



EX ANTE

OUR MISTAKES

We've recently received a couple of fine correctives. First, from Professor Erik Jensen of Case Western Reserve University, we have this:

Re: "Our Mistakes" in the summer 2020 issue: I'm willing to forgive the "sure is" in "'usable,' which sure is used a lot more than 'useable.'" I assume you were trying to be folksy, and folksy is OK with me. But then I came to "Well, we know of at least once case" One upon a time that's an error that editors would catch, particularly in an essay apologizing for errors.

Oof. Thank you Professor Jensen. That is "one" more error we will try to avoid from now on.

Next, we have a gift from attentive Floridian reader Jeffrey Kuntz. We will get to that in a moment, after a bit of background. In our 2020 *Green Bag Almanac & Reader*, we had our customary "Key Developments in the Law" feature, in which we highlight changes in the West Key Number System. There we said,

We do not have a "March 2019 Pamphlet," filled with notices of changes to the West Key Number System, even though the good people at Thomson Reuters are consistently conscientious about sending their semi-annual useful and interesting

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updates. Maybe there wasn't one (that would be big news in its own right!), or maybe they sent it and it got lost en route, or maybe it arrived and then got lost in our less-than-perfect paper-handling system.

Then we continued, "The August pamphlet, however, reached us and stayed with us. Here we offer the usual title page and preface."¹

And now back to the generous Jeff Kuntz. He writes,

I am sure one or many of the fine readers of *The Green Bag* already sent you the March 2019 Pamphlet but just in case the cover through the preface page are attached as a .pdf. I am happy to send the original if you want it.

It seems we have only ourselves – and in particular our “less-than-perfect paper-handling system” – to blame for our lack of a “March 2019 Pamphlet.” And we have Kuntz to thank (which we do) for the “usual title page and preface,” which we offer (with the kind permission of Thomson Reuters) on the next page and the page after that.

TWO NEW TREATS

During the summer of 2020 we tried two new subjects for mailings: postcards and balloons. Both worked out fairly well, so we will probably try similar stunts in the future.

The postcards were just cute appeals for renewals. Frequently invoices are merely wolves that come as wolves. You can tell what they are as soon as you see them. We decided to try sending an item of that sort, but clad, so to speak, in sheep's clothing: The potential of the invited renewal to effect an important (albeit tiny, and certainly worthwhile) transfer of wealth from a subscriber to the *Green Bag* would be immediately evident, or at least susceptible to discernment by a careful and perceptive analysis.

Then, later in the summer, we got around to mailing balloons to many of our Extravagant subscribers purely for the fun of it. See the “To the Bag” section of this issue (pages 9-12) for more about the balloons, and about the recipients.

¹ *Key Developments in the Law, 2019: The Word from West*, 2020 GREEN BAG ALM. 148-50.