

# Missouri's Honor Awards - 1932

“For Distinguished Work in Journalism”



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*Missouri's Annual Honor Award*

Four awards of a bronze medallion (pictured above) were made by the School of Journalism during the twenty-third annual Journalism Week held at the University of Missouri in May, 1932. This was the third consecutive time these medals of honor were presented by the school. Pictures of those receiving the award and the addresses delivered by them at the ceremonies appear on the following pages.



MR. JOSEPH PULITZER, JR.

*"...who follows so faithfully along the noble trail blazed by his father whose name he bears, and is blazing new and noble trails in this new day..."*



DR. KARL BOEMER

*"...fine representative of the journalism of Germany where printing was born, combining exceptional news statement with true liberalism..."*



MR. CASPER S. YOST

*“ . . . leader of the profession nationally who perceived a most serious lack in forms of professional co-operation and labored successfully to remedy it . . . ”*



MR. FRANK W. RUCKER

*“ . . . combines the highest technical and professional competence with strength of character and consistent adherence to idealistic standards . . . ”*



## “FOR DISTINGUISHED WORK IN JOURNALISM”

### Missouri's Honor Awards

Awards for distinguished service in journalism were made for the third time by the School of Journalism of the University of Missouri during the twenty-third annual Journalism Week at Columbia. President Walter Williams, in behalf of the faculty of the School of Journalism, announced the citations at the morning session in Jay H. Neff Auditorium, May 5, 1932.

Two newspapers and two individuals were honored at this session. The St. Louis Post-Dispatch, represented by its publisher, Joseph Pulitzer, Jr., was cited as an outstanding newspaper published in the United States; the Frankfurter Zeitung, represented by Dr. Karl Boemer, was honored as one of the leading papers published in a foreign country; Casper S. Yost, editorial director of the St. Louis Globe-Democrat, received the honor as an outstanding Missouri journalist; Frank W. Rucker, vice-president and general manager of the Independence (Mo.) Examiner, was honored as a graduate of the School of Journalism who has been an outstanding leader in the profession. Each received a bronze Medal of Honor inscribed with the recipient's name and the reason for its presentation.

The recipients of the awards were recommended by a special committee from the professional faculty, and approved by the general faculty of the School of Journalism. Plans and regulations for the annual bestowal were adopted by the School of Journalism on March 20, 1930, and the citations were authorized by the Board of Curators of the University of Missouri. According to the regulations adopted by the faculty, the medals will be awarded “to newspapers, or periodicals, or editors or publishers of newspapers and periodicals, or persons engaged in the practice of journalism, for distinguished service performed in such lines of journalistic endeavor as shall be selected each year for consideration.”

President Walter Williams, in making the awards, said:

“To the St. Louis Post-Dispatch, whose publisher follows so faithfully along the noble trail blazed by his father whose name he bears, and is blazing new and noble trails in this new day; persistently presenting by untiring zeal and rare accuracy the truth behind the facts, insistent upon thoroughgoing measures for public betterment, with a news service that gives the news of the day with rare respect for discordant and divergent opinions, with an editorial page drastically independent, distinguished for virility, fine courage, singular charm, high literary excellence.

“To the Frankfurter Zeitung, fine representative of the journalism of Germany where printing was born, combining exceptional news statement with true liberalism; steadfast champion of an enlightened democracy, having the courage to be unpopular where popularity meant economic gain; for seventy-five years presenting adequately and admirably news and comment unto large public service, promoting that better understanding between nations and peoples, all bound up in the sure bundle of the world's life.

"To Casper S. Yost, chief editorial writer of the St. Louis Globe-Democrat, author of 'The Principles of Journalism,' leading Christian citizen of his city; Missouri journalists are happy to count among their number that leader of the profession nationally who perceived a most serious lack in forms of professional co-operation and labored successfully to remedy it through the formation of the American Society of Newspaper Editors; its first president, honored everywhere as its founder; author, journalist, gentleman.

"To Frank W. Rucker, alumnus of the School of Journalism, vice-president and general manager of the Independence (Mo.) Examiner: Journalism, like all other professions, takes unusual pride in those of its number who combine the highest technical and professional competence with strength of character and consistent adherence to idealistic standards in all the relationships of life. Such praise can sincerely be given to Frank W. Rucker."

#### JOSEPH PULITZER'S RESPONSE

In accepting the Medal of Honor in behalf of his paper, Joseph Pulitzer, Jr., made the following address:

"I consider it a rare privilege and a very great honor to be here today to receive on behalf of the newspaper which I represent, the St. Louis Post-Dispatch, the great distinction which you are conferring upon it. There are many other individuals on the Post-Dispatch staff better qualified by journalistic achievement than I to be here, and yet I value the award so highly that I could not deny myself the privilege of coming to the University of Missouri to receive it.

"The award, I have been told, is made to the Post-Dispatch for rendering distinguished service in journalism, and through journalism for humanity. Since learning that the Post-Dispatch was to be thus honored, I have asked myself the question: What is it about the Post-Dispatch that has earned for it this distinction? And this led me to a consideration of what various types of newspapers there are in the civilized world and what is the ideal in a newspaper for which an editor should strive. May I briefly discuss the various types as I see them?

"First, there is the European type. This is represented in Germany by thousands of small newspapers, small in circulation, narrow in editorial outlook, and small in influence. This type reflects only one shade of public opinion in a country where there are seemingly many minute shades of opinion, a veritable spectrum ranging from those of the extreme left to those of the extreme right. These newspapers, of course, are honest in representing their particular narrow point of view, but seemingly one must read twenty of them to get a reflection of what the majority of the German people are thinking. In France, the European type is represented by what from the American point of view must be regarded as a sinister kind of journalism, for in France a great many of the newspapers are owned or controlled by special interests. That special interest may be a foreign monarchy trying to keep itself in the saddle, or a Russian communist movement trying to undermine the foundation of the French Government, or a great industry trying to fatten on the increased manufacture of war armaments.

"In this country we may thankfully agree we have been spared this kind of journalism. In the Post-Dispatch platform there appears a line: "Never be satisfied with merely printing news." At first thought, that proposition may seem difficult to understand. The layman might very easily say: "What is a newspaper for except for merely printing news?" The answer is that there are a hundred different ways of printing news, but that there is only one way of printing *the* news. We have several different types of newspapers in this country. There are some newspapers that are always satisfied with merely printing news, that is to say, they set aside a certain amount of space to advertising, a certain amount of space to reading matter, and merely print news as it flows into them more or less automatically, by telephone, telegraph, and by cable.

"There is another type which goes a great deal further than this, which gives the reader the benefit of a tremendous amount of reading matter collected at a great cost by correspondents of exceptional ability located in the remotest parts of the world. They fairly deluge the reader with words of what has happened, and the unfortunate reader has to subject himself the next day to another deluge of words only to discover that the first day's deluge had not meant much of anything. I do not wish to appear to speak disparagingly of this type of newspaper for it is making an honest effort and occasionally does it brilliantly to fulfill what it honestly believes to be its function—that of merely printing news. Someone has said this type is being edited 'with a coal shovel' and you know what happens if you shovel coal into a furnace too fast.

"Then again, we have the fence-sitting type of newspaper. That is the type whose publisher decides that he is going to get on the fence and sit there until the cows come home. He believes controversial subjects are dangerous to his circulation and that he is best discharging his journalistic duty and meeting what he assumes to be the real preference of his readers by preserving a discreet silence. He may, as Doctor Mencken said recently, occasionally come out "with a thumping denunciation of cannibalism," but that is just about his limit in throwing editorial caution to the winds.

"Finally, we have the ax grinding type. That is the type fortunately disappearing fast which is owned by a publisher, very often a wealthy publisher, who for some foolish reason of personal political ambition or of a political servitude to a party, or of pure unadulterated commercial acquisitiveness, has an ax to grind. He does not by any means stay on the fence. He is always lambasting this or boosting that, but somehow or other you always hear the buzzing of the grindstone.

"Now none of these, I am sure, is your ideal of the American newspaper. What might that ideal be? If I may answer that question, it would be a newspaper that would combine the best qualities of three of the great newspapers of today. It would possess all of the extraordinary news-gathering resources of the New York Times, including the impartial and uncolored reports of that great American news-gathering organization, the Associated Press. It would possess the profound knowledge of world affairs and in general the high intellectual attainments of the London Times, and last, but by no means least, it would possess the faculty of the Manchester Guardian, under the editorship of the late Charles P. Scott, never to be satisfied with

merely printing the news but to be forever insistent upon exploring the truth which underlies any report of surface fact. That is the difference, and no one knew it better than Scott, between merely printing news and printing *the* news. Printing *the* news means that a newspaper must go out of its way to get at the rockbottom facts, ugly as they may often appear, and lay them before its public so its public may understand. The newspaper reader is hungry for such information. Is it not the duty of a newspaper, so far as it lies humanly within its power, thus to give him the real truth or *the* news, and having given it to him to do all that lies in its power through the expression of editorial opinion to promote and preserve the best interests of mankind, and especially the rights of the inarticulate American who wants and needs the help of an honest newspaper?

"We of the Post-Dispatch feel that that is the duty of a newspaper. That has always been and will remain our goal. If a small part of such service has been rendered by the Post-Dispatch, I should like to go on record here as saying it has been accomplished by the brilliant and able men who constitute the Post-Dispatch staff. If the Post-Dispatch deserves any slight credit for having rendered any small degree of such service, to them should go the credit; and on their behalf and on behalf of the Post-Dispatch I accept with profound gratitude this medal of honor."

#### PUBLISHER SENDS ACCEPTANCE

Heinrich Simon, president of the Board of Directors and of the editorial staff of the Frankfurter Zeitung, in the following cablegram to President Walter Williams accepted the Medal of Honor, and officially appointed Dr. Karl Boemer, referent in the German Institute of Newspaper Learning of the University of Berlin, to represent the newspaper at the presentation ceremonies:

"To President Walter Williams, University of Missouri,  
"Columbia, Missouri, U. S. A.

"In the name of the Frankfurter Zeitung I deeply appreciate the honor bestowed on the Frankfurter Zeitung by the School of Journalism of the University of Missouri. With great gratitude I accept the medal of honor as grandson of Leopold Sonnemann who seventy-six years ago realized the vision that true journalism and editorship is and will always be an essential factor in the world for better relations between the nations and better understanding in every nation itself. The whole staff of the Frankfurter Zeitung and myself appreciate the honor so much more as the Frankfurter Zeitung is the first newspaper in German language honored by the University of Missouri, and I hope the medal will stand for a symbol of the friendly intercourse between America and Germany. As I am unfortunately not able to attend personally the week of journalism in Columbia Doctor Karl Boemer of Berlin University Institute of Journalism will accept the medal of honor in the name of the Frankfurter Zeitung.

"HEINRICH SIMON."

### “NOBLE DEVOTION TO TRUTH”

Dr. Karl Boemer spoke in behalf of the Frankfurter Zeitung as follows:

“The fact that the School of Journalism of the University of Missouri, the oldest and most famous institution of its kind in your country, presents the medal of honor to a German paper which I have the honor to represent here, brings home to me the consciousness that you, President Williams, and your colleagues are standing in the first line of scholars who not only desire to promote scientific and practical work in journalism, but also to bring about a better understanding among the nations for world peace. We need today, more than at any other time, men whose vision transcends national boundaries.

“You know that the Frankfurter Zeitung, decorated with such a sign of appreciation, is one of the few German papers which, in the present crisis, have refused to float blindly with radical winds and to stand in party dependence. It is still today, as it has been from its foundation, led by individualism and the power of personality.

“The Frankfurter Zeitung has always stood for fair play and noble devotion to the truth. So I may say, especially because I am not employed by the newspaper, but am a neutral observer, that the School of Journalism of the University of Missouri has honored a paper which richly deserves it. Let me officially and personally thank you for the privilege of accepting in the name of the Frankfurter Zeitung. I shall take the medal home as a sign of friendship between your wonderful country and my own.”

### SIXTY YEARS A JOURNALIST

Casper S. Yost made the following speech of acceptance:

“To say that I appreciate this symbol of esteem is but feebly to express my real feelings. I am particularly pleased to receive it as a mark of distinction as a Missouri journalist. It so happens that it is just sixty years ago this month—possibly just sixty years ago today for the exact date is not a matter of record or memory, that I began newspaper work in the printing office of the Laclede County Leader—at Lebanon, Mo., as a very small and red-headed printer’s devil. My remuneration was 50 cents a week and I thought it was a lot of money. With the exception of occasional vacations for public school attendance and three years in my late teens as a telegraph operator, I have been engaged in newspaper work ever since that far off beginning. And all of that period of more than half a century has been given to the service of journalism in Missouri.

“Consequently I have seen many changes in the journalism of this state and of the country. The most marked change is in the development of economic and political independence. Sixty years ago the publication of a newspaper was the most precarious and least remunerative of all enterprises. The country press in particular eked out a bare existence from subscriptions paid largely in provisions and fuel and advertisements inserted mainly as a matter of public spirit to keep the paper alive. Moreover virtually every paper was a personal or party organ. It was created and maintained

to serve personal or partisan ends. Disinterested public service was comparatively rare.

"Today the newspaper, country as well as city, is economically independent. It is suffering at this time in common with all callings but it is not a mendicant. And today it is not subservient to parties, groups or to persons. It exists for its own interests and public service. Journalism in those days was, as William Allen White once expressed it, a combination of mendicancy and mendacity. Today it is an honorable, self-supporting and self-respecting profession.

"Contributing to this progress in recent years is the School of Journalism, a comparatively new institution but of growing influence and value. And I am proud of Missouri's great and leading power in this development, proud of the school here in Columbia and of the distinction of its beloved founder. It is contributing mightily not only to education for journalism but to the elevation of standards of journalism and journalists. It is indeed an honor to be honored by the School of Journalism of the University of Missouri."

### "STILL A STUDENT OF JOURNALISM"

In thanking the school for the award made to him, Frank W. Rucker said:

"I am deeply appreciative of the honor conferred upon me today by the University of Missouri and its School of Journalism. Any child who realizes the value of mother love and interest likes to have Mother pat him on the head and say nice things about him.

"If I am deserving of this honor, it is due greatly to the environment in which I have been placed.

"I am not unmindful of those other gifts, which this school has bestowed upon me—those influences which strengthen ideals, which elevate the profession of journalism; which have kept constantly before me goals I have never reached, but in the striving toward which I have found joy. I am still a student in the School of Journalism. I have been more fortunate than many graduates in being able to maintain a close contact with the school. My connection with a newspaper of about the same size as the *Missourian* has enabled me to put into practice every phase of newspaper work in which I received training here. My laboratory experience in Independence, Mo., is practically the same as it was in Columbia.

"The primary essentials of success in newspaper making are the same everywhere—completeness and accuracy in news, definiteness in editorial, thoroughness in coverage, efficiency and tirelessness in advertising service. In some fields, perhaps, a publisher may be lax in one or all of these essentials and still deceive his public into thinking he is putting out a newspaper, but to do this in a city under the shadow of a greater city, where the metropolitan press with all its attractiveness, its extra bulk and its editorial prestige is constantly standing itself up alongside your own

production, is out of the question. There is good fortune in having an environment and an influence—even though it be competition—that spurs you on to your best efforts.

“I am grateful that the School of Journalism helped me to become associated with a newspaper publisher and editor, whose ideals are high, who has very definite opinions of his own but who has not hindered me in the expression or practice of my own ideas. He has helped me to learn that very important lesson of co-operation, which must be learned by all who make the newspaper. There may be harmony and unity of effort without the sacrifice of independence.

“So speaking out of my own experience, may I give this personal advice to the students in journalism:

“1. Keep close contact always with the School. It will be a continuous source of information and inspiration.

“2. Seek a position or an environment that will try your mettle; that will bring out your best.

“3. Establish a newspaper of your own or associate yourself with an institution that emulates the high ideals of your own personal life.

“It is only in tribute to all these and in acknowledgment of their assistance that I accept the honor conferred upon me.”

## RULES GOVERNING AWARDS

During the presentation of the medals, President Walter Williams explained that the annual awards will not necessarily be restricted to any particular form of journalistic service; nor will there be, necessarily, any designated number of medals voted each year. The citations will be announced at the annual Journalism Week held at the School of Journalism. Awards will be made to those persons only who, upon invitation, are present to receive them, or, in the case of newspapers or periodicals, when such are represented officially.

Nominations for awards may be made in writing to the School of Journalism, University of Missouri, Columbia, Missouri, by anyone before February 1 of each year.

If the award is made to a newspaper or periodical, the Medal of Honor, if the faculty so desires, may be bestowed in the name of the editor or publisher of such publication. Faculty action may at any time modify the rules for bestowing awards. On recommendation of the special committee and with approval of the faculty, awards may be withheld for a year.

## AWARDS OF FORMER YEARS

The Medals of Honor were first awarded in May, 1930. Recipients of the awards in the first two years were:

The New York Times, New York City.

La Prensa, Buenos Aires, Argentina.

Ward Andrew Neff, alumnus of the School of Journalism, donor of Jay H. Neff Hall.

Percy S. Bullen, American correspondent of the London Daily Telegraph.

E. W. Stephens, editor and publisher, Columbia, Mo.

The Manchester Guardian, Manchester, England.

Robert P. Scripps, editorial director, Scripps-Howard newspapers.

Houston Harte, publisher, San Angelo (Tex.) Standard-Times.

Henry F. Childers, editor, Free Press, Troy, Mo.

THE  
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Edited by

T. C. MORELOCK

*Associate Professor of Journalism*

As part of the service of the School of Journalism, a series of bulletins is published for distribution at nominal cost among persons interested. All of the earlier numbers of this series are out of print, so that no more copies can be distributed, but they may be borrowed from the University by any responsible person upon application to the University Librarian.

Bulletins still in print may be obtained (at 10 cents a copy, except the "Deskbook," which is 25 cents) by writing to the Dean of the School of Journalism, Columbia. They are:

- No. 54. "What Is Taught in School of Journalism," an analysis of the curricula of members of the American Association of Schools and Departments of Journalism, by Prof. Vernon Nash.
- No. 55. "Local Government and the Press," a lecture on Don R. Mellett, by Marlen E. Pew.
- No. 56. "Journalism and Diplomacy," addresses delivered by Mr. Katsuji Debuchi and Senor don Manuel C. Tellez.
- No. 57. "News, Its Scope and Limitations," addresses delivered at the twentieth annual Journalism Week at the University of Missouri, May 5-11, 1929.
- No. 60. "Missouri Alumni in Journalism," a directory of the graduates and former students of the School of Journalism, University of Missouri, compiled by Lola Anderson.
- No. 61. "Visit of the German Ambassador and the Gift From the Press of His Country," a report of exercises held at the School of Journalism of the University of Missouri during the twenty-first annual Journalism Week, May 4-10, 1930.
- No. 62. Missouri's Honor Awards, 1930; "For Distinguished Work in Journalism."
- No. 63. Missouri's Honor Awards, 1931; "For Distinguished Work in Journalism."
- No. 64. "Presentation of Stone Lions From China," a report of exercises held at School of Journalism during the twenty-second annual Journalism Week, May, 1931.
- No. 65. "Deskbook of the School of Journalism." eleventh edition. Revised, 1932, by Prof. T. C. Morelock. (Price 25 cents.)
- No. 66. Missouri's Honor Awards, 1932; "For Distinguished Work in Journalism."
- No. 67. "Some Observations on the German Press," by Dr. Walter Williams, dean of the School of Journalism and president of the University of Missouri, on the occasion of a visit to Germany in 1932 under the auspices of the Carl Schurz Memorial Foundation.