The Tech

The college world

calculated by Everett H. Trop '57

AMHERST COLLEGE, AMHERST, May 11. New students are now adding their names to the latest "chain letter" crate circulating on the campus. A chain letter is a device to engender public interest in an otherwise mundane activity.

On the evening of May 11, the Sociology Department at Amherst College sponsored a conference on "Chain Letters in American Society." The event was well attended, and the speakers included Dr. Charles T. C. Jenkins, a prominent sociologist from the University of Chicago, and Dr. John T. Thompson, a noted political scientist from Harvard University.

The conference was divided into two sessions. The first session, held in the Social Science Center, featured a panel discussion on the historical context of chain letters. The panelists included Dr. Jenkins, Dr. Thompson, and Dr. Mary E. Huse, a historian from Wellesley College. The discussion was moderated by Dr. Charles E. Martin, a sociology professor at Amherst College.

The second session, held in the gymnasium, featured a presentation by Dr. Jenkins on the contemporary relevance of chain letters in American society. Dr. Jenkins discussed the ways in which chain letters have been used to spread misinformation and influence public opinion, and he highlighted recent examples of chain letters that have had significant impacts.

Following the presentations, there was a question-and-answer period, during which the audience had the opportunity to ask questions of the panelists. The session concluded with a brief summary by Dr. Martin, who thanked the panelists for their contributions and encouraged the audience to continue thinking about the role of chain letters in society.

The conference was well attended, with over 150 attendees. The sessions were well-received, and the audience was engaged throughout the event. The event was organized by the Sociology Department at Amherst College, with support from the College's Office of Student Affairs and the Office of Alumni Affairs.