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Celebrating 50 Years of *Applied Radiology*

Erin Simon Schwartz, MD, FACR

A hearty congratulations to Oliver, Brenda, and Kieran Anderson, and their entire team, on the publication of this year's 50th volume of *Applied Radiology*!

It was with the April/May issue of 1972 that the journal, which back then labeled itself “The Journal of Radiologic Technique,” was launched to widespread welcome from the medical imaging community.

So it is fitting that we begin our celebration now, with the March/April issue sporting the first and most visible of several updates we expect to roll out over the course of 2021.

Have you seen our new cover? If you only read the digital version, you may have plunged right into the content and missed it. I invite you to take a look. We are proud to introduce a striking new design of our cover and refresh of our logo. Both are sleek, both are unmistakably identifiable, and both present a distinctive complement to the beautiful imagery in *Applied Radiology*.

We believe these changes, and those still to come, vividly reflect our renewed and ongoing dedication to remain “The Journal of Practical Medical Imaging and Management” for every radiologist and affiliated imaging professional.

We hope that you appreciate our new look, but we also recognize that change can take time for some to get used to. But rest assured, behind that glossy, black cover you will continue to find the same high-quality content you have come to expect from *Applied Radiology*.

In closing, I invite you to join us in this and subsequent issues as we reflect on the past 50 years of *Applied Radiology* and its part in communicating the vital role that medical imaging plays in health care. These reflections, these expressions of our founding principles, will help us set the course for the next 50 years.

To paraphrase Winston Churchill, who famously said, “Those that fail to learn from history are doomed to repeat it,” I would like to say without reservation that we have learned from our history, and we are determined to repeat all of its successes in the years to come.

Please join me in welcoming **Maddy C Artunduaga, MD**, of the University of Texas, Southwestern, to the Pediatric Radiology section of our Editorial Advisory Board. Maddy brings a wealth of experience in pediatric imaging with a special interest in genitourinary disorders, and we are very pleased to have her on our team.

Dr. Schwartz is the Editor-in-Chief of Applied Radiology. She is the Chief of the Division of Neuroradiology and holds the Robert A Zimmerman Chair in Pediatric Neuroradiology in the Department of Radiology at The Children's Hospital of Philadelphia. She is also an Associate Professor of Radiology, Perelman School of Medicine, University of Pennsylvania. She can be reached at erin@appliedradiology.com.