

X ǝɹɹɹɹɹ ǝɹɹɹɹɹ

Long Sounds.		Letter.	Name.	Sound.
Letter.	Name.			
ǝ	e . . . . as in . . . eat.	ǝ	.....p	
ɛ	a " ate.	ɛ	.....b	
ə	ah " art.	ɹ	.....t	
ə	aw " aught.	ǝ	.....d	
o	o " oat.	ǝ	.....che. as in . . cheese.	
o	oo " ooze.	ɹ	.....g	
Short Sounds of the above.		ǝ	.....k	
ǝ	as in . . . . . ǝt.	ǝ	.....ga. . . as in . . gate.	
ǝ	" et.	ǝ	.....f	
ǝ	" at.	ǝ	.....v	
ǝ	" ot.	L	.....eth. as in . . thigh.	
ǝ	" ut.	ǝ	.....the " thy.	
ǝ	" book.	ǝ	.....s	
ǝ	i . . . . as in . . ice.	ǝ	.....z	
ǝ	ow " owl.	D	.....esh. as in . . flesh.	
ǝ	woo	ǝ	.....zhe " vision.	
ǝ	ye	ǝ	.....ur " burn.	
ǝ	h	ǝ	.....l	
		ǝ	.....m	
		ǝ	.....n	
		ǝ	.....eng. as in . length.	

The thirty-eight symbols used in the Deseret Alphabet and their phonetic values. The top line reads "The Deseret Alphabet."

prohibitively expensive for a sparse population in a subsistence economy. Those already literate had little incentive to learn the Deseret Alphabet, while illiterates would have had very little to read. The death of President Young in 1877 marked the end of efforts on its behalf.

**BIBLIOGRAPHY**

Ivins, Stanley S. "The Deseret Alphabet." *Utah Humanities Review* 1 (1947):223-39.  
 Monson, Samuel C. "The Deseret Alphabet." Master's thesis, Columbia University, 1948.

SAMUEL C. MONSON

**DESERET BOOK COMPANY**

The Deseret Book Company had its beginnings in George Q. Cannon and Sons, a retail bookstore and publishing company established in Salt Lake

City in 1866. Cannon was an apostle and a counselor in the FIRST PRESIDENCY of The Church of Jesus Christ of Latter-day Saints. After his death in 1901, the company was purchased by the Church's *Deseret News* and renamed the Deseret News Bookstore. Meanwhile, the Church SUNDAY SCHOOL organization began publishing its own lesson manuals and supplementary instructional materials in the early 1870s and later included book publishing and a retail bookstore. The two companies were merged in 1919 and subsequently named the Deseret Book Company.

A subsidiary of the Church's Deseret Management Corporation, the Deseret Book Company has three divisions: retail, publishing, and wholesale. The retail division operates stores in several states in the western United States: Mormon Handicraft, which is a Salt Lake City consignment shop for handmade goods; a book club; an audio- and videotape club; and a mail- and telephone-order shopping service. The publishing division produces books related to family life, history, biography, LDS doctrine and theology, fiction, and inspiration for both children and adults. It also produces audio- and videotapes and compact discs. The wholesale division distributes Deseret Book titles and books from other publishers to retailers throughout the world.

ELEANOR KNOWLES

**DESERET HOSPITAL**

With increasing evidence that home care of the sick and injured was no longer adequate, the women of the RELIEF SOCIETY, with the support of the First Presidency, opened Deseret Hospital in Salt Lake City on July 17, 1882. Though Roman Catholics and Episcopalians already sponsored hospitals in Utah, this was the first official endorsement of allopathic medicine by The Church of Jesus Christ of Latter-day Saints (see MEDICAL PRACTICES). A desire to have a place where spiritual ministrations could accompany medical treatment (see SICK, BLESSING THE) was among the motivations for the institution, and staff members were blessed and SET APART by Church leaders for their tasks. The hospital also specialized in obstetrics, both in providing care and in training midwives and others.

Deseret Hospital was originally located in downtown Salt Lake City in a building vacated when the Catholics moved their hospital to larger