

THE UNIVERSITY OF MISSOURI BULLETIN

**Honor Awards For
Distinguished Service in Journalism
1962**



**Dedication Ceremony
Journalism Building Addition**

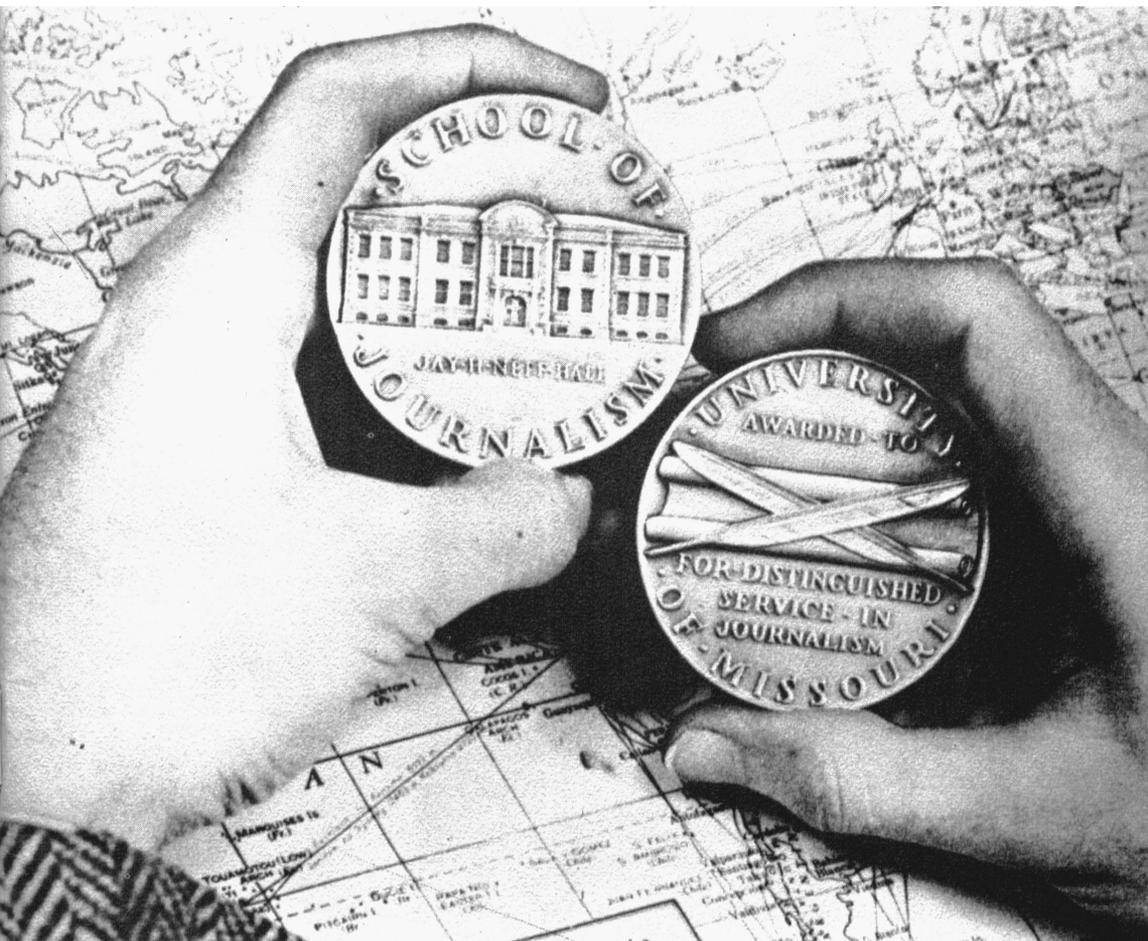
THE UNIVERSITY OF MISSOURI BULLETIN

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MARCH 6, 1963



Medalists, 1962

The Thirty-Third Annual Presentation of the Awards for Distinguished Service in Journalism, May 4, 1962

Before a company of students, faculty, editors and publishers, and friends of the School of Journalism, assembled in the auditorium of Jay H. Neff Hall, awards were presented to:

THE ARKANSAS GAZETTE (acceptance by J. N. Heiskell, editor
and owner)

GEORGE FIELDING ELIOT, author, commentator, columnist for
General Features Syndicate

PAULINE FREDERICK, United Nations correspondent for NBC

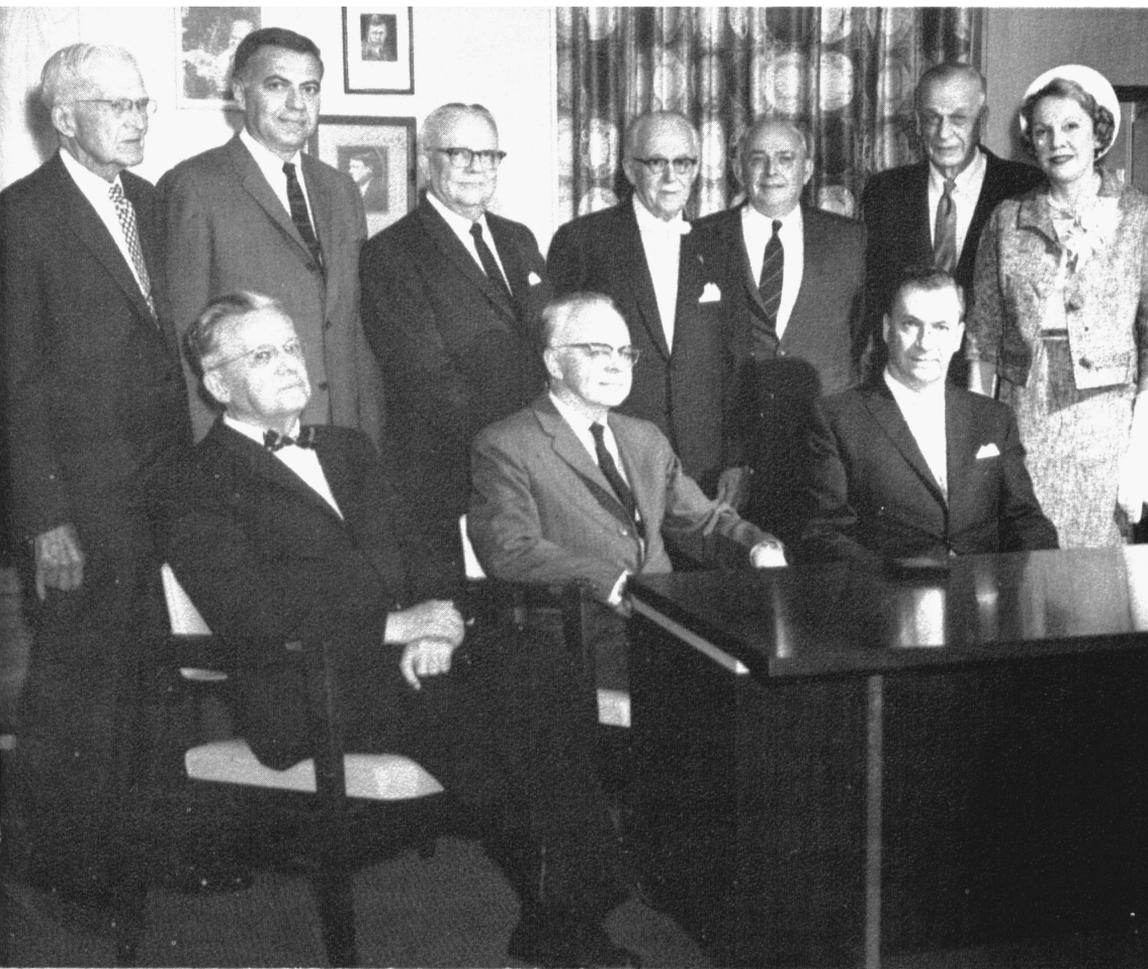
The HANNIBAL COURIER-POST (acceptance by E. L. Sparks,
publisher)

ROY WILSON HOWARD, president of New York World-Telegram
& Sun and chairman of the executive committee of Scripps-
Howard Newspapers

SAUL PETT, B.J. '40, special assignment reporter for Associated
Press

BASIL L. WALTERS, president of Newspaper Research Associates,
formerly executive editor of Knight Newspapers and editor
of The Chicago Daily News

2 Nominations for the honor awards may be addressed to the Dean of the Faculty, School of Journalism, at any time prior to December 1, annually.



1962 Medalists

Standing are the Honor Award recipients: J. N. Heiskell, Saul Pett, E. L. Sparks, Roy W. Howard, Basil L. Walters, George Fielding Eliot, and Miss Pauline Frederick. Seated: Dean Emeritus Frank Luther Mott, President Elmer Ellis, and Dean Earl English.

Remarks of Dean English preliminary to awarding of Journalism Honor Medals, May 4, 1962

Again we have come to that important point in the annual Journalism Week program when medals for distinguished service in Journalism are to be awarded.

This program of recognition was first designed in 1930, and during these 32 years since, 176 citations have been made, 122 of these being of *individuals*.

Missouri Honor Medals are given to newspapers and magazines and to individual journalists, who, over a considerable period of time, have established distinguished records, rather than for particular occasions of achievement (as in the case of the Pulitzer awards). I believe the honorees this year fulfill very well the criteria on which this awards program was established.

A special committee of the faculty each year submits a list of journalists, newspapers, and magazines to a confidential advisory council made up of leaders in various areas of journalism, and in some cases special committees are appointed to study particular problems that may arise in connection with the choosing of medalists for the year.

The nominees presented by the faculty committee, upon the advice of the council, are voted on by the faculty, and the elections are certified by the Board of Curators of the University of Missouri. Nominations for

Not for the Day Alone

J. N. Heiskell, editor, *The Arkansas Gazette*

Let me take advantage of my appearance here to suggest to journalism students and to men and women who are engaged in newspaper work a thought that may be both inspiring and challenging.

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All who write for the press are doing more than fulfilling immediate assignments and more than recording current incidents or developments. They are contributing to history that will be written in the future. Authors who are preparing to write in the field of war or economics or sociology or politics or in other fields go to newspaper files for infor-

these awards may be addressed to the Dean of the Faculty, School of Journalism, at any time prior to December 1, each year.

In 1958-59, during the School's anniversary, a Journalism Hall of Honor was established here in the School of Journalism. It comprises the names and photographs of those persons who have received medals for distinguished service in journalism, as well as those who served as honorary chairmen of the 50th anniversary and the past presidents of the Missouri Press Association.

The photographs of the medalists we honor today will be unveiled, with those already in the Hall of Honor on these walls, at the close of this medals presentation ceremony.

A year ago at this time I mentioned for the record a subject that has had my personal interest for some time. I said then that the Peace Corps should recognize the profession of journalism and enlist the support of young persons who meet the general requirements for service in that organization.

I wish I might report at this time for the published record of these sessions that we are about to make use of this great potential in our foreign service program.

A recent letter from Robert Sargent Shriver, Jr., director, states:

"There is indeed a great potential for foreign service existing among journalism graduates, and it is unfortunate that the Peace Corps does not now offer more opportunity to exploit it. I am hopeful, however, that notable opportunities for journalists may arise later. In fact we are actually at work now trying to develop suitable opportunities for journalists. We will get in touch with you as soon as we have something specific."

That is an encouraging note, and I hope you all will join with me in the hope that journalists may someday be utilized in the foreign service of their country.

mation they need. Here they find the elemental roots of their subjects. And so reporters and editors have a responsibility to the future as well as to the present. What they write today may not be alone for the next issue of their paper. Its substance if not its words may be incorporated in a book of near or distant years. There rests on all of us in journalism a somewhat awesome obligation. If we do not picture with truth and fidelity the events and conditions of our day, some record written long after we are gone may fail in truth and fidelity.

I am using my own paper as an example because it has been recording events for 143 years, and I am acquainted with some of the ways it has served as source and reference.

The Arkansas Gazette, which was established in 1819, published a continuous record of weather observations made by its first publisher. In later years the United States Weather Bureau re-published all the me-

teorological tables the Arkansas Gazette had compiled. This pioneer Arkansas newspaper thus gave to the science of meteorology data about the weather, in one part of the country, that could not have been obtained in any other way.

The convention which met in 1836 to write a Constitution on which the Territory of Arkansas was to seek admission as a state kept no journal and the Gazette's reports are the only record of the proceedings. In the admission of Arkansas as a state the Gazette played a part that may be unique for a newspaper.

The official copy of the Constitution was committed to the hands of an official messenger for delivery at Washington. The difficulties of travel in that day are strikingly shown by the messenger's experiences on his journey. He left Little Rock on February 5, 1836, on the steamboat Neosho for New Orleans. Then he proceeded to Mobile, Alabama, and Richmond, Virginia. On March 2 he wrote from Richmond that he was ready to buy a horse and ride to Washington, but the roads were impassable and he was mortified beyond expression at the enforced delay. Arkansas's Territorial delegate in Congress, Ambrose H. Sevier, wrote from Washington on February 26 that the official messenger had not arrived. But on February 29 he wrote that he had received a copy of the Arkansas Gazette's Extra containing the text of the new Constitution, and the House committee used this in considering Arkansas Territory's application for statehood. The official messenger arrived on March 8, but before he delivered the official copy of the Constitution, the majority of the House committee had agreed on a bill for the admission of Arkansas. By putting into the committee's hands a copy of the Gazette Extra containing the Constitution valuable time had been saved.

Now may I say something about the founding of the newspaper to which I have given more than half a century of my life. And first I shall say that any honor and any good name the Arkansas Gazette has won have come from following the principles of the original founder.

If an institution is the lengthened shadow of one man, the Arkansas Gazette is the lengthened shadow of William E. Woodruff. It was born of his initiative and vision and his pioneering enterprise, and it was carried on through the years by his unflagging industry and his courage.

William E. Woodruff was born on Long Island. His father died when the son was 13, and he was apprenticed to Alden Spooner, publisher of the Long Island Star, the newspaper on which in later years Walt Whitman learned his trade. Woodruff completed his apprenticeship on May 29, 1818, and then set out on a journey that was to have great consequences for him and for Arkansas. After reaching Wheeling he went by river to Pittsburgh, Pennsylvania, and Louisville, Kentucky. He walked from Louisville to Nashville, Tennessee. In March, 1819, the Territory of Arkansas was created and Woodruff seems to have seen his opportunity. He bought at Franklin, near Nashville, a press and type. After bringing this equipment to Nashville he descended the Cumberland River, the Ohio and the Mississippi. By a channel which was known as the White River Cut-Off he entered the Arkansas River and landed at Arkansas Post, 60 miles from the mouth of the river, which was the capital of the

new Territory. He arrived there October 30, 1819, and on November 20 the first issue of the Arkansas Gazette came from the first press established in the wilderness that had been called the Arkansas country.

When Woodruff came to Arkansas Territory he was told that in this climate men had to drink liquor to preserve their health. He declared that he intended to remain here and he did not intend to indulge in drinking. It is distressing to learn from obituary items and tombstones at what early ages many men died in that day, but Woodruff lived to be 90.

At Arkansas Post he kept two barrels filled with water. The barrels were covered with cloth and large dry goods boxes were put down over them. He used water in turn from the barrel where the water was clear. Not every editor of the Gazette has emulated Woodruff in refusing to use alcoholic beverages for the benefit of his health. But in this matter the present editor has followed Woodruff with approximate fidelity.

Woodruff came of Colonial Connecticut stock and was a descendant of Dissenters or Nonconformists. He had the moral courage and the practical good sense to be a dissenter and a nonconformist in Arkansas. He announced that his paper would be devoted "unremittingly to the development of the Territory" but it would "steadily keep in view the improvement of morals." The duel was an almost universally accepted institution among men of position and prominence, men who exercised the greatest influence and those whose friendship and support a struggling newspaper might highly value. But when two leading figures fought a duel and one was killed, while the trial of the survivor resulted as such trials were supposed to result, the Gazette asked whether the law should not make a second in a duel a competent witness, with his own guilt released.

The National Intelligencer of Washington, one of the great papers of the day, published an account of this duel. The Gazette reprinted it and reminded its readers that such advertising blasted the reputation of Arkansas Territory in the eyes of sober men throughout the Union.

And the Gazette has for more recent years continually admonished the people of Arkansas that press reports of unhappy and unfortunate affairs in our state are read in many million homes. We in Arkansas are sure of the moral soundness and integrity of our state and its people. But we should always be concerned about the picture and the impression that the people of the rest of the country have. Arkansas has had much unfortunate advertising that it did not deserve but it has suffered for much unfortunate publicity that its own people have brought upon it.

In September, 1957, the Little Rock School Board had bowed to the decision of the United States Supreme Court and made plans to admit nine carefully screened Negro children to a high school. Governor Orval Faubus surrounded the school with National Guard troops and prevented the Negro children from entering. He announced that this action was taken to prevent disorder, but I must believe he was actuated by political motives, with the purpose of getting elected to a third term.

As birds might flock to discovered food, newspaper correspondents descended on Little Rock. The story of mob disorder and defiance of the courts was spread the length and breadth of America and in other

countries. Especially did Communist newspapers in foreign countries blazon Little Rock in black headlines on their front pages.

I have said that the founder of the Gazette was in his religious inheritance a nonconformist, and generations later the newspaper he founded was a nonconformist with the inflamed emotions and bitter passions, the hate and prejudice, loosed by token high school integration. It suffered abuse and misrepresentation and the loss of thousands of subscribers. But I can say in no spirit of boasting that if the Arkansas Gazette should be confronted by another such situation it would follow the same course again.

Just as an individual may find his conscience put to test and trial and his courage challenged, so a newspaper may have to make the crucial choice between the safe and easy way and the hard and hazardous course that is the line of duty.

If it finds itself embattled in time of controversy and crisis it can so acquit itself that reprisals against it translate into recognition of its courage and independence. Material losses are moral gains and words of denunciation are tribute and testimonial.

For abuse and for misrepresentation and material losses there is recompense for a newspaper if it is known of all men that duty and obligation were rested in its keeping and were not betrayed.

For what our newspaper suffered there was visible and tangible reward in two Pulitzer Prizes, one for the chief editorial writer of that time, Harry S. Ashmore, and one for the newspaper itself. There were treasured plaques and scrolls. But these were not all. There was reward not made with hands or spoken with human voice. There was reward in conscience satisfied and sense of duty done.

Every newspaper must come to judgment and accounting for the course that forms its image and its character. If it is to be more than a mere mechanical recorder of news, if it is to be a moral and intellectual institution, it must fulfill the measure of its obligation even though, in the words of St. Paul, it has to suffer affliction. It must have a creed and a mission. It must have dedication. It must fight the good fight. Above all else it must keep the faith.

Citations and Responses



J. N. HEISKELL

To THE ARKANSAS GAZETTE, in recognition of:
its notable position as the oldest newspaper west of the Mississippi River;
its loyalty to high levels of news and editorial responsibility in city, state, and nation; and
its record of sixty years of service under the ownership and direction of John N. Heiskell, gentleman, scholar, and courageous fighter.

J. N. HEISKELL, accepting for the Arkansas Gazette:

I want to express to Dean English and the University Curators my deep appreciation of the citation and the medal. When I talk at home about the honors I have received I sometimes feel there is skepticism, and I am glad to have this concrete documentary evidence to take back with me.

TO GEORGE FIELDING ELIOT, in recognition of:

his highly instructive, provocative, and always informative broadcasts, books, magazine articles and newspaper columns over nearly half a century;

his work as a good reporter first and military expert second, while emphasizing the verities of our military situation in peace and war; and

his contributions to the national defense of his country that have helped so much to give sensible leadership to American public opinion.

GEORGE FIELDING ELIOT, accepting:

Dean English, my state of mind on this occasion reminds me of an old Navy friend, who as captain came to the day when the promotion board was meeting to select Rear Admirals — his last chance for promotion. The officers of the cruiser he commanded were devoted to him and therefore tense with excitement. He maintained an air of serene calm.

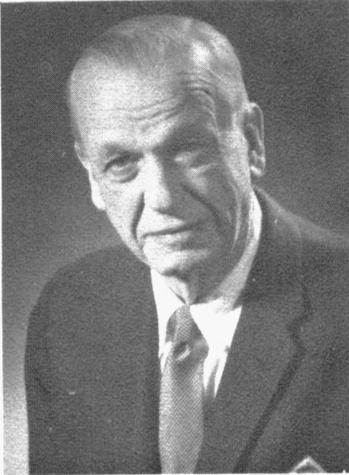
“Don’t be so excited, gentlemen,” said he. “Look at me — I’m not excited. I’m just going to my cabin to take a shower and shift into clean whites.”

A little later the communications officer burst into the cabin waving the fateful radio message. He could hear the water running in the shower — he yanked open the door, yelling — “Captain, Captain, you *made* it!”

“Thank you, Mr. Kelly,” said my friend, “I’m glad to hear your news, but there’s still no occasion for all this excitement.”

“Well, sir,” said the communications officer, “I’ll admit I’m excited, but, sir, I am *NOT* taking a shower in a white service uniform!”

10 This, friends, is a truthful facsimile of my present condition, at the receipt of an honor which means fully as much to me as being promoted Admiral did to my friend. My sincere gratitude and appreciation to you, sir, and to your great School of Journalism whose accolade I am so deeply honored to receive.



GEORGE FIELDING ELIOT



PAULINE FREDERICK

TO PAULINE FREDERICK, in recognition of:

her remarkable career as a broadcast news reporter for the NBC Television and Radio Networks;

her outstanding coverage of the Korean, Suez, Hungarian, Middle East, Laotian and Congo crises;

her notable, authoritative reporting of the Nuremburg trials of German war criminals, of conferences of Big Four foreign ministers, of national political conventions and elections; and

her distinguished work as NBC News United Nations Correspondent and as the first woman ever to be elected president of the UN's Correspondents Association.

PAULINE FREDERICK, accepting:

When I entered graduate school to study international law, I had about decided to pursue a full law course and eventually become a lawyer. One day my history professor called me aside and said, "There are so many lawyers in the world, I think you should go back to journalism."

I have always been grateful for his advice, but never more grateful than I am this afternoon. Thank you.



E. L. SPARKS



ROY WILSON HOWARD

TO THE HANNIBAL COURIER-POST, in recognition of:
its valuable contribution to the growth and recognition of the Mark Twain Area of Missouri;
its editorial leadership and general excellence as a small city newspaper; and
its record, commencing this year its 125th year, as the oldest continuous newspaper published in Missouri, thus earning its title as "The Granddaddy of Missouri's Newspapers."

E. L. SPARKS, accepting for the Hannibal Courier-Post:

My vocabulary is not quite large enough to express what I would like to say. I thank you for this award, not only for myself, for everyone who has worked there has had something to do with building the paper.

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TO ROY W. HOWARD, in recognition of:

his sixty years of distinguished newspaper work, including a third of a century as editor of the New York Evening

Telegram, now the World-Telegram and Sun;
his achievement in building the United Press, through
imagination, administrative ability, and energy, into one of
the great news services of the world; and
his genius for organization, which has done so much to
make Scripps-Howard Newspapers today the nation's largest
newspaper group.

ROY W. HOWARD, accepting :

Looking at the pictures of the distinguished figures on the walls of this Journalism Hall of Honor, I am deeply appreciative of your award and its connotations.

At the turn of the century, 1900 to be exact, when I broke in as a cub reporter, the foundation of a newspaperman's education was the hard head of that journalistic top-sergeant, a dedicated city editor. In those days, a college graduate in the city room was as rare as a dinosaur's egg in the Gobi Desert, and when he was there at all he sang in a very low key.

As a graduate of the university of the news room, I and most of my contemporaries took a dim view of the idea that journalism could be learned in school or from a book. But time, a reasonably open mind and a rapidly changing national psychology gave me a change of viewpoint which started to jell on my first meeting with that pioneer of his profession, Dr. Walter Williams.

Today, good schools of journalism are as necessary to broadened and expanding journalism as newsprint itself, and a college education in which journalism has been featured has virtually become a must. Higher educational levels and the tremendously widened news interest of the public demand a broad educational base for journalists, with some knowledge of global political, economic, scientific and cultural affairs.

Sincere appreciation of the judgment and vision with which the Missouri School of Journalism is meeting this challenge deepens my appreciation of the honor of your award.

To SAUL PETT, in recognition of:

his unrelenting determination to obtain an education for his profession in the face of difficulties that would have discouraged the less resolute;

the superb ability he has developed as a journalist to report meaningfully news events;

his talent for creatively describing the human condition in our time; and

his career as a reporter for the Associated Press that has served to elevate the work of a feature writer to the level of creative art.

SAUL PETT, accepting:

I am truly honored today by this University, where I was educated, and where I also learned how to wait on tables and press pants, and where I also met my wife. I am truly honored by this medal and by the very special company you place me in. Thank you.

To BASIL L. WALTERS, in recognition of:

his career of more than forty years as a sound, hard-working newspaperman with a special genius for news editing and the display of news;

his recognized leadership among his fellow-workers, as evidenced by their choice of him to occupy many positions of trust, responsibility, and honor in journalistic organizations; and

his well known characteristics of intelligent goodwill and tireless energy.

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BASIL L. WALTERS, accepting:

I am indeed deeply honored by this recognition, which to me is the greatest reward that can come to any newsman. Now



SAUL PETT



BASIL L. WALTERS

I am delighted that this citation mentions hard work and tireless energy. As Dean English and I were walking across the campus he asked me what was Roy Howard's greatest characteristic. Roy, fellow Hoosier, has many characteristics, but I said I thought tireless energy and hard work had a great deal to do with Roy's achievements. Of course, he has got a lot of other stuff on the ball, but I think hard work accounts for most of whatever I may have achieved, and I am delighted that the citation recognizes it. Thank you.



James A. Finch, Jr., President of the Board of Curators officially accepts the Journalism Building Addition. Seated: (l. to r.): Basil L. Walters, president, Newspaper Research Associates; President Elmer Ellis; Lt. Governor Hilary Bush; Curator Doyle Patterson (partially hidden), and Dean Earl F. English.

P R O G R A M

DEDICATION

Journalism Building Addition

11 a.m., Saturday, May 5, 1962

DEAN EARL ENGLISH, presiding

INVOCATION

THE REVEREND MONK BRYAN

INTRODUCTIONS

PRESENTATION OF

JOURNALISM STUDENT LOUNGE FURNISHINGS

MRS. LUCILLE JONES

President, Northwest Press Association

PRESENTATION OF BUILDING

THE HONORABLE HILARY BUSH

Lieutenant Governor of Missouri

ACCEPTANCE

JAMES A. FINCH, JR.

President, University Board of Curators

ELMER ELLIS

President, University of Missouri

DEDICATION ADDRESS: 'EYES FORWARD'

BASIL L. WALTERS

President, Newspaper Research Associates

BENEDICTION

Open house and tour of building

Remarks of Dean English at the dedication of the Journalism Building Addition

Ladies and gentlemen:

We are gathered here to dedicate this building to the instructional facilities of the School of Journalism in the University of Missouri.

On September 14, 1908, the School of Journalism here began its work on this campus in Academic Hall (now Jesse Hall). Dean Walter Williams and faculty members had their offices on the second floor of that building while classes met in the basement.

On the same day that the School opened, a daily newspaper, The University Missourian, made its appearance. It has been published regularly since that time, devoted to the firm belief of the School's founder, Dean Walter Williams, that in order to be meaningful, classroom theory should be put to immediate practical use.

From the first the Missourian was designed to be a city newspaper, serving both the city and University communities.

A year after the founding of the School the complete instructional program was removed to Switzler Hall where for 11 years it occupied the major portion of that building, now nearing its 100th birthday. During that 11-year period, the School graduated 223 men and women.

On the 10th anniversary of the founding of the School the announcement was made that a new building was to be provided through the generosity of Ward A. Neff, a 1913 journalism graduate, in honor of his father, Jay Holcomb Neff, publisher of the Corn Belt Farm Dailies.

That building, Jay H. Neff Hall, was dedicated on Sept. 1, 1920, and on the following day the Missourian was printed for the first time in a publishing plant of its own.

In 1937 through the assistance of the Works Progress Administration, the present Walter Williams Hall was dedicated in honor of the School's founder, who had died in 1935. A large portion of this building is now devoted to the Frank L. Martin memorial library, named in honor of the School's second dean, and now housing one of the most extensive collections of journalism books in the world.

That brings us down to the present in this brief recounting of the structures that have sheltered this world's oldest school of journalism.

The building which the University is about to receive from the people of the state of Missouri through the good offices of our Lieutenant Governor, the Hon. Hilary Bush, has been planned to facilitate the teaching project begun on the opening day of the school year 53 years ago — the publication of a daily newspaper.

The building is so designed and equipped with modern facilities that students today may devote their energies to the development of their

talents under virtually optimal conditions. Certainly this fine facility will serve to augment the learning conditions which have distinguished the philosophy of Missouri journalism education from its day of beginning.

A Persian proverb of long ago seems to carry this philosophy in basic terms:

“He who learns and learns and yet *does* not what he knows,
Is like one who plows and plows and never sows.”

It is now my pleasure to present the Hon. Hilary Bush, lieutenant governor of Missouri, who will present the building to the University.

Remarks of Lieutenant Governor Hilary Bush

Dean English, President Ellis, distinguished platform guests: I am so personally happy that I have a part in this great occasion. My life has been intertwined with Journalism rather extensively. My wife is a graduate of this School, and she has always accused me of blighting a great journalistic career when I married her. My father was a country newspaper editor and my early years were spent in a print shop. I have an inordinate pride in Missouri, and, of course, as all Missourians know, this is the greatest and the finest Journalism School in the world, and all we Missourians are proud of that.

I feel so strongly that the field of Journalism, the whole field of communications, is more important now than it's ever been before. I am a great believer in the basic concept of democracy. I have studied the good sense, the common sense of the people throughout the past generations as I have read history and I've noticed during my lifetime that they have considered and solved the big, the hard problems that come up periodically in this country. I believe in the great, sound, basic, underlying common sense of the American people. They may be slow, they may be lethargic, but when the big issues of this country are here for decision there is no politician that can lead them astray. There is no great demagogue who can dominate them for very long. That common sense comes to the front and America decides its great issues in the proper manner.

Now in the past, these decisions have perhaps been not as critical nor as complicated as they are today. We lived in a world that was much simpler — the decisions were much easier to make. Today, if that same underlying control by the common people of America is to be as effective and as accurate as it has in the past, the whole population of America must be educated, constantly and daily, to the affairs that are turning over so rapidly in our nation and in the world, and it's the Jour-

nalism fraternity that is able to keep them up to date. Many of us go to school, and thank goodness a higher and higher percentage of our children are now being educated to a higher degree and that is fine, but I like to think of all of you journalists as being the faculty in the greatest school of continuing education in the world. No one graduates from college with enough knowledge to get along in this world successfully and to carry his full burden of making the decisions. All of us learn year after year in our daily life, and the greatest textbooks we have are the various methods of communication that the journalists of this world provide for us daily, weekly, monthly and in the form of books; and if we ever quit learning, if we ever assume that we know enough to make the decisions that this modern world demands of us, then at that time democracy will begin to crumble.

And so, I charge all of you to accept the concept that you are professors in this world. It's your duty to report fully and accurately, and without any bias all of the great actions that occur in the nation and in the world; and if you do that, and if our people read them, I still have absolute confidence in the basic common sense of the mass of the American people in deciding all of our national issues correctly. That is my concept of democracy and I believe in it devoutly.

Now here today, we are dedicating a great new tool in training those who will carry out this continuing education in America. It's a magnificent building. It will make the training of our new journalists far easier and far better, and as Lieutenant Governor of Missouri, I am happy that I have the official duty today to formally turn this building over to the University of Missouri and to the School of Journalism particularly. Thank you all so much.

It is now my pleasure to hand this [key] to Mr. Finch, President of the Board of Curators.

Remarks of James Finch, chairman, Board of Curators, University of Missouri

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Thank you. I have had the pleasure during the past few years on numerous occasions to accept various new buildings here on the campus from the state of Missouri. I assure you it's a pleasant duty and it's an easy duty. I just hope that we can continue the same sort of thing in the future. I think Dean English did a rather good job this morning of crowding us up here on this platform so we have difficulty getting around. I assure you, Governor, it is somewhat symbolic of what our situa-

tion still is — we don't have all we need and I hope you will appreciate that fact, as I am sure you do.

Dean English also did another good job of planning this program. He put us in the sun, and the President of the Board and several members of the Board can't take much of this sun for too long, and so I assure you my remarks will be quite brief.

Seriously, I think the Governor's dedicatory remarks are most appropriate and I want to say on behalf of the University that we accept this new building, this new addition, with the assurance to you, Governor, that it will be used to accomplish the aim that you express and hope for the work that will be carried on here.

I think one needs only look at the history of this Journalism School to be assured in that respect. It is the oldest and the greatest Journalism School in the world; it almost seemed to have been destined to greatness from the very outset. I don't suppose there is any other school anywhere in the world that has so dominated a particular field as has the School of Journalism in the field of world-wide communications. I don't really believe that, even in the present administration, Harvard quite so completely dominates.

I think it is quite appropriate that our dedicatory address this morning has the subject "Eyes Forward". That always has been the attitude, the aim, and I think, the accomplishment of this School of Journalism, and I'm sure that will be true in the future. It is a great pleasure for me to accept the key on behalf of the University and to turn it over to the working members of the crew, and therefore I'm going to turn the key over properly, and without keeping it very long, to President Elmer Ellis.

Elmer Ellis

president, University of Missouri

There is only one thing that we here on the campus, and at Rolla too, enjoy more than introducing a new building, dedicating it, moving into it, and starting to use it, and that is acquiring a really first-rate professor or retaining one we have, from the competition of some better-supported institution. I don't think you can realize, those of you who live off the campus, what good quarters — not elaborate, not over-expensive, but adequate quarters that are attractive and meet the necessary space requirements — can do for the morale and teaching efficiency of a faculty and the study efficiency and morale of a group of students. We have seen that several times on our two campuses in the past few years, and I can tell you it is a tremendous and important influence. It gives me immense pleasure to pass the key on to the man who will be in charge and immediately responsible — Dean Earl English.

Dean English

I think the record should show that this is the first time in the history of this division that a University building key has been issued without first making a deposit in the business office.

I accept this symbol of access to our new building on behalf of the faculty of the School of Journalism with full awareness of the responsibility accompanying its judicious use for the full benefit of our students today and for those who are to come.

When a faculty committee set out to plan for this occasion last winter, the question of whom should we seek to make the dedication address came up for some careful consideration.

I shall not attempt to recount here the full list of qualities and accomplishments of the person we sought, other than to say we have found them in generous measure in Basil L. Walters, our speaker this morning.

He was born in Frankfort, Indiana, attended Indiana University where he was an editor of the *Indiana Student*, began his career as a carrier and reporter of the *Frankfort Times* and also worked on the *Richmond Palladium*. He was editor of the U.S. Army newspaper in 1917 and he was in Italy in 1918 and '19. From 1920 to 1928 he was telegraph editor for both the *Indianapolis Star* and the *Milwaukee Journal*. Then he went with the Cowles brothers in Des Moines in 1928. I first met him at that time and became better acquainted with him when he moved to Minneapolis in 1935 and became editor of the *Minneapolis Star*, a Cowles paper. He was editor of the *Star-Journal* until '41, then became executive editor and vice president of the consolidated Cowles papers, the *Minneapolis Star-Journal* and *Tribune*.

I recall when I was doing some headline readability research, shortly after he moved there. I called on the *Minneapolis Tribune*. "Stuffy", a real expert in that field, was "the new man" around there. I asked the printers how he was doing—I've never told him this. There was some language used that I can't repeat here. "That guy is running heads in every direction on our pages, but boy is our circulation going up!"

When you think of the many qualities that go to make a top newspaper executive today, including the ability to compete in the best tradition of our profession, you'll probably have a pretty good picture of "Stuffy" Walters. That is the image he definitely established in recent years as editor of the *Chicago Daily News*.

The University of Missouri is highly honored to have him here to speak to us as we dedicate this building addition to the School of Journalism. Mr. Walters.

Eyes Forward

Basil L. Walters, president, Newspaper Associates

It is in times of change and adjustment that great opportunities occur.

This pioneer school of journalism, dedicating this additional building to the journalism campus, is rededicating itself to the pioneer spirit of Walter Williams.

Williams, a man close to the people, was one of those excellent newspaper men who had a built-in "radar" instinct. We used to call it a "nose for news."

Williams realized in 1908 that a great change was coming in American newspapers. Mass selling was moving out of the Sears Roebuck catalog into the newspapers.

This advertising, which helped build demand for better living and an outlet for the product of labor as America shifted from an agricultural to an industrial society, provided the revenue that was changing weeklies into dailies.

The apprenticeship system under which men developed, through printing, into reporters and editors no longer could supply the demand for badly needed talent.

And so Walter Williams persuaded the wise men who controlled this university in 1908 that the training of men and women for journalism is as important a function of a university as is training for the ministry, law, medicine and teaching.

As is always the case when something new is undertaken, there were critics. Old timers in the newsroom, who lacked the vision of Williams about the growth of the nation and its newspapers in the next 50 years and fearful perhaps of the competition of well educated youth, were among the least complimentary.

Some educators, ignoring the fact that journalism was merely following the path pioneered by the medical and law schools, called Williams' venture a "trade school" and argued that it had no rightful place in the higher educational setup.

When I was a boy, men were still preparing themselves to be lawyers through "reading law" in an attorney's office. Our family doctor, when I was a baby, had become a doctor by "reading medicine" in a doctor's office and through "apprenticeship" to that doctor.

Despite this opposition to the Williams dream, the pattern for a journalism school, established here, spread quickly. I enrolled in the Indiana University School of Journalism in 1914. Several other large universities had also established schools of journalism by that time.

The result of Williams' foresight is that American newspapers were able to keep up with the rapid development of this nation and very quickly became the best in the world.

But American newspapers are still not good enough. They never will be.

I dislike cliches but there are exceptions. The cliche I repeat daily is "Today's newspaper must be better than yesterday's — tomorrow's must be better than today's."

As we prepare ourselves to produce tomorrow's better paper it is important to know our good points, our areas of strength as well as our weaknesses. The strength of this school of journalism lies in the fact that while it has never ceased to examine and explore, it has always placed the stress on achievement. Its program of awards for distinguished service to journalism is symbolic of this stress on the positive.

Thousands of words have been spoken and written in the last decade about our faults.

It's got to the place where some men have made careers for themselves merely by mouthing repetitious cliches about our weaknesses without offering a single creative idea about how to make tomorrow's paper better.

We're now all aware of our faults. I have deliberately been confining myself recently to a study of our good points, hoping to find an additional brick or two for the foundation that will help others build even a greater American press.

That, I am sure, was the motive that guided those responsible for this new journalism building. You don't expand schools to serve a fading industry. You expand schools to provide talent for expanding industry.

Just as Walter Williams sensed in 1908 that change and adjustment provided great opportunities, we must today be constantly aware that even greater changes are taking place. These will create even greater opportunities. I fear some of the criticism of the press is due to too much love of the past which blinds us to the fact that much of what is occurring is actually progress rather than decay.

Ours is not a static society and so constant change is essential in the press that serves a dynamic people. The outmoded must modernize or give way to the new.

I love the newspaper business today even more than I did when I decided while carrying a newspaper route as a boy that I was going to be a newspaper man.

I just can't understand why everybody doesn't want to be a newspaper man. There are others, I realize, who feel the same way about their chosen fields. But only those who love newspapers should choose journalism as a career.

A newspaper job is not an easy one. Neither is a journalism course in college an easy one. But to the man or woman who loves the business, the work is constantly a great joy.

And incidentally, the pay isn't bad.

Equally important, newspaper work is a constant challenge. It's never dull.

It provides an opportunity to gather and pass along to somebody else information, wisdom, inspiration, culture, fun, and debate through which an intelligent public opinion is developed. The newspaper man rubs

shoulders with the great and the humble, the pure and the wicked.

We are now living the greatest chapters of history since the birth of Christ. What a thrill it is to be alive today. And what a special thrill it is to help write history as it develops.

Only an inquisitive mind and a disciplined mind can qualify in today's hot competitive newspaper race. The technical and educational training in this school provides the discipline. But equally important is the fact that this school has always put great stress on inspiration and conscience. And it has sent its graduates out with a love of the newspaper business. I have hired many of this school's graduates. I never had a failure from this school.

We talk a lot these days about equal opportunity. I prefer to put the stress on obligation. Every graduate of this school has a special obligation not to tarnish its reputation—never to “let down” Walter Williams or the dedicated deans and staffs who followed him. If the student lives up to this obligation, he need have no worry about opportunity.

There are more jobs open in journalism today than there ever have been. And there are going to be even more tomorrow.

In the newspaper adjustment period which peaked after World War II, the emphasis has all too often been on the trend toward fewer so-called metropolitan newspapers. Too often ignored is the fact that good dailies are springing up all over the landscape.

In the best tradition of the irresponsibility of some of the professional critics of the press, one TV chain produced a tear jerking “western” which it erroneously called a “documentary” on the shift in the metropolitan newspaper situation in Los Angeles early this year.

The true documentary of what happened remains to be written.

It should not be undertaken for another year, until the results of careful research of just how well the public is being served can be analyzed.

Three months after the shift, however, I can assure you from personal observation on the spot that if things continue to work out as they now appear to be working out, the change and adjustment in Los Angeles will go down in journalistic history as a great step forward in modernizing newspaper service to a great and growing community.

Chandler and Hearst, two pioneer publishing families in Los Angeles, are still in tough competition there but are concentrating their efforts on two healthy competing dailies and two Sundays instead of four dailies and two Sundays. These two properties are now financially sound and are better newspapers. In Los Angeles County they compete with 27 community dailies. In addition there is a locally printed edition of the Wall Street Journal. Soon there will be a locally printed edition of the New York Times.

All these papers are now in a position to do well financially. Since the mergers, the total circulation of the locally produced newspapers is at an all time high. The metropolitan papers of Hearst and Chandler are both healthy and have found the way to fit themselves into the modern needs of the reading public.

I participated in the planning program for the new Hearst setup, a program that extended over 6 months. Also I have spent considerable time there since the program went into effect.

This is the first time in all my experience that performance was even better than the planning.

I worked closely with Bill and Randy Hearst and their nephew, George Hearst, Jr., as well as with several other top Hearst executives. I have a tremendous respect for their courage, devotion, and foresight as they readjust their newspaper empire to fit it into the modern age.

Likewise I have a tremendous respect for the competing Chandlers and for the men operating the suburban dailies.

Don't weep for Los Angeles. It's a healthy newspaper town, the necessary adjustments in newspaper lineup are complete, and the "restless natives" have plenty of good competing products to choose from daily and Sunday.

I go into this detail because it is essential that we begin setting the record straight. Otherwise some fine young men and women might be discouraged from entering journalism as a career. There never was greater need of fine journalistic talent than now.

There's still plenty of opportunity for young men and women in metropolitan newspapers, but in my opinion there is also equal, if not greater, opportunity in the community newspaper field.

With the many new processes of production coming into use, it is now possible for the young man of ability, daring, and energy to own his own newspaper. He can pick out a growing community, start a weekly, and then grow in a few years into a successful small daily. Bankers are willing to risk loans on talent, daring, and hard work.

The greatness of a newspaper or of an editor does not depend on the size of the town. One of the greatest editors of my time was William Allen White, whose circulation in Emporia, Kansas, was never more than 10,000.

There is no greater challenge in the newspaper business today than to help bring back the small communities as exciting places in which to live. TV puts too much emphasis on the saloons in the pioneer towns. Overlooked is the fact that the inevitable opera house presented some of the world's finest talent. Let's bring the opera back to Main Street. For those who don't like opera, let's bring back the Wednesday night band concert on the public square, the Memorial Day parade, and the Fourth of July oratory.

Maybe we're all getting too darned sophisticated.

Few of us, with even the mightiest circulation, can single-handedly influence the mighty statesmen or the national politicians or civil servants. But each of us can, through helping build a healthy small community, contribute mightily toward sending dedicated men and women to represent us in Washington and in our state houses. And if our editorials are worthy, they will be copied throughout the land as were those of William Allen White and have national impact.

The Pulitzer prize goes frequently to a small town newspaper, a small town reporter, or a small town editor.

Just as the pen of William Allen White in Emporia attracted world attention, this school of journalism, operating in the little city of Columbia, Missouri, has had greater world wide impact through its graduates than have many of the universities in the mighty cities.

Horace Greeley said years ago, "Young man, go west." May I say to you, "Don't look to the large city alone for opportunity."

Just as surely as there was a change and shift in Greeley's day that offered opportunity, there is change and adjustment today. And it is in times such as this that great opportunities occur.

The technical changes in newspaper production will be tremendous in the next decade.

Airplanes and jets have made it possible to deliver papers daily from coast to coast.

But even this is not fast enough for the Wall Street Journal and the New York Times. Through use of the teletypesetter, the Wall Street Journal now prints the same paper simultaneously from coast to coast. The Herald Tribune and the New York Times print editions in Europe. The Times will soon use a high speed teletypesetter to reproduce an edition to be printed in Los Angeles.

But even this is not fast enough. The Wall Street Journal is perfecting a process under which it will transmit photographically and electronically its pages to widely distributed pressrooms.

The possibilities of these developments are unlimited. If you want to dream, dream big. Only one thing is certain, security in the newspaper business today will come only to those who keep on top of change and development and who are unafraid to try the new.

There are certain to be many nationwide publications with simultaneous printing in almost every state. It is likewise certain that there will be many similar regional papers. Like it or not, this is progress and progress can't be stopped.

But it can be competed with successfully. These great national and regional newspapers will serve a useful purpose. But the need will be even greater for good community and good city newspapers to challenge the giants with strong locally produced editorials and with excellent local news coverage. News from Afghanistan, Washington, and New York is important but even more important to the local community is eternal vigilance at city hall.

Do you want to dream further? It is inevitable that in the next decade inexpensive equipment will be developed to reproduce in the home some sort of compact newspaper. But don't despair. As mighty as the machine may be, only men and women can produce good newspapers. Instead of fighting change and adjustment, take full advantage of it. The foundation of every form of journalism, no matter how produced mechanically, is the well trained journalist. Machine can never replace him — it can only be his slave.

The ingenuity you develop as a reporter will be useful all your life in taking advantage of each new development and change.

The competition of TV and radio and of news magazines is also certain to increase. Basically they're all journalism — only the technique

of delivery is different. These new developments are all part of the change and adjustment in our business. And they expand the area of opportunity for the young graduate.

House organs, newsletters, etc., are all part of journalism. All play an important part in the communications picture. Many are fine products. The same ethics and high purposes are involved in many of them as in newspaper production.

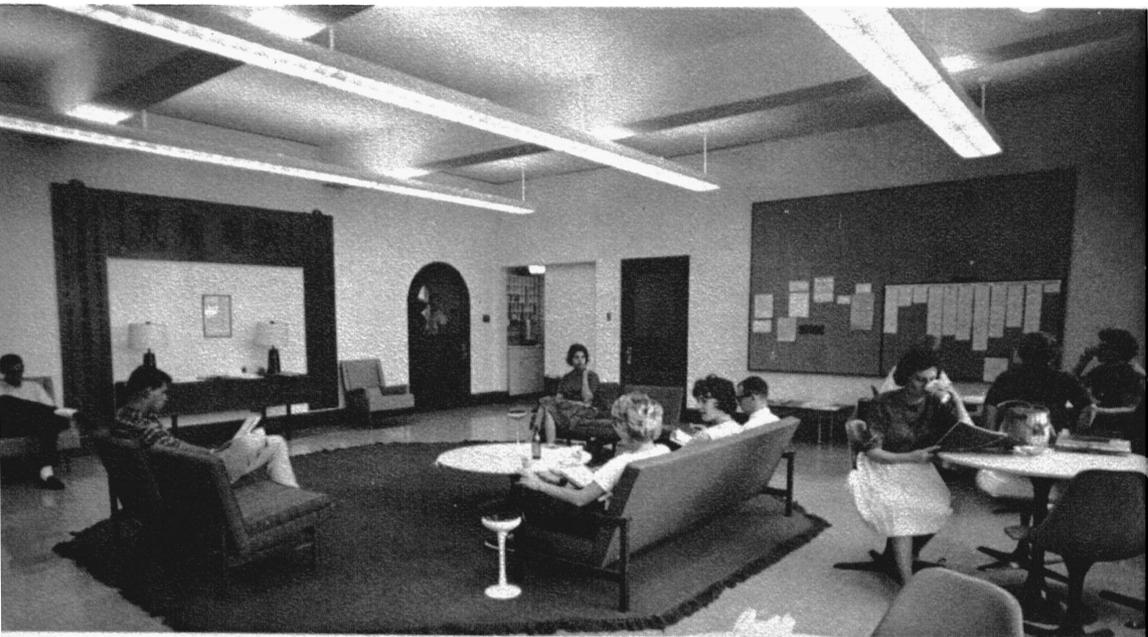
I repeat, all this is journalism.

All serve a useful purpose. All can be fun. All can provide a life of satisfaction through achievement.

And the whole kaboodle is changing and adjusting itself into the modern age.

The opportunities of journalism were never greater.

And the "kids" coming into the business from the journalism schools are fully qualified to take full advantage of the opportunities. That's why I'm so optimistic about the future of journalism. I wish I were starting all over again.



The Student Lounge, Jay H. Neff Hall. The furnishings are the gift of the Northwest Missouri Press Association.



TO THE STUDENTS
IN THE
SCHOOL OF JOURNALISM

GREETINGS

THE NORTHWEST MISSOURI PRESS ASSOCIATION TAKES PLEASURE IN PRESENTING YOU WITH THE COMPLETE FURNISHINGS OF THIS LOUNGE AND STUDY AREA IN RECOGNITION OF THE 50TH ANNIVERSARY OF YOUR SCHOOL. IT IS OUR HOPE THAT THIS FACILITY WILL HELP YOU IN AT LEAST A SMALL WAY TOWARD THE COMPLETION OF YOUR SCHOOL ASSIGNMENTS AND AN EVENTUAL SUCCESSFUL CAREER IN JOURNALISM.

Approved January 1940

W. J. Williams

President

Bertie Ann Ford

Secretary

Presented January 1940

Thomas W. Miller

President

Marion O. Redinger

Treasurer

Medalists of Former Years, 1930-1961

1930: The New York Times; La Prensa, of Buenos Aires; Ward A. Neff, Corn Belt Farm Dailies; Percy S. Bullen, London Daily Telegraph; E. W. Stephens, Columbia (Mo.) Herald.

1931: The Baltimore Sun; The Manchester Guardian; Robert P. Scripps, Scripps-Howard Newspapers; Houston Harte, San Angelo (Tex.) Standard Times; Henry F. Childers, Troy (Mo.) Free Press.

1932: The St. Louis Post-Dispatch; The Frankfurter Zeitung; Casper S. Yost, St. Louis Globe-Democrat; Frank W. Rucker, Independence (Mo.) Examiner.

1933: The Kansas City Star; The Japan Advertiser; The Times, of London; Malvina Lindsay, Washington Post; Charles G. Ross, St. Louis Post-Dispatch; Harry J. Grant, Milwaukee Journal; J. P. Tucker, Parkville (Mo.) Gazette.

1934: The Des Moines Register and Tribune; The Melbourne Argus, of Melbourne, Australia; The Churchman, of New York City; Herbert W. Walker, Newspaper Enterprise Association; Robert M. White, Mexico (Mo.) Ledger.

1935: The Dallas News; The Montreal Star; James Wright Brown, Editor and Publisher, New York; Harry E. Taylor, Jr., Traer (Ia.) Star-Clipper; William N. Southern, Jr., Independence (Mo.) Examiner.

1936: The New York Herald-Tribune; The Tokyo Asahi; Frank W. Taylor, Jr., St. Louis Star-Times; Earle Pearson, Advertising Federation of America; William R. Painter, Carrollton (Mo.) Democrat.

1937: The New Orleans Times-Picayune; Dietrick Lamade, Grit, Williamsport, Pa; Harry E. Rasmussen, Austin (Minn.) Daily Herald; W. J. Sewall, Carthage (Mo.) Press.

1938: The New York Sun; The Toronto Star; Mary Margaret McBride, Columbia Broadcasting System; E. E. Swain, Kirksville (Mo.) Daily Express.

1939: Louisville Courier-Journal; The Times of India; Raymond P. Brandt, St. Louis Post-Dispatch; Joseph Glenn Babb, The Associated Press; Wallace Crossley, Warrensburg (Mo.) Star-Journal; H. J. Blanton, Monroe County (Paris, Mo.) Appeal.

1940: The Portland Oregonian; Lyle Campbell Wilson, United Press Associations; James Kelly Pool, Jefferson City (Mo.) Capital-News.

1941: The Chicago Daily News; Ta Kung Pao, Chungking, China; The Southeast Missourian, Cape Girardeau, Mo.; Leland Stowe, The Chicago Daily News; Frank H. King, The Associated Press; Ralph H. Turner, Newspaper Enterprise Association; H. S. Jewell, Springfield (Mo.) Newspapers, Inc.

1942: The Cleveland Plain Dealer; Henry T. Ewald, Campbell-Ewald Company, Detroit; John B. Powell, China Weekly Review, Shanghai; Pierre J. Huss, International News Service; John Donald Ferguson, Milwaukee Journal.

1943: The Christian Science Monitor; El Universal, of Mexico City; Edwin L. James, New York Times; David M. Warren, Panhandle (Tex.) Herald; L. Mitchell White, Mexico (Mo.) Ledger.

1944: The Milwaukee Journal; A Noite, Rio de Janeiro, Brazil; The Atlantic Monthly; Frederic William Goudy; John Rippey Morris, United Press Associations; Charles Nutter, The Associated Press; Clarence E. Watkins, The Chillicothe (Mo.) Constitution-Tribune.

1945: The Washington Post; The London Daily Express; Harper's Magazine; Robert J. Casey, Chicago Daily News; Foster B. Hailey, New York Times; William E. Freeland, Taney County (Mo.) Republican.

1946: The Philadelphia Evening Bulletin; Gotesborgs Handels-och Sjöforts-Tidnings; The Ladies Home Journal; H. A. Batten, N. W. Ayer & Son, Inc.; E. Lansing Ray, St. Louis Globe-Democrat; Edwin Moss Williams, United Press Associations.

1947: The San Francisco Chronicle; Hal Boyle, The Associated Press; F. M. Flynn, The New York Daily News; William L. Laurence, The New York Times; Joseph Pulitzer, The St. Louis Post-Dispatch; George Yates, The Des Moines Register and Tribune.

1948: The Atlanta Journal; Life; David C. H. Lu, Central News Agency of China; Don D. Patterson, Scripps-Howard Newspapers; Inez Robb, International News Service; Jack Shelley, WHO, Des Moines; Joyce A. Swan, Minneapolis Star and Tribune.

1949: The Memphis Commercial Appeal; The Saturday Evening Post; Elmer Davis, ABC; Alfonso Johnson; John S. Knight, Knight Newspapers.

1950: Nieuwe Rotterdamse Courant; The St. Louis Star-Times; Oveta Culp Hobby, Houston (Tex.) Post; Joe Alex Morris; Arthur Hays Sulzberger, The New York Times; James Todd, Moberly (Mo.) Monitor-Index.

1951: Marquis Childs; George Horace Gallup; The Minneapolis Star and Tribune; George H. Scruton, The Sedalia (Mo.) Democrat; Lee Hills, The Miami (Fla.) Herald.

1952: Charles C. Clayton, St. Louis Globe-Democrat; Fairfax M. Cone, Foote, Cone & Belding; Alexander F. Jones, Syracuse (N. Y.) Herald-American; The Providence Journal and The Evening Bulletin; Clifton M. Utley, NBC; John H. Wolpers (posthumously), Poplar Bluff (Mo.) American Republic.

1953: The Washington (D. C.) Star; Hugh Baillie, United Press Associations; E. L. Dale, The Carthage (Mo.) Evening Press; Doris Fleeson; J. J. Kilpatrick, Richmond (Va.) News-Leader; Sol Taishoff, Broadcasting-Telecasting; Paul Thompson, U. of Texas.

1954: Le Figaro, Paris, France; The Cleveland Press; The National Geographic Magazine; Turner Catledge, The New York Times; Joseph

Costa, King Features; Harry D. Guy, The Dallas (Texas) News; W. C. Hewitt, The Shelby County Herald, Shelbyville, Mo.

1955: Neue Zuercher Zeitung, Zurich, Switzerland; The Omaha World-Herald; The St. Joseph (Mo.) News Press and Gazette; Walter C. Johnson, Southern Newspaper Publishers Association; Carroll B. Larrabee, Printers' Ink Publishing Co.; Hugh B. Terry, KLZ, Denver.

1956: The Los Angeles Times; Louis N. Bowman, Tri-County News (King City, Mo.); Boyd Carroll, St. Louis Post-Dispatch; Allen Kander, Allen Kander & Co., Washington, D.C.; Alfred H. Kirchhofer, Buffalo (N.Y.) Evening News; William Mapel, Publishers' Association of New York City.

1957: Honolulu Star-Bulletin; Elon Borton, Advertising Federation of America; Clint H. Denman, Sikeston (Mo.) Herald; Ralph McGill, Atlanta Constitution; Vernon Carl Myers, Look; Roy A. Roberts, Kansas City Star; Hollington Tong, Ambassador from Nationalist China to the United States.

1958: The Christian Century; The Indianapolis Star; Frank P. Briggs, Macon (Mo.) Chronicle-Herald; Daniel R. Fitzpatrick, St. Louis Post-Dispatch; Frank Stanton, Columbia Broadcasting System.

1959: John W. Colt, Kansas City Star; Millard L. Cope, Marshall (Texas) News-Messenger; Morris E. Jacobs, Bozell and Jacobs, Omaha; Henry La Cossitt, New York; George Lamade, Grit, Williamsport, Pa.; Dorothy Roe Lewis, Associated Press, New York; Elmer Lower, CBS News, New York; Everett C. Norlander, Chicago Daily News; Lewis Roop, DeSoto Press and Jefferson Republic, DeSoto, Mo.; Irwin A. Vladimir, Gotham-Vladimir Advertising, Inc., New York.

1960: Cowgill Blair, Joplin (Mo.) Globe; David Brinkley, NBC News, Washington, D.C.; Sir Winston Churchill; James S. Copley, The Copley Press; Chet Huntley, NBC News, New York; J. Russell Wiggins, The Washington (D.C.) Post and Times-Herald; Cranston Williams, American Newspaper Publishers Association; The Wall Street Journal.

1961: Berlingske Tidende, Copenhagen, Denmark; Herbert Block, Washington (D.C.) Post; Ralph D. Casey, University of Minnesota; Carl Corbin, The New Orleans States-Item; R. Hunter Middleton, Ludlow Typograph Co.; James "Scotty" Reston, New York Times; St. Petersburg (Fla.) Times; T. Ballard Watters, The Marshfield (Mo.) Mail; John Wilhelm, McGraw-Hill World News.