

JOSEPH PULITZER

Four generations of Pulitzers were involved in what became the St. Louis Post-Dispatch.



Joseph Pulitzer I

Through the decades the names “Pulitzer” and “St. Louis” have become synonymous. It all began in 1865 when the first Joseph Pulitzer, an emigrant from Hungary, reached St. Louis following brief Civil War service.

There were four generations of Pulitzers involved in what became the St. Louis Post-Dispatch. Pulitzer learned newspapering on the *Westliche Post*, the city’s top German-language paper. By 1878 he owned the *Dispatch*, which he later merged with the *Post*.

From the start, Pulitzer’s goal was to produce an “organ of truth” that would “advocate principles and ideas rather than prejudices and partisanship.” Crusading became a major objective, with campaigns designed to help the poorer residents in the city.

A few years later Pulitzer was enroute to Europe and while in New York acquired *The World*, which he turned into the nation’s top publication of its time.

Pulitzer was the first to call for the training of journalists at the university level. And at his death, he established the Pulitzer Prizes as an “incentive to excellence.”

Since several generations of men were named “Joseph” it became difficult to keep them straight. Biographer Daniel Pfaff numbered them.

We have noted Pulitzer I (1847-1911).

Pulitzer II brought the daily national recognition. The second Joseph Pulitzer was born in New York City in 1885. He died in St. Louis in 1955. He kept up with the times, acquiring radio station KSD in 1922 and KSD-TV in 1947.

Pulitzer II was concerned with the editing phase. With an “independent streak,” he received such fame that some felt “He left a greater impression on American journalism than did his illustrious father.” Pulitzer II hated anything that he considered unjust or corrupt.

The third Joseph Pulitzer was associated with the newspaper until his death in 1993 at age 80.

He expanded the operations, adding newspapers, and television and radio stations across America. The *Post-Dispatch* continued to grow while its competitors, the *Sun-Times* and *Globe-Democrat*, folded.

Pulitzer III, a Harvard graduate in the fine arts, began as a reporter, served in World War II, and then came to St. Louis. The Arts and Educational Council of St. Louis presented him its lifetime achievement award for his contributions to contemporary art.

The fourth Joseph Pulitzer, the great-grandson of the founder, published the *Post-Dispatch* as well and stepped down in 1995 after a long, successful career in management involving marketing, promotion, purchasing, specialty publications and alternate delivery systems.

Here is a family of four generations, with each man pushing the operations farther ahead — and each generation following in the footsteps of the founder.



Pulitzer Prize Medals

