

HEAD CONSUL TO VISIT SALT LAKE

A. B. Talbot, Chief of Modern Woodmen of America, to Be Given Reception.

PLANS FOR HIS WELCOME MEMBERS OF ORDER LOOK FORWARD TO GREAT EVENT.

A. B. Talbot, head consul for the Modern Woodmen of America, will be in the city tomorrow. As head consul Mr. Talbot is over a million Woodmen. He is a former law partner of William Jennings Bryan. The Woodmen have planned an elaborate reception for their guest. He will be received at the depot and after an automobile ride around the city, he will attend the regular meeting of the order. In the afternoon the party will go to Saltair and in the evening he will preside at the initiation of a hundred candidates. Mr. Talbot's last official act was that of signing the proclamation for Sunday, May 4, Mother's day. The concluding paragraph of the proclamation reads:

"Those of us who have a mother near to us, let us make a special effort to call upon her and show our appreciation of her life and influence upon us. Those of us whose mothers are in other parts of the country, let us see to it that a letter is written to her each week, breathing for her comfort and encouragement some message that shall gladden her heart and make her life the sweeter. Those of us whose mothers have passed on, let us make a special effort to call upon her spirit and show our appreciation of her life and influence upon us. Those of us whose mothers are in other parts of the country, let us see to it that a letter is written to her each week, breathing for her comfort and encouragement some message that shall gladden her heart and make her life the sweeter. Those of us whose mothers have passed on, let us make a special effort to call upon her spirit and show our appreciation of her life and influence upon us."

SERVICES FOR TOURISTS.

Address on Mormonism and Organ Recital in Tabernacle.

Special services for tourists and visitors were held in the tabernacle yesterday. As it was the first Sunday in the month and therefore fast day, no regular services were held. An address on "Mormonism" was made by Elder Marshall Thomas. He explained the beliefs of the Latter-day Saints and related the early history of the church. The following selections were given on the tabernacle organ by Assistant Organist Edward P. Kimball:

WITH THE STATE PRESS.

Imported Game. (Sevier Valley Sun.)

Mr. Alfred Bird and three children rescued here the first of the week to join the husband and father, who is one of Richfield's substantial business men. The birds came from England.

Money, for Instance. (Ephraim Enterprise.)

A man must have more than horse sense to run an automobile.

On the Wing. (Springville Independent.)

Senior Bird was down from Mapleton Sunday, shaking hands with his old friends.

Good Cause for Anxiety. (Davis County Argus.)

Norman Kelly and a young companion of Salt Lake City, are causing their mothers great anxiety, having followed the Arlington comedians to Farmington.

Also a "Bore." (Box Elder News.)

Never trust a bore, no matter how kind he appears. Keep behind him.

Kick on the Weather Man. (Tooele Transcript.)

Say, Tuesday evening a storm of thunder, lightning and rain struck this city that was a snorter, and beat the record, while it lasted, even for the past stormy week. And still the weather bureau predicts fair weather. The bureau better stop work and go a-fishing; they are the only factors failing—the merry winds of nature, and some day some of them will get drowned in their own fair weather predictions.

Girls Provided for Later. (Lehi Banner.)

To the young man about to graduate, by a pair of those Bean Bloomer Trouser and make the other fellow blue.

Taking a Fall Out of Webster. (Wasatch Wave.)

Charleston is having a very bad spell over the high school problem, but it is hoped it will soon be convalescent.

Pump Started to Work. (Salina Call.)

Through the grace of the town board a pump is now going and clean water is obtainable. Keep it up.

No Place for Editor. (Fillmore Progress-Review.)

The editor visited Burtner last Monday and Tuesday and found much activity there in home making, clearing, landscaping and planting. No jaoing in that section of the country.

Long on La Grippe. (Davis County Clipper.)

Without doubt Dr. Brown has had the largest case of la grippe and bronchitis known in this county. The patient, Harvey H. Perkins, describes it as 8 feet 1 inch in height by four feet square. The Harve has been quite ill for more than a month, but is now improving.

WAY DOWN IN DIXIE. (Washington County News.)

Pink and yellow roses are in bloom, also the lilacs. The farmers are putting up their first cutting of hay.

\$30 Cal. Round Trip \$30. Via the Salt Lake Route. Good on Los Angeles Limited. Ask for rates, dates and limits at office, 169 South Main street.

BIRTHDAY PARTY OF AYER & SON

Elaborate Banquet Is Given on Occasion of Fortieth Anniversary of Founding.

SOME GREAT SUCCESSES REMARKABLE ACHIEVEMENTS BY PROGRESSIVE FIRM.

The completion of forty years of remarkable successes in the advertising field was celebrated recently in Philadelphia by an elaborate banquet tendered to their employees and other invited guests by the members of the firm of N. W. Ayer & Son, one of the oldest and most successful advertising agencies in existence. At the banquet were 263 employees of the firm and a number of representatives of the leading publications and industrial enterprises of the country.

The banquet was held in the second floor of the Bellevue-Stratford hotel. The 263 guests of the evening, representing every advertising medium, and almost every different line giving patronage to advertising, in the center of the room was suspended the famous motto of the firm that has probably been known for many of its important achievements, "Keeping Everlastingly at It Brings Success." This motto was picked out of a bed of green moss in ruby electric lights.

A Token of Esteem.

During the evening James A. Buchanan, one of the oldest and best known representatives of the firm, presented F. Wayland Ayer, the senior member of the firm, with a massive silver loving cup. In his presentation speech Mr. Buchanan spoke feelingly of the esteem in which the employees held the firm, and especially of the head of the firm. In acknowledging the beautiful gift presented by his employees, Mr. Ayer spoke of the pleasurable associations between employer and employee and hoped that they would long continue. He was visibly affected by the present, which was a complete surprise to him.

The firm of N. W. Ayer & Son had its beginning forty years ago in a very humble way. Remarkable energy and scrupulous honesty have made it one of the very largest and best known advertising agencies in the world.

Great Oaks From Little Acorns.

In 1847 Nathan W. Ayer, a native of Connecticut and a graduate of Brown university, removed from western New York Philadelphia to continue in a private school the work of teaching, to which his life had been devoted.

In 1848 his son, F. Wayland Ayer, then a student in the University of Rochester, N. Y., followed him to Philadelphia to seek his fortune in business. Without friends, acquaintances or business experience, he did not readily find remunerative employment, and as a temporary expedient accepted an engagement as solicitor of advertising for a religious weekly paper.

April 1, 1848, the firm of N. W. Ayer & Son was announced. George O. Wallace was its first employee.

In 1872 N. W. Ayer died, and at the beginning of 1874 Mr. Wallace was admitted to an interest in the business, which continued until his death, in 1887.

Henry N. McKinney entered the employ of the house in 1872, and became a partner in 1877.

Albert G. Bradford removed from Albany, N. Y., in 1872, and became a partner in 1877.

Jarvis A. Wood engaged with the house in 1888 and became a partner in 1892.

April 1, 1892, the Ayer, father and son, started the advertising business at 50 Arch street in the city of Boston.

In the fall of the same year they removed to 72 Sanson street. In January 1892 larger quarters were again necessary, and they went to 72 Sanson street.

Again outgrowing their accommodations, they removed in 1895 into the building then being erected for the Philadelphia Times, at Chestnut and Eighth streets. Here they stayed for twenty-six years, having gradually extended over four floors of the Times building and three floors of an adjoining one.

Early in 1900 the firm removed to the Merchants building, Third and Chestnut streets, where it occupies several floors, and where additional space has several times been taken, including quarters in adjoining buildings.

The Steady Growth.

Starting without any employees, the Ayer & Son family, as they term it, has constantly grown. In 1876 it numbered 20; in 1884, 125; in 1892, 229; and at the dinner celebrating this birthday there were 263.

SELLS SHOES AT WHOLESALE

Davis Company Will Enlarge Its Business—Secures Lease on Building on West Temple Street.

The Davis Shoe company makes the announcement that it will go into the wholesale shoe business at an early date. The Davis company has secured a five-year lease on a building at 166 and 168 South West Temple street and will make this its wholesale quarters.

David L. Leavitt, who is employed by the Davis Shoe company, is now in Boston and the interests of the Salt Lake shoe company as regards the purchase of goods. Mr. Leavitt and H. Lewis of Ogden will be interested in the wholesale shoe business with the Davis company.

Salt Lake Charity Association.

The purpose of this organization is to investigate all applications for charity; to help the helpless; to give opportunity to the worthy but unfortunate to help themselves; to protect the public from imposition. In short, to make charity practical and systematic.

Funds are urgently needed, and those contributing may be assured that the money will be judiciously expended where it will do the greatest good.

Contributions should be sent to M. H. Walker, treasurer, at Walker Brothers' bank.

Officers of the association are: Dr. T. B. Beatty, president; J. B. Evans, secretary; M. H. Walker, treasurer.

Other directors: Simon Bamberg, W. Mont Perry, W. V. Rice, F. A. Druhl, Rev. E. I. Goshen, William H. Tibbals.

The Salt Lake Route announces special sale dates for eastern excursions, Chicago, St. Louis, Missouri river, etc., from all stations in Utah except Salt Lake City. Tickets good on Los Angeles Limited, the finest train in the west. Also \$30 round trip to Los Angeles. Write for rates, dates and limoges, etc. to any agent of the Salt Lake Route, or K. C. Kerr, D. P. A., Salt Lake City.

WATCHES SOLD ON INSTALLMENTS.

JOS. B. FLATOW, Jeweler, 49 E. 24 South St.

All Makes of Typewriters

For rent or sale. Typewriter Exchange, phones 430.

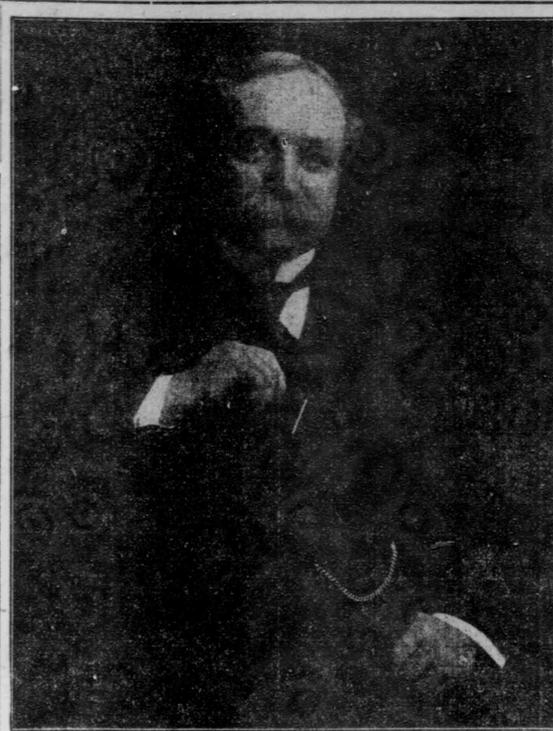
DIAMONDS ON INSTALLMENTS.

JOS. B. FLATOW, Jeweler, 49 E. 24 South St.

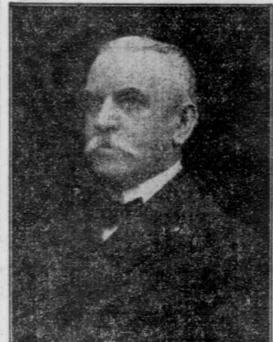
FAIR WARNING. (Boston Transcript.)

He—If I'd known how sarcastic you were, I never should have married you.

She—You had a chance to notice. I didn't say "This is so sudden," when you proposed to me after four years' courtship?



F. Wayland Ayer.



Henry N. McKinney.

The first year Ayer & Son's business was \$15,000. In ten years they were doing the largest business in their line—position which has been maintained by them ever since.

Their explanation of this growth is that they have made advertising pay the advertiser.

They carry on their books on an average 18,000 open accounts with publishers, and the amount they have paid the newspapers of 1918 amounts to \$5,888,888.

Great as this sum is, it is small in comparison with the other millions that have been paid to the newspapers through other sources for exploiting articles along advertising trails blazed by N. W. Ayer & Son.

Ayer & Son have made a specialty of advertising staples. In the early days it was thought that advertising was appropriate only for proprietors of patent medicines, or, at least, for an owner of a specialty.

This fallacy they have effectually exploded.

Specialties have been made by advertising, and the staples of commerce have sold in this way to an extent the fathers never dreamed of.

As a single illustration of this point, witness the well known soda cracker, which when given a name suggested by Ayer & Son, advertised by means made by them, packed in a remarkable carton and marketed by a wonderful organization, has made the advertising success of the age—Uneda Biscuit.

Ayer & Son state that they have more faith in advertising today than ever before.

Looking backward, they see hundreds of business men who a few years ago said "Advertising would do me no good," but who today are using it regularly and profitably.

Looking forward, they see hundreds more who will either have to adopt this modern trade-building method or see their business go to more enterprising and progressive competitors.

ALBERT G. BRADFORD.

JARVIS A. WOOD.

THE KNIGHTS OF COLUMBUS ARE PLANNING AN ALL-STAR MINSTREL SHOW TO BE HELD IN THE SALT LAKE THEATRE ON MAY 17.

In giving this minstrel show the Knights of Columbus have incorporated into their plans the very latest in minstrel—mixed minstrel. Mixed minstrel means that there will be minstrel men and minstrel girls.

George Primrose, the famous minstrel man, has announced that the time has come, hard though it may be to realize it, that girls will be as good minstrel men as the best blackface comedian on the boards. Following out this idea the Primrose minstrels will hereafter be boys and girls.

At the minstrel performance to be given by the Knights of Columbus there will be a chorus of fifty boys and girls with song hits and jokes by both sexes. Several original features have been added to the somewhat stereotyped first part usually seen on minstrel shows. The olio will present some of the very best local artists in singing, dancing, acrobatic and monologue specialties. The performance will close with a fine ensemble for the finale that is really an artistic and scenic triumph.

For several weeks the Knights of Columbus have been selecting some of the best talent in the state to appear at the performance, and it is sure to be a musical treat. Instead of the hackneyed minstrel jokes the young men in charge of the show have confined the humor largely to local hits, some of which are screams. Special scenery is being painted for the production and all the indications are that the first dramatic efforts of the loiterers will be crowned with success. The proceeds of the show will go to the Knights of Columbus building fund, the intention being to erect a council house in the near future.

CASTRO THINKING OF BRINGING SUIT

Paris, May 2.—Cipriano Castro, former president of Venezuela, is reported to be consulting with lawyers here with a view to bringing a damage suit against the French government for his recent expulsion from Martinique. As the government has the power to expel foreigners at its discretion, Senor Castro, it is said, purposes basing his action on the fact that he was forcibly placed aboard a ship at Martinique and compelled to return to France without being given the option of choosing his destination.

Self-Proof Dispels Doubt POSTUM

Has pleased and benefited millions. A 10 days' trial will prove that it will do the same for you.

"There's a Reason."

STOCK PRICES HOLD THEIR OWN

Unsettlement at the Beginning of the Week Followed by Feeling of Confidence.

OUTLOOK VERY FAVORABLE INVESTORS OVERLOOK TEMPORARY DISADVANTAGES.

New York, May 2.—The speculative sentiment as reflected in the action of the stock market underwent some unsettlement in the early part of last week, but price recoveries later indicated a reinstatement of confidence. It is quite generally recognized that the present position owes much to the money situation and the wavering of prices was traceable to this influence to a large extent. The close of the preceding week had a hardening in the call money rate to three per cent, the highest since the first week in January of this year.

The bank statement made it clear that the demand for credits in connection with the syndicate subscriptions to new bond issues had encroached on supplies to an extent that made bankers more cautious in extending accommodations for speculative purposes.

Suspicion was aroused towards the market as a whole by this evidence of artificial conditions in special stocks. In some instances there were blunt denials made by officials of rumors of intended dividend increases which had been used in forcing up prices in such cases.

The final stages of the transition of the sovereignty in Turkey caused some uneasiness abroad, which was reflected in the local market. The revival of anxiety over the prospects of delay in the enactment of the tariff revision measure contributed to the depression. Another factor against the market was the unfavorable weather conditions for the wheat crop which gained influence from the renewed upturn in the price of wheat.

A powerful factor in soothing the apprehensions was the easing of the money market. The increased requirement here had the effect of attracting funds from outside sources and of putting a stop to the gold export movement.

The decisive factor in the later improvements of speculative sentiment was the conviction that the steel industry were undergoing a turn for the better. The publication of the United States Steel earnings for the first quarter of the year helped that feeling as those earnings were somewhat better than the preliminary estimates.

Of greater effect was the report of a stiffening of prices on several classes of steel products. The hopefulness in this matter was helped by the placing of a number of orders for railroad equipment, by a number of important railway systems.

WORK COMMENCES ON MONTANA WESTERN

Helena, May 2.—A special train started here that was begun today on the Montana Western railway, which was recently incorporated by residents. While the original line extends only from Conrad to Valier, it is the intention to push the line to the westward into Flathead county, thus opening up a rich agricultural, mineral and timber section.

TO CLEAN NICKEL

Nickel bath-room fixtures and other "trimmings" about the house, are ornamental, if kept bright; but keeping nickel bright is what many householders dread.

True, this is not easy, unless one has Gold Dust, but this may be obtained at any grocery.

The rest is easy.

Make a warm sud, using Gold Dust, and wash the nickel fixtures with a cloth. If very dim, rub a little of the Gold Dust directly upon the surface, rinse, and rub dry with a piece of soft linen or flannel.

Nickel lightly washed each week in Gold Dust and warm water, then wiped with a soft cloth, will never get dull and will never need hard rubbing, but is as easy to keep bright and clean as a piece of glass.

WE SELL

Clear Creek Aberdeen Rock Springs and Castle Gate Coal

They're all good.

Also we're opposed to the Black Hand.

The file that will file other files

Known by all skilled mechanics as the standard of file excellence—tempered perfectly of the very finest steel.

All styles—Just ask for the "Black Diamond"

Scott Hardware Co. 168 Main St. Phones 748.

WESTERN FUEL CO. (Critchlow, Fischer & Kittle) Cable address "Wesfuco." Phones 719 73 Main Street

CREAM OF VIOLETS A relief for chaps, tan and freckles. TOOTHACHE JELLY. Instantaneous relief from toothache. OQUIRRH PHARMACY, Corner 4th So. and 4th East Streets.

UNION DENTAL CO. Are now permanently located in their new and handsomely equipped rooms, 212 Main St. REMEMBER US. WE TREAT YOU RIGHT. Painless Extraction of Teeth or No Pay.

MAKE-MAN Tablets conquer all nervous diseases in men or women, renew vitality in old and young, rebuilding the rundown nervous system. The result is soon apparent in a full renewal of the old-time zest and joy of living. 2c. box, 6 for \$2.50. Phones 457. Remember the number.

209 Main—Kenyon Pharmacy. Geo. T. Brice Drug Co

To get your clothes cleaned right Call Bell Exchange 39 or Ind. 1122. Regal Cleaning & Dyeing Co.

GARDNER DAILY STORE NEWS

MAIL ORDERS PROMPTLY FILLED

No Weather Forecast for Today.

Graceful Lines Distinguish Our College Clothes.

Premiently in the lead in all that makes for distinctive style; and without a peer in fit or fabric, Gardner Clothes for Young Men represent the best efforts of the leading clothesmakers of the country.

Features prominent in Gardner Suits for Spring are long lapels, full chest (athletic), patch and decorated flap pockets, fancy cuffs, "dip" front, slightly cut away.

Prices range from \$6 up to \$35.

We are showing an immense variety of Young Men's Hats at \$2 and \$2.50.

ONE PRICE L. P. GARDNER THE QUALITY STORE

LAWN MOWERS

You pay a dollar down and a dollar a week for a Coldwell

These Mowers are equal to, if not a little better than any other make on the market at corresponding prices.

We are state agent for the COLDWELL

\$1.00 down—\$1.00 a week

Consolidated Wagon & Machine Co.

Salt Lake City, Utah. Geo. T. Odell, Gen'l Manager.

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EXPERT KODAK FINISHING

ORDERS LEFT TODAY ARE READY TOMMORROW

Self-Proof Dispels Doubt POSTUM

Has pleased and benefited millions. A 10 days' trial will prove that it will do the same for you.

"There's a Reason."

Harry Shieler 151 So. Main, Second Floor.