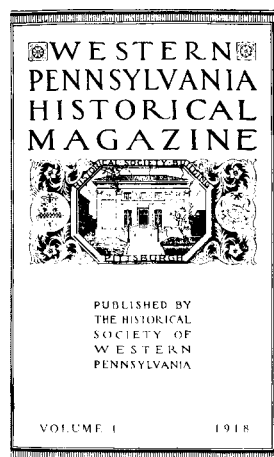


REGULAR READERS will notice some changes in the look of the magazine, and I want to use this space to say why.

This is the fourth major redesign of the Historical Society's magazine in 76 years. The old quarterly, first published in 1918 and known as the *Western Pennsylvania Historical Magazine*, saw only minor typography changes until 1985, when it got a color cover and an overhaul inside.

Four years later, we amended its name to *Pittsburgh History — A Magazine of the City and Its Region*, and made it taller and wider to make use of the rich vein of photographs in the Society's Archives, and in other repositories.

Public response was tremendous. Membership increased rapidly, partly due to the magazine's greater appeal, but also because of innovative programs and services in every Society department, and excitement about the Pittsburgh Regional History Center (opening in late 1995). The membership boost, plus single copy sales at area stores, has meant that paid readers each quarter now number about 3,700. There were just over 700 in 1989.



The most apparent change before you is that the magazine is more than 1 inch wider. I chose the unusual shape after noticing, over the years, that 80 to 90 percent of photographs in archival holdings are horizontal, not vertical pictures. Probably because so many early cameras were tripod-mounted for horizontal operation, there are comparatively few vertical images of yesteryear.

So, like almost all magazines, ours had mainly rectangular shapes on vertical pages, and so pictures often could not be printed large enough to be seen well — unless we sacrificed words. But we couldn't do that because the magazine has a long tradition of publishing original scholarship and research. The only way to make the pictures bigger, and not cut words, was to widen the paper; any wider, however, and it would have taken on the inappropriate look of a coffee-table book.

Word-counters will find that a full page here actually holds about one more line of text than before. Plus we put more space between lines to make it easier to read.

Executive Director John Herbst, Advancement Division Director Audrey Brouman, and Publications Director Marilyn Erwin were all instrumental in this redesign. Much thanks goes to Debbie Prelaz, who continues so capably to design every issue, and to Rick Landesberg. The typography and overall appearance are his ideas. Also, I want to note the advantages of long association with a dedicated printer — Latmer & Mayer Typographers of Oakmont, Pa., ours for over 30 years.

As always, I invite comments and correspondence about our work. ❸