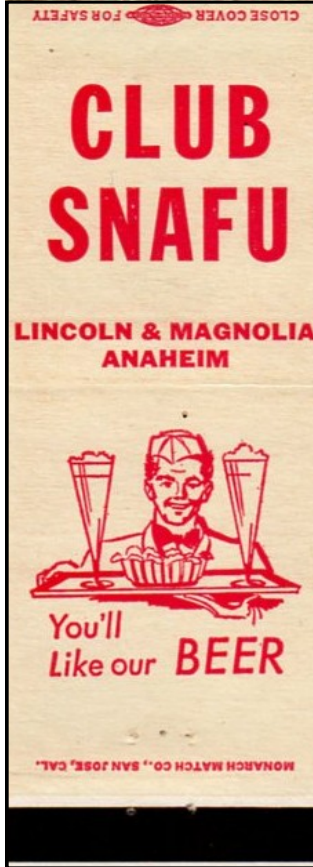


Matchcover Enigmas #8



Why is that design upside down?

One occasionally runs across covers such as this, with the entire design oriented towards the back of the cover. It's upside down relative to the 99.99% of all the other covers one sees.

Now, why would an advertiser specify that the cover design purposely be upside down? When the customer holds the matchbook so that it can be opened, preparing to remove a match, he can't read it!

One might argue, I suppose that it's all just an exercise in reverse psychology, reasoning that the customer, realizing that he *can't* read the text, will then be so intrigued that he will take the time to open up the cover, turn it around, and become immersed in the advertisement...(!)...*Hmmmm...I don't think so.*

The one pictured here, it might be argued, is just a clever play on the name, "snafu"...meaning it ain't right!...But I doubt it.