

## PRESIDENT'S PAGE

**T**HIS ISSUE is the first under the editorship of Dr. Thomas Weiss, Dean of the School of Education, California State College, Long Beach. The board of directors of the International Society for General Semantics congratulates Dr. Weiss for his fine work, and at the same time, we pay well-deserved tribute to Dr. S. I. Hayakawa for the magnificent job he has done all through the years as the editor and guiding hand of *etc.* The journal was founded over twenty-seven years ago, and under Dr. Hayakawa's editorship it has become the outstanding publication of its kind in the nation. The officers and directors of the International Society for General Semantics would also like to express their thanks and appreciation to the following people who have worked with Dr. Hayakawa on the journal:

James Dotson who as managing editor has taken care of the many technical problems involved in bringing the issues to completion.

Dorothy MacDonald, a professional editor with the American Management Association, who has also helped as a copyreader and proofreader for several years.

A special thanks to the following readers who have served on the colloquium, which has been the very heart of *etc.*: Gerald Haslam, Arthur Hastings, Arthur Berger (editor of the special issue on the FCC), and Arthur Chandler.

There are other people who have served over the years with Dr. Hayakawa in editing and producing the journal,

all of whom we should like to thank, but there are so many that it would be virtually impossible to list all of them.

**T**HE NEW EDITOR of *etc.*, Dr. Weiss, has long been active in the development and teaching of general semantics. He constructed the much-used "Is-of-Identity Test" and coauthored the books *Scientific Foundations of Education* (rev. 1964) and *Psychological Foundations of Education* (1963). He is the author of numerous articles dealing with scientific methods and general semantics.

In his former position at Arizona State University, Dr. Weiss arranged for the inclusion of general-semantics material in the required courses for all teachers, and in his post at Long Beach, he is working on plans for programs in general semantics.

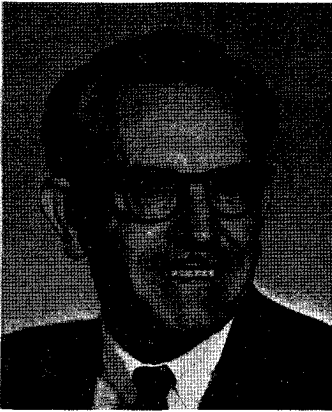
Prior to accepting his position at Arizona State University, Dr. Weiss was senior psychologist at General Motors Institute and head of guidance and counseling at Central Michigan University.

In the course of changing the editorship, it was necessary for Dr. Weiss to select people who would be geographically closer to him in the Long Beach area so that editorial meetings could be held at regular intervals. We feel certain that these people will form the kind of team that can edit and produce this journal. New appointees to the editorial staff appear on the masthead of this issue, together with some new correspondents.

The officers and directors of ISGS extend their good wishes and sincere thanks to these new members for accepting these important editorial responsibilities.

PAUL HUNSINGER, PRESIDENT  
International Society for General Semantics  
University of Denver

## EDITOR'S PAGE



THE NEW EDITOR

**T**RANSITIONAL periods are difficult at best and catastrophic at worst. This tends to be true whether one observes transition in Washington, the Kremlin, or Red China. It is no less true, but not as potentially disastrous, when editorial policies change under the administration of a new editor and editorial staff.

The purpose of *etc.*: A *Review of General Semantics* is clearly delineated in

Article II of the Constitution of the International Society for General Semantics:

### ARTICLE II. PURPOSE

The corporation is organized under the Not-for-Profit Corporation Act of the State of Illinois for the following purposes: (1) To advance knowledge and inquiry into nonaristotelian systems and general semantics through publications, lectures, research, and other appropriate educational and scientific means.

Articles submitted for future issues of *etc.* should be screened before submission by their authors to be sure

they conform to the stated objectives of the journal. Articles may be descriptive, experimental, or historical, so long as they fall within the guidelines of Article II. Since general semantics is interdisciplinary, articles from all fields are earnestly solicited. Particular attention will be given those papers that promise to be helpful to educators, kindergarten through university level, in promulgating korzybskian principles.

Future articles must follow American Psychological Association guidelines. No article will be returned unless a stamped self-addressed envelope is enclosed with two copies of the manuscript.

The present issue is intended to "set the stage" for future issues. Reaction to new editorial policies and content should be addressed to the editor.

THOMAS M. WEISS, EDITOR

California State College, Long Beach

