

“For Distinguished Service
in Journalism:”

Missouri's Honor Awards
for 1934



Columbia, Missouri

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ROSCOE B. ELLARD, *Editor*

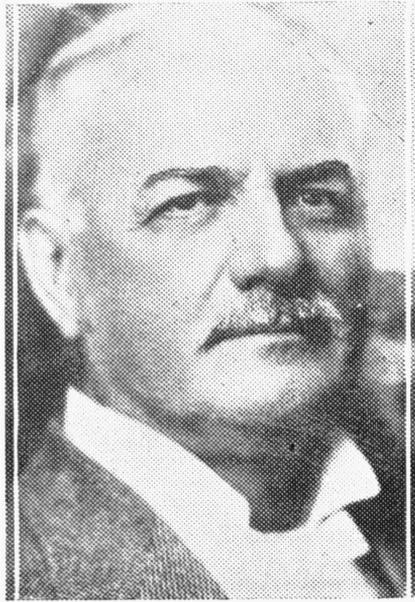


FOR DISTINGUISHED SERVICE IN JOURNALISM

Missouri's Annual Honor Awards

Five awards of a bronze medallion were made for the fifth time by the School of Journalism during the Twenty-Fifth Annual Journalism Week held at the University of Missouri in May, 1934. Pictures of those receiving the award and the addresses delivered at the ceremonies appear on the following pages.

Died, June 26, 1934.



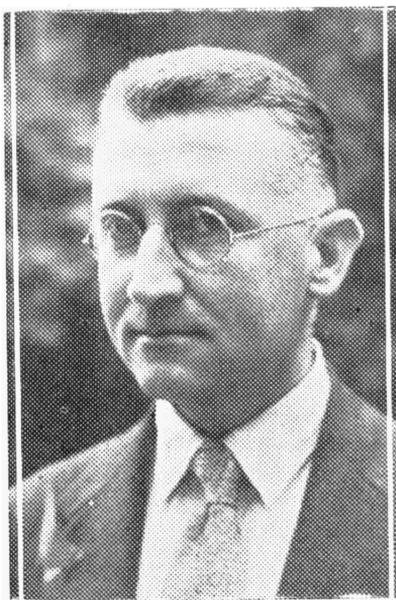
COL. ROBERT MORGAN WHITE

“ . . . for more than half a century of distinguished accomplishment in country journalism.”



DR. GUY EMERY SHIPLER

“ . . . for a dynamic and powerful contribution to a modern and liberal outlook for religion.”



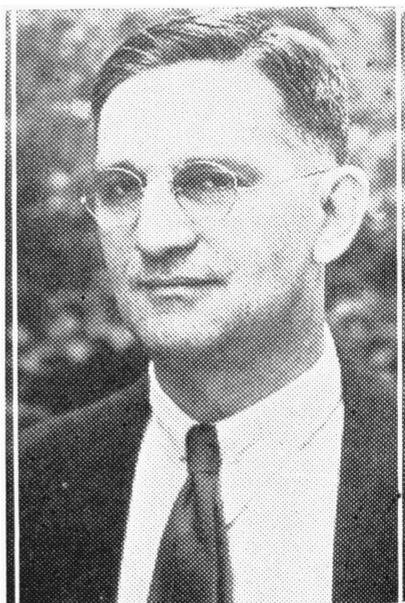
R. L. CURTHOYS

“Eminent in Australia and throughout the English speaking world as an exemplar of high public service in journalism.”



HERBERT W. WALKER

“ . . . for organizational ability and creative editing in producing a distinguished, nation-wide syndicate service.”



W. W. WAYMACK

“ . . . for exceptionally thorough, professionally sound and socially constructive service in covering the state of Iowa.”

“FOR DISTINGUISHED SERVICE IN JOURNALISM”

Missouri's Honor Awards

The fifth of a series of awards by the School of Journalism of the University of Missouri for distinguished service in the professional field were presented to two newspapers, a magazine and two individual journalists during the School's twenty-fifth Journalism Week. President Walter Williams announced the citations at the afternoon meeting in the Jay H. Neff Hall auditorium, May 10, and the ceremonies were broadcast over four radio stations.

The awards were presented to the Des Moines (Iowa) Register-Tribune, the Melbourne (Australia) Argus, The Churchman (New York City), to Col. Robert Morgan White, publisher of the Mexico (Mo.) Ledger, and Herbert W. Walker business manager of the Newspaper Enterprise Association Service, Inc., Cleveland, Ohio.

The medallions—given for the first time in 1930—were presented upon recommendation of a special committee from the professional faculty and approved by the general faculty of the School. The Board of Curators of the University of Missouri authorized the citations. Plans and regulations for their annual bestowal were adopted by the Journalism School March 20, 1930. 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.”

In making the awards this year, President Williams said:

“To the Des Moines (Iowa) Register-Tribune, an outstanding American journal with national prestige: For country-wide recognition of artistic and readable typography; for exceptionally thorough, professionally sound, and socially constructive service in covering the state of Iowa; for journalistic enterprise and vigor. The Des Moines Register-Tribune is represented here today by Mr. W. W. Waymack, associate editor.

“To the Melbourne Argus, distinguished exponent of the best traditions of journalism, fair and tolerant. Liberal in its views of world affairs. Fair in its interpretation of world news. Accurate of statement. Generous and kindly in expression. Progressive without losing touch with the past. Eminent in Australia and throughout the English speaking world as an exemplar of high public service in journalism. The Melbourne Argus is represented by Mr. R. L. Curthoys, editor.

“To the Churchman, at present edited by Dr. Guy Emery Shipler: For 130 years of highly intelligent and uncompromising editorial freedom and independence; for alertness to important problems of social ethics; for a dynamic and powerful



The Newspapers Which H



Have Received Awards

contribution to a modern and liberal outlook for religion, and for courageous and tolerant hospitality in its pages to varied expressions of opinion—to a religious publication which, though allied with the Protestant Episcopal Church, does not officially represent it and which transcends denominational lines.

“To Col. Robert Morgan White of Mexico (Mo.): For more than half a century of distinguished accomplishment in country journalism; for his capacity for friendliness, cooperativeness and devotion to the common good; for many years of faithful service to journalism through activity in the Missouri Press Association and the National Editorial Association; for furnishing to his community during two generations a crystallization of his region’s worthy social intentions; for helping to train by wise precept and inspiration on his paper several of this country’s outstanding journalists.

“To Herbert W. Walker: For years of brilliant newspaper writing, for discerning Washington correspondence, for organizational ability and creative editing in producing a distinguished, nation-wide syndicate service.”

TO EDUCATE AND INFORM

In accepting the award for the Des Moines Register and Tribune, W. W. Waymack, associate editor, paid tribute to the organization of that paper, but especially to its editor, Harvey Ingham, cartoonist, Jay N. (“Ding”) Darling, and publisher, Gardner Cowles. He went on to speak of what he thought were the obligations of his paper.

“You have cited our relations to our own state as a reason for this award. Perhaps, since this is Journalism week and a Journalism school, it may be in order to say a word about our relations to Iowa, and what we conceive to be our obligations.

“First, I would merely mention that we have important relations in various ways quite apart from the function of news gathering and presenting. Merely for illustration, consider the fact that our circulation department maintains home delivery in nearly every town in the state, that we have some 4,000 carrier salesmen engaged in this work, that in a course of a few years, because of normal turnover or “graduation” from this work, we have close contact with many thousands of lads and their families, and that something real is being contributed in earnings, in excellent business training, in average health and in emphasis on scholarship by this means.

“But you are interested more in news coverage, perhaps.

“We do, by the usual processes but very intensively, strive to get and print the news originating in the state. A large force of correspondents as well as our home office staff sees to that. For years we have used planes of our own in this service—for six years, to be exact—and have used them very effectively.

“But besides news coverage of Iowa there is the problem of news coverage FOR Iowa. The last year or so has put exceptional emphasis on that. We have sought through our Washington bureau and in innumerable other ways, in the attempted

fulfilment of what we regard as our definite obligation, to get and present without the slightest delay all the news of all the world having real significance for Iowa readers. Thanks in part to a pioneering development over a good many years in the way of an agricultural news department under a specially qualified editor, we were able in the last year to bring and, we think, interpret, to the farmers of Iowa such tremendously important and tremendously complicated things as the A. A. A. program in general and the corn-hog reduction program in particular with, we think, a worthwhile measure of success and service.

"One word, now, about the general role of the press in a crisis world.

"It is merely a role of accentuated importance, not one differing essentially from the less exigent times.

"We of The Register and Tribune still believe in the institutions of liberalism, though it is no longer at all sensational to observe that such institutions are gravely challenged everywhere and that the area within which they still exist has shrunken menacingly.

"We still believe that, given enough of education and informedness, freedom under law as a social principle can be made to work. Collaborating to provide the education and the informedness—I say nothing of native intelligence—is the vital role of the press and college together."

TRIUMPH OF TRUTH, NOT VICTORY

Roy L. Curthoys, editor of the Melbourne Argus, in his speech of acceptance read a radio message from the proprietors of that paper expressing their appreciation to the University of Missouri for "the signal honor paid them." Mr. Curthoys modestly disclaimed credit when he told of the development of the Argus.

"It is nearly ninety years since the Argus took its place among the newspapers of what was then the infant colony of Port Philip, soon afterward to be known as Victoria. Two years after its foundation in 1846 it passed into the possession of Edward Wilson, a young Englishman who had arrived in the colony only four years before and who was to prove himself a great Australian. Wilson set himself to live up to the proud words of John Knox which William Kerr, the impetuous Scot who founded the Argus, had chosen as its motto and which is its motto today: 'I am in the place where I am demanded of conscience to speak the truth, and therefore the truth I speak, impugn it whoso list.'

"Melbourne was then only thirteen years old, a primitive community composed of all sorts and conditions, with all the prejudices and all the antipathies of the old world. Wilson fought boldly for every cause which he believed to be just. He came into bitter conflict with the Governors from Downing Street in whose hands all power resided in those early days, and later with the first popular assemblies; and often he found himself, as his successors often find themselves today, uncompromisingly opposed to the popular opinion of the day, and obliged to tell unpalatable truths. He respected neither money nor power; he respected only the right as he

saw the right. He was a fearless advocate of the cause of the people but he was no less alert, in the words of George Washington, 'to guard against the impostors of pretended patriotism', who are conspicuous in every age. He determined to be guided by principle, regardless of consequences; and he never tired of warning the people that the way to true democratic government lay along the high-road and that no enduring good could come of short cuts through byways. He turned his ardor always to constructive ends. To the cause which he cherished he sacrificed his eyesight and his health, and when he died in retirement in England in 1878 his will disclosed that he had bequeathed all the income from his interest in the *Argus* to the relief of suffering in Victoria. Under that will more than half the income of the *Argus* goes to the hospitals and charities of Victoria as long as the Edward Wilson partnership in *The Argus* remains; and to date the trustees have distributed more than five million dollars.

" 'The triumph of truth, not victory'—that was the ideal which Edward Wilson bequeathed to those to whom he transmitted his precious trust. 'It is the function of a paper to lead, not follow public opinion.' . . .

"In the evolution of that ideal laid down by Wilson, it has been the especial function of the *Argus* to impose a restraining hand—to recall the lessons of history; to insist upon the reconsideration of immature legislation; to help to strengthen the legislature against waves of popular excitement; to urge the importance of those agencies of government whereby the ultimate good may as far as possible be ascertained. The *Argus* has opposed privilege and monopoly and class aggrandisement, whether it be privilege or monopoly of the industrialist reaping excess profits under cover of a monstrosly high tariff or the class aggrandisement of militant trade unionism, expressing no orderly mind or purpose and using the weapons of tyranny and terrorism. In its news service it has aimed always at knowledge, accuracy, impartiality, dignity and decent reticence. In its advertising columns it has uncompromisingly censored the questionable."

CONSTANTLY WIDENING HORIZONS

Dr. Guy Shipler, editor of the *Churchman*, in accepting the medal emphasized the influence of his experience as a reporter on the work that he is doing in religious journalism

"My newspaper friends warned me solemnly that religion could not be made interesting or vital on the printed page. I was well aware that churches had shown a genius for making religion drab. By and large, superannuated ecclesiastics in need of a job had been chosen as editors of religious journals, without question concerning either natural endowment or training in a highly specialized field. Small wonder that the public thought of the religious press as representing the ultimate in dullness! Recognizing that the editor of a religious journal, haunted by the conviction that he must break through a wall of traditional disregard, has a more difficult task than his

fellow craftsmen in the secular field, we determined that we would smash through that wall in our work for *The Churchman*. Basing our purpose on a sound and fundamental journalistic precept we proposed to make religion interesting. I like to believe that we have in some degree succeeded. One of the curses of religious journalism, reflecting a popular confusion of mind, has been an over-emphasis on the difference between the secular and the religious. But if 'pigs is pigs', journalism is journalism. Religious journalism differs from secular journalism only in a particular emphasis. Our better religious journals are touching life on constantly widening horizons; that is one reason drabness and dullness are giving place to color and vitality. Christianity is a religion in which the person is central; it touches all of life at every point. No religious journal, therefore, can ignore any aspect of the social order today, whether the theatre, the police court, the factory or international relations, and be worthy of its calling."

NEWSPAPER A JEALOUS MISTRESS

Col. Robert M. White, publisher of the *Mexico Ledger*, was unable to be present at the ceremonies, but he was represented by his son, Mitchell White, who is editor of the newspaper. On behalf of his father Mr. White accepted the award:

"My father has asked that I express his appreciation for the honor you have conferred upon him, and to convey his deep regret at being unable to be present. He not only would have been happy to attend this session of Journalism Week and the dinner of the Past Presidents of the Missouri Press Association last evening, but he would have enjoyed especially paying tribute in person to his great and good friend, Walter Williams.

"The Colonel has always felt that a newspaper is a jealous mistress, and as such demands your full time, undivided attention and best energy and thought, if it would succeed. As a public servant it should be devoted unselfishly to every worthwhile constructive activity. Its news columns should be free from bias, its editorial columns frank and honest. The public, through an 'open column', should be accorded the same privilege of free expression as the editor. The newspaper should enter the home as a respected friend, possessing the same integrity and wholesome characteristics as you would demand of anyone you invite into your home to associate with your family. Editing a newspaper carries more than ordinary responsibility, and has its pleasures and compensations as well as its sorrows."

NEED FOR INTELLIGENT JOURNALISTS

Herbert W. Walker, business manager of the Newspaper Enterprise Association, stressed the increased importance of trained newspaper men in the work which he is doing.

"I am convinced a school such as this will continue to fill a place of increasing importance in the newspaper field. No one will argue that men and women will not succeed in journalism without the advantage of the educational and practical training obtainable here. Nor can this training be any guarantee of later success.

"But along with all the other changes that have occurred in this country since the World War has come a demand for newspaper men with the broadest possible educational background, keen judgment and practical skill.

"This has been strikingly demonstrated during the last few years when the biggest story has been the economic situation. The public wanted to know the who, what, where, when and why of the depression and wants to know where we are going on the road to recovery. During this period, the newspapers have performed a great public service by doing more than simply reporting the news. They have told the people what's back of the news; they have explained important developments; they have done more research reporting than ever before and they have made their columns a forum of public opinion.

In the feature field, this trend is also noticeable. The fluffy type of feature—the light stuff about movie stars, folks who can't keep out of the divorce courts and all kinds of stunt artists—has been replaced by what is generally called heavy material. For example, at NEA Service, we have issued a number of special feature series, dealing with the history of money, devaluation of the dollar, the workings of NRA, AAA and other agencies, the Tennessee Valley development, etc. These were very widely used. Publishers found the man in the street was interested in these big economic problems.

"Obviously, newspaper work of this kind requires high intelligence and generally a good educational background. It is significant that more and more college trained reporters have been sent to Washington to act as correspondents."

ANNUAL AWARDS

The annual awards of the Journalism School 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. On the recommendation of the special committee and with approval of the faculty, awards may be withheld for a year.

THE
UNIVERSITY OF MISSOURI
BULLETIN

Journalism Series

Edited by

ROSCOE B. ELLARD

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 Schools 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. "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.
- No. 67. Missouri's Honor Awards, 1932; "For Distinguished Work in Journalism."
- No. 68. "Struggle in Europe for the Freedom of the Press," by Walter Williams, dean of the School of Journalism and President of the University of Missouri.
- No. 69. Missouri's Honor Awards, 1933; "For Distinguished Work in Journalism."