

Editorial

Why can't we ?

We promised you a new look for the Indian Journal of Physiology and Pharmacology (IJPP) in the last issue. Here is your IJPP with the new look, and we hope it comes close to your expectations. The page is now larger and it has been printed in a more convenient two-column format. The references are in the standard Vancouver style, and there are some new features in addition to the original articles. This new look is symbolic of the hard thinking and heart searching that the editors have been doing during the last few months. The IJPP, like any journal of its type, is meant to educate, inform and entertain, in that order. But the pre-requisite for its actually accomplishing any of these aims is that it should be read; and to be read, it should be readable. In that sense its capacity to entertain assumes overriding importance. The hard question is to determine the type of entertainment which will make a sober, sophisticated scientific journal interesting without robbing it of its essential character. We have tried to make the journal interesting by introducing new features which would allow for some flexibility of contents. While the new features are expected to make the journal more readable, the original articles and their close cousins, the short communications and letters to the editor, will continue to be the meat of the journal, and the value of the journal will ultimately depend upon the quality of these. Therefore we earnestly appeal to our readers to submit their best articles to the IJPP. It is only through this type of cooperation from all of you that we will succeed in raising the standard of the journal. Our goal is to raise the standard to such a level that physiologists and pharmacologists anywhere in the world would voluntarily submit their best articles to the IJPP. It is entirely through the reader's cooperation that the New England Journal of Medicine (NEJM) rose from a local American Journal to one of the foremost international journals. If NEJM could do it, why can't we?