

## Matchcover Enigmas #2

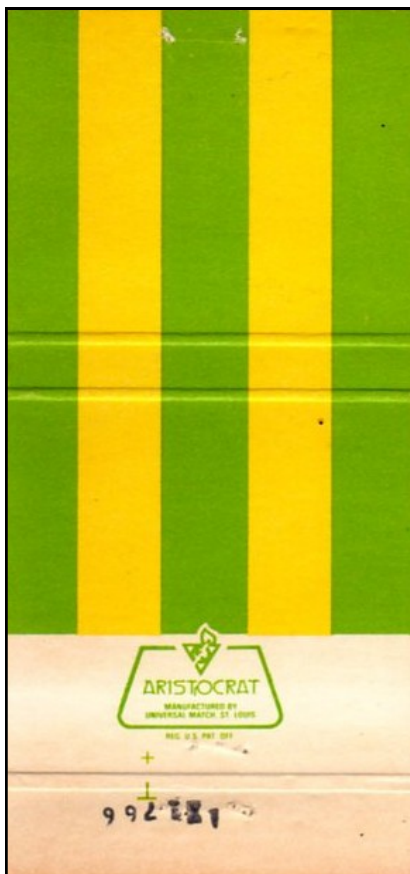
### Why is the inside of a cover colored, but blank?

Ah! That's the question! But, it's also an enigma, since it doesn't seem to make sense. What we're talking about here are those occasional covers that have no text or particular design on the inside, and yet that inside, rather than being just the usual blank white or gray stock, is purposely colored--It might be red, or black, or brown, even patterns.

It's colored, but why? What purpose does it serve? None that I can see. I strongly doubt that it's there simply as an additional customized attraction offered to the customer. I doubt that the printer (the manufacturer or whoever) would simply color the inside of the cover on his own. After all, why would you 'waste' your materials (and raise your production cost) by adding something to a customer's order that the customer hadn't ordered in the first place? Besides, you don't take it upon yourself to modify the customer's order when no modification was requested.

Perhaps it was a mistake....Hmmm...no...happens too frequently.

Aha! What if the printer was in the middle of printing the covers, had already put in the background color on the inside in preparation for the next color layer of text or design to then be applied....and just before that happened, the customer calls and says, "STOP THE PRESSES! I want to change my order. Cancel the text I was going to run on the inside. Let's just go with the outside order." .....Hmmm.... No...doesn't happen that way, and that's not the way the printing process works either. And, once again, these covers are too common for that to be the case.



Well, that only seems to leave a purposeful option. A colored inside was what the original order called for...and that would mean that the intent was purely aesthetic... which it is...but would a customer (a businessman) actually pay extra for a colored inside that served no practical advertising purpose?

Hmmm...it's an enigma!