

One Of Top Newspapers Shuns Much Usual Grist

BOSTON (AP) — One of the strangest paradoxes of the newspaper world today is the Christian Science Monitor.

In a hectic, rough-and-tumble business, it has demonstrated the gentle, serene approach works. And it has made plain a church can carry its message without even talking about it.

The Monitor, one of the few daily newspapers in the world owned and published by a religious organization, this year is observing its 50th year.

In that time, it has achieved a standing, both in the U.S. and abroad, as one of the great newspapers of the era.

NO SEX SOCIETY

Yet, it shuns much of the grist of the modern journalistic mill-

sex escapades, the antics of society, the tawdry round of police courts, the gossip columns, the bizarre, the banal and the bloody.

It concentrates, as Editor Edwin D. Canham puts it, on information that is "really important to people and their lives."

And that is the task set for The Monitor when it was launched in 1908 by Mary Baker Eddy, founder of the First Church of Christ, Scientist. In the paper's first editorial, she laid down its objective:

"To injure no man, but to bless all mankind."

Editor Canham, for 17 years the editorial chief of The Monitor, tells its extraordinary story in a book, *Commitment to Freedom*, published by Houghton Mifflin Company, which came out this week.

IS ALL NEWSPAPER

The Monitor is 100 per cent

newspaper. But, says Canham, "many of its decisions and actions are motivated by profoundly religious criteria." It doesn't hesitate to point up essential spiritual values.

"To emphasize such facts is to get at the real meaning of events," he writes. "It is journalism of the highest order."

That is the drive that has given The Monitor its rare upbeat assurance, "expectancy of good," a fundamental of Christian Science.

It's based on the Bible's word that God, in creating the world, found it good, and made man in his own image—even though man perversely distorts that spiritual reality by his false, materialistic illusions.

This doesn't mean, Canham stresses, that The Monitor just skips the unpleasant news and seeks to "throw a rosy glow over a world that is often far from

roxy." But it does try to put before the human aberrations in perspective.

TO 121 NATIONS

The paper's readership is international — 90 per cent of its circulation goes by mail to subscribers throughout 121 foreign countries.

As newspapers go, there's an amazing atmosphere at The Monitor — no smoking. Canham relates that on a visit, a rugged army general glanced about nervously and asked:

"I suppose it's all right to smoke here."

"Oh, quite all right," he was told with typical Monitor graciousness. "Of course, nobody ever has." Neither did the general.

88 reporters—43 of them from Canada—22 photographers and 33 persons assigned by the CBC, including many technicians. Newspapers in Canada's principal cities are represented directly by staff men or indirectly through special arrangements. Several Canadian business publications are also represented.

Five reporters are here from newspapers in New York and Chicago and the Wall Street Journal is represented. A paper in Zurich, Switzerland, is also represented.

There is also representation of news services such as Reuters, South Africa Press Association, Australian News Service and Australian Associated Press. The French service—Agence France

Presse—has a man at the conference. There are three reporters from India and two from the West Indies.

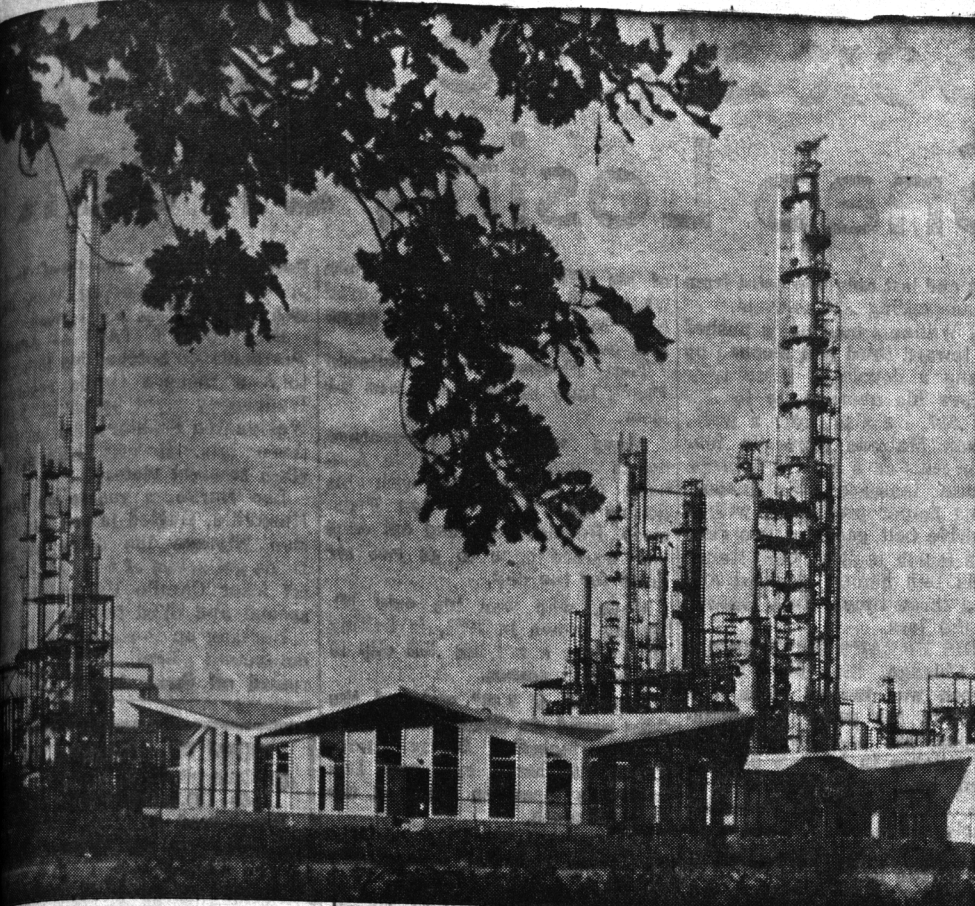
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150 Newsmen At Montreal

MONTREAL (CP)—The Commonwealth trade and economic conference, which opened Monday and will last until Sept. 26, has brought nearly 150 reporters, photographers and others to cover the meetings.

The conference press room lists



FUTURISTIC "CRACKING UNIT"

As futuristic as the things that come from the petro-

chemical manufacturing facilities. Completion of the new \$28-500,000 plant was announced by Imperial's president J.R. White. The plant, most versatile in Canada, will produce ethylen-

propylene, butylenes, butadiene, aromatic distillates and aromatic tars—chemical "building blocks" that will go into hundreds of familiar consumer goods.

TIMELY NOTES ON FUR TOPICS

Optimistic reports on retail sales of furs are coming in to *Women's Wear Daily*. New York, from various parts of the United States. Milwaukee furriers' business is continuing ahead last year due to progressive negotiations on the part of furriers. They say that volume has risen from 3 to 15 percent ahead last year.

Best selling items for the month were Pastel and Sapphire letout coats, retailing from \$595 to \$900; Pastel letout mink jacket around \$1,500; Pastel mink coats, 45-inch, at \$695.

The same story comes from Chattanooga, New York; Chicago, Washington, D.C.; and various other cities, all of which add to the fact that there is every assurance of this season's crop bringing prices at least a par with last season, and probably better prices.

were officially described as "very firm, with a strengthening tendency in the males." The report also stated that attendance was good for this type of merchandise, particularly in the pastel category.

The Auction Company pointed out that "there were no fine strings in the offering." Pastel regulars (23,797 of them) 76 percent sold, very firm with strength in the males. Stewarts (9,751) was 51 percent sold; prices unchanged. Breath of Spring (4,000) was 20 percent sold. Topaz (5,839) was 35 percent sold; prices unchanged. Diadem (8,000) was 43 percent sold; prices unchanged.

A pastel collection described by the salesroom as mostly average with a few good bundles was grabbed of quickly in view of the end-of-the season nature of the sale.

fact that mink is still king of furs for this season at least.

We deeply regret that our friend Major C. Hannington of New Brunswick, was not alive to see that his predictions of the future of Chinchilla would be realized. During his war service he had often called at the Hudson's Bay Company salesroom and saw that the little chinchilla, whose habitat is in the tallest trees of the Andes Mountains in Chile, was bringing fantastic prices, just as our own silver fox did a few years previously.

A few years after his return

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The New York Auction Company, Inc., one of the biggest agents that its net income for six months ending June 30, \$708,300. As the percentage deduct from the seller is more than 5 percent, and expenses must be taken out, one can realize what a tremendous volume of furs they handle.

QUICK TURNOVER

The consensus opinion of those in attendance was that the males were strong, up to 10 percent higher than in June, while females were mostly firm. One optimistic sign about Pastels was that the buyers had ready customers for their purchases, and there appears to be general confidence in quick turnover on pastels. All of which adds up to the

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MEN'S DEPARTMENT

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Men's brown suede jackets 36 to 46. Special, **\$14.95**

Men's heavy olive color jacket, quilt lining size 38-46. Special, **\$11.95**

Men's extra heavy fine quality nylon pile, lined, split zipper hood jackets, color — olive green. Special, **\$19.95**

Men's heavy jumbo coat sweaters. Special, **\$ 4.95**

Men's V-neck Banlon pullover sweaters scarlet — light blue, size small, medium and large. Special, **\$ 8.95**

Combinations. Suit, **\$ 2.19** Garment, **\$ 3.69**

Men's dress pants, Nyloflan, assorted shades, sizes 30-44. Cuffed, pr. **\$ 7.95**

We carry a full range of men's dungarees, overalls, smocks, and work pants, jackets and underwear.

Men's corduroy jackets, black with scarlet trim, scarlet with black trim. Special, **\$14.95**

Men's reversible jacket, heavy brushed nylon two tone, extra heavy zippers. Special, **\$17.95**

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Boys' all wool pullover sweaters, 26 to 34. Special, **\$ 2.95**

Boys' heavy wool quilt lined suburban coats, sizes 26 to 34. Special, **\$11.95**

Boys' all wool quilt lined duffle coats, with split zipper hood, sizes 26 to 36. Special, **\$11.95**

Boys' Banlon pullover sweaters, 12 to 18 years, colors scarlet and pale blue. Special, **\$ 5.95**

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lined **\$ 3.25** to **\$ 3.95**

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Ladies' Nylon Half Slips, white, coral and red, sizes small, medium and large. Special Price, **\$ 1.98**

Ladies' Nylon and Rayon Panties, size S, M, and L. Price, **69c** Pair,

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