

IDEAL NEWSPAPER SCORNS SAVAGERY

Rev. William McKenzie Delivers Address on Highest Type of Modern Journalism

RECORDS OF ACHIEVEMENTS

Trustee of the Christian Science Monitor Lauds Efforts for Peace and Morality

"The highest ideal of journalism is to interpret manhood and to be silent in regard to the record of savagery." This was the keynote of the Rev. William P. McKenzie's address in Simpson auditorium last night on "Clean Journalism." Dr. McKenzie, one of three trustees of the Christian Science Monitor, a daily paper published in Boston, Mass., and with an international circulation. Elsewhere in his talk he qualified his first statement by asserting that the only good to be accomplished through the publicity accorded crime in the daily press comes through indicating the futility of a life given over to criminal endeavor.

Summed up, Dr. McKenzie's view is that a newspaper should be not a brief and abstract chronicle of crimes, but a record of the achievements of mankind that make for a hope and belief for the uplift of humanity. To this he adds, however, that newspapers should not preach, at least in their news columns.

Dr. McKenzie was introduced by T. E. Gibbon, editor of The Herald, who explained that the modern newspaper makes many concessions to the popular demand for news, and that the news which are at variance with the ideals of its proprietors and which are dictated by the law of financial self-preservation. Mr. Gibbon admitted that there are a few newspaper publishers that capitalize crime and scandal, just as there are men outside of the newspaper business who grow wealthy by oppressing women and little children, but he expressed a belief that the ideals of most publishers are high, and that they live up to them as nearly as possible.

He referred to the Christian Science Monitor as an experiment in daily journalism of greater interest to publishers than any other class of people, and expressed a hope and belief that it will pave the way for a cleaner journalism, thus enabling publishers of daily papers without church backing to approach more nearly to their ideals of what clean journalism should be.

HIGH IDEALS IN JOURNALISM

Dr. McKenzie's address was directed first to newspaper making generally and, more specifically, to the one paper with which he personally is connected. "It is a privilege of newspapers properly conducted," he said, "to print news which shall instruct their readers in the meanings of citizenship. Savagery has no proper place in citizenship, and consequently the newspaper that devotes much space to this kind of news fails to fulfill its highest purpose. A good newspaper uncovers errors and wrongdoing only to point out the right way.

"As a means of disseminating information newspapers are an important factor in civilized life, for as soon as men and women fully understand a problem the majority always rises up on the right side. For this reason they should be made to understand that no agency is so well equipped for this purpose as the modern newspaper. Civilized man is not satisfied merely to be fed himself, while others are hungry. When he is informed of abuses he realizes his responsibility not to himself alone, but to his neighbor.

"So much news comes pouring into a newspaper office that the task of selection always is a most difficult one. The Christian Science Monitor writers restate all news that comes to them, to put heart into it and to develop those features which may encourage men and women to do right. Our ideal is that the men do lives after them, of clean journalism is directly opposed to the idea of the poet when he wrote, the good is oft interred with their bones." We believe the good a man does should be recognized, our endeavor is to print a record of it which shall be readable and interesting.

RECORD OF CIVILIZATION

"Ideal journalism will not endeavor to arouse national antagonisms nor to magnify differences between nations. It should be both a record of civilization and an inspiration thereto. Locally the aim of a newspaper should be to make the city in which it is published a good place to live in, not merely a good place to make money. The city, as some one has said, is a melting pot for men. It offers opportunity for working out the formation and reformation of man and the newspaper has a large share in that work.

"It is easy to distort facts, easy to stir up men to hatred and bitterness by exposing dishonesty to others. Realizing this, with the endeavor of the Monitor has been to interpret the dishonesty of men rather than to find fault with that dishonesty. The ideal of a newspaper should be not to excite evil thoughts, but to interpret events, to show that honesty is not the best policy merely, but principle and power as well. Some of the Monitor's best friends have been journalists and editors, because the ideal journalist or editor is the man who expresses the best of his time, who gives to his readers the clearest thought with regard to right conduct.

"We have in this country some newspapers that practically glorify criminals. They print every little fact that can be gleaned about the criminal. They tell his likes and his dislikes. They comment upon his taste in literature. They give publicity to his opinions on all sorts of matters, about which he knows little or nothing of any value. Suppose instead those papers were to interpret the futility of a life that ends in crime. What value can there be in glorifying the wrongdoer so that other men, mistaking notoriety for fame, may come to desire what Herodotus called the 'immortality of shame'?"

AGENTS FOR FOSTERING GOOD

"The real ideal of journalism is the presentation of those influences that bring out the fellowship of all men, make for universal peace, enable the individual man to feel a sense of responsibility for all mankind and encourage the man who is trying to do right, thus fostering good until the time comes when what was hoped for becomes indeed a fact."

Elsewhere in his address, speaking more directly of his own paper, Dr. McKenzie explained that within five or six months of its first issue it had become apparent that the Christian Science Monitor was going to be a success, a fact he attributed to the loyalty of men and women who had been benefited by Christian Science and who were eager to show their

gratitude. The paper, he said, circulates to all parts of the world, is to be found in all American consular offices, in public libraries, free reading rooms and in the reading rooms of labor unions and workmen's clubs.

"Often times," he continued, "the question is asked: 'How can a newspaper be made interesting when it doesn't reach the people until a week or ten days after it has been published?' I answer this by explaining that the Monitor has correspondents in all part of the world who endeavor to present news so that it will have what we call magazine interest. That has been forced upon the management. Our ideal is to publish a record of civilization and such news as will inspire humanity to better things. Murder and scandal are absent from our pages. On the other hand, we print much genuine news that doesn't appear at all in the other papers. I have had experienced newspaper men tell me that our cable page—the page on which appears our foreign news—is the best in the country; and I can explain that in part at least by telling you that there are among our correspondents many capable men, men

who are authorities on the subjects of which they write and who couldn't be hired to write for other papers because the money offered would be no inducement to them. They write for us from a spirit of gratitude.

CHRISTIAN MONITOR'S PURPOSE

"Now, how about results? What have we accomplished? We have, we believe, solved at least one home problem of grave import. It has been a problem of many persons to keep their children uncontaminated by things they ought not to know and upon which the average newspaper gives them full information. At the same time both parents and teachers realize that children should not grow up without a knowledge of current events. Where were they to get it? Formerly there was no medium, but the Monitor came as a Godsend to those parents and teachers, and today it gives the children the information they need without giving them also information which can only be harmful to them. Then, too, the Monitor prints not merely a news record of the world, but also brief articles of the same vital interest as the magazines. So much for the home. Now let

us consider prisons and reformatories. "Civilization's purpose in imprisoning offenders is not to revenge itself but to educate wrongdoers into the way of right living. Newspapers ordinarily give too much space to the doings of criminals, and immature minds seemingly find something grisaworthy and desirable in being so discussed. Thus a record of crime tends to increase criminality, and for this reason prisoners in our penal institutions often are denied papers, though some prisons which have heretofore barred out all newspapers now admit the Monitor."

Further Dr. McKenzie said that the purpose of the paper was not to propagate Christian Science, but to make people acquainted with the results of Christian Science. He added that it is non-partisan in politics, and that it is today in a better position than any other paper in the country to attain to the ideal of its editors of what "clean journalism" should be.

The address was received with attention by a large audience.

Church—Does your dog growl when you go in the house late at night?
Gotham—No; but my wife does.—Yonkers Statesman.

CAT HAS IMPORTANT PART IN PARIS-LONDON FLIGHT

Moissant, His Mechanician and Feline Only Ones on Trip

BALTIMORE, Nov. 26.—Only two men in the world—and a cat—have ever made a trip by airship from Paris to London. The men are John Moissant and his mechanic, and the cat is Paris-London, the aviator's pet, constant companion and mascot. Having nine lives, no injury to the cat was feared.

When Moissant, the daring Chicago aeroplane expert, made his famous trip across France and the English channel to London the papers throughout the world were full of the exploit and of the stories of the man himself, but only a line or two was given to the cat. Yet Moissant himself says that the cat played a most important part in the trip; in fact, he is willing to leave the impression that if the cat had

refused to fly there would have been no trip from Paris to London.

Mrs. C. R. Miller of this city, famous as a globe trotter and photographer, met Moissant on the La Savoie on which she returned this week from a trip to Europe. With Moissant was the cat, and a photograph taken on shipboard by Mrs. Miller shows the cat jauntily perched on Moissant's shoulder.

When Moissant decided to come to America to take part in the aeroplane events at the big Long Island meeting he brought the cat along and he told Mrs. Miller that when he flies on Long Island the cat flies with him.

"Father."

"Well, what is it?"

"It says here, 'A man is known by the company he keeps.' Is that so, father?"

"Yes, yes, yes."

"Well, father, if a good man keeps company with a bad man, is the good man bad because he keeps company with the bad man, and is the bad man good because he keeps company with the good man?"—Puck.

ANXIETY IS SHOWN OVER SPAIN'S MOROCCAN POLICY

PARIS, Nov. 26.—In competent quarters in Paris considerable anxiety has frequently been manifested with regard to the Moroccan policy of Spain. The operations at Melilla formed the subject of constant criticism, and similar concern is now exhibited in view of the alleged intention of the Spanish government to exact an indemnity from Morocco by the menace of an expedition to Tetuan.

According to one account the indemnity which was being demanded amounted to \$30,000,000, but the Temps learns that probably not more than \$27,000,000 is being asked. Spain's real object is believed to be the establishment of a financial obligation on the part of Morocco which would enable the Spanish government to secure the most favorable treatment in connection with the future economic and industrial concessions.



The Paris Store's First Sale

A Sale of New Merchandise at Prices Which Set a New Standard of Value Giving—A REAL THANKSGIVING SALE

NO STORE in the West ever met with such amazing success as the Paris Shop has enjoyed during the first short month of its existence. From the VERY FIRST HOUR the doors were thrown open everyone connected with the store has been too busy to think or realize just how remarkable a record has been made. THANKSGIVING DAY brought with it a sudden realization of the magnitude of the business transacted and a most profound sense of gratitude to the hundreds—yes, thousands—of women whom we now have the pleasure of numbering among the staunch friends and patrons of the new Paris Shop.

Before the store had been open a week it became evident that, high as had been our expectations, the public had set a still higher standard. While we were fully prepared for an extensive business, the rapidity with which the heavy stocks diminished was alarming, and our Mr. Hosking found it necessary to plan a hasty return to the Eastern markets to place additional rush orders.

He has just returned with an array of merchandise values which are positively without precedent in the garment history of the West.



This Sale Is Our Thanksgiving Offering to Women of Los Angeles

PARIS CLOAK SUIT AND MILLINERY HOUSE

609 SOUTH BROADWAY

Here's Your **New Coat** At a Sale Price **Smart Coats \$9.75**

WARM, comfortable coats, cleverly tailored, full length, unusual values.

Coats Built for Service \$15

New Long Coats \$22.50

Elegant Black Coats \$24.50



The Newest in **Shopping Bags** Ready for Your Choosing

WHETHER it is for your grandmother or your granddaughter or any other woman, if you want a handsome, useful, altogether delightful gift, select one of our new and really beautiful handbags.

NEW styles—All Prices!

'THE PARIS GIRL' with her Green Poodle Dog just arrived on Broadway



WHY NOT BUY Your New Gloves Here and be Satisfied?

\$1.35 Heavy Cape Gloves, \$1.15 Extra Special Monday

Black, white, tan or gray. All sizes. FITTED AND GUARANTEED.

Fine Kid Gloves \$1.50—Beautiful New Line All Shades All Sizes

The Very Finest Assortment of Dainty Handkerchiefs in the city

Chic, Exclusive **Millinery** On Special Sale **Street Hats \$4.50**

SMART felt hats cleverly trimmed and the very latest hood effects.

Made Hats of Velvet \$9.50

AND heavier cloth with effective touches of gold and silver cords, tassels and bands. Astonishing values.

Stylish Creations \$14.50

VERY fresh effects in the most fashionable new designs, including large, imposing shapes.

Distinctive Millinery \$19.50

INCLUDING imported model hats, plume trimmed millinery and other fascinating new creations.

First Great Sale Suits Well Tailored Suits Worth \$19.50

\$9.50 ALMOST any color you might wish and most attractive styles in this assortment of stylish, perfect fitting suits which we offer Monday at this astonishing sale price.

Suits Moderately Priced at \$27.50

\$19.50 STRICTLY tailored effects in the new mannish weaves; coats in the popular short lengths; plain colors and mixtures.

Suits Meant to Sell at \$32.50

\$22.50 BOTH in the simple, nobby effects intended for street wear and more dressy models with smart touches of trimming.

Stunning \$35 and \$37.50 Suits

\$27.50 IDEAL choice of colors, fabrics and styles in this matchless array of correct, new tailored suits.

Price Magic in Waists

Linen Waists Pretty new tailored styles; \$2.75 values Monday	Silk Waists In black and colors; also lace waists. \$6.50 values	Messaline Waists Dainty styles in black, white, navy, brown and gray; \$6.75 regularly.
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\$1.50 \$2.75 \$5.00

First Great Sale Dresses

\$14.50 Dresses Monday Priced \$9.50

DAINTY wool dresses in light and dark shades and pretty color combinations; very cleverly designed and trimmed; values you have seldom seen equaled at

\$24.50 Frocks Reduced to Only \$17.50

FASCINATING little Silk Gowns in scores of new and charming styles, either simple or elaborate; also stunning cloth dresses

Charming \$29.50 Frocks Only \$22.50

ANOTHER instance where The Paris Shop can offer you unrivaled values in extremely fashionable Silk and Cloth Gowns

Fashionable \$35.00 Dresses at \$27.50

EACH of these smart silk frocks is as individually artistic and becoming as though planned for you personally

Skirt Prices Lessened

Tailored Skirts The very newest models for winter. Our price	White Serge Skirts and new gored styles in blue and black.	Silk Petticoats In the prettiest possible new colorings. Special Sale Price
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\$7.50 \$9.75 \$3.50

We Can Turn Your Corset Troubles Into Pleasure and Contentment

(A Perfectly Corseted Woman Is Always Stylish)

There Is Comfort and Satisfaction in C. C. Hosiery

(We sell them because they are the best)

YOU will never willingly go elsewhere for your hosiery when you have once tried these guaranteed stockings. 25c, 35c and 50c.

Also highest quality Silk Hosiery in all colors.

"The Paris Girl" WE have every facility for fitting you with just the corset YOU should wear. All the very best corset makers in the country are represented in our up-to-date corset department.