7.5. PUBLISHERS’ NAMES

In the list of works cited, shortened forms of publishers’ names immediately follow the cities of publication, enabling the reader to locate books or to acquire more information about them. Since publications like Books in Print, Literary Market Place, and International Literary Market Place list publishers’ addresses, you need give only enough information so that your reader can look up the publishers in one of these sources. It is usually sufficient, for example, to give “Harcourt” as the publisher’s name even if the title page shows “Harcourt Brace” or one of the other earlier names of that firm (Harcourt, Brace; Harcourt, Brace, and World; Harcourt Brace Jovanovich). If you are preparing a bibliographic study, however, or if publication history is important to your paper, give the publisher’s name in full.

In shortening publishers’ names, keep in mind the following points:


• If the publisher’s name includes the name of one person (Harry N. Abrams, W. W. Norton, John Wiley), cite the surname alone (Abrams, Norton, Wiley). If the publisher’s name includes the names of more than one person, cite only the first of the surnames (Bobbs, Dodd, Faber, Farrar, Funk, Grosset, Harcourt, Harper, Houghton, McGraw, Prentice, Simon).
• Use standard abbreviations whenever possible (Acad., Assn., Soc., UP; see 7.4).
• If the publisher's name is commonly abbreviated with capital initial letters and if the abbreviation is likely to be familiar to your audience, use the abbreviation as the publisher's name (GPO, MLA, UMI). If your readers are not likely to know the abbreviation, shorten the name according to the general guidelines given above (Mod. Lang. Assn.).

Following are examples of how various types of publishers' names are shortened:

ACLS American Council of Learned Societies
ALA American Library Association
Basic Basic Books
CAL Center for Applied Linguistics
Cambridge UP Cambridge University Press
Eastgate Eastgate Systems
Einaudi Giulio Einaudi Editore
ERIC Educational Resources Information Center
Farrar Farrar, Straus and Giroux, Inc.
Feminist The Feminist Press at the City University of New York
Gale Gale Research, Inc.
Gerig Gerig Verlag
GPO Government Printing Office
HMSO Her (His) Majesty's Stationery Office
Houghton Houghton Mifflin Co.
Knopf Alfred A. Knopf, Inc.
Larousse Librairie Larousse
Little Little, Brown and Company, Inc.
Macmillan Macmillan Publishing Co., Inc.
MIT P The MIT Press
MLA The Modern Language Association of America
### SYMBOLS AND ABBREVIATIONS USED IN PROOFREADING

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCTE</td>
<td>The National Council of Teachers of English</td>
</tr>
<tr>
<td>NEA</td>
<td>The National Education Association</td>
</tr>
<tr>
<td>Norton</td>
<td>W. W. Norton and Co., Inc.</td>
</tr>
<tr>
<td>Planeta</td>
<td>Editorial Planeta Mexicana</td>
</tr>
<tr>
<td>PUF</td>
<td>Presses Universitaires de France</td>
</tr>
<tr>
<td>Random</td>
<td>Random House, Inc.</td>
</tr>
<tr>
<td>Scribner's</td>
<td>Charles Scribner's Sons</td>
</tr>
<tr>
<td>Simon</td>
<td>Simon and Schuster, Inc.</td>
</tr>
<tr>
<td>SIRS</td>
<td>Social Issues Resources Series</td>
</tr>
<tr>
<td>State U of New York P</td>
<td>State University of New York Press</td>
</tr>
<tr>
<td>St. Martin's</td>
<td>St. Martin's Press, Inc.</td>
</tr>
<tr>
<td>UMI</td>
<td>University Microfilms International</td>
</tr>
<tr>
<td>U of Chicago P</td>
<td>University of Chicago Press</td>
</tr>
<tr>
<td>UP of Mississippi</td>
<td>University Press of Mississippi</td>
</tr>
</tbody>
</table>

### 7.6. SYMBOLS AND ABBREVIATIONS USED IN PROOFREADING AND CORRECTION

#### 7.6.1. Selected Proofreading Symbols

Proofreaders use the symbols below when correcting typeset material. Many instructors also use them in marking student papers.

- Add an apostrophe or a single quotation mark
- Close up (basketball)
- Add a comma
- Delete
- Insert
- Begin a new paragraph
- Do not begin a new paragraph
- Add a period
- Add double quotation marks
- Add space
- Transpose elements (usually with fr in margin) (the)