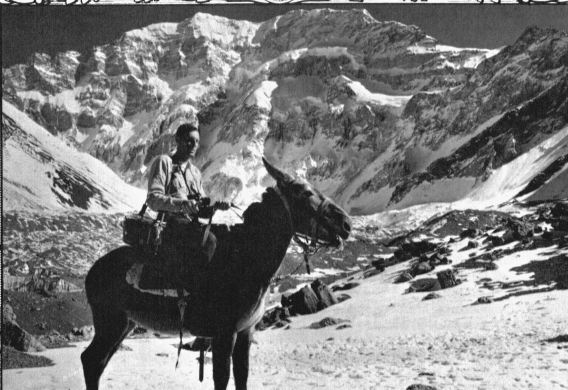


50th ANNIVERSARY

FOUNDED IN 1888



Our People at **GEOGRAPHIC**

The "little magazine with the yellow border" wasn't really designed to be a front-runner in the journalistic world. It just turned out that way.

And Missouri's School of Journalism wasn't started specifically to become prime recruiting ground for *National Geographic* staffers. The effectiveness and reputation of the world's largest school of journalism simply made this a natural by-product. Today more than 20 MU alumni help create the magazine, a long-time leader in the areas of color photography, layout, and descriptive writing.

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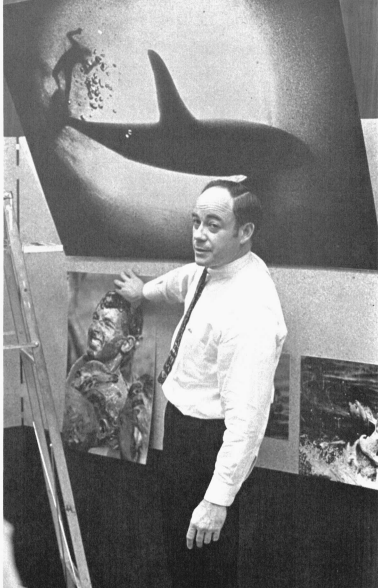
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A long way from Columbia, Bob Madden is a contract photographer for Geographic on assignment at the South Pole. Last year he took pictures for Missouri Alumnus. Riding burrow in photo opposite, George Mobley has been with Society over five years.



Win Booth



Bill Garrett

PHOTOGRAPHS By JIM HOLLAND



Gathering for combination Special Publications-alumni meeting are, left to right, Jerry Synder, T. Loftin Snell, Don Crump, Betty Strauss, Phil Silcott, and Bob Breedon.





Ed Kim

National Geographic Magazine, is, of course, the monthly journal of the National Geographic Society, "a nonprofit scientific and educational organization for increasing and diffusing geographic knowledge and promoting research and exploration." Since 1890 the society has supported more than 407 explorations and research projects. Besides 12 magazines a year for 5½ million members, it produces 30 issues of the *School Bulletin*, half a dozen books, 30 million maps, atlases and globes, a series of TV specials, and operates film strip and news services.

Windsor P. Booth (BJ '33) was one of the first Missouri graduates to join the *Geographic* staff. Chief of the society's extensive news program since 1951, Booth still prepares and edits occasional articles for the magazine. His background includes six years as a White House correspondent for *Time*.

Two 1949 graduates of J-School serve as assistant editors. Carolyn Bennett Patterson joined the staff in 1949 as a news service writer. William E. Garrett, a frequent visitor at the Journalism School's workshops and photo judging contests, has written and photographed a variety of stories in his 13 years with the magazine, his two favorites being features on Alaska and Vietnam.

Senior members of the editorial staff include Bart McDowell, who recently completed writing the *Geographic Revolutionary War Book*, and Rowe Findley, one of three editors responsible for the monthly publication of the magazine.

Co-author of *The World Beneath the Sea*, Richard Crum primarily is involved in writing and editing for the *School Bulletin*, a 16-page color publication published weekly for 500,000 school children.

Special Publications, one of the magazine's two book divisions, is headed by Robert L. Breeden. His assistant is Donald J. Crump. Other alumni in the group are Philip B. Silcott, Jerry Synder, T. Loftin Snell, and Betty Strauss. Their most recent *Geographic* publications include *The Living White House*, *The South Pacific*, and *The Nile*.

But to most members, the magazine is the heart of the society, and the illustrations, if not the heart, are at least a vital part of the magazine. Thomas R. Smith (a son-in-law, incidentally, of Professor Clif Edom of the Journalism School) is the associate illustrations editor; Robert S. Patton is a senior picture editor; Arthur Terry works on layout and production; and Jon T. Schneeberger and H. Edward Kim are picture editors. Besides staff photographer George Mobley, the *Geographic* uses several other MU alumni as contract photographers who spend a considerable part of their time on assignments for the society. Included in this group are Ted Funk, Bob Madden, and James Holland.

If the names, Kim, Funk, and Madden, seem familiar, it wouldn't be surprising. All three served as student photographers for the *Missouri Alumnus* while they were in Columbia. The *Alumnus* wasn't planned to be a training ground for *Geographic* photographers. It just happened that way. □