

Established 1864. W. P. Kiser, Mgr.

Henry Wagener Brewing Co.

**LAGER BEER
and PORTER**

Special Attention Given to Bottled
Beer for Family Trade.

Free Delivery to all Parts of
the City.

Office:
142 E. First South St.
Phone 218.

UTAH ELECTRICAL SUPPLY COMPANY

15 West First South Street
SALT LAKE CITY, UTAH.

Wholesale and Retail Dealers
ELECTRIC—

FANS, MOTORS,
TELEPHONES,
DYNAMOS,
IRONS, FIXTURES,
HOUSE WIRING,
CONTRACTORS.

Everything Electrical

NEW ORPHEUM HOTEL

EUROPEAN.

Hot and Cold Running Water in
Every Room.

Public and Private Baths.

H. E. BARTLETT, Proprietor.

Ind. Phone 582; Bell 3901K.

138 State St., Salt Lake City.

SALT LAKE TURF EXCHANGE

48 EAST SECOND SOUTH.

California and Eastern Races.
Direct Wire for all Sporting Events

A Word about the Value of Conventions

By FISHER HARRIS

It is a well established belief among men engaged in publicity work that the best advertising a community can receive, aside from the attractions with which Nature has endowed it, comes as a result of the successful handling of conventions. As a consequence of this belief one finds at all conventions held in the United States representatives from various cities, each one engaged in setting forth as best he may, the reasons why the locality he represents should be selected as the place of next meeting.

Los Angeles and Denver are perhaps the most earnest seekers for conventions of all the cities of the Trans-Mississippi country, and there are many thoughtful men who are convinced that the surprising progress of those municipalities during the past twenty years has been due largely to the great number of conventions that have been entertained by them. Whether that conclusion is wholly true or not it is certainly true that the desire of those cities for conventions seems perfectly insatiable—the more they get the more they want, and their business men apparently regard no expense as being too great to secure for themselves the privilege of entertaining the annual meetings of large bodies of representative business men. A notable illustration of this condition is found in the recent action of Denver which city raised the great sum of \$100,000.00 in order to get the National convention of the Democratic party, and I am reliably assured that had there been any possibility of bringing that particular convention so far west, Los Angeles stood ready to double the sum.

There are, of course, many reasons for this confidence in the beneficial results of properly cared for conventions. The first tangible good resulting from a convention is found in the money spent by its members in the city of their sojourn, which, in almost every instance, is very many times in excess of the amount expended for entertainment. In the case of large gatherings this accession of new money is frequently so great as to favorably effect local financial conditions for many months after the convention has adjourned and its members have returned to their homes.

Again, every member of a convention who goes away pleased with the treatment he has received and properly impressed with the advantages and hospitality of the city, whose guest he has in a measure been, becomes at once a talking and enthusiastic advertisement for that city. He thinks always of the city as in gala dress, clad in the habilaments of holiday time, prosperous, contented and of her people with glad hands and smiles welcoming the stranger within her gates.

In this specific regard convention advertising differs from all other forms of community exploitation. For instance, the beneficial results derived by a community from the circulation of books, pamphlets, magazine articles and the like are necessarily vague and indefinite in actual realization save in isolated cases; while the easily seen and felt benefits of a convention begin when the first delegate inscribes his name on the local hotel register and last for years.

There are many other advantages accruing to a community as the consequence of conventions that are doubtless obvious to the reader, and which the space accorded this representation of the subject will not permit me to cover.

In my judgment, and in conclusion, no investment that a city can make for advertising purposes returns such manifest and manifold rewards as the amount spent for the care of conventions, and no city within the range of my knowledge comes as near to being ideal for convention purposes as does this capital city of ours. We have auditoriums with sufficient seating capacity to comfortably hold the very largest conventions in the country; our hotel, restaurant and rooming house facilities are remarkably extensive; our people are justly noted for their public spirit and hospitality and our scenic and climatic advantages are unexcelled. In addition to these obvious attractions there is a peculiar interest felt in Salt Lake City by every man, woman and child in the nation.

My experience with many conventions has been that the mere suggestion of Salt Lake is received with a spontaneous enthusiasm that gives it an evident advantage over every other contestant for convention honors. By all means let us have all the conventions we can get.

REALTY TRANSFERS.

The real estate market is growing brisker, several transactions of importance were recorded during the week, among which was the sale of four choice lots in Federal Heights.

"Benjamin" Clothes for Spring



"Benjamin" Young Man's Suit

"Broadway" Styles

And the very newest patterns of cloth, combined with expert workmanship, are found in

**Benjamin Clothes
for Spring**

Suits \$18.00 to \$42.00

Made to Fit You

**Poulton, Madsen,
Owen & Co.**

111-113 MAIN STREET

Pure Health Giving Beer

The Utah Brewery is turning out a product that has been specially commended by the United States Health Bulletin, the American authority on matters of health, sanitation and hygiene.

LAGER BEER AND PORTER

Special attention to bottled beer
for family trade. Free
Delivery in the City.

Second North and Second West
Streets