

to one side are not immediately visible that comes so nearly being a *quid pro quo* as judicious newspaper advertising. The late A. T. Stewart, the most successful merchant in the country, paid out over \$100,000 a year in this way, even after his house and himself were well known not only at home but throughout the land. So with the successful showman, P. T. Barnum; he spent a fortune in advertising every year, and we doubt if even one instance of a successful business man whose wealth has come as the result of patronage and who did not advertise extensively can be found. Even where the paper's circulation is limited it is still the best vehicle of keeping one's name and business before the public, for while all will not read such announcements, some must inevitably do so and these will at one time or another make mention of what they have read; and thus and by persistence in keeping one's business card before the people does he inevitably grow into and up with their good graces.

A certain firm in Ogden which need not be named is perhaps ahead of any other in the matter of widespread and continuous advertising. Its announcements appear in most of the publications of this Territory and some outside of it. It spends large sums in this way, but its business has advanced and broadened in proportion. Not long since an order for a large amount of the firm's wares came from the other side of the world—from south Africa—and the profits on this one order amounted to enough to offset all that had been paid out in advertising for a year at least! One or more of the papers containing the firm's card found its way over there and drifted into a place and at a time when its special goods were the very thing wanted and as a result it got not only all of this trade, but by reason of giving satisfaction will doubtless get other orders from the same quarter. If the house had withdrawn its "ad" for a few numbers and one of these had happened to be the one that made the long voyage, the order spoken of would have gone elsewhere. So, it is to be seen that persistency and regularity are as necessary features in advertising as any other.

A great many make the mistake of cutting down or cutting out their advertising when times are dull, thus giving it the appearance of an expensive luxury which they engage in for the benefit of the paper exclusively. The fact is that when times are dull advertising should if possible be more voluminous and continuous than at any other period; there being less money than usual in circulation, greater activity and shrewdness are required to get a proper share of it; and if shrewdness cannot be exhibited to greater advantage in the line of public announcements than in any other, we are sorely mistaken. Some things should not be advertised at all; but those which should be ought to be advertised well.

THE HARD winter is not without one redeeming feature: It chills the forced and hot-house announcements of the coming summer's baseball program.

ONE THING AT A TIME.

There are few schoolboys who have not learned something of the proposition of how non-resultant is the effort that is scattered, and as they grow up they are able to understand by actual observation that the successful self-made man is the one who directs his energies mainly in one channel, his mind to one line of action. This is true as to everything else. In our efforts to effect a restoration of busy times and a larger supply of money for business purposes, we are constantly beset with too many propositions, each requiring immediate attention, at the same time. We no sooner launch out for the consummation of some great improvement in a certain way than other ways are thrown open and attention is usually diverted to them just long enough to lose sight of what we started out with, and oftener than otherwise, between two or more stools all come to the ground, whereas had we gone ahead as we intended in the first place we might have accomplished something.

It should be remembered that this community has been for two or three years passing through a very dark period, financially considered. And it is not yet out of the woods, although the daylight from the open seems to be shimmering through the surrounding trees. To effect the exorcism of the spell which is upon the business interests hereabout and thus inaugurate the improved condition for which all classes are so desirous, requires united action, and since the means whereby such action can be made potent come forth slowly and timidly, it were better for the present that it be concentrated as much as possible. Let us at least have one thing fairly on the way before setting out actively for the accomplishment of others or any other, since under the circumstances it seems so probable that more than one cannot receive adequate attention just now. To branch out as things stand, is too apt to mean so many projected enterprises partially completed and left in that condition, with the money, labor, time and incentive to go ahead all thrown away. This would be worse than no movement at all.

In view of the fact that it has cost such an effort—so many efforts united in one we ought to say—to effect even a commencement for the proposed copper smelter, does it not occur to our men of capital and push that it would be well before permitting our energies to be turned in any other channel to see that one clinched and well on the way with all obstructions weeded out and nothing surrounding or in the rear to cause hindrance or delay? If we were not in such a depressed condition, whereby all hands consider themselves poorer than they really are, we might at this stage properly urge that other prospectively beneficial projects receive attention. A grand boulevard, a splendid park, numerous enterprises of consequence—all these are things to be desired and looked for; but to press for them too earnestly just at this juncture, when none of the things expected is yet absolutely assured and to relax effort to even a slight extent would surely mean failure, seems to us a little bit too risky. Let

us land one fish before trying for another, at least until we get more tackle to operate with.

It is our firm belief that but for our continued dabbling in the policy above spoken of we would now have at least one western railway, and the mind that cannot figure out more prosperity for this city and Territory from that source than from all the other enterprises we are likely to receive for years to come, must be very obtuse indeed. But as soon as efforts to that end began to assume tangible shape in a certain direction, some other project pointing elsewhere would be sprung, and naturally some of the energy and means which the former would have had went to the latter, by reason of which neither had enough to enable it to take form and both "fell through." There are at this time four or five lines of new railway—on paper—in the direction of the Pacific ocean; two to Los Angeles, one to San Diego, one to San Francisco, and the long-talked of but no nearer than ever road to Deep Creek. It would not require a Herculean, certainly not an exhaustive, effort on the part of the community to build either one to a point at which it would pay for itself and its further extension, when it would cease to be a burden altogether and soon commence paying the owners interest on their investment. But let a word be said in favor of either and the piping for one or more of the others at once begins and all efforts are immediately neutralized.

It appears now that the smelter is a "sure go," in commercial parlance, and suppose we let our moral and material support tend in that way without deflection until at least the ground is broken, then begin the selection of something else to help along? Don't you, gentlemen of capital and enterprise, think that much the safer plan?

LADIES SOLD AT AUCTION.

On more than one occasion the NEWS has felt constrained to speak in terms of gentle criticism concerning the various methods resorted to at church fairs, sociables, etc., for raising funds. In some of our own wards and settlements the fashion of the sectarian and fashionable world has been followed, in some instances even surpassed, in the ingenuity with which guests and visitors have been coaxed and inveigled and persecuted until almost their last cent has been drawn from them. We have opposed and still oppose such proceedings; and while this reference to the subject is not called forth by any immediate grievance that has come to our knowledge in this community, the religious papers of the East are discussing an instance that is so flagrant that it cannot but be useful as a possible text for future use at home. It appears that in a paper representing a Methodist center the following announcement was published:

The Epworth League of the Methodist Episcopal church will hold an auction social at Union hall Tuesday evening, January 17. Forty beautiful ladies will be sold at auction, and the gentleman who bids the highest will escort each one of them to partake of a sumptuous repast, which will be prepared for the occasion. One of the most enjoyable times of the season is anticipated.