

IN MEMORIAM

Russell Joyner, who had retired as executive director after nearly 30 years with the International Society for General Semantics, including three years as editor of *ETC.*, died on April 12, 1996 at age 71.

His life was marked by great contrasts: He changed from an indifferent high school student not interested in books to an omnivorous reader and magazine editor. He went from a rough/tough marine rifleman to a gentle and helpful semanticist. He came from a family of traditional Southern Baptists and became a freethinker.

He grew up in Little Rock, Arkansas, and left high school at 17 to join the Marines. Russ fought at Guadalcanal and Okinawa in World War II and later in the Inchon landing during the Korean War. In 1952 he married Charlotte Knox, who had a collection of books; Russ became fascinated with reading and thus began his abiding love of language.

In 1957, in North Carolina awaiting discharge from the Marines, he came across S. I. Hayakawa's *Language in Thought and Action*, and was so impressed that he immediately hitched a ride on a military plane headed for San Francisco in order to meet and talk with the author. Hayakawa urged him to move to San Francisco, and arranged for him to enroll at San Francisco State College, where he worked as an assistant in Hayakawa's classes. He later studied at the University of California in Berkeley, where he graduated with honors. He also worked at City Lights, a well-known avant-garde bookstore in San Francisco.

In 1961, when Hayakawa moved the ISGS office from Chicago to San Francisco, Russ began his distinguished career with the Society. He was a workaholic who found general semantics the major interest of his life. With Charlotte's encouragement and support, he spent endless hours helping scholars and students to find materials, tirelessly promoted general semantics, and developed ISGS programs and membership. Later he was given the Talbot Winchell Award in recognition of his work.

Russ capped his service to ISGS with three years as editor of *ETC.*, and transformed it into a rigorously-edited, reader-oriented magazine that eschewed the scholarly and abstract and focused on practical applications of general semantics in a clear, readable style.

He is survived by his wife Charlotte, their daughter Zoe Danielson, and four grandsons.

— Robert Wanderer