

# TERRIBLE TYPOS

*Behold the power of the written wrod.*

## WHAT A LOAD

After record rainfalls in 2011, the Iowa Farm Bureau issued a report that was shared by dozens of news outlets, mostly with somber headlines such as “Iowa Farm Bureau: Flooding caused \$207M in crop losses.” But not WWDC-FM. The alternative rock station—also known as DC101—ran the story on their home page with the headline “Farm Bureau estimates crap damage at \$207 million from Missouri River flooding,” followed by the lede, “The figure doesn’t include damage to roads, buildings, or soil loss.” (Soil loss? Eww.)

## WIND INSTRUMENT

There was an unfortunate misprint in the sheet music to John Williams’s *Jurassic Park* theme. At the top of the page, the first letter of “Bass” didn’t print. What was left says “ASS CLARINET.” (Below, it says, “Forcefully.”)

## FLY PROUDLY, MOSQUITO

In January 2021, Mississippi unveiled its new state flag, featuring a magnolia flower. But it was almost a mosquito. After the previous flag (the last to have a Confederate battle emblem) was retired, the state held a design contest for a new one. Among the 147 finalists—out of 3,000 entrants—was a white flag with a giant mosquito on it, submitted by Thomas Rosete, a deckhand on the Yazoo River, where the pesky bugs are rampant. His flag, which he intended as a joke, went viral and was threatening to take the lead in contest voting when it was suddenly pulled from contention. Why? “The mosquito flag advanced,” wrote an official, “due to a typo in a list of flag numbers submitted by one commissioner.” The removal irritated many Mississippians, one of whom commented, “It’s so bad it’s good. I would proudly fly the mosquito.”

## PROCLA...PROCLO...WHATEVER

The following text message was sent to Washington nursing home residents in July 2020:

“Special Announcement: Govener Inslee Proclamation  
for Long term care – Re - opening”

How many errors can you count? There are three: “governor,” “proclamation,” and “reopening.” A short time later, they sent out a new text that fixed the goofs...sort of:

“Special Announcement: Governor Inslee Proclamantion –  
Long term Care Reopening Plan”

## THINKING OUTSIDE THE BOX

“For some things in life, there will never be an app.” Next to that tagline was a photo of a silver convertible. Beneath that was printed: “The new Boxter. Porsche of London.” This ad appeared on billboards throughout London, Ontario. Porsche of London might want to invest in an app—a *spelling* app. The car they’re trying to sell is spelled “Boxster.”

## HIDDEN IN PLAIN SIGHT

Product labels are a team effort. The text is written, then reviewed and finalized by copyeditors before being sent to a graphics team to design the label. Then it typically undergoes revisions and is checked and rechecked by editors before getting final approval. But apparently that didn’t happen to packages of Made with Plants brand Madras curry. It said “MADRAS CURRY” in block letters on the top of the package, and on the side, in the same large block letters, it said “MADR S CURRY.” When a local news station asked company cofounder Cale Drouin to explain the glaring error, he said, “The good news is that what we might lack in typing skills, we more than make up for in our culinary skills!”

## MAYBE NO ONE WILL NOTICE

In August 2013, after Nike issued “retro full-zip” sweatshirts for each NFL team, Tim Williams, digital content manager at Pittsburgh’s CBS affiliate, informed the apparel giant (via Twitter) that they should take a second look at their “Seattle Seahawks” shirts. No one from Nike replied, so Williams tweeted several more times over the next few weeks, which got retweeted, and so on. Then came all the headlines: “Nike spells ‘Seattle’ Wrong!” Finally, Nike responded: “We have removed them from sale and apologize for the error.”

## REATED OUT

The writer of this news headline, which appeared in the *Yuma Sun* in July 2020, could very well be a product of said school system: “Arizona reated third worst school system in America.”

## WHAT’S HAPPENING?

This perplexing police report from California’s *Red Bluff Daily News* probably contains several typos...but we’re not sure. To our eye, it actually transcends the typo and approaches something more akin to abstract poetry, so that’s how we’ll present it.

*“Animal Douglass Street”*

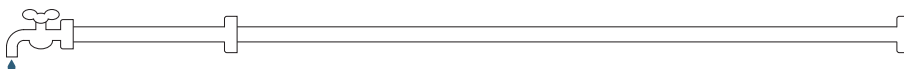
About 5:20 p.m. Wednesday

it was reported

a man in a loose dog

a days prior

and it had turned vicious.



Brawwwk!?! There are three times as many chickens on Earth as there are humans.