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The Editor comments

POSTGRADUATE READING— THE HALLMARK OF A PROFESSIONAL

Some months ago a report came to our attention which struck us as reflecting a considerable degree of professional motivation in a particular group of pharmacy students. The report briefly and factually described a project which has been under way at Columbia University College of Pharmacy since late 1961.

Under the guidance of faculty advisor Dr. Gilbert Hite, the A.Ph.A. Student Chapter decided to undertake a project which they aptly titled, *Postgraduate Reading is the Hallmark of a Professional*. A committee of three students then conducted a vigorous campaign using posters and displays, and sending a personal letter, together with a sample copy of THIS JOURNAL, to each student at the College. Their main goal was to interest the students in the monthly review articles, and various ideas were employed to publicize the review articles as well as the change in journal format, and to indicate the courses in which the journal articles would be most useful.

The purpose of the campaign was stated by the students as follows: "To stimulate postgraduate reading as a means of learning the new, recalling the useful, and dispossessing the old; and to stimulate interest in postgraduate studies." The committee also pointed out various secondary benefits, such as the building up of a useful personal library.

During the first year, 125 students (35 per cent) of the undergraduate student body subscribed to THIS JOURNAL. The campaign was renewed during the current year with even more spectacular results, the number of subscribers having increased to over 70 per cent of the undergraduate enrollment. Clifford Restler, the student committee chairman, states that the goal for next year is 100 per cent participation, and adds that the student chapters at other pharmacy schools should consider similar programs.

We wish to take this occasion to congratulate both the student chapter and the cooperative faculty at Columbia. The completely *voluntary and spontaneous* nature of this entire project is a real tribute to the professional attitude of the students and reflects their sincere dedication to develop themselves into knowledgeable pharmaceutical experts.

Edward G. Feldmann