Cool

Volume 1 Number 1

July 30, 1990

How Genes Should Work
Cool

Head Cheese
Ben

European Cheese
Peter

Cool Dudes
Richard
Welcome
James
Jeremy
Pierre
Michael
Bryan
Gary
Werner
Philip
Joe
Corey
Thomas
Peter
John
Winship
Ira
Chris
Bob

People Who Reject Papers
Guido “The Killer” Sarducci
The late, great Roy Cohn
“Fingers” Itzkowitz

People Who Commission Reviews
None of your goddamn business.
Reviews are “solicited”

People Who Really Run Cool
Daffy Duck
Homer Simpson
Dan Quayle
Jonathan
David

Telephone Numbers
Complaints: 617-TOO-COOL

Principal Office
Cool
Trump’s Taj Mahal
Atlantic City, New Jersey

European Office
Cool
A secluded villa in the south of France
Cool

Mini-reviews
Cell-Cell-Cell-Cell Interactions in Development: An Astonishingly Clever Insight
Do Cells Actually Mistletoe?
Motifs as Messages from Our Maker
TFIID: Does Anyone Out There Care?

Book Reviews
You call this a book?
Finally, he's done with the damn book

Articles
X-Arg-Lys-X: A Novel Motif Conserved in Evolution
Same
Same

\textit{lushii}: A New Gene Expressed in Drosophila Posterior Segments
\textit{lushii} Encodes an EGF-like Zn Finger POU Homeobox HLH Protein with Tyrosine Kinase Activity

TFIID Is Not Essential for Transcription in Any Cell Type
TFIID Is Essential for Transcription in All Cell Types
An Ig Superfamily Member Not Involved in Neuronal Development

A molecular biologist 553-559
Tim and Marc 560-562
Ben 563-566
Everybody 567-569
Author's mother 570-571
Author's family 572-573
A lot of postdocs and a few bigwigs 574-580
Different authors 581-584
Different authors 590-598
Tubingen mafia 599-605
Someone at UCSF 606-624
A big, hot lab 625-631
Their rivals 632-640
Guess who's going to have trouble getting their next grant 641-646
LPF: Life Promoting Factor isolated from Xenopus Oocytes

LPF Expressed Everywhere All the Time in All Living Things

LPF Is Necessary for Transcription, Translation, and Retrograde Transport from Golgi to ER

Identification of LPF as an Amphipathic Protonated Triatomic Molecular Species

Gosh we're extremely cool

And cool biochemists

Cool cell biologists, also

Way coolness ensues

Products in which Cool Dudes have a Commercial Interest

Positions Already Filled

The cover shows a very cool picture, dude, of a chromosome stained with a very cool new dye that shows almost nothing so it's easy to pick out the really cool stuff. If you still can't see it now, then you're not cool enough for Cool. For details, see article by Dworkin and Wilson in a recent issue.
Instructions for Authors

Scope of Articles
Cool only publishes articles that it deems to be astonishingly cool beyond belief. Any dokey shit submitted will be returned immediately to the authors postage due; there is just too much cool shit submitted (mostly by Cool Dudes) to waste our precious thick glossy sexy stock on it. So, forget it, all you hoseheads out there.

Editorial Offices
We have no phone number, no real address, only an unlisted Fax number which can be obtained from a Cool Dude if appropriately sucked up to.

Time of Publication
None of your fucking business

Submission of Manuscripts
Try to find someone else who has written exactly the same paper (no overlapping authorship, preferably) and submit together. If this is not possible call up a Cool Dude and he or she will promptly submit an essentially identical paper.

Organization of Manuscript
Should be very cool. Leave informative stuff for the small print at the end so that no one has to feel guilty not reading it ("it hurts my eyes")

Models
All articles should contain a very cool model, whether or not the data support it.

References
Only articles that are in press may be included in the references and only those in press at Cool, Science, Nature, or PNAS.