"The Newspaper of To-day And What It Is."

An Address by Arthur Brisbane at The Commonwealth Club of San Francisco.

...o kinds of newspapers are im-...t. One is well illustrated by the ... little monkeys that you see in ...se stores. One monkey has his ...d on his mouth. He will speak no ...e no evil. Another, with his eyes covered, ... on his ears, will hear no evil. ... virtuous monkey newspapers ...either speak, see or hear evil are ...y appreciated by great corpora-... and others that are diligently ...ting all the people all the time. ...hose little journalistic monkeys ...heir reward in some form, al-...h they are usually not successful ...papers.

Real Newspapers.

...e other kind of newspaper is the ... newspaper. Such newspapers ... their eyes open to see what is ... keep their ears open to hear it, ...do not hesitate to open their mouths ...t it, that all the people may know. ...wspapers to-day are what they ... always been—a mirror of the life, ...ns, civilization that surrounds ...

...a man, looking in the mirror, does ...ke what he sees, he should ...e his face, or at least his expres-...not break the mirror. So, when ...mmunity looks upon the news ...or editorial page of a newspaper, ...does not like what it sees it ...d change the community. The ...paper reflects the community.

...e will say there are different ...of newspapers. There are also ...nt kinds and classes of people ...community. The Police Gazette ...irror, so is the Christian Science ...or.

...wspaper has been well described ...hopenhauer as "the second hand ...tory."

...e is like the face of a watch, with ... hands moving upon it. The ...hand, its movement not apparent ...e eye, is like history that slowly ...s long periods. The minute hand, ...g twelve times as rapidly as the ...hand, yet moving so slowly that ...scarcely see it move, might be ...ared to the serious monthly or ...erly.

...e newspaper is the little second ...hopping around violently, mak-...great fuss over little things. All ...hands are needed.

Vice of the Crowd.

...e newspaper is the voice of the ... What language is to the in-...al, the printed newspaper is to ...multitude. Without language ...could not warn each other, tell ... they had seen and thought. ...out the written word, knowledge ...not be handed down from one ...ation to another. The newspaper ... voice of the crowd for the day. ...ry is the voice of the people for ...nturies.

...e newspaper alone makes pos-...democratic government on a wide ... One of the wisest Greeks said ... no nation could preserve self-...rnment if it grew so big that the ...ns could no longer meet in the ...e square to discuss public. Mat-...of public interest then were pub-...discussed, the citizens listening, ...g their opinions and acting ... them.

...e daily newspaper is to-day what ...public square was in ancient ...e. All the hundred millions of ...ricans able to read meet together ... morning in the columns of the ...paper. They see at the same time ...e news, they know what has ...ened, they know what men in of-...are said and done.

...e people of this country could not ... in a public square, but through ...newspapers having all the facts ...r them at the same hour every ...ing and every evening, they are ... to think as a unit, and despite ...digness that spreads from ocean ...ean, they are able to govern them-...s.

Duty of Press.

...e business of the newspaper is to ...e news as it happens, not as a ...ator it told, to protect the public ...st, which means sometimes in-...ing with private plans.

...es Gordon Bennett, when he es-...shed the New York Herald, was ...st hated man in New York. ...es A. Dana of the Sun was ...ghly hated, in the beginning. ...P. Morgan and Company helped ... to help him run the paper.

...ley, a powerful personality, was ...ost hated man in New York I ...w, until Hearst came along. ...Hearst showed the other editors, ...ndecessors and contemporaries, ...Davenport's cartoons, his own ...ials, the editorials of Arthur Mc-... Alfred Henry Lewis and others, ...at a newspaper could do in the ... of interfering with wholesale cor-...scheming.

...e newspaper is not successful, it ...sult is nothing. If it is success-...makes its owner very rich. And ... man becomes rich, as a rule, ...ly gradually changes, seems to ...decent, respectable sort of place, not needing much change or improvement.

The most important thing that a newspaper could possibly do is something that no newspaper does thoroughly, or even approximately.

Every newspaper should be systematically and persistently an educating power. Better than any other agency on earth the newspaper is fitted to distribute knowledge. Those that really want knowledge, as you all know, are the men past thirty, forty and fifty.

We force information on children when they don't want it; when they should be playing in the fields. And in their old age, when men ought to be getting information, they are out on the green grass chasing a little white ball around with a club in their hands.

Production of wealth has been solved.

The world's great problem is distribution of the earth's products through industry and business, of water through irrigation, and of knowledge through books, and especially through newspapers.

The newspaper can distribute knowledge, as the rain distributes water, in small drops, easily absorbed.

Take a cubic yard of water from a lake and drop it on your gardens; it will wash away the soil; kill the plants. Take a heavy volume from the library and drop it on the ordinary man's head; it will stun him; teach him nothing.

Scatter the water over the soil, a drop at a time; scatter knowledge among human beings a few words at a time, through many millions of newspapers. That is a way to spread water and to spread knowledge.

Criticism of Press.

There is some wise and much foolish criticism of newspapers, their sensationalism, of big type. That has no importance. The wise criticism does good, the other doesn't count.

You must do what is necessary to plant in the brain to which you appeal the facts that you want to distribute. A wise Catholic priest said to a Protestant brother who was going among savages as a missionary, "My friend, you will find it hard to impress those people if you go among them in a straw hat and a linen duster."

A newspaper, a missionary, MUST COMMAND ATTENTION.

In days when big type, and especially red type, filled many good souls with horror, I was asked in New York to address a gathering of Presbyterian clergymen. I told them I followed the example of the Divine editor in editing the Evening Journal, then considered sensational by those that did not understand. I said to them, "See how the sky is edited, to impress men."

There are the big black clouds to frighten and move them. That is our big black type. There is the flashing lightning, appearing at intervals, that is our red type.

And when the storm is over, there is the beautiful rainbow. That is our Sunday colored supplement.

Newspapers are what the people make them, they are subject at all times to the initiative, referendum, and recall. Any newspaper can be eliminated in twenty-four hours if the people wish it.

Don't buy the paper—that will settle it. Anybody that wants to do it may start a newspaper.

Any newspaper can be told immediately, by the dropping of its circulation, that it is not pleasing to the public.

A newspaper is a mirror; the community looking into it sees itself.—From "Circulation."

Altogether, Boys!

Editor Evening Telegram,

Dear Sir:—I wish to join in the appeal for another splendid collection next Sunday as a free will offering to our dear old friends and teachers the Christian Brothers of St. John's. We who were privileged to receive our education from the members of this noble order of teachers must never forget that the rewards we have given them have never been commensurate with the value of all they have deserved. But we can to some extent repay them for all their labors and untiring efforts on our behalf and this by means of the annual collection which occurs again on Sunday next. Now then altogether boys for another great collection next Sunday, one that will be worthy of us all, whose proudest boast is always that we are Ex-pupils of the Christian Brothers School.

Yours truly,

EX-PUPIL.

November 24th, 1921.

STORAGE—We have storage space for Codfish, Codoil or Merchandise. BISHOP, SONS & CO., LTD.—nov4,eod,tf

MINARD'S LINIMENT USED BY VETERINARIES.

The Interest-Absorbing Page

Chock Full of What's Needed--Value-Goodness.

LONG MAY SUCH GOODNESS LINGER!

THE many goodnesses of this Sale will appeal to wise buyers. Prices in many cases far lower than you could reasonably expect,—it is our method of doing business that brings about such sound values, for we have in our eye many lines that must move before inventory time, and to hasten their exit we have considerably lowered their prices, as a perusal of this page must amply convince you. And all through our Christmas Sales you will notice these rare opportunities announced side by side with Holiday Goods. Keep an eye, then, on our announcements from now on.

FRIDAY, SAT. and MONDAY

Showroom Values

JERSEY UNDERSKIRTS—Ladies Heavy Grey Jersey Underskirts with shaped band, button hole edged Skirt, made in full sizes. Winter is just around the corner. Reg. $3.00. Friday, Saturday and Monday **$1.98**

WOOL SCARVES—Beautiful soft Wool Scarves for Ladies', Misses and Children; plain shades with striped and fringed ends; Saxe, Navy, Green, Gold, Purple, Rose and Black; values to $2.50. Friday, Saturday & Monday **$1.69**

JERSEY CORSET COVERS — Fine Ribbed Jersey Covers, showing high neck, long or short sleeve, buttoned front; sizes 36 and 38 only. Reg. $1.00. Friday, Saturday & Monday .. .. **59c.**

JERSEY BLOOMERS — Ladies' fine Jersey Bloomers, with elastic waist and double row at knee; shades of Saxe, Navy, Purple and Black; assorted sizes. Reg. $1.50. Friday, Sat. & Monday .. **$1.39**

DRESDEN RIBBONS—Fancy Dresden Silk Ribbons, 7 inches wide; especially suitable for making Camisoles and Fancy Bags, etc., for Christmas Gifts; very handsome color blendings. See them. Reg. $2.20 yard. Friday, Saturday & Monday **$1.39**

CHILDREN'S HAND BAGS — Fancy Silk and Leather Hand Bags for the little Miss; silk lined and fitted with a little mirror; leather handles. Reg. 80c. Friday, Saturday and Monday .. .. **67c.**

CHILDREN'S BONNETS—Dear little Corduroy Velvet Bonnets, trimmed with flowers and ribbons; shades of Saxe, Navy, Crimson and Rose; a pretty assortment. Regular $1.80. Friday, Saturday and Monday .. .. .. **98c.**

CHILDREN'S VESTS—Heavily fleeced Jersey Vests in White or Cream; high neck, long sleeves; to fit 6 to 12 years. Regular $1.50 garment. Friday, Saturday and Monday .. .. **98c.**

JERSEY LEGGINETTES—New arrivals—Navy, Brown, White, Khaki, Black and White Jersey Legginettes, to fit 2 to 6 years; extend to waist, buttoned at side. Reg. $2.00 pair. Friday, Saturday & Monday **$1.87**

CHILDREN'S COATS — Smart little Coats for girls from 4 to 10 years; winter weight; some in Velour, others in Velvet, and others again in Heavy Cloths; shades of Navy, Saxe, Green, Brown, Fawn and Black. Come! mothers, and see this line. Reg. $9.00. Friday, Saturday and Monday **$5.89**

Colored Table Covers Regular 8.00 for 4.98

Full size soloured Table Covers, in large floral patterns, Cardinal and White, and others Green and White, nicely bordered and finished with strong knotted fringe; were $8.00 each. Friday, Saturday and Monday **$4.98**

ARE YOU

Taking advantage of our Half Price Sale of Hats? It's an exceptionally good opportunity to secure the Hat of your choice at a remarkable saving; and, mind you, the assortment is immense and is not confined to the Ladies' Hats only—but all of our Misses' and Children's Hats come under the same slashing reduction—

HALF PRICE

These are the Days of Sound Values in Our Men's and Boys' Outfitting Store. READ!

MEN'S NECKWEAR—Rich looking Silk Neckwear in large and small fancy patterns; a new lot at a very popular price. Friday, Saturday and Monday ..... **90c.**

MEN'S WOOL MUFFLERS — Soft warm Wool Mufflers of fairy lightness in weight, assorted colours; striped and fringed ends. Special Friday, Saturday & Monday **$1.85**

BOYS' BRACES—Stronger than the usual and neatly finished with real leather strappings, nickel mounting. Friday, Saturday and Monday .. .. **35c.**

BOYS' WOOL GLOVES—Scotch Knit Heavy Wool Gloves in Grey and Heathers; kid bound wrist, 1 dome fastener. Friday, Saturday & Monday, pair .... **75c.**

MEN'S WOOL UNDERWEAR—Heavy Ribbed Wool Underwear in assorted sizes; the right quality for those seeking something warm, weighty and good wearing. Values to $4.50 garment. Friday, Saturday and Monday **$1.98**

MEN'S WOOL JACKETS — Loose woven Tweed Jackets with black wool lining; about the snuggest we have seen, and we cheerfully recommend them to those whose work is out of doors; V neck, 2 pockets; full sizes. Were $10.00. Friday, Sat. & Monday .. **$6.35**

MEN'S BRACES—Stout English Elastic Braces; the old reliabel make with solid leather strappings. Reg. 80c. pair. Friday, Saturday and Monday .. .. **65c.**

MEN'S TOP SHIRTS — Coat style, Reg. $1.80. Friday, Saturday and Monday **$1.59**

MEN'S KHAKI SHIRTS—Warm Top Shirts in strong Twilled Khaki Flannelette; snug-fitting collar, two buttoned pockets, double stitched seams. Reg. $3.50. Friday, Saturday & Monday **$3.28**

MEN'S WOOL SOCKS—Stout Ribbed Socks in a pretty light Heather for young men; others in dark shades; winter weights. Regular $1.40. Friday, Saturday & Monday **$1.20**

Keep Your Eye on Our Fancy Linen Department Values

SIDEBOARD CLOTHS—Handsome lace trimmed and beautifully embroidered Cloths, extra wide; openwork showing buttonhole stitch in centre wor. Reg. $1.60. Friday, Saturday and Monday **$1.39**

TEA CLOTHS—Elegant White Linen Tea Cloths, with a generous showing of embroidering and wide hemstitched border; $2.00 value. Friday, Saturday and Monday **$1.75**

BOLTER CASES—English Bolster Cases, of strong Pillow Cottons; hemmed and taped. Reg. 75c. Friday, Saturday and Monday .. .. **49c.**

PLAIN PILLOW CASES—Jewel Pillow Cases, full size, strong American Cotton, and deep hemstitched end; extraordinary good value. Friday, Saturday and Monday, each .. .. .. **54c.**

FRILLED PILLOW CASES—Large, frilled edge Pillow Cases, plain or embroidered, linen buttoned end. Reg. $1.30. Friday, Saturday and Monday **98c.**

PILLOW SHAMS—These apart from being good quality White Linen, show beautiful examples of embroidery work; very uncommon looking; wide hemstitched border. Reg. $1.60. Friday, Saturday and Monday **$1.45**

WHITE LACE CURTAINS—48 pairs offering excellent value; full 3 yard size, fairly wide and showing broad border at foot; White. Reg. $3.25 pair. Friday, Saturday and Monday **$2.48**

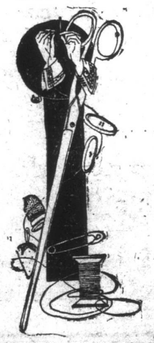
CREAM CURTAIN LACES—A couple of pieces of prettily patterned fine mesh Lace Curtainings; 48 inches wide. Reg. $1.00 yard. Friday, Saturday and Monday .. .. **65c.**

Boys' Warm Wool Underwear

Boys' Heavy Ribbed Warm Wool Underwear. Not all sizes, 'tis true, but being in incomplete sizes, we make a vast reduction to clean up the line at once. If the size you require is here you will get the best value in Boys' Underwear for years. Regular up to $2.60 garment. Friday, Saturday and Monday,

Special 1.42 Garment

Seen on Smallware Tables



HERB SOAP—Herb Toilet Soap, renowned for its fragrance and goodness. The cake .. .. **18c.**

PLATED PINS—Put up in handy book form; assorted sizes. The Book .. .. **7c.**

SAFETY PINS—Cards of nickkel plated Safety Pins; assorted sizes; 1 dozen on card .. .. **7c.**

SHEET WADDING—For padding Muffs, Suits, Coats and other purposes; Black or unbleached. The Sheet .. .. **18c.**

DRI-FOOT DRESSING—A perfect Waterproofing for your boots, preserves and softens all leathers. To-day the tin .. .. .. **35c.**

HYDROGEN PEROXIDE—Keep a bottle of this in the home, ever so useful for cuts, bruises, washes and so forth.
8 oz. bottle .. .. **19c.**
16 oz. bottle .. .. **29c.**

PEARS' TRANSPARENT GLYCERINE — Unscented; the old reliable; per cake .. .. **22c.**

JAP ROSE SOAP—Another delightful Toilet Soap, for bath also; a little goes a long way; the cake .. .. **18c.**

MENDING WOOLS—Black and Colored, as well as Dark Heathers; the card .. .. .. **3c.**

ABSORBENT COTTON—Pure White Hospital Absorbent Cotton in pound packages .. .. **75c.**

TOILET PAPER—Large rolls of Crepe Tissue Toilet paper. Our price... 3 rolls for **25c.**

TOILET PAPER—Extra fine White Crepe Tissue; popular brand. Our price .. .. 3 rolls for **35c.**

DARNING WOOLS—Fast Black in generous size slips. To clear, the slip .. .. **6c.**

WILLIAMS' TALCUM POWDER—Violet and Carnation Talcum in handy size tins, each .. .. .. **15c.**

WILLIAMS' TALCUM POWDER—Large tins, Baby, La Tosca, Matinee and Khush-amadi; fragrant; the tin .. .. **35c.**

CUTICURA SOAP—Reliable Toilet and Medicinal Soap; hard wearing Soap; the cake .... **35c.**

Toilet Soap Special

High-grade Toilet Soaps, Colgates, Bay Rum, Transparent Glycerine, Big Bath and Cologne Bouquet, White Rose and Cucumber, etc; up to 25c. cake. Special .. .. **15c.**

HOSIERY Re-Marked for Clearance

LADIES' WOOL HOSE—Beautiful fine quality Wool Cashmere Hosiery, plain, Camel and Heather mixtures. Special Friday, Saturday & Monday **$1.49**

LADIES' HEAVIER HOSE—New and pretty mixtures. They look good for Fall and Winter wear. Reg. $1.50. Friday, Saturday and Monday **$1.29**

LADIES' BLACK HOSE—The finest of fast Black Wool Cashmere Hosiery in plain finish; $2.80 and $3.00 pair. Friday, Saturday and Monday **$1.85**

LADIES' TAN HOSE—Plain, seamless leg, Dark Tan Cashmere Hosiery; good value at its regular price 80c. Friday, Saturday and Monday **69c.**

LINESMEN'S 1.60 GLOVES for 1.10

LINESMEN'S GLOVES—Heavy Moose Skin and other hard wearing Skin Gloves with short gauntlet wrist; were $1.60 pair. Fri., Sat'y. & Mon. **$1.10**

MEN'S WOOL GLOVES—Heavy Khaki Wool Gloves, closed wrist. A Glove you will need for winter wear. Reg. $1.00 pair. Fri., Sat'y. & Mon. **85c.**

MEN'S WOOL GLOVES—Dark Tan and medium Grey Wool Gloves; these are superior quality; value for $1.70 pair. Fri., Sat'y & Mon. **$1.35**

Ladies' 35.00 Caracul Coats for 19.98

Stylish, good-looking Coats with fur collars, belt and pockets lined throughout; sizes 36 to 42 bust. Extraordinary value at our reduced price for

Friday, Sat., Monday

COAT AND BLOUSE HANGERS — Worth having to keep your clothes shapely; strong make, plain and fancy covering; with each—a Sachet Bag. Reg. 45c. Friday, Saturday and Monday .. .. **29c.**

Ladies', Girls' & Boys' Gloves

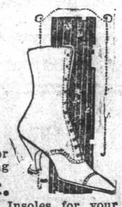
BOYS' KID GLOVES—Dressy Tan Cape Kid Gloves for boys; 1 dome wrist; assorted sizes. Regular up to $3.00 pair. Friday, Saturday and Monday **$1.80**

LADIES' LINED KID GLOVES—Medium Tan shade in Cape Kid quality, Wool lined; 2 dome wrist; a new glove and a good one. Special Friday, Saturday and Monday **$3.80**

GIRLS' WOOL GLOVES—Dent's Camel Wool Gloves with closed wrist, exceptionally fine quality; ;a;s;so;rted..... tionally fine quality; assorted sizes up to $1.10 pair. Friday, Saturday and Monday .. .. **85c.**

James Baird LIMITED

Savings for YOU on FOOTWEAR



SHOE TREES—To keep your boots or shoes shapely when not in use; strong and dependable; were 85c. Friday, Saturday and Monday **59c.**

WOMEN'S CORK SOLES—Perfection Insoles for your boots; damproof and warm. Reg. 20c. Friday, Saturday and Monday .. .. **14c.**

WOMEN'S BOOTS—Laced style, Gun Metal, nine inch height, with low heel and semi-broad toe; a real fall Boot. Regular $9.00. Friday, Saturday and Monday **$4.98**

WOMEN'S FELT JULIETS—Cosy footwear for at home; warm felt make, plush trimmed, leather sole and heel; shades of Brown, Grey, Wine, Green and Black. Reg. $4.00. Friday, Sat. & Monday **$2.98**

INFANTS' BOOTS—Sizes 2, 2½ and 3 only in soft Dongola Kid; laced style; easy fitting form. Reg. $2.50. Friday, Saturday and Monday **$1.50**

INFANTS' BOOTS—Soft Dongola Boots with black canvas top, patent tipped, leather sole and heel. Reg. $1.50. Friday, Saturday and Monday .. .. .. **87c.**