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NOT AT ALL "STARTLING."

The item in our special correspondence from Chicago published in Wednesday's "News," that over \$7,000,000 annually had been added to the foreign trade of the United States through the efforts of the farmers of the country, is not at all surprising to us, though the dispatch characterizes the idea as "a rather startling proposition."

Recent experiments in crop rotation and scientific farming have convinced experts in Chicago and elsewhere that by such methods of counteract exhaustion of the soil the annual crop yield of the country can be doubled.

Such a forecast may seem extravagant, but it is fairly within reason. Neither is it surprising that the suggestion that steps be taken to insure this result was first made by James J. Hill at the White House conference last spring. "Were any statesman to show us how to add seven billion dollars annually to our foreign trade," he said, "it would be the sensation of the hour." Yet there is nothing improbable in such an expectation.

Mr. Hill's argument was, in brief, that the way to do this in agriculture is to open to the farm products of the United States in 1906 were valued at \$8,734,000,000, and in 1907 at \$7,412,000,000; that all of our vast domestic commerce, equal in value to the foreign trade of all the nations combined, is supported and paid for by the land. Of our farm area only one-half is improved; that it does not produce one-half of what it could be made to yield, and this not alone by some complex system of intensive culture, but merely by ordinary care and industry intelligently applied; and that the fertile soil of America is the capital upon which alone we can draw through all the future, but the amount of the draft that will be honored depends upon the care and intelligence given to its cultivation.

We do not know that the case has ever been more strongly and concisely stated than by Mr. Hill. The chief difficulty lies in inducing the American farmers to follow expert advice on agriculture. A few years ago the cotton-bill weevil, one of the worst if not the worst insect pest in the United States at the present time, though it infests only the cotton plant, came into Texas from Mexico. The government entomologists warned the people of Texas to destroy the insect, and showed them how to do it. Very little attention, however, was paid in Texas to the warnings of the government officials. Many of the self-styled "practical farmers" even laughed at the earnest appeals of the experts of the agricultural department at Washington. At that time Texas was producing three-fourths of the world's greatest crop, but in a few years the bill weevil destroyed just three-fourths of the entire crop of Texas. Then the insect invaded Arkansas and Oklahoma and is expected presently to go east of the Mississippi, as it is spreading at the rate of about forty miles per year.

Our idea is that one of the first steps in legislating should be the enlargement of the duties of the horticulturists and entomologists and other specialists of the Agricultural College, also the extension of the duties of the state boards to include thorough inspection with a view to the prevention or control of the insect and weed enemies of agriculture; the creation of a forest commission with ample powers to begin the work of reforesting our denuded mountain areas and principal canyons; and the extension of the duties of the state engineers in relation to investigating proposed sites for reservoirs, and for completing a water survey of the state.

By taking such steps now the result in a few years will probably show that the railroad president quoted above is not at all extravagant in his predictions of the possibilities of wisely directed American agriculture.

TO ADVERTISE.

About a year ago business men of St. Paul began to advertise that city systematically. Money was subscribed by private enterprise and expended judiciously by experts in that line of business.

That the results obtained were satisfactory is evidenced by the fact that the city council has now, by unanimous vote, decided to add \$25,000 to the utility fund contributed by private enterprise. The city will be represented upon the board of the directors of the organization formed for the purpose of looking the city.

According to the accounts at hand, a large proportion of the funds will go into national advertising, and much additional money will be expended in the printing of literature and other forms of advertising. The city's previous participation in funds for the entertainment of conventions will be curtailed, and these amounts devoted to lines of work in harmony with the advertising plans. The advertising organization will conduct advertising work only, all industrial work being handled by another organization.

This should contain a hint to our own

enterprising business men. There should be an organized effort for the right kind of advertising this city of many advantages. Too long have the people here struggled against the kind of advertising sent out by those to whom personal interests are paramount. It will take some time to counteract the evil influence exerted by such agencies, but it can be done. Americans are for fair play and a square deal. The time is ripe for a united effort for the right kind of advertising of Salt Lake City and Utah. Let us go ahead and leave behind those who can neither learn, nor forget.

MAKE THE COMPARISON.

During the school campaign one of the hired tools of the manipulators of the so-called American party politics gave public utterance to the following:

"The schools are at present controlled by the Mormon church, which is the last institution in the world that should have that control, because its sympathies and purposes are altogether in another direction."

We have proved, to the satisfaction of every unprejudiced reader, that the cry of the Church control of the public schools is utterly absurd. It was raised in the hope of diverting attention from the conspiracy to capture the schools and the school funds for the benefit of party politics. It is not necessary now to dwell upon that subject.

But in the lines quoted there is an insinuation that the Church members are not interested in education. To be sure, that is not the exact reading of those lines. They say that the Church controls the schools, and that it should not because its purposes and sympathies are in another direction—than control. But under this befuddled proposition there is, as far as we can make it out, the insinuation that members of the Church are ignorant and opposed to education.

We have invited a comparison between the Latter-day Saints and their rabid antagonists, on educational and intellectual qualifications. Why not accept that challenge? Let the comparison embrace what each side has done for education in Utah. Why talk about the ignorant "Mormons" and insinuate that they are opposed to education? Why not point out what the scholarly and rabid anti-"Mormons" have done for the schools? Where are their universities, their colleges, their institutions of learning? Where are their Brigham Youngs, their Carl Massers, their Talmages? Where are the lands they have donated for school purposes? When the wonderful tale of anti-"Mormon" activity for education is told, we may tell the other side. We do not fear the comparison.

We have also challenged a comparison on moral grounds between the leading men of the Church, from the Prophet Joseph down to our own day, and the prominent leaders of anti-"Mormon" agitation, including those who recently clamored for the imprisonment of innocent men. But we suppose comparisons, like names, are odious. At least the challenge has, so far, been ignored. And yet, it seems to us, that would be an easy way of demonstrating the right of the agitators to howl about "Mormon" shortcomings and "Mormon" ignorance. In the meantime it is certain that if the Latter-day Saints did not occupy a very high level of intellectuality and morality, their traducers, miserable cowards as they are, would not dare to hurl against them accusation after accusation, unsupported by any evidence. They would not dare to fling insinuations against them. They would not dare to pursue a similar course in some communities. Here they rely upon the well known patience and long suffering of the people they assail without cause. And this is, perhaps, one of the highest tributes paid to the morality and the intellectual qualities of the Latter-day Saints.

IMPROVEMENT ERA.

The opening article of the December Era by William Hall is an answer to the question of the author of "Great Truths." "Which of all the religions of the world is the real, the final, the absolute truth?" Edwin F. Parry's "Herbert Melbourne" is continued. William George Jordan discusses "Living Life Over Again." Elder D. A. Lattimer writes on the question "Do We Forget?" The mission of the Prophet Joseph Smith, illustrated by photos by George Albert Smith is a eulogy of the Prophet by Edward H. Anderson. A crisp letter to a bishop in Provo from Elder Eugene L. Roberts, now laboring in Switzerland, is full of vital questions. Heber Q. Hale relates a striking historical incident on "Obedience to Counsel." President Joseph F. Smith writes on the question of "Moderation in Burial Displays." Editorials treat on "Games of Chance," "Was Jesus the Messiah?" "The Hebrew meaning of Create," and the "Reaction." There are interesting illustrated messages from the missions. The Seventies' Council Table is brim full of important matter for the Seventies. A quartet for male voices by Evan Stephens is found among the "Mutual Work." There are also practical suggestions on ward and gymnasium halls by Prof. Milne of the University of Utah that will interest those who are starting gymnastic work. Several poems on Christmas breathe the spirit of the month. Lon J. Hadcock contributes some beautiful verses entitled, "The Little Cap and Shawl." There are several other articles by well known writers, including the usual quota of events and comments. With these rich contents and its eight extra pages this month, the Era stands well up in the front rank.

A STORY OF BATTLES.

A book of considerable interest at this time of agitation for universal peace is one recently published by Harper and Brothers on the great battles of the world. It is a comprehensive review of the Fifteen Decisive Battles of the World, from Marathon to Waterloo, by Sir Edward Creasy, and the stories of the battles of Quebec, Yorktown, Vicksburg, Gettysburg, Sedan, Manila bay, Santiago, and Tsu-Shima added.

WHAT HE WRITES FIRST.

New York Sun. About the first thing that the average man will do in testing a new pen is to write his own name. That is as common as the habit of writing "Now is the time for all good men to come to the aid of their party" on the typewriter. The man who sells fountain pens knows the custom well. One dealer said the other day that he couldn't account for it on the basis of egotism, but explained it simply be-

cause a name was one thing most folks expected to have to write a great many times with a pen and the more wanted to try it out on that. If only I had a blotter for each of the many signatures I have seen written, and if I had criminal instincts I could make good money as a forger with some of the names that have been written in my place," he said.

FIRST GIRAFFE IN EUROPE.

London Globe. Dr. Johnson, as is well known, refused for many months to believe in the Lisbon earthquake, and Parisians formerly were just as skeptical as to the existence of the giraffe, a specimen of these gentle creatures was to the Jardin des Plantes. The earliest specimen of these gentle creatures was seen in Paris in the reign of Louis XVI. We learn from a French contemporary that the giraffe was first heard of in 1797, when it was described by a Frenchman named Lavallant, who had journeyed in the lands of the Hottentots and Kaffirs. When the explorers referred to the animals with long necks he was looked upon as a Munchausen and told that he was such in not the polite language. It was only when some living specimens arrived in the French capital that Lavallant's reputation for veracity was re-established, and then the animals for a long time formed the sensation of Paris, not only among the multitude but in all scientific circles.

UNSATISFACTORY EDUCATION.

Philadelphia Inquirer. We ought to train our boys to be more methodical and more thorough-going in everything they have to do. Constantly we hear complaint from business men that boys from the grammar schools, and even from the higher schools, are very hazy about arithmetic. Now, if there is any subject requiring precision it is that which deals with figures. It boots little that a boy has gone through a high school course if he cannot make out the extensions of an ordinary bill of lading. Yet the latter difficulty presents itself to business men continually.

SALT LAKE THEATRE

TONIGHT ONLY. An Evening With OPIE READ King of American Fun Makers. Prices—25c to \$1. Seats now on sale.

Tuesday and Wednesday next, Wednesday Matinee, the real George M. Cohan song show.

THE HONEYMOONERS Cohan boys—Cohan enthusiasm—Cohan girls—Cohan notes—Cohan music. 25c to \$1.50. Matinee, 25c to \$1. Sale Saturday.

3 EVENING PERFORMANCES. MATINEE SATURDAY. DEC. 10, 11, 12 Klaw & Erlanger's Stupendous Production.

BEN-HUR Seat sale opens next Monday. Prices: 50c, \$1.00, \$1.50, \$2.00, \$2.50. Mail orders with remittance promptly filled.

30TH PHONES 3669

ADVANCED VAUDEVILLE

THEATRE

Matinee Daily Except Sunday. All Seats Reserved.

Miss Julie Herne & Co. Gennaro & Venetian Gondolier Band. Pictorial Post Card Album. Mlle. Perline. Juppier, Brothara, Bertie Fowler.

Frank White & Lew Simmons. The Kinogram Theatre. Entire Orchestra at all Matinees. Matinees—25c, 50c, 75c; box seats, 75c. Evenings—25c, 50c, 75c; box seats, \$1.00.

Colonial Theatre

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Tonight, Schubert's Musical Comedy.

FANTANA and a chorus of 40 people.

Next Week—Willard Mack and Mauri Leone in Henry Miller's Military drama.

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ONLY AND ORIGINAL.

HI HENRY'S MINSTRELS!

50—ARTISTS—50. Nights—25c, 50c, 75c. Matinees—25c and 50c.

NEW LYRIC THEATRE

THE CAMERAPHONE. TALKING AND SINGING PICTURES COMMENCING

SATURDAY, Dec. 5

And until after the Holidays, admission to all parts of the house will be 10 CENTS.

We want to make every one happy. Matinee every day at 2. Evening at 7.

READ THE THEATRE MAGAZINE

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Z.C.M.I. Specials For Saturday! Millinery Dept. All Trimmed Stock Hats, excepting plume trimmed Millinery, will be sold Saturday at Half Price. All Plumes, Millinery Trimmings and Untrimmed Shapes, Saturday at One-Third Off. GLACE GLOVES, REGULAR \$4.50 AND \$5.00 A PAIR. \$2.50. Twelve and sixteen button Glace Gloves, mostly black and tans. The greatest glove bargain ever offered. Saturday, a pair. \$2.50. Flannelette Gowns and Skirts. A splendid variety of Flannelette Gowns and Skirts for women and children that will pay you to purchase tomorrow at these reductions. Ladies' Gowns. Ladies' Skirts. Children's Gowns. Saturday the children are at liberty. Bring them in to see the toys, whether you intend purchasing or not. OUR DRUG STORE IS AT 112-114 SO. MAIN STREET

Christensen's Dancing Academy. Bell Phone, 4793-y. Ind. Phones, 1489-2288. 137 E. 1st South St. New Term Classes Sat. Dec. 5. Children, 10:30; Juniors, 1:30; Seniors, 3:15. Adult class, Wed., Dec. 9, 8:30. The One School Where Proper Dancing is Taught.

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