



HUNT'S HEADLINES

Tips, Tricks and Ticklers from Todd Hunt

My first boss taught me a nifty proofreading trick.

Read your copy *backward*.

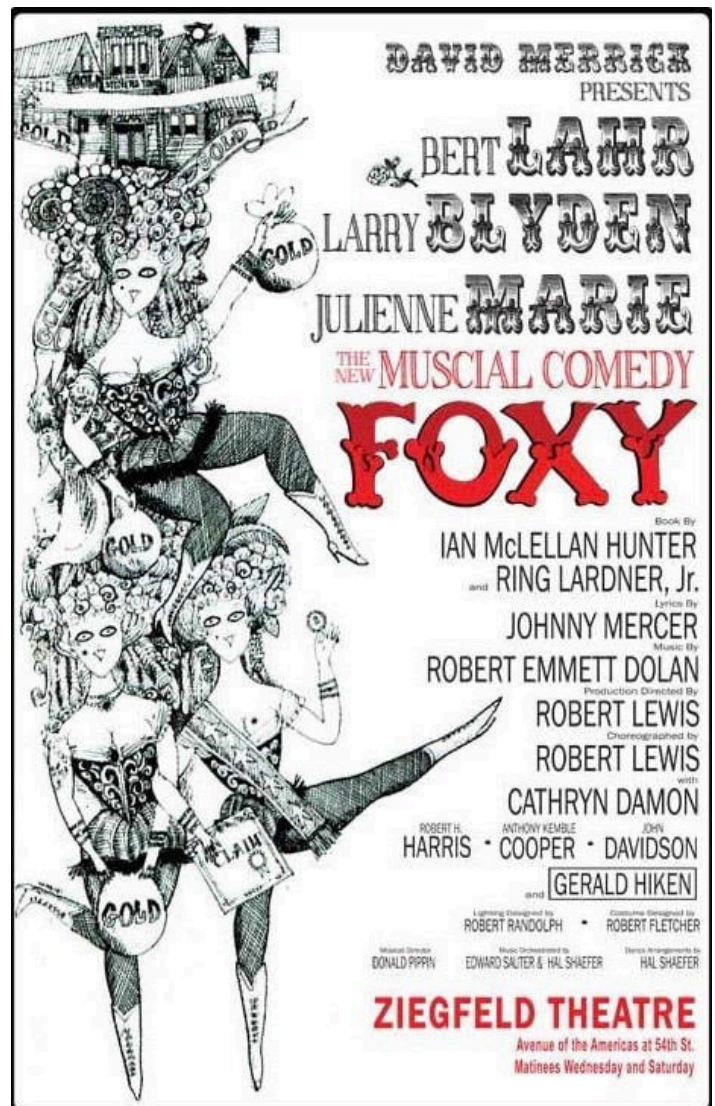
Why?

When you read forward, your eye automatically “corrects” spelling errors and transposed letters.

But reading backward forces you to focus on each individual word, without the surrounding context.

Theatrical producer David Merrick could have used that technique on this 1964 show poster.

See if you can find the error:



Need a hint?
It's a word in red.
(Not Ziegfeld.)