

DESERET EVENING NEWS

Organ of the Church of Jesus Christ of Latter-day Saints.

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SALT LAKE CITY, - APRIL 5, 1905

GENERAL CONFERENCE

The Seventy-fifth annual Conference
of the Church of Jesus Christ of Lat-
ter-day Saints will convene on Thurs-
day, the 6th of April, and adjourn Fri-
day afternoon until Sunday morning,
and close Sunday afternoon.A general Priesthood meeting will
be held on Friday night, commencing
at 7:30.The special Priesthood meeting for the
General and Presiding Authorities of
the Church will be held in the Assem-
bly Hall on Saturday morning, at 10
o'clock.JOSEPH F. SMITH,
JOHN R. WINDER,
ANTHONY 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.

TO CONFERENCE VISITORS.

The Deseret News extends fraternal
greeting to the visitors attending the
General Conference in this city. Our
members in the country are invited,
as usual, to call at this office every
evening and receive a free copy of
our daily edition. They will thus ob-
tain the current news from all parts
of the world, correct reports of local
happenings and of conference proceedings,
and reliable comments and instructions
upon matters of importance to them as
citizens and as Latter-day Saints.During the great gathering of the
members and officers of the Church
from distant points, it is desirable
that the pure, calm and joyful spirit
of the Gospel shall be enjoyed without
alloy. This ought not to be disturbed
by excitement, contention or any in-
fluence that brings darkness or con-
fusion or anger. The Saints will do
well to avoid everything that tends to
disorder and agitation, and to refrain
from giving notice to slander and mal-
ice and abuse.Let the wrath, and tumult, and
fury that some evil-minded persons en-
deavor to arouse, pass by like the
blast without attempt at resistance,
and let all our friends preserve that
quiet demeanor and placid feeling that
is characteristic of the people of
God. We have not gathered here to
engage in useless disputes or
serve Him whose cause we have es-
poused and which is dearer to us than
life itself.There are periods when epidemics of
spiritual disorder seem to sweep over
the world, as there are seasons of bod-
ily disease of pronounced types. Satan
takes advantage of them to effect his
purposes, but the Saints should guard
against them by a proper course and
personal reliance on the truth, and the
testimony which they have received
from on high, by the power of Him who
is Eternal. If they will do this, we will
have a splendid conference, our souls
will be refreshed, our minds enlight-
ened, our hearts made glad, and such
teachings will be imparted as will be of
everlasting value and benefit. We bid
our visitors welcome to conference and
invoke upon them the Spirit of God,
which bears witness of the truth. May
peace attend them all!

WHY NOT TELL THE TRUTH?

We notice that the Logan Journal
is joining in the hue-and-cry against
the Utah Light and Railway company.
This is because it has drawn its in-
formation (?) on the subject from the
papers that have been misrepresenting
it from the beginning. The Journal,
by way of enlightening its readers,
states that one of the propositions of
the company was "the privilege of
raising its maximum rate for electric
light." Also that "the company want-
ed franchise rights over any and all
streets at its own pleasure." As one
of the "good results" which the Journal
attributes to the agitation that has
been raised, it says: "This feature was
modified, and instead of raising the
maximum light rate it was lowered so
materially as to effect a saving claim-
ed to amount to \$37,000 a year."
These statements of the Journal are
merely echoes of the untruths told
about the matter in certain Salt Lake
papers and show the unreliability of
the Journal that copies them. Speak-
ing of the exchange which the company
will give for the privileges granted, it
says they will be "land and water
rights valued at \$100,000, besides fur-
nishing many thousands of dollars'
worth of light free," and that "this is
much better than the original propo-
sition."

The truth is that the company did

not ask "the privilege of raising" its
maximum rates for electric light." On
the contrary, it proposed to lower the
rate materially. Nor did the company
ask for "franchise rights over any and
all streets at its own pleasure." The
company did, at the first, tender the
land and water rights and free light-
ing mentioned, so the Journal is wrong
again in saying that "this is much bet-
ter than the original proposition."Seeing that the franchise ordinance
as proposed by the company was pub-
lished in full, it seems as though the
country-press might just as well have
given to the public what it contained,
instead of the gross misrepresentations
that have been made by the Salt Lake
agitators, who have an ulterior motive
behind their malevolent attacks upon
a company that has been seeking only
for an equivalent for the property
which the city finds it necessary to
acquire. Our friends at a distance
will learn by experience that it is un-
safe and poor policy to copy the mis-
statements that are made to injure any
organization or corporation. The truth
will always serve a better purpose.

RUSSIA'S DILEMMA.

It appears that the outlook for peace
is less brilliant than it was supposed to
be a few days ago. Russia is contin-
uing her preparations for the military
operations in Asia, and Japan, with-
standing the efforts that undoubtedly
have been made in behalf of Russia,
by the French minister for foreign af-
fairs, does not appear to be in a hurry
to extend the hand of conciliation.
The chief trouble, as far as Russia is
concerned, is thought to be the question
of indemnity. A Paris rumor has it
that Japan demands \$800,000,000, and
this, it is said, Russia will not, or can-
not, agree to pay. There is no author-
ity for the authenticity of the report,
but, accepting it as true, is the sum
really exorbitant? Modern warfare
costs enormous sums. It has been cal-
culated that Japan expended about \$30-
600,000 in shelling Port Arthur alone.
Germany exacted a billion dollars from
France, though their war lasted barely
half a year. Germany demanded a
million dollars, we believe, for a mis-
sionary killed in a riot in China; but
Japan has sacrificed lives by the hun-
dreds of thousands. The western pow-
ers made China promise to pay \$300,000,000
for their little excursion to relieve the
legations at Peking. In view of such
transactions, Japan's alleged demand
for an indemnity of \$800,000,000 ap-
pears modest indeed.And yet, it must be admitted that
the money question is one of paramount
importance to Russia. Whatever sum
that country is required to pay must
be squeezed out of the scanty holdings
of the common people. New taxes will
be levied; new burdens will be added to
the heavy loads already carried. That
means more discontent, more material
for revolution. Even Great Britain felt
the burden of the Boer war, long after it
was over, because of the increased taxes,
and this will be the case still more in
Russia, where the common people are
poor and dependent. So the question of
indemnity is not of small moment to that
country. If the economic burdens are
made too heavy, the beast may lay
down and refuse to move; or, it may
throw the riders off and trample them
in the dust. Russian statesmen are
placed in a most awkward dilemma,
and yet, the difficulty may as well be
accepted now, as later. Delay in this
case, will not help matters. But, if
Russia has no money to spare, and no
credit, perhaps Japan would accept
part of Siberia as an equivalent. It
might be less disastrous to Russia to
sacrifice territory than to levy taxes
for the benefit of the victorious enemy.

WHERE TO ADVERTISE.

Where to advertise so as to obtain
the best results at the lowest cost, is
a question of considerable importance
to business men. Experts do not hesi-
tate to pronounce the newspaper su-
perior to any other medium, and that
fact is worth knowing. Only a short
time ago Mr. Nathaniel Fowler, Jr., in
an address before the New England
Dry Goods Association, discussed that
question, and he said, in part:"I wish to state emphatically, and
without qualification, that the news-
paper is the best and cheapest adver-
tising medium for the retail advertiser,
and is the only local medium worthy
of being called indispensable. I cannot
too forcibly impress upon you the
intrinsic value of newspaper adver-
tising space. I base my opinion upon
twenty-five years of actual experience
in weighing advertising values. I am
speaking through the head of experi-
ence, and not through the hat of con-
cept, nor have I any self-interest what-
soever. It makes no difference to me
whether you advertise in the news-
papers or in any other way, or at all.
"The newspaper, from every stand-
point, logically, psychologically and
practically, is the most natural adver-
tising medium. Advertising belongs to
the newspaper. The reader buys the
newspaper for the advertising as well
as for the news; and many a woman
buys it almost exclusively for the ad-
vertising she expects to find in it.
"Something for nothing is not busi-
ness, nor is it good advertising. That
which we get for nothing, whether it
be a free calendar or a free newspaper,
receives little consideration. If I were
a dry goods merchant I would rather
have my advertisement in 1,000 copies
of any of the Boston papers paid for
by the readers than to have the same
advertisement in 10,000 sample copies
of the same paper. Because the read-
er pays for the paper, he proposes to
get his money's worth, and he cannot
get his money's worth unless he reads
that paper, and he reads the adver-
tisements because they are a part of
that paper."This is logical reasoning, and it is
incontrovertible because demonstrated
by the experience of all successful
business men. We are living in the
age of advertising. There is very lit-
tle success without it, and any prac-
tical suggestions on the subject should
be valuable to the business men who
desire to succeed.

PEARY CONFIDENT.

Commander Peary, the Arctic ex-
plorer, recently entertained the mem-
bers of a Merchants' club with an ad-
dress outlining his plans for Arctic
explorations in the near future. He
expects to reach the Pole this time,basing his expectation on the experi-
ence he has had in former years.Commander Peary intends leaving
New York in the first part of July. By
Sept. 1 he will go into winter quar-
ters at Grant Land. At Cape Sabine
he will take on board his squad of
picked Eskimos. Next February, with
the first new light, he will start with
dog sledges on the dash of 490 miles
from his winter quarters to the Pole.
The sledge journey will be less difficult,
he thinks, than the task of forcing a
passage through Smith Sound.We hope the expectations of the ex-
plorer may be realized. He deserves
success. No explorer has studied Arctic
conditions more thoroughly than he
has. No one has shown more indomit-
able courage, or greater perseverance.
He deserves reward. He believes that
the result of reaching the Pole will be
of value in many respects. It might
be possible, he said, to discover new
whaling grounds or mineral deposits.
But there were great scientific possi-
bilities, and there was also the prestige
of a discovery, which he thought would
appeal to the sentiment of patriots.

Viadostok is not quoted strong.

Motto of the apiarist: God bless our
hum!Equitable stockholders say that Mr.
Hyde is chick-skinned.Japan's last loan proved to be a ver-
itable embanas de richesses.May Mr. Carnegie's gifts to poor col-
leges makes them good colleges!Colonel Watterston's city did itself
proud in welcoming the President.The Standard Oil company doesn't
propose to leave a grease spot of Kan-
sas.If Mr. Rockefeller had offered silver
instead of gold, my! what an outcry
there would have been."Love thy neighbor as thyself," usu-
ally precedes the asking of the neigh-
bor some favor or other.General Linevitch is very popular
with his men. He also has a great fol-
lowing in the Japanese army.If the Isthmian canal commission
does not get to work and do some-
thing quick, the President will be for
reorganizing it on his return."Baby McKee" has called at the
White House and shaken hands with
President Roosevelt. He must have
noticed some changes since he ruled
there.New York divorce courts are separ-
ating people at the rate of one in twelve
minutes and at a cost of eighteen dol-
lars. This puts a divorce within the
reach of all classes.President Roosevelt and Secretary
Taft are both trying to reduce their
surplus fat. Secretary Shaw might
give them pointers on reducing a sur-
plus."I never said," declares Andrew Car-
negie in an interview, "that to die
rich is to die disgraced." The great
steel king must have gotten a new
span of life."If I have to sign a peace treaty I
cannot remain czar," Nicholas is quoted
as saying. But so long as he remains
czar he will have to, seemingly, remain
at Tsarskoe Selo.General Sakharoff says that Russia's
hopes are centered in Rojevsky's
fleet. If Togo ever meets it Russia's
hopes are liable to be sent to the bot-
tom of the sea.The Belgian creditors of San Do-
mingo disapprove of the Roosevelt
plan of paying that country's debts and
will lodge a protest against it. The
protest, if made, will be a sort of
Belgian hare-brained business.From the Russo-Japanese war Uncle
Sam has learned that his proposed
bayonet is no good. He will adopt
one similar to the one now used on the
Krag, but six inches longer. This les-
son has cost a thousand million dol-
lars.The New York board of education has
been cutting out some "fills and fads"
from the course of your pupils. Some
to go were sewing and organized
games. In time boards of education
may be educated up to what public
schools should and should not teach.Some members of the New Jersey leg-
islature are going to Missouri to consult
Governor Folk on the best way to get
rid of lobbyists. No lawmaking body
in the country needs such information
more than the New Jersey legislature
and no one can give them more in-
formation on the subject than Governor
Folk.

ON THE SAFE SIDE.

Harper's Weekly.

An old woman who persisted in bow-
ling during the church service when-
ever the name of Satan was mentioned
was reprimanded by the minister for
so unseemly a habit. The reproof had,
however, no effect, and the minister
asked her finally, in exasperation, why
she thought it necessary to bow."Well," she replied, "civility costs
nothing, and you never know what will
happen."

ZUNI BREAD.

Washington Post.

The Zuni Indians will not eat bread
that has not been crushed and ground
up by stone implements. They say
that the grain by itself denotes good-
ness, and the stone means truth, so
that it is by a meeting of the two that
the fullest benefit comes.

IN APRIL'S MONTH

Victor Hugo.

Then, it was in the month of March,
the days were growing longer, the win-
ter was departing, the winter alwaysbears away with it a portion of our sad-
ness; then comes April, that daybreak
of summer, fresh as day always is, gay
like every childhood; a little inclined
to weep at times like the new-born
thing that it was. In that month na-
ture has charming gleams which pass
from the sky, from the trees, from the
meadows and the flowers into the heart
of man.

PROUD OF HER LONELY LIFE.

Atchison Globe.

"You are worrying yourself unneed-
sarily about the old women who live
alone," writes a snappy woman to the
Globe. "I wish to say that I live alone,
that I am past seventy, that I have my
garden in before any of my neighbors,
that I have my work done earlier in the
morning, that I keep my house and
have looking better, that I never dis-
turb my neighbors by noise of quarrel-
ing or babies coming from my house
and they have no occasion to worry
about me."

OLD TREES.

New York Tribune.

An old yew tree stands in the church-
yard at Porthgill, in Perthshire, which
De Candolle, nearly a century ago,
proved to the satisfaction of botanists
to be twenty-five centuries old, and an-
other is still standing at Hedor, in
Bucias, which is 3,240 years old. How
De Candolle arrived at an apparently
correct estimate of the enormous age
of these living trees is a simple thing,
and the principle is doubtless well
known today to all. The yew, like most
other trees, adds one line about the
tenth of an inch to its circumference
each year. But the oldest living thing
in the world today, so far as known,
is a cypress tree in Chapultepec, Mex-
ico, that is 6,260 years old.

TO PRESERVE THE FALLS.

Springfield Republican.

The merchants' association of New
York City is getting interested in the
right way to the question of the ruin of
Niagara Falls and the executive
committee has taken action to oppose
the bill now before the Albany Legisla-
ture, under whose provisions the falls
must necessarily be utterly destroyed.
Besides getting introduced in the Leg-
islature a bill of a very different sort,
the merchants' association will submit
a concurrent resolution praying the
president of the United States to move
for a treaty with Great Britain for in-
ternational limitation of the further di-
version of the waters of the Niagara
river.

RECENT PUBLICATIONS.

The leading article in Recreation for
April is "Summer Camps and Camp-
ers" by Arnold Bartlett Parker. The
story is filled with illustrations and
contains many practical hints. "In
the Country of the Black Sheep" is a
story by R. H. Brown, covering a trip
through British Columbia. L. A. Spen-
cer, who is in charge of the New York
aquarium, contributes an illustrated
article on the "Bass and Pike Fam-
ilies." There are quite a number of
short stories. Dan Beard, the editor,
has started a new department in this
issue entitled, "Dan Beard and the
Boys."—Madison Square, New York.A discussion of "American Politics"
by Henry Littlefield West opens the
April issue of the Forum. It is natu-
rally concerned in the main with the
policy and administration of Presi-
dent Roosevelt. A companion article on
"Foreign Affairs" by A. Maurice Low
touches upon several European prob-
lems, but lays special stress upon the
internal and external fortunes of Rus-
sia. A. D. Noyes analyzes the most
notable episodes of the last three
months in "Finance," and is followed
by a review of recent progress in "Ap-
plied Science" contributed by Henry
Harrison Suplee. H. W. Horwille's pa-
per on "Literature" reviews the most
important recent biographies. Present
tendencies in "Music" are critically
considered by Joseph Sohn. "The Edu-
cational Outlook" is discussed by Os-
wald H. Lang. In addition to the ar-
ticles already named, which are mainly
of the nature of reviews of the past
quarter, the present issue contains
three papers on special subjects: "Am-
erica's Economic Future in the
Far East," by E. H. Kaneko, formerly
minister of agriculture and commerce
in the Japanese cabinet; "The Govern-
ment of the Great City," by W. Rod-
ney Peabody; and "A New Edition of
DePoe," by Prof. W. P. Trent.—125
Twenty-third street, New York.

TEA

Are you acquainted with
tea? Is it tea that you
know? Are you sure you
know tea?SALT LAKE THEATRE
GRAND OPERA
LAKESIDE CURTAIN
TONIGHT!And All Week Except Saturday Night.
SPECIAL SATURDAY MATINEE.America's
Greatest
Singer.
GRACE
VAN
STUDDIFORDIn DeKoven, Klein and Cook's
RED FEATHER.The most gorgeous Musical Production
ever presented.—N. Y. Press.The New York Presentation in Its
Entirety.SIXTY PRINCIPALS, BALLET AND
CHORUS.
SPECIAL ORCHESTRA AUGMENTED.PRICES—Parquet and Dress Circle,
\$1.50; First Circle, \$1.00; Family Circle,
50c and 30c; Gallery, 25c.

NEXT ATTRACTION

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COLLEGE
DRAMATIC CLUB

Presenting Goldsmith's Century Success.

SHE STOOPS
TO CONQUERSpecial Scenery. Costumes by Tama
Orchestra of 25.


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where you can obtain
EVERYTHING you need, at the lowest prices for goods of quality.

Z. C. M. I.

Utah's Greatest Department Store

Z. C. M. I. DRUG STORE
112 - 114 MAIN ST.

The handsomest Drug Store in the West and the best equipped to supply your every want in the various lines carried by first-class drug stores. The choicest Soda Fountain beverages.

GRAND THEATRE

JONES & HAMMER, Mgrs.

ALL THIS WEEK!
A POSITIVE SUCCESS.
ANNA EVA FAY
And Her Company in
"SOMNOLENCY"

Matinee, for Ladies Only, Wednesday and Saturday, 2c to entire house.
Night prices, 50c, 25c and 10c.

UTAHNA THEATRE

SPECIAL CONFERENCE BILL!

ALL STAR ARTISTS
Amy KENDALL & THOMPSON, Ruby Lady Cornettists.
JENKINS AND ONIELL, Comedy Musical Artists.
THE QUEEN TRIO, Song and Dance, and Boxing.
THE GRACEFUL GROOHS, Contortionists.

MATINEE DAILY, 3 P. M.—10c to all parts of the house.
Evening—Reserved Seats, 20c; admission, 10c.

DON'T MISS IT.

Woodmen Ball

AT
SALT LAKE.

THURSDAY EVENING,
APRIL 6TH.Given under the auspices of the Salt Lake Real Estate Ass'n.
The proceeds of the evening will be used in securing for Salt Lake City the headquarters of the Woodmen of the World, who will build a \$150,000 building.
IT MEANS one hundred to two hundred people to come here.
IT MEANS a payroll of \$10,000 per month.
IT MEANS over one million dollars yearly added to our bank circulation.
YOU CAN HELP TO GET THIS PLUM.
A ball at Salt Lake at this time of the year is a novelty you should not miss.
The pavilion is inclosed with glass, making it a delightful hall.
The best of music will be in attendance.
Closed cars will be used, so that all may go in comfort. Ample train service is provided.
Tickets on sale by Woodmen and all Real Estate Agents.
50 cents round trip and dance, 50 cents.A Ton [2,000 lbs] of
"Peacock"
COAL

Will go a long way in Spring and Summer. Only takes a little for a quick, hot fire.

Central Coal
& Coke Co.,
"At the sign of the Peacock."
Phones 255. 35 So. Main St.EDWARD M. ASHTON
Z. C. M. I.BOUGHT AND SOLD.
Rooms 201-203 News Bldg.
Phones: Bell, 907-K. Ind., 297.**R. C. DUN & CO.,**
181 Offices.The Mercantile Agency.
George Rust, General Manager, Idaho, Nevada, Utah and Wyoming.
Offices in Progress Building, Salt Lake City, Utah.

For You To Snap In!

If you are out to buy a suit or top coat—come here or miss an opportunity to secure style and elegance in the garment and save money in the bargain.

MEN'S SUITS
\$7.50 to \$30.00.


CHILDREN'S SUITS in Buster Browns and Norfolk.
\$2.00 to \$10.00.

Hats and Caps, Furnishings.

POULTON, MADSEN, OWEN & CO.,

111-113 Main Street. Where the Clothes Fit.

GARDNER DAILY STORE NEWS



WOODMEN BALL

For men who prefer to pay \$5 for a hat, We have the acknowledged chieftain among the five dollar ones—
The Knox, in all shapes and shades.
For those who don't care to go that high, We're duplicates of Knox shapes and colors
In what would be the best \$3 and \$4 grades elsewhere.
They're \$2.50 and \$3.50 here.
You need look no farther than this showing for the very hat you want.

ONE PRICE **J. P. GARDNER** 136-138 MAIN ST.
—THE QUALITY STORE.

R. K. Thomas Dry Goods Co.,

66 2/3% OFF.

We Offer Five Hundred Manufacturer's Samples

Ladies' Dress Skirts

66 2/3% Off.

Just Received, in all the New Fabrics and Styles of Cut.

R. K. Thomas Dry Goods Co.