

rapidly increased my circulation.

One of the secrets of good advertising is to have your advertisements unlike those of any other man. If all advertisements in a paper are displayed this is equal to no display. My advertisements were always original they attracted attention and the publishers of the papers who were averse to a display objected to them. Once the elder Bennett sent word that I must use less capitals. I answered that I would not use any, and repeated one sentence announcing a new story over and over again to the extent of several columns without a break. The letters were continued out to the edge of the column line without regard to the finishing of the words, and the next day I had several columns of solid type in the Herald. The advertisement was about the most striking the Herald had ever had, and after that Mr. Bennett told me that I could do as I pleased. At one time the Tribune refused to give me a page in the weekly. Mr. Bennett heard of this and sent word that the Herald would always give me all the space I wanted. I replied that I would take the whole paper on the next Saturday. Mr. Bennett said all right, and he published an additional sheet, giving me a page opposite each page of reading matter. I could give you fifty other instances of advertisements which attracted attention, but this is enough. One of the great secrets of success I believe is to first have a good thing, and then to advertise it so that the people cannot help knowing that you have it."

*Frank G. Carpenter*

#### AT LOWESTOFT.

Elder William Crane, writing from Lowestoft, England, says: As I have not, as yet, seen anything in your valuable paper from Lowestoft since I have been here, I thought I would send you word how we are prospering in this, the extreme eastern part of England.

I was called to labor here about six months ago, as the companion of Elder G. W. McLane, who had already been here a'out that length of time. All the time prior to my coming here, I labored in the city of Norwich, where I made many warm friends. Brother McLane and I have been very successful and blessed of the Lord, in making many friends among all classes here, and we trust that we will soon see the good results of our humble efforts.

We have just had a feast of good things at our conference, which was held in Norwich, on Sunday, the 21st. We had a good attendance, and received good and timely advice from the president of the mission, Brother A. Jensen and others. A splendid spirit was manifest, as was also the case in our Priesthood meeting, held next day.

Just before our conference, the president requested us to hold a district meeting here in Lowestoft; so Brother McLane and I went and saw Mr. A. Stebbins, the publisher of the Lowestoft Journal, and printed forty large posters and one thousand handbills, announcing our meeting for Tuesday night. On Tuesday we had another thousand printed with tonight on them, and the chapel was well filled with an attentive audience. Two reporters were present, one, a Mr. Martin, representing the

Lowestoft Journal, which has given many favorable reports of our meetings in the past, the other was a Mr. H. L. Williams, representing the Eastern Daily Press, and Evening News and Weekly Press. Both of the representatives treated us with the greatest fairness and invited us down the next morning to look over their reports and make any corrections we wished. After the meeting we had one application for baptism, which we attended to the next night, being the second in the last month.

As a result of our meeting I received a letter from a gentleman asking me to call on him at his office, as he had attended our meeting and wished to ask me some questions. I went and had a very good time and left him some tracts to read, and he promised to come again.

WILLIAM CRANE.

#### INTERESTING CONFERENCE.

TOMSTOWN, Franklin County, Pa.

May 31st, 1897.

The West Pennsylvania conference of the Eastern States' mission, was held at Tomstown, Franklin county, May 29th and 30th, 1897. There were present, Elder Lewis A. Kelsch, president of the Northern States' mission, Elder Alonzo P. Kesler, president of the Eastern States' mission, Elder Cornelius Richardson, president of the West Pennsylvania conference, and the following Elders: Andrew Peterson, George W. Parrish, Samuel S. Florence, M. M. Decker, Thomas Blackburn, Walter P. Rich, William Hill, Henry Larsen, Daniel P. Thomas, John R. Crawford, John Y. Barlow, John Selley. Conference was held at the barn of Mr. George G. Rock, the upper portion of his commodious barn being arranged and fitted with seats, pulpit, etc., the interior being tastefully decorated with pine boughs, evergreens, ferns and flowers. The organ used during the conference was furnished by Mr. John Bonner. Tomstown is located in the eastern side of Cumberland valley, twenty miles west of the famous battlefield of Gettysburg.

Conference commenced on Saturday, May 29th at 2 p. m. Elder Cornelius Richardson, president of conference, presiding. The choir, which furnished excellent music throughout the conference, was made up of the Elders and Saints. Elders M. M. Decker and Andrew Peterson, in turn addressed the conference on the principle of faith; Elders Walter P. Rich and John Y. Barlow, on the principles of faith and repentance.

At 7:30 p. m. Elder Kesler addressed the conference for a few moments; thanked the people for their attendance, and urged all to give careful attention to what the Elders had to say, for they brought the plan of life and salvation. Elders Samuel S. Florence, John R. Crawford and Thomas Blackburn addressed the conference on the principles of faith and repentance, followed by Elders William Hill and Cornelius Richardson.

Sunday, May 30th, at 10 a. m. Elder Joshua Selley addressed the conference, speaking on the principles of faith, repentance and baptism. President Kesler spoke on the subject of pre-existence. The address was listened to with marked attention by the large audience present.

At 2 p. m., President Lewis A. Kelsch addressed the conference on the subject

of the Gospel and Church organization. The speaker made a comparison between the man-made gospels of today and the true Gospel of Jesus Christ, and closed by bearing a faithful testimony to the truth of the Gospel as restored to the earth in these the last days. Elder Alonzo P. Kesler then addressed the conference on the subjects of divine authority, apostasy, and the restoration of the Gospel. He testified that the Gospel had been restored, and bore testimony that the Gospel preached by the Latter-day Saints was the same Gospel that Christ and His Apostles taught.

At 7:30 p. m., Elder Henry Larsen addressed the conference for a few moments on the first principles of the Gospel; Elder George W. Parrish spoke on the principle of baptism, and Elder Richardson on the subject of the Holy Ghost. Elder Kesler thanked the people for their attendance, good order, and hospitality to the Elders; Elder Kelsch also thanked the people, and promised them God's blessings for their liberality and kindness, and conference adjourned.

Priesthood meeting was held Sunday morning at 8 a. m., Elder Kesler giving the Elders much valuable instruction. Elder Lewis A. Kelsch, of the Northern States' mission, also gave the Elders much advice and counsel. It was with much regret that we learned of the release of Elder Cornelius Richardson, who, for the last twenty-six months, has labored so hard to bring this conference to the front. Elder Joshua Selley was chosen to succeed Elder Richardson; John Y. Barlow was chosen as clerk of the conference.

The states of Pennsylvania, Maryland and all of West Virginia having lately been transferred from the Northern and Southern States' mission to the Eastern States' mission, a rearrangement of Elders was necessary. Elder Andrew Peterson was selected by President Kesler to labor in the Northern States' mission; Elders George W. Parrish, Samuel S. Florence and M. M. Decker were selected by President Kesler to go to Maryland to strengthen that conference.

On Monday evening, the 31st, the Elders, assisted by some local talent, gave an entertainment to the Saints and friends, which was attended by fully five hundred people. The presidents and all the Elders assembled, feel that they cannot do justice with words to the many kindnesses bestowed upon them by Saints and friends. The attendance at our conference was very large, the audience on Sunday afternoon numbering fully one thousand people; some coming as far as twenty miles, among them being several reporters, who took notes of the entire conference. Already several have applied for baptism. The Elders are very enthusiastic and are determined to push the work. Our working force is somewhat reduced at present, caused by releases and transfers.

Following are the addresses of the Elders now laboring in this conference:

President Joshua Selley and Elder John Y. Barlow, New England, Alleghany county, Pa.

Elders John R. Crawford and Daniel P. Thomas, Huntinton, Huntingdon county.

Elders William Hill and Henry Larsen, Quincey, Franklin county.