That the "sure customer" for whatever you have to sell is a reader of the want ads. is one of the safest guosses you can possibly make in an uncer-tain world.

DESERET EVENING NEWS.

Many of those who are advertising in the classified columns today for the first time will develop, in the course of a year, into regular and successful

PART TWO.

SATURDAY, MARCH 11, 1905. SALT LAKE CITY, UTAH.

TRUTH AND LIBERTY.

FIFTY-FIFTH YEAR.



AMERICAN WIFE HELPS STATESMAN

Lord of Admiralty Finds His Best Assistant in His Faithful Spouse.

FULL BLOWN STENOCRAPHER.

She Has Just Mastered Shorthand That She May Better Act as His Amanuensis.

Special Correspondence.

ONDON, March 2 .- Arthur Lee, M. P., the civil lord of the admiralty, whose recent speech concerning changes in England's navat polley stirred up such a rumpus in Germany shares with Lord Donoughmore the reputation of being one of the busiest and most painstaking members of the present government. He makes no secret of the fact that he owes much of his success to his clever American wife. When she does not accompany him to his office in the morning she invariably drives round in her smart motor about noon and remains with him for the reof his office hours. She conmainder of his office hours. She coll-ducts all his private correspondence and works a type-writer with the facili-ty of an expert. She has lately been adding stenography to her other qualifi-eations with the view of rendering fur-ther assistance to her husband. When the appears at the admirality offices in Whitehall the word is passed round among the permanent officials that the "governor's private secretary" has aramong the permanent officials that the "governor's private secretary" has ar-fived. This description is not literally correct because the civil lord has a pri-vate secretary allotted to him by the government, but that she does much work in her huaband's office is within the knowledge of every clerk in the department. When she is not at his side in Whitehall she is generally at department. When she is not at his side in Whitehall she is generally at home in Chesterfield Gardens hammer-ing away at her typewriter on his pri-vate correspondence, so as to leave him the utnost freedom for his official work. Among the admiralty men he is looked upof as a most exacting and methodi-cal chief, and in this respect he has no equal in the government since Joseph Chamberiain left the colonial office. He is however, a favorite because his subhowever, a favorite because his sub-tinates acknowledge that he does no ask them to do anything which he is not prepared to do himself. Punctual-

such things are made a specialty of Dealers have been down to Walmar to inspect them and it is reported that many of the articles are so scarce that they will fetch some thousands of doj-lars, when they are handled by the auctioneers. A few days before Lady Curzon sailed for India her sister, Lady Suffolk, and a maid, went over the castle and made an inventory of every-thing valuable in the place which be-longed to Lady Curzon. It was suggest-ed that the things should be packed up and dispatched with the rest of her ladyship's luggage, but she would not hear of the proposal; neither would she allow them to be sent to her town resi-dence. The contents of the room where she underwent her sever opration and in which she hovered between life and death for a number of days, have been packed up and they, too, will find their way to the auctioneer's sale room. CATS AND DOGS BARRED.

CATS AND DOGS BARRED.

The Duchess of Mariborough, al-though, exceedingly fond of other ani-mals, does not like cats or dogs. Cats must not be seen about her premises in Curzon street, and if any stray ones are discovered the servants have in-structions to clear them out at once. An Irish terrier dog has succeeded, however, as far as concerns himself An Irlsh terrier dog has succeeded, however, as far as concerns himself at least, in overcoming her prejudice against the canine race, and is now in-stalled at Sunderland House. It hap-pened in this way. During her recent visit to freland while she was taking a walk in the Viceregal grounds in Phoe-nix park, an Irish terrier ran up to her and made as much fuss over her as if she had been his owner. In spite of the commands of his master the dog in-sisted on following the duchess, with the result that she decided to the result that she decided to adopt him. She asked the owner what the dog was worth and a certain figure being quoted, she gave instructions that the terrier was to be sent to London. The duke's valet was outputed with the treatment of the decientrusted with the transport of the dog, but while peculiarly attached to the duchess he would not have the valet at any price. As he was about to be shipped at Kingston he broke loose shipped at Kingston he broke loose and the most athletic man in the Dub-lin police force could not catch him. He made his way back to his old mas-ter who in the meantime had been communicated with by the duchess. The original owner is a well known sportsman in Dublin who breeds ter-riers for the aristocracy and he imme-diately sent one of his men across to London with the dog. IN THE SOCIAL SWIM

IN THE SOCIAL SWIM.

The activity of the American colony The activity of the American colony in London in social matters is causing a number of American women who hitherto have preferred the quietness of their own homes to the glamor and excitement of the London season to take a livelier share in what is going on. Lady Falkland, formerly Miss Mary Reade of New York, is one of these and Lady Ross, who as Miss Eurnley, was a famous Louisville belle before her marriage, is another. Lady Burnley, was a famous Louisville belie-before her marriage, is another. Lady Falkland until recently has shown far more interest in charity projects than in the diversions of the drawing rooms of Mayfair or Belgravia. Her pretty house in Eaton Square was always open to her personal friends but she studiously avoided entertaining on a scale that would attract pub-

Titled "Touts" Who Threaten and Don't.

When an Irish Wine Merchant Made an "Unauthorized" Use of His Name to Catch Fashionable Trade, Lord Lurgan Promised Proceedings, But Thus Far They Haven't Been Brought.



DUBLIN CASTLE, THE SEAT OF THE LORD LIEUTENANT OF IRELAND.

The Advertising Circular Issued by Adam Scott the Irish Wine Dealer, Stated That Viscount Chelsea and Other High Officials at the Castle Had Promised to Use their "Pulls" to Help His Business.

Special Correspondence.

ONDON, March 2 .- Somehow, these "legal proceedings" that noble lords invariably threaten when their connection, sub rosa, with some money-making scheme is exposed, never come off. Nothing further has been heard of the promise made by Lord Tankerville, Lord Muskerry, the Earl of Craven and Lord Braye some months ago to sue Dr. Lunn, who runs a tourist agency, for the "unauthorized" use of their names in connection with a projected tour of the Mediterranean. And nobody seriously believes that the recent threat of Lord Lurgan

shrewd business man Scott seems to have reasoned that he could best reach these desirable customers by inducing some heavy swells to co-operate with these him-to act as "drummers" for the es-tablishment in plain words. Fashiona-ble life in Ireland centers around the ble life in treland centers around the lord lieutenant's court at Dublin cas-tie. The castle sets the fashions in drinks as in everything else. So the whee dealer appears to have argued that if he could start a company and get some of the most indicential and aristocratic of the lord lieutenant's sat-elittes to join him, on a sort of "ground floor" basis, there would be lots of money in it. money in it. THE FIRST BROACH.

He first broached the matter to

ogan and O'Callaghan figured as direc tors. Scott assigning to himself the role of managing director. Of course it would have been patent to everybody who knows how the wires are worked here for what purposes Scott had got here for what purposes Scott had got together such an aristocratic board of directors, and by what methods they would be expected to help along the business. But Scott showed too much eagencess to reap the reward of his en-terprise. He issued an entirely super-fidous circular in which he gave the whole thing away. To be sure, he took the precaution of marking it "private and confidential," but that did not deter an entitous trade rival, into whose hands a copy feil, from giving publicity to it. The circular, after setting forth in big capitals, the names and titles of

the aristocratic feminine tout has the best time of it. The firm for whom she works "unbeknownst," supplies her free of charge with one of their costliest cars and most skillful chauffeurs and stand elaborate feeds to which prospective victims are invited after a delightful spin. Society is permeated with disguised touts. They play the game in all sorts of ways and not always fairly. They have no league for mutual protection; they do not love one another, but self interest restrains them from giving one another away. To be found out is the fatal thing. SIDNEY LANE.

ADVENTURES

"raised Cain" when they saw this in print. They treated the public to a most edifying spectacle of righteous wrath and indignation. "I need not tell yon," suid Lord Lur-gan to an interviewer, "that such a circular was issued without either my knowledge or consent. It is disgrace-ful and vulgar, and when I first saw it I was simply astonished. I imme-diately wrote a letter to Scott and I can assure you that there was no beating about the bush in that letter of mine. I let Scott have it straight and de-manded an explanation—and a full ex-planation—at once. I hope," he added, "that you will give prominence to the fact that Viscount Chelsea and Capt. Cadogan, who are both out of town, were as completely ignorant of this infernally roguish circular as I was." NIPPED IN THE BUD.

NIPPED IN THE BUD.

Evidently, but for the publication of the circular the company might have realized poor Scott's most sanguine exrealized poor Scott's most sanguine ex-pectations. But now his enterprise has been nipped in the bud and because of the exposure he will have to be con-tent with a business conducted on the old-fashioned lines that were pursued before modern exploiters had discov-ered the pecuniary value of names that are linked with a noble ancestry. There are no end of schemes similar to Scott's which have not been spolled by the publication of indiscreet circu-lary whose promoters are thriving of lars whose promoters are thriving on the complacency and consivance of men in high office.

WOMEN ALSO,

The "titled tout" business is not re-stricted to men. Many women of rank and high social position are engaged in selling all sorts of articles on commis-sion from pedigreed puppy dogs to planolas and automobiles. In fact, these petiticoated drummers are more numerous, persistent, subtle and in-gentous than the swell masculine commercial agents in disguise. But their names do not appear in prospectures and they do not openly sell. They simply "recommend" and claim a "rake off" on the orders thus obtained.

Women who are avowedly engaged in trade cannot be presented at court. Lady Duff-Gordon, for instance, who conducts a fashionable dress-making establishment in Hanover Square, where she makes a speciality of "emo-tional gowins" cannot annear at app tional gowns," cannot appear at any of the king's levees. But it is general-ly understood that several aristocratic

ly understood that several aristocratic women tout for her who are "persona grata" at court. It is a system that puts a premium on humbug. Not a few beautiful and known wo-men are agents for photographers. Of course they do not solicit orders. They present their latest photographs to their acquaintances, mentioning incidentally, perhaps, that the duchess of X never patronizes any other studio. And when the seed thus sown bears fruit they reap their reward. Other women in similar fashion introduce perfumes, cosmetics and even soaps. Nothing comes amiss out of which money is to he made—"on the quiet." A legion of fashionable dames get their own gowns made for nothing, besides a liberal made for nothing, besides a liberal commission on the orders they influliberal



periences With Cannibals for Her Body Guard in Africa.

NEAR BEING EATEN BY ANTS.

Traveled With No White Companion For Days Through Marshland With Water Almost Waist High.

Special Correspondence,

ONDON, March 2 .- Mrs. French Sheldon has just told me something about the adventures that

befell her on the remarkable expedition in the Congo Free State, from

which she has just returned. The motive that took this intrepid

American woman explorer off to the Dark Continent for the second time was entirely different from those which have inspired most of her other expeditions. The three exciting trips around the world made by Mrs. Sheldon, like the famous journey through savage East Africa that earned her the friend-ship of Henry M. Stanley and Paul du Chailiu, not to mention a fellowship in the Royal Geographical society, were undertaken partly for the sake of ad-venture, partly through a love of re-search. But the paintstaking journey Mrs. Sheldon made through the Congo Free State at her own expense, to see for herseuf whether things there were as black as they were painted, was quite another affair. Mrs. Sheldon tells me that at first she simply thought she'd like to go to the Congo to catch butterfiles. The Free State is a famous place for but-terfiles, and Mrs. Sheldon, besides be-ing explorer, physician, novelist, soulpditions. The three exciting trips around

terflies, and Mrs. Sheldon, besides be-ing explorer, physician, novelist, sculp-tor, playwright and a few other things is an ardent entymologist. But once started thinking about the Free State. It struck this venturesome American that she would like to know, if only for her own satisfaction, whether all the stories of atrocities practised on the na-tives there—of some being flogged to death and the hands of others cut off because they didn't bring in rubber emough—were true, and if so, whether these things were really done, as has been asserted so often, at the com-mand of the Belgian administrators. She was curious to know, in short,

thing he has to do with. Like Austen Chamberlain he drops in when he is test expected, but is less ready than the chancellor of the exchequer to ac. excuses when work falls behind

indispensable in any

BAN ON WALMER CASTLE.

Since her recovery from the sever since her recovery from the severe liness which Lady Curzon contracted at Walmer Castle nothing would per-suade her to revisit the place, and everything associated with it seems to have become hateful to her. Articles of which she valued much and which she invariably carried with her on her jour-neys about the world have been left behind, and it is understood that they will eventually find their way to some of the london such the of the London auction rooms where

a scale that would attract pub-lic attention. She is on terms of personal intimacy with the king and Queen Alexandra and, in fact, with every member of the royal family. She and her husband are admitted into the society of the most exclusive set in England, but they seldom figure in the chronicles of fashionable society. Lack of means can not have prevented her from going in for a good time in the popular fashion because apart from her own fortune her husband is a wealthy man. She has preferred, however, to give whatever she could spare to charity especially to institutions devoted to the care of the old and infirm. There is some fear now that all this will be (Continued on page 14.)

and his swell associates to sue an Irish wine merchant, more enterprising than discreet, for making an "unauthorized" use of their exalted appellations will ever result in a trial in a court of law. But as showing how the titled tout business is worked here the story of what started the row is worth teiling more fully than may have been described in the cable dispatches sent at the time

FOR HIGH TONED FOLKS. Adam Scott, the head of a well-known firm of Dublin wine merchants, had a lauable ambition to increase his sales of high class intoxicants. Such beverages are for high class folk, and as

THE UNHAPPY ROYAL ROMANOFFS.

とうかんかんと しいのあると



He Recently Denied Indignantly That He Had Undertaken to "Tout" for an Irish Wine Merchant, But Hasn't Carried Out His Threat to Prosecute the Latter for Stating That an "A rrangement" Existed.

Stokes O'Callaghan, financial secretary to Earl Dudley, the lord lieutenant, and a man capable of taking a broad busi-ness view of things. Through O'Cal-laghan he got in touch with Lord Lurgen, the state steward of the lord lieutenant; Vicount Chelsea, eldest son of the Earl Cadogan, a former lord Neutenant of Ireland: and his younger of the Earl Cadogan, a former lord lieutenant of Ireland; and his younger brother, Capt. the Hon. Gerald Cado-gan. They are now posing as innocent victims of the wiles of Scott, bent on seeking reparation for the damage done their reputations in a court of law. But it is significant that it is nowhere suggested, even by themselves, that they received Scott's overtures with the secon and contempt they now diselay in they received Scoti's overtures with the scorn and contempt they now display in protesting against the association of their honored names with his scheme. Just what was the nature of the propo-sitions made to them has not been di-vulged. And because legal proceedings, if pressed, would result in disclosing this interesting information, is the rea-son why no scalable person believes that the matter will ever be thrashed out in court. But meanwhile the mere taking of the formal preliminary steps to bring suit makes the matter "sub judice," and to comment on it over here is to be guilty of that awful thing here is to be guilty of that awful thing, contempt of court, which is punishable by divers severe pains and penalties. That stops public discussion, and when proceedings are quietly dropped by mu-tual consent the affair has blown over.

COMPANY LAUNCHED.

Believing that everything had been fixed satisfactorily. Scott proceeded to launch the new company under the ti-tle of the London and Dublin Wine association. Lord Lurgen's name appear, ed at the head of it as chairman, while count Chelsea, the Hon. Gerald Cad-

the directors, proceeded to give details of their various private "pulls" in this fashion "Lord Lurgen, K. C. V. O., is stat

steward to his excellency, Lord Dud-ley, lord Heutenant of Ireland, and pos-sesses great influence with his excel-lency and most of the nobility of the United Kingdom, and is in particular-ly good relations with Vincent Cockran, Esq., the gentleman who pur-chases the lord licutenant's wines and spirits.

Viscount Chelsea is the eldest son of the Earl Cadogaa, late lord lleutenant of Ireland, who the week before last entertained His Majesty King Edward and her majesty the queen at his seat Culford, and among those who were present to meet their majesties were Lord Lurgan, Viscount Chelsea and Capt. and Hon. Gerald Cadogan (youngbrother of Viscount Chelsea.

"Mr. Mark Stokes O'Callaghan is financial secretary to Earl Dudley, lord lieutenant of Ireland, and is in close touch with the Catholic bishops and cleagy of the United Kingdom. Mr. O'Callaghan is a born salesman, and can get wines into places that we could not reach.

The directors are in treaty with sev-eral other influential noblemen to join the board of the new company, each of whom will bring to the company increased selling power and influence. "The directors have undertaken to de-

vote a large share of their time to per sonally pushing the sale of the com pany's goods amongst their friends, and such a combination must prove successful in popularizing and creating successful in popularizing and creating a demand for any article the new com-pany enthusiastically undertake the sale of." Of course the aristocratic directors are who will get up the in-side of a chimney for sixpence."

NEW AMERICAN

INDUSTRY FOR IRELAND

Special Correspondence. UBLIN, March 1 .- Nothing has yet been published about an important scheme now being developed by two San Francisco men for starting a woollen industry in the west of Ireland. The men in question are Robert C. Mackeown and Alexander Henderson, and they have \$50, 000 with which to carry out their project. Messrs. Mackeown and Hender son, who arrived in Ireland about a fortnight ago, have decided to com-mence operations in an obscure little village called Leenane in the wilds of Connemara and beneath the shadow of Kylemore Castle, the western seat of the Duke and Duchess of Manches-ter. The selection of this site is due ter. The selection of this site is due to the recommendation of the duke who met the promoters in New York and dilated on the possibilities of the Irish industrial revival, particularly in that part of Ireland where labor is cheap and not real reactions of the due to the the the and natural resources abundant. The scheme outlined is as follows: A mill worked by water power will be erected and American machinery of the latest pattern will be introduced. Large tracts

pattern will be introduced. Large tracts of land on the rugged mountain side will be acquired and a hardy Scotch breed of sheep will be reared thereon. The wool obtained from these sheep will pass through the various process-es of coloring, carding and cleansing at the mill and will finally be turned into cloth which will be known as "Connemara Homespun Tweed." There is at present, an increasing demand is, at present, an increasing demand for Irish manufactured tweed, but the

for Irish manufactured tweed, but the existing factories depend so much upon obsolete processes that the output is infinitesimal, and there does not seem to be sufficient enterprise or money in the country to extend it. Messrs. Mackeown and Henderson believe that they will be able to pro-vide employment for between 200 and 300 persons, including men and women. They believe also that there is an extensive clientele in the United States waiting for the introduc-tion of Irish manufactured woollen tion of Irish manufactured wooller goods. Both gentlemen are at pres goods. ent visiting the Lancashire centers of the cotton spinning industry.

COMPARATIVE CONDITIONS.

Philosophers claim that distress, even

She was curious to know, in short, whether there was justification for all the outcry that has been made against the administration of the Free State under the king of the Belgians.

MADE FREE OF THE COUNTRY.

Perhaps the fact that Mrs. Sheldon was presented to King Leopold four or five years ago, or just after the perilous trip through the Masasai country, had something to do with the facilities that he placed at her disposal as soon as he heard of her errand. The king of the Belgians had word sent to every part of the Congo Free State that this fearless feminine investigator was to be the "freest person in the country," that she was to go where she pleased and aco what she wanted to see, to question officials and natives and to inspect doc-uments at her own sweet will. Considering that she went out to dis-

Considering that she went out to dis-cover it, it is not surprising that Mrs. Sheldon's first business upon her return from Congoland has been to tell the world what she is convinced is the truth regarding conditions there. While truth regarding conditions there. While not pretending that all is rose-colored in the Free State, she has come back convinced that an uncommonly hard job is being handled there rather well, and that the Belgian administrators have been libelied 'by missionaries with a taste for polemics," as she says. Mrs. Sheldon has been full of this side of her experience, and thus it is that such interviews as have appeared with her have been practically devoted to it, and that almost mothing has been said about the things that hap-

been said about the things that hap-beened to this plucky American during the 14 months that she spent in travel-

the 14 months that she spent in travel-ing, without any white companion,from one end to the other of about the least civilized region on earth. Mrs. Sheldon has exposed her life so many times in different parts of the globe that she has got used to being surrounded by dangers, and it proved rather difficult to make her dwell on the perils of one kind and another that accompanied almost every step of her accompanied almost every step of her journey through the Congo State, With the possible exception of her own expe-

the possible exception of her own expe-dition through East Africa, however, it was probably the most hazardous as well as about the most difficult jour-ney ever attempted by a woman. Begun in October, 1903, Mrs. Sheldon's investigating expedition did not come to an end until the last days of last December, and it wouldn't have been finished then had not the explorer met with an accident while crossing some with an accident while crossing some rapids in Congoland, the consequences of which forced her to return to Eng-land. There was, however, hardly a corner of the Free State which she had unvisited.

left unvisited, Whenever possible, she traveled by the state steamers, which go up the Congo once in two or three weeks, and one of the privileges granted her by King Leopold was the right of having these steamers stopped at any port for two hours: but, of course, her visita to the interior of the country had to be made on foot. In this way she covered hundreds of miles, and it speaks well for her constitution that she never lost for her constitution that she never lost a single day and was never attacked by fever or any other of the ills that ordi-narily beset travelers in Africa.

BODYQUARD OF CANNIBALS.

A lot of her traveling had to be done through swarnpy disirlets, and for days together she and her native carriers marched through water that was often waist deep. While on her march Mes, Sheldon was clad in white duck, and Philosophers claim that distress, even when positive or superlative, is still only comparative, which bears out the answer that Mr. George Edwardes, who recently returned to England, made to a Birmingham manufacturer who was complaining of hard times. Such in our city," said the Burmingham man, "that we have good workmon who will get up the inside of a watch for 18 shil-lings." and with the exception of their leaders every member of the expedition was a cannihal. Whenever she was in the neighborhood of a government i Mrs. Sheldon, of course, accepted administrator's hospitality, but when

THE ROYAL FAMILY.

This picture of the czar and the czarina and their children was taken on January 15, just one week previous the terrible "Red Sunday." The baby is the infant heir to the throne of Russia, and who seems to have inherited nothing but trouble.

