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ROSCOE ELLARD, *Editor*

## “For Distinguished Service in Journalism:”

Missouri Honor Awards  
for 1938



Columbia, Missouri

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“For Distinguished Service  
in Journalism:”

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ROSCOE ELLARD, *Editor*



JAY H. NEFF HALL (LEFT) AND WALTER WILLIAMS HALL



*Missouri's Annual Honor Awards*

Four awards of a bronze medallion were made for the ninth time by the School of Journalism during the Twenty-Ninth Annual Journalism Week held at the University of Missouri in May, 1938. Pictures of those receiving the award and the addresses delivered at the ceremonies appear on the following pages.

## THE JOURNALIST'S CREED

BY WALTER WILLIAMS

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interest of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world comradeship; is a journalism of humanity, of and for today's world.

## "FOR DISTINGUISHED SERVICE IN JOURNALISM"

## Missouri's Honor Awards

The School of Journalism of the University of Missouri presented four bronze medallions to two newspapers and two individuals as part of its twenty-ninth annual Journalism Week exercises in May, 1938. This ninth annual medal ceremony took place in the auditorium of Jay H. Neff Hall on the afternoon of May 12.

The newspapers honored were The New York Sun, represented by James E. Craig, and The Toronto Star, represented by Ralph B. Cowan. Individuals who received awards were E. E. Swain, publisher of the Kirksville (Mo.) Daily Express, and Miss Mary Margaret McBride, a distinguished alumna of the School of Journalism, author and magazine writer, who is now radio commentator for the Columbia Broadcasting System. Miss McBride was graduated from the School of Journalism in 1918.

Acting Dean Roscoe Ellard, presiding at the ceremony, explained the Missouri plan for Journalism awards:

"This afternoon we make the ninth award of medals from the School of Journalism of the University of Missouri. Each year these medals go to newspapers or periodicals, or to editors or publishers, or to persons otherwise engaged in the practice of this profession. The medals are awarded for distinguished service.

"We do not restrict these Missouri recognitions to any particular form of journalistic service, nor to any designated number of awards. A committee of the Journalism Faculty selects a list of candidates from their own survey, and from nominations made from within and from without the University.

"Nominations by this special committee are submitted to the Journalism Faculty. The approved list is then voted upon by the Board of Curators. Awards are made to those only who, upon invitation, are present to receive them, or when officially represented.

"These Missouri accolades are not given for particular instances of journalistic brilliance. They are long-view awards given for distinguished journalistic *careers*, either of newspapers or of men.

"An important fact about the newspaper is that what it presents to the public day after day becomes in large measure the pattern of public thought. News will never again in our lifetime be simple. News from Europe, for instance, emerges from deeply rooted problems of high politics between the great powers; problems of regional conflict; problems of contemporary imperialism, and of the economic internationalism of the great states.

“For instance, there is news of the ‘anti-Communism’ or ‘pro-Fascism’ pact, as you will; news of the mutual assistance pacts—alliance attempts, perhaps, to isolate Russia. That is high politics.

“There is the question of Germans in foreign lands, Polish interests in Czechoslovakia; and the question of the economic control of the Danube—the German push to the east. Those are regional problems.

“Too, we read news emerging from demands of Japan, Germany, Italy for their ‘place in the sun’; news of the naval race. That is contemporary imperialism.

“We read news of the movement of trade, loans, cartels. If we could all better understand why and how Yugoslavia is buying more and more munitions in Germany, much light would be thrown on an important aspect of European affairs. That is economic internationalism.

“So much for merely suggestive illustrations of the boiling history beneath Europe’s news on American front pages.

“Does economics boil also? Unquestionably, it simmers about the basic problem of *who* is going to produce *how much* of *what* for *whom*.

“There is in the news the problem of machinery and labor: technological unemployment. There is the problem of the relation of the budget (balanced or unbalanced) to inflation—does an unbalanced budget always lead to uncontrollable inflation? Also, we find in our news the economic aspects of foreign trade: the question of how the interests of the whole group need not be the same as the interests of particular members of that group.

“Again, we read news and paid advertisements which in reality are ‘overt acts’ in the problem presented by two critically changing industries: what are we going to do about them—agriculture on the one hand, railroads on the other? And there is the problem of old age security: who is going to pay how much, and how?

“At least two more vital economic question marks rise in today’s news: the problem of the place of large corporations in modern life, and the problem of the functioning of security markets.

“Basically of human appeal is the problem in all our news—world peace. Yet how insufficiently is it recognized that no discussion of world peace can proceed intelligently without a full understanding of the 290-year-old attitude toward nationalism, state sovereignty, that took definite shape at the Peace of Westphalia in 1648.

“Thus is news not simple today; and thus probably it will not again be simple in our lifetime.

“Unless the public can understand the news with reasonable validity, the public will increasingly grow away from participation in, or concern for, the changing face of government and business and economic interna-

tionalism. Is it not inevitable that as large groups of people avoid as esoteric the basic principles by which they are ruled, democracy yields and tyranny marches on?

“Matthew Arnold observed that no man can be truly educated until he has built for himself fundamental attitudes toward the life in which he lives: basic, authentically reasoned points of view toward his contacts with government, economics, religion, philosophy and art.

“It is the business of the really great newspaper, I submit, to help the reader attain these foundational points of view. Without fundamental attitudes, or a monitor for them, mass education itself makes the *danger* of war inevitable and increases bewilderment about environment.

“A few weeks ago I witnessed an instance of this. I heard a public utterance, which seemed to me a most dangerous statement to come from a public official in a democracy. A public man of note was addressing an audience in a community which had witnessed a signal attempt at dictatorship in America. He turned dramatically to an European statesman in the audience and declared: ‘You are now in an area which recently has been in the so-called clutches of a dictator. You have traveled over fine roads in this area; you have visited magnificent buildings. You have witnessed the magnificent *results* of that so-called dictatorship. I say to you that the people of this area have been *happy and contented* under it.’

“So far as surface results are concerned, that statement was strictly true: roads, buildings. . . ‘Happy and contented?’ For the moment and for the most part, probably yes. . . The price which lay somewhat concealed from the superficial eye? A suspension of democracy. High taxes, voted at the dictate of one man. This bill enacted, that bill thrown out; this ‘legislator’ in, that legislator out. . . By whose power? By the power of one man.

“Unless newspapers possess the intellectual capacity, the financial independence, the moral and physical courage and the journalistic skill to discern the deeper historical realities that lie underneath front page headlines, radio bulletins, and edifices one sees from highways, government genuinely by the people and for the people will perish from the earth.

“It is this kind of newspaper, this kind of newspaper man, that the Missouri Journalism Awards seek to recognize.

“I shall now read the citations:

#### THE NEW YORK SUN

“To The New York Sun: For the excellence of its literary style; for its urbanity, high journalistic craftsmanship and intelligence in selecting, as well as in handling, its news; for its unqualified intellectual honesty in conducting a newspaper for a highly intelligent and discriminating



PRESIDENT, THE NEW YORK SUN PUBLISHING COMPANY,  
WILLIAM T. DEWART

newspaper audience; for its treatment of the liberal arts, political correspondence and financial and commercial news by outstanding authorities; for its Saturday issue which, in the scope, character and quality of its articles and its general informative value, is unusual among newspapers of the United States.

Mr. James E. Craig, of the staff of the Sun, will please come to the platform to receive the medal.”

Mr. Craig came to the stage, accepted the award, and responded as follows:

“On behalf of The Sun I accept this award for meritorious journalistic service. It is doubly welcome, because of its inherent significance and because it comes from the oldest—and, as I personally think, the best—of all the colleges of journalism. This medal will have a place of honor among our household treasures; full record of this occasion will be preserved in the archives of our newspaper. My only regret is that Mr. Dewart cannot be here to receive it, a regret in which he sincerely shares.

“One hundred and five years of independent journalism have engraved certain truths in the hearts and minds of those who today try to carry on The Sun’s traditions. Not of least importance among these is the truth that an honorable inheritance imposes obligations with respect to posterity. We of The Sun, therefore, feel that although we may take appropriate pride in the past, our immediate task is to make the best we can of the present. If now and then we con the roster of our many illustrious predecessors, it is in no spirit of boastfulness, but rather that we may remind ourselves of what priceless mementoes they have intrusted to our temporary stewardship, that we may pass them on untarnished to the future. We look with satisfaction at the portraits in our ancestral hall, but meanwhile paint diligently at pictures that will hang there tomorrow. As the epigram has it,

They that on glorious ancestors enlarge,  
Produce their debt, instead of their discharge.

“The years have taught us that true journalistic independence can be maintained only by minds and characters fit to maintain it; that these in turn must be marked by three indispensable attributes: intellectual candor, economic probity, and moral forthrightness. Without will and ability to look all facts fearlessly in the face, without courage to follow the truth, even though it lead away from cherished predilections, without capacity to devise new hypotheses to replace old ones that will no longer work, no newspaper and no person can ever be intellectually free.

“Liberty is not necessarily, defeated by poverty, mismanagement or debt, but poverty, mismanagement and debt are the world’s most persistent sappers of moral fortitude. Let him who would be both prudent



REPRESENTED THE NEW YORK SUN: JAMES E. CRAIG

and free make the foundations of his house secure against their termite assault! The business of making a newspaper can thrive only by rigorous application thereto of the sound principles of common honesty, industry and fair dealing that make for success in any other business. No volume of revenue that comes into a counting house is ever worth a mortgage on an editor's soul.

“The highest and purest form of liberty consists not in immunity from attack outside the citadel, but in immunity from timidity within. To remain free a newspaper, like a people, must prove itself worthy of freedom and capable of defending it; otherwise it will succumb not to external tyranny but to internal degradation. An editor who, for example, when obliged to take sides on some issue of moment, invariably asks, ‘Which is likely to be the more popular side; by approving which may I expect to gain most in circulation?’ has already sold his birthright for less than Esau got. Of a newspaper, as of a man, it may be said that the only form of moral courage worth having springs from a habit of mind that can be depended on automatically to adopt a right course; not because that course ought to be chosen but because the choosing of any other would be out of the question. Journalistic reefs are strewn with the wreckage of newspapers and journalistic careers which came to grief by ignoring this vital principle.

“Our hundred and more years have taught us other useful lessons. They have persuaded us:

That the primary business of a newspaper is to publish news;

That readers are entitled to everything they pay for and should never be fobbed off with something else which an editorial staff thinks they ought to prefer;

That without principle at the desk there is little nutriment in performance at the typewriter and in the composing room;

That accuracy and veracity pay dividends;

That, in case of doubt, understatement is preferable to exuberance;

That, although brilliancy in reporting and writing is eminently desirable, sound day-by-day craftsmanship is the meat on which journalistic bone and sinew are nourished;

That giving editorial support to a leader or a cause doesn't mean you have to kiss the one or apotheosize the other;

That opposing a leader or a cause doesn't necessarily mean you have to hit him or it with an ax;

That your standing with readers who dissent from your editorial opinion depends more on their respect for your fundamental fairness than on their estimate of the quality of your judgment;

That the proper place for your heart is not on your sleeve;  
That the proper place for your shirt is on your back, whence  
you need be in no haste to remove it in enthusiasm for every fresh  
cause that has caught a passing fancy.

“The Scriptures speak of an unpardonable sin; among theologians there is high debate concerning its nature. For editors and reporters there is also a sin which knows no atonement—that of letting your readers down after they have come to depend on your newspaper for honest and competent reporting. We of *The Sun*, keeping in mind the kind of readers with which our journal is blessed, feel that we must be particularly alert to avoid that catastrophe.

“Almost any kind of newspaper can find somewhere the kind of readers it desires. *The Sun* is proud of its own audience; whole generations, from sire to grandson, have remained faithful to us. It is made up in the main of men and women who are neither rich nor poor, but are moderately well off mentally, morally, culturally and financially. These are thrifty folk who have never contracted the ‘gimme’ habit, or gone begging and cadging to anybody, but who somehow have managed to take care of themselves and their own. They look upon improvidence as a shame and breach of trust as a crime. They pay their bills, respect learning, send their children to excellent schools, support numerous religious and philanthropic institutions, enjoy good books, good plays, good music, good sports, good merchandise and good newspapers. They believe in standing on their own feet, minding their own business, giving the other fellow a break. They are staunch Americans, with unfaltering faith in the essential soundness of the American system of government. On most controversial subjects they are inclined to a conservative middle course, without being fanatical or reactionary about anything, unless hatred of fraud and sham and pompous humbug can be considered fanatical and reactionary. With such readers it can scarcely be astonishing that we of *The Sun* have it constantly on our mind that we must never let them down.

“As an institution of business, *The Sun* is part of the community to which it belongs; major interests of that community are its interests. It nevertheless proceeds on the theory that as a newspaper its first loyalty is to our common welfare as free citizens of a free land, governmentally operated under a constitutional system of divided and allocated authority. We hold to the conviction that a thing is not necessarily wrong because it happens to be old and commonplace. We are not habitually resistant to change from established usage when sober judgment pronounces a change desirable; but we are inclined to think that the burden of proof is on those who advocate its desirability.

“In our day a good many transient Messiahs have come yowling across the landscape, shrieking themselves hoarse over new gospels which the world has already forgotten. We long ago learned to distrust organized clagues calling upon us to join in cheering something that seems new and sounds exciting. We prefer taking our time and conducting our own modest cheering section. We believe, with the Apostle, that it is proper to prove all things, but we believe most firmly in holding fast to whatever is good. We like to flatter ourselves that if our editorial company is not the most nervous and excitable a man can find, it is nevertheless homely and comfortable and companionable for the long pull. If to be conservative means keeping at least one foot reasonably close to the ground, then, I take it, *The Sun* may be described as a moderately conservative newspaper.

“May I add, Professor Ellard, the personal note that I am glad to be home again in my native state, among mine own people, whose ways and speech are dear to me. This University is indeed my bountiful mother, from whose inexhaustible breast I drew all the collegiate sustenance I was ever able to imbibe. As for Missouri, I can only paraphrase the words of *Cyrano* to her whom he loved: ‘Her name is as a golden bell hung in my heart; when I think of her I am stirred, and the bell swings and rings.’”

#### THE TORONTO STAR

“To the *Toronto Star*: For outstanding enterprise in covering world news—witness the Greenly Island ‘scoop,’ world rights on the Dionne quintuplets, staff correspondence from Russia and Spain—yet devoting tremendous energy to the bringing of local aid to the needy—witness its Santa Claus fund at Christmas time, its fresh air fund at the peak of summer heat; for publishing an intelligently and independently liberal newspaper in a conservative stronghold of the Dominion; for scrupulously respecting the interests of minority groups in selecting its news; yet for maintaining editorial independence always, and for fighting the battle of free speech not only against alien dangers, but against local and powerful threats as well—for publishing a great North American newspaper.”

Mr. Ralph B. Cowan, an alumnus of the School of Journalism of the class of 1926, represented the *Toronto Star*, and responded as follows:

“The *Toronto Star* is very proud to receive the University of Missouri’s award for distinguished service in Journalism.

“In 1892, *The Toronto Star* was founded by a small group of printers who went out on strike from another *Toronto* newspaper—in protest against the introduction of Linotype machines.

“In 1899, after seven precarious years of shifting ownership, *The Toronto Star* came under the control of Joseph E. Atkinson, the present



PRESIDENT TORONTO STAR PUBLISHING CO.: JOSEPH E. ATKINSON

publisher and owner. And in the forty years of his direction, then 9,000 daily circulation, now 230,000 daily and 342,000 Sunday, The Toronto Star, never forgetting those founding printers and their fears, has fought, with unremitting zeal, the battle of the masses of the community who have lived amidst the crescendo of the machine age in anxiety and fear throughout those forty abundant years.

“‘Human interest’ is a phrase well known to every newspaperman. Unfortunately, it has become a cliché. But the phrase ‘human interest’ has an inner meaning that has been the guiding force of The Toronto Star in its unbroken rise to front rank in the newspaper world. And the way you get at that inner meaning is to turn the phrase ‘human interest’ around and say it thus: ‘the interest of humanity.’

“From the moment that he assumed direction of The Star, Mr. Atkinson set the interests of humanity foremost in his attitude towards the whole newspaper problem. He was faced with a curious situation. He had a liberal paper in a dyed-in-the wool conservative city. His was by a depressing margin the smallest of six newspapers.

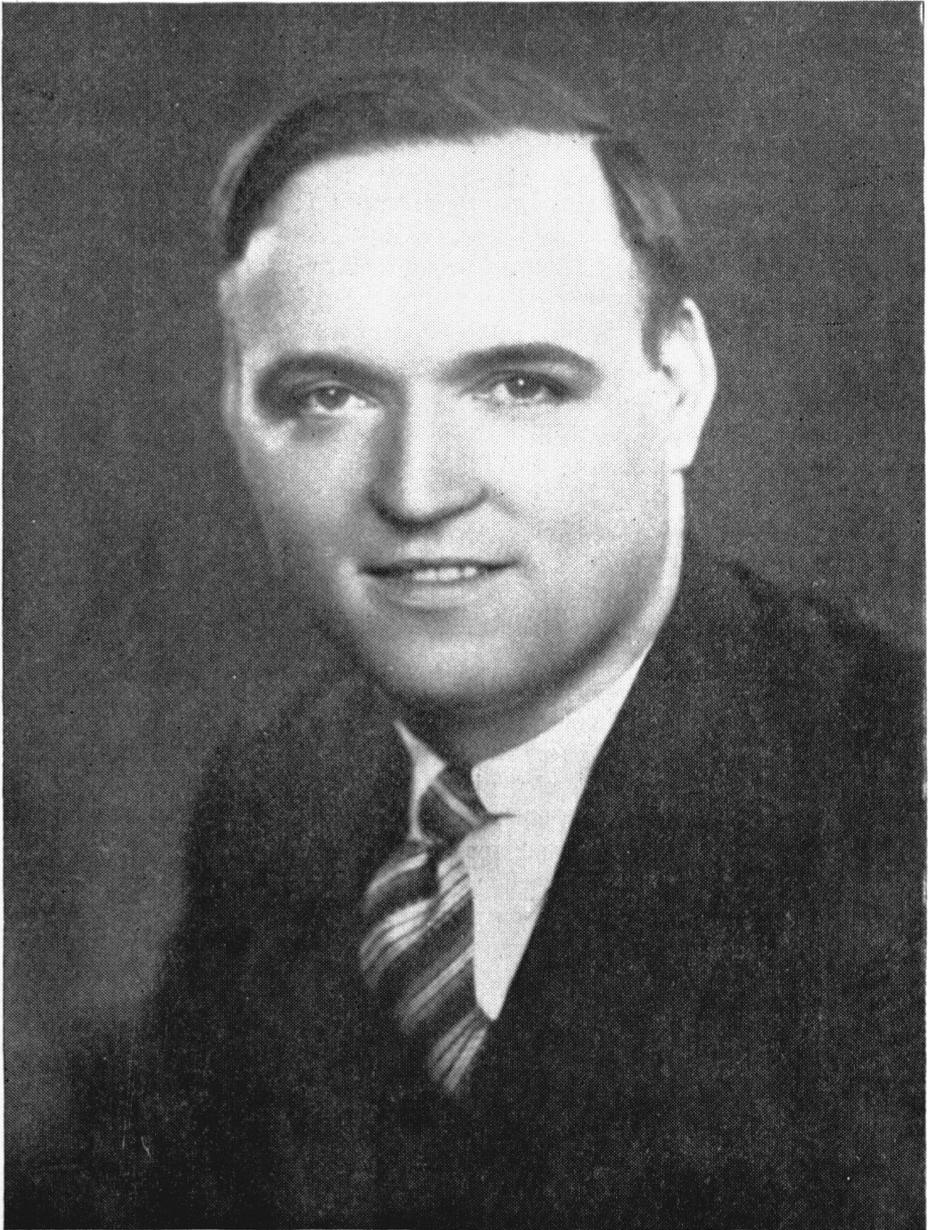
“He proceeded, with good will, good humor and a rational tone that was little in use in those days, to declare the interests of humanity.

“He spoke of public ownership in a city that was a moated citadel of economic royalists. He spoke of prohibition in a city that even to this very day has never voted temperance. He spoke of the rights of labor to organize. He spoke of visionary things, workmen’s compensation, old age pensions, widows’ allowances, unemployment insurance. He spoke of ‘Canada for Canadians’ in a city given to St. George. He spoke of inheritance taxes and of taking wealth from the places in which it was hidden, in a city and in an age where such speech was almost treason.

“In a city and in an age when minorities were almost voiceless, he opened the columns of The Star to minorities, not as their champion but merely that the public might learn, with him, what the minorities had in mind. In association with his readers, he has arrived at all his major policies through the medium of the news columns of his paper.

“And in company with an ever-rising tide of readers, he has witnessed the realization of all the major policies based on the interests of humanity which he has steadfastly promoted for forty years.

“Toronto to-day is probably the most socialized city in the world. It has more parks and public playgrounds than any other metropolitan city. Its street railway and bus service is municipally owned. It is the core of a municipally and provincially owned Hydro electric power system which is a public ownership monopoly. It is a major city on a nationally owned coast to coast railway system which operates an express service, telegraph system, hotels and steamships, all publicly owned.



REPRESENTED THE TORONTO STAR: RALPH B. COWAN

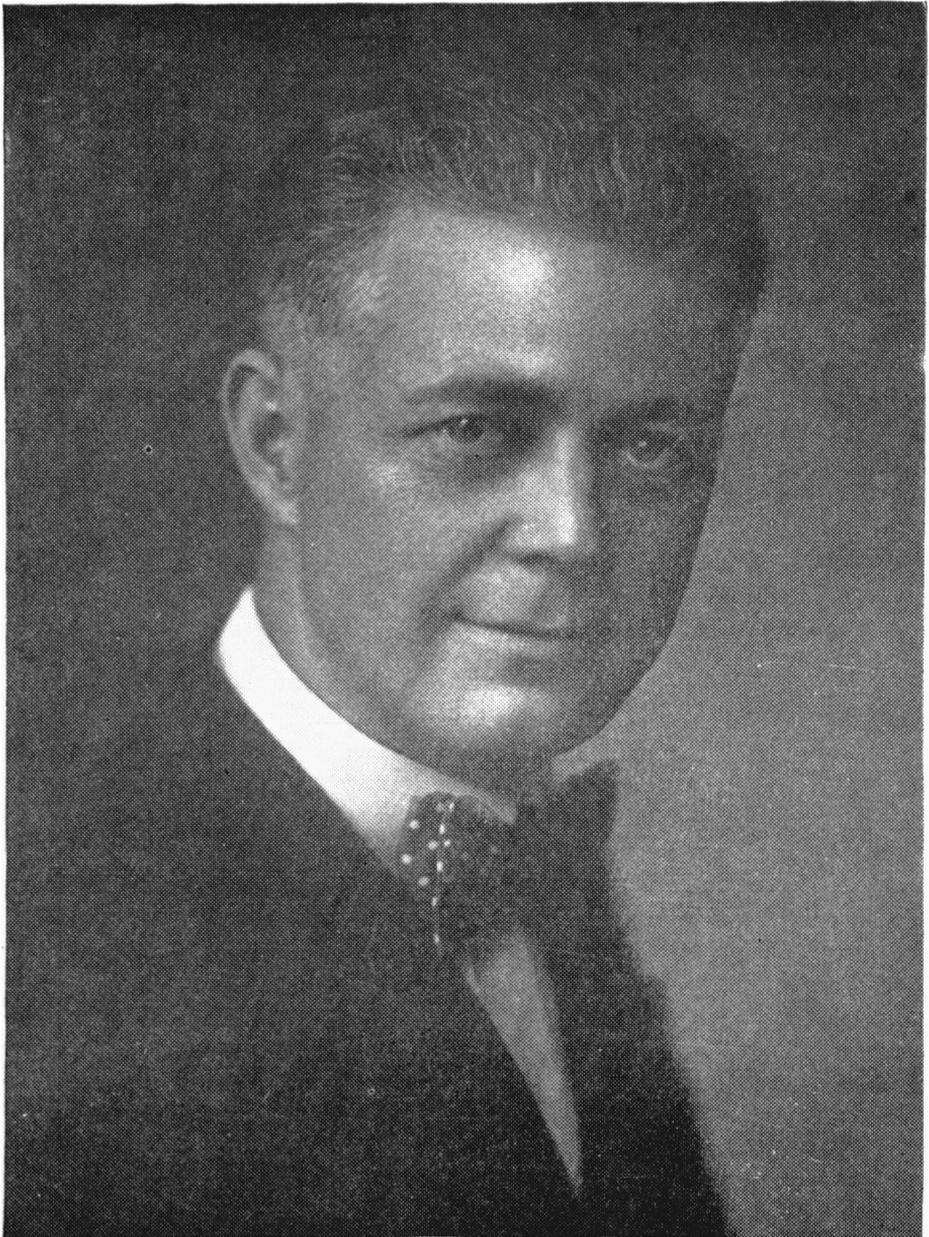
“More curious still is the fact that the second radio station in North America was CFCA, The Toronto Star, second only to KDKA, Pittsburgh, the Westinghouse station which is a commercial enterprise . . . despite the ownership of this pioneer radio station, The Star advocated nationally owned radio and this has been achieved. CFCA is no more—and was not sold to the government. The trans-Canada airways is nationally owned. The Central Bank of Canada is controlled by the government and issues the currency of the Dominion. Old age pensions, mothers’ allowances, pensions for the blind, are long established institutions of the Dominion. All the visions have come to pass.

“We have men on the staff who rode in the two-wheeled horse gigs in which the first Stars were distributed. To-day, into God’s Lake and Yellow Knife, into Great Bear and Aklavik, Coppermine and Coronation Gulf on the mineral Arctic rim of Canada, aeroplanes carry The Star daily.

“There may be men they might have sent down to take this bow who would talk of newspaper enterprise, of the Greenly Island “scoop” of all America when the German-Irish fliers landed, of the world rights on the Dionne quintuplets, of Star staff men in Russia and at the Spanish war . . . but if you want to see The Star in bloom, come five days before Christmas or on the hottest day of Summer. And then you will behold the most unlikely spectacle, the whole institution standing on its head, the choicest news positions stolen and looted, all the great machines leaping and roaring, all the staff at sixes and sevens, all the faithful readers swamped with thousands of words and hundreds of square inches of art and all modernity made mock of . . . for what? For the antique, ever-green treasures out of The Star’s own childhood, the Santa Claus Fund and the Fresh Air Fund dedicated despite all that is rational and business-like in this surrealist age to . . . poor children.

“The Star is in a building which you must come to see some day, a 22-story skyscraper in Toronto, full of a lot of little dreams come true, color newsprint presses, automatic auto-pasters, color roto presses, and 900 employees . . . and since its inception, 100 per cent unionized, never a strike and never a lockout . . . and never a cent paid in libel costs . . . nor a cent owing on the massive building or its more massive machinery the day we moved in nine years ago.

“We are not sure to whom all this is a monument. Maybe to public goodwill, to a feeling in the public’s heart not to be dispelled by an ever dwindling number of rivals, that the interests of humanity are being heartily, shrewdly, often gaily, but never earnestly, presented. ‘Earnestness,’ says our boss, ‘is a fine thing, my dear boy, but so prone to be dull.’”



MISSOURI EDITOR: E. E. SWAIN, KIRKSVILLE (MO.) DAILY EXPRESS

E. E. SWAIN, PUBLISHER OF THE KIRKSVILLE (MISSOURI) DAILY EXPRESS

“To E. E. Swain, publisher of The Kirksville Daily Express; for his self-effacing leadership in the newspaper profession; for his unrivalled development of one of the most influential newspapers of its size in the state; for his sincere interest in the welfare of his community as reflected in the conduct of his newspaper; for his recognition of the need of the highest ideals in journalism and his ability to put them into daily practice; for his service to the press of the state as president and director of the Missouri Press Association.”

Mr. Swain came forward to accept the medal, and responded as follows:

“We have never heard of anyone refusing a Carnegie medal or Victoria Cross, although in the long list of recipients there must have been a few who knew, deep in themselves, that their appearance of spectacular bravery was based upon a paralyzing fear and they couldn't run. They hoped they did have worthy qualities, and that maybe next time an opportunity arose, they would be worthy, inside as well as outwardly.

“While a premise of this Missouri Honor Award is ‘long service,’ and at least one of us cannot think of any other reason he should be singled out—we can regard it more as an earnest for the future than a reward for the past, and hope we possibly can make good on some of its implications.

“As the editor and publisher of a small city daily, we feel more entitled to use the editorial ‘we’ than just a plain editor or publisher. The combined job calls for more than ambidexterity, as it often requires the reconciling of entirely different viewpoints and habits of thought. As a publisher, the first thought is to hustle home with this medal and lock it in the office safe; but the editor sees a chance for comment, and the editor wins.

“Some years ago our chief concern was that the editor be not shackled by the fear his crusades or editorial attacks would cause a loss of revenue; the publisher must be made to see that a wishy-washy paper would not last long enough to be worth handing down to his heirs. This concern is now compounded with new dangers which beset the informative press, newspapers and magazines.

“Today there are actually many thousands of people who believe they are getting the news of the day by viewing news reels and listening to the radio; there are many thousands of young people being taught in our schools that advertising is an economic waste; there are many thousands reading books which tell them the newspapers and magazines are bossed by sixty Tory families. There are hundreds of politicians who give ardent lip-service to ‘freedom of the press’ but would scuttle it if they could.

There are more thousands who can get an idea only by seeing a picture, and have built up the rash of picture magazines.

“All these threaten the structure of the newspaper as built up in the past thirty years. Must the successful publisher hold his ground by adding a radio station, a news reel service, a picture magazine, or whatnot, as a good many of them are doing? Or is it possible to adapt a newspaper or magazine to meet changing conditions?

“The answer lies with you youngsters in this School of Journalism, and others like you, who will be making whatever changes are indicated, probably over the protest of we oldsters. It is a satisfaction to know that here are hundreds of young people, being trained in newspaper ideals and the highest traditions of the press, to whom will fall the task of keeping the press adapted to its time, and yet retaining its dignity and power.

“This great school of our great University, founded by Walter Williams of beloved memory, and ably continued by Dean Martin, Acting Dean Ellard and a splendid faculty, may well hold the hope for the future of the Journalism we have known and loved.

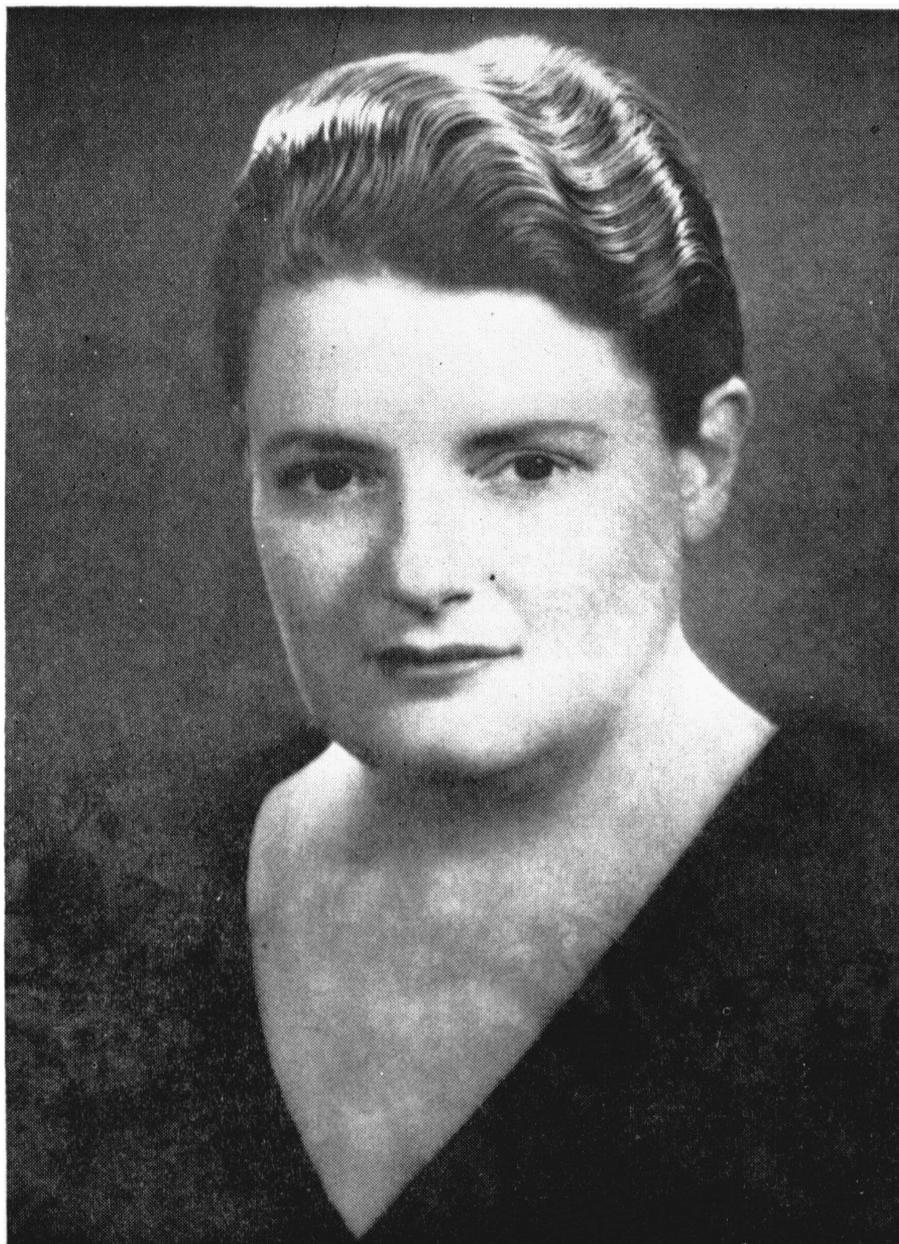
“And, mayhap, in years to come, some of you will be getting Missouri Honor Awards for leading the way in building a better and more substantial press structure that will be entirely safe. We hope you will be more deserving; we know you will not be more appreciative than we are today.”

#### MISS MARY MARGARET MCBRIDE

“To Mary Margaret McBride, alumna of the School of Journalism, class of 1918: For years of high competence in her chosen field of journalism; for subsequently attaining eminence in the new radio field of public information; for distinguished qualities of literary style, for accuracy and substantiality of content, for interpretative understanding; above all, for exceptional courage in achieving professional eminence against almost insurmountable odds—to Mary Margaret McBride for outstanding character and ability.”

Because of her radio engagement in New York City, Miss McBride was not able to be present to receive the award; instead, she broadcast her reply at her morning radio period on May 12. The radio program was received in Neff Auditorium at 10:00 o'clock. Mr. Frank Birch, an alumnus of the University of Missouri, class of 1904, represented the University in presenting Miss McBride to the radio audience.

At the afternoon ceremony, Miss McBride was represented by her cousin, Mrs. Ruth Dennis, of Kansas City. Mrs. Dennis, receiving the medal for Miss McBride, read the latter's reply as it had been broadcast by radio:



AUTHOR, JOURNALIST, RADIO SPEAKER, ALUMNA : MARY MARGARET MCBRIDE

“Never before in all my life have I so ardently wished to be in two places at once. Radio programs pause neither for man nor medal, but it just seems as if I cannot bear not to be there in Columbia today to say with my own tongue to the committee and faculty of my beloved School of Journalism and to the curators of the University how deeply and humbly grateful I am for the great honor they have done me. I have read again and again the words of the citation, have read with tears streaming down my face, for you have said about me the things that I should so like to feel were true of me.

“I know in my heart that you have way over-valued me, but perhaps, after all, you have given me the medal as much for my effort as for my accomplishment. I know that effort is important, too; that it is essential to pick oneself up after the stumbles and the bruising falls and go on, battered but determined. Do you want to know where I learned that? Right there in Columbia, Missouri, from our Dean Walter Williams, bless him. I suppose that getting a medal entitles, maybe even obligates me, to give a bit of advice to students who will be going out into the wide, wide world to meet the same hazards, or perhaps worse hazards, than I have met.

“The item from my experience that I think it most important for them to know is that there is no situation in life where it pays to bargain away your integrity. Your own sense of what is right for you is for you the only livable standard. Dean Williams told me that, too, but it is one of the things you must rediscover for yourself. So I shall tell you, and perhaps from that you will remember, as I remembered at a moment when I needed it most.

To my own appreciation, I want to add the appreciation of the radio industry for this honor today. As one of our comedians is always saying, ‘We’re happy about the whole thing.’ I, at least, am happier than I have ever been in my whole life, and more homesick.”

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The Missouri faculty committee will meet next October to consider recommendations for 1939 awards. Nominations should be sent prior to October 1, 1938, to Dean Frank L. Martin, School of Journalism, Columbia, Missouri.



LEFT TO RIGHT: E. E. SWAIN; MRS. RUTH DENNIS, REPRESENTING MISS MARY MARGARET MCBRIDE;  
RALPH B. COWAN, REPRESENTING THE TORONTO STAR; JAMES E. CRAIG, REPRESENTING THE NEW  
YORK SUN.