

## **“THIS IS A MISPRINT”**

### **New Funny Bloopers and Arch Ripostes**

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Decades ago, ads touting merchandise at bargain prices often came equipped with a screaming headline: “This is not a misprint!” A Google search reveals that the phrase is still in use, though the word *misprint* has a somewhat archaic ring.

Well, the following *are* misprints, mostly. In 2013, typos and other media errors continued to abound. In my routine daily newspaper reading, for example, I encountered numerous corrections for “confusables,” suggesting that copy editors and proofreaders are either no longer employed or not doing their jobs. Embarrassed editors apologized for publishing *bridal* for *bridle*, *cavalry* for *Calvary*, *circus* for *surface*, *macro* for *Marco*, and *tempura* for *tempera*.

But matters got worse—or better, if the object is amusement. Here’s another roundup of entertaining mistakes and anomalies, all captured last year, each paired with a snappy comeback.

*The Wall Street Journal*, December 18, 2013:

“Other disciples that come into play include physics, geometry, meteorology, geography, and metalworking.”

▶ **All of you, please meet Peter, Andrew, James, Thomas, Judas. . . .**

Correction, *The New York Times*, September 24, 2013:

“A picture caption on Saturday with an article about a showdown between Scottsdale and Cave Creek, Ariz., over the right to use the motto ‘the West’s most Western town’ misstated, in some copies, part of the name of a buffalo being shown off in Cave Creek. The buffalo is Harley Wallbanger, not Harvey Wallbanger.”

▶ **Publish anything you want, but get my name right.**

Correction, *The New York Times*, August 9, 2013:

“Schedule information on Thursday with a theater review of the first of two programs of Summer Shorts, at the 59E59 Theaters, misstated the theaters’ address. It is 59 East 59th Street in Manhattan, not 50 East 59th Street.”

▶ **After all, how would anyone have figured that out?**

Correction, *The Wall Street Journal*, June 19, 2013:

“A Bloody Mary recipe . . . called for 12 ounces of vodka and 36 ounces of tomato juice. The recipe as printed incorrectly reversed the amounts, calling for 36 ounces of vodka and 12 ounces of tomato juice.”

▶ **The writer is temporarily indisposed.**

*West Side Spirit*, a Manhattan community newspaper, November 28, 2013:

“Crime Watch: Expensive plumbing fixtures were taken from a woman’s apartment. . . . The items stolen were a showerhead valued at \$3,719 and another showerhead priced at \$3,647, for a total of \$7,366.”

▶ **She got soaked.**

Correction, *The New York Times*, December 28, 2013:

“An art review on Friday about ‘Jewels by JAR,’ at the Metropolitan Museum of Art, misstated the name of a type of brooch in the show. It is a fibula brooch, not a fistula brooch.”

▶ **Whew!**

Correction, *The Wall Street Journal*, August 7, 2013:

“A photo caption . . . transposed the identity of the essay writer, Elizabeth Fremantle, and Katherine Parr, the sixth wife of Henry VIII.”

▶ **Heads will roll over this.**

Mackenzie Ltd. gourmet catalog, Holiday 2013:

“A classic dessert done to perfection, this is the quintessential German chocolate cake. The rich, moist chocolate layers are separated by buttery caramel and healthy amounts of pecan and toasted coconut.”

▶ **So there, Nutrition Police!**

*The Wall Street Journal*, July 22, 2013:

“The only pressure I ever get is that I’m going too fast, but I think I’m going too slow. I have only 3½ years left.” —Education Secretary Arne Duncan

▶ **Arne, see the teacher for makeup work.**