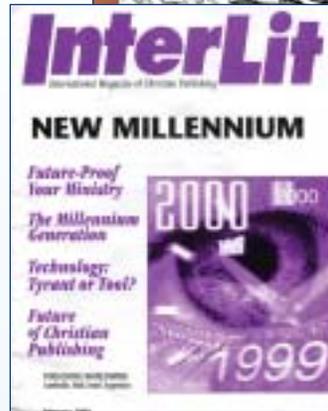
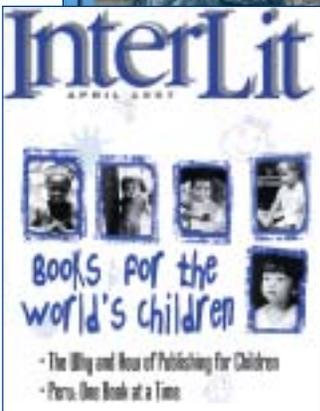


Changing Cover Designs



In 40 years, *InterLit* changed its masthead and cover designs six times while maintaining its 210 mm x 270 mm size.

First, the covers included screened photographs and were printed in one color. They carried a masthead that included a cross superimposed on a globe with the inscription, *INTERLIT: David C. Cook Foundation News*.

A second cover design began in the late '70s. The insignia or masthead, *InterLit*, is derived from "inter" in international and "lit" in literature, and the name was emphasized further when the masthead changed from the globe and cross motif to a

stylized "I" and "L" on a black background.

A third cover design began in the late '80s when *InterLit* became a trade journal and was printed in two colors. The masthead simply carried *InterLit* and the date in reverse white on a color background surrounding a full-blown square black and white cartoon or photograph. The inner page designs were completely redone in magazine style. A memorable cartoon of an energetic music conductor on the September 1990 cover, headlined "Creative Editorial Directions," is remarkable.

The fourth cover designs came with the March 1994 issue. It was an improvement of the late '80s design, but this time the masthead was inside a flowery square color border, enclosing within it the inscription: *International Journal of Christian Publishing* at the top; and highlights of the contents started appearing at the bottom front cover. In between the top and the bottom, cartoons

replaced photographs inside another square enclosing the headline of the issue. This cover designs ended with the December 1996 issue.

In the February 1997 issue, the fifth front cover designs entirely removed the fanciful color borders and introduced a spot-color banner-line at the top with the inscription: *International Magazine of Christian Publishing* reversed in white with the masthead printed boldly across, in the same color, just below the banner-line. The cover background was all white. At the center was placed an appropriate cartoon with the focus headline. This design did not last long.

The sixth cover design started with the February 2000 issue and the coming of the new millennium. *InterLit* returned to a crowded front cover similar to those of the third designs but without borders. From that time, the magazine was commercial in look, the covers and inside page designs completely reworked.

I will not be surprised if the 40th anniversary issue has a brand new look!

—B. D. Buma Kor