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ROLLING OUT THE '74 MODEL



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Confident that all of our readers are good observers, we are sure that they have noticed the "new look" reflected in this month's issue of *J. Pharm. Sci.* While we have not redone the Journal from top to bottom, we are introducing a number of substantial changes with this first issue of 1974. Probably most apparent is the new cover design. While the old design with a few modifications had sufficed for a number of years, a new cover design seemed appropriate and, perhaps to some, a little overdue.

On closer inspection, you will note that different type faces are employed for articles. The change in type faces was made in conjunction with a change in the method of composition. Like many other publications, we found that economic considerations as well as advancements in the state-of-the-art necessitated our utilizing photocomposition ("photon") rather than the familiar hot metal type composition. The most significant fallout of this change is not in the final printed material but rather in the intermediate states. Authors recently receiving galley proofs probably noticed that they are now in the form of photocopies rather than an original as was previously possible with metal type. Also, at the galley proof stage it is no longer possible to place equations in their correct position in the text; such material is now collected on a separate page. Similarly, because of current limitations with photocomposition, some minor compromises may be necessary in setting complicated material, particularly equations. We ask the cooperation of our authors and readers as we encounter and attempt to circumvent these problem areas.

Perhaps this also is a convenient time and place to explain that, after acceptance, *J. Pharm. Sci.* articles are edited by the staff for clarity, conciseness, and consistency. Galley proofs are sent to authors to read and approve; any unintended alterations in meaning should be called to the attention of the editors and clarified by the author.

On still closer inspection, the reader will notice that we have eliminated the use of periods with most abbreviations, attempting to achieve a "cleaner" look. More importantly, this change brings our style for abbreviations into conformity with the most accepted national and international conventions. In addition, the following specific changes have been made in an effort to conform to standard or more commonly used abbreviations: mc. = mCi, meq. = mEq, mcg. = μg , l. = liter, and $\mu = \mu\text{m}$.

This issue also marks the end of the "Drug Standards" section and the beginning of "Pharmaceutical Analysis," a title change we believe reflects more accurately the content and intent of this section. The "Open Forum Page," begun as an experiment one year ago, will be continued.

Some might conclude that the changes that we are introducing are merely decorative. Although there also is an element of that purpose present, basically we view these changes as just one more step in a continuing process of evolutionary growth and improvement, not only in the appearance of the Journal but more importantly in the content and quality of published material. Growth and improvement are objectives that must be ongoing and continual; to fulfill these objectives, we shall continue to operate professionally and responsibly and shall remain open, as always, to the comments, suggestions, and criticisms of those who utilize this publication.

A philosopher once observed rather wisely that at such time as any institution fails to continue moving forward, but chooses instead simply to maintain its position, it has in fact already begun its decline. There is a lesson here for us all.

Edward G. Feldmann

(It is also our pleasure to call the attention of our readers to several well-deserved changes in editorial staff titles, as listed in the adjoining column.—EGF)