

**Honor Awards
For
Distinguished
Service
In
Journalism
1965**

**UNIVERSITY
OF MISSOURI
BULLETIN
COLUMBIA, MISSOURI**

October 29, 1965

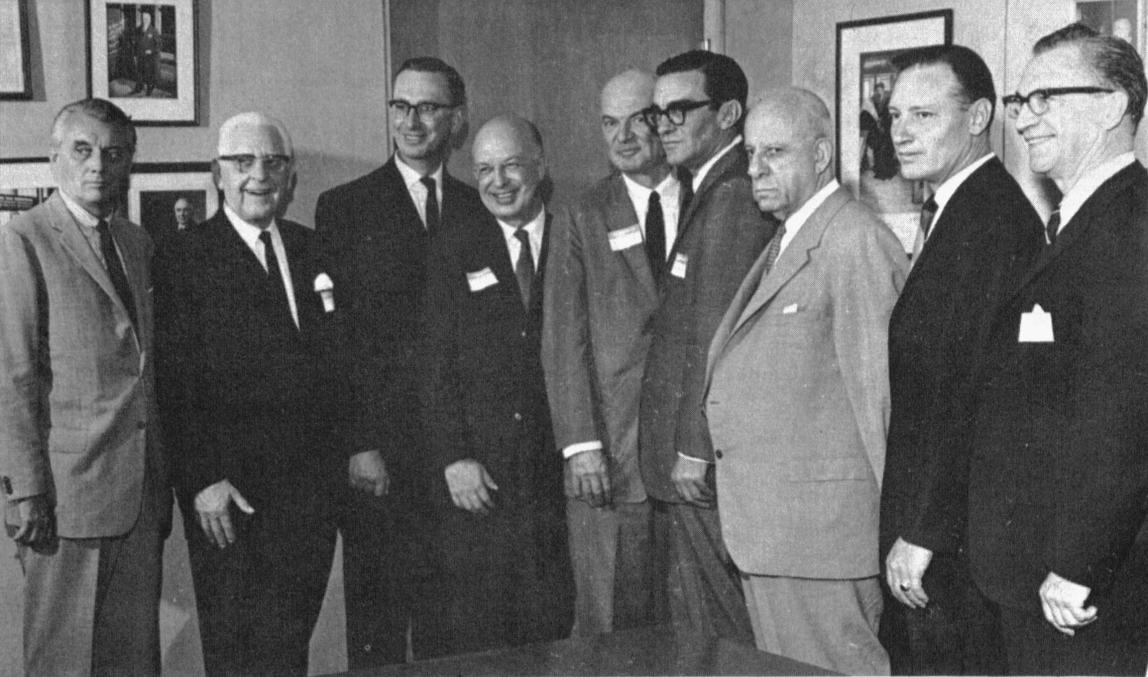


THE UNIVERSITY OF MISSOURI BULLETIN, VOLUME 66 NUMBER 39, JOURNALISM SERIES, NUMBER 166. Sam B. Shirky, *Director*, Technical Education Services; Mary Kathryn Yeagain, *Editor*.

Published five times monthly during March, April, September and October; four times monthly during August and November; three times monthly during January and May; twice monthly during February, June and July; once during December, by the University of Missouri Bulletin Editor's Office-206S Technical Education Services Building, 417 South Fifth St., Columbia, Mo., 65202. Second class postage paid at Columbia, Missouri, 6500. October 29, 1965.

**Honor
Awards
Medalists
1965**





1965 Medalists

(L. TO R.) EDWARD P. MORGAN, WALTER E. BOTTHOF, CHARLES ALDRIDGE (REPRESENTING THE STAMFORD MERCURY), C. W. JOHNSON, HERBERT BRUCKER (REPRESENTING THE HARTFORD COURANT), STEWART HENSLEY, DAVID LAWRENCE, JOHN SCHWADA, CHANCELLOR, UNIVERSITY OF MISSOURI, COLUMBIA, AND DEAN EARL F. ENGLISH.

The Thirty-Sixth Annual Presentation of the Awards For Distinguished Service in Journalism May 7, 1965

Before a company of students, faculty, and Journalism Week guests and participants assembled in the auditorium of Jay H. Neff Hall, awards were presented to:

Walter E. Botthof, chairman of the board, Standard Rate & Data Service, Skokie, Ill.
The Hartford (Conn.) Courant (Acceptance by Herbert Brucker, editor)
Stewart Hensley, B.J. '34, chief diplomatic and State Department correspondent, UPI
C. W. Johnson, managing editor, Springfield Newspapers, Inc, Springfield, Missouri
David Lawrence, editor, U.S. News and World Report
Edward P. Morgan, news commentator, American Broadcasting Co.
The Stamford Mercury, Stamford, England (Acceptance by Charles Aldridge, managing director)

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. The nominees are presented to a faculty committee, voted on by the faculty, and certified by the Board of Curators of the University of Missouri.

Remarks of Dean Earl F. English Preliminary to Awarding of Journalism Honor Medals May 7, 1965

LADIES AND GENTLEMEN:

In these days when awards and citations seem to be increasing in something akin to geometric progression, most of us involved in this event today probably have taken pause to consider, at least briefly, the meaning of this particular effort.

We quickly discover that these medals for distinguished service in journalism have come to stand for the highest honors in this profession. Among the factors that contribute to the stature of Missouri journalism medals is the fact that they have been around for a long time. This is the 36th time that a group of persons in the profession has assembled on this platform to be cited for the School's highest honor.

Over the years the 196 award winners, including media, have been carefully selected, to the extent that the complete list, which is published each year, virtually represents in my opinion a **Who's Who** and a **Who Was Who** of the journalism profession.

These seven distinguished journalists honor the University of Missouri and the School in particular by their presence here today. We all will be proud in a few minutes, I am sure, to enter them into the School's Hall of Honor.

In other years I have tried to generalize about the qualities of the men and women on whom these awards were to be bestowed. I have found it a difficult task, for each has fashioned a lifetime of service and attainment with combinations of personal qualities, drives, and incentives that are unique in the strictest sense of the word.

So I will leave the delineating of their general qualities and achievements to their respective citations, with full awareness that much of importance remains unsaid.

(Presentation of medals)

Dean English:

We now move to our brief and simple ceremony of installing our medalists in the University of Missouri School of Journalism's Hall of Honor.

Around the room are pictures of the persons who have been so honored since the hall was established during the 50th anniversary in 1959. Included are all medalists since the awards began in 1930, as well as honorary committee members of the semi-centennial year.

Because the actual unveiling constitutes the principal part of this ceremony, it has not been entered into lightly over the years. Usually we have called upon a reconstructed engineering student in this school to contrive a system of levers and pulleys to permit the immediate display of the portraits in one grand flourish.

This year a young woman student fashioned the unveiling mechanics. Miss JoEllen Kitchen, up until this moment a student assistant for Dean Gross, and a volunteer for this job in the best military tradition, has the awesome responsibility of revealing the pictures. Her system has worked perfectly, I understand, **in rehearsal**.

(The pictures are unveiled — applause.)

Careers Are Not for Comfort

(An address to the Journalism Week audience given Friday morning, May 7, 1965, in Jay H. Neff Auditorium, School of Journalism, University of Missouri.)

Walter E. Botthof

CHAIRMAN OF THE BOARD, STANDARD RATE AND DATA SERVICE
SKOKIE, ILLINOIS

When Dean English invited me to attend your Journalism Week ceremonies, he wrote his usual warm and cordial letter, toward the bottom of which was tucked away that inevitable paragraph, so artfully designed to play upon the vanity and susceptibilities of the recipient. I quote:

"By all means we wish to take the occasion of your presence here to ask you to speak to our student body and others attending Journalism Week."

Believe me, you never come to Columbia without delivering and that is perhaps as it should be because it is one way we can show our gratitude for what the University has given us and the success we enjoy largely as a result of it. So I am happy to be here but can you imagine anyone failing to grasp the opportunity to address this audience . . . this student body, whose predecessors' achievements have contributed so richly to the history of journalism and reflected so gloriously upon this school.

I fervently hope you will share in that glory and make your own contribution to its lustre. To contemplate the pleasure of commingling with such a distinguished group of university men and women and notable leaders of the communications

industry was simply too overwhelming to bring anything but humble compliance and also a positive "yes." If that's the way you win your spurs at Missouri University, I want to be present. I am grateful to Dean English for giving me the opportunity.

I also want to thank Professor Fisher for his generous introduction in which he enumerated so many of my major attainments but then, there is so much to be said about me. For example, I think you should all know . . . I also walk on water.

The folks up around Lac du Flambeau, Wisconsin, where I spend a good part of every year, will tell you I not only walk on water, I have worn out several pairs of snowshoes walking clear across the lake to buy my groceries. In the summertime, I use a boat to perform that miracle and also to indulge my passion for fishing.

Speaking of fishing, my caretaker and friend of 30 years tells me I'll never master the art until I've learned the trick of arriving yesterday . . . the day the fish were biting. I've learned to respect Emil's judgment over the years. And so I think Emil may be right about yesterday as the perfect time for catching walleyes. But then, fishing tomorrow is

also very good . . . according to Emil . . . particularly, when it's the day after I've left.

This much I've learned from his advice. Whether it's YESTERDAY, TODAY OR TOMORROW, they are one and the same because today's waters are full of tomorrow's fish . . . tomorrow's careers, and I'm here to tell you that when you're fishing for careers, you'd better cast far upstream into tomorrow.

Take my career as an example. There are a few oldtimers left who knew me and Standard Rate and Data Service when I started it back in 1919 and who look at Standard Rate and Data Service today saying to themselves privately what one of my friends said to me when he saw the enormous small mouth bass mounted on the living room wall over the fireplace at Lac du Flambeau. He pointed to the fish then turned to me and said "The man who caught that is a damn liar."

My friend's disbelief is not an uncommon characteristic. In some ways, he's like the engineers who insist that bumble bees can't fly; like the people who urged the Wright Brothers to stick with their bicycle repair shop. . . . How many people whose counsel I sought gave me encouragement? None! They all thought I was crazy to give up a good job.

The status quo is their island of comfort . . . ringed by an iron curtain, curlicues, and all that bar the tumultuous revolution surrounding it. Yes, I said "revolution." No era in man's history can hold a candle to the revolution that has swept us from Edison's electric light bulb to Laser beams . . . from the cable car to Grissom and Young's maneuverable space vehicle. You can enumerate others.

Ask yourselves which you would rank as the most significant development in the past 60 or 70 years . . . the internal combustion engine or the jet engine? the discovery of insulin or the conquest of polio? Comptometers or computers? The list could go on interminably, but the point is apparent: NONE of these can be judged as most significant in themselves,

unless time should suddenly stand still and, of course, the clock isn't going to stop. Each revolutionary development is but the progenitor of yet more startling changes to come.

The revolution has been, and is, going on everywhere, obliterating old ideas, shaking the foundation of science . . . mathematics, medicine, physics . . . forcing change in business and the professions and in all aspects of the local and world society in which we live. The inexorable law of change is not only in operation everywhere, it is moving us at almost frightening speed. All of us will be swept along by the revolutionary environment in which we live. And yet, the remarkable thing is that you have a choice . . . you can elect to run for the comfort of status quo island and surround yourself with a moat of complacency or you can volunteer to work with, and generate the unorthodox, the daring ideas which are the vital stuff of tomorrow — of your future careers.

One thing is sure. Status quo will provide jobs with dwindling stature. Status quo provides, also, a kind of comfy security . . . if that's what you're seeking. But, if it's careers you want, join the revolution, slug it out with discomfort and whatever hardship it takes, to assure your place for a continuing reward in tomorrow. How else can you capitalize on a future which promises greater and greater revolution unless you've been embroiled in the tumult and change of today? For the few skeptics here, if such there be, let me trace the outside dimensions of the revolution challenging the status quo in the United States. Fantastic population growth in the past 20 years has increased the number of people from some 140 millions to more than 192 millions. In another ten years, demographers estimate we'll be well beyond 220 millions.

Outside the U.S., population growths have been equally spectacular, if not more so. You know all of that, of course, but we must keep in mind, as people multiply, so do their needs — their requirements

for goods and services. If we had only population growth without economic growth and development, we would not be moving forward, would we? New ways must supplant the old in production, distribution and communications. The absence of these is the great difficulty among the backward nations.

It was expected that our economy in the past twenty years would grow, and well it did . . . it tripled from 213 billions in gross national product to more than 622 billions in 1964. New, unorthodox and revolutionary techniques are an absolute requirement to remain abreast of the present, much less anticipate the future, and that's where you come in. The unknown is waiting for you, crying to be discovered. Don't be afraid of it. Go after it fearlessly, faithfully, hopefully.

Consider, too, the added impact of technological and scientific change generated in an era when eight out of every ten scientists who ever lived are busy, **right now**, demolishing the status quo. Consider the revolution in the work situation and in the philosophy that marks the years between Mark Hanna and Walter Reuther. Make a guess at the depth of the changes stretching from Booker T. Washington to the recent Civil Rights legislation. Speculate on the revolutionary potential of the Early Bird satellite now hanging in space, fully aware that only 45 years ago the first radio broadcast of a United States presidential election was carried by station KDKA in Pittsburgh.

These are but bits and pieces of the stimulating drama of our times. There is no less excitement and exhilaration going on in the communications complex.

Few of you have a perspective which goes back, as mine does, more than half a century. Revolution or status quo was the choice fifty years ago, as it is now. I won't speculate on where J. Walter Thompson stood concerning that choice back in 1916 when he sold his agency to Stanley Resor and Charles Ramond. It has been said that he did it because

annual billing had reached what then seemed the fabulous total of three million dollars and he didn't foresee much additional growth for advertising — no great future beyond that. Last year, world-wide billings for the J. Walter Thompson agency totalled 496 millions. Oh how important it is to see beyond the horizon into tomorrow.

There are similar instances among other early agencies and also among advertisers. For example, Sapollo and Pears' soaps were household words at one time. Today, they reside in oblivion of status quo. Other advertisers from the same era — Coca Cola, Campbell's Soups, Ivory Soap — have an acceptance today undreamed of fifty years ago. Status quo thinking and doing didn't put them where they are today.

Both old timers and historians agree that the 1920's marked the beginnings of a major upheaval in the advertising agency business. Space brokering was now only a memory. Agencies had developed to the point where they had separate departments for copy preparation, art and media evaluation and selection. It was into this revolutionary climate that my own venture brought a challenge to the status quo of the then still new, self-contained and, more or less, self-satisfied, media departments. The concept of a central gathering and disseminating function for media information useful to all agencies and serving all media, was not only revolutionary, it was actually revolting to some practitioners of that day. Nurturing that revolutionary concept produced a career for me. It propelled me and my infant company into the vortex of the turbulent changes and growth which built the communication structure we know today and which is but the forerunner of the one you will know tomorrow.

What a vantage point we've had through the years to note and to capitalize on the radical changes in the media skyline. Like the city of New York, the communications complex is forever being torn up and

rebuilt again and again. It will never be finished. It will never be ringed by a status quo ironwork.

The communications universe available to national advertisers back in 1919 was sizable: more than 2,000 newspapers published daily editions across the country. Four hundred and sixty-five of them had Sunday editions. There were 120 agricultural periodicals. 256 magazines reached readers in millions of households. Some 915 business periodicals in 85 industry and professional classifications served the needs of the time; tinkerers and hobbyists were fiddling around with crystal sets to snatch sound from the air. Little did I dream, back in 1919, as I listened in amazement to the first spoken word ever communicated to me over a wireless receiver, that in less than ten years, we at Standard Rate and Data Service would be publishing a separate service containing radio advertising rates and data—a completely new branch of the communications industry. That is an example of the speed at which we move.

As early as 1922, radio station WEFW in New York offered commercial time for sale. By 1929, there were 544 licensed stations on the air. Not long after, at the New York World's Fair of 1939, television was demonstrated as a practical and exciting medium of communication. By 1948, with some 50 stations in operation, Standard Rate added still another service, Television Rates & Data. Did these revolutionary developments discourage print media? No indeed, they were a challenge that spawned other revolutions among the traditional print communications media—none of which was left behind.

You all know that today there are more than 1,500 daily newspapers and a burgeoning list of some 8,000 weekly and suburban newspapers. True, there is a numerical loss among dailies but remember that even with the massive trend toward mergers, fewer newspapers in large cities—a revolutionary change in itself—overall circulation is far greater than it was back in the '20's. And there is this ro-

bust sign of health: The average number of pages in daily newspapers has more than doubled since 1945. In the same period, Sunday newspapers average 150 pages today as compared with 70 pages.

General magazines, or what some people call mass or consumer periodicals, are today numbered in the 700's in contrast to some 250 back in the twenties. Business publications are now well beyond 2,250 and are ranged in some 150 classifications which describe, in a crude way, the expanded scope of our industrial, distribution, professional and natural resource complex. Agricultural publications, now designated as farm or agri-business periodicals, number close to 350 even though farm populations have dwindled with the revolution in agricultural mechanization. AM radio stations number close to 3,900 and FM stations total well over 1,100. Television stations, which totalled six in 1947, 50 in 1948, today number 668 plus or minus one or two.

Revolution affects not only the numbers of communications vehicles but it has tremendous impact on content, format and on circulation.

The media complex of 1920 absorbed some two billion dollars in advertising volume. Today, it absorbs 15 billions of advertising dollars. I cite this as but one measure of its explosive ingredients. Even as I recount the dimensions of the communications complex, tomorrow's needs are already erupting here and there as unique and strange ideas which some of us might label crackpot, visionary and impractical. Dr. Robert Goddard, you will recall, was ridiculed in the thirties for wasting his time on childish rockets. I've already mentioned an unorthodox idea that's hanging in the sky in the forms of Early Bird, Telstar and Relay. Speculation about its impact in today's terms is simple. But consider the potential. For example, instantaneous transmission of European telecasts presupposes multilingual facility in the audience. What are the implications of the transmissions of points of view, political or otherwise,

which differ drastically with the American ethic? Several days ago, a trade publication speculated on the very real possibility of a fourth TV network based on Telstar.

Speculation and fantasy are not the sole preserve of science fiction writers. Much of it turns out to be reality rather than fiction. Chester Gould's Dick Tracy is a pretty accurate seer, foretelling the wrist radio, the wrist two-way television set. I sincerely hope he's right about Moon Maid and the wonders of Moon Valley.

Electronic media are not the sole proprietors of the future. There are yet undreamed communications methods to come. And don't you sell print media short. Tomorrow also belongs to print vehicles, as well. Most of us are solidly anchored in a culture where learning is largely acquired through the printed page. True, there are visual aids but, in the main, textbooks and print materials are basic tools for imparting knowledge to the young. So instead of looking for a quick demise of print media, rather anticipate revolutionary ideas for techniques for conveying information in print. Surely, some of you have seen the three dimen-

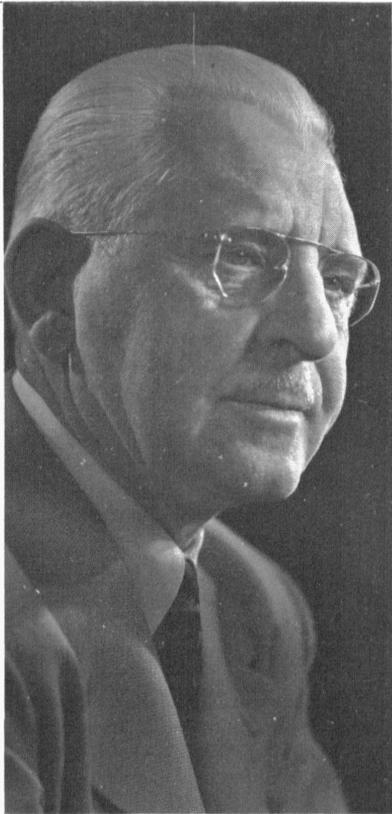
sional effects accomplished in printing, in black and white and four colors, through the joint efforts of Cowles magazines, Eastman Kodak, Harris Intertype and others. Most of you know that print and half-tone material, now transmitted via electronic scanners and reproducers, can conceivably reach into every home in the future. Four-color process was undreamed of for newspapers not too long ago.

Of this we can all be certain, revolution in the communications complex is the norm for the years ahead. It insures a broader, more challenging opportunity for the communicative talents you are now acquiring. Those talents I urge you to dedicate to evolution and revolution so that ten, twenty years from now you will be unable to describe mass communications in today's terms.

Such careers are not for comfort. They are for that rare, personal fulfillment hammered out by challenging the unknown.

What a marvelous, exciting time you're going to have. Find yourself a revolution as I did. There are plenty around. I'll see you in the thick of it because I'm not through with mine. I'll have no part of the listless comfort inside the ornate grillwork of the status quo. It's only when you get there that you notice the tombstones.





CITATIONS AND RESPONSES

To **WALTER E. BOTTHOF**, in recognition of:
his major role in precipitating a revolution in media-buying practices commencing in 1919 with publication of the single directory that was predecessor to today's Standard Rate & Data Service, Inc.;

his establishment of Media Scope, a periodical for buyers of advertising time and space; his leadership in bringing advanced media-buying procedures and practices to advertisers in the European Common Market and in Mexico;

his unstinted generosity of self and of funds in the service of community and civic affairs; and

his dedication and service over the years of enhancing the content and stature of education for journalism.

WALTER E. BOTTHOF, accepting:

Dean English, ladies and gentlemen. I can think of no more eloquent and completely sincere way of thanking you for this medal of honor, my Oscar, than to assure you I shall cherish it the rest of my days. Nor am I unmindful of the distinguished men and women who have received this honor in the past and of those who are receiving it in common with me today. Now, may I make one more observation? Since, strictly speaking, I am not a member of the working press in the sense of being a professional journalist, you can understand how deep is my gratitude to a great journalism school for recognizing contributions made at the outer edge of the fourth estate. Thank you very much.



To THE HARTFORD COURANT, in recognition of:

its profound impact on American life and journalism as it begins its third century of courageous, dedicated service; its sense of fairness, honesty, and integrity, proceeding undiminished from its founder, Thomas Green, in 1764;

its well-written editorials, frequently quoted throughout the country, which have for so long provided its readers with intelligent orientation;

its vigorous defense of basic freedoms, and especially its continued battle for press freedom; and

its perpetual sense of youth, dignified and tempered by the nation's oldest journalistic traditions, which keeps it progressive and portends a significant future service to Connecticut and to the nation.

HERBERT BRUCKER, accepting:

Dean English and ladies and gentlemen. That's an awfully nice way of saying, "My how old you are." But, on behalf of our publisher, Colonel Reitemeyer, who should be here, and on behalf of the present and past staffs of the **Courant**, going right back to Thomas Green, whom you mentioned, who in 1764 was our president, publisher, editor, staff, business department, and printer, I accept this award.



To STEWART HENSLEY, in recognition of:
his 30-year career devoted to the reporting of governmental affairs, both at home and abroad;

his coverage for United Press International since 1944 of major developments in more than 50 countries in Asia, Europe, the Middle East, and Latin America;

his readable accounts of the trips abroad of our presidents, and his discerning coverage of nearly all of this nation's critical international conferences in recent years that have served to identify his by-line with responsible journalism; and

his love of his alma mater, the University of Missouri.

STEWART HENSLEY, accepting:

Thank you very much, Dean English.

It is with profound gratitude that I accept this honor.

In the first place, this is my school. In the second place, this coveted award has been won by a number of the members of the closely-knit journalistic family to which I belong, including the late Roy Howard and my boss for many years, Lyle C. Wilson.

And, finally, it was presented to my wife's father, the late John B. Powell, the most courageous newspaperman I ever knew.

Thank you very much.



To C. W. JOHNSON, in recognition of:

his 43-year career as a professional newspaperman, more than 20 of which have been spent with the Springfield (Missouri) Newspapers, Inc.;

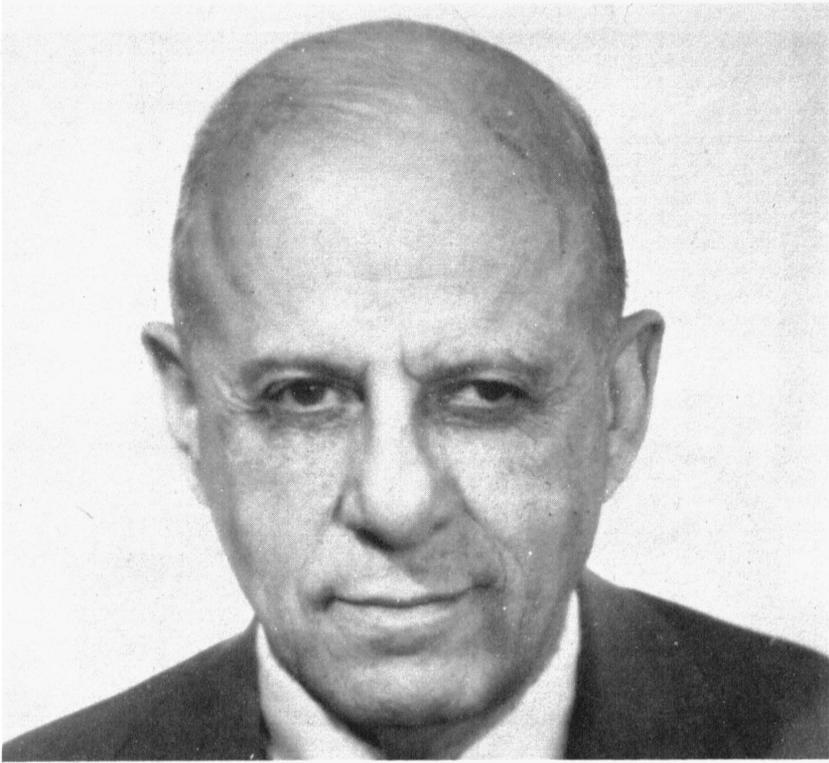
his integrity, journalistic enterprise and sound management policies which have made his newspaper a dominant voice in a 40-county area of Southern Missouri and Northwestern Arkansas;

his continuing effort to attract young people into journalism, and

his demonstrated conviction that if a newspaper is to be a constructive force in its community its editor must become personally involved in progressive civic undertakings.

C. W. JOHNSON, accepting:

Thank you, Dean English, and let me say simply that now I am content. I can look back on 43 years of newspaper work and marvel that now in my possession is journalism's highest reward. But, I would be foolhardy if I were to imagine that this is an award to me individually; rather I would look upon it as having been bestowed upon the entire staff of the Springfield News & Leader. On behalf of the staff, my employers, and myself, a sincere thank you.



To **DAVID LAWRENCE**, in recognition of:
his outstanding career of more than a half-century as a reporter, Washington correspondent, syndicated columnist, and editor of *U. S. News & World Report*;
his success in his chosen field of journalism as publisher, founder of magazines, news analyst, and as a pioneer in radio commentary;
his long and notable service in the nation's capital where, since 1915, he has diligently and intelligently dedicated himself to the difficult task of reporting and interpreting the complexities of national government; and
his integrity and kindness which characterize his personal and professional life.

DAVID LAWRENCE, accepting:

Dean English, ladies and gentlemen, I can think of no honor that I would esteem more than the award I have just been given. For throughout my life news has been my profession — it has really been my life. And may I say that administrations may come and administrations may go, but the press, thank God, goes on forever. Thank you.



To EDWARD P. MORGAN, in recognition of:
his career of more than a quarter-century as a foreign correspondent in peace and war, a free lance writer, and a radio and television news reporter, executive, and commentator;

his distinguished radio commentary for ABC News in which he regularly provides learned and literate interpretation couched in perceptive, yet colorful, language;

his ability to probe issues, to dissect news background, and to bring to light underlying subtleties of a story; and

his commentaries, ranging the whole field of current interest, which reflect depth of research and skill of delivery.

EDWARD P. MORGAN, accepting:

Thank you Dean English, ladies and gentlemen. I have it on the proverbial, reliable and indeed unimpeachable authority that one year from today this room will be air-conditioned. But I wish to state that nothing mechanical or otherwise will cool the warmth of pride that I feel for this singular honor bestowed by this singularly distinguished School. Thank you.



To the **STAMFORD MERCURY**, in recognition of:

its outstanding place in, and contributions to, British provincial journalism for more than two and a half centuries, possibly since 1695 when tradition says it was started;

its survival as a respected newspaper despite a long succession of attacks upon it and numerous newspaper casualties and mergers all around it;

its claim to being the oldest English newspaper published continuously under the same title; and

its continuing vitality and journalistic enterprise as part of the flourishing East Midland Allied Press group.

CHARLES ALDRIDGE, accepting:

Dean Earl English, ladies and gentlemen. It gives me great pleasure to accept this award on behalf of Mr. Winfrey, the publisher of the **Stamford Mercury**, whom I represent today. Mr. Winfrey sends you his sincere greetings and good wishes and his great regret that he is unable to be present. He had been looking forward so much to attending this ceremony — indeed there is no more disappointed man in the whole of England. Perhaps it could be described as an accident of history that I am present here today.

Stamford, the small town from which I come, stands at the river crossing on one of the great highways of our country, which has been in use since the Roman Invasion. Among the many distinguished travelers on this highway was James I, who succeeded to the throne of England in 1603, on the death of Queen Elizabeth. On his way to London to claim the crown, he hunted a fox as he went, and this introduced the sport to England. Among the latter day followers of King James I is Mr. Winfrey, and this has proved his undoing. While hunting a few days ago, he and his horse parted company at a fence and he was thrown rather heavily. Even so, only the urgent representations of his doctors prevented his making this journey.

Thus, a kingly sport has disappointed and kept away from the ceremony a man whom I think I can describe as one of the great personalities and individualists of the current era of British journalism. A little later I hope to be able to tell you what he would have said to you had he been here. Thank you very much.

(Mr. Winfrey's remarks, as read by Mr. Aldridge, are published in a separate bulletin which describes in some detail the history of the **Stamford Mercury** and the gifts presented to the School of Journalism on this occasion).

**MEDALISTS
OF
FORMER
YEARS
1930—
1964**

A Noite, '44
(Rio de Janeiro, Brazil)
Arkansas Gazette, '62
Atlanta Journal, '48
Atlantic Monthly, '44
Babb, Joseph Glenn, '39
(The Associated Press)
Baillie, Hugh, '53
(United Press Associations)
Baltimore Sun, '31
Batten, H. A., '46
(N. W. Ayer & Son, Inc.)
Berlingske Tidende, '61
(Copenhagen, Denmark)
Blair, Cowgill, '60
(Joplin, Mo., Globe)
Blanton, H. J., '39
(Monroe Co. Appeal, Paris, Mo.)
Block, Herbert, '61
(Washington Post)
Borton, Elon, '57
(Advertising Federation of America)
Bowman, Louis N., '56
(Tri-County News, King City, Mo.)
Boyle, Hal, '47
(The Associated Press)
Brandt, Raymond P., '39
(St. Louis Post-Dispatch)
Briggs, Frank P., '58
(Macon, Mo., Chronicle-Herald)
Brinkley, David, '60
(NBC News, Washington D. C.)
Brown, James Wright, '35
(Editor and Publisher, New York)
Bullen, Percy S., '30
(London Daily Telegraph)
Burnett, Leo, '63
(Leo Burnett Co., Chicago)
Carroll, Boyd, '56
(St. Louis Post-Dispatch)
Casey, Ralph D., '61
(University of Minnesota)
Casey, Robert J., '45
(Chicago Daily News)
Catledge, Turner, '54
(The New York Times)
Chicago Daily News '41
Childers, Henry F., '31
(Troy, Mo., Free Press)
Childs, Marquis, '51
Christian Century, '58
Christian Science Monitor, '43
Churchill, Sir Winston, '60

Churchman, of New York City, '34
 Clayton, Charles C., '52
 (St. Louis Globe-Democrat)
 Cleveland Plain Dealer, '42
 Cleveland Press, '54
 Colt, John W., '59
 (Kansas City Star)
 Cone, Fairfax M., '52
 (Foote, Cone & Belding)
 Cope, Millard L., '59
 (Marshall, Tex., News-Messenger)
 Copley, James S., '60
 (The Copley Press)
 Corbin, Carl, '61
 (The New Orleans States-Item)
 Costa, Joseph, '54
 (King Features)
 Cronkite, Walter, '64
 (CBS, New York)
 Crossley, Wallace, '39
 (Warrensburg, Mo., Star-Journal)
 Dale, E. L., '53
 (Carthage, Mo., Evening Press)
 Dallas News, '35
 Davis, Elmer, '49
 (ABC)
 Denman, Clint H., '57
 (Sikeston, Mo., Herald)
 Des Moines Register and Tribune, '34
 Detroit News '64
 El Universal, of Mexico City, '43
 Eliot, George Fielding, '62
 (General Features Syndicate)
 Ewald, Henry T., '42
 (Campbell-Ewald Company, Detroit)
 Ferguson, Harry, '63
 (UPI)
 Ferguson, John Donald, '42
 (Milwaukee Journal)
 Fitzpatrick, Daniel R., '58
 (St. Louis Post-Dispatch)
 Fleeson, Doris, '53
 Flynn, F. M., '47
 (The New York Daily News)
 Frankfurter Zeitung, '32
 Frederick, Pauline, '62
 (NBC United Nations correspondent)
 Freeland, William E., '45
 (Taney County, Mo., Republican)
 Gallup, George Horace, '51
 Goteborg Handels-och Sjöforts-Tidnings, '46
 (Goteborg, Sweden)

Goudy, Frederic William, '44
 Grant, Harry J., '33
 (Milwaukee Journal)
 Guy, Harry D., '54
 (The Dallas News)
 Hailey, Foster B., '45
 (New York Times)
 Hannibal (Mo.) Courier-Post, '62
 Harper's Magazine, '45
 Harte, Houston, '31
 (San Angelo Standard-Times)
 Hewitt, W. C., '54
 (The Shelby County Herald, Shelbyville, Mo.)
 Hills, Lee, '51
 (The Miami Herald)
 Hobby, Oveta Culp, '50
 (Houston Post)
 Honolulu Star-Bulletin, '57
 Howard, Roy Wilson, '62
 (Scripps-Howard Newspapers)
 Huntley, Chet, '60
 (NBC News, New York)
 Huss, Pierre, J., '42
 (International News Service)
 Indianapolis Star, '58
 Jacobs, Morris E., '59
 (Bozell and Jacobs, Omaha)
 James, Edwin, L., '43
 (New York Times)
 Japan Advertiser, '33
 Jewell, H. S., '41
 (Springfield, Mo., Newspapers, Inc.)
 Johnson, Alfonso, '49
 Johnson, Walter C., '55
 (Southern Newspaper Publishers Association)
 Jones, Alexander F., '52
 (Syracuse Herald-American)
 Kander, Allen, '56
 (Allen Kander & Co., Wash., D.C.)
 Kansas City Star, '33
 Kilpatrick, J. J., '53
 (Richmond, Va., News-Leader)
 King, Frank H., '41
 (The Associated Press)
 Kirchofer, Alfred H., '56
 (Buffalo Evening News)
 KMOX Radio, St. Louis, '63
 Knight, John S., '49
 (Knight Newspapers)

La Cossitt, Henry, '59
 (New York)
 Ladies Home Journal, '46
 Lamade, Dietrick, '37
 (Grit, Williamsport, Pa.)
 Lamade, George, '59
 (Grit, Williamsport, Pa.)
 La Prensa, '30
 (Buenos Aires, Argentina)
 Larrabee, Carroll B., '55
 (Printers' Ink Publishing Co.)
 Laurence, William L., '47
 (The New York Times)
 Le Figaro, '54
 (Paris, France)
 Lewis, Dorothy Roe, '59
 (Associated Press, New York)
 Life, '48
 Lindsay, Malvina, '33
 (Washington Post)
 London Daily Express, '45
 Los Angeles Times, '56
 Louisville Courier-Journal, '39
 Lower, Elmer, '59
 (CBS News, New York)
 Lu, David C. H., '48
 (Central News Agency of China)
 McBride, Mary Margaret, '38
 (CBS)
 McGill, Ralph, '57
 (Atlanta Constitution)
 McKelway, Benjamin M., '64
 (The Washington Star)
 Manchester Guardian, '31
 Mapel, William, '56
 (Publishers' Assn. of New York City)
 Melbourne Argus '34
 (Melbourne, Australia)
 Memphis Commercial Appeal, '49
 Miami Herald, '63
 Middleton, R. Hunter, '61
 (Ludlow Typograph Co.)
 Milwaukee Journal, '44
 Minneapolis Star and Tribune, '51
 Montreal Star, '35
 Morris, Joe Alex, '50
 Morris, John Rippey, '44
 (United Press Associations)
 Myers, Vernon Carl, '57
 (Look)
 National Geographic Magazine, '54
 Neff, Ward A., '30
 (Corn Belt Farm Dailies)

Neue Zuercher Zeitung, '55
 (Zurich, Switzerland)
 New Orleans Times-Picayune, '37
 New York Herald-Tribune, '36
 New York Sun, '38
 New York Times, '30
 Nieuwe Rotterdamse Courant, '50
 (Rotterdam, Holland)
 Norlander, Everett, C., '59
 (Chicago Daily News)
 Nutter, Charles, '44
 (The Associated Press)
 Omaha World-Herald, '55
 Painter, William R., '36
 (Carrollton, Mo., Democrat)
 Palmyra (Mo.) Spectator, '63
 Patterson, Don D., '48
 (Scripps-Howard Newspapers)
 Pearson, Earle '36
 (Advertising Federation of America)
 Pett, Saul, '62
 (Associated Press)
 Philadelphia Evening Bulletin, '46
 Pool, James Kelly, '40
 (Jefferson City, Mo., Capital-News)
 Portland Oregonian, '40
 Powell, John B., '42
 (China Weekly Review, Shanghai)
 Providence Journal and
 The Evening Bulletin, '52
 Pulitzer, Joseph, '42
 (The St. Louis Post-Dispatch)
 Rasmussen, Harry E., '37
 (Austin, Minn., Daily Herald)
 Ray, E. Lansing, '46
 (St. Louis Globe-Democrat)
 Reddick, DeWitt Carter, '64
 (University of Texas)
 Reston, James "Scotty", '61
 (New York Times)
 Robb, Inez, '48
 (International News Service)
 Roberts, Roy A., '57
 (Kansas City Star)
 Roop, Lewis, '59
 (DeSoto Press and Jefferson Republic,
 DeSoto, Mo.)
 Ross, Charles G., '33
 (St. Louis Post-Dispatch)
 Rucker, Frank W., '32
 (Independence, Mo., Examiner)
 St. Joseph (Mo.) News Press & Gazette, '55
 St. Louis Post-Dispatch, '32

St. Louis Star-Times, '50
 St. Petersburg Times, '61
 San Francisco Chronicle, '47
 Saturday Evening Post, '49
 Scotsman, '63
 (Edinburgh, Scotland)
 Scripps, Robert P., '31
 (Scripps-Howard Newspapers)
 Scruton, George H., '51
 (The Sedalia, Mo., Democrat)
 Sewall, W. J., '37
 (Carthage, Mo., Press)
 Shelley, Jack, '48
 (WHO, Des Moines)
 Smith, Merriman, '63
 (UPI)
 Southeast Missourian, '41
 (Cape Girardeau, Mo.)
 Southern, William N. Jr., '35
 (Independence, Mo., Examiner)
 Stanton, Frank, '58
 (CBS)
 Stephens, E. W., '30
 (Columbia, Mo., Herald)
 Stowe, Leland, '41
 (The Chicago Daily News)
 Sulzberger, Arthur Hays, '51
 (The New York Times)
 Swain, E. E., '38
 (Kirksville, Mo., Daily Express)
 Swan, Joyce A., '48
 (Minneapolis Star and Tribune)
 Taishoff, Sol, '53
 (Broadcasting-Telecasting)
 Ta Kung Pao, '41
 (Chungking, China)
 Taylor, Frank W. Jr., '36
 (St. Louis Star-Times)
 Taylor, Harry E. Jr., '35
 (Traer, Ia., Star-Clipper)
 Terry, Hugh B., '55
 (KLZ, Denver)
 Thompson, Paul '53
 (U. of Texas)
 Times of India, '39
 Times, of London, '33
 Todd, James, '50
 (Moberly, Mo., Monitor-Index)
 Tokyo Asahi, '36
 Tong, Hollington, '57

(Ambassador from Nationalist China
 to the United States)
 Toronto Star, '38
 Tucker, J. P., '33
 (Parkville, Mo., Gazette)
 Turner, Ralph H., '41
 (Newspaper Enterprise Association)
 Utley, Clifton M., '52
 (NBC)
 Vladimir, Irwin A., '59
 (Gotham-Vladimir Advertising, Inc.,
 New York)
 Walker, Herbert W., '34
 (Newspaper Enterprise Association)
 Wall Street Journal, '60
 Walters, Basil L., '62
 (Newspaper Research Associates)
 Warren, David M., '43
 (Panhandle, Tex., Herald)
 Washington Post, '45
 Washington Star, '53
 Washington (Mo.) Missourian, '64
 Watkins, Clarence E., '44
 (The Chillicothe, Mo., Constitution-
 Tribune)
 Watters, T. Ballard, '61
 (The Marshfield, Mo., Mail)
 White, L. Mitchell, '43
 (Mexico, Mo., Ledger)
 White, Robert M., '34
 (Mexico Mo., Ledger)
 Wiggins, J. Russell, '60
 (The Washington Post and
 Times-Herald)
 Wilhelm, John, '61
 (McGraw-Hill World News)
 Williams, Cranston, '60
 (American Newspaper Publishers
 Association)
 Williams, Edwin Moss, '46
 (United Press Associations)
 Wilson, Lyle Campbell, '40
 (United Press Associations)
 Witman, Arthur L., '64
 (St. Louis Post-Dispatch)
 Wolpers, John H., '52
 (Poplar Bluff, Mo., American Republic)
 Yates, George, '47
 (The Des Moines Register and Tribune)
 Yost, Casper S., '32
 (St. Louis Globe-Democrat)