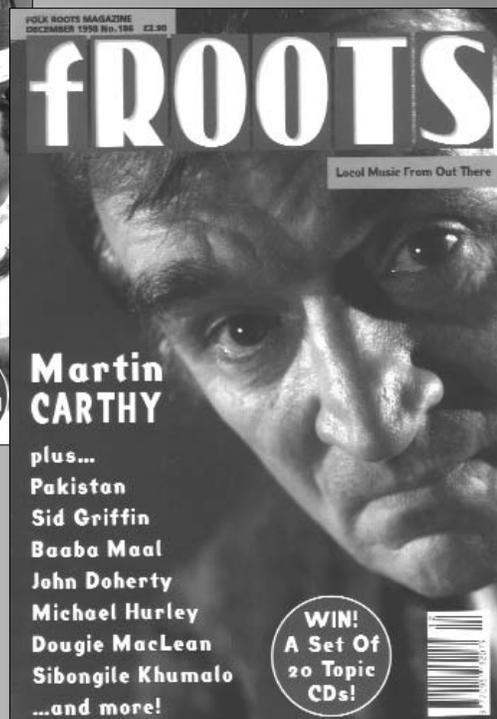
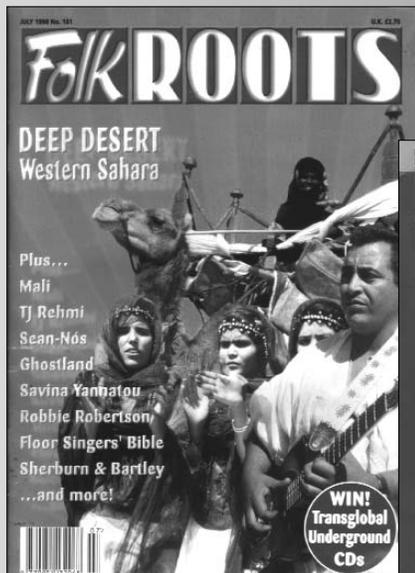


Would A Rose By Any Other Name Still Smell as Sweet?

The Changing Face of Folk Music Magazine Cover Designs

Like the original British invasion that brought the Fab Four to the States, England is once again setting trends in the field of popular music. This year *Folk Roots*, that venerable organ of traditional and roots music, decided to try out a bold new look and an even bolder approach to its title. The renamed *fROOTS* initially caused some confusion among greengrocers throughout Britain, who mistook it for a new trade magazine. Still, it wasn't long before American magazines saw the wave of the future and tried out some bold new approaches of their own. What follows is a *Dirty Linen* exclusive — a preview of the new American folk magazine cover designs.



Acoustic Musician was the first American magazine to embrace the challenge of redesign. Deciding, like *fROOTS*, to shorten their name, the first issue of *AcuMu* sold virtually no copies. A creative subtitle was added, bringing overnight newsstand success to the unplugged wonder.

