

KB CommEntary

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Greetings!

Special Edition: National, Punctuation! Day.

Today is one of our favorite holidays—National Punctuation Day! Granted, there are no gifts, but the warm and fuzzy feeling we get knowing that people are using correct punctuation and grammar for one whole day can't be beat. Well, we can dream, can't we?

Sign, Sign, Everywhere a Sign

We thought we'd show our NPD spirit by sign bashing. People pay a lot of money to get out their message—wouldn't you think they'd make sure it was right first? Our personal favorite is “Mom is Wow Spelled Backwards.”

Sign errors usually involve apostrophes, or lack thereof. The sign at a local train station touting the towing service uses a comma rather than an apostrophe in the company name. A local restaurant claims, “Were Open.”

Admit it—you've seen a sign or two along the way where you thought something wasn't quite right. Should there be a Mens' Room since there is a Ladies' Room? Absolutely not, even though we've all seen a few labeled that way. (Men's Room is correct because the possessor (men) is plural but doesn't end in an "s." Ladies, on the other hand, ends in an "s." To make it possessive, you need to add the apostrophe at the end.)

Misspellings and nonexistent words also make us look twice. The other day we saw an electronic road sign warning drivers of “Unevan Pavement Ahead.” While we usually just shake our heads and move on, there are a few brave souls who can't abide by these mistakes and do all they can to fix them. The Grammar Vandal posts her tribulations and triumphs at thegrammarvandal.wordpress.com.

We hope you enjoyed this special edition of *KB CommEntary*. Stay tuned for our regular Fall 2011 issue, coming in a few weeks.

XAnd please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger

KB COMM

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