

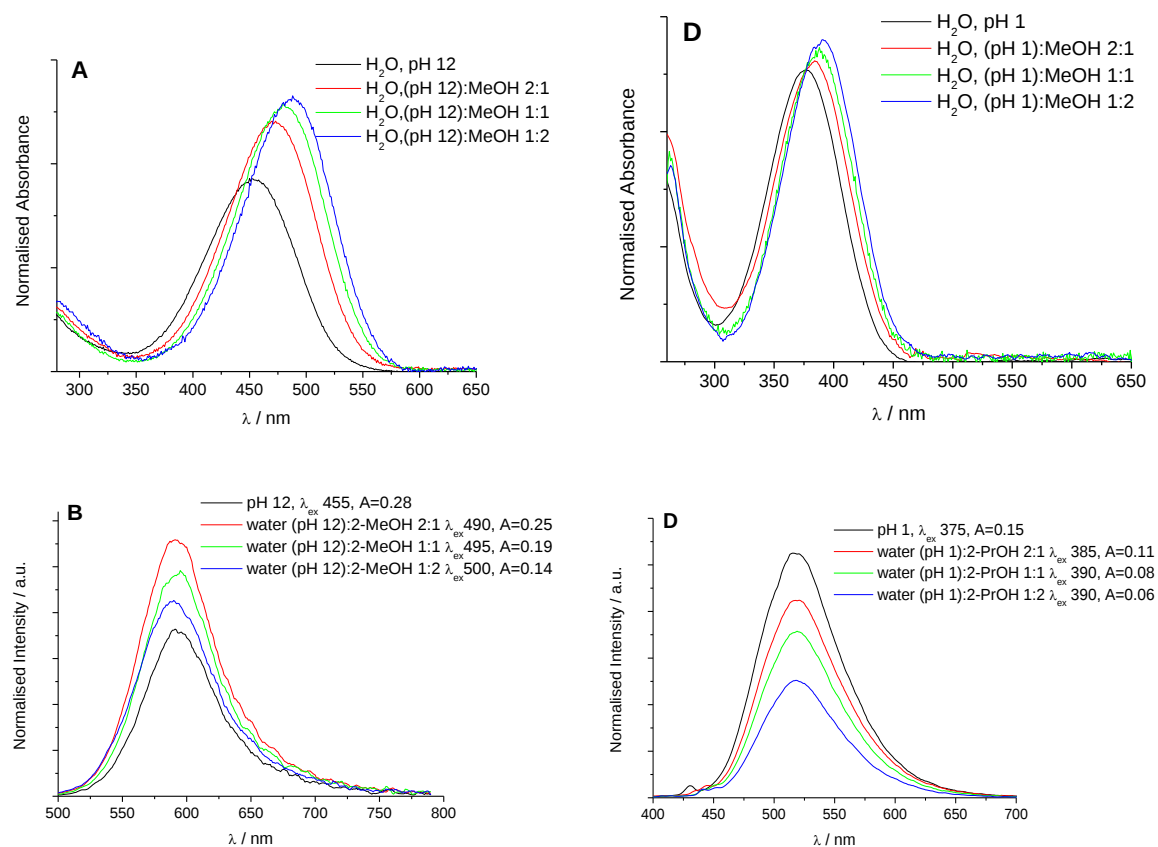


Figure 1s. Absorption and emission spectra of (E)-1-(4-chlorobenzyl)-4-(4-hydroxystyryl)pyridinium chloride (EPC) at pH = 12 and at pH = 1 in water and aqueous methanol; the solvent composition is indicated on the respective plots. Absorption spectra are normalized to equal concentrations of the solute.