

Efforts to Correct an Error

Early in my former career in the newspaper business, I learned the value of proofreading. And not just to spot typographical errors, but to pay attention to sentence structure – the order and arrangement of the clauses in a sentence – to be certain that the intended message is delivered and not an inaccurate or embarrassing one.

We all make mistakes, and good proofreaders perform a valuable service catching them before they get into print – most of the time. Inevitably, however, typos can creep into an article; sometimes more than one or two.

While I was editor of *The Cleveland Daily Banner*, one of our readers sent me this clipping from another daily newspaper that tried doggedly to correct an error in an advertisement:

Monday: “The Rev. A. J. Jones has one color TV set for sale. Telephone 626-1313 after 7 p.m. and ask for Mrs. Donnelly who lives with him, cheap.”

Tuesday: “We regret any embarrassment caused to the Rev. Jones by a typographical error in yesterday’s paper. The ad should have read: ‘The Rev. A. J. Jones has one color TV set for sale, cheap. Telephone 626-1313 and ask for Mrs. Donnelly, who lives with him after 7 p.m.’”



Wednesday: “The Rev. A.J. Jones informs us that he has received several annoying telephone calls because of an ad in yesterday’s paper. It should have read: ‘The Rev. A.J. Jones has one color TV set for sale, cheap. Telephone 626-1313 after 7 p.m. and ask for Mrs. Donnelly who loves with him.’”

Thursday: “Please take note that I, the Rev. A.J. Jones, have no color TV set for sale. I smashed it. Don’t call 626-1313 anymore. I have not been carrying on with Mrs. Donnelly. She was, until yesterday, my housekeeper.”

Friday: “Wanted: a housekeeper. Usual housekeeping duties. Good pay. Love in, the Rev. A.J. Jones. Telephone 626-1313.”

That newspaper certainly had a trying week. Mistakes are inescapable in the publishing business.

In Life Care and Century Park, our mission is far more important than selling color TV sets. We are engaged in providing a service that impacts the health and safety of our customers. Because we are human, mistakes can happen. We must always be on guard to prevent them and – when they occur – catch and correct them quickly.