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LIGHT OF PUBLICITY.

The Bureau of Municipal Research is a New York institution that should be of great value to the citizens in that vast city. Similar organizations could be established in other communities, to great advantage.

The mission of the Bureau is to make the taxpayers conversant with the facts regarding the administration of the various departments of the city government in such a manner that a man of ordinary intelligence may understand precisely what the government in its different branches is doing, at what cost, and with what results.

New York needs such an institution. It has one of the most expensive city governments of the world. Its annual budget is larger than that of some kingdoms. That corruption and graft have been practised at times is beyond dispute. Frequently the citizens have tried to eliminate the bad features of the administration of their affairs, but the results have generally been disappointing, partial in effect and temporary in duration. Then a group of social workers decided to tackle the problem in another manner. Recognizing that the failure of reform movements lay largely in the fact that specific details of incompetency and maladministration are too often lacking, while there may exist a general consciousness that things are going wrong, plans were laid to provide the public from time to time with definite information of how their elected and appointed officials were discharging the duties devolving upon them.

But, no sooner had this plan been decided on than it was found that reliable information could not be secured without considerable difficulty. Owing to peculiar methods of keeping books and records, the trail of the dishonest official was easily covered, and the vindication of the faithful public servant rendered almost impossible. The Bureau of Municipal Research has therefore set itself the task of securing such methods of auditing and accounting as would at any time make clear to the authorities and the people just how the public money is being expended, what methods are being used, what results achieved and where oversight or neglect have failed to accomplish the desired ends. We believe that publicity and facility for obtaining correct information are what is mostly needed in every one of the larger cities of the country. Grafters and thieves rely on complicated records that only experts can puzzle out, and dishonest newspaper jugglers with figures, for immunity from their dishonest practices, and they generally succeed. Many citizens are too busy to bother with public affairs, and others submit to what they consider inevitable. They have come to regard grafters in office as a "necessary evil." Other cities have them, they say; it is the same everywhere. With greater facility for obtaining correct information, the citizens would be aroused from their indifference, in spite of the subsidized press.

ON ADVERTISING.

The November number of Agricultural Advertising has an article on newspaper advertising, in which the writer makes the point that the daily paper, except in special lines of business, is a better advertising medium than the magazine.

The reader of a daily can be reached thirty times a month if necessary, whereas the magazine reaches him only once. The message oft repeated makes an impression on his mind, which he is not allowed to forget." But as each paper has its own "sphere of influence," to use a modern phrase, it is necessary to select the paper that reaches the clientele to which the advertiser appeals. "In point of fact," we are told, "this is the rock on which many an advertising campaign, otherwise nicely planned, has gone to pieces. To know the varying clientele of the papers in all the cities of the country requires study and experience."

The writer tells of some wonderful results of newspaper advertising. He mentions the case of an advertiser who announced in all the leading Sunday papers of the country—about 120—to give a package of his goods free to all who wrote him. On Monday morning there were over 10,000 requests, and on Tuesday he had to send an express wagon to get the letters.

As an illustration of the value of large advertisements the writer mentions the case of a Wisconsin manufacturer who had been using three-inch single column copy three times a week in two Milwaukee papers, and getting no sales. On consultation with his agent it was decided to run three-inch three column ads once a week in each paper. The sales started at once, and in four months they had to stop the advertising for they could not make the goods fast enough to supply the demand. "The point is, copy should be large enough so that it cannot be buried and so that it will catch the eye."

Experienced business men know that newspaper advertising pays. Not only does it direct the public where to go to satisfy a demand already existing, but it creates a demand and produces sales. He knows that, for that reason, it is as important to advertise when times are dull as when they are lively. The right kind of an ad in the right medium creates a business force that is irresistible.

HIGH AND LOW PRICES.

Prosperity consists neither in high nor in low prices, but in plenty.

A country that is producing, like ours, an abundance of the necessaries of life should be prosperous. Conditions that may prevent the enjoyment of prosperity, when prosperity is actually here, are lack of confidence, a sudden curtailment of credit, insistent demands for ready money on collections, a general failure of the function of money, the medium of exchange, to do its regular part of the work, and combinations in restraint of trade.

When we read of an association in Denver that has been organized to maintain prices, and that under the stress of prosecution has decided to reduce prices, we perceive that local market prices may be due, in a large measure, to just such manipulation.

If all prices went up or went down uniformly, no one would either lose or gain. All intelligent dealers know this, even while claiming that high prices of certain commodities bring prosperity—to them. They know perfectly well that if the rise or fall of all prices should happen to be equal, no one would be any better off. It is because the price of certain commodities is advanced, while the cost of most other things is not, or is less so, that high prices are an advantage.

Those whose services are not better paid, or whose productions have not appreciated in market value, are those who lose by reason of such fluctuations.

It matters little whether prices taken as a whole are high or low, but it matters much if some prices rise, and certain classes of wages rise, while others do not.

When all prices are high, it means that money is relatively abundant; when all prices are low, that money is relatively scarce; and perfect prosperity is compatible with either of these conditions. But as to combinations that advance the prices of given articles, while they may mean prosperity to certain lines of commerce and industry, while they may cause these lines to thrive, it is at the expense of all others.

Such combinations should be prevented as far as possible.

PREVARICATORS ABROAD

We are in receipt of newspaper clipping sent from a friend in Washington, D. C., which contains a partial report of proceedings before a Methodist conference at Pittsburg, held some time ago. Among the speakers was one Rev. Frye, who thought it necessary to devote some time to "Mormonism." The Rev. gentleman is reported to have declared that Senator Knox was responsible for the failure to unseat Senator Smoot, "the Mormon," and that he has letters from Senator Knox which practically acknowledge that the latter is for "Mormonism." He charged that "Mormon" literature is being sent through the mails under franking privileges; "while when you or I," he said, "wish to send letters in interest of our church and the religion of Jesus Christ, we must pay regular postal charges."

"Montana," he continued, "was the first State to indorse Senator Knox as a candidate to succeed President Roosevelt." There are more 'Mormons' in Montana than there are Methodists, Episcopalians, Baptists, and Presbyterians combined. Senator Knox was almost wholly responsible for the seating of Reed Smoot, the 'Mormon,' in the United States Senate."

The speech is said to have created great excitement among the preachers and women present.

We quote this to give our readers an idea of the absurdities that are still preached around the country under the pretense of truth.

In Pittsburg Senator Knox was charged with "Mormon" tendencies because he would not violate his oath as a Senator and vote for the expulsion of Senator Smoot. In Illinois Senator Hopkins is made the object of the attacks of irate preachers, on the same ground. These gentlemen do not consider that the charges brought against Senator Smoot and the Church were all proved to be untrue, and that there was absolutely no ground for action against him. But Rev. Frye gives his sanctimonious sanction when he complains of the failure of the Senate to expel a "Mormon." To be a "Mormon" is, in his opinion, THE offense. The Senate, he thinks, ought to have condemned a member on that charge. And that is just the view of so many bigots. They do not know yet that a man in this country has just as much right to be a "Mormon" as his opponents believe to be bigots, or fools, if that is their inclination.

When we read a yarn about "Mormon" literature coming through the mails free, while other literature is paid for, also another story about Montana having more "Mormons" than members of other churches, upon should take! It is a wonder that a man with never so little education can believe them. But, perhaps Rev. Frye did not believe what he tried to make others believe. You cannot always tell.

In view of the fact that many people right here in our city believe the lies who daily bear false witness against their neighbors, it is not strange that people abroad, with fewer opportunities to investigate for themselves, are led to believe what such orators say. There is a strange fascination in fiction which many are unable to resist, even against their better judgment.

AS TO INTEREST.

During the recent campaign in this city, attention was called to the loss sustained by the City, by the failure of the officials to place the money belonging to the people in an interest-paying bank.

A similar question has recently been discussed in Illinois, where the legislature killed a bill providing that interest should be paid on public money on deposit.

In the case of a large and wealthy state, like Illinois, the sums involved are considerable. The Chicago Record-Herald says that the State Treasurer turned over to the state something more than $70,000 as interest on state funds for nine months. At the same rate the returns for a period of two years would be about $180,000, a distinctly appreciable contribution toward the expenses of government.

The sums involved in the state of Michigan are given in the following letter to the Chicago Daily News:

"State of Michigan, Treasury Department, Lansing, Nov. 11.—To the Editor of the Chicago Daily News: In reply to your letter of Oct. 31 I beg to advise you that all interest received from deposits of state funds is turned into the state treasury. All depositories pay interest at the rate of 2½ per cent per annum, with the exception of a few open or daily checking accounts, which pay at the rate of 1¾ per cent per annum. Interest is payable monthly on daily balances and is remitted instead of credited.

"During the present administration the following amounts of interest have been received for the fiscal years ended June 30 of the years named: 1905, $71,401; 1906, $75,443; 1907, $131,030.

"Very respectfully,
"F. P. GLAZIER,
"State Treasurer."

The Record-Herald comments as follows:

"We assume confidently that anyone but an Illinois legislator of the barnacle kind acting in his official capacity would say that to deprive the state of that money for the benefit of spoils grabbers would be to offend against honesty and decency. A law that permits such action is in effect a law that sanctions the robbery of taxpayers. But we are not thinking of them alone. The spoils fund demoralizes politics, encourages corruption, helps toward the maintenance of an unspeakably bad system. Whatever way you look at it, the conviction grows that to tolerate it is to tolerate a great wrong."

And the Galesburg Republican Register does not hesitate to say that the senators who voted against the interest bill or who, by refusing to vote, helped kill the measure, simply did wrong to the taxpayers and should be held responsible.

The people here will be interested in a discussion that touches a subject not entirely unheard of in local circles.

It is a good time to revive the "Don't worry" clubs.

Confidence, not confidence games, is what is wanted.

A fool and his clearing house certificates are soon parted.

A double eagle in the hand is worth two eagles in the bank.

The hoarding of money has ceased. People can't get it to hoard.

If you can't get Uncle Sam's money you can easily get Charles Reade's "Hard Cash."

Writers of problem novels might try their hand at the solution of the currency problem.

Three thousand actors are out of employment. They find no consolation in the fact that all the word's a stage.

Scientists declare that bad boys can be made good by music. Of course it would have to be good music to have this effect.

The Walsh trial is developing facts that indicate some of the causes of the panic. It is but one of many cases of the same kind.

The Lusitania and the Mauretania are sister ships, and like all sisters there is a rivalry as to which shall win the prize first.

Henry Van Dyke's poem asks, "Who Will Walk With Me a Mile?" "Who will walk with me twelve hundred miles?" asks Weston.

Professor Percival Lowell says he has conclusive evidence that Mars is inhabited. Is the evidence documentary or verbal, taking the form of ipse dixit?

Papa Shonts has become convinced that the due is not a fortune hunter. But should he ever desire to become one he knows where there is a fortune worth hunting for.

The Japanese are protesting their friendship for the United States in an unwonted manner. This is pleasant but it is always well to remember the story about Greek gifts.

The new gold coins, the ones without the motto, "In God We Trust," are said to be a failure from the artistic point of view. From the monetary point of view they are a great success.

To have been in a railroad wreck may not be a sine qua non for a presidential candidate but Vice President Fairbanks, Secretary Taft, Speaker Cannon and Mr. Bryan, who are presidential candidates, have all been in wrecks and quite recently, too.

CANADIAN PULP AND PAPER.

Minneapolis Journal.

If, however, they (the Canadians) could manufacture paper or wood pulp and ship it into the United States free of duty, we should probably hear little about export duties. The opportunity to build up a large industry would be too attractive to justify placing any obstacle in the way of the development of a large market in the United States, and, in the building up of such an industry, would surely be greatly encouraged by such action as the publishers of the United States desire our government to take. With the tariff removed on paper and wood pulp, there could be no inducement for the Canadian government to throw such an obstacle as an export duty in the way of an industry of such promise, but that seems to be the only way to head off an export duty and secure for the market of the United States an adequate supply at reasonable prices of a very necessary article of commerce.

UNCLE SAM AS BANKER.

Philadelphia Record.

The withdrawal of money from active use as a consequence of hoarding has put a new argument into the hands of the advocates of postal savings banks. A very large proportion of the country's money supply has suddenly disappeared, because of the distrust of the safety of banks, trust companies and other ordinary depositories. If the millions of small depositors were enabled to put their cash in postal savings banks—having full faith in the ability of Uncle Sam to make good whenever called upon—the money would be made constantly available for the uses of [illegible] interest for its owners. No wage earner would be likely to undertake to be his own banker in times of stress like the present if he could have recourse to the postal savings banks. This is no longer a matter of theory, as the experience of other countries has amply verified.

JUST FOR FUN.

A Question of Endurance.

"How long will the editor be engaged?"

"How long kin ye wait?"—The Circle.

His Complaint.

Mrs. Wigwag—How is your husband, Aunt Mandy?

Aunt Mandy—Poorly, ma'am. He was gittin' along all right, but now de doctah done say he got de convalescence.—Philadelphia Record.

She Knew Why.

Daughter—Father went off in good humor this morning.

Mother—My! That reminds me. I forgot to ask him for any money.—Christian Advocate.

The Old, Old Story.

"And I am the very first you have loved, Bertha?"

"Of course you are. How tedious you men are! You all ask me the same question."—Fliegende Blaetter.

All He Cared For.

Senator A.—And do most of your constituents think as you do on this question?

Senator X.—Well, most of them think as they think I do.—Somerville Journal.

Needn't Stop Him.

She—I suppose you are a lover of music?

He—Oh, yes; but you can go right on playing just the same!—New York Evening Telegram.

Misdirected Enterprise.

Recently Prof. Edmund Burke, of the College of the city of New York, received a letter from a press-clipping bureau.

The letter informed the professor that his patronage was desired, and that as a sample of the bureau's work he would find enclosed a clipping from a speech by President Roosevelt in which he had quoted the professor's words.

Prof. Burke read the clipping nearly through before he realized that the president was quoting from Edmund Burke's "Speech on Conciliation With the American Colonies" in 1775.—New York Sun.

SALT LAKE THEATRE GEO. ALBERT PRINCE MANAGER GEO. D. PRINCE STAGE MANAGER

Four nights starting
MONDAY, NOV. 25th,
The great popular success,
CHECKERS
A story of love and luck.
Prices 50c to $1.50.
MATINEE THANKSGIVING DAY.
Sale begins tomorrow.

SALT LAKE THEATRE.
FORGE D PYPER, Manager.
TONIGHT
of course we are all going to
JAMES GIBSON'S BENEFIT!!
Some of the artists who will appear: H. S. Ensign, Alfred L. Farrell, Hugh Dougall, John P. Meakin, Sidney Chalker, W. J. Plasham, Miss Fitzpatrick, Boys' band, Robin Hood chorus, J. J. McClellan, Arthur Shepherd, theater orchestra and others, presenting a rare program.
PRICES 25c, 50c, 75c, $1.00.
SALE NOW ON.

Orpheum THEATRE
ADVANCED VAUDEVILLE.
ALL WEEK.
Seligman & Brammwell, Clarlene & Charlene, Lucy & Lucier, Teddy Trio "Chinese" Johnny Williams, Harry DeCoe, Kinodrome, Orpheum Orchestra.
Every Evening (except Sunday), 15c, 50c, 25c. Box Seat, $1.00.
Matinee, Daily (except Sunday and Monday), 25c, 25c, 10c. Box Seat, 75c.

GRAND THEATRE
Direction Pelton & Smultzer.
A. M. Cox, Manager.
TONIGHT.
Fred Raymond's tale of the south,
OLD ARKANSAW!
Matinee Saturday, 2:30 p. m.
Next attraction—Mr. Theodore Lorch in "The Unwritten Law."

LYRIC THEATRE
Direction: Sullivan & Considine
Bert G. Donnellan, Mgr. and Treas.
ALL THIS WEEK.
Extraordinary Announcement.
The Moore Stock Company Presents
The Thrilling Melodrama
"An Oath of Veng ance."
Notice—One show only nightly. Curtain at 8:30 sharp. Seats on sale. Matinee Wednesdays and Saturdays at 2:30. Evenings—10c, 20c, 30c. Matinee, 10c, 20c.

AUDITORIUM
RICHARDS ST. ROLLER RINK.
We have arranged to have twenty minutes' moving pictures each evening; a change of program nightly. You will never see the same show twice at the Auditorium. Prices will remain the same. Evening admission 15c.
Where the bright lights shine, The Auditorium, Richards street.

SATURDAY SHOPPERS WILL FIND ATTRACTIVE BARGAIN OPPORTUNITIES AT Z. C. M. I.

Our BLACK TAFFETA SILK SALE Ends Tomorrow. Silk of beautiful fine lustre and extra fine finish, 26 in., 31 in. and 36 in. wide. The same kind that we have sold daily for the past two years at $1.50 a yard, will sell tomorrow at, a yard $1.00

EMBROIDERIES
Edgings, Insertions
Swisses, Nainsook and Cambric, in strips ranging from 3 to 6 3-4 yards long, excellent values at their regular price, placed on sale at
HALF PRICE

CORSET COVER EMBROIDERIES
Fine qualities and beautiful designs; at the present price of Embroideries these are extraordinary bargains. Up to 50c values at
29c A YARD

Millinery Dept. Special
Saturday Visitors to our store appreciate the Special Bargains offered in Millinery—the price reductions invariably appeal to them.
ALL TRIMMED HATS, the popular and fashionable highest grade millinery, our entire line, will be sold tomorrow at - - - One-Third Off

FLANNELETTE GOWNS AND SKIRTS
LADIES' FLANNELETTE GOWNS

85c value, sale price 65c	$1.75 value, sale price $1.30
$1.00 value, sale price 75c	$2.00 value, sale price $1.50
$1.25 value, sale price 95c	$2.50 value, sale price $1.90
$1.50 value, sale price $1.15	$2.75 value, sale price $2.05

LADIES' FLANNELETTE SKIRTS

50c value, sale price 40c	85c value, sale price 65c
75c value, sale price 55c	$1.00 value, sale price 75c

To Chrismas Shoppers Buy your presents early—early in the day and early in December. That will be your biggest gift of the holidays—to the workers behind the counters and on the delivery wagons.

Z. C. M. I. WHERE YOU GET THE BEST Z. C. M. I.
OUR DRUG STORE IS AT 112-114 SOUTH MAIN STREET.

Chamois Vests and Chest Protectors
Avoid taking the cold that will stay with you all winter.
These will keep you warm and comfortable.
WILLES - HORNE DRUG CO.,
News Building. Both Phones 374.

Can Now Fill Orders Promptly
CENTRAL COAL & COKE CO.
"At the Sign of the Peacock."
'Phones 2660. 88 S. Main.

The PRACTICAL EDUCATION
To secure the right results in life, begin by adding to your store of practical knowledge. The training offered by the L. D. S. Business College Night School meets the demand of the times. It prepares young people to do the work the world wants done. From the Business College to the business office is only a step.
You may register any Monday, Wednesday, or Thursday, between 7 and 9 p. m.
Tuition for the full course is $4.00 per month.

Am—Or—Ou
This new powerful reconstructive tonic, revivifies the blood, supports the heart, has no equal for nervous prostration, brain exhaustion, neurasthenia, and all kinds of mental and physical debility, one trial will convince, sent to any address $1.00, sold only by the western agents,
ANSTEE-BRICE DRUG CO
44 Main St.

36 MAIN ST. CUTLER'S 36 MAIN ST.
THE ORIGINAL KNIT GOODS HOUSE OF UTAH. WE SELL EVERYTHING MADE IN KNIT GOODS.
OUR NEW KNITTING FACTORY
Is now running full blast. The new quarters are modern in every detail and the sanitary conditions are perfect.
WE INVITE VISITORS to inspect the plant and see the machines in operation.
We use only the very best of material and with the facilities now at hand can do even better work than ever before.
CUTLER KNIT GOODS.
Are known throughout the west for quality and best value. We now offer greater values than ever.
No Sweat Shop Goods Sold Here

IF.
Your property is not insured place an order NOW, or you may regret it. The Fire Fiend respects no one.
We represent some of the strongest companies in the world in addition to the only local company the HOME FIRE INSURANCE COMPANY OF UTAH, for which we are General Agents.
We are also doing a good real estate business and have a list of fine properties which we would like to show you.
HEBER J. GRANT AND COMPANY
22-26 MAIN STREET. BOTH PHONES, 500.

FOR SALE
Salt Lake City Coupon Paving Warrants (in $500.00 and $1,000.00 denominations) bearing 6 per cent interest. Redeemable in ten annual payments. A safe, conservative and paying investment, especially desirable for small investors.
P. J. MORAN
BOARD OF TRADE BLDG., CITY.