

THE SEMI-WEEKLY NEWS

The Great Country Paper of the West.

Issued Mondays and Thursdays and Contains All the Cream of the Daily and Saturday News.

LOCAL BRIEFS.

BENEFIT BALL TONIGHT.—The Congregation Montrose is to give a ball this evening in the Odeon in aid of the two Hebrew schools of this city.

Eclipse of the Moon.—There will be a total eclipse of the moon visible from this city on the night of the 27th inst., beginning at 12:19 a.m. and lasting two hours.

Lecture by Judge Hines.—Judge Ogden Hines will relate some of his experiences in the Civil War to the Y.M.C.A. on Friday evening next. The judge was a private in the Twelfth United States Infantry during the Civil War.

TAXPAYER'S DAYS OF GRACE.—County Treasurer J. A. Greenback will receive tax money the remainder of the week before attaching the penalty for delinquency. Last Monday \$366,000 was collected which was the record day.

Masonic Reunion Nears End.—The Scottish Rite Masons worked the 14th to the 18th degrees inclusive. Tuesday, the 19th, 20th, 21st, degree come today, and the 22d, 23d and Thursday, when the reunion closes with a banquet in Masonic hall.

Flax Cultivation.—There will be a meeting Thursday evening in the Fifteenth ward meetinghouse to further the project to start flax cultivation in this state. This meeting is one of a series to be held in various sections of the state to interest farmers in cultivating flax.

Trottiers Again.—James Trottier and his former wife Eliza Trottier, of Salt Lake, were married in a marriage license Tuesday afternoon. They were divorced on Nov. 1, 1907. Mrs. Trottier obtaining the decree on the charge of cruelty and habitual drunkenness. They were first married at Almo, Idaho, on June 4, 1884 and have a family of eight children.

Eleven Samples Stand Test.—Eleven samples of milk, sent to the state dairy chief, have been found clean and free from sediment. Following is the result of the test: Mountain dairies, 4.2; Intermountain Farm, 4; Parkin Brothers, 4.8; Jensen Creamery company, 3.8; Pascual Brothers, 4.5; Clover Leaf, 4; Danielson, 4.2; Dahl Brothers, 4.3; Pascual Brothers, 4.1; Fitzgerald, 5.5; Salt Lake dairy, 4.

Rev. Bowerman's Address.—Rev. L. S. Bowerman, of the Baptist church preached an effective sermon Tuesday evening, at Tom Mackey's Commercial street mission, where three persons professed conversion. The text was, "What will you do with him who is called Jesus?" The speaker said, "If you are good, you will mind your intentions to climb out of your present mode of living. If you have not this vitalizing, comforting power of Christ, the force and strength of your evil nauts will conquer always in the struggle."

ZION'S SAVINGS BANK & TRUST CO. Transacts a general trust business and pays 4 per cent interest on savings deposits.

JOSEPH F. SMITH, President. ANTHONY H. LUND, Vice-Pres. O. C. REED, Cashier.

MARTIN COAL CO. 47 SO. MAIN. All kinds of coal, well screened and promptly delivered.

BUSINESS CHANGES. S. M. Taylor & Co., successors to Joseph E. Taylor, undertakers and embalmers, same address, 251-3-6 East First South.

NOW TRY THE INDEPENDENT ELECTRIC CO. Bell 4622, Ind. 601-71 K. 3rd So. Lon. J. Haddock, Mgr.

"Royal" State Bread Depot. Open 3 to 5 p.m. daily. Entrance on Third South. Good bread very cheap.

DEAL NOT A NEW ONE.

Acquisition by Church of Valley House Corner Was Deal Made a Year Ago.

A deal consummated more than a year ago, whereby the Church of Jesus Christ of Latter-day Saints, through President Smith as trustee in trust, has secured the old Valley House property, on the corner of South Temple and West Temple streets, was reported in morning papers as a recent transaction. The property was purchased from Wm. H. Woodruff, Jr., for \$35,000, some time ago, when the deal was held in trust, and the business now being conducted regarding the item is simply in the matter of final detail in title matters. The Valley House is one of the oldest landmarks in the city, and for many years was a leading hotel. Of late years it has been used as a roomhouse. It has not been announced just what is to be done with the corner, but it is most likely that a new building will be erected there.

WORK ON NEWHOUSE HOTEL.

Contractors Awaiting Arrival of Steel To Proceed With Construction.

The work on the new Newhouse hotel, Fourth South and Main streets, is now but awaiting the arrival of the steel which has been reported shipped, to be used in its early completion as a full form of the original design can bring about. All is in readiness for the structural work and the contractors are prepared to again take up the interrupted work as soon as the first car is reported in the railroad yards.

The steel was reported shipped from the mills about the first of the month and should arrive any day now. The hotel when complete will be one of the finest in the west, 12 stories high and constructed with an eye to all the latest in design and equipment.

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SALESMAKING ENTERS ADVERTISING FIELD

Speakers at Ad Club's Meeting Tell How Successful Publicity May Be Obtained.

The Salt Lake Ad. club met Tuesday evening at the Commercial club, the star feature of which was aountiful spread with palatable menu. Prior to the radial operations John D. Gray, E. W. Pettibone and others were invited to draw up resolutions in memory of the late Fisher Harris, who was prominently connected with the Ad. club. The speakers of the evening were J. Will Gray and J. D. Spencer. Mr. Gray's theme was "How advertising has helped my business." He said:

"Every ad writer should take a course in salesmanship, for advertising is a process of salesmanship in inducing the other fellow to feel the same as you do about what you have to sell. You must know the product, its value, its uses, its market, its public. To be a successful ad writer it is necessary to be a proficient salesman, and to honestly understand the articles you are advertising, so that you may incorporate the facts known to you in your copy. That is, what you do not believe yourself that is deceiving honesty. Honesty is the best policy and will win every time."

Mr. Spencer said:

"The merchant who sets aside a certain sum for advertising purposes wants to make every dollar of it count for 100 cents. How can he do it? One thing is by having back of the advertisement the right kind of goods. Then, where does salesmanship enter in? Suppose the merchant has everything back of the selling you say in his store, no man can buy, landsman you may be, and a prospective customer, attracted by the advertisement, goes to the store. Then suppose that at the very threshold he meets with some affront in salesmanship that keeps him from entering the establishment. In this case, the dollars spent in advertising, what is it worth under such conditions? There are three steps necessary to a sale: first, to attract attention; second, to inspire confidence; and third, to create desire for the article. By following these three steps and adopting other rules of the science of selling, men or salesmen can be better fitted to make the advertising dollar worth by all frugality."

GROUP CURED AND A HILD'S LIFE SAVED.

"It affords me great pleasure to add my testimony to that of the thousands who have been benefited by Chamberlain's Cough Remedy. My child, Andrew, was born with a severe attack of croup, and with the prompt use of Chamberlain's Cough Remedy, his life was saved. Today he is a robust and healthy boy. Mrs. A. Cov. Jr., of San Antonio, Texas, this remedy has been in use for many years. Thousands of mothers have it at hand, and it has never been known to fail. For sale by all druggists."

TAKE NEGATIVE SIDE.

University Debaters Preparing to Meet Oregon Ciceros Next January.

The debaters of the University of Utah last night at a meeting in Joint Hall decided to take the negative side of the question in the meeting with Oregon on January 14. The question is: "Resolved: That all corporations engaged in interstate business be required to have state franchises or federal charters." It being mutually conceded that such legislation would be constitutional and that a system of federal license shall not be available as an alternative."

W. L. Sutherland, C. E. Woodbury and L. T. Perry opposed the affirmative on the question. Faculty voted with them excepted by H. B. Anderson, L. H. Hansen and W. W. Stratton. The judges were Professors Reynolds and Roberts and E. C. Ashton of the university law department.

The second preliminary debate will be held on Nov. 22, when six men will be chosen to participate in the John R. Park debate, which is to be held before the contest with the University of Oregon.

A NINTH EAST BARGAIN.

Handsome red pressed brick cottage of 8 rooms and conveniently arranged rooms. Modern throughout, including furnace. Lot 25x5 rods, east front. Nice lawn, yard fenced and well kept. Owner forced to sell. See

ASHTON - JENNINGS CO.

47 Main Street.

DEATH WINS THE RACE.

Nellie L. Stewart Dies of Typhoid While Mother Hurries Here.

Death won his race with love, when Miss Nellie L. Stewart, an accomplished actress, and member of the "Soul Kiss" company, which played at the Salt Lake theater last week, passed away Tuesday, at the Holy Cross Hospital, after suffering for days from typhoid fever. Her mother, Mrs. Fred E. Stewart, and sister, Mrs. George G. Duncan, of Lafayette, Ind., arrived here after a fast trip across the country, just a few minutes too late to say goodbye to Miss Stewart.

A PECULIAR WRNCH.

of the foot or ankle may produce a very serious sprain. A sprain is all sprains, but not all sprains are alike. Right treatment is the best thing to use.

Relieves the pain instantly, reduces swelling, is a perfect antiseptic and heel capillary, and helps rapidly and easily.

The visitor from the sister republic to the south will remain in the city until the condition of his father shows some decided change. The colonel seems now to be somewhat improved. Mr. Shaughnessy has seen rapid advancement in the medical service.

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