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Long Sounds.		Letter.	Name.	Sound.
Letter.	Name.			
ð	e...as in...eat.	7p	
ɛ	a " ate.	8b	
ə	ah " art.	9t	
o	aw " aught.	0d	
o	o " oat.	Cche...as in...cheese.	
o	oo " ooze.	9g	
		0k	
		0ga...as in...gate.	
Short Sounds of the above.				
†as in.....it.	pf	
↓	" et.	çv	
↓	" at.	Leth...as in...thigh.	
↓	" ot.	Ythe " thy.	
↓	" ut.	Ss	
q	" book.	çz	
ð	i...as in...ice.	Desh...as in...flesh.	
ð	ow " owl.	Szhe " vision.	
w	woo	ψur " burn.	
ψ	ye	ll	
ψ	h	9m	
		hn	
		Heng.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.

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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



Deseret Hospital Board of Directors. Top row: Ellis R. Shipp, MD; Bathsheba W. Smith; Elizabeth Howard; Romania B. Pratt Penrose, MD. Second row: Phebe C. Woodruff; Mary Isabella Horne; Eliza R. Snow; Zina D. H. Young; Marinda N. Hyde. Bottom row: Jane S. Richards; Emmeline B. Wells. Courtesy Utah State Historical Society.

quarters. In July 1884, Deseret Hospital moved to a larger building that could accommodate forty to fifty patients, though it seldom had more than sixteen at a time.

Deseret Hospital featured a homelike atmosphere, the latest surgical equipment from New York, and a staff of dedicated, well-trained, mostly female physicians, including Ellen B. Ferguson, Ellis R. Shipp, and Romania B. Pratt. Long before its doors opened, the women of the Church, led by Eliza R. Snow, raised funds for the hospital. Though these efforts continued, support was never adequate to pay for the treatment of the many “free” patients, and the hospital was forced to close in 1894. The hospital kept its nursing and midwifery schools operating until the opening of the Groves Latter-day Saints Hospital in 1905 (see HOSPITALS).

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SCOTT PARKER

DESERET INDUSTRIES

Toward the end of the Great Depression, in August 1938, Deseret Industries was established “to help Church members help themselves” through a program of donated household items, volunteer labor, and vocational training.

In a letter to LDS congregations in Utah’s Salt Lake Valley dated August 11, 1938, the FIRST PRESIDENCY and PRESIDING BISHOPRIC called for “contributions of clothing, papers, magazines, articles of furniture, electrical fixtures, metal and glassware” from each household. The letter explained that the project would be known as Deseret Industries, and that the organization would make “periodic collections of these materials from homes . . . and employ men and women to sort, process, and repair the articles collected for sale and distribution among those who desire to obtain usable articles . . . at a minimum cost.”

Since then, goods have been sold at thrift stores bearing the Deseret Industries name. Local Church congregations continue donation drives, during which volunteer workers collect goods from the homes of members. Anyone can donate items at any Deseret Industries store as well.