gallons, 117–51 litres

*Bushel*

a. United Kingdom	=	2,219.36 cubic inches = 36.37 litres
b. Old English, Winchester	}	= 2,150.42 cubic inches = 35.24 litres
United States <sup>a</sup> (struck <sup>b</sup> )		
c. United States (heaped <sup>c</sup> )	=	2,747.715 cubic inches = 45.03 litres

<sup>a</sup> The most usual unit. <sup>b</sup> Levelled off at the top. <sup>c</sup> Used for apples.

*Centner or Zentner*

- a. United Kingdom = cental of 100 pounds = 45.36 kilograms  
 b. Commercial hundredweight in several European countries, generally 50 kilograms = 110.23 pounds  
 c. Metric centner of 100 kilograms = 220.46 pounds

*Chain*

- a. United Kingdom: Gunter's } = 66 feet = 20.12 metres  
   surveyors' }  
 b. Engineers' = 100 feet = 30.48 metres

*Foot*

- a. United Kingdom } = 12 inches = 0.304 8 metre  
                           United States customary }  
 b. United States survey = 12.000 02 inches = 0.304 800 6 metre  
 c. Canada: Paris foot = 12.789 inches = 0.325 metre  
 d. Cape foot = 12.396 inches = 0.315 metre  
 e. Chinese foot (che or chih):  
     old system = 14.1 inches = 0.358 metre  
     new system = 13.123 inches = 0.333 33 metre

*Gallon*

- a. United Kingdom = 277.42 cubic inches = 4.546 litres  
 b. Old English, Winchester, Wine } = 231 cubic inches = 3.785 litres  
     United States, liquid }  
 c. United States, dry = 268.802 5 cubic inches = 0.004 4 cubic metre

*Gill*

- a. United Kingdom = 8.669 cubic inches = 142.1 millilitres  
 b. United States = 7.218 75 cubic inches = 118.3 millilitres

*Hundredweight*

- a. United Kingdom } = 112 pounds = 50.8 kilograms  
                           United States, long }  
 b. United States, short = 100 pounds = 45.4 kilograms

*Link*

- a. United Kingdom: Gunter's } = 0.66 foot = 0.201 2 metre  
   surveyors' }  
 b. Engineers' = 1 foot = 0.304 8 metre

*Mile*

- a. United Kingdom:  
     imperial = 5,280 feet = 1.609 344 kilometres  
     geographical } = 6,080 feet = 1.853 184 kilometres  
     nautical } (in practice sometimes 6,000 feet = 1.828 8  
     sea } kilometres)

- b. United States = 5,280 feet = 1.609 344 kilometres  
 c. International nautical = 1,852 metres = 6,076.12 feet

*Ounce*

- a. Dry: ounce = 437½ grains = 28.35 grams  
                   ounce troy = 480 grains = 31.10 grams  
 b. Liquid or fluid ounce:  
     i. United Kingdom = 1.734 cubic inches = 28.4 millilitres  
        (20 fluid ounces = 1 pint)  
     ii. United States = 1.805 cubic inches = 29.6 millilitres  
        (16 liquid ounces = 1 liquid pint)

*Peck*

- a. United Kingdom = 554.839 cubic inches = 9.092 cubic decimetres (litres)  
 b. United States = 537.605 cubic inches = 8.810 cubic decimetres (litres)

*Pint*

- a. United Kingdom = 34.677 4 cubic inches = 0.568 litre  
 b. United States:  
     i. dry = 33.600 312 5 cubic inches = 0.551 cubic decimetre (litre)  
     ii. liquid = 28.875 cubic inches = 0.473 litre

*Pound*

- a. United Kingdom } avoirdupois pound = 0.454 kilogram  
                           United States }  
 b. United States: troy pound = 0.373 kilogram = 0.823 pound (avoirdupois)  
 c. Spanish (libra) = 0.460 kilogram = 1.014 pounds (avoirdupois)  
 d. 'Amsterdam' = 0.494 kilogram = 1.089 pounds (avoirdupois)  
 e. Danish (pund) = 0.5 kilogram = 1.102 pounds (avoirdupois)  
 f. Française (livre) = 0.490 kilogram = 1.079 pounds (avoirdupois)

*Quart*

- a. United Kingdom = 69.355 cubic inches = 1.137 litres  
 b. United States:  
     i. dry = 67.200 625 cubic inches = 1.101 cubic decimetres (litres)  
     ii. liquid = 57.75 cubic inches = 0.946 litre

*Quarter**United Kingdom:*

- a. Capacity = 8 bushels = 64 gallons = 2.909 hectolitres = 0.290 9 cubic metre  
 b. Weight (mass) = 28 pounds = 12.701 kilograms  
 c. Cloth = 9 inches = 22.86 centimetres  
 d. Wines and spirits = 27½ to 30 gallons = 125 to 136 litres

*Quintal*

- a. Hundredweight: United Kingdom = 112 pounds = 50.8 kilograms  
 United States = 100 pounds = 45.4 kilograms  
 b. Metric quintal = 100 kilograms = 220.46 pounds  
 c. Spanish quintal = 46 kilograms = 101.4 pounds

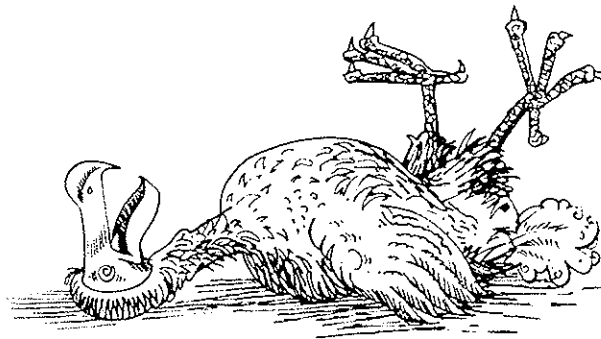
*Stone*

United Kingdom:

- a. Imperial = 14 pounds = 6.350 kilograms  
 b. Smithfield = 8 pounds = 3.629 kilograms

*Ton*

- a. United Kingdom:  
 i. weight (mass) = 2,240 pounds = 1.016 tonnes  
 ii. shipping: register = 100 cubic feet = 2.832 cubic metres  
 b. United States:  
 i. short = 2,000 pounds = 0.907 tonne  
 ii. long = 2,240 pounds = 1.016 tonnes  
 c. Metric ton (tonne) = 1,000 kilograms = 2,204.62 pounds  
 d. Spanish:  
 i. short (corta) = 2,000 libras = 0.9202 tonne = 2,028.7 pounds  
 ii. long (larga) = 2,240 libras = 1.0306 tonnes = 2,272.1 pounds



**Metaphors.** "A newly invented metaphor assists thought by evoking a visual image," said Orwell, "while on the other hand a metaphor which is technically 'dead' (eg. **iron resolution**) has in effect reverted to being an ordinary word and can generally be used without loss of vividness. But in between these two classes there is a huge dump of wornout metaphors which are merely used because they save people the trouble of inventing phrases for themselves."

A single issue of *The Economist* contained these examples: **snail's pace, stem the deluge, wage explosion, put on ice, booms and busts, nest eggs, a question-mark hangs over inflation, patch together a compromise, breathe a sigh of relief, package, bonanza, hot favourite, whopping, up for grabs, pillars of the ruling party, low-profile leader, shining example.** Most of these are tired, and will therefore tire the reader. Some are so exhausted that they may be considered dead, and are therefore permissible. But use all metaphors – dead or alive – sparingly, otherwise you will make trouble for yourself.

The same issue of *The Economist* had a "committee of inquiry **stretching every nerve** to make its recommendations sufficiently inflationary for Britain's water strikers to accept them; and all who participated as **flag-wavers** in this surrender . . . have created a **whirlpool** of new public-sector inflation". Further on: "The market for remote-sensing data will need careful **nursing** if it is to **flower** into a commercial **bonanza** in the 1990s. Therein **lies the rub.**" Then: "The 1981 export **boom** has now **fed** through into the current account, bringing it into balance . . . Falling oil prices this year stand to **swing** it into a big surplus." And "It is a nasty **blow** to those private companies who, **egged on** by the government, borrowed dollars in the **halcyon** days when bankers **dished out** money to anything Brazilian."

More horrible still was a story which, beneath the heading "The EEC **plays its China card**", began: "The EEC **hit back** this week with a Chinese **tit** for America's Egyptian **tat**. Miffed at seeing the Americans **snatch** a 1m-tonne wheat flour deal with Egypt **from under their noses** last month, the community has **lined up** a cheap wheat sale of over 1m tonnes to China." The next paragraph opened by saying: "The **groundwork** for the China deal was laid during a **bargain-hunting** visit to Brussels . . ." Two paragraphs later it was asserted that "although the community **seized on** the China deal . . . as a way of giving the Americans a **little of their own medicine**, there is no **stomach** in Brussels for an all-out export subsidy war with the United States". It was no surprise that by the end of this, the fourth, paragraph, the author was "**not cutting much ice**".

**Met.** You may **mete** out punishment, but if it is to fit the crime it is **meet**.

**Metric system.** See MEASURES.

**Move.** Do not use if you mean **decision, bid, deal** or something more precise. But **move** rather than **relocate**.



# N

**Names.** See CHINESE NAMES, PEOPLE, SPELLING.

**National Accounts.** These are the definitions adopted by the United Nations in 1968.

**Final expenditure**

- = private final consumption expenditure ("consumers' expenditure")
- + government final consumption expenditure
- + increase in stocks
- + gross fixed capital formation
- + exports of goods and services

**Gross domestic product at market prices**

- = final expenditure
- imports of goods and services

**Gross national product at market prices**

- = gross domestic product at market prices
- + net property income from other countries

**Gross domestic product at factor cost**

- = gross domestic product at market prices
- indirect taxes
- + subsidies

**Neither, nor.** See NONE.

**None** usually takes a singular verb. So does **neither A nor B** . . . unless B is plural, as in **neither the Dutchman nor the Danes have done it**, where the verb agrees with the element closest to it.



# O

**Olympic Games.**

1896	Athens	1944	London (cancelled)
1900	Paris	1948	London
1904	St Louis	1952	Helsinki
1906	Athens	1956	Melbourne
1908	London	1960	Rome
1912	Stockholm	1964	Tokyo
1916	Berlin (cancelled)	1968	Mexico City
1920	Antwerp	1972	Munich
1924	Paris	1976	Montreal
1928	Amsterdam	1980	Moscow
1932	Los Angeles	1984	Los Angeles
1936	Berlin	1988	Seoul
1940	Tokyo/Helsinki (cancelled)		

**Only.** Put **only** as close as you can to the words it qualifies, eg, **these animals mate only in June**; to say that **they only mate in June** implies that in June they do nothing else.

**Organisations.** These are the exact names and abbreviated titles of the main international organisations. Where membership is small or exclusive, members are listed too.

**ASEAN.** Association of South East Asian Nations.

*Members*

Brunei Indonesia Malaysia Philippines Singapore Thailand

Observer: Papua New Guinea.

**BIS.** Bank for International Settlements. The central bankers' central bank, in Basle. Its members are the Group of Ten, plus Switzerland.

**Caricom.** Caribbean Community and Common Market.

*Members*

Antigua and Barbuda	Guyana
Bahamas	Jamaica
Barbados	Montserrat
Belize	St Kitts-Nevis
Dominica	St Vincent and the Grenadines
Granada	Trinidad and Tobago

Observers: Dominican Republic, Haiti, Surinam.

**Comecon.** The Council for Mutual Economic Assistance, the communist world's version of the EUROPEAN ECONOMIC COMMUNITY.

*Members*

Bulgaria	Poland
Cuba	Romania
Czechoslovakia	Soviet Union
East Germany	Vietnam
Hungary	

**Commonwealth**

*Members*

Antigua and Barbuda	Mauritius
Australia	Nauru*
Bahamas	New Zealand
Bangladesh	Nigeria
Barbados	Papua New Guinea
Belize	St Kitts-Nevis
Botswana	St Lucia
Brunei	St Vincent and the Grenadines†
Canada	Seychelles
Cyprus	Sierra Leone
Dominica	Singapore
Fiji	Solomon Islands
The Gambia	Sri Lanka
Ghana	Swaziland
Grenada	Tanzania
Guyana	Tonga
India	Trinidad and Tobago
Jamaica	Tuvalu*
Kenya	Uganda
Kiribati	United Kingdom
Lesotho	Vanuatu
Malawi	Western Samoa
Malaysia	Zambia
Maldives*	Zimbabwe
Malta	

\* Do not attend Commonwealth summits.

*Dependencies and associated states*

Australia:

Australian Antarctic Territory
Christmas Island
Cocos (Keeling) Islands

Coral Sea Islands Territory  
 Heard and McDonald Islands  
 Norfolk Island

New Zealand:

Cook Islands  
 Niue  
 Ross Dependency  
 Tokelau

United Kingdom:

Anguilla  
 Bermuda  
 British Antarctic Territory  
 British Indian Ocean Territory  
 British Virgin Islands  
 Cayman Islands  
 Channel Islands  
 Falkland Islands  
 Falkland Islands Dependencies  
 Gibraltar  
 Hongkong  
 Isle of Man  
 Montserrat  
 Pitcairn Islands  
 St Helena-Ascension, Tristan da Cunha  
 Turks and Caicos Islands

**ECOWAS.** Economic Community of West African States.

*Members*

Benin	Liberia
Burkina Faso	Mali
Cape Verde	Mauritania
The Gambia	Niger
Ghana	Nigeria
Guinea	Senegal
Guinea-Bissau	Sierra Leone
Ivory Coast	Togo

**EEC.** European Economic Community, part of the European Communities, which also include the European Coal and Steel Community (ECSC) and the European Atomic Energy Community (Euratom).

*Members*

Belgium Britain Denmark France West Germany Holland  
 Greece Ireland Italy Luxembourg Portugal Spain

**Franc Zone.** Comité Monétaire de la Zone Franc.*Members*

Benin <sup>a</sup>	French Republic <sup>c</sup>
Burkina Faso <sup>a</sup>	Gabon <sup>b</sup>
Cameroon <sup>b</sup>	Ivory Coast <sup>a</sup>
Central African Republic <sup>a</sup>	Mali <sup>a</sup>
Chad <sup>b</sup>	Niger <sup>a</sup>
Comoros <sup>b</sup>	Senegal <sup>a</sup>
Congo <sup>b</sup>	Togo <sup>a</sup>
Equatorial Guinea <sup>b</sup>	

<sup>a</sup> Member of Banque Centrale des Etats de l'Afrique de l'Ouest.

<sup>b</sup> Member of Banque des Etats de l'Afrique Centrale.

<sup>c</sup> Metropolitan France, Mayotte and the Overseas Departments and Territories.

**Francophonie.** French speaking equivalent of the Commonwealth, set up at the Francophone Summit in February 1986. At the meeting were the governments of:

Belgium	Laos
Benin	Lebanon
Burkina Faso	Luxembourg
Burundi	Madagascar
Cameroon	Mali
Canada	Mauritania
Central African Republic	Mauritius
Chad	Monaco
Comoros	Morocco
Congo	Niger
Djibouti	Rwanda
Dominica	St Lucia
Egypt	Senegal
France	Seychelles
Gabon	Togo
Guinea	Tunisia
Guinea-Bissau	Vanuatu
Haiti	Vietnam
Ivory Coast	Zaire

There were also delegations from: Communauté Française de Belgique  
Louisiana New Brunswick Quebec

**GCC.** Co-operation Council for the Arab States of the Gulf. Its normal shorthand name is Gulf Co-operation Council.

*Members*

Bahrain Kuwait Oman Qatar Saudi Arabia  
United Arab Emirates

**Group of Five.** A subset of the Group of Ten, it consists of the finance ministries and central bank governors of Britain, France, West Germany, America and Japan. Occasional, purportedly secret meetings. The G-5 is a forum for influencing exchange rates and discussing IMF and World Bank policy.

**Group of Ten.** The ten leading countries – America, Britain, West Germany, France, Belgium, Holland, Italy, Sweden, Canada and Japan and an honorary eleventh member, Switzerland – that agreed to provide credit of \$6 billion to the International Monetary Fund in 1962, known as the General Arrangement to Borrow. The G-10 is a convenient forum for discussing international monetary arrangements; it hatched up the Smithsonian agreement and currency changes in 1971. The G-10 also meets through its central bank, the Bank for International Settlements (BIS), based in Basle.

**IATA.** International Air Transport Association. Head offices: Montreal and Geneva. Members: most international airlines.

**ICFTU.** International Confederation of Free Trade Unions. Links trade unions from the political right wing and centre. Based in Brussels.

**NATO.** North Atlantic Treaty Organisation.

*Members*

Belgium  
Britain  
Canada  
Denmark  
France (withdrew from the integrated military structure in 1966 but remains a member of the Atlantic Alliance)  
West Germany  
Greece  
Holland  
Iceland  
Italy  
Luxembourg  
Norway  
Portugal  
Spain  
Turkey  
United States of America

**OAU.** Organisation of African Unity.*Members*

Algeria	Libya
Angola	Madagascar
Benin	Malawi
Botswana	Mali
Burkina Faso	Mauritania
Burundi	Mauritius
Cameroon	Morocco
Cape Verde	Mozambique
Central African Republic	Niger
Chad	Nigeria
Comoros	Rwanda
Congo	São Tomé and Príncipe
Djibouti	Senegal
Egypt	Seychelles
Equatorial Guinea	Sierra Leone
Ethiopia	Somalia
Gabon	Sudan
The Gambia	Swaziland
Ghana	Tanzania
Guinea	Togo
Guinea-Bissau	Tunisia
Ivory Coast	Uganda
Kenya	Zaire
Lesotho	Zambia
Liberia	Zimbabwe

The Sahara Arab Democratic Republic (Western Sahara) was admitted in February 1982, following recognition by 26 of the 50 members, but its membership was disputed by Morocco and others which claimed that 2/3 majority was needed to admit a state whose existence is in question.

**OAS.** Organization of American States.*Members*

Antigua and Barbuda	Costa Rica
Argentina	Cuba
Bahamas	Dominica
Barbados	Dominican Republic
Bolivia	Ecuador
Brazil	El Salvador
Chile	Grenada
Colombia	Guatemala

Haiti  
Honduras  
Jamaica  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru

St Kitts-Nevis  
St Lucia  
St Vincent and the Grenadines  
Surinam  
Trinidad and Tobago  
United States of America  
Uruguay  
Venezuela

**OECD.** Organisation for Economic Co-operation and Development.  
Capitalism's club, based in Paris.

*Members*

Australia  
Austria  
Belgium  
Canada  
Denmark  
Finland  
France  
West Germany  
Greece  
Holland  
Iceland  
Ireland

Italy  
Japan  
Luxembourg  
New Zealand  
Norway  
Portugal  
Spain  
Sweden  
Switzerland  
Turkey  
United Kingdom  
United States of America

Yugoslavia has a special status, halfway between observer and participant.

**SEATO.** South-east Asia Treaty Organisation (disbanded 1977).

*Members*

United States of America Australia Britain France New Zealand  
Pakistan Philippines Thailand

**The United Nations.** New York.

*United Nations Regional Economic Commissions*  
Economic Commission for Europe – ECE  
Economic and Social Commission for Asia and  
the Pacific – ESCAP  
Economic Commission for Latin America and  
the Caribbean – ECLA  
Economic Commission for Africa – ECA  
Economic Commission for Western Asia – ECWA

*Head office*  
Geneva

Bangkok

Santiago, Chile  
Addis Ababa  
Baghdad

*Other United Nations Bodies*

International Atomic Energy Agency – IAEA	Vienna
International Sea-Bed Authority	Kingston, Jamaica
Office of the United Nations Disaster Relief Co-Ordinator – UNDRO	Geneva
United Nations Centre for Human Settlements – HABITAT	Nairobi
United Nations Children's Fund – UNICEF	New York
United Nations Conference on Trade and Development – UNCTAD	Geneva
United Nations Development Programme – UNDP	New York
United Nations Environment Programme – UNEP	Nairobi
United Nations Fund for Population Activities – UNFPA	New York
United Nations High Commissioner for Refugees – UNHCR	Geneva
United Nations Industrial Development Organization – UNIDO	Vienna
United Nations Institute for Training and Research – UNITAR	New York
United Nations Observer Mission and Peace- keeping Forces in the Middle East	Jerusalem
United Nations Relief and Works Agency for Palestine Refugees in the Near East – UNRWA	Vienna
United Nations Research Institute for Social Development – UNRISD	Geneva
World Food Council – WFC	Rome
World Food Programme – WFP	Rome
<i>Specialised Agencies within the UN System</i>	
Food and Agriculture Organization – FAO	Rome
General Agreement on Tariffs and Trade – GATT	Geneva
International Bank for Reconstruction and Development – IBRD (World Bank)	Washington, DC
International Development Association – IDA	Washington, DC
International Finance Corporation – IFC	Washington, DC
International Civil Aviation Organization – ICAO	Montreal
International Fund for Agricultural Development – IFAD	Rome
International Labour Organisation – ILO	Geneva
International Maritime Organization – IMO	London
International Monetary Fund – IMF	Washington, DC
International Telecommunication Union – ITU	Geneva

United Nations Education, Scientific and Cultural Organization – UNESCO	Paris
Universal Postal Union – UPU	Berne
World Health Organization – WHO	Geneva
World Intellectual Property Organization – WIPO	Geneva
World Meteorological Organization – WMO	Geneva

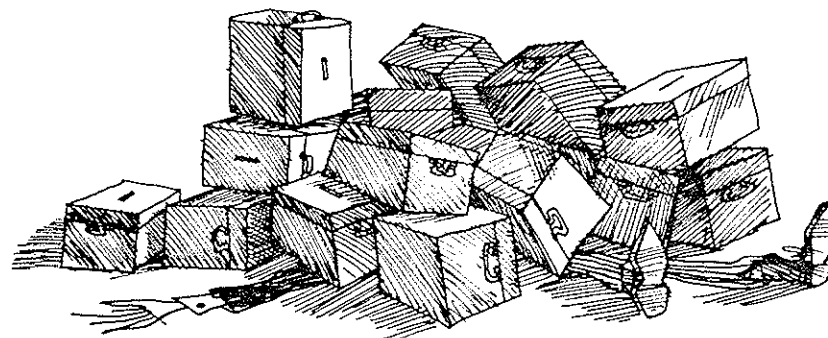
**Warsaw Pact.** Warsaw Treaty of Friendship, Co-operation and Mutual Assistance.

*Members*

Bulgaria Czechoslovakia East Germany Hungary Poland  
Romania Soviet Union

**WCL.** World Confederation of Labour. Links left-wing and communist trade unions. Based in Brussels.

**Overwhelm** means submerge utterly, crush, bring to sudden ruin. Majority votes, for example, seldom do any of these things.



## P

**People.** Call them what they want to be called, short of festooning them with TITLES. Here are some common problems.

Yuri Andropov	Muhammed (unless it is part of the name of someone who spells it differently)
Nnamdi Azikiwe	Numeiri
Malcolm Baldrige	Edgard Pisani
Zbigniew Brzezinski	Qaddafi
Leopoldo Calvo-Sotelo	Francis Pym
Edward du Cann	Andrei Sakharov
Nicolae Ceausescu	Sandinist (not Sandinista)
Uncle Tom Cobbleigh	George Shultz,
Poul Dalsager	Charles Schultze
Gaston Defferre	Soares (Portugal);
Lawrence Eagleburger	Suarez (Spain)
Prince Fahd	Solzhenitsyn
Garret FitzGerald	Franz Josef Strauss
Gandhi	Tsar
Hans-Dietrich Genscher	Hans-Jochen Vogel
Felipe Gonzalez	Caspar Weinberger
Mikhail Gorbachev	
Gurkha	Dutch names
Denis Healey	Van Agt
Junius Jayewardene	Den Uyl
Lloyd's (insurance)	
Lloyds (bank)	German names
Pierre Mendès France	von
François Mitterrand	
Daniel arap Moi	

Some (not all) Indonesians have only one name (eg, Mr Suharto).

**Percentages.** Use the sign % instead of per cent. But write percentage, not %age. And write 5-6%, not 5%-6 or 5%-6%.

**Places.** Use English forms when they are in common use: Basle, Cologne, Leghorn, Lower Saxony, Lyons, Marseilles, Naples, Nuremberg, Turin. And English, always, rather than American: Rockefeller Centre, Pearl Harbour.

Detailed lists of COUNTRIES and CITIES can be found elsewhere.

Common problem names are these.

Argentina (adj and people)	Bahrain
Argentine, not Argentinian)	Bangladesh
Baghdad	Basle

BophuthaTswana	Luxembourg
Cameroun	Mauritania
Cape Town	Middlesbrough
Caribbean	North Rhine-Westphalia
Colombia (South America)	Philippines (the people are Filipinos)
Columbia (university, District of); British Columbia	Phnom Penh
Cracow	Pittsburgh
Dar es Salaam	Reykjavik
Djibouti	Romania
Dominica (Caribbean island)	St Antony's (college)
Dominican Republic (part of another island)	Salzburg
El Salvador, Salvadoran	Sri Lanka
Gettysburg	Strasbourg
Gothenburg	Surinam
Gurkha	Taipei
Guyana (but French Guiana)	Tehran
Harare	Teesside
Hongkong	The Gambia
Jeddah	Valetta
Kampuchea	Württemberg
KwaZulu	Yugoslavia

**Plane.** This is a tool or a surface. If it flies it is an aeroplane, aircraft or airliner.

**Planets.**

Name	Symbol	Distance from the sun in million miles
Sun	☉	0
Mercury	☿	36
Venus	♀	67
Earth	♁	93
Mars	♂	142
Jupiter	♃	483
Saturn	♄	887
Uranus	♅	1,780
Neptune	♆	2,795
Pluto	♇	3,670

**Plurals.****-oes**

archipelagoes	mottoes
cargoes	noes
desperadoes	potatoes
echoes	provisoes
embargoes	salvoes
haloes	tomatoes
heroes	tornadoes
immuendoes	torpedoes
manifestoes	vetoos
mementoos	volcanoes

**-os**

commandos	peccadillos
dynamos	pianos
embryos	radios
folios	silos
ghettos	solos
impresarios	stilettos
librettos	studios
oratorios	

**-caus**

bureaus	-caus
plateaus	chateaux

**-uses**

buses	-i
caucuses	termini
circuses	bacilli
focuses	nuclei
geniuses	alumni
prospectuses	stimuli

**-ums**

conundrums	-a
forums	consortia
nostrums	corrigenda
moratoriums	crematoria
quorums	data
referendums	media
stadiums	memoranda
ultimatums	phenomena
vacuums	quanta
	sanatoria
	strata

**-ves**

hooves  
scarves  
wharves

**-fs**

dwarfs  
roofs  
turfs

**-as**

agendas

**-ae**

formulae

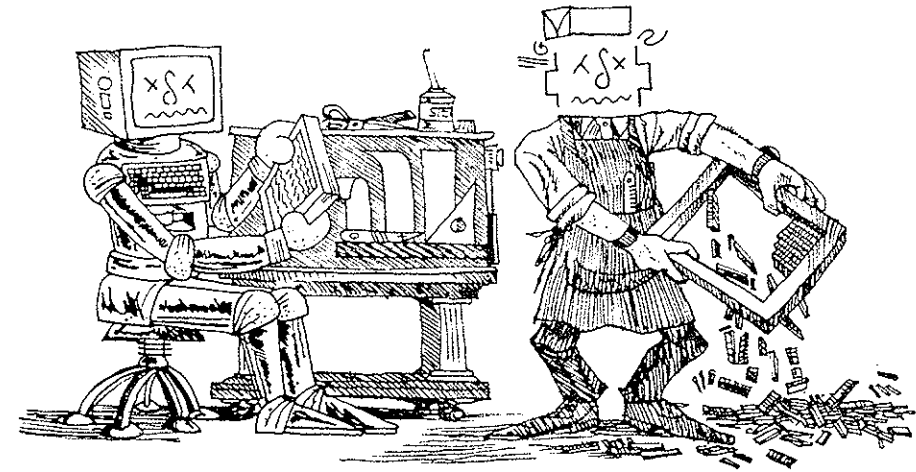
Note: **indexes** (of books), but **indices** (indicators, index numbers).

**Presently** means soon, not at present. Thus: **Presently Kep opened the door of the shed, and let out Jemima Puddle-Duck.**

**Prevaricate** means evade the truth; **procrastinate** means put off.

**Problem.** The problem with problem is it is overused, so much so that it is becoming a problem word.

**Proofreader's marks.** These are the main proofreader's marks recommended by the British Standards Institution. Most printers and editors have their own slight variations.



General

Instruction	Textual mark	Marginal mark	Notes
Correction is concluded	None	/	Make after each correction
Leave unchanged	----- under characters to remain	Ⓝ	
Remove extraneous marks	Encircle marks to be removed	✕	e.g. film or paper edges visible between lines on bromide or diazo proofs
Push down risen spacing material	Encircle biemish	⊥	
Refer to appropriate authority anything of doubtful accuracy	Encircle word(s) affected	Ⓢ	

Deletion, insertion and substitution

Insert in text the matter indicated in the margin	∧	New matter followed by ∧	
Insert additional matter identified by a letter in a diamond	∧	Followed by for example <span style="border: 1px solid black; padding: 2px;">A</span>	The relevant section of the copy should be supplied with the corresponding letter marked on it in a diamond e.g. <span style="border: 1px solid black; padding: 2px;">A</span>
Delete	/ through character(s) or  -----  through words to be deleted	∩	
Delete and close up	∩ through character or  -----  through characters e.g. character character	∩	

Instruction	Textual mark	Marginal mark	Notes
Substitute character or substitute part of one or more word(s)	/ through character or  -----  through word(s)	New character or new word(s)	
Wrong fount. Replace by character(s) of correct fount	Encircle character(s) to be changed	⊗	
Change damaged character(s)	Encircle character(s) to be changed	✕	
Set in or change to italic	_____ under character(s) to be set or changed	≡	Where space does not permit textual marks encircle the affected area instead
Set in or change to capital letters	===== under character(s) to be set or changed	≡	
Set in or change to small capital letters	===== under character(s) to be set or changed	≡	
Set in or change to capital letters for initial letters and small capital letters for the rest of the words	≡≡≡ under initial letters and ===== under rest of the word(s)	≡	
Set in or change to bold type	~~~~~ under character(s) to be set or changed	~~~~~	
Set in or change to bold italic type	~~~~~ under character(s) to be set or changed	≡~~~~~	
Change capital letters to lower case letters	Encircle character(s) to be changed	≠	



Instruction	Textual mark	Marginal mark	Notes
Change small capital letters to lower case letters	Encircle character(s) to be changed		
Change italic to upright type	Encircle character(s) to be changed		
Invert type	Encircle character to be inverted		
Substitute or insert character in 'superior' position	/ through character or ^ where required	7 under character e.g.	
Substitute or insert character in 'inferior' position	/ through character or ^ where required	L over character e.g.	
Substitute ligature e.g. fh for separate letters			
Substitute separate letters for ligature		Write out separate letters	
Substitute or insert full stop or decimal point	/ through character or ^ where required		
Substitute or insert colon	/ through character or ^ where required		
Substitute or insert semi-colon	/ through character or ^ where required		

Instruction	Textual mark	Marginal mark	Notes
Substitute or insert oblique	/ through character or ^ where required		
<b>Positioning and spacing</b>			
Start new paragraph			
Run on (no new paragraph)			
Transpose characters or words			between characters or words, numbered when necessary
Transpose a number of characters or words	3 2 1 	1 2 3	The vertical strokes are made through the characters or words to be transposed and numbered in the correct sequence
Transpose lines			
Transpose a number of lines			Rules extend from the margin into the text with each line to be transplanted numbered in the correct sequence
Centre			
Indent			Give the amount of the indent in the marginal mark

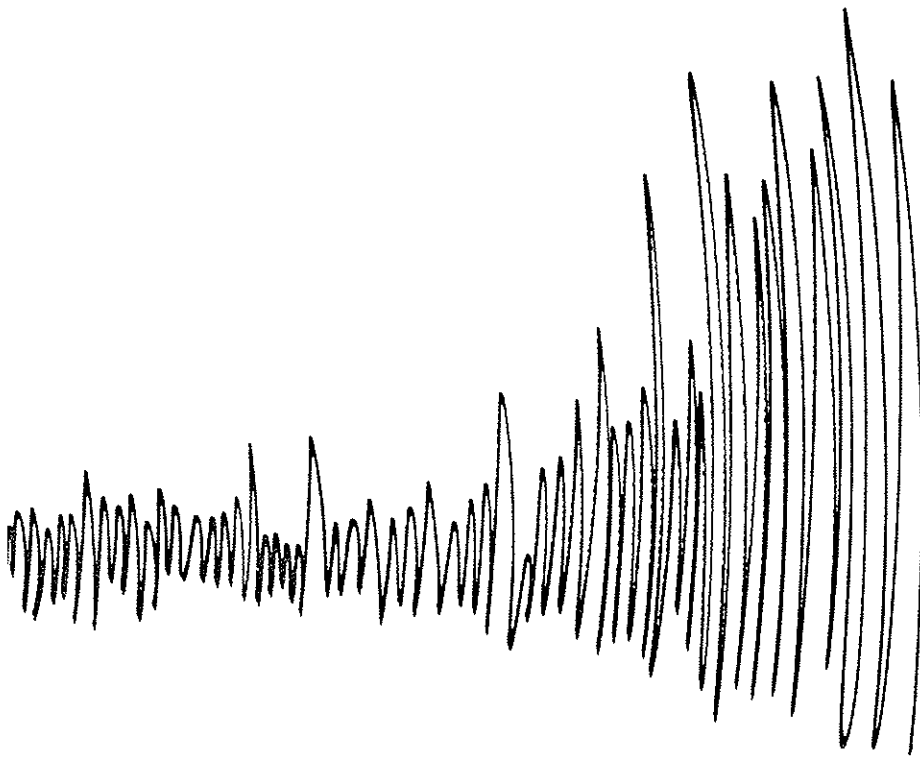
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## R

**Reason.** Because usually has no place in sentences involving the word **reason**. The reason is **that** it is redundant. **That** is the word. **That** should also be used after **reason** on many occasions when the temptation is to use **why**. The reason you think you should always write **the reason why** is your familiarity with the title "The Reason Why". But that book takes its name from Tennyson's "Their's not to reason why", where **reason** is being used as a verb.

**Regions.** See STATES.

**Richter scale.** See EARTHQUAKES.



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## S

**Scotch.** To scotch means to **disable**, not to **destroy** (We have **scotched the snake, not killed it**). The people are also **Scotch**, except for some among them who call themselves **Scots** or **Scottish**: choose as you like.

**Semi-colons.** Semi-colons should be used to mark a pause longer than a comma and shorter than a full stop.

Use them to distinguish phrases listed after a colon if commas will not do the job clearly. Thus, **They agreed on only three points: the ceasefire should be immediate; it should be internationally supervised, preferably by the OAU; and a peace conference should be held, either in Geneva or in Ouagadougou.**

**Short words.** Use them. They are often Anglo-Saxon rather than Latin in origin. They are easy to spell and easy to understand. Thus prefer **about** to **approximately**, **after** to **following**, **let** to **permit**, **but** to **however**, **use** to **utilise**, **make** to **manufacture**, **plant** to **facility**, **take part** to **participate**, **set up** to **establish**, **enough** to **sufficient**, **show** to **demonstrate** and so on. **Underdeveloped** countries are often better described as **poor**; **substantive** usually means **real** or **big**.

**Simplistic.** Prefer **simple-minded**, **naive**.

**Slang.** Slang, like metaphors, should be used only occasionally if it is to have effect. Avoid expressions used only by journalists, such as giving people the **thumbs up**, the **thumbs down** or the **green light**. Stay clear of **gravy trains** and **salami tactics**. Do not use **the likes of**. And avoid words and expressions that are ugly or overused, such as the **bottom line**, **caring** (as an adjective), **guesstimate** (use **guess**), **schizophrenic** (unless the context is medical), **option** (prefer **choice**), **crisis**, **key**, **major**, **massive**, **meaningful**, **muscular**, **perceptions**, **prestigious**, **problem** and **overwhelm**.

**Spelling.** English rather than anything else (thus, **Sandinist** not **Sandinista**). Never American (so **Labour** not **Labor**, except the Australian Labor party, which is spelt that way even though Australians spell **labour** as we do).

Use **-ise**, **-isation** (**realise**, **organisation**) throughout. We do not **hospitalise**, however.

Follow the preferred practice of companies or individuals themselves in writing their names.

For spelling rules for place names, see **PLACES** (with detailed specific lists under **COUNTRIES**; **CITIES**; and **STATES**, **REGIONS**, **PROVINCES**, **COUNTIES**).

For spelling rules for other proper names, see PEOPLE and COMPANIES. Other common difficulties are listed below (and see also -ABLE, -TABLE, -IBLE).

Spell these words the way they are shown here.

accommodate	dispatch (not despatch)
acknowledgment	dispel, dispelling
adviser, advisory	distil, distiller
aeroplane, aircraft, airliner, not plane	divergences
aesthetic	dwelt
Afrikaans (the language), Afrikaner (the person)	dyeing (colour)
aging (like caging, paging, raging, waging)	dyke
balk (not baulk)	embarrass (but harass)
bandwagon	encyclopedia
battalion	enroll, enrolment
benefited	ensure (make certain), insure (against risks)
biased	farther (distance), further (additional)
block (never bloc)	Filipino (person), Philippine (adj of the Philippines)
bogey (bogie is on a locomotive)	flier, high-flier
burnt	focused, focusing
bused, busing	foetus
by-election, by-law, by-product	forbear (abstain), forebear (ancestor)
bye (in sport only)	forbid
channelled	foreboding
checking account (spell it thus when explaining to Americans a current account, which is to be preferred)	foreclose
commemorate	forefather
connection	forestall
consensus	forewarn
defendant	forgather
dependant (person), dependent (adj)	forgo (do without), forego (precede)
desiccation	forsake
detente (not détente)	forsworn
Deutschemark	fulfil, fulfilling
dexterous (not dextrous)	fullness
disk (in a computer context), otherwise disc	fulsome
	grey
	guerrilla
	gypsy
	harass (but embarrass)
	hiccough
	high-tech

incur, incurring	principal (head; loan; or adjective), principle (abstract noun)
innocuous	processor
inoculate	program (only in a computer context), otherwise programme
inquire, inquiry (not enquire, enquiry)	recur, recurrent, recurring
hallo (not hello)	sacrilegious
hodge-podge	sanatorium
hurrah, not hooray	seize
install, instalment, installation	siege
instil, instilling	skulduggery
intransigent	smelt
jail (not gaol)	smidgen (not smidgeon)
jewellery (not jewelry)	smooth (both noun and verb)
judgment	soothe
labelled	soyabean
laisser-faire	specialty (only in context of medicine, steel and chemicals), otherwise speciality
learnt	spelt
levelled	spoil
libelled	storey (floor)
licence (noun), license (verb)	stratagem
linchpin, lynch law	strategy
literal, littoral (shore)	superseded
loth (reluctant), loathe (hate), loathsome	swap (not swop)
manoeuvre(-vring)	synonym
medieval	telephone (not phone)
mileage	television (not TV)
millennium	threshold
minuscule	trade union, trade unions (but Trades Union Congress)
Muslim (not Moslem)	transAtlantic
naivety	travelled
nonplussed	vaccinate
occur, occurring	vacillate
paediatric(ian)	withhold
pastime	word processor
pedlar (not peddler)	wry, wryly
phoney (not phony)	
piggy-back	
pigmy	
politburo	
practice (noun), practise (verb)	

**Standard International Trade Classification.** See COMMODITIES AND MANUFACTURED GOODS.

**States, regions, provinces, counties.** Here are the correct spellings of the main administrative subdivisions of industrialised countries.

**America (United States of America): States**

Alabama	Montana
Alaska	Nebraska
Arizona	Nevada
Arkansas	New Hampshire
California	New Jersey
Colorado	New Mexico
Connecticut	New York
Delaware	North Carolina
Florida	North Dakota
Georgia	Ohio
Hawaii	Oklahoma
Idaho	Oregon
Illinois	Pennsylvania
Indiana	Rhode Island
Iowa	South Carolina
Kansas	South Dakota
Kentucky	Tennessee
Louisiana	Texas
Maine	Utah
Maryland	Vermont
Massachusetts	Virginia
Michigan	Washington
Minnesota	West Virginia
Mississippi	Wisconsin
Missouri	Wyoming

**Australia (Commonwealth of Australia)**

**States:** New South Wales Queensland South Australia  
Western Australia Tasmania Victoria

**Territories:** Northern Territory Australian Capital Territory

**Belgium (Kingdom of Belgium): Provinces**

Antwerp Brabant East Flanders Hainaut Liège Limburg  
Luxembourg Namur West Flanders

**Brazil (United States of Brazil): States**

Acre	Pernambuco
Alagoas	Piauí
Amazonas	Rio de Janeiro
Bahia	Rio Grande do Norte
Ceará	Rio Grande do Sul
Espírito Santo	Rondônia
Goiás	Santa Catarina
Maranhão	São Paulo
Mato Grosso	Sergipe
Mato Grosso do Sul	Federal Territories
Minas Gerais	Amapá
Pará	Roraima
Paraíba	Federal District (Distrito Federal)
Paraná	

Note: These spellings are included for reference. As a general rule, do not use accents on Portuguese words.

**Canada**

**Provinces**

Alberta  
British Columbia  
Manitoba  
New Brunswick  
Newfoundland  
Nova Scotia  
Ontario  
Prince Edward Island  
Quebec  
Saskatchewan

**Territories**

Northwest Territories  
Yukon Territory

**France: Regions**

Alsace	Ile-de-France
Aquitaine	Languedoc-Roussillon
Auvergne	Limousin
Basse-Normandie	Lorraine
Brittany (Bretagne)	Midi-Pyrénées
Burgundy (Bourgogne)	Nord-Pas-de-Calais
Centre	Pays de la Loire
Champagne-Ardenne	Picardy (Picardie)
Corsica (Corse)	Poitou-Charentes
Franche-Comté	Provence-Alpes-Côte d'Azur
Haute-Normandie	Rhône-Alpes

**West Germany (Federal Republic of Germany): States**

(in German, Länder)	North Rhine-Westphalia
Baden-Württemberg	(Nordrhein-Westfalen)
Bavaria (Bayern)	Rhineland-Palatinate
Bremen	(Rheinland-Pfalz)
Hamburg	Saarland
Hesse (Hessen)	Schleswig-Holstein
Lower Saxony (Niedersachsen)	West Berlin

**Holland (Kingdom of the Netherlands): Provinces**

Drenthe	Noord-Brabant
Dronten	Noord-Holland
Friesland	Overijssel
Gelderland	Utrecht
Groningen	Zeeland
Lelystad	Zuid-Holland
Limburg	Zuideijke Ijsselmeerpolders

**Ireland**

<i>Provinces</i>	<i>Counties</i>
Connacht	Galway
	Leitrim
	Mayo
	Roscommon
	Sligo
Leinster	Carlow
	Dublin
	Kildare
	Kilkenny
	Laoighis
	Longford
	Louth
	Meath
	Offaly
	Westmeath
	Wexford
	Wicklow
Munster	Clare
	Cork
	Kerry
	Limerick
	Tipperary, North Riding, South Riding
	Waterford
Ulster	Cavan
	Donegal
	Monaghan

**Italy (Republic of Italy): Regions**

Abruzzi	Molise
Basilicata	Piedmont (Piemonte)
Calabria	Puglia
Campania	Sardinia (Sardegna)
Emilia-Romagna	Sicily (Sicilia)
Friuli-Venezia Giulia	Tuscany (Toscana)
Lazio	Trentino-Alto Adige
Liguria	Umbria
Lombardy (Lombardia)	Valle d'Aosta
Marche	Veneto

**Soviet Union (Union of Soviet Socialist Republics):****Union Republics**

Armenian Soviet Socialist Republic (SSR)	Latvian SSR
Azerbaijani SSR	Lithuanian SSR
Byelorussian SSR	Moldavian SSR
Estonian SSR	Russian SFSR
Georgian SSR	Tadzhik SSR
Kazakh SSR	Turkmen SSR
Kirghiz SSR	Ukrainian SSR
	Uzbek SSR

**Autonomous Republics**

Within RSFSR:	
Bashkir	Komi
Buryat	Mari
Chechen-Ingush	Mordovian
Chuvash	North Ossetian
Daghestan	Tatar
Kabardino-Balkar	Tuva
Kalmyk	Udmurt
Karelian	Yakut

**Within Azerbaidzhan:**

Nakhichevan	
Within Georgia:	
Abkhassian	Adzhar

**Within Uzbekistan:**

Kara-Kalpak

**Autonomous Regions**

Within RSFSR:	
Adygei	Kharachayev-Cherkess
Gorno-Altai	Khakass
Jewish	

Within Azerbaijan:  
Nagorno-Karabakh  
Within Georgia:  
South Ossetian

Within Tadzhikistan:  
Gorno-Badakhshan

### United Kingdom

#### England: Non-Metropolitan Counties

Avon  
Bedfordshire  
Berkshire  
Buckinghamshire  
Cambridgeshire  
Cheshire  
Cleveland  
Cornwall/Isles of Scilly  
Cumbria  
Derbyshire  
Devon  
Dorset  
Durham  
East Sussex  
Essex  
Gloucestershire  
Hampshire  
Hereford & Worcestershire  
Hertfordshire  
Humberside

Isle of Wight  
Kent  
Lancashire  
Leicestershire  
Lincolnshire  
Norfolk  
Northamptonshire  
Northumberland  
North Yorkshire  
Nottinghamshire  
Oxfordshire  
Shropshire  
Somerset  
Staffordshire  
Suffolk  
Surrey  
Tyne & Wear  
Warwickshire  
West Sussex  
Wiltshire

#### Wales

Clwyd  
Dyfed  
Gwent  
Gwynedd

Mid Glamorgan  
Powys  
South Glamorgan  
West Glamorgan

#### Scotland: Regions

Highland  
Grampian  
Tayside  
Fife  
Lothian  
Borders  
Central  
Strathclyde  
Dumfries and Galloway

Islands Area:  
Orkney  
Shetland  
Western Isles

### Northern Ireland: Districts

Ards  
Belfast  
Castlereagh  
Down  
Lisburn  
North Down  
Antrim  
Ballymena  
Ballymoney  
Carrickfergus  
Coleraine  
Cookstown  
Larne

Magherafelt  
Moyle  
Newtownabbey  
Armagh  
Banbridge  
Craigavon  
Dungannon  
Newry and Mourne  
Fermanagh  
Limavady  
Londonderry  
Omagh  
Strabane



**Stock Market Indices****The Financial Times Ordinary Share Index** (the 30 Share Index)

consists of the following.

Allied-Lyons	Guinness
ASDA-MFI Group	Hanson Trust
Beecham Group	Hawker Siddeley Group
BICC	Imperial Chemical Industries
Blue Circle Industries	Lucas Industries
BOC Group	Marks & Spencer
Boots Co.	National Westminster Bank
British Petroleum Co.	Peninsular & Oriental
British Telecommunications	Steam Navigation Co.
BTR	Plessey Co.
Cadbury Schweppes	Royal Insurance
Courtaulds	Tate & Lyle
General Electric	Thorn EMI
Glaxo Holdings	Trusthouse Forte
Grand Metropolitan	Vickers
Guest, Keen & Nettlefolds	

**The Financial Times Stock Exchange 100 Share Index** consists of the following.

Abbey Life Group	BTR
Allied-Lyons	Burton Group
Argyll Group	Cable & Wireless
ASDA-MFI Group	Cadbury Schweppes
Associated British Foods	Coates Viyella
Bank of Scotland	Commercial Union Assurance
(Governor and Co. of)	Consolidated Gold Fields
Barclays Bank	Cookson Group
Bass	Courtaulds
B.A.T Industries	Dee Corp.
Beecham Group	Distillers Co.
BET	Dixons Group
BICC	English China Clays
Blue Circle Industries	Ferranti
BOC Group	Fisons
Boots Co.	General Accident Fire &
BPB Industries	Life Assurance Corp.
British & Commonwealth	General Electric Co.
Shipping Co.	Glaxo Holdings
British Aerospace	Globe Investment Trust
British Petroleum Co.	Granada Group
British Telecommunications	Grand Metropolitan
Britoil	Great Universal Stores

Guardian Royal Exchange	Reed International
Guest, Keen & Nettlefolds	Reuters Holdings
Guinness	Rio Tinto-Zinc Corp.
Hammerson Property	RMC Group
Investment & Development	Rowntree Mackintosh
Corp.	Royal Bank of Scotland Group
Hanson Trust	Royal Insurance
Hawker Siddeley Group	J. Sainsbury
Imperial Chemical Industries	Scottish & Newcastle
Jaguar	Breweries
Ladbroke Group	Sears
Land Securities	Sedgwick Group
Legal & General Group	Shell Transport & Trading
Lloyds Bank	Smith & Nephew Associated
Lonrho	Companies
Lucas Industries	Smiths Industries
Marks & Spencer	Standard Chartered Bank
MEPC	Standard Telephones & Cables
Midland Bank	Storchouse
National Westminster Bank	Sun Alliance and London
Northern Foods	Insurance
Peninsular & Oriental Steam	Tarmac
Navigation Co.	Tesco
Pearson	Thorn EMI
Pilkington Brothers	Trafalgar House
Plessey Co.	Trusthouse Forte
Prudential Corp.	Unilever
Racal Electronics	United Biscuits (Holdings)
Ranks Hovis McDougall	Wellcome
Rank Organisation	Whitbread & Co.
Reckitt & Colman	Willis Faber
Redland	Woolworth Holdings

**The Dow-Jones Industrial Average** consists of the following.

Allied-Signal
Aluminum Co. of America (ALCOA)
American Can Company
American Express Co.
American Telephone & Telegraph Co.
Bethlehem Steel Corp.
Chevron Corp.
E. I. du Pont de Nemours & Co.
Eastman Kodak Co.
Exxon Corp.
General Electric Co.

**The Dow-Jones Industrial Average**—continued

General Motors Corp.  
 The Goodyear Tire & Rubber Company  
 Inco Limited  
 International Business Machines Corp.  
 International Harvester Co.  
 International Paper Co.  
 McDonald's Corp.  
 Merck & Co.  
 Minnesota Mining & Mfg. Co.  
 Owens-Illinois  
 Philip Morris Companies  
 Procter & Gamble Co.  
 Sears, Roebuck and Co.  
 Texaco  
 Union Carbide Corp.  
 United Technologies Corp.  
 United States Steel Corp.  
 Westinghouse Electric Corp.  
 F. W. Woolworth Co.

**T**

**Titles.** In bodymatter, the names of all living people should be preceded by Mr, Mrs, Miss or some other title, except occasionally on first mention when plain Ronald Reagan, Margaret Thatcher or other appropriate combination of first name and surname will do. Titles are not necessary in headings or captions, or for dead people (except, perhaps, **Dr Johnson** and **Mr Gladstone**), but in general do not refer to people in headings and captions by their first names only.

Take care with foreign titles. Malaysian ones are so confusing that it is wise to dispense with them altogether. Do not, however, call **Tunku Abdul Rahman Mr Abdul Rahman**; refer to him, on each mention, as **Abdul Rahman**. Avoid, above all, **Mr Tunku Abdul Rahman**.

Use **Dr** for qualified medical people, and occasionally in book reviews and the science section when the correct alternative is not known.

If you use a title, get it right. **Rear-Admiral** Jones should not be called **Admiral** Jones.

**Professor X**, **President Y**, and the **Rev John Z** may be **Mr**, **Mrs** or **Miss** on second mention.

On first mention use forename and surname; thereafter drop forename (unless there are two people with the same surname mentioned in the article).

**Mr Norman Tebbit** then **Mr Tebbit**.

Avoid nicknames unless the person is always known (or prefers to be known) by one:

**Mr Tony Benn** **Mr Tiny Rowland** **Mr Tip O'Neill**.

Avoid the American habit of joining office and name:

**Prime Minister Thatcher** **Chancellor Kohl**.

Avoid middle initials. Nobody will confuse **John F. Kennedy** with **John P. Kennedy** or **John R. Kennedy**.

And avoid **Ms** if possible. Married women who are known by their maiden names – eg, Jane Fonda – are **Miss**, unless they have made it clear that they want to be called something else.

Rules for capital letters in titles can be found under **CAPITALS**.





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## U

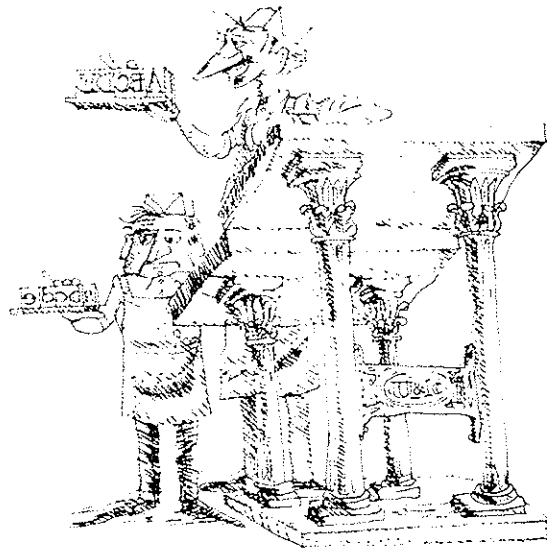
**Unlike** should not be followed by **in**.

**Unnecessary words.** Some words add nothing but length to your prose. Use adjectives to make your meaning more precise and be cautious of those you find yourself using to make it more emphatic. The word **very** is a case in point. If it occurs in a sentence you have written, try leaving it out and see whether the meaning is changed. **He was tall** may have more force than **He was very tall**.

Avoid **strike action** (strike will do), the **business community** (businessmen), **cutbacks** (cuts), **track record** (record), **wilderness areas** (wild areas), **large-scale** (big), **shower activity** (rain), **weather conditions** (weather), etc.

Use words with care: a **heart condition** is usually a **bad heart**, **positive thoughts** (held by long-suffering creditors, according to *The Economist*) presumably means **optimism**, a **substantially finished** bridge is an **unfinished** bridge, a **major speech** usually just a speech. Something with **reliability problems** probably **does not** work.

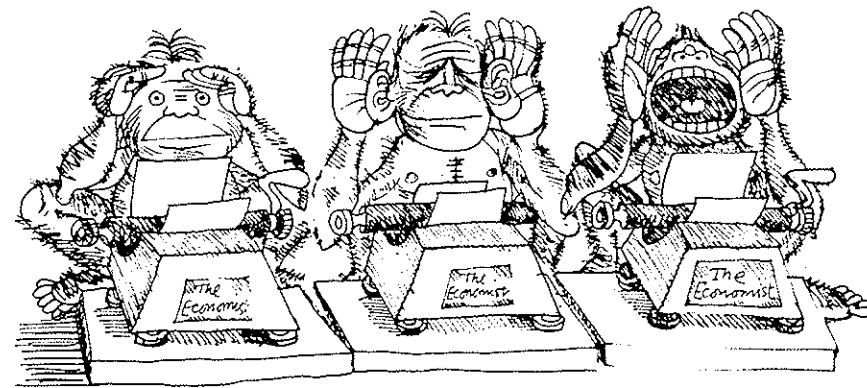
**Upper case.** See CAPITALS.



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## V

**Verbal.** Every agreement, except the nod-and-wink variety, is **verbal**. If you mean that one was not written down, describe it as **oral**.



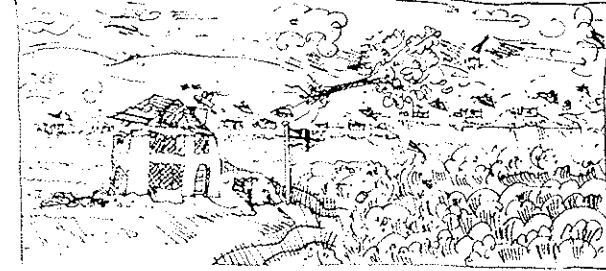
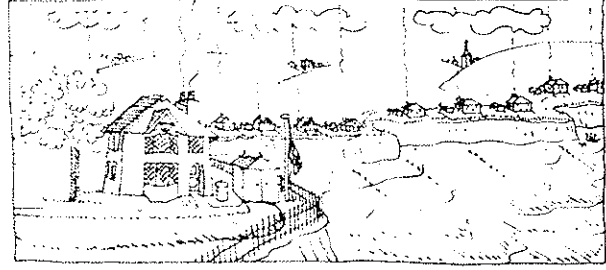
# W

**Warn** is transitive, so you must either **give warning** or **warn somebody**.

**Weights and measures.** See MEASURES.

**Which** informs, that defines. **This is the house that Jack built.** But **This house, which Jack built, is now falling down.** **Which** can, however, be used to relieve a sentence already loaded with **thats**, eg. **He recalled that that was the day that he had returned to the family which he had abandoned.**

**Wind speed.** The Beaufort Scale (see page 89), once a picturesque fleet of well-scrubbed men o'war and fishing smacks, has been rendered bland by the World Meteorological Organisation.

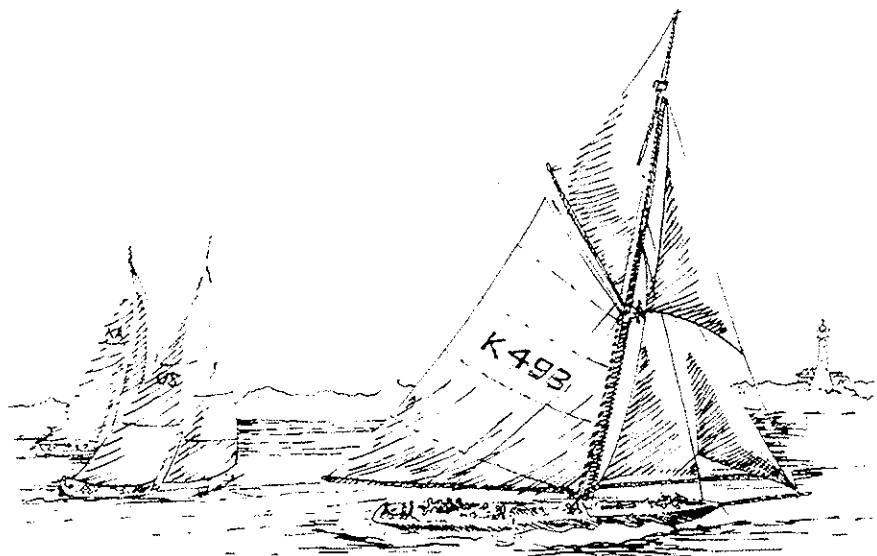


Force	Description	Conditions (abbreviated)		Equivalent speed at 10 metres height		
		on land	at sea	knots	miles per hour	metres per second
0	Calm		Sea like a mirror	less than 1	less than 1	0.0-0.2
1	Light air	Smoke rises vertically	Ripples	1-3	1-3	0.3-1.5
2	Light breeze	Smoke drifts	Small wavelets	4-6	4-7	1.7-3.3
3	Gentle breeze	Leaves rustle	Small wavelets, crests break	7-10	8-12	3.4-5.4
4	Moderate breeze	Wind extends light flag	Small waves, some white horses	11-16	13-18	5.5-7.9
5	Fresh breeze	Raises paper and dust	Moderate waves, many white horses	17-21	19-24	8.0-10.7
6	Strong breeze	Small trees in leaf sway	Large waves form, some spray	22-27	25-31	10.8-13.8
7	Near gale	Large branches in motion	Sea heaps up, white foam streaks	28-33	32-38	13.9-17.1
8	Gale	Whole trees in motion	Moderately high waves, well-marked foam streaks	34-40	39-46	17.2-20.7
9	Strong gale	Breaks twigs off trees	High waves, crests start to tumble over	41-47	47-54	20.8-24.4
10	Storm	Slight structural damage	Very high waves, white sea tumbles	48-55	55-63	24.5-28.4
11	Violent storm	Trees uprooted, considerable structural damage	Exceptionally high waves, edges of wave crests blown to froth	56-63	64-72	28.5-32.6
12	Hurricane	Very rarely experienced, widespread damage	Sea completely white with driving spray	64 & over	73 & over	32.7-over

# Y

**Yachting.** Initial letters preceding the sail numbers in international classes are allocated in this way.

- |                     |                   |
|---------------------|-------------------|
| A – Argentina       | L – Finland       |
| B – Belgium         | M – Hungary       |
| BU – Brazil         | MD – Monaco       |
| BU – Bulgaria       | N – Norway        |
| CY – Ceylon         | OE – Austria      |
| CZ – Czechoslovakia | P – Portugal      |
| D – Denmark         | PH – Philippines  |
| E – Spain           | PZ – Poland       |
| F – France          | RC – Cuba         |
| G – West Germany    | RI – Indonesia    |
| GE – Greece         | RM – Romania      |
| GO – East Germany   | S – Sweden        |
| H – Holland         | SA – South Africa |
| I – Italy           | SR – Soviet Union |
| J – Japan           | TK – Turkey       |
| K – Britain         | U – Uruguay       |
| KA – Australia      | US – America      |
| KB – Bermuda        | V – Venezuela     |
| KC – Canada         | X – Chile         |
| KK – Kenya          | Y – Yugoslavia    |
| KS – Singapore      | Z – Switzerland   |
| KZ – New Zealand    |                   |



## Sources and additional reading

The reference material in this Style Book is largely drawn from books bearing *The Economist* imprint.

*Crawford's Directory of City Connections* lists quoted, USM, OTC and large private companies and their management; also lists their advisers such as stockbrokers, merchant banks, solicitors and auditors. Lists the clients of over 4,000 firms of professional advisers.

*Economic Statistics 1900-1983* brings together a historical series of economic indicators for six main industrial countries (Britain, America, France, Germany, Italy, Japan). Tables of national output and expenditure, personal income and profits, trade, balance of payments, finance, prices and population.

*Pocket Accountant* is an A-Z of accounting phrases, defining terms ranging from auditing to inventory, extraordinary items to goodwill. Explains the role of the professional bodies and accounting regulators on both sides of the Atlantic.

*Pocket Banker*, a dictionary of international banking, finance and international institutions.

*The Pocket Economist* is another A-Z of economic terms, explained with words, charts, tables and cartoons. In 194 pages, it is a guided tour of economics, economic institutions and high finance in Britain and America.

*Pocket Guide to Defence* is a dictionary of important defence issues: national interest, big business, politics. Explains terms such as VX, Trip-Wire, threshold.

*Pocket Guide to Marketing* is an A-Z format pocket book that summarises marketing jargon and techniques.

*Pocket International Directory and Address Book* contains the following information for 26 countries: addresses, telex and telephone numbers for government, international and national organisations, both central and regional; business, finance, trade and labour organisations; travel, accommodation, the media; clubs and theatres; and inter-country dialling codes.

*World Business Cycles* compiles and analyses fluctuations in gross domestic product, share prices, money stocks and interest rates.

*The World in Figures* covers over 200 countries. Provides comparative worldwide figures on everything from population and commodity production to finance and external trade. Also analyses individual countries, with sub-sections on people, resources, equipment, production, finance and external trade.

*The World Measurement Guide* defines, converts and illustrates national and international measures and statistics, system by system and industry by industry. Includes: conversions, space and time, agriculture, forestry and fishing, practical definitions and formulae (for statistics, economics, insurance, investment, etc), currencies, fractions to decimals, percentage reversals, reciprocals, percentages, multiplications and interest rates.

#### Additional reading

*Oxford Dictionary for Writers and Editors*, compiled by the Oxford English Dictionary Department, 1st ed. 1981

*The Complete Plain Words* by Sir Ernest Gowers, Penguin Books

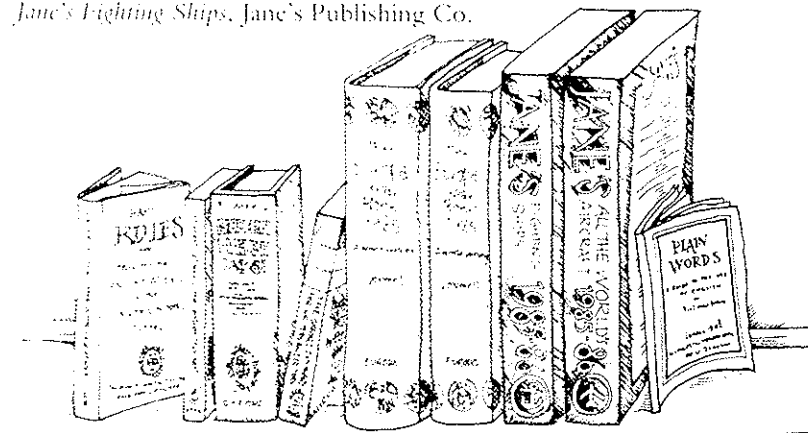
*Dictionary of Modern English Usage* by H. W. Fowler, 2nd Edition revised by Sir Ernest Gowers, Oxford University Press

*The Europa Year Book* (2 volumes), Europa Publications Ltd

*Hart's Rules for Compositors and Readers at the University Press*, Oxford, Oxford University Press

*Jane's All the World's Aircraft*, Jane's Publishing Co.

*Jane's Fighting Ships*, Jane's Publishing Co.



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