Macros
Is it possible to use both single and double quotes inside a quoted text string?

Attempting to include examples of both single and double quotation marks inside a quoted string causes problems with early termination of the quoted string, e.g.:

```
title "Presenting: The 'right' way to use "quotes"!" ;
proc print data = sashelp.class (obs = 1 ) ;
run ;
```

generates the following in the LOG:

```
3     title "Presenting: The 'right' way to use "quotes"!" ;
              -------------------------------------
              49
WARNING: The TITLE statement is ambiguous due to invalid options or un
quoted text.
NOTE 49-169: The meaning of an identifier after a quoted string may ch
ange in a future SAS
              release.  Inserting white space between a quoted string a
nd the succeeding
              identifier is recommended.
```

the underlined section indication where the system determines the quoted string appears.

Attempting to store the text in a macro variable:

```
%let titletext = The 'right' way to use "quotes"! ;

title "Presenting: &titletext" ;

proc print data = sashelp.class (obs = 1 ) ;
run ;
```

generates the same error as the macro variable is resolved for the stored text at Compile Time.

In order to mask the quotation marks, the %BQUOTE Macro Quoting function can be used to remove the special meaning of the characters at Execution Time;

```
%let titletext = %bquote(The 'right' way to use "quotes"!) ;
```

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```
%put _user_ ;
%put &titletext ;
```

Using the %put _user_ ; statement renders the value along with the Macro Quoting. Writing the value with the %put &titletext ; statement renders the stored value in the LOG and unquotes the value for printing.The LOG shows the values:

```
GLOBAL TITLETEXT ?&#4;The ?&#17;right?&#17; way to use &#18;?quotes?&#
18;!&#8;?

The 'right' way to use "quotes"!
```

Using the Macro Quoted value within the quoted string

```
title "Presenting: &titletext" ;

proc print data = sashelp.class (obs = 1 ) ;
run ;
```

allows for the masked characters to be resolved only for printing, without generating the syntax error at Compile Time:

```
 Presenting: The 'right' way to use "quotes"!

Obs      Name      Sex     Age     Height     Weight

1     Alfred       M      14       69        112.5
```

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