

A LOCAL INDUSTRY

Which Is Worthy of the Support of the Entire Western People.

In looking up the different industries of our state, we made it our business to call on our new local Life Insurance Company, and we gleaned the following from the conversation had with its manager.

According to figures compiled by the commissioners of our State and adjoining States, millions of dollars in premiums are paid annually, which mostly go to eastern companies. As an example, we give the following figures, as compiled by the insurance commissioner of the State of Utah.

For the year 1904, premiums were paid out to the amount of \$2,013,434.84. Of this amount, there was paid for life, accident and casualty insurance \$1,281,309.75. For fire, marine, steam boiler and plate glass insurance, \$732,125.09. Of this enormous sum, there was only a comparative small amount which was retained in our State. We understand that this new enterprise was organized with the primary object in view of keeping a portion of this outflow within the borders of the intermountain States, to assist in its growth and development and thus adding to the prosperity of all. Building up our own home country.

This company was organized by a number of well known business men, of ours and adjoining States, whose honesty and integrity are above reproach. A well known writer on insurance says: "If the officers are of a grade of men similar to those of our well known and reliable savings banks, you can trust them." Their officers are composed of such men, and we are firmly of the belief that this company will make a tremendous success. They have been in business only about six months and have written a very handsome business for this length of time, showing the confidence the people have in the enterprise.

The company is now doing business in Utah, Idaho and Arizona, but immediately after the first of the new year they expect to enter Colorado, Mexico and other nearby States.

The following well known business men compose the personnel of the Beneficial.

Joseph F. Smith, President; John C. Cutler, First Vice President; John Stringham, Secretary; Francis M. Lyman, Henry T. McEwan, Richard W. Young, James D. Murdock, N. G. Stringham, O. J. Salisbury, James Chipman, Rudger Clawson, Lorenzo N. Stohi, James Pingree, Edward I. Rich, Jesse M. Smith, Thomas Smart, John A. Whitson, Thomas N. Taylor, Wm. H. Smart, Edward H. Snow, Wm. L. Rich, George C. Parkinson, Thomas E. Bassett, C. W. Nibley, J. T. Lesueur.

Home office, 214-16-18 Deseret News Bldg., Salt Lake City, Utah.

Christmas



Eighty-five Cents and up

Robinson Bros Co.

121 MAIN STREET.

HOLIDAY RATES

Via Oregon Short Line.
Tickets on sale December 23, 24, 25, 30, 31, and January 1, 1904. Final limit January 4th. See agents for further particulars. City Ticket Office, 261 Main St.

DON'T USE POOR OIL.

For use on sewing machines, bicycles and all purposes requiring a fine lubricant the best is cheapest in the end. Genuine Singer oil can only be obtained at Singer stores. Look for the red S. 43 South Main St., Salt Lake City, Utah.

Ask your Grocer for Vienna Bakery Bread and Cakes. They're the best.

BELLE PHOTO SUPPLY CO.

Developing, Finishing, 21 E. Third St.

Dr. Teudt, dentist, rm 409-8 McCormick Bldg.



Oh, Dear! What shall I do, I don't know what to Buy For a Man.

Dry your tears and come to us and we will take away your worries. Here is a partial list of trouble lifters:

House Coats, Smoking Jackets, Bath Robes, White Vests, Night Robes, Pajamas, Mufflers, Full Dress Protectors, Fancy Hosiery, Suspenders, Neckwear, Sweaters, Handkerchiefs, Gloves, Shirts, Collars and Cuffs.

Don't wait while others take the pick. Now is the time to get the Best Christmas Wearables for men.

Poulton, Madsen, Owen & Co.

111-113 Main Street,

Where the Clothes Fit.

DO NOT DELAY!

But Take Advantage of the Extraordinary Purchase of Manufacturer's Samples of Fine Jewelry. Traveler's Samples in All Their Richness and Beauty at an IMMENSE REDUCTION.

A SAVING OF FROM 25 TO 50%

ON THE DOLLAR.

Remember that besides the Immense Reduction on the Travelers' Samples we are giving a

20 PER CENT REDUCTION ON OUR REGULAR STOCK

Consisting of Everything in the Jewelry Business. We are Determined to Make This Sale the Biggest Business (For the Time Being) in Our History.

The Immense Saving We Made is Yours.



<p>\$1.35—Worth \$2.00. SOLID GOLD.</p> <p>Set with Pearl and Garnets or Pearl and Turquoise or Pearl and Emeralds. No. D 77.</p>	<p>\$4.65—Worth \$6.50. SOLID GOLD.</p> <p>Genuine Diamond, Perfect and Sparkling, Fine cut Stone. No. 20.</p>	<p>\$2.60—Worth \$3.50. SOLID GOLD.</p> <p>Two fine Australian Opals, Very beautiful. No. D 45.</p>	<p>\$2.60—Worth \$3.50. SOLID GOLD.</p> <p>Two real Almandines, Turquoise, Emeralds or Sapphire with 2 real Pearls. No. D 80.</p>	<p>\$3.90—Worth \$5.00. SOLID GOLD.</p> <p>Ruby or Emerald in center, surrounded by 12 beautiful cut Brilliants. No. D 16.</p>
<p>95 Cents—Worth \$1.50. SOLID GOLD.</p> <p>Genuine Diamond, For Babies and Little Girls. No. 32.</p>	<p>50 Cents—Worth \$1.00. SOLID GOLD.</p> <p>Plain and beautifully carved, All sizes for children. No. 34.</p>	<p>\$2.95—Worth \$4.00. SOLID GOLD.</p> <p>Signet Ring, Roman finish, elegantly carved. No. D 46 1/2.</p>	<p>\$5.00—Worth \$7.50. SOLID GOLD.</p> <p>Elegantly Engraved, Heavy Belcher Mounting, Either Ruby or Emerald. No. 66.</p>	<p>\$4.75—Worth \$6.50. SOLID GOLD.</p> <p>Fine Genuine Opal, Flat Belcher Mounting, Very heavy. No. D 67.</p>
<p>\$1.75. Worth \$2.75.</p> <p>LADIES' CHAIN, Gold Soldered Links, Opal and Pearl in Slide, Quality Guaranteed. No. D 205.</p>	<p>\$2.25—Worth \$3.50.</p> <p>SOLID GOLD BROOCH, Roman finish, Set with Turquoise. No. D 108.</p>	<p>\$1.00. Worth \$2.00.</p> <p>GENT'S CHAIN, 14 K. Gold Filled, Warranted 10 years, Made by A. B. & M. No. 175.</p>	<p>\$3.75. Worth \$5.00.</p> <p>GENT'S CHAIN, 14 K. Gold Filled, Warranted 20 years, Made by R. F. S. Co. No. 170.</p>	<p>\$1.15—Worth \$1.75.</p> <p>14K. GOLD FILLED BROOCH, Warranted 20 years, Brilliant center. No. D 126.</p>
<p>\$6.50—Worth \$9.00.</p> <p>SOLID GOLD BROOCH, Green and Rose Gold, Genuine Pearl. No. D 115.</p>	<p>\$1.75—Worth \$2.75.</p> <p>CHATELAIN BROOCH, 7 Fine Brilliants, Bright Gold, Warranted 20 years. No. D 107 1/2.</p>	<p>\$4.00. Worth \$5.75.</p> <p>14K. GOLD FILLED, Gold Soldered, Solid Gold Slide, Warranted 20 years, Made by R. F. S. & Co.</p>		

This sale consists of hundreds of pieces of the latest Up-to-Date HIGH GRADE JEWELRY, WATCHES, DIAMONDS, SILVERWARE, CUT GLASS, HAND PAINTED CHINA, UMBRELLAS, Etc.

Jensens Jewelers,

53 MAIN STREET.

Always the best Place to Buy.

CO-OP FURNITURE CO.

The Complete House Furnishers.
31 to 37 - South Main Street.

Christmas Presents

There is nothing more suitable For a Christmas Present than A piece of Household Furniture.

We have some nice Oak Rockers at - - - \$2.50 and upwards
Strong Imitation Mahogany Rockers at - - - 3.50 and upwards
Very good designs in Solid Mahogany Rockers at - - - \$20
Good Plain Weathered Oak Rockers at - - - \$10
Weathered Oak Rockers Upholstered in Leather, - - - \$12
Good Morris Chairs, - - - \$15
Good Strong Turkish Rockers at - - - \$40

And many other suitable lines.

FURNITURE of all kinds

TERMS CAN BE ARRANGED.

CO-OP FURNITURE CO., 31 to 37 South Main St.