Fifty-six candidates enter race for undergraduate class offices

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Class of ‘69 presidential candidates are Mark Mathis of Phi Lambda Phi, the current president, and Bill Wetherill, an independent.

Thirteen freshmen have taken out petitions for Executive Committee offices. They are: Bill Berry (Bob), Linda Sharp (McC), A. Miller-Kurtis, Mark Swar (PS), Jim Protopoulos (ZBT), Stelios Flot (McC), Bob Schwartz (Bur), Steve Nadeau (PMD), Henry Levine (Bex), Doug Carden (SAE), Jeff Gilman (PGD), Bruce Taylor (SPG), and Keith Davies (STP).

Morison takes post as master for year at college in Yale

Elting E. Morison, Professor in the Sloan School of Management, has been appointed acting master for 1966-67 of Elm Slies College, a new residential college at Yale. Prof. Morison, who will leave as Sloan Fellows Professor, will replace Richard B. Sewall, Professor of English, who will take his sabbatical leave next year.

Prof. Morison was previously a visiting professor in history at Yale in 1961-62. He has been on the MIT faculty since 1946.

The Press addresses its book advertisements for year

According to Mr. Bowen, “The imprint of The MIT Press or any other university press cannot inherit lasting significance or prestige; it can earn them only through diligent and enlightened exercise of the fundamental responsibilities of manuscript selection and editing to consider for publication.”

The Press seeks to provide an atmosphere in which both author and critic can profit from a review of the manuscript. The Press and other university presses must carefully spend more time and money than perhaps they should in manuscript preparation, but as Mr. Bowen has said, “Sure, it is the work of scholarship.”

According to the Press, “The Press publishes for direct-mail promotion, rather than by extravagant space advertising in magazines and newspapers common to commercial publishing. Direct-mail promotion imparts more sales at less expense than does space advertising.”

The reasons for this resolve are not due to necessity or even to choice. The Press publishes for narrow markets of, say, 300 to 500 readers. Hence, expensive space advertising would be useless. Instead, the Press uses a high speed addressing device to provide the prospective book buyer with specific, profession-oriented advertising.

MIT Press must prove its worth by careful, scholarly presentation

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