



Unaccustomed As We Are . . .

to winning awards on such a flattering scale, we immodestly chronicle the honors given the *Alumnus* and the Alumni Association at the 41st General Conference of the American Alumni Council held in June at French Lick, Ind.

In the Annual Magazine Competition sponsored by the AAC (more than 700 alumni groups are members) your *Alumnus* won these awards:

One of Top Ten Alumni Magazines of the Year

First in alumni news coverage

Second in appearance

Honorable mention in student news

First in District VI

The Alumni Association received a special citation for "significant achievement in use of direct mail to promote the State Bond Issue" in the Alumni Direct Mail Competition.

In addition, Missouri was one of four universities given Special Service Awards for "outstanding service rendered to an institution and to the cause of education in general by organized alumni efforts." California was first in this category, with Missouri, Ohio State, and Kentucky as runners-up. The award to M. U. was for "all-out efforts which were such a significant factor in getting out a statewide vote resulting in a 4 to 1 approval of a bond issue for improvements of state institutions."

To elaborate on the magazine awards: The Top Ten are selected for "significant editorial achievement in the field of alumni publishing." They are considered the ten outstanding alumni magazines in the nation. The Magazine of the Year Award went to the Johns Hopkins Magazine; others in the Top Ten included Arkansas Alumnus, Brown Alumni Monthly, California Monthly, University of Chicago Magazine, Harvard Alumni Bulletin, Harvard Business School Bulletin, Smith Alumnae Quarterly, and Wellesley Alumnae Magazine. The Top Ten magazines are chosen on a national basis, regardless of the size of the alumni bodies, and do not necessarily include district winners, of which there are ten. (The Sooner Magazine, as 1955's top winner, was not eligible).

In the awards on alumni news, appearance, and student news, the *Alumnus* competed nationally with magazines of Group 3 (more than 30,000 alumni), those representing the largest alumni bodies. Placing second in appearance to the Johns Hopkins Magazine, winner of the coveted Sibley Award, is quite a feat, and we bow in the direction of Dr. Paul Fisher, the Journalism School's typographical expert whose influence was reflected in many of our pages.

In being voted "the outstanding magazine of District VI" your *Alumnus* competed with publications of all three classifications of alumni groups in Missouri, Kansas, Oklahoma, Nebraska, Iowa, South Dakota, and North Dakota.