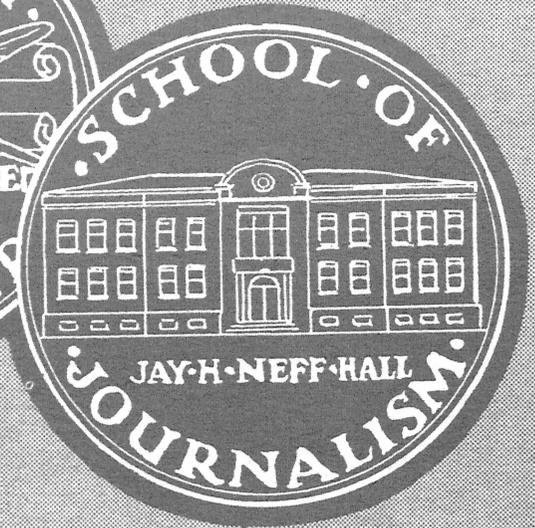
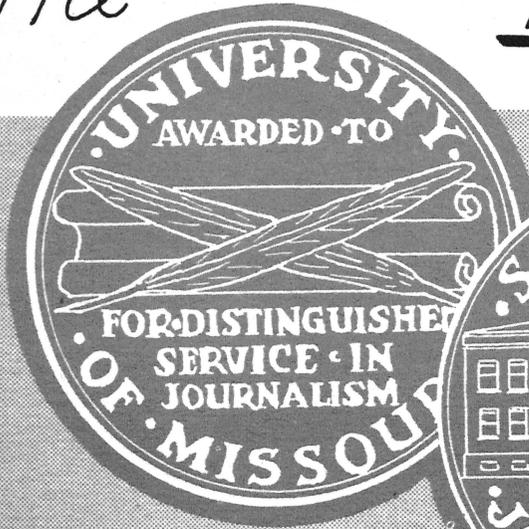


The
UNIVERSITY of MISSOURI
Bulletin



1946

Missouri Honor Awards

For Distinguished Service in Journalism

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The University of Missouri Bulletin
Journalism Series 106

Volume 47

Number 21

Entered as Second Class Matter, Jan. 2, 1914, at the Postoffice at Columbia, Missouri,
under the Act of August 24, 1912. Issued three times monthly. --1,000

July 20, 1946



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The Presentation Ceremonies

The seventeenth annual presentation of the Missouri Honor Awards for Distinguished Service in Journalism occurred on Friday afternoon of the thirty-seventh annual Journalism Week, May 10, 1946.

Before a company of students, faculty, editors, and publishers, and friends of the School of Journalism and the University of Missouri, assembled in the auditorium of Jay H. Neff Hall, Dean Frank Luther Mott presented awards to the following medalists:

THE PHILADELPHIA EVENING BULLETIN

THE GÖTEBORGS HANDELS- OCH SJÖFARTS-TIDNING

THE LADIES HOME JOURNAL

H. A. BATTEN

E. LANSING RAY

EDWIN MOSS WILLIAMS

Honor Awards for Distinguished Service in Journalism are based upon records of performance over many years, rather than upon particular instances of journalistic brilliance. A special Committee of the Faculty each year submits a list of journalists, newspapers and magazines to a confidential Advisory Council made up of leaders in various departments of journalism; the nominees presented by this Committee upon the advice of the Council are voted upon by the Faculty, and the elections certified to the Board of Curators of the University. Nominations for the 1947 awards may be addressed to the Dean of the Faculty at any time prior to February 1, 1947.

1946 MEDALISTS GROUP in the *Frank L. Martin Memorial Library*. Left to right: EDWIN MOSS WILLIAMS, E. LANSING RAY, MISS JANE LUNDBLAD (for *Goteborgs Handels-och Sjöfarts-Tidning*), DEAN MOTT, H. A. BATTEN, ROBERT MCCLAIN (for the *Philadelphia Bulletin*), and MR. and MRS. BRUCE GOULD (for the *Ladies' Home Journal*).

The Philadelphia Evening Bulletin

Citation

THE PHILADELPHIA EVENING BULLETIN, in recognition of

Its policy through many years of publishing honest news, without embellishment or exaggeration or emphasis on sensationalism;

Its insistence on excellence in mechanical plant and building in which to produce a great newspaper; and

Its exemplification of one of the basic principles of the best American newspapers—namely, to become as familiar a part of the homes of its community as the dining table or the living room clock.

Response

By Robert McLean

President of The Evening Bulletin

It is indeed a pleasure and a satisfaction to be here today to receive for *The Evening Bulletin* of Philadelphia this award. I do so in the name and in behalf of that very considerable group of newspapermen who, through their daily endeavors and the often unconscious expression of their ideals, aspirations, hopes and beliefs, have given life and character to it as a publication and, I believe, a public institution.

Probably I should include also the great host of its readers throughout the years who, in approval of the efforts of its editors and staff, have continued to support it in ever increasing numbers.

Next year we will celebrate the 100th anniversary of the founding of *The Evening Bulletin* in 1847 by Alexander Cummings as *Cummings' Telegraphic Evening Bulletin*.

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Mr. and Mrs. Robert McLean with Dean Mott

However, its history indirectly goes back even farther, since he purchased the type and circulation lists of the *Pioneer Sentinel*, which had been founded in 1811. *The Bulletin*, therefore, has its roots deep in its community, which it has attempted to serve faithfully through all the years.

I take deep satisfaction in being able to report to its present staff the recognition and the honor thus accorded. It will give them renewed faith and courage for the future.

To you in their behalf as well as my own I express deep appreciation and pleasure that we are now members of this distinguished group of publications which have been similarly honored.

ARCHWAY AND TOWER connecting Jay H. Neff Hall and Walter Williams Hall, scene of the thirty-seventh annual Journalism Week. Inscription over the archway: "The Schoolmaster of the People."



THE SCHOOLMASTER OF THE PEOPLE

Goteborgs Handels-och Sjöfarts-Tidning

Citation

GÖTEBORGS HANDELS-OCH SJÖFARTS-TIDNING, in recognition of

Its uncompromisingly liberal policy in national and world affairs, maintained for more than a century under the editorship of such great leaders of Swedish thought as S. A. Hedlund and Professor Torgny Segerstedt;

Its outspoken sympathy for democratic ideals in government and its bold defiance of the attempts of Nazi leaders to silence the editorial utterance of its honest opinions; and

Its excellence as a general newspaper serving the people of its own city and country.

Response

By Miss Jane Lundblad
American Correspondent

The American schools of journalism are an outstanding thing American—one of those inventions of yours that seem at first to us, across the water, to be something of a paradox, and that we later on gratefully and admiringly—and perhaps a little enviously—recognize. I may make myself more clear by telling you about a nickname for us Swedish newspaper people, created by one of our best authors and still current. We were called “the gypsies of the spirit.” It implied, to be sure, that we were freedom-loving. But I am afraid that it meant on the other hand that we were liable to skip school. It may, for that, also have suggested a power of second sight, or something of the glamour of romance.



Miss Jane Lundblad

Over here and now, the men and women of the press certainly enjoy a romantic reputation—every other novel and every third movie go to prove that. Your freedom is axiomatic. And the schooling you receive at the universities of the United States makes for high standards, early efficiency, and is an inspiring example to the rest of the world.

A prize from an American school of journalism, awarded to a Swedish newspaper, possesses a glamour so much the higher because there are several facets to it. Coming from the Middle West, it is to my country as a whole a sign of the ties that still unite children and grandchildren of Swedish settlers with the old country, a token of continuity between good old Swedish tradition and the good, new, American way of life.

Secondly, this medal is to the editor and staff of my paper, the *Göteborgs Handels-och Sjöfarts Tidning*, and to the Swedish press as a whole, a very precious token of an American regard for our workmanship. As in many other fields, I think you over here and we in Sweden work along the same lines—we hail fair play and comradeship, activity, efficiency and sound sense. The war, that for a time deprived us of so many American relations, also made Stockholm an international news centre and thus brought us in closer contact with our colleagues of the foreign press. Not all of them were welcome—actually the club of foreign journalists of Stockholm went underground in order to keep free of the brown- and blacktainted elements—but the more heartily we hailed the newspaper people from countries with ideals akin to our own.

And that brings me to the main point—the third and all-important cause of joy to the *Handelstidning* in receiving the medal for distinguished service in journalism of the University of Missouri. There shouldn't be too much talked about ideals—they should be worked for. But when a victory of common ideals has been won, and there is still work to be done along the same lines, it is good to feel a hand-clasp from fellow workers across the seas.

All the members of the *Handelstidning* see in this award a recognition of the work that we were privileged to do

before and during the war under the direction of our late editor Torgny Segerstedt. He did not live to see the victory of the allied arms—but he never for a moment faltered in his firm belief in the final victory of the ideals of liberty and democracy. His fight—then a fight it was, that daily and persistent vindicating of the human rights in opposition to the systematic and cruel oppression of the countries all around us—is already today regarded as one of the proudest chapters in the history of the Scandinavian press. I say Scandinavian, because the fight of Torgny Segerstedt was also that of the Norwegian and Danish underground press. His memory will always be held in honor in our Nordic countries as that of a great leader toward the goal of a better future for mankind.

The recognition of the contribution made by Torgny Segerstedt and his paper to the spiritual struggle of this last decade will tell not only the pressmen in my country, but the whole Swedish nation that the little we have been able to do to further the ideals common to all free men and women has not been done in vain. Coming from an institution of the big nation that to all Europe stands for both will and power to work towards a realization of the ideals of liberty throughout the world, this medal will be a treasure and an inspiration for the future. When I beg the School of Journalism of the University of Missouri to receive the very heartfelt thanks of the *Handelstidning*, and primarily its present editor, Dr. Knut Petterson, for the great honor conferred on the paper, I should like to do so in the spirit of some words of Torgny Segerstedt—the words that were last spring put up as a motto for the Swedish press at the celebration of its 300 years' jubilee: THE LIBERTY TO THINK AND TO EXPRESS ONE'S THOUGHT STANDS ABOVE EVERYTHING ELSE. IT IS THE VITAL ATMOSPHERE OF HUMANITY.

H. A. Batten

President, N. W. Ayer & Son, Inc.

Citation

H. A. BATTEN, in recognition of

His ten years' presidency of one of the greatest of American advertising agencies—N. W. Ayer & Sons, Inc.; and

His outstanding work as a spokesman for the basic principles and philosophy of advertising in books and articles.

Response

By Mr. Batten

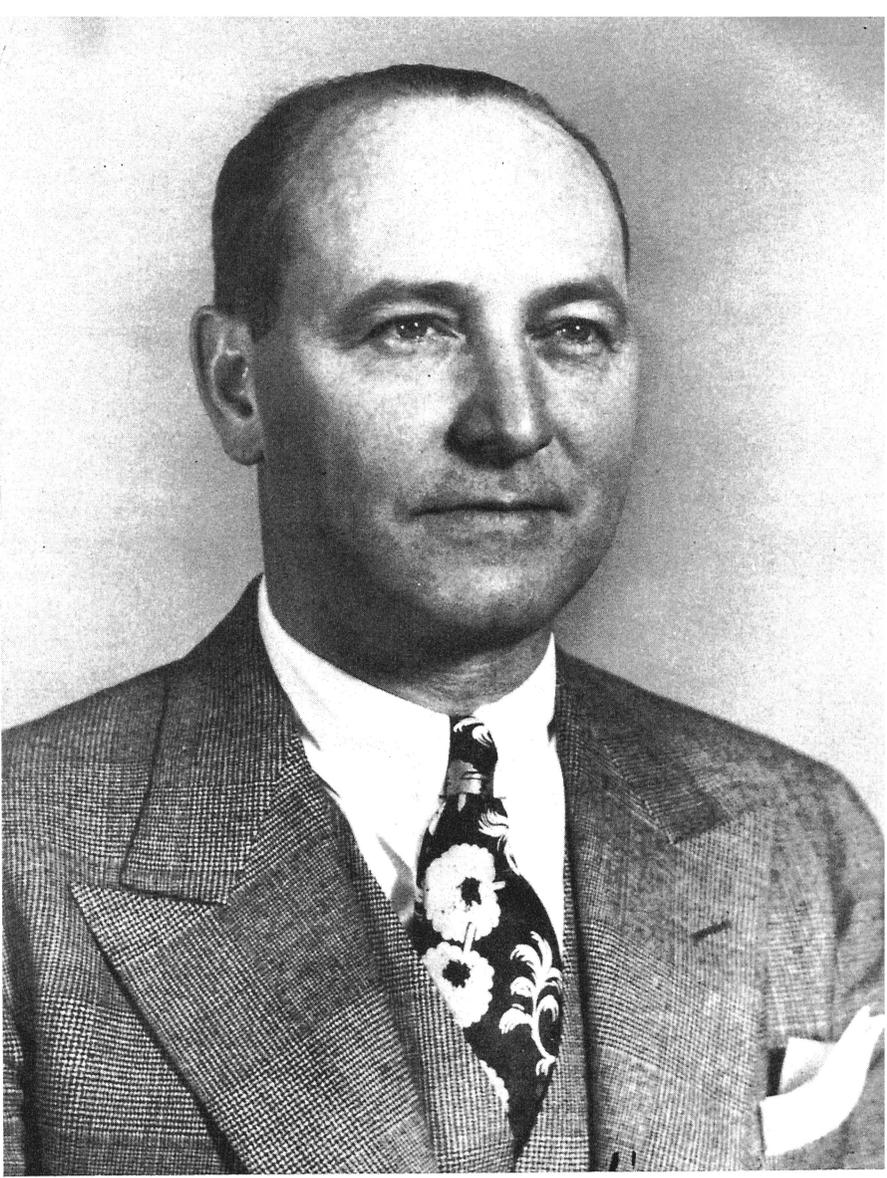
I am very happy to be here today to accept this medal. I have had intimate association with the publishers and editors of America for a great many years. To be honored by the leading school of journalism is a very satisfying experience.

It is more fundamental than ever in our history, to maintain our fundamental liberties—the independence of man's ideas and his full right to communicate them. No country is free and no individual is free, where power to abridge that right is unchallenged.

Every parent has a special reason for supporting and defending an independent press in America. In many ways it is the greatest legacy we leave our children—a value more important than stocks or bonds or real estate, since, without it, all spiritual and material things can be easily destroyed.

It is also of the greatest importance to anyone about to go into advertising as a career, since the publications of the country constitute one of the greatest means of reaching masses of people effectively and economically.

I am grateful for your endorsement of my work in advertising. Your medal will be a constant reminder of your faith.



H. A. Batten

The Ladies' Home Journal

Citation

THE LADIES' HOME JOURNAL, in recognition of

Its long career, marked by effective and persistent efforts to reform advertising abuses, to protect the public against adulterated foods and quack medicines, and to lift the vocation of home-making to a higher level;

Its brilliant contributions today toward a better realization of significant phases of the American social scene, toward international understanding and friendliness, and toward intelligence in the home and family; and

Its promise for the future as shown by its leadership in new developments in its special field of journalism.

Response

By Mrs. Beatrice Blackmar Gould

It gives me great pleasure to receive this award for the Ladies' Home Journal. To be thus recognized by your great school, which so ably nurtures and sets forth the ideals of our profession, is an honor any journalist must accept with real pride.

To Mr. Gould and to me there is an added pleasure in that we are both Middle Westerners; and your university, standing as it does in the heart of the country, seems to us to embody those traditions of American democracy—that concept of the dignity and status of the individual human being which is the hope of our civilization.

In a sense, this award today is a tribute not so much to us as to the women of America. When we took over the Ladies' Home Journal ten years ago, we had one predominant idea: that was that the working intelligence of the average American woman was greater than was generally believed. It was our aim to bring our reader not only the most accurate and honest information possible in her traditional fields: health; nutrition; education and moral guid-



Mr. and Mrs. Bruce Gould

ance of her children; social and cultural activities in the community (fields which, because of their importance to our society, we have never agreed can be lightly dismissed as "*mere women's interests*"), but also to widen the boundaries of what had been considered her traditional areas of interest. Our readers have not followed us—they have constantly been one jump ahead. The best we could find to bring them has never been quite good enough. Our audience of more than four and one half million subscribers have been beads on one string—"this isn't quite good enough."

Thomas Jefferson said: "Men by their constitutions are naturally divided into two parties: one—those who fear and distrust the people and wish to draw all powers from them into the hands of the higher classes; two—those who identify themselves with the people, have confidence in them, cherish and consider them as the most wise depository of the public interest."

Even more startlingly true than when Jefferson spoke them, these are the alternatives of our day. These two opposing concepts as to the sense and wisdom of the people apply as clearly to publishing as to politics.

Political and economic questions of today sometimes seem overwhelming—each of us would welcome an easy solution. It would be pleasant to believe that by voting the straight Republican ticket (or straight Democratic) we could solve the world's ills. Or by hating the communists. Or by joining them. To drop an atom bomb on our enemies (possibly even on everyone in the world but ourselves!) or to pass a law which would eternally rule out its manufacture—how simple, how reassuring.

How complex is truth; how difficult, tolerant and many-sided is wisdom. Yet in this day, it seems to me the greatest need of the world is to be thoughtfully critical of our own convictions and honestly openminded as to the convictions of our opponents. In a world which readiness of communication has rendered peculiarly vulnerable to great mass movements . . . how precious is the slow, stubborn, cautious integrity of the plain, common-sensible American, the true democrat who, because he respects his own dignity, respects that of other men.

To cherish the people, to identify oneself with them, to have confidence in them as the most wise depository of public interest—these are objectives which make mass publishing an adventure and a privilege.

It makes us profoundly grateful to realize that in following, however waveringly, this high standard, we have won not only the approval of many millions of American women, but the gravely considered commendation of your great school of journalism.

E. Lansing Ray

President, The St. Louis Globe-Democrat

Citation

E. LANSING RAY, in recognition of

His forty-three years of service on the *St. Louis Globe-Democrat*, twenty-seven of them as its editor and publisher;

His effective work in behalf of many important social and cultural organizations in his city and state; and

His leadership and wise counsel in such national organizations as the Associated Press, the Audit Bureau of Circulations, the National Better Business Bureau, and other important groups.

Response

By Mr. Ray

Dr. Mott, you and your associates have made me a very happy man. You have given me something to shoot at for the future. I am not unfamiliar with Missouri University; I have talked with your men and have done what little I could to promote the best interests of the school.

I see many of the same faces here that were kind enough to bear with me this morning, so I am not going to say more, but I want to thank you as the representative of the oldest school of journalism in the country, a department of the great Missouri University, for this signal honor which you have bestowed on me and my organization.

After all, the editor of a newspaper is nothing more than the presiding officer of a staff of able and conscientious men. On their behalf and on my own, I accept this with the greatest of pleasure.



E. Lansing Ray

Edwin Moss Williams

*Vice-President and General Business Manager of
United Press Associations*

Citation

EDWIN MOSS WILLIAMS, in recognition of

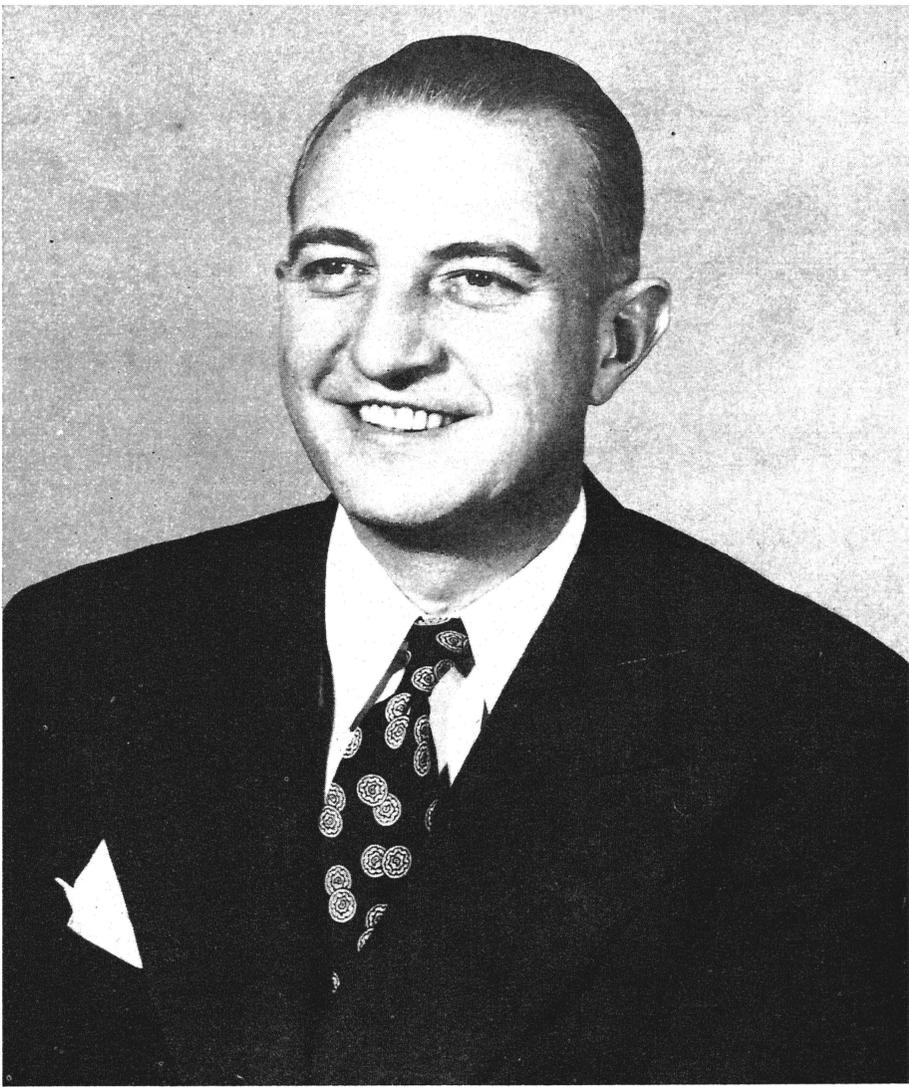
His contribution to the policies of organization and expansion which have given United Press Associations such high standing throughout the world; and

His exemplification in practice of those sound principles of editing and publishing which his father before him and the School his father founded have consistently professed.

Response

By Mr. Williams

I am very appreciative of this award and I am particularly grateful because I know how much it would have pleased my father. More than that, I know how much it would have amazed him. I am very proud indeed and I thank you very much.



Edwin Moss Williams

Medalists of Former Years

IN 1930

THE NEW YORK TIMES
LA PRENSA, OF BUENOS AIRES
WARD A. NEFF, CORN BELT FARM DAILIES
PERCY S. BULLEN, LONDON DAILY TELEGRAPH
E. W. STEPHENS, COLUMBIA (MO.) HERALD

IN 1931

THE BALTIMORE SUN
THE MANCHESTER GUARDIAN
ROBERT P. SCRIPPS, SCRIPPS-HOWARD NEWSPAPERS
HOUSTON HARTE, SAN ANGELO (TEX.) STANDARD TIMES
HENRY F. CHILDERS, TROY (MO.) FREE PRESS

IN 1932

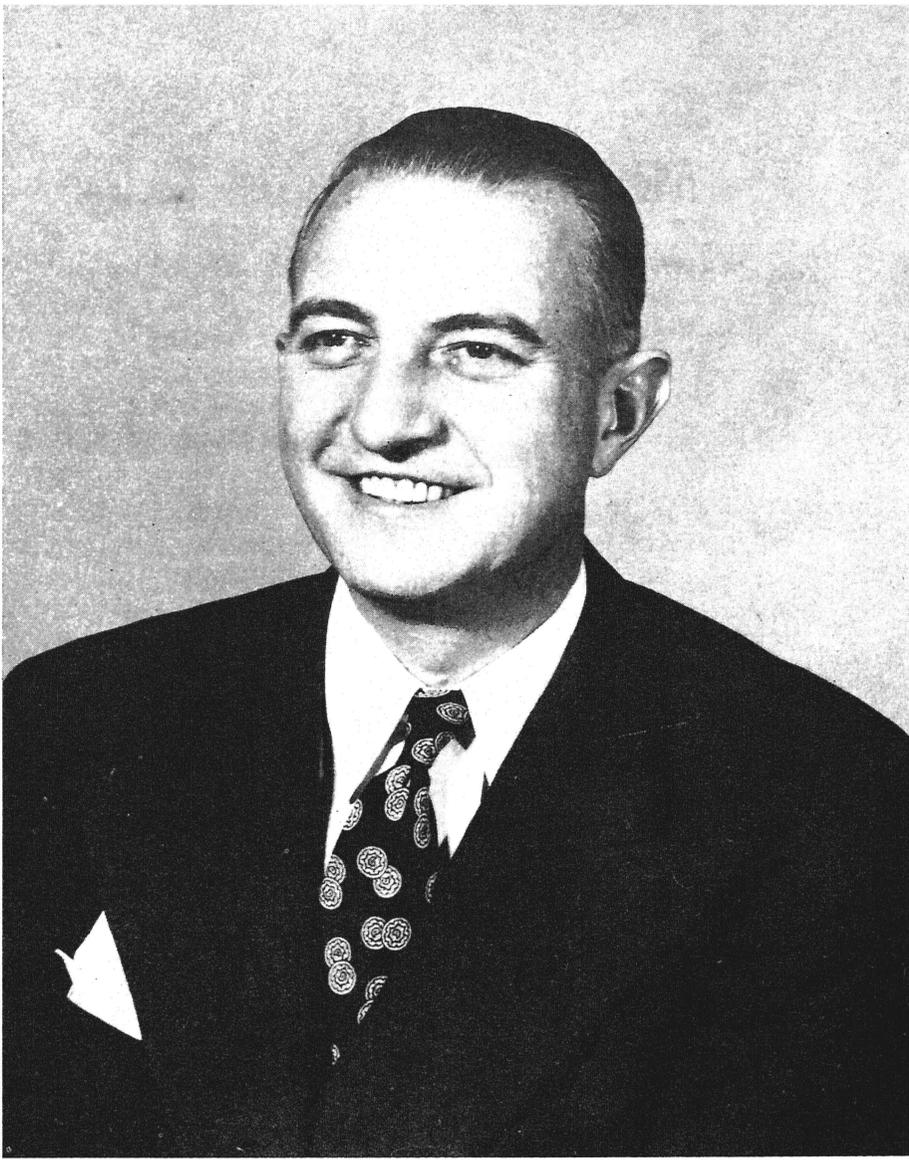
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THE FRANKFURTER ZEITUNG
CASPER S. YOST, ST. LOUIS GLOBE-DEMOCRAT
FRANK W. RUCKER, INDEPENDENCE (MO.) EXAMINER

IN 1933

THE KANSAS CITY STAR
THE JAPAN ADVERTISER
THE TIMES, OF LONDON
MALVINA LINDSAY, WASHINGTON (D. C.) POST
CHARLES G. ROSS, ST. LOUIS POST-DISPATCH
HARRY J. GRANT, MILWAUKEE JOURNAL
J. P. TUCKER, PARKVILLE (MO.) GAZETTE

IN 1934

THE DES MOINES REGISTER AND TRIBUNE
THE MELBOURNE ARGUS, OF MELBOURNE, AUSTRALIA
THE CHURCHMAN, OF NEW YORK CITY
HERBERT W. WALKER, NEWSPAPER ENTERPRISE ASSOCIATION
ROBERT M. WHITE, MEXICO (MO.) LEDGER



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ROBERT M. WHITE, MEXICO (Mo.) LEDGER

IN 1935

THE DALLAS, TEXAS, NEWS
THE MONTREAL STAR

JAMES WRIGHT BROWN, EDITOR & PUBLISHER, NEW YORK
HARRY E. TAYLOR, TRAER (IOWA) STAR-CLIPPER
WILLIAM SOUTHERN, JR., INDEPENDENCE (MO.) EXAMINER

IN 1936

THE NEW YORK HERALD-TRIBUNE
THE TOKYO ASAHI

FRANK W. TAYLOR, JR., ST. LOUIS STAR-TIMES
EARLE PEARSON, ADVERTISING FEDERATION OF AMERICA
WILLIAM R. PAINTER, CARROLLTON (MO.) DEMOCRAT

IN 1937

THE NEW ORLEANS TIMES-PICAYUNE

DIETRICK LAMADE, GRIT, WILLIAMSPORT, PA.
HARRY E. RASMUSSEN, AUSTIN (MINN.) DAILY HERALD
W. J. SEWALL, CARTHAGE (MO.) PRESS

IN 1938

THE NEW YORK SUN
THE TORONTO STAR

MARY MARGARET MCBRIDE, COLUMBIA BROADCASTING SYSTEM
E. E. SWAIN, KIRKSVILLE (MO.) DAILY EXPRESS

IN 1939

LOUISVILLE COURIER-JOURNAL
THE TIMES OF INDIA

RAYMOND P. BRANDT, ST. LOUIS POST-DISPATCH
JOSEPH GLENN BABB, THE ASSOCIATED PRESS
WALLACE CROSSLEY, WARRENSBURG (MO.) STAR-JOURNAL
H. J. BLANTON, MONROE COUNTY APPEAL

IN 1940

THE PORTLAND OREGONIAN

LYLE CAMPBELL WILSON, UNITED PRESS ASSOCIATIONS
JAMES KELLY POOL, JEFFERSON CITY (MO.) CAPITAL-NEWS

IN 1941

THE CHICAGO DAILY NEWS
TA KUNG PAO, CHUNGKING, CHINA
THE SOUTHEAST MISSOURIAN, CAPE GIRARDEAU, MISSOURI
LELAND STOWE, THE CHICAGO DAILY NEWS
FRANK H. KING, THE ASSOCIATED PRESS
RALPH H. TURNER, NEWSPAPER ENTERPRISE ASSOCIATION
H. S. JEWELL, SPRINGFIELD (MO.) NEWSPAPERS, INC.

IN 1942

CLEVELAND PLAIN DEALER
HENRY T. EWALD, CAMPBELL-EWALD COMPANY, DETROIT
JOHN B. POWELL, CHINA WEEKLY REVIEW, SHANGHAI
PIERRE J. HUSS, INTERNATIONAL NEWS SERVICE
JOHN DONALD FERGUSON, MILWAUKEE JOURNAL

IN 1943

THE CHRISTIAN SCIENCE MONITOR
EL UNIVERSAL, OF MEXICO CITY
EDWIN L. JAMES, NEW YORK TIMES
DAVID M. WARREN, PANHANDLE (TEXAS) HERALD
L. MITCHELL WHITE, MEXICO (MO.) LEDGER

IN 1944

THE MILWAUKEE JOURNAL
A NOITE, RIO DE JANEIRO, BRAZIL
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THE WASHINGTON POST
THE LONDON DAILY EXPRESS
HARPER'S MAGAZINE

ROBERT J. CASEY, CHICAGO DAILY NEWS

FOSTER B. HAILEY, NEW YORK TIMES

WILLIAM E. FREELAND, TANEY COUNTY REPUBLICAN,
FORSYTHE, MO.