

**HONOR AWARDS
FOR DISTINGUISHED SERVICE
IN JOURNALISM**

1964



**UNIVERSITY OF MISSOURI BULLETIN
COLUMBIA, MISSOURI**

UNIVERSITY OF MISSOURI BULLETIN

VOLUME 65, NUMBER 25A

JOURNALISM SERIES, NUMBER 161

Sam B. Shirky, Director, Technical Education Services
Mary Kathryn Yeagain, Editor

Published six times monthly by the University of Missouri Editor's Office — 9 Jesse Hall,
Columbia, Mo. Second class postage paid at Columbia, Mo. — 6,500.
September 10, 1964



MEDALISTS, 1964

The Thirty-Fifth Annual Presentation of the Awards for Distinguished Service in Journalism, May 8, 1964

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:

WALTER CRONKITE, managing editor, CBS Evening News, New York

THE DETROIT NEWS (Acceptance by Martin S. Hayden, editor)

BENJAMIN M. MCKELWAY, vice president and editorial chairman,
The Washington Star

DEWITT CARTER REDDICK, Ph.D. '40, Director of the School of
Journalism, University of Texas

THE WASHINGTON (Mo.) MISSOURIAN
(Acceptance by James L. Miller, publisher)

ARTHUR L. WITMAN, magazine photographer, St Louis *Post-Dispatch*

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.



1964 Medalists

The 1964 Journalism Honor Medalists (standing) are, from left: Martin S. Hayden (Detroit News), James L. Miller (Washington Missourian), Arthur L. Witman, DeWitt C. Reddick, Walter Cronkite, and Benjamin M. McKelway. Seated, from left, are Dean Emeritus Frank L. Mott, Journalism Dean Earl English, and President Elmer Ellis.

REMARKS OF DEAN ENGLISH PRELIMINARY TO AWARDING OF JOURNALISM HONOR MEDALS MAY 8, 1964

LADIES AND GENTLEMEN:

Again the time has come to award honor medals for distinguished service in journalism.

Since 1930 the School of Journalism has sought each year to recognize important contributions to our profession over a considerable period of time, rather than for particular occasions of individual achievements.

This year's honorees, chosen by a special committee of the faculty and approved by the Board of Curators of the University, fulfill very well the distinguished service stipulations that have prevailed these 34 years.

Around the room you will see pictures of the 190 honorees or representatives of the organizations who have been cited on this occasion in past years. In 1958-59, the 50th anniversary year of the school, this Journalism Hall of Honor was founded, comprised of all those to whom Missouri medals have been awarded. We shall induct our new medalists into this hall of honor by unveiling their photographs after the medals are presented.

COMMUNICATION AND THE TEMPER OF OUR TIMES

DEWITT REDDICK

Director, School of Journalism
University of Texas

In a recent article, *U.S. News and World Report* raises a challenging question:

Is man changing his environment beyond his capacity to adapt to it?

The complex acceleration of change, manifested in every aspect of our environment, exercises a profound influence upon the life of each individual. Change transforms how he thinks, lives, dresses, travels, works; it wipes out familiar symbols of security; it may quickly leave him a stranger in his home community, stripped of the familiar. Some individuals seek escape from the demands of adjustment by unthinking conformity or blind obedience to a leader; but most individuals seek to recapture a sense of mastery over their destiny in a changing world.

Communication has a vital part to play, both in the acceleration of change and in man's ability to adapt to it.

- - - - -

At the very time when man needs to communicate more and more, when he needs desperately to keep up with new methods, new products, new ways of viewing life — at this very time, many factors make communication more difficult.

Communication, even under the best of circumstances, does not come easily to most persons. Deep inside each of us is an inner world of ideas, dreams, prejudices, viewpoints, secret joys, and secret fears; and we can seldom reveal this inner self entirely to another.

The rapidity of change compounds this difficulty of communicating.

Change creates a chasm between generations deeper than that which has confronted the people of any other times. Parents and children don't share the same concepts; they have different sets of values; they find their outlooks alien one to the other.

The chasm between "have-not" nations and "have" nations widens as the economic growth of informed peoples accelerates.

6

We storm the citadels of the unknown by organizing into teams of specialists. Though we penetrate with amazing swiftness into new fields of knowledge, we pay the penalty of isolation, drawing further and further away from the shared understanding and concepts and language of the

common core, until we lose the ability to communicate except with fellow specialists.

Many elements in this dynamic force of change tend to splinter mankind rather than to bind it together.

Such a world poses a persistent challenge to the writer, the editor, the journalist, for their business is to reach over and tap each person on the shoulder and say: "This is your world; take a look at it, understand it, be a part of the whole, not an isolated splinter."

It is to the print media and the electronic media of mass communication that most adults must look for the continuous stream of information which will bring a comprehension of their changing world.

We who teach journalism and you who practice it share a responsibility for re-shaping our media to have the greatest usefulness for the individual as he strives to understand his shifting world. You are involved because you are re-tooling the instruments of communication. We are involved because we are preparing the men and women who will eventually take over the media which you create.

Together we must help to find some answers to questions which our readers-viewers are asking. Here are but three of the pertinent challenges:

1. *How can we absorb more information more rapidly?*

If man is to keep up with his changing environment, he simply must be able to absorb a vastly increased amount of information, ideas, and concepts without devoting much additional time to the task. For we shall be living for all times hereafter in the midst of an information explosion.

The president of a great University remarked that man had discovered more about his physical environment in the last twenty years than in all the centuries of civilization before that time. The writer of an article in a Bell Telephone Company publication last November commented: "The sum of human knowledge is said to be doubling itself every ten years, and will be doubling every five years by 1970."

A college physics teacher remarked to me not long ago: "We teach in the first two weeks of freshman physics what used to be the whole course when I was a student."

Business executives find themselves with mountains of information descending upon their desks. Teachers must funnel into the classroom an ever-increasing flow of ideas, concepts, and selected information. The citizen who would be intelligent about his political decisions must be as well informed about Viet Nam as about City Hall.

Let us throw into the discussion a conclusion that science has contributed: We can be assured that the human brain is capable of absorbing facts and ideas much more rapidly than we have learned how to communicate these facts and ideas through the eye and ear.

Can we learn to communicate more rapidly?

Can the reader-viewer learn to absorb more quickly?

We have just tapped the threshold of these two related fields of exploration.

In college we give courses to increase speed of reading. We've doubled the reading speed of many bright students; and we've discovered that the rapid reader tends to retain significant ideas better than the slow reader. Can we reach the day where readers gulp down information not a word at a time, not a line at a time, but a paragraph at a time, or even a page at a time?

This question leads us to the writer, and the layout man. Can we devise paragraphs, in word arrangement and typography, which can be absorbed at a single glance?

We have barely begun to experiment with the possibilities of reader impact: the arrangement of words, headings, pictures, so as to convey ideas at a glance.

The future offers much promise for faster gathering of information. The electronic library of reference information with instantaneous information retrieval may well supplant the laborious procedure of checking in a card catalogue, then in the index of a book, and then running down a fact on a given page. Translation machines may make quickly available new information and ideas clothed originally in alien languages.

How can the hurried reader-viewer absorb more information more rapidly?

The question leads us inevitably to these conclusions:

(a). In educational fields we must help the individual to gain greater reading speed, discover more potent keys to motivation for learning, eliminate much of the trivial and transient which may clutter our courses, and learn to transmit ideas in the classroom through well-planned combinations of visual aids, lecture, discussion, tape recordings, telephone hook-ups, and other means for emphasizing the significant.

(b). In professional fields we must experiment with new methods of graphic presentation, organize facts around the presentation of ideas (not opinions), pay greater attention to continuity rather than crisis in the news, eliminate much of the trivia we now carry, place increasing emphasis on research into reader-viewer reception of our product.

2. How can we discover a new individualism in a corporate and crowded world?

The old individualism evolved from a reality of man against nature — the explorer carving paths through the wilderness, the pioneer settling in lands he took for himself, the free private enterprise of the individual businessman. But today finds a world of crowded cities, where one individual's rights interferes with another's rights, where mass production and automation create economic forces beyond the control of a single individual, where the individual might easily lose his identity as a thinking, creative human being and become a creature of his environment.

Much of the unrest in our society today results from man's effort to establish himself as an individual in the midst of forces that seem too massive for him to influence. Much of modern literature tends to depict man as the weak and bewildered victim of his environment; characters who cling to the absolute moral standards of a previous generation are

portrayed as bigots or fools, yet those who float along on self-created standards are revealed as unhappy and dissatisfied — and divorced.

Therefore, we confront the question: Is there anything which our communication media — our magazines, our newspapers, our radio-television presentations — should be doing to report this significant struggle that man is making to re-define his role? To re-discover the pre-eminence of the individual over the forces of economic and political and social change?

Let us acknowledge that a considerable amount of space in our publications today reflects the old individualism. There are many in positions of leadership who rose to positions of eminence during the first half of the century through the shrewd manipulations of laissez faire economics, a dedication to work, and a conviction about the superiority of race and country. Our society owes much to them. At the same time, tensions have emerged in the Western World as a new kind of individualism evolves to replace the old.

Those who defend the pioneering concepts of individualism tend toward a world of absolutes in rights and wrongs: either big business is good or it is bad; organized labor is good or it is bad; we must crush the Russians or they will crush us; the federal government is the defender of people's rights or it is the nemesis of individual freedom. These are folk dedicated to the strategy of attack, to the use of labels, to the simplifying of complex issues. The press — because conflict makes news — devotes much space to these folk.

The end of World War II ushered in a new world which we are just now beginning to understand. The unleashing of technology, the uprising of the masses of Asia and Africa, the dissolving of Western isolation, the breakdown of conventions with the sudden broadening of vision, destroyed many of the concepts which had enabled Western man to feel secure in his world. Now, there are signs that a new form of individualism is taking shape. After two shattering decades, man is regaining his confidence. But the new man, the new leader, is different from the old.

We who deal with communications media, then, must keep raising the question: Are we reporting those things which are most relevant to our times? Are we giving sufficient attention in news and editorials to this new individualism?

Lest I seem too theoretical, let me mention a few specific ways in which we may give more perceptive recognition to the changing individual.

(a) We can devote more time to interviews with philosophers, theologians, artists, poets, novelists. Among the eminent in these fields the interpretation of life's meaning is a consuming devotion. Their intuitive insights often reveal the truth before it can be uncovered in newsworthy happenings.

(b) The new individual must be a problem-solver rather than an attacker.

Those who would manipulate our mass media to gain attention long ago learned that the rousing attack, with slam-bang language, will garner

space; that a lively demonstration, with a little extra-curricular skirmishing, will get a picture on page 1 and a two-minute movie on television. But problems are seldom if ever solved with attacks or demonstrations.

A political science teacher in our University said in conversation the other day: "I find I have little in common with people I read about in the papers who are always on the attack against something.

"As scholars, my colleagues and I are conditioned to a problem-solving approach. The starting point is to admit that no one can be sure of the right solution until a careful study is made. We pull together into a meeting not just individuals who already think alike, rather we seek persons with differing points of view, so that we may learn by sharing. We discuss our differences and search for common goals. We do research in a scientific manner to discover evidence as to the true nature of the situation. We experiment with solutions and study the results. Only then can we thrash out a workable approach to an answer."

Today, much of the progress of our society comes from this problem-solving approach. Since the process is quiet, non-violent, it seldom garners headlines, or leading spots on news broadcasts.

Can we find more opportunity in the mass media to give attention to individuals who are problem-solvers — a new type of individual, essential to our times?

(c) Can we illuminate the place of the individual in the teamwork which makes possible spectacular advances of our times?

When an astronaut circles the globe in a satellite, the eyes of the world are upon him and the satellite. But each man who helped to plan the flight and build the satellite made an individual contribution without which the flight might have failed. Can we evolve some dramatic way to give recognition to these individual members of the team as well as to the astronaut? (Passing mention has been given, of course, but have we brought perception to readers-viewers that here is a new way for individualism to function in our times?)

(d) Can we seek out for publication more examples which show how the ingenuity or courage or perseverance of a single individual has turned a failing business into a profitable one? Or created a new approach to a puzzling social problem? Or vitalized a community? Or a church?

Around us, in every city, there must be many examples of creativity which influence segments of the environment but which go unnoticed. Can we send our reporters along many paths to detect such evidences of individualism in our corporate lives?

- - - -

Let me state a third question about which most men and women would like to receive enlightenment through what they read and hear and see in the communication media:

3. *How can we learn to live confidently and joyfully in a world of perpetual change?*

Obviously, it is not the business of the communication media to attempt answers to such a question. Just as obviously, if the media reports the *why* as well as the *what* of current events, the reports will deal with motives and attitudes. Inescapably, attitudes of the reader-viewers are affected.

Perhaps, through editorials or interviews or excerpts from books or special columns, the mass media should give more attention to exploring new bases for security to replace many of the old bases which change has swept away.

Let me mention just a couple of attitudes which might well be developed through example of the press:

(a) Recognition that we can live with problems without being pressured into reaching an immature answer.

We force ourselves into believing that we must have judgments when we do not have the knowledge upon which to base such opinions. Politicians at election time tend to pronounce judgment upon an array of problems which are incapable of immediate solution. Most of the truly serious problems of today are insoluble at the present time because we lack the knowledge essential to a sound answer.

This truth is easy to discern in regard to some problems. For example, we accept the fact that doctors do not yet know the ultimate cure for cancer. We do not demand that they prescribe a cure immediately, and call them Communists if they refrain from doing so. We recognize that space travel to Mars may come some day; but we do not demand of the scientists that they produce immediately the necessary spacecraft and its power.

Yet we look at the ferment of Latin America and demand of our government that we produce immediately a platform for leading these countries into the sunshine of democracy. We note the seething civil rights disturbances in our own land and seek an instantaneous solution in accordance to whatever views we hold dear. We discover problems of human greed in international business or governmental relations, and seek quick passage of laws to remove them. Some problems simply cannot be solved with the tools and the knowledge which we have available today.

For many problems we must condition ourselves to have patience; to learn to live with the problems, to endure the thrust and counter-thrust by which the problems are contained and not permitted to grow; and to seek with confidence the cure that ultimately awaits discovery.

Can we not give less attention in our media to those who pronounce premature answers to difficult problems, and indulge ourselves less in this luxury in our own editorials?

(b) Let us set about helping to recapture the thrill of the American adventure in self-government.

We have become accustomed to democracy, and accept as a matter-of-course those freedoms for which the people of many another country are just now fighting. Our weekly summaries, our planned interviews,

our depth articles, — can reaffirm the remarkable adjustability of the principle of self-government in a world of change, can demonstrate the possibility of political turn-over without revolution, can illustrate the power of public opinion to create policies. These are the dynamics which have made our venture in self-government a living experiment which has become an inspiration to peoples of the world.

To the mass media falls the task of re-interpreting, free from the blindness of over-patriotism, but with understanding and sympathy, the struggles of our own people within the framework of democracy to achieve the highest ideals for man.

CONCLUSION

I have invited you today to take a look at our communications media from a viewpoint we seldom take. I have asked you to consider the part the communication media play in man's struggle to survive as an individual in a changing world — and I'm convinced that this struggle is just as significant, if not more so, than the struggle between Communism and the West.

What I am suggesting is not so much that we change our manner of news coverage as that we change the frame of reference, as the psychologists would say, through which we seek to tie the reports into the lives and interests of the readers-viewers. The change would involve some shift of emphasis in assignments, but would more concern our search for values which have been unobserved heretofore in the raw materials out of which we have shaped our news and comments.

Communication, if it is to reach its target of the human mind, of necessity best starts with the conscious needs of the receiver. Much of the news and comment which now flows over our mass media has little relevance to the felt needs of the reader-viewer. This relevance would be strengthened if we could devise radically improved ways of helping the individual to absorb, at high speed, information about his changing environment, and if we could relate many of the items of coverage to a revelation of the dynamic new individualism which is emerging in our corporate world, and likewise to the finding of new bases for confidence and security.

The question raised in the beginning is still before us: Is man changing his environment beyond his capacity to adapt to it?

Certainly in the years to come, we who work with the mass media — we teachers and you practitioners — will share a responsibility in making NO the right answer to that question.

CITATIONS AND RESPONSES MEDALISTS, 1964



WALTER CRONKITE

TO WALTER CRONKITE, in recognition of:

his remarkable career of more than a quarter of a century as a World War II correspondent for United Press and as a reporter, managing editor, and anchor man for CBS News;

his integrity, journalistic wisdom, editorial judgment, and sound supervisory policies as managing editor of CBS Evening News with Walter Cronkite;

his ability to take his vast following of television viewers to the great events of history and of our times with objectivity and discernment; and

his exemplary coverage of the events that followed the loss of President John F. Kennedy.

WALTER CRONKITE, accepting:

I shall covet this award always, Dean English, because it is the most honored in Journalism, and I have to include even the Pulitzer Prize in those because of the nature of the award — as you suggest, over a period of time rather than a single performance. I really never thought that I would have the opportunity to stand here. I'm sure that Dean Walter Williams never conceived of anything like this when he wrote in my wife's Journalism I book, "To Betsy Maxwell, who will certainly be a success in journalism — by marrying a managing editor." She was a success before I married her, however.

I think that the most significant thing I can say at this juncture, since they told us to keep the remarks short, is to read from a text which is here already on this lectern. It's right up here in the corner and it says, "Please turn me off!"

To THE DETROIT NEWS, in recognition of:

its long career of intelligent and courageous service to its own great city, as well as to its state and nation;

its establishment of WWJ, the world's first regularly scheduled radio station;

its distinction as the training school for the founders of two great newspaper groups, E. W. Scripps and George G. Booth, as well as the contributions of a long succession of other great newspapermen, including the founding genius, James. E. Scripps;

its unusual record of continuous control and forthright editorial policy over more than 90 years, which has made possible a fine tradition of responsibility.



MARTIN S. HAYDEN

MARTIN S. HAYDEN, accepting :

Thank you, Dean English. I think I've already said here that nothing is so satisfying to a newspaper staff, there's nothing they hunger for so much, as an independent and expert evaluation of their efforts. And to receive this award from what many newspapermen regard as America's first great School of Journalism and still its best one, is more than could be hoped for. On behalf of the whole Detroit *News* staff who won the medal, I wish to thank you all.



BENJAMIN M. McKELWAY



JAMES L. MILLER

To BENJAMIN M. McKELWAY, in recognition of:

his newspaper career from reporter to editor extending over some 50 years, nearly all of which have been spent with the Washington Star;

his editorial leadership for nearly 20 years in maintaining the Star as one of the nation's outstanding newspapers;

his service to his profession through the Associated Press, both as a director and as one of three presidents to head that organization since 1900; and

for the generous use of his time and energies as trustee and adviser for universities, libraries and foundations in the public interest.

BENJAMIN M. MCKELWAY, accepting :

Dean English, ladies and gentlemen, on an occasion such as this one, eleven years ago, the University of Missouri honored by its citation the newspaper with which I have been connected for some 44 years, The Washington Evening *Star*. The award of this medal to me is a source of great personal satisfaction and pride, partly because of the association of this medal with so many fine newspapermen whom I've known through the years and partly because the University's School of Journalism has won wide recognition, not only in this country but around the world, for its contributions to sound journalism. I thank you.

TO THE WASHINGTON MISSOURIAN, in recognition of:

its exceptional and consistent general excellence as a weekly newspaper over many years;

its record of holding more awards in every category of the Better Newspaper Contests than any other weekly newspaper in Missouri;

its continuing contribution to the growth of its community and state; and

its accomplishment in making each issue an outstanding example of community journalism.

JAMES L. MILLER, accepting :

Thank you, Dean English. I feel highly honored and overwhelmed to stand up here in this high-powered company with men who deal in important national and international affairs, while we publish a paper in the grass roots of Missouri, a small town of only about 10,000. But we do have some distinctions there. We're the only town in the world, Mr. Cronkite, manufacturing corncob pipes; they go all over the world. Also I think I'm probably the only man in this room that can claim this distinction — I was born in Russia.



DeWITT CARTER REDDICK



ARTHUR L. WITMAN

To DeWITT C. REDDICK, in recognition of:

his record as an outstanding teacher of journalism for more than 35 years;

his sustained interest in high school journalism both as author of leading textbooks and as organizer and 24-year director of the Texas Interscholastic League;

his important service to professional journalism education through the national committee on accrediting; and

for the continuing development his leadership is affording the School of Journalism in the University of Texas.

DeWITT C. REDDICK, accepting :

I am sure this would be a proud moment in the life of any person, but I accept this award with a great deal of humility, not so much as an individual as because I think it symbolizes an award to all of those engaged in the task of teaching journalism. And I would say for all of them to all of you who are students, I think the greatest reward we have is in the feeling that in some small way our lives become entwined with the lives of those whom we have taught through the years. And this indeed is a solemn and challenging thought. Thank you.

To ARTHUR L. WITMAN, in recognition of :

his high professional attainments on the photographic staff of the St. Louis Post-Dispatch for more than 30 years; his unceasing efforts to raise the standards of photojournalism, as evidenced by his long and close affiliation with the National Press Photographers Association, of which he is a charter member;

his sympathetic understanding, counsel and encouragement of young people interested in visual reporting; and his deep interest in photojournalism education, at both the professional and academic levels.

ARTHUR L. WITMAN, accepting :

Dean English, in accepting this as a personal tribute, I can only feel most unworthy. As a tribute to photojournalism, I'm intensely gratified with such recognition of photojournalism as a profession. But in joining with that small select group at the *Post-Dispatch* who have received this honor before me through the years, I'm very, very proud and highly honored. Thank you.

MEDALISTS OF FORMER YEARS

1930-1963

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.

20 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. Kirchofer, 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.

1962: The Arkansas Gazette; George Fielding Eliot, General Features Syndicate; Pauline Frederick, NBC United Nations correspondent; The Hannibal Courier-Post; Roy Wilson Howard, Scripps-Howard Newspapers; Saul Pett, Associated Press; Basil L. Walters, Newspaper Research Associates.

1963: Leo Burnett, Leo Burnett Co., Chicago; The Scotsman, Edinburgh, Scotland; Harry Ferguson, UPI; KMOX Radio, St. Louis; The Miami Herald; The Palmyra (Mo.) Spectator; Merriman Smith, UPI.