

HAPPY...
TIDINGS

FOR
ALL

OUR READERS

THE CITIZENS OF SALT LAKE CITY AND VICINITY
YOUNG AND OLD, AND OF ALL CLASSES

ARE
DEEPLY
CONCERNED

In the Announcement here made of a movement in their dearest interests that has just been entered into by the DESERET NEWS.

THE MATTER IS BRIEFLY STATED

The Great Problems of Society and Government, the most precious Secrets of Science, even the Mysteries of Life and Conduct, are all finally solved by **THE SIMPLEST MEANS**. What interest is more cherished by us, for example, than **THE EDUCATION OF THIS PEOPLE?** We regard it as the Basis of our National prosperity. We behold in it the weapons of personal success and eminence. And, therefore, we make laws for it—we spend our millions on it—we provide stately buildings for it—we search the world over for improved methods—we banish our children from their homes every season to get a poor instalment of it! Now comes the wand of Genius! Did you ever inquire:

Why Not Educate Ourselves? ...and
Why Not Do It In The Home?

The answer to these burning questions is the establishment of

The Home University League

THIS is a movement for **SELF-CULTURE** now spreading over the land. The DESERET NEWS has studied it well and fallen in with it on behalf of its readers. Both the plan and means are simplicity itself. **ALL MAY JOIN**. The studies are free and optional. The Youth may prepare for any calling or profession. The Artisan can perfect himself in the knowledge of his own handicraft. The Business man can master the secrets of prosperous trade. The Farmer may become a more thrifty agriculturist. The Professional man may crown his specialty with the wisdom of its grandest experts. These various classes will each receive guidance and suggestion, have their studies mapped out for them, and be **PLACED IN TOUCH** by correspondence with the best living authorities on the branches to which they devote themselves.

And All This At Home!

And with the use of **ONLY ONE BOOK**—the famous and all-embracing **ENCYCLOPEDIA BRITANNICA**. Such is the outline of the **HOME UNIVERSITY LEAGUE** in which the DESERET NEWS hopes to enroll all its readers, and in connection with which it has made arrangements to provide them with the latest addition of Britannica (Ninth), supplemented with American matter to date, on terms which even a day-laborer could spare from his meagre income.

COUPON OF INQUIRY

Office of DESERET NEWS.

I am interested in the work of the "HOME UNIVERSITY LEAGUE," and request you will send me full details.

Name _____

Address _____

P. O. Station _____

THE AGE OF CULTURE IS HERE. It is **NOW**. Mere brawn is almost crowded off the stage. The indolent and unlettered are in the **BACK SEATS**. The men and women of **BRAINS** are everywhere **WINNING THE PLUMS**. All who approve the Movement should immediately address the annexed Coupon to the Office of THE DESERET NEWS.

IT COSTS NOTHING TO KNOW!

EDUCATIONAL HEADQUARTERS,
217 South Main Street, Wasatch Building