A New Editor-in-Chief at the Helm!

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If asked to list three events that happened in 1941, depending on your age (and memory), you might come up with perhaps one, or draw a total blank. Let me help by informing you first that the Yankees took the World Series (again!) from the Brooklyn Dodgers 4 to 1. More significantly, President Franklin Roosevelt declared war on Japan on December 8, 1941, a day after the bombing of Pearl Harbor. Germany in turn declared war on the United States on December 11, 1941, adding to how momentous a year that was for Americans.

Very serious times without question, but there is a brighter side to 1941 insofar as endocrinologists and The Endocrine Society are concerned. The first issue of what was originally the *Journal of Clinical Endocrinology* (or *JCE*) appeared in January 1941 as the second journal of our Society, then known as the Association for the Study of Internal Secretions. For you endocrinologists who lament that the public has little idea what an endocrinologist is or does, consider that it could be much worse if you still were described as a specialist in internal secretions! The *JCE* started as a monthly publication at a cost of $6.50 per year, the price of a single movie ticket today (at least for senior citizens). Our Society’s first journal was *Endocrinology*, initially appearing in January 1917, and it was the growing submission of clinical papers to the latter that led to the birth of the *JCE*. As far as I can tell, there was no single Editor-in-Chief (EIC) of the *JCE*, but rather a star-studded “Editorial Committee” that included the famous Dr. Fuller Albright. Articles in that first issue included one by George Thorn on the use of steroids for adrenal insufficiency and one by Lawson Wilkins on treatment with desiccated thyroid of hypothyroidism in children.

January 1952 saw the “M” added to the *JCE* and publication of the first issue as the *Journal of Clinical Endocrinology & Metabolism*. January 2010 now marks another milestone for the Society and the *JCEM*. After 5 outstanding years as EIC, Dr. Paul Ladenson has stepped down. These past 5 years have seen remarkable enhancements in the Journal that have led to both its greater popularity with the readership and tangible evidence of its importance in the field. That importance was demonstrated again this past year by a significant rise in the Journal’s “impact factor,” which is a measure of the frequency of citation of *JCEM* articles. Dr. Ladenson’s achievements were facilitated, nourished, and enhanced by an exceptional group of Associate Editors, Editorial Board members, and reviewers.

On behalf of the Journal and the Society, I thank the departing Editors and Editorial Board members for their dedication. The quality and hard work of this team notwithstanding, the Journal would not have achieved its success by their efforts alone. Importantly, it has been the submission of outstanding manuscripts from clinical investigators and clinicians like you that has shaped the Journal into a repository of the best in endocrine scientific inquiry and commentary. Indeed, our authors have heeded Benjamin Franklin’s admonition in *Poor Richard’s Almanac*:
“If you would not be forgotten
As soon as you are dead and rotten,
Either write things worth reading
Or do things worth the writing.”

To ensure that we continue to publish matter that is
worth both the writing and the reading, we have again
assembled an impressive Editorial Board and an extraor-
dinary group of Associate Editors that have pledged to
bring the JCEM to even greater heights. If we are success-
ful, Society members and other subscribers will look to the
arrival of each issue with keen anticipation. Most of the
predominantly clinical features that were initiated with
the revised JCEM format 2 years ago will be continued
based upon the results of a survey of the readership com-
pleted in October 2009 that assessed the popularity and
value of these features. The survey indicated that in addi-
tion to publishing original research, you want the Journal
to continue to have clinically useful state-of-the-art re-
views on diagnosis and treatment of endocrine disorders
and lucid, readable treatises of endocrine topics at the
cutting edge of research. The same survey probed the level
of interest in a number of new and different features that
we thought would appeal to both clinician endocrinolo-
gists and clinical investigators. Your input will determine
which features we may incorporate, and I will look to the
Editors for other ideas and direction over the next few
years of my tenure as EIC. Moreover, I will continue to
solicit and welcome from you, the reader/consumer, sug-
gestions of topics, formats, and novel proposals that will
keep the JCEM a vital and essential part of your profes-
sional life.

New journals are appearing every year. Indeed, Dr.
Lewellys F. Barker wrote passionately of the proliferation
of new journals as increasing in number both rapidly and
needlessly. That opinion appeared in the Foreword of the
very first issue of Endocrinology in 1917! His observation
illustrates that “there is nothing new under the sun”
(Ecclesiastes 1:9–14) and:

“What has been, will be again,
what has been done, will be done again.”

Clearly, the past several decades have seen an explosion
of sub-specialty niche journals that can represent com-
petition for the JCEM. Yet, we want author/investigators
to submit their best work to the JCEM. Even so, why
should they? The reasons are manifold and include the
Journal’s reputation, international circulation, capacity to
reach the largest and broadest readership, rapid publica-
tion time, impressive impact factor, and its recognition as
having been voted one of the top 100 most influential
journals in biology and medicine over the past 100 years.
There is an incredibly rich history of that influence in the
tens of thousands of journal pages published in the 69
years since that first issue of January 1941. Our goal will
be to continue to publish authoritative articles of the high-
est quality in a timely manner in the print journal and
provide additional resources of value online. As our new
features roll out, please let me know if they are meeting
your needs and expectations. Over the four decades that I
have personally subscribed to the JCEM, it has dramati-
cally matured and changed to address the interests of its
readership while publishing the best, often groundbreak-
ing, endocrine science. My new team anticipates enjoying
continuing success in guiding the JCEM over the next 5 years.
It is with more than a modicum of humility and anxiety that
I assume the mantle of EIC with a clear imperative not only
to continue its excellence but also to achieve its unquestioned
recognition as the foremost publication in endocrinology.

Leonard Wartofsky, Editor-in-Chief

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