

STREET CAR SERVICE.

While the spirit of the booster is abroad in the land, wouldn't it be just as well for people accustomed to saying an unkind word about the street car service to think a moment before lifting their voices in protest.

In one year's time, that is in the fiscal year of the company ending July 1st, over \$1,500,000 in actual cash was expended in improvements on the street railway, and that was exclusive of all operating expenses.

Doesn't that show pretty clearly a desire to do the right thing for Salt Lake by those in control of the transportation company? And doesn't the promise that many thousands of dollars more are being and will be spent in perfecting the system mean that the company is doing its full share in making a greater Salt Lake?

Just take out your watch next time you wait for a car, and you'll find that it isn't necessary to wait half so long as you think it is.

Compare the rails and the cars and the service generally with that of two years ago, and it is easy to see how the service has more than kept abreast of the times.

A whole lot of twaddle has been published about the rule of the company regarding transfers, that is, that those who wish them must ask for them when paying the fare. This has seemed to be a terrible burden on some, but it is directly in line with the city idea to expedite matters in loading and unloading a crowded tram.

Some years ago when it was decided that cars should stop only on certain sides of certain streets the same kickers yelled for help. There are those who cannot stand for improvements in any form, and it is easy to believe that there are those here with a nice growth of moss down their spinal columns who would be de-lighted if the present cars could be replaced with the patient asses of an earlier day. Certainly the proximity would make them feel more homelike.

In the upbuilding of this city, the car company is playing no small part.

THE SPUR.

By Aldis Dunbar.

Because of your strong faith, I kept the track
Whose sharp-set stones my strength had well-nigh spent.
I could not meet your eyes if I turned back;
So on I went.

Because you would not yield belief in me,
The threatening crags that rose, my way to bar,
I conquered inch by crumbling inch—to see
The goal afar.

And though I struggle toward it through hard years,
Or flinch, or falter blindly, yet within,
"You can!" unwavering my spirit hears;
And I shall win.

—The Century.

THE LOUVRE AND THE THEATRES.

With the opening of the theatrical season for 1908-09, the real season at the Louvre Rathskeller begins, and it is our belief that this will prove more popular than any preceding year at the cafe.

Already, theatre patrons are arriving early after the performances, and with the opening of all the playhouses the coming week, the crowds will be greater. The Louvre is the only cafe in Salt Lake where people may wine and dine and hear good music, and meet their friends in a Bohemian atmosphere, and is the natural magnet for those who sup after the play.

If you're looking for a friend, you'll probably find him there with a lot more. If there are notables in town—actors, artists, writers or any other distinguished bon vivants—you'll see them at the Louvre, where the cuisine and the service are what they should be, where the variety of wines, liquors and cigars is unsurpassed, and the best cafe orchestra between San Francisco and Chicago may be heard day and night. I want to see you every night next week.

EUGENE WILLE, Manager.

What makes the people send their bills to Wallace to collect, is because he gets the money without offending the debtor, and consequently his clients do not lose trade. Send in your bills, 324, D. F. Walker Bldg. Phones 1069. Send for folder.

REMOVAL NOTICE

The Monroe Studio has moved to its new location, 38½ West Third South street, opposite Greenwald Furniture company. All on ground floor. I give my personal attention to all sittings in my new studio.

C. H. MONROE.

IS PARIS IMITATING SALT LAKE?

It has long been a privilege of Salt Lake's people of fashion to secure Parisian frocks right here at home thereby dispensing with the petty annoyance of going abroad or employing the postal delivery system, but perplexities have been plenty in the matter of removing the spots and wrinkles from the finery after ownership has been acquired. There will be rejoicing among those who have of necessity been sending their costly apparel east to be cleaned, in the news that a local institution is equipped with the finest French dry cleaning apparatus in the United States. The same is the recently installed plant of the Regal Cleaning & Dyeing Company, at 156 to 160 East 2nd South, the new location of the main offices and work rooms of that progressive concern, which has in the past enjoyed the reputation of being first in its line in the West, and now takes a place with great French cleaners of two nations.

An interesting place is this new laundry for "wearables that won't wash."

Expert Kodak finishing, Harry Shipler, Commercial Photographer, 151 South Main Street.

THE AGRICULTURAL COLLEGE, LOGAN, UTAH

School year begins Sept. 15th, 1908
Degree and certificate courses in
Agriculture, Domestic Science, Com-
merce, Mechanic Arts, General
Science. Courses in Music.
Circulars and Catalogue free upon application.

When a High
Class Commodity

is advertised, quality of circulation in the advertising medium is the first thing to be considered.

Therefore we must look for a publication that goes to the spenders—and the masses as well; a publication read by particular, discriminating people; a publication with Class, Character and Individuality stamped on every page, in editorial, fiction, press and advertising columns; a publication that carries Prestige.

Such a publication is

Goodwin's Weekly

catering to and exclusively covering the field in the great inter-mountain west.

Now, if you are selling high-class goods and you want the patronage of this class of people do you know of anything that will appeal to them more quickly or forcibly than a striking, virile advertisement in **Goodwin's Weekly?**