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## HEARD ABOUT

# How's That Again?

**N**o one is perfect. The older I get, the more I become acutely aware of the truth of that statement.

I know this will be hard for some of you to believe, but occasionally we make a mistake in the editing of this magazine. I know, I know—you mostly thought we were perfect!

Over the past few months, we haven't made any mistakes that would land us in court for libel or cause you to make the wrong decision after reading one of our articles.

The mistakes I'm talking about are niggling little things, mostly typographical in nature, that are a great annoyance but inevitable. An old publisher once told me that if you didn't make a few mistakes in each issue, you weren't trying hard enough.

Correcting mistakes in a timely fashion is difficult when you're a monthly magazine. By the time you discover the mistake or are told about it, the next issue is usually already well on its way to being printed. So, that means a "timely" correction is out of the question.

That doesn't mean we shouldn't do it, however. I thought I'd take time here to atone for a couple of months worth of small errors, all of which the folks involved have been more than gracious and understanding about.

In November, when we ran a feature on gloves, we turned the spokeswoman for Foxgloves into a "toady," literally! *Toody* Merry was the spokeswoman for the company, and believe me, she's no toady. Toody shared with us the many ways her somewhat unusual name has been misspelled over the years to keep me from feeling too badly.

In December, our horse health emphasis was on Web sites retailers can use to learn more about a variety of topics. One of the sites we referenced is owned by Primedia Equine Network, which we referred to incorrectly as Primemedia. Kate Lindon E-mailed regarding the error and also let us know that the URL we used, while it still works, wasn't correct. The correct URL for the company's Online resources is [www.equisearch.com](http://www.equisearch.com).

January is our largest edition, other than the *Buyers Guide*. One of the highlights of January is the "101 Best New Products in the Industry" feature. This year, contact information for two companies featured was messed up.

The phone number for Montana Silversmiths was inaccurately listed. It should have been (800)548-4511. The URL for the Web site of Triple L Manufacturing also contained a typo. It should have been [www.triplelminitack.com](http://www.triplelminitack.com). Sorry about that, Brenda!

Triple L is just down the road from the *Tack 'n Togs* offices, so this mistake was kind of like running over your neighbor's lawn with your truck.

Also in January, our "In Store" retailer profile was about a nifty shop in Panama. In the contact box, the phone number was listed incorrectly. It should have been 011-507-261-6405. The retailer's new E-mail address is [clientes@corcel.net](mailto:clientes@corcel.net).



**Tack 'n Togs Merchandising**