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**50 Years of PRL: Physical Review Letters or Prestige and Recognition in Letter-Format**

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Soon after PRL's beginning a published article in Physical Review Letters meant prestige and stature for the author(s). The journal's goal to publish short and readable physics articles of importance and broad interest quickly became synonymous for authors to wide recognition and fame. I will follow the rise of PRL from its early 20th century roots as "Letters to the Editor" to PRL's current 100th volume while giving an account of the authors' perspective on the most successful physics journal to date.