

Errors VII: Reversed Text

This type of error is rare, but it's a show-stopper! You look at one of these, and you do a double-take! In this type of error, the text has been reversed, so that everything looks like a mirror image. Again. How exactly that happens in the printing process, I have no idea.

In some cases, it's even a more complicated question than simply *How is the text reversed?* If you look closely at covers #2 and #4, you'll see that the footers are reversed while the manumarks are actually upside down!

On reversed text covers, some may have everything reversed, as in cover #3, while others may only have part of the text reversed, as in cover #1. On the latter cover, below, everything is perfect, except the excise tax stamp.

Something to consider with this type of error is whether the reversing was intentional or not. I've heard it said that in some instances the reversing may have been intentional, acting as a gimmick to catch the reader's attention and make him or her focus on 'deciphering' the advertising message. And, I've seen at least a couple of covers where that may be true, but not any instance where *everything* has been reversed. That simply defeats the whole purpose of advertising, and if someone's going to argue that the cover is designed to be held up to a mirror to be read...Well, again, how many potential customers are going to be interested enough to do that?

In any event, if the reversing *is* deemed to have been intentional, then the cover does not qualify as an error. So, to some extent, you're going to have to try to decide if the advertiser is just trying to be 'cute'.

