

A thorough, and thoroughly entertaining, guide to writing like the pros

What do writers and editors mean when they talk about style? Sometimes they mean formatting for consistency and clarity. (Is it *Texas* or *Tex.* or *TX*? One space or two after a period?) Sometimes they mean correctness in spelling, grammar, word usage and punctuation. (*A historic* or *an historic*? *The data is* or *the data are*?) And sometimes they mean style as in stylishness. (Bright and breezy or just-the-facts-ma'am? Is that cute little idea fresh and original or tired and silly?) Inside, you'll find answers that will add polish and sparkle to your writing.

In the word-nerd classic *Lapsing Into a Comma*, Bill Walsh of the Washington Post entertained, educated and enlightened writers, editors, students and language lovers with commonsense guidelines and opinionated commentary on American English in the computer age. In *The Elephants of Style*, he takes a step back and presents an in-depth look at the basics, including spelling, capitalization, abbreviations, subject-verb agreement, plurals and possessives.

With sometimes acerbic wit, the author addresses:

- The lies your English teacher told you.
- Balancing the traditional ("Once wrong, always wrong") with the progressive ("Everybody does it") as language continues to evolve.
- How and why major publications differ in their handling of basic spelling, capitalization and punctuation issues.
- How empathy between writers and editors can make writing better.

The Elephants of Style includes a continuation of the Curmudgeon's Stylebook, Walsh's A-to-Z glossary of style matters big and small, guaranteed to address questions that no other usage manuals cover.

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THE ELEPHANTS of STYLE

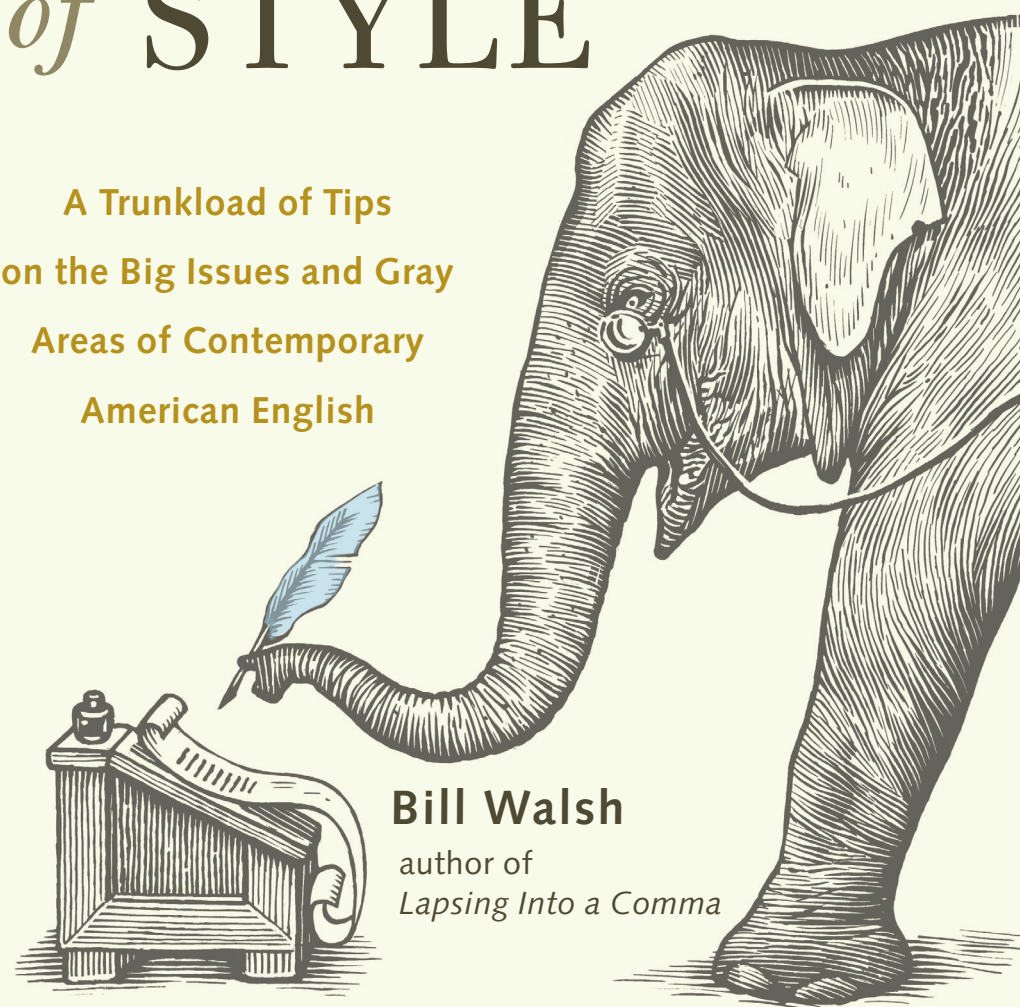
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"More from Bill Walsh! I love it. He's packed *The Elephants of Style* with his wisdom and expertise to help any writer look good."

—Barbara Wallraff, language columnist for the *Atlantic Monthly*

THE ELEPHANTS of STYLE

A Trunkload of Tips
on the Big Issues and Gray
Areas of Contemporary
American English



Bill Walsh
author of
Lapsing Into a Comma