

LAST YEAR'S SENSATION-THIS YEAR'S STANDARD

There Will Be No "1910 Model" STUDEBAKER E-M-F "30"

- EVERY YEAR, JUST ABOUT THIS TIME the newspapers are full of startling announcements of new models. This year it's "Our World-heating '1910' Models''. Last October it was "Our World-heating '1909' Model". If you read one you have read them all-they are all alike in that they protest the later model is a wonder, while tacitly admitting that its predecessor was about the worst that ever happened.
- THE IMPRESSION LEFT IN YOUR MIND is that you were a sucker to buy a car from that maker last year. He promised you lifelong service from it-now he proclaims it obsolete. Under a thin disguise he confesses he buncoed you, offers no redress and makes your car, only a few months old, practically worthless in the second-hand market, where you had hoped to sell it for at least a fraction of the price you paid him.
- YEAR AFTER YEAR THE SAME PROMISES are made by the same makers-and year after year they are compelled to admit between the lines, that their promises have not been fulfilled. Look up your old files, read the "ads" of 1908, 1907 and on back to their beginning. You'll be surprised-and disgusted -at the similarity. All agree in admitting past failures and in predicting future success. Reminds one of nothing so much as a cornered-and therefore penitent-confidence man, who unblushingly confesses past offenses, but protests he will do hetter in the future-if given another chance.
- WE'D HATE TO HAVE TO ADMIT that our engineering force of a few months ago was so deficient in the science of designing and making motor cars-our product of the past twelve months so defective-that radical changes were necessary to produce a salable car
- STUDEBAKERS WOULD HIDE THEIR HEADS in shame if called upon to confess they had sold to a confiding, trusting customer, cars that, one year-or five years-later had to be branded, and by the maker, a failure and openly discredited by another model differing in many important features.
- WOULDN'T THAT BE EVIDENCE of rank incompetence --- some might say bad faith ? Wouldn't it indicate that promises made had not been fulfilled ? And wouldn't it prove to a reasoning man that promises now made would be as worthless?
- DON'T MISUNDERSTAND US; Of course improvements will be made from time to time, constantly, in automobile building as in every other department of human endeavor as long as the world lasts. The perfect car will never arrive. But only where the engineering force was woefully deficient in the fundamentals of the art will radical changes be necessary.
- IF YOU BUY AN AUTOMOBILE from a hair-brained inventor or an unscientific experimenter because some new-fangled idea of his caught your eye, you have surely no right to expect satisfactory service. You pay for the privilege of trying out his theories—and you get all you deserve.
- STUDEBAKERS HAVEN'T THAT KIND of an engineering force. Won't tolerate an inventor in the place. Inventors are mostly folks who think they've found something that wasn't lost. Scientists had it filed away, ready when wanted-out of the way of foolish folk who don't always know how to apply simple

- E-M-F "30" WAS IN ADVANCE of its time-two years at least. That it was, is proven by the fact that all the "1910" models now being so londly touted, are, as nearly as a copyist can copy, imitations-outwardly at least-of E-M-F "30"
- BUT WHAT ASSURANCE HAVE YOU that these new models-radi. cally different from their immediate predecessors-are any better than those their makers now admit were wrong? In there any other car of this class that has been perfected, standardized to the point where its makers believe it cannot he materially improved and eustomers can absolutely rely on it! Does not Studebaker E-M-F "30" stand alone in this regard!
- FOR EXAMPLE; If a certain designer, a year ago, in frantic ef. forts to discredit the tremendous efficiency of E-M-F "20" motor, with its large valves, advocated small valves; and if that same designer now, by putting larger valves in his "1910" model, has admitted his error; does it not stand to reason that he is still at fault in those several other features where his car differs from the successful, satisfactory, unchanging E-M-F "30"
- AND IF ANOTHER RIVAL MAKER believed and protested for years, that a two-cylinder motor was just as good-as economical, as flexible—as a four; and if that maker in an effort to compete with E-M-F "30" now turns to fours—is there any good reason to suppose he has, in so short a time, learned to design a motor of the type to which he was so recently a convert?
- THE HISTORY OF THIS INDUSTRY does not record a single instance in which a designer turned from a horizontal "two" to a vertical "four" and produced anything but an abortion in his first year's model.
- IT HAS NEVER BEEN NECESSARY to advertise that E-M-F "30" has been "improved" in any detail in order to create a demand for the product. It has always been in excess of the supply. Of course changes have and will be made. Sometimes they'll be improvements-more often not. Mostly they'll be in the interests of simplifying or facilitating manufacture, because some designers and some customers differ in matters of taste and preference.
- HERE'S A CASE IN POINT; a few weeks ago E-M-F "30"'s began to come through with "dropped" front axles. Formerly had been straight. Straight axle is lighter and stiffer—better. But convention said a front axle ought to be curved-looked better. Didn't make a penny's difference in cost ; difference in strength so small it couldn't be computed ; pleased customers-so it went,
- MORE RECENTLY A "U" DOOR was substituted for the previous design in the tonneau. Just a case of change in style of ladies' hats. Was the latest thing in doors-why shouldn't E.M.F. "30", the most up-to-date car there is, have it. Sure.
- THEN AGAIN, THE CLUTCH-One of the smoothest, most efficient EN AGAIN, INE CLUICH — One of the smoothest, most efficient ever put in any car; had proven a triffe too sensitive of adjustment for lazy owners. Those who had the knack got splendid results. Those who couldn't or wouldn't bother trying — didn't. Result was bad for the gears—also the motor. So a slight change in design was made, so it isn't so sensitive now. For our own use we'd rather have it the original way, but we don't drive 'em all.
- COMPARE THESE TRIFLING ALTERATIONS -you can't really call them improvements-with those vital changes other makers are announcing in their season models. Then decide which car is safest for you to put your money in-even if values were equal, which they are

Mat- Florce Speech to Anarchists of The East Sub-on Paris Proceeding Was Very Orderly.

10

Lendon, Oct. 11 .- The red dag was related in London this afternoon and a large moh moved than the spanish era basay to make a demonstration of He disapproval of the execution of Prof. Francisco Ferrer at Barcelona.

Rodles of police drove off the crowds in their usual bloodness effectual way. But uncashess pervaded the neighbor-

The trouble began with a mass meeting in Trafalgar square organized by

several socialist and labor bodies. Sevarat hundred members of these organi-sations marched to the square enrying red fings despite with creps and bear-ing inscriptions duomeing King At-fense A black banner was raised against the Nelson column with bla letters: "To hell with the murderer, Attense"

Alfonse." Several Laborite members of parlia-ment scoke. Vietor Grapmon of Man-chester, the Socialist member, casped the eliumus by declaring that if the head of every kins of Europe was for a from his body. It would not pay built the price of Forrer's life. He called the Russian rates a 'dirty monster,' and said King Edward, who could have prevented the execution, was respon-sible for wintever might happen in Engined as a result of it. He demand-ed the exputation of the Spanish min-ister.

EMMA GOLDMAN

AROUSES ANARCHISTS

New York, (ici. 17 – Araused by the force speech of Emina C-Idinau one thomsand men and women. Socialists, anachists and other radicals, packed an East Sidathall and unmolested by the polles, adopted resolutions denounc-in the execution of Forcer. "Alfonso, the assassin" was mut-tered in three languages. English, Spinish and French, as the successful and binted that revenue was yet to

and hinted that revenue was yet to

come Emroa Goldman, who was the chief speaker, sought to draw a parallel he-tween the case of Farrer and those of Moyer, Haywood and Petribesie of the Western Foderation of Misera. It was unnounced that a more comprehensive gathering will be held at Curnegic hall Tuesday night. fusaday night. resolutions adopted meite in

"The murder of Ferrer was commit-

Hay's

ted by the union triaity clurch, money and government. This triaity revenued likely because Furrer indi-gated free approduct schemas, wherein the sensitis of indemendent science and

This meeting denounces the mucher of the largest State street department as one of the worst and most rowardly rrines over committed under the guine of the law, and expresses its sincerest sympathy and saidarity with the thou-sands of fighters for transion who still struggie in the clutches of the Spanish incutentian ". Now, the saleswoman must appear neatly attired in a black or white shirt-

Although denounced by the resain-tions, the death of Ferrer was halled by Emmin Goldman as a cause for 19-poleing rather than of magring all exaggerations of the fashions.

"In Marn are some of the fashions." "In Mirs Hourelle has eliminated from the attrix of women and girl employes of the store: "I am not here to a nurra, but to coh-brate Ferrer's death " an erlod. "In this age of gread, cowardice and indibrute Ferrers in any trible that have with a main like Ferrer, who had rather die than five like a dog. If I isnieved that the American workmen ind enough even oblitionary apirit, I would ask them to follow the examples of France and Italy, go on a general strike and declare to their bosses their strength, in home of Ferrer."

Eminia Goldman was the last sheaker, Amore others who around the crowd were Alexander Berkman, her associ-nic, who served line for shooting H. 47, Frick, and Arthur Bullard, who knew Forces to these

Ferrer in France. ANTI SPANISH

DEMONSTRATION IN PARIS

Paris — The anti-Spanish demonstra-tions culminated today in meetings and proceedings in the larger cities of France, organized by the Socialists and workmen's organizations. The commisare faid emphasis on the peaceful char-actor of those domonstrations and al-though violent speeches were made, litthe disorder is reported.

In Paris the government had taken In Paris the government and taken elaborate precautions to prevent rist-ing. The procession massed through a double line of police and troops, but the leaders themselves, furnished a line of plakets who added in pressuring ar-der, and no collisions occurred. The Socialist deputies and mannicipal coun-cilions, headed the procession, which was composed of about 12,000 who same the "Internationals."

"I take pleasure in saving that I have kept Chamberlain's Colle, Cholera and Diarrhoea Remedy in my family medicine diest for about afteen years, and have always had satisfactory results from its use. I have administered it has a great many traveling men who were suffering from traubles for which it is recommend-ed, and have never failed to relieve them," says J. C. Jenkins of Glasgow, Ky. This remedy is for sale by all drug-gists. be "Internationale," While passing the Spanish embassy and several churches, there were crises of "Down with the dergy," "Down with spain," but the majority of the parad-irs refrained from disorder, obedient to be instruction of the leadews. "Downing attached a sector is the

Involues attacked a priest in the Tuilleries attacked a priest in the Tuilleries gardens and sitempted to throw him into the lake, but the police rescand him. Only one shot was fired and 12 of the risters were arrested. In wyorn) cities the Socialist loaders and desuties the Montalist loaders

and deputies ted the procession. M. Jauriz, the leader of the Sacialists in this chamber of deputies, spoke at Lyons, and delegates of the General Federation of Labor at other places.

ANTI CLERICAL CAMPARGN IN ITALY

Rome, Oct. 17. - All indications are that the extremists in Italy are deter-mined to undertake an anti-cierteal campaign, more vignrous even than that in France. This is being direct-ed by the Masons, whose grand master has issued a most violent manifesto-in behalf of Ferrer, recently executed, and against the church. The meni-festo says: "Sacendotal tyranny still vermillion



all exaggerations of the finditons.

or white Skirts of any other color than black. Every employe who fails to dress ac-costing to the standard adopted by the store is notified by the censor to call at her office the following inerning before reporting for work and is sen-home if she has bot complied with the request of the night befors Jeweiry work in y women and give employee is limited to one ting and a locket. Low collars are not allowed, but high collars reching to the same may be worn. Sheaves or shirtwaists may be worn. Sheaves or shirtwaists unat he three-quarters length, and it is required that the shirtwaist be tailor-made.

Well Known Heiel Keener Uses and Recommends Chamberlain's Colic. Cholera and Diar-

rhoen Remedy.

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festo says: "Sacerdotal lyranny still vermillion with Italian blood, imposed and ob-tained, through the fright of a boy soal the cowardles of the government, the slaughter of an innocent, who was not judged, but nurdered. Italy, which has seen scaffolds reddened, fire ap-plied to the stakes and the slaughter even of unarmed women and children ordered by the clourch must understand its duty. Rome, which has inside its walls the vatican that for centuries has supported all tyranties from which to our shame the slaughter of flar-colona originated, must decree that the isst crime will not remain unpushed." As interustional subscription has by which is that horses suitable to cavalry and artiflery are scarce and high there as in most of the centra western citles. The dealers generally express no special desire to deal in military animals as there is little of no profit in them at the average con-tract price. The officer who invest-ends the conditions is how extend tract noise. The officer who investi-gated the conditions in lows, stated that he did not believe an order for five or six carloads of horses could be filled in the territory he covered.

ABSOLUTE SECURITY.

An international subscription has been spened for the purpose of collect-ing funds to establish, in the plaza of Si. Peter's facing the vatican, Fer-rer's modern school which was suppresend at Barreslous.

DISORDERLY MOB

RAMPANT IN HAVANA Havana, Oct. II.—A disorderly mote of several thomsoni including a net-jority of the university students and instity Spanlards, mode a demonstra-tion today in manuary of Francisco Ferrer. They meruched in proceedon through the principal stream, carrying edilary and cheering for anarohy Two outdoor enertings were held at which tolorit crations were made by Maj-Gen. Enrique Loymez del thattin, who reveality was appointed survay ex-traordinary to the South American re-publics and other extremints. Resolutracedimery to the South American re-mublics and other extremists. Resolu-tions were passed to howerful all Span-ish goods and to accept the offer of the stevedores' union to refuxe to unload Spanish vessels until Spain reacting the order configurating Ferrer's set at. The mob attained to approach the Spanish consults and the bishop's pat-are but was driven back by the unload

are but was driven back by the paleo. The line of march was taken up to the church of the Angelia which was polled with stones. The polles charged the rioture. A sharp first enanged an several on both sides were part. The mob their started to attack the office of the Diaro de la Marina but wa driven back and dispersed by the police There were many accests.

NO MEETING WAS PERMITTED IN PHULADELPHIA

Philadelphia, Oct. 17 - Attropha to Philadeiphia Oct. II.-Artempta to built a memorial incerting to intotest schiftat the resolut evacution at Har-erkom Spain of Francisco Petrer sec-retaristical here tonicit in the police, who refused to allow the opening of a half secured for the rarpans. Balled in this attempt, speakers and maxy of their followers, adjourned to the Badinal Inters (Here they started) to get the meeting under way when the police again interferred and com-petied them to have

MEETINGS OF PROTEST. RELD IN BERLIN

Berlin, Oci 17. "Turve meetings have today to protect against the sourcition of Priordeco Ferrer under the augdoes of the Social Democrate were so arguly attended that thousands could not gate admission. Vivient speeches were made and resolutions were adopt-ed demounding the essecution as the "most hideous of all judicial juurders." An attempt to hold a great sized procession was provented by the police. There was considerable violence and many of the demonstrators were ar-rented.

principles. Burn their own fingers and other peoples' money.

- A CHINAMAN ONCE SAID to an Occidental who criticised his garb : Yes, I suppose my clothes do look queer to you-they are not like yours. Yours look funnier to me-yes-beg pardon. But had you considered that my mode of dress is the result of more centuries of experience and of observation than your race can trace its history back'i I suppose thousands of years ago my countrymen made a light suit do for summer and a heavy one for winter regardless of intermediate variations in the weather. Now we put on several light coats-or few-and we add to or take off as the weather changes. I see you are still experimenting-yes-beg pardon."
- LIKE THE WISE ORIENTAL and Chinese are proverbially honest too-Studebakers did all their experimenting years before they thought of offering the first automobile to the public. Sent their engineers to Europe and scoured the world for talent. Not satisfied with the results, they decided that no engineer, no factory, could successfully manufacture more than one model-a car so good it would outclass any other car of its own type and at its own price.
- WALTER E. FLANDERS we considered the greatest manufacturing producer in the automobile industry, by long odds. Had our yes on him for years. When he began the manufacture of E.M.F "30", Studebakers watched him closer than ever. Here was the car for which we had been looking to fill out our line -the car which, best suited to the needs of the greater number of buyers who want a serviceable, economical touring car, would be most in demand and have the longest life.
- STUDEBAKERS STILL CAUTIOUS -couldu't afford to lend their name to any but a product of sterling quality-purchased balf the output of the factory-and watched. Not only our own experts, but 6,000 buyers, put these cars to the most gruelling tests. And we were satisfied-well enough satisfied to invest millions in this car and its future.
- EOUGHT OUT FLANDERS ASSOCIATES so that this man and his enins and his unequalled organization would be available to Studebakers alone and that we might control the entire output of this car which we believe has no equal in its class.
- RESULTS HAVE BEEN MOST GRATIFYING. No other car has made such a record of satisfaction in owners' hands-they are unanimously enthusiastic. Every owner briags ten prospects.
- SEPTEMBER WAS LARGEST MONTH in our history. October orders from dealers fifty per cent in excess of possible output. November, ditto. December we hope to more nearly approach the demand by increased factory facilities that will then be available. It's been a wonderful year for Studebakers and In K.M.E. Studebaker Bros. Co. of Utah.

- FACT IS E-M-F HAS SET A PACE others find it impossible to follow -a pace in quality and price-in every-day serviceability and all-around efficiency.
- PERHAPS E-M-F "30"s GREATEST RECORD of satisfaction has been in the matter of tires. Undoubtedly this car is the most economical on tires of any car in its class. Other cars selling for \$1,250 to \$1,500 weigh 600 to 750 pounds more. These are too heavy for standard 32 x 3½-inch tires—that's why some of them are now forced to put on "bastard-size" tires. Doesn't benefit the buyer any —only obligates him to pay more for the replacements. All tire makes are as a start of would be under to not beaute or larger makers agree it would be unjust to users to put heavier or larger tires on E-M-F "30". She's over tired now-according to her actual veight and tire makers' tables.
- IS E-M-F "30" TOO LIGHT is the natural question after reading the above. The answer is in her wonderful record of performance in hands of over 6,000 owners and in several special tests-Pathfuding for Glidden Tour, Pilot in Glidden, Munsey Reliability Run, and a hundred others.
- ARE COMPETING CARS TOO HEAVY ? The answer again is it their records-all announcing "improved '1910' Models". Out of their own mouths are they not convicted? Ask owners about fire consumption-remember the owner "pays the freight" over every mile he drives, on every pound of unnecessary weight put there by the maker in his willingness to stint and save cost on materials. Anybody can make a heavy car-only first class designers can make light ones.
- JUST A FEW WORDS MORE; You are in the market for a carelse you wouldn't have read this far. Perhaps you're one of those who have been unable to get an E-M-F "30"-oversold all season. Wish we could promise quicker deliveries-can't. Won't lie about is ao can't. So cars every working day coming out now but demand increasing faster than we can add buildings and equipment. Another million now being spent in additions. But we can't make all the cars in the world. And E-M-F "20" is ürst choice of well posted buvers
- YOU SIMPLY CAN'T GET E-M-F "30"s the day you order these Your local dealer may, if he happens to have a carload en route, et another customer who'll sell you his place in the line and waik is abla to accommodate you-but that's the exception. Generally you'll have to wait two or three weeks-maybe more. After New Years it'll be 90 to 120 days, same as always before. Only way a to get the order in now-get a place in the line and get your car as soon as possible-so you can enjoy its comforts in winter as well as its pleasure in Spring and Summer.
- WE FEEL LIKE APOLOGIZING- to ourselves-for this "ad" which c FLEE LINE AFOLOGIZING to ourselves—for this "ac" which seems so unnecessary under the conditions. But we felt we owed it to our friends to explain the Studebaker policy, which is not like others, and to assure you there's no use waiting for a "1910" model for we don't make cars that way. Changes are made the minute the necessity arises—don't wait till the end of the year. Don't make "season" models—don't make the kind of car we have to be ashamed of regularly once a year. Froud of E-M-F "30" all the time. And the one we sell you will be just as good as the one we sold your neighbor a year aro.—if it isn't you know there's the studebaker. neighbor a year ago-if it len't you know there's the Studebaker guarantee back of it to make it so.





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