



Anthony Berger's February 1864 portrait of Abraham Lincoln became so ubiquitous that it transcended politics and came to be used for a wide variety of commercial purposes. From early souvenirs to lithographs used in advertising, this depiction of Lincoln has been familiar to generations of Americans. Interestingly, some lithographers chose to flip the image, likely for design reasons, leaving the portrait backwards. Seen in the examples shown here, eagle-eyed observers can spot Lincoln's mole on the wrong side of his face.



Boltz, Clymer, & Co.

La Flor de Lincoln (Cigar box, inner label), 1900 circa

Lithograph

2024.001.003



[Unknown Artist]

Lincoln Brand (Cirus label), 1910 circa

Lithograph

1985.001.741, Gift of William and Sue Hardy



[Unknown Artist]

Lincoln Brand (Cirus label), 1920s

Lithograph

1985.001.742, Gift of William and Sue Hardy



[Unknown Artist]

Lincoln Brand (Cirus label), 1930s

Lithograph

1985.001.740, Gift of William and Sue Hardy