We Use [CAPITALS] in Our Writing for...
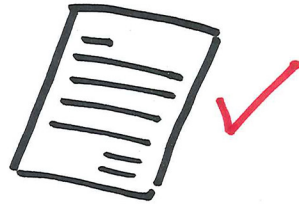
* the beginning of a sentence.

    [I]t was getting late.

* the first letter in a person's name.

    [M]ercy [W]atson

* the first letter in all the words in the title of a place or business.

    [N]ew [Y]ork [C]ity
    [H]udson [B]ooks

* all the letters in a word to show that the word is loud or important.

    [CRASH]!