When your courses are set
And a dream-girl you’ve met...
Have a real cigarette—have a CAMEL!

- Man, that’s pure pleasure!

It’s a psychological fact:
Pleasures help you distinguish
if you’re a smoker, remember—
more people get more pure pleasure from Camels
than from any other cigarette.
No other cigarette is so rich-tasting, yet so mild!

beaver barks

New Athletic Director Richard Balch States Policy

by F. Holmey Wayman ’58

When we heard that one Richard L. Balch had been appointed Athletic Director, succeeding Ike Geiger, who died last January, and Roy Nancy, who has been acting director in the interim, several questions naturally came to mind.

What was his ground? What would be his general athletic policy? What would his opinions on intercollegiate foot-
ball, on field day athletics, on MIT and athletics in general? Finally, how would his personality fit into the Tech picture.

Born in Evanston, Illinois, in 1918 of New England parentage, Balch moved to Pasadena, California while he was still quite young. While attending Pasadena High, Balch played basketball, baseball, track, and football, captaining the senior team his senior year. Upon graduation, Balch received a substantial athletic scholarship to Union College in Schenectady, New York, where he played basketball, track, lacrosse, and three years was varsity quarterback on the football team.

In 1941, Balch graduated from Union with a B.S. degree in chemical engineering, and joined a local manufacturing concern, after which he enlisted in the navy. Upon discharge as a lieu-
tenant in 1945, Balch worked for a year as a purchasing agent for a pump manufacturing concern, after which he returned to Union as an assistant to

Mr. Balch’s general athletic policy will also be a firm belief in the close integration of the athletic and academic programs of the Institute. "We will continue," says the new di-
rector, "to have the athletic program promote, and not intrude upon, the intellectual program at the Institute. It will be basically a three point pro-
gram, made up of intercollegiate, varsity

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