A successful scientific paper relies critically on (a) the quality of the "raw" material provided by the authors, (b) the referees, and (c) the editorial decisions guiding the review process. Clearly, these three factors are interrelated, and authors can actually influence items (b) and (c) by attending to (a), as well as by adhering to some simple rules of common sense, on which I will elaborate in this talk. I will also provide some history from the first 50 years of PRL, with emphasis on lessons from the past that are of relevance today, and on the current and future developments in the journal and in the American Physical Society (APS).