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DESERET NEWS 'PHONES.

Persons desiring to communicate by telephone with any department of the Descret News, will save themselves and this establishment a great deal of annoyence if they will take time to notice these numbers:

For the Chief Editor's Office, 319-3. For Deseret News Book Store, 74-L. For City Editor and Reporters, 350-2. For Business Manager, 74-R. For Business Office, 389-2.

GENERAL CONFERENCE

The Seventy-fifth annual Conference of the Church of Jesus Christ of Latter-day Saints will convene on Thursday, the 6th of April, and adjourn Friday afternoon until Sunday morning. and close Sunday afternoon.

A general Priesthood meeting will be held on Friday night, commencing

The special Priesthood meeting for the General and Presiding Authorities of the Church will be held in the Assembly Hall on Saturday morning, at 10 JOSEPH F. SMITH,

JOHN R. WINDER, ANTHON H. LUND, First Presidency.

The general semi-annual conference of the Deseret Sunday School Union will be held in the Tabernacle, Salt Lake City, Sunday, April 9, 1905, at 7 o'clock, p. m. Officers and Sunday school workers are requested to attend and all are cordially invited.

JOSEPH F. SMITH, GEORGE REYNOLDS, JOSEPH M. TANNER. General Superintendency.

EXCELLENT APPOINTMENTS.

The appointments made for the management of the Utah exhibit at the Portland Exposition, we believe, will give universal satisfaction. The choice of Hon, Spencer Clawson, of this city, for Director General was particularly appropriate. Spencer Clawson is so well known in business circles in this city and in the East and West that he needs no introduction from us. His connection with the Board of Public Works made him no less prominent than his commercial experience, both of which have thoroughly qualified him for the position which he will now occupy. He will do credit to this state both as a pleasant, honorable and approachable gentleman and as a thorough business man, fully acquainted with public affairs. We congratulate him on being placed at the head of the executive department of the commission, and the public still more in se-

curing his valuable services. Another very happy choice is that of Mr. M. F. Cunningham for secretary of the commission. He is a well known and thoroughly efficient newspaper man, so recognized by the press fraternity of Salt Lake, and fully competent to fill the place for which he has been selected. Utah may rely upon having the affairs of its commission recorded in proper shape, with the strictest regard for accuracy and clearness and punctilious honesty. There will be no mix-up in his books and accounts, and he will be found at his post regularly and punctually, and will give to the duties of the position a shrewd mind and business habits. We are sure he will work in harmony with the Director General and others in charge of the different departments of the work to be performed, and together they will form a body of conscientious workers, who will secure to Utah all possible advantages at the fair and ably represent the State.

WHAT AILS SALT LAKE.

The impression which some inveterate enemies of Utah are endeavoring to create abroad, that business affairs in this State are monopolized by, or under the complete control of, the "Mormon" Church, is quite likely to have a bad effect unless it is counteracted by people here, who know its faisity and deplore the continual misrepresentations that are sent out from this point through the press and by 'special dis-

patches." If any prominent "Mormon," particularly if he occupies a presiding position in the Church, engages in any business enterprise, no matter of what character, it is at once proclaimed that it is the Church that is so engaged and exercising exclusive control of that particular enterprise. And so It is that every institution, firm or company in which President Joseph F Smith is personally concerned, is heralded as a Church institution. It is also proclaimed that this is a bar to the establishment of other concerns of a similar kind, and this naturally hinders the influx of capital and also of individuals desiring to introduce any new

enterprise. As an example of this kind of falsification, it has been published widely that "the 'Mormon' Church has added to its numerous business organizations

a life insurance company;" and this is made to appear as hostile to other associations and antagonistic to their interests. The story has no more foundation in truth than others of a like character. The Church is not organizing anything of the kind, nor investing capital therein, nor taking any part in it

The facts in the case are these! Three young men, one of whom resides in Brigham City, being familiar with insurance matters, came to the conclusion from close investigation that a life insurance company could be formed in Utah which would be profitable to its members and also to the general public. They obtained subscriptions to the stock of the incipient association, and his Counselors. It was not in that ca-

among others who were solicited to join it were President Joseph F. Smith and pacity, however, that they were asked to subscribe, but as prominent citizens and capable business men, interested in the welfare of the State and desirous of aiding in the promotion of home enterprises. The writer of this article happened

to be present when they made their application and explained their proect. The matter was taken under adisement, and after a few days the gentlemen named consented to invest \$5,000 each in the company to be formed, providing that a sufficient sum could be secured to make up the intended amount of capital stock. The sum mentioned is the maximum permitted to any one individual. Applications for the stock have been pouring in, many persons desiring to treble the highest sum allowed for investment, but in no case has any one been permitted to take more of the stock than the amount specified. The legal per cent, to be paid down upon incorporation is all that has been demanded, and it is confidently expected that such further amounts as may be required from time to time will be made of easy payment, and the prospects for the enterprise are really brilliant.

The promoters of the movement were anxious to obtain the consent of President Joseph F. Smith to be president of the new company. The mere suggestion of his name acted like a sanguinehued flag to a furious bovine, and it was at once proclaimed that the Church had entered the field of life insurance and that this meant a death blow to all other insurance associations. The Church has not a solitary cent in the company, and is not interested in it in any manner or form.

The "Mormon" Church is not necessarily a stockholder of the different institutions in which President Smith and some of his associates are individually interested. They have as much right as any citizen of the State to invest money or other property in commercial, financial, agricultural or industrial concerns. Indeed, the leading men of the "Mormon" Church have, from the beginning of the history of Utab, led out in the various inqustries and occupations that have provided labor for the workmen, and caused the redemption of the desert and the development of the resources

of these mountain vales, In some instances the Church, as an organized body, through its Trusteein-trust has advanced means for the establishment and maintenance of enterprises for the -romotion of the general welfare. But in doing so it has not put up a barrier in the way of any person, firm or corporation to engage in similar pursuits. On the contrary, it has welcomed outside capital in association with its members and officers, and today the various business organizations in which the Church is at all interested, is so composed of both "Mormon" and Gentile stockholders, that only in very rare instances does

the Church hold a controlling interest.

In the face of these facts, why should there be such intense feeling and vigorous agitation caused by a report that the Church has entered some particular held of business? Even if it were true, what concern is it of anybody but the Church members? The Church is not going to invest or seize upon money that does not belong to it, nor to hinder nor proclaim against the establishment of other enterprises by private individuals. The fact that all kinds of trades, firms, companies, corporations, stores, industries, financial, speculative, and other business affairs are carried on here successfully by non-"Mormons," stares the obstructionists in the face, who send forth their bald and shameless fabrications for the purpose of injuring the Church, which they cannot effect, but may succeed in damaging the State, depressing business, lowering the value of property and bringing a blight upon both "Mormon'

and "Gentile" Institutions. It is a wicked and inexcusable method of assailing men and a Church against which the hatred of a few virulent enemies is directed. It is, however, the outcropping of their innate iniquity. We do not care to enter inio the matter of their personal character or their private lives. It is their public doings that we deprecate, and which we think the non-"Mormon" business people of this city and State

should denounce and oppose. As long as the decent, respectable non-"Mormon" ladies and gentlemen of Utah, who admit in private con versation their supreme disgust and aversion at the course pursued by the 'Mormon"-haters and their villanous attacks upon prominent men in the community, hold their peace in public and refrain to place before the country the real facts in the case now considered, it is likely that the infamous work of detraction will go on, to the detriment of all classes of people here, and the continuance of that strife and illfeeling which we should all endeavor to banish out of existence. "Speak the truth and shame the devil!"

AMBITION OR IMPUDENCE.

Someone, the other day, took the country into his confidence-or thought he did-and made the statement that he had an ambition to sit in the United States Senate. And that ambition, he said, was not improper.

That suggests a question of general interest: Is the ambition to become a United States senator always proper? Or, would such an ambition under cer-

tain circumstances be highly improper? That, we should say, would depend entirely on the qualifications that go with the ambition. If a man, besides ambition, has the mental and intellectual qualities that are necessary to fill such an exalted place with honor to himself and the State he represents, his ambition is, so far, not improper. But if he is an ignoramus, without the necessary culture to grasp the great questions of the day, his place is certainly not in the United States Senate. To aspire to it in ignorance would be just as improper as to aspire to a cardinal's hat, with no head on which to support

Again, a man's moral character may be so weak, or so battered, that his ambition for a place where only the highest type of morality should be found, must be considered improper in the highest degree. No one would, for instance, admit that the ambition of a convict for a senatorship would be proper. If a man has absolutely nothing but money-bags to climb on, his ambition to represent a state in an assembly, such as the United States Senate, is so improper, that it becomes the duty of the people to see to it that it

With the proper qualifications to serve the public, ambition to do so, even in the most important positions, is proper; when these qualifications are lacking, the ambition is improper. It is impudence, rather than ambition. To help an individual up to a sphere far above his intellectual and moral equals, is, besides, to do him a great injury. Many have perished, figuratively, because separated from their proper assoclates in the backyards and stables of the social structure. When the Duke of Orleans proposed to make Fontenelle perpetual president of the Acamedy of Sciences, his reply was: "Take not from me, my lord, the delight of living with my equals." A very wise petition!

"HOW TO TREAT A LIE."

The following advice by a writer in the Saturday Evening Post is well founded in the experience of genera-

"It is pretty hard to know how to treat a lie when it's about yourself. You can't go out of your way to deny it, because that puts you on the de-fensive; and sending the truth after a fensive; and sending the truth after a lie that's got a running start is like trying to round up a stampeded herd of steers while the scare is on them. Lies are great travelers, and welcome visitors in a good many homes, and no questions asked. Truth travels slowly, has to prove its identity, and then a lot of people hesitate to turn out an agreeable stranger to make room for it. room for it.

"About the only way I know to kill a lie is to live the truth. When your credit is attacked, don't bother to deny the rumors, but discount your bills. When you are attacked unjust-ly, avoid the appearance of being too good—that is, better than usual. Surmise and suspicion feed on the unusual, and when a man goes about his business along the usual rut they soon fade away for a lack of nourishment.

Falsehood is foredoomed to destruction, like "the grass of the field, which today is, and tomorrow is cast into the It has no power in itself to live, and therefore sinks down into oblivion, with its authors. Truth alone has within itself the element of permanency.

Those who deal in falsehoods also generally hasten the end of their work, by over-exerting themselves. They give their dupes too large doses of the poison, and create nausea. As a friend of the "News" the other day put it, the effect of overdoing the work of hatred, as manifested in personal attacks, has upon the public a similar effect as giving an overdose of strychnine; it defeats the murderous purpose for which it is administered.

The one who is innocent of offense can afford to await the day of vindication. For it will surely come, and without undue delay.

Colorado is McDonald's heath.

All land thieves should be landed in

"Dids't hear the robin's note?" says an exchange. We noted it.

"They're after me, they're after me," is the song that Linevitch hums all day

long.

Lamenta is a fit name for a place where Russian soldiers shoot down

The Beef trust must find it a hard matter to stave off bankruptcy during the season of Lent.

Would it not be funny if General Linevitch should treat himself to a victory instead of a retreat.

How insignificant the retreat of the ten thousand compared with that of the three hundred thousand!

German authors do not like our copyright laws. But we return good for evil by liking their books. If Russia makes overtures for peace

to listen to them. They should result in great harmony. Speaking at Bremen, Emperor William said, "We are the sait of the

earth." It is a most modest assertion

and to dispute it is lese majeste. Secretary Shaw has been in New York consulting with merchant princes about tariff revision, and the chances for it. The wise man forseeth the de-

No bottle of champagne is to be broken over the prow of the battleship Kansas when she is launched, but a bottle of Kansas crude oil, says Governor Hoch. What a beautiful example of pouring oil upon the troubled waters this will be!

Morales of Santo Domingo is trying 'his durnd'st" to work Uncle Sam up to a fever heat by telling in what great danger the Monroe doctrine is through threatened action by creditors of his government. It will hardly work, Such men as Morales can neither make nor unmake the Monroe doctrine. Let him be heedful that he does not, through

his own gyrations and self-worked-up excitement bring on an attack of brain fever. He is altogether too anxious for the United States and the Monroe doctrine.

The President has approved the sentence of the court-martial in the case of Midshipman Arrowood. The sentence of dismissal carries with it deprivation of the privileges of citizenship. Young Arrowood through desertion from the navy has made himself a man without a country.

"The government functionary who draws the smallest pay of any official in the business is a mail route agent, who gets one cent a month for his work. Presumably his compensation is intended to be merely nominal and there are incidental profits that are worth more than his regular stipend," says the Boston Herald. No matter what is intended, the man's pay is

The extenion of the Sait Lake and Ogden railway to a point near Ogden canyon, so as to make that lovely mountain resort cheaply accessible to visitors from this city and points on the way to Ogden, is a project that ought to be supported by Ogden business men, as well as all people living along the route to that city from Salt Lake. Bamberger's road has been a huge benefit so far as it has gone, and Ogden will be standing in its own light, if it does not give him a franchise without delay to perfect his plan of operations. That he means bona fide business there cannot be the slightest reasonable doubt.

TEA

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Tonight! And Tomor-SATURDAY MATINEE AT 2:15.

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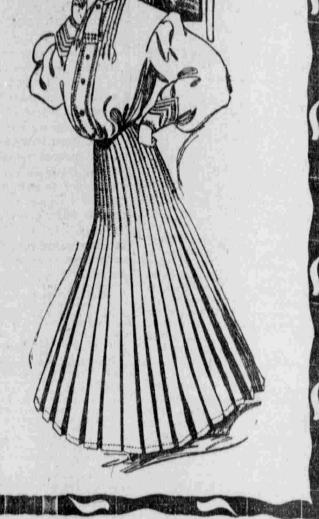
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WE CONTINUE TO SLASH PRICES IN THIS DEPARTMENT AND SHALL CONTINUE TO DO SO UNTIL EVERY PAIR OF SHOES IN THE STORE HAS BEEN CLOSED OUT.

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CALICOS-Turkey red and col-PERCALES-The standard 10c

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Another line of stylish Walking Skirts at \$4.00 and \$4.50 \$2.25 each, choice..... CHILDREN'S DRESSES-Pretty wash materials and the new spring styles, 125 Dresses selling now from \$1.50 to \$5.00 each— Saturday HALF PRICE.

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Underwear-Any suit of wool,

fleeced or heavy cotton under-wear at exactly HALF PRICE.

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spring styles; but are closing out Hat department HALF PRICE.

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