



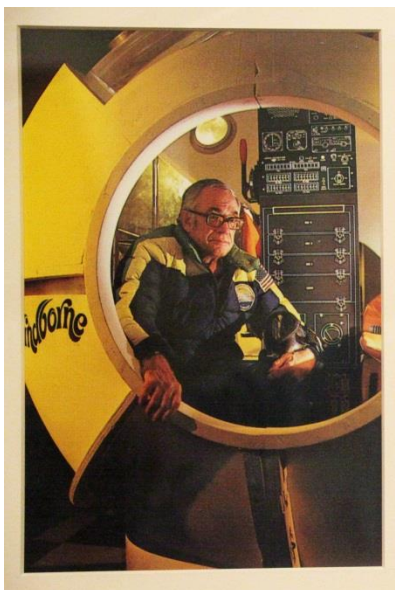
**FÉDÉRATION AÉRONAUTIQUE  
INTERNATIONALE  
Ballooning Commission**

**Hall of Fame**

**MALCOLM STEVENSON FORBES**

**Inducted 2003**

**(1919-1990)**



**MALCOLM FORBES**

**USA**

**Inducted 2003**

**Aeronaut extraordinaire**

**19 Aug 1919 New York, NY–24 Feb 1990 Far Hills, NJ**

**Malcolm Forbes took up ballooning** at age 48. He was one of the main promoters of special shape balloons. His shapes included Cameron-built balloons depicting a Harley-Davidson, Sphinx, bust of Beethoven, his French château, a pagoda and a minaret, among others. In 1975 he founded a balloon museum at his Château de Balleroy in Normandy, France. That same year he planned to launch a transatlantic attempt (with Dr. Thomas Heinsheimer) in a "Pleiades" type balloon. Forbes was recipient of numerous aviation decorations.

Image: Around the World on Hot Air & Two Wheels

*Photo and plaque published with permission of the Anderson/Abruzzo International Balloon Museum in Albuquerque, New Mexico, USA*

Malcolm Stevenson Forbes rose to prominence in the last half of the 20<sup>th</sup> Century as Editor-in-Chief and Publisher of the nation's leading business magazine. He was also an avid collector, a licensed hot-air balloonist and a motorcycle enthusiast.

Mr. Forbes was born August 19, 1919 in New York City. He died in 1990 at the age of 70 in Far Hills, New Jersey. At the time of his death, Mr. Forbes was Publisher and Editor-in-Chief of *Forbes* magazine and Chairman and CEO of Forbes Inc.

The third of five sons of Bertie Charles (B.C.) and Adelaide Stevenson Forbes, Malcolm Forbes lived all of his life in New Jersey, growing up in Englewood and moving to Far Hills following his marriage in 1946.

Graduating *cum laude* from Lawrenceville School in 1937, Mr. Forbes entered Princeton University the same year. At Princeton he attended the Woodrow Wilson School of Public and International Affairs, receiving his A.B. in 1941. On graduation, his classmates voted him "the member of his class who contributed the most to Princeton as an undergraduate." Mr. Forbes entered the newspaper business two days after graduation, becoming Owner and Publisher of the *Fairfield Times*, a weekly in Lancaster, Ohio. In 1942, he founded the *Lancaster Tribune*, also a weekly publication.

Inducted into the U.S. Army in 1942, Mr. Forbes served in World War II as a Staff Sergeant of a Heavy Machine Gun Section in the 334th Infantry, 84th Division. He saw action in Belgium, France and Germany. During action just prior to the Battle of the Bulge, he was awarded the Bronze Star and the Purple Heart. The citation accompanying the Bronze Star read, "The initiative, resourcefulness and alert action displayed by Staff Sergeant Forbes prevented possible encirclement of the battalion and reflects high credit upon himself and the armed forces." Severely wounded in the thigh during combat, Mr. Forbes spent months in military hospitals prior to his honorable discharge in August 1945.

Immediately after his military service, he joined *Forbes*, the business publication founded by his father, B.C. Forbes, in 1917. He became a Vice President of Forbes Inc. in 1947, also serving as Associate Publisher of *Forbes* magazine. In 1948, he founded *Nation's Heritage*, a bimonthly publication presenting a pictorial recapitulation of American history. In 1949, he was awarded the Freedoms Foundation Medal for publishing a handsomely illustrated six-volume series on the American heritage.

In 1949 Mr. Forbes embarked on a political career and was elected to the Bernardsville Borough Council. In 1951 he was voted into the New Jersey State Senate by a record plurality. The same year he was named New Jersey's "Young Man of the Year" by the New Jersey Junior Chamber of Commerce. One of the first Republicans to back Dwight Eisenhower for President of the United States, Mr. Forbes became the Founder and Chairman of the New Jersey Ike Clubs in 1951.

Mr. Forbes made a strong but unsuccessful bid for the New Jersey gubernatorial nomination in 1953; however, in 1957 he won the Republican nomination in New Jersey. Although defeated in the election by incumbent Robert B. Meyner, Mr. Forbes received more votes than any prior Republican governor or candidate. Mr. Forbes was 38 at the time of his political defeat in the New Jersey gubernatorial election in 1957. He served as New Jersey State Senator until

resigning in 1958. In 1960, he served as a New Jersey delegate-at-large to the Republican National Convention.

Upon the death of his father in 1954, Mr. Forbes had been named Editor and Publisher of *Forbes* magazine. In 1957 he became Editor-in-Chief, in addition to his duties as Publisher. In 1960, the magazine began a growth spiral that has continued to the present time.

In 1969, Mr. Forbes took several steps toward diversifying the interests of Forbes Inc. The purchase of the 250-square-mile Trinchera Ranch in Colorado, 200 miles south of Denver, was an early move. In 1981, 140 adjacent square miles were acquired. A section of that ranch has been developed and marketed as Sangre de Cristo Ranches.

During his lifetime, Mr. Forbes was the Chief Executive Officer of the following companies: Forbes Investors Advisory Institute Inc.; Forbes Trinchera Inc.; Sangre de Cristo Ranches Inc.; Fiji Forbes Inc.; and Forbes Europe Inc.

Mr. Forbes began amassing what eventually would become known as The FORBES Magazine Collection while he was an undergraduate at Princeton. At the time of his death, he had assembled an eclectic collection that included Fabergé objets d'art, U.S. historical documents and memorabilia and fine art, as well as toy boats and toy soldiers.

Mr. Forbes was also an internationally known balloonist, setting six official world records in hot air ballooning in October 1973, while becoming the first person in history to successfully fly coast to coast across America in a hot air balloon. For this achievement, President Gerald Ford awarded him the Harmon Trophy as Aeronaut-of-the-Year in 1975. In 1973 he also founded the world's first balloon museum at Forbes' Chateau de Balleroy in Normandy, France. In 1985 Mr. Forbes was inducted into the Aviation Hall of Fame of New Jersey, and in 1986 he was awarded the Diplome Montgolfier by the Federation Aeronautique Internationale for Outstanding Contribution to the Development of Ballooning. In 1989 the French association Les Aeronautes awarded Mr. Forbes the Medaille Charles Dollfus for his outstanding achievements in ballooning.

In his lifetime, Mr. Forbes was awarded 60 honorary doctoral degrees from colleges and universities throughout the world, including the Universities of Ohio, Missouri, Vermont, Johns Hopkins, Lehigh, Carnegie Mellon, Syracuse, Aberdeen (Scotland), American University and Loyola College.

Mr. Forbes was named to the Board of Directors of the Balloon Federation of America in 1974 and to the Board of Advisors of the Naval War College in 1975. In addition, he was a member of the Board of Directors of the National Aeronautic Association in 1975 and was elected Executive Vice President in 1976. Also in 1976, he became a Trustee of St. Mark's School, a director of the Coast Guard Academy Foundation, and he was made Paramount Chief of the Nimba Tribe of Liberia. In 1976, 1978 and 1979, he served as Chairman of the New Jersey Rhodes Scholarship Committee.

In 1982 he was elected to a four-year term on the Board of Trustees of Princeton, and in 1986 he became a Charter Trustee of the University. In 1986 he was also promoted to Associate Commander Brother of the Most Venerable Order of the Hospital of St. John of Jerusalem. In 1988 he was named to the Board of Trustees of the Asian Institute of Technology.

In 1979 Mr. Forbes received the Eaton Corporation's Award for Business Spokesmanship from the International Platform Association, the American Image Award "Adam" for Business and Industry from the Men's Fashion Association of America and the University of Southern California Journalism Alumni Association's Distinguished Achievement Award in Periodical Journalism. In 1980 Mr. Forbes was decorated by the French government in Paris with their highest civilian honor, the Order of Merit. He also received the Columbia University Business School Award for Business Leadership and the annual Man of Conscience Award from the Appeal of Conscience Foundation. In 1981 Mr. Forbes received the Franklin Award for Distinguished Service from the Printing Industries of Metropolitan New York, and King Hassan II of Morocco presented him with one of the highest decorations that can be awarded to a citizen of another country when he named him Commander of the Order of Ouissam Alaoyite. He also received The Sacred Cat Award from the Milwaukee Press Club. In 1982 he was presented with the Yale Management School Award for Entrepreneurial Excellence and was named "Superstar of the Year" by the Police Athletic League.

In 1983 Mr. Forbes was presented with the Gentlemen's Quarterly Manstyle Award, received the Community Service Award from the Greenwich Village Chamber of Commerce and received from President Zia Ul-Haq of Pakistan the President's Medal of Achievement, the highest civilian award in that country. In addition, he received the 33rd Annual Enterprise Award from the Area Council for Economic Education in Philadelphia, was named "Communicator of the Year" by the Business/Professional Advertising Association and was awarded the Culinary Institute of America's Medal of Honor. Also in 1983, Mr. Forbes was elected Publisher of the Year by the Magazine Publishers Association, and he received the Henry Johnson Fisher Award in January of 1984. In November 1984 Mr. Forbes received the Insurance Federation of New York's Free Enterprise Award. He also received the "Mr. New York's Finest Championship Award" from the Patrolmen's Benevolent Association. In 1985 Mr. Forbes was named "Person of the Year" by the French-American Chamber of Commerce in the United States, and he also received the annual Citation of Merit from the Salvation Army Association.

In 1986 Mr. Forbes was named "Philanthropist of the Year" by the Greater New York Chapter of the National Society of Fund Raising Executives, was honored by the Governor's Committee on Scholastic Achievement, received the American Eagle award from the Invest in America National Council, was named "Grand-Dad of the Year" by the Old Grand-Dad Club and received the Hands in Applause Award from the Sales Executives Club of New York. In 1987 Mr. Forbes received the Salmagundi Honor Award and the Richard M. Cyert Medal for Professional Excellence from Carnegie-Mellon University. *Motorcyclist* magazine's editors voted him 1987's Motorcyclist of the Year. In 1988 Mr. Forbes was named International Motorcyclist of the Year by the International World of Motorcycles. He was also appointed a Knight Grand Cross of the

Most Noble Order of the Crown of Thailand; was inducted into the Hall of Fame of the New York Financial Writers Association; was promoted to the rank of officer by the French government's Legion of Honor; and received the American Heritage Award of the Anti-Defamation League.

In 1989 Mr. Forbes was awarded the Presidential Citizens Medal by President Ronald Reagan. He was also elected to the Sales Hall of Fame by the Sales and Marketing Executives of Greater New York; received the Father of the Year Award from the National Father's Day Committee; and was presented the Casita Maria Gold Medal of Honor, the History Makers Award of the New York Historical Society, and the Locust Club of Philadelphia Foundation Achievement Award. Additionally, Mr. Forbes received the Walter Cronkite Award for Excellence in Journalism and Telecommunication from Arizona State University as well as the Holland Society's Gold Medal for Distinguished Achievement for Journalistic Leadership.

In his lifetime Mr. Forbes was a member of: the Essex Fox Hounds; the New York Racquet and Tennis Club; the Explorers Club; the Links; the New York Yacht Club; the Newcomen Society; and the Pilgrims of the United States.

Mr. Forbes was also an author, whose books included: "More Than I Dreamed," published in 1989 by Simon & Schuster; the best-seller, "They Went That-a-way...", published in 1988 by Simon & Schuster; "The Further Sayings of Mr. Forbes," published in 1986 by Harper & Row; "Around the World on Hot Air and Two Wheels," published in 1985 by Simon & Schuster; "The Sayings of Chairman Malcolm," published in 1978 by Harper & Row; and "Fact & Comment," published in 1974 by Alfred Knopf, Inc.

Mr. Forbes was wed to the former Roberta Remsen Laidlaw (now deceased) from 1946 until their 1985 divorce. The couple had five children and eight grandchildren. Their children are: Malcolm Stevenson (Steve) Forbes, Jr.; Robert (Bob) Laidlaw Forbes; Christopher (Kip) Charles Forbes; Timothy (Tim) Carter Forbes; and Mrs. Moira Hamilton (Forbes) Mumma.



*-Forbes-*

Additional photos and information can be found on the Balloon Federation of America's National Balloon Museum Website: <http://www.nationalballoonmuseum.com/HallofFame>