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Ask for this special cream. A special price given to church socials and other large entertainments.

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48 EAST FIRST SOUTH STREET

WEDDING PRESENTS

If you want a suitable present you will find our display of silverware most tempting.

The 1908 designs are in and we always have a complete stock and show the choicest selections.



A NEW SALT LAKE,

L. S. G.

A greater Salt Lake greets its visitors this week.

There have been many conventions here the past few years, but of them all, the present should prove the most profitable to this city. One reason will suffice—Salt Lake is prepared today as never before in its history for the most careful, searching and far reaching investigation into its commercial and industrial activity business men may care to make.

The future with its possibilities has always been with Zion, but even as recently as a year and a half or two years ago an investigation into the situation here by men looking for a conservative and yet productive investment for their money, would not have developed as rosy an outlook by a wide margin as is evidenced today.

Salt Lake is in its stride and is swinging on toward a new metropolitanism with a headway that nothing short of a national calamity can stop.

Salt Lake is a city of values. The record of the past eight months has proven it beyond all peradventure of a doubt. Strong and hard rode the market through the financial crisis of the winter. Today the value of commercial property in Salt Lake is higher than at any time before the near-panic. The stringency came as a crucial test to the real estate situation of the city. Had our values been established on an artificial basis or had the market been of a speculative nature it must have fallen with other real estate markets throughout the west. Quotations at which Salt Lake property is held today is based on the pressure of the commercial and industrial development that has been in progress here for the past two years and after that the influx of population.

There is a physical law to the effect that two bodies cannot occupy the same space at the same time. A year and a half ago commercial Salt Lake was jammed and crowded on Main street between South Temple and Third South and on the cross streets from State to West Temple. The law as to space was as nearly transgressed in Salt Lake at that time as any other place in the country. Expansion had to come and the natural outlook was lower Main.

A year and a half ago property below Third South on Main street could be bought for from \$800 to \$1,000 a front foot. Today there is not a foot of property on lower Main between Third and Fourth South streets for sale under \$2,000 or \$2,500. Below Fourth South on Main prices in a year and a half have gone from \$300 and \$400 a front foot to \$800 and \$1,000. Market street property that could be bought for \$300 a front foot is today held at \$1,000 and \$1,200. Fourth South street property between West Temple and State, has gone from \$150 and \$300 a foot to \$600 and \$800.

No city in the country can boast of such a record. One needs but stand on upper Main and cast his eye against the southern sky-line. Towering into the air go the two Newhouse skyscrapers. Besides them is the practically completed Judge building. These three great office structures alone would be sufficient to give an immense impetus

Continued on page 11

THE ROYAL WAY.

In the Lakery or in the cafe is one of perfect cleanliness. That is the real reason of the popularity of the Royal. Drop in at the lunch hour and find out how nice everything is, or drop in between meals and take a look at the cleanest kitchen in the west.

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