

An architectural drawing of a house floor plan is spread on a white desk. The drawing includes labels for 'TWO CAR GARAGE 20' x 21'', 'LAUN', 'LAV', 'BED RM 2 10' x 12'', 'FOYER', 'CLO', 'CLO', 'LIV', 'BALCON ABOVE', and 'STONE WALL'. Dimensions like '56'-8"', '16'-0"', and '20'-0"' are visible. A desk lamp is in the top left. In the foreground, there are drafting tools: a yellow ruler, a pair of compasses, and three markers (green, blue, and red).

Gunning's **Fog Index**

Getting the fog out of your writing

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a lamp on the left, a ruler on the right, and a pen on the right. The text is written on the desk.

The Reporter wrote:

Consumer elements are continuing to stress the fundamental necessity of a stabilization of the price structure at a lower level than at present.

Robert Gunning wrote:

Buyers keep saying prices must go down and stay down.

A desk with a lamp, a ruler, and a pen. The background is a brick wall. The desk is white and has a blue lamp on the left, a ruler on the right, and a pen on the bottom right. The text is centered on the desk.

The Reporter wrote:

The finance director related that substantial economics are being effected in his division through increasing the time interval between distributions of data-eliciting forms to employing business entities.

Robert Gunning wrote:

The finance director said his division is saving money by sending fewer questionnaires to employees.



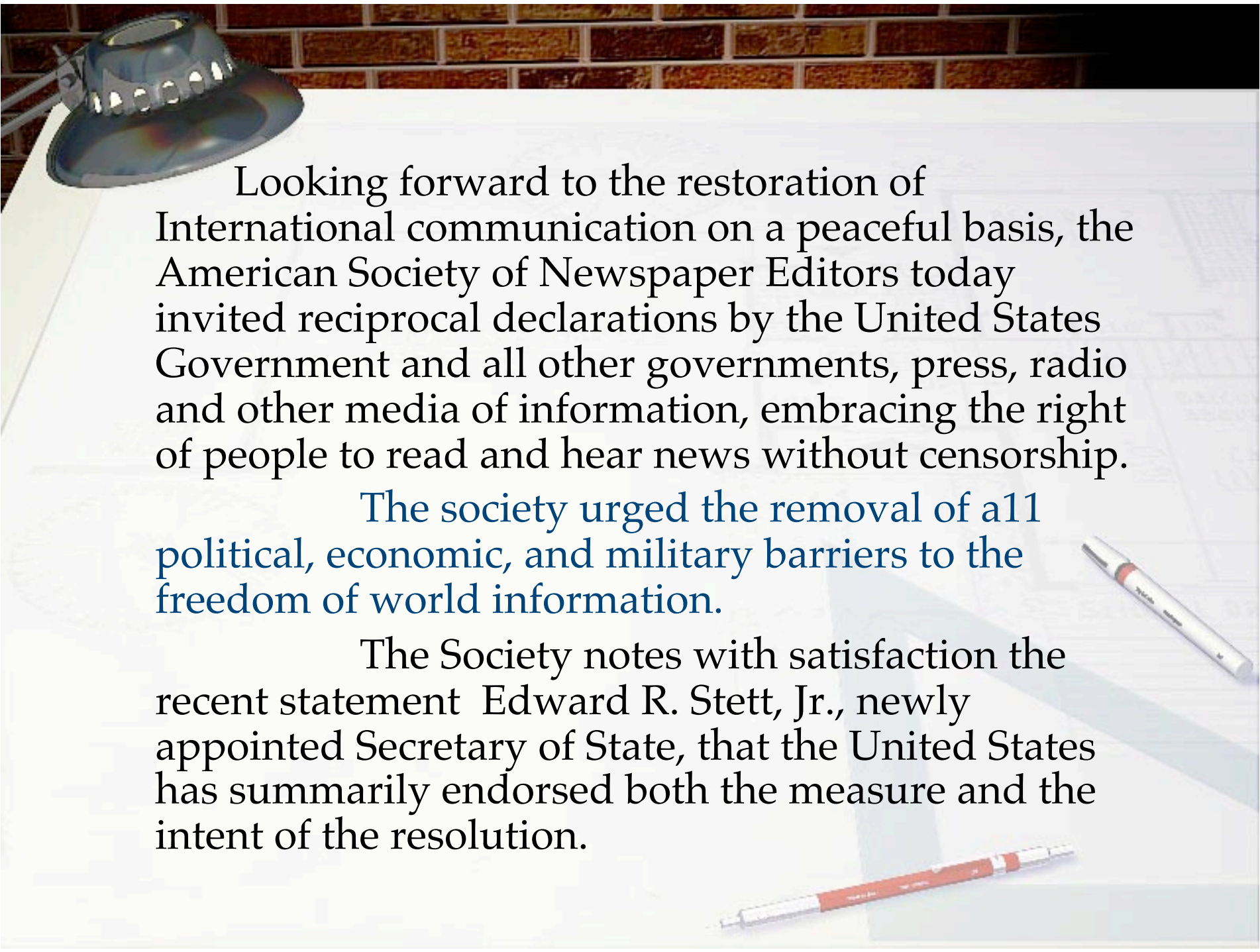
The Fog Index

1. Average Sentence Length. Divide the number of words in a 100 word (plus or minus) passage by the number of sentences in the passage.

2. Add Poly-syllabic Words. Count the number of words with three or more syllables, excluding those that are:

- a. Capitalized,
- b. a combination of short easy words, i.e. bookkeeper, yellowjacket, etc.
- c. verb forms made poly-syllabic by adding -es, or -ed, such as "created."

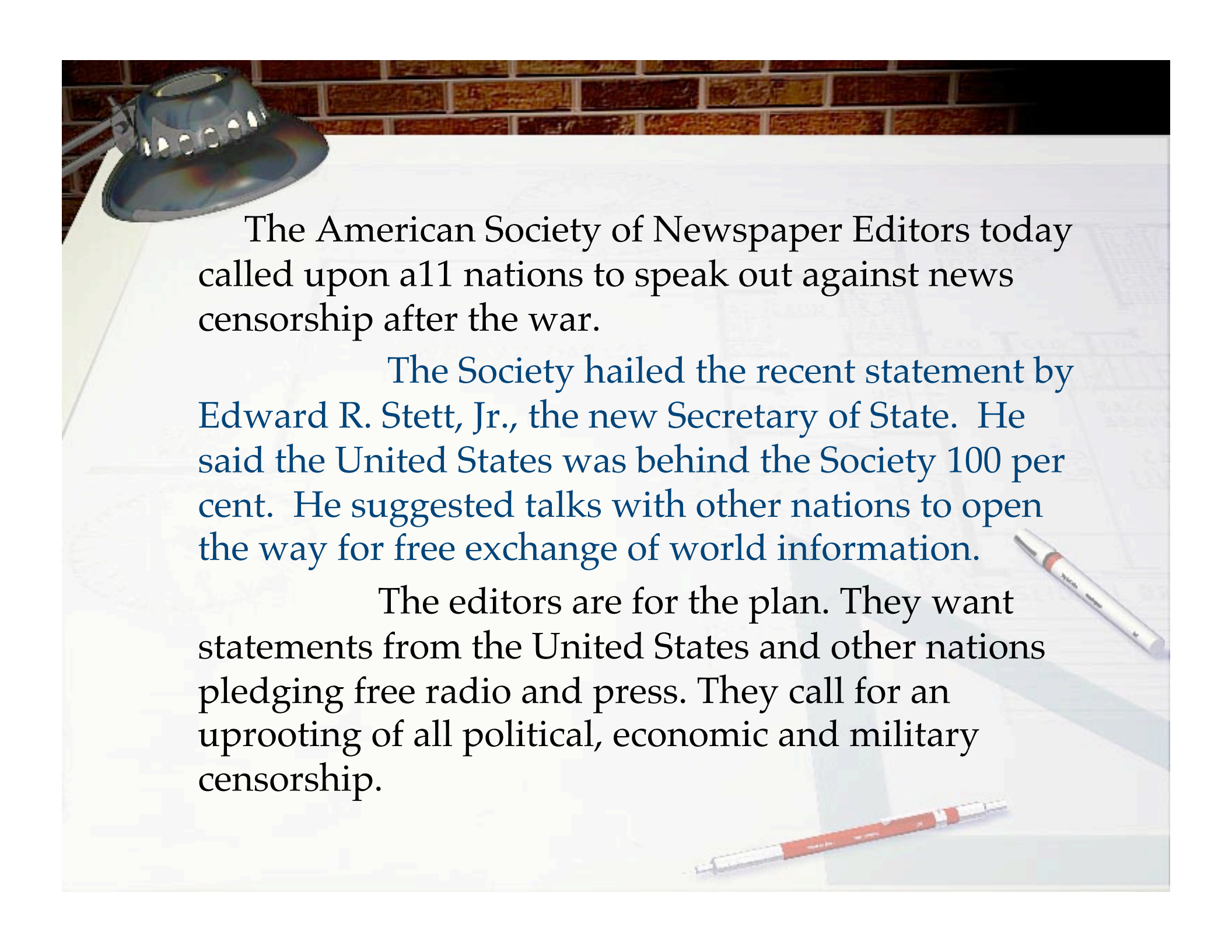
3. Multiply by the constant .4

A desk lamp with a glass shade is positioned in the upper left corner. The background features a brick wall. The text is centered on a white surface, possibly a desk or a piece of paper.

Looking forward to the restoration of International communication on a peaceful basis, the American Society of Newspaper Editors today invited reciprocal declarations by the United States Government and all other governments, press, radio and other media of information, embracing the right of people to read and hear news without censorship.

The society urged the removal of all political, economic, and military barriers to the freedom of world information.

The Society notes with satisfaction the recent statement Edward R. Stett, Jr., newly appointed Secretary of State, that the United States has summarily endorsed both the measure and the intent of the resolution.

A desk with a lamp, a brick wall, and a document with text. The lamp is on the left, and the brick wall is in the background. The document is in the foreground, and the text is written on it. There are two pens on the desk, one red and one silver.

The American Society of Newspaper Editors today called upon all nations to speak out against news censorship after the war.

The Society hailed the recent statement by Edward R. Stett, Jr., the new Secretary of State. He said the United States was behind the Society 100 per cent. He suggested talks with other nations to open the way for free exchange of world information.

The editors are for the plan. They want statements from the United States and other nations pledging free radio and press. They call for an uprooting of all political, economic and military censorship.