

98 Upgrading our presentation

Long-time members will notice that a very significant change has occurred within this issue of the Journal. There was a subtle hint of this on the first page, the table of contents. What readers will find as they continue is that almost all of this issue, and those to come in the future, are in full color.

Until relatively recently the Journal was a completely black-and-white publication apart from the covers. Very occasionally an article was published that demanded the use of color because otherwise its content would not be intelligible (discussion of camouflage, for example), but these instances occurred very rarely—perhaps once every two or three years—entirely because the cost of such pages was high. Then we found that we were able to negotiate printing prices that allowed the incorporation of a limited number of pages in full color, sixteen to be precise.

This limited amount of color was very restrictive. It probably would not surprise readers to know that it also occasionally caused some friction with authors who felt that their work would have benefitted from such a presentation. Nevertheless, it was still too expensive for us to print many pages in color without raising membership costs prohibitively.

A resurgence of membership three years ago allowed us to make a significant change in the amount of color within the Journal. We went from sixteen pages to thirty-two and then, about a year later, we increased that number to forty. This still represented only a little more than forty percent of the total content of each issue, an improvement but not really sufficient (and it also made laying out each issue more than a little complicated).

At the time we made the last increase in color content, we indicated that it was but a step on the way to our goal of publishing the Journal completely in color, but it seemed that this was still well beyond our reach. Fortunately, a continuing increase in membership, reductions in the cost of color printing, and careful negotiation with our long-time printers has enabled us to make a leap forward towards that end. This issue, and those to come, now contains eighty pages of full color, double the previous number, and we simultaneously have been able to keep printing costs at virtually the same level as before.

This is an encouraging and exciting development that we feel our membership will thoroughly enjoy. Color presentation will enhance the presentation of the Journal's content and facilitate upgrading its overall appearance. Over the next year we will be monitoring printing costs and other expenses very carefully to see if it is feasible to jump the final hurdle and make the entire Journal full color. Obviously, we cannot make a binding commitment as to when this happens, but readers can be assured that it is the forefront of our thinking on the Journal's future.

— Paul E. Fontenoy