







# WHITNEY

## MRS. WHITNEY'S DESIGN ACCEPTED



Plans for the Titanic memorial submitted by Mrs. Henry Payne Whitney of New York have been accepted by the Washington Art Commission. The memorial is to be erected here to commemorate the heroism of the men who sacrificed their lives when the vessel succumbed to the waves of the Atlantic.

The announcement was made by Mrs. John Hays Hammond, secretary of the Titanic Memorial Association, which has raised \$100,000 for the erection of the memorial. She is also chairman of the committee that finally passed upon the designs.

Mrs. Robert Chew, chairman of the District of Columbia Association, received a letter from Mrs. Hammond communicating to her the fact that the commission had approved the design submitted by Mrs. Whitney. Mrs. John Hay, president of the Titanic Memorial Association, stated that Mrs. Whitney's design had been accepted.

accepted. Seven designs were submitted to the commission which, with Mrs. Hammond, made the selection. Some of the most prominent sculptors of the country were among the competitors.

Mrs. Whitney's design, it was learned, is a figure of a man, symbol of heroism. The figure is white marble, stands with arms outstretched and head thrown back, giving the impression from a distance of the crucifixion.

## AIMS BLOW AT LOBBYISTS

Senator Law Dyerman of North Carolina, chairman of the Senate lobby investigating committee, will introduce a bill soon to provide that it may be questioned whether under its provisions a headquarters or office can be maintained in Washington by any business organization interested in legislation. Not only will Senator Dyerman include features of the Massachusetts law requiring the registration of legislative counsel and agents, but he will incorporate the resolution of Andrew J. Peters of Massachusetts providing for the publication of a bulletin of committee hearings. This is a reform for which the news faculty and many members of house and senate have been working, but action has been delayed partly through the recent refusal of congress to transact general business.



"The point is this," said the senator. "The public has a right to know who properly represented it. It has a right to know what class of men are trying to influence legislation in congress and why. It is not improper for any person to appear before a congressional committee in favor of or in opposition to a measure, but it is improper for lobbyists to come here in disguise, draw the committee, if they can, and get work on the outside which often works all the aspects of propriety. The business of congress is public, not private. It should be open and above board. It should be advertised properly in all ways and should be conducted by men who are wearing the hat of what they are so there can be no misunderstanding."

## IN LINE WITH TRADITION



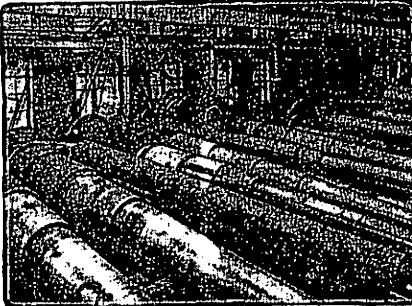
John Hamilton Fish, Representative from New York, has been elected to the 60th congress. He is a member of the House of Representatives from the 1st district of New York. He was born in New York in 1854. He is a member of the House of Representatives from the 1st district of New York. He was born in New York in 1854. He is a member of the House of Representatives from the 1st district of New York. He was born in New York in 1854.

## FAVORED FOR HIGH POST

According to those high in the confidence of church circles in Rome, William Cardinal O'Connell, archbishop of Boston, was at one time seriously expected to succeed to the see of Cardinal Rampolla, who was archbishop of St. Peter. An official bulletin a few days ago, however, announced the appointment of Cardinal Merry del Val to that high office.



# MAKING BIG GUNS



## SCENE IN ORDNANCE FACTORY

FROM the old-fashioned cast-iron gun with a range reckoned in feet to the great guns of modern times with a range of miles is a far cry, but the results of experiments by scientific men of all nations during the past 100 years have given us today what is practically perfection in the art of manufacturing.

Over 100 years ago guns were cast in solid iron or a combination of brass and iron and were always liable to explode if overheated. It was not until the fact that they were cooled from the outside and in consequence when the gun was fired, the inside of bore would expand quickly, cracking the whole piece.

A later method was used by which the inside was cooled first and solidifying was encouraged and supported by the contraction of the exterior which it was cooled down.

The Built-Up Gun.

Still later a series of banding rings was devised whereby each portion of the metal was made to bear a fair share of the strain.

Nearly all big guns are now made entirely of steel made by the open hearth process.

Knowledge is required to build up one of these guns which are built in sections, i. e., the flues or barrel, the jackets which fit over the barrel and the breech block which closes the opening through which the projectile is thrust.

The jackets add extra strength to the portion of the gun in which the explosion takes place.

The composition of the metal varies little, the greatest care being taken to produce a metal free from bubbles. After the metal is cast and cooled it is removed to a large furnace heated by gas or oil, usually heated to so that very little heat is lost, and subjected to a steady flame which gradually heats it to the center.

It is then taken to a press, with a pressure of 10,000 tons, where from a great block it is by degrees reduced to a long bar about 10 feet in length and two feet in diameter. This is done while the metal is hot.

From the press the forging as it is now known, goes to the heat and sand where it is given a bath of fire entirely of wood, and brought quickly to a high temperature. The forgings are held some time after which the forging cools slowly in air.

The forging next goes to the machine shop, where it is placed upon a lathe and receives its first rough machining over the outside. It is then moved to the proper shop on a boring lathe. The boring is a matter of weeks and the boring bar once started requires little attention other than the watering of the cutting oil and the water running through the bar flushes out the chips and keeps the cutting edge sharp.

When bored the forging is known as a liner and removed to the lathe shop where it is turned and bored to its final form. A great deal of work is done in a lathe shop which is where the final form of it is given and it is then ready for the machine shop.

When the all the metal has been very much allowed to be cooled by little when filled with the which force the projectile out.

## NEW BLOUSE DESIGNS

Clothing are being shown in bewildering numbers.

Woman Must Be Difficult to Please if She Can Not Find Just the Right Thing That Best Suits Her.

All sorts of tricks are resorted to in an effort to glorify the already storied blouse of the present season. In looking over the hosts of alluring new blouses arranged in Washington shops in bewildering numbers it would seem almost beyond the power of even the most prolific mind to conjure up another novelty. Yet each time we glance around we find more, prettier than the last.

Only recently the small hat has been brought into service and played up in many unique devices to offset and accentuate the charm of particular models. As high-waisted, blouse-like dresses are in favor here, broad, swathed girdles and sashes are appearing in the new designs and many lovely colors are introduced as color notes.

Aside from the novelty of the blouse design sketched for today, much of its attraction can be attributed to the wide Roman-style girdle that is crushed loosely about the waist. As the blouse is a white one, it will be best to select one of the red-and-green or with perhaps finer stripes of green and yellow.

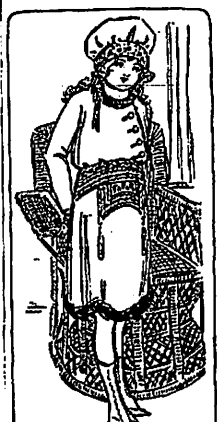
White crepe de chine makes the pretty blouse that is devoid of all trimming save for the round silver cord lacina to sleeves and across the front. The fronts are left open at the neck, but are drawn together at the waist and a white net yoke, made with a corded shirting and narrow hemming, fills in the opening. Small, finely buttoned eyes are worked on either side of the blouse opening through which to run the lacina. It is knotted just about the middle with ends hanging below. The two round ends take that show below the girdle through which to run the lacina.

The back and fronts are slightly gathered to a square, shallow shawl yoke finished with corded trim. The entire blouse is made of a fine fabric and set in smoothly under a curved seam below the normal shoulder line. They are cut with a fitting-over effect.

## FRENCH DESIGN IS GOOD ONE

French of Brown Velvet is Among the Best of Ideas That Have Been Imported.

A French frock of brown velvet trimmed with fur appears here. This dainty piece of designing displays all the originality and common sense of the attributes of a French model. Following the fitted skirt line which the gowns of the sisters are displaying the grille of



rich embroidery runs upward to ward the front where a supplementary piece, with corners tassel weights, breaks and softens the sharpness of the curve. The plain bodice closes with fur buttons a band of the same encircling the neck and sleeve and edging the skirt. A close fitting cap with crown of velvet is fitted to the head by a band of the same material. The skirt and the under the chin with velvet ribbon.

## GRANDMAS HELD THE FLOOR

Occasion Proved That Youth by No Means Had a Monopoly of the Joys of the Tango.



New Blouse Design in Which Several Touches Are Included.

son that includes a tiny square buckram flap on the outside of the wrist. They are darted along the outside of the forearm, and the silver cord lacing hides the seam.

As a final touch there are the two, curved pocket openings below the

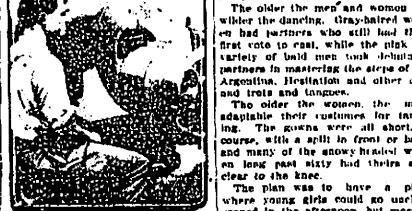
## GRANDMAS HELD THE FLOOR

Occasion Proved That Youth by No Means Had a Monopoly of the Joys of the Tango.

Dance-dance stition is comprehensible, but danced with a girl—well, that's a different thing altogether. The New York paper describes the recent opening of the newest dancing place in the city, the "Castle House," as a scene of many remarkable features.

The older men and women the wicker dancing, gray-haired women had partners who still had their first coat of paint, while the pink testicles of half men took debutant partners in mastering the steps of the Argentine, Mexican and other dances and frolics and tangos.

The older women, the more adaptable their partners for dancing. The younger women, of course, with a split in front of bark, and many of the snowy-haired women long past sixty had their split closed to the available young boys by that time.



Inspecting Czech Mechanism.

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## FASHIONS AND FADS

The pannier is being revived.

Yellow in any shade is fashionable.

The surplice blouse is very much in favor.

Very popular are the various tones of red.

Men sport coats have broad, soft collars.

Shirring promises to be a popular trimming.

Little tots are wearing coats of colored velvet.

In neckwear the turndown collar is here to stay.

For hair ornaments peacock feathers are worn.

Soft 'n' blouses are worn with the tucked out.

Simplicity is the keynote of the new season's wardrobe.

Washers indicates the return of rubber for spring and summer.

Woolly hats and umbrellas make the new season's wardrobe.

Capri blouses are in the new season's wardrobe.

The soft crepe and in the new season's wardrobe.

Hot dogs, the curb, the night and shade with Vaquero wheat, which is not so easy.

avoidably of China crepe of a corresponding or contrasting color, but the corresponding shade is the more original for those who have not a series of evening gowns, because with the gown of one color, the skirt of the wrap another, and the lining a third, it is well-nigh impossible, unless very great care is taken in choosing the shade, to form a thoroughly successful ensemble.

Sometimes a fine plating of mousseline de soie is applied on to the extreme edge of the cloak inside, and the inside is finished with a third, the entire line of the evening wrap with luxurious effect.

Pointed Tails.

The graceful pointed tunic is being revived. This is usually of silk, mousseline de soie or chiffon, the latter occasionally accented with a fairly short in front, but sloping gradually toward the center of the back, where it reaches merely to the hem of the skirt. For the woman who is of short stature the pointed tunic is far more becoming than the short, all-around wrap.

Shirring (Track).

The most conspicuous item in the new season's wardrobe is the shirring blouse, which is a simple, short, straight, fitted blouse with a shirred front and a shirred waist.

Capri Blouses.

The soft crepe and in the new season's wardrobe.

Hot dogs, the curb, the night and shade with Vaquero wheat, which is not so easy.



HIS FIRST YEAR AT FARMING IN SASKATCHEWAN

Win Premiums and Prizes in Competition With the World.

There are thousands of young men... professional occupations throughout the United States...

News of North Dakota

Telegraph Items of General Interest Gathered From All Sections of the Flickertail State.

REPORT FORMS ARE TOO BIG

Grand Forks County Conditions Reviewed in Statements to Director Cooper.

Grand Forks.—The former size of Grand Forks county forms is too great, declares District Superintendent O. D. Cooper of the Better Farming association...

Mr. Cooper's statements are embodied in Director Cooper's report which was presented to the United States court in Grand Forks...

FEAR WOMAN WAS MURDERED

Mystery in Fire Trenchery Near Devil's Lake, N. D., Still Unsolved.

Devils Lake.—That Mrs. Emil S. Elich, wife of former County Auditor Elich, and sister of Ray V. Elich, cashier of the First National bank of Devils Lake...

The body of Mrs. Elich was found on the apron of her bed. It was apparent no effort had been made to get her to a place of safety.

BOOM WORST FOR U. S. SENATE

President of N. D. Farm School Also Continued as Head of Tri-State Association.

Fargo.—By a rousing vote, followed by three cheers and a cheer, the Tri-State Grain and Grain Growers convention adopted resolutions...

FIST FIGHTS MARK CLOSE

Police Called to Preserve Order at Tri-State Grain Growers' Meeting.

Fargo.—A very spirited clash between rival factions of delegates marked the close of the Tri-State Grain Growers convention...

BADLY BURNED ON WICK

18 North Ash St., Spokane, Wash.—A baby was scalded and badly burned when she was left alone...

IDAHO "U." TAKES N. D. DEAN

Melvin A. Brannon, Biologist, is Elected President of Western Institution.

Boise, Idaho.—Dr. Melvin A. Brannon, who is dean of the college of agriculture and the University of Idaho...

Paw Knows Everything

Witness—Paw, what is a piece of resistance? Paw—A steak after your mother gets through trying it, my son.

Important to Mothers

Parents carefully every bottle of CASTORIA, a safe and reliable medicine for infants and children...

Advantage of Education

"If a man is naturally bad, do you think that education would make him better?" "Maybe not; but it would help to keep him out of jail."

Very Near It

Sonny—Pa, what is a split infinitive? Pa—Something like this, Alabama ought to love Mobile.

Dropped Match in Powder

Crusille.—Dropping a lighted match into a pile of powder is a sure way to start a fire.

Out for State Treasurer

Fargo.—The Republican has announced a candidate for state treasurer. It is at present...

Accepts Better Farming Post

Fargo.—As a result of his visit to the better farming school at Devils Lake, the head of the animal husbandry department at the agricultural college, has accepted...



WELCOME FOR THE SNOW

Impetuous white, increased by Pennsylvania's snow, has met with a warm reception in the West.

Most impetuous of the snow jobbers that has been patented by a Pennsylvania man. On it a boy can "dash" down snow-covered inclines...



BOY SCOUTS AND THE GANGS

Splendid Tribute Paid to Organization That Has Done So Much for the Kansas City Juvenile.

A Kansas City juvenile judge makes the statement that the Boy Scouts of the city would join the Boy Scouts...

MEN WHO MAKE THEIR NESTS

Bushman of Australia Gathered Twig and Grass and Built Himself a Very Comfortable Home.

It seems funny enough to read of men who actually make nests like the birds. Yet such men actually exist.

METHODS OF CATTLE THIEVES

Methods of Alleged Gang Are Exposed—Three Suspects Arrested.

Raleigh.—Another sensational disclosure of the methods of cattle thieves operating around here...

STATE DAIRYMEN'S CONVENTION

Will be Held in Fargo February 25, 26 and 27—Butter Contest Open—Only in North Dakota.

Fargo.—Interest in the State Dairymen's convention to be held in this city February 25, 26 and 27...

LANGUAGE OF GIFTS

A Valve—Please travel. A Bouquet—Try to imitate three. A Necessity—Your own taste is excellent.

Greenback

The term greenback as applied to money is said to have been first used by the Hon. S. P. Chase, secretary of the treasury...

Miss Dolly's Chair

Miss Dolly's Chair. The new chair for the parlor set in your doll's house.

FRRIENDLY TIP

Restored Hope and Confidence. After several years of indignation and its attendant grief and sorrow...

SOME QDD GYROSCOPIC TOYS

Professor Gray of the Royal Society Has Invented and Exhibited Several Aesthetic Dolls.

Some extraordinary toys based on the old gyroscope tops have been recently invented by Professor Gray...

Get a 10-cent Toy

Are you keeping your bowels, liver, and stomach clean, pure and fresh with Cascarets?

CASCARETS FOR LIVER, BOWELS

No sick headaches, biliousness, bad taste or constipation by morning.

Get a 10-cent Toy. Are you keeping your bowels, liver, and stomach clean, pure and fresh with Cascarets?

Another toy consists of three doll acrobats on trapezes, a gyroscope being concealed in each doll.

From his models the scientist showed how it is possible to place a gyroscope in a motor car to prevent the car from overturning on a curve.

Effective Form of Isolation, Though It Did Not Get Approval of Dog's Owner.

Here's one of Walter Kelly's dog stories. Walter doesn't vouch for it, but his three-year-old dog, Bessie, is probably all right.

It seems that Kelly left town on a business trip some time ago, and left his three-year-old dog, Bessie, in the care of a man who was supposed to know all about dogs.

Why, no—I isolated him right away like you do your dog. I'm sorry; it didn't hurt him none. I done it with chloroform 'as he never knowed what happened.

Afraid of Lawyers. An old colored man, charged with stealing chickens, was arraigned in court and asked for a lawyer.

"Ah, ah, got no lawyer, judge," said the old man. "Try assign a lawyer to defend you."

"Oh, no, no, no, no, please don't do dat!" the ducky begged. "Why not?" asked the judge.

"You won't see anything. Why don't you want to see anything?" "Well, judge, Ah tell you, wha," said the old man, waving his tattered old hat.

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Within the Law. A real rascal, the owner of the old type came up the walk through the old-fashioned garden to the side porch.

"Are you sure they are perfectly fresh, smile?" asked the lady who came out of the house. "Yes, they are all right, Miss Bess. Ain't nary duckyery all amongst 'em."—New York Evening Post.

After several years of indignation and its attendant grief and sorrow, the mind is not very surprising that one finally loses faith in things generally.

A N. Y. woman writes an interesting letter.—"She says:—"Three years ago I suffered from an attack of pertussis which left me in a most miserable condition. For one or two years I suffered from cough, cold, and shortness of breath, could not sleep, etc.

"My appetite was ravenous but I could not eat. I was so weak that I could not get up. I had plenty of food but it did not nourish me because of intestinal indigestion. Medical treatment did not seem to help. I had no more cough, but I had a bad taste in my mouth which I never had before.

"One day a friend asked me why I didn't try Grape-Nuts food, stop drinking coffee and use Postum. I had lost faith in everything, but to please my friend I began to eat both and soon became very fond of them.

"It wasn't long before I got some strength, felt a great change in my system. My appetite began to improve and I was able to eat again. I could sleep well, but I was still very weak, but I continued eating Grape-Nuts food and I have been perfectly healthy ever since the time I began to eat it.

"My husband and I are still using Grape-Nuts food and Postum. I have lost faith in everything, but to please my friend I began to eat both and soon became very fond of them.

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### Farmers State Bank

CAPITAL \$10,000.00  
Almont, North Dakota

This bank has the organization and the connections to enable it to be of service to every one within its territory and on these grounds solicits your business, promising in return fair and courteous treatment and the best terms that are consistent with sound banking.


We make farm loans.  
Insurance in reliable companies. Five per cent interest paid on time deposits. Interest compounded semi-annually.

Set your Final Proofs before  
**G. H. ANDERSON**  
**United States**  
**Commissioner**

Office in Farmers State Bank Building,  
Almont, - - North Dakota.

Insurance	Real Estate
<p><b>Standing of the Candidates.</b></p> <p>Mrs. H. M. Schoenert 1080 Mrs. W. H. Johnson 960 Mrs. J. C. Johnson 900 Mrs. M. H. Johnson 850 Mrs. W. J. Johnson 800 Mrs. J. P. Johnson 750 Mrs. J. R. Johnson 700 Mrs. J. S. Johnson 650 Mrs. J. T. Johnson 600 Mrs. J. U. Johnson 550 Mrs. J. V. Johnson 500 Mrs. J. W. Johnson 450 Mrs. J. X. Johnson 400 Mrs. J. Y. Johnson 350 Mrs. J. Z. Johnson 300</p>	<p>Mrs. J. A. Johnson 250 Mrs. J. B. Johnson 200 Mrs. J. C. Johnson 150 Mrs. J. D. Johnson 100 Mrs. J. E. Johnson 50 Mrs. J. F. Johnson 50 Mrs. J. G. Johnson 50 Mrs. J. H. Johnson 50 Mrs. J. I. Johnson 50 Mrs. J. J. Johnson 50 Mrs. J. K. Johnson 50 Mrs. J. L. Johnson 50 Mrs. J. M. Johnson 50 Mrs. J. N. Johnson 50 Mrs. J. O. Johnson 50 Mrs. J. P. Johnson 50 Mrs. J. Q. Johnson 50 Mrs. J. R. Johnson 50 Mrs. J. S. Johnson 50 Mrs. J. T. Johnson 50 Mrs. J. U. Johnson 50 Mrs. J. V. Johnson 50 Mrs. J. W. Johnson 50 Mrs. J. X. Johnson 50 Mrs. J. Y. Johnson 50 Mrs. J. Z. Johnson 50</p>

**GENERAL GRANT'S MESSAGE TO YOUNG MEN**



WHEN I was a boy at school and at West Point I was a pet because of the greatness of my father. I was given every opportunity to drink and do bad things. As I got older and mixed with men who were soldiers who fought with my father would come upon me, for I was of an old time, ask me to celebrate with them the day of my father's death, and I did so.

Then when I was made a general in the army, the custom of the country and my official position almost compelled me to drink always. I tried to drink with extreme moderation, because I know that alcohol is the worst poison a man could put into his system, but I found out it was an easy matter to drink moderately.

For that reason, because moderate drinking is a practical impossibility, I became an absolute teetotaler—a crack, if you please. I will not allow it even in my house. Remember, I do not say "moderate drinking is harmful." The fact is, maybe, it isn't harmful, but this fact is indisputable—the hard drinker was once a moderate drinker, and the chances are all against a moderate drinker remaining such, and I—well, I, for one, do not propose to take such chances.

I knew a man—maybe two or three—who did moderate drinking. But the poor devil that I know, some day and some of these intelligent men, talented and all that, who have been ruined, disgraced by the greatest curse of Christendom, drink—*well*, the picture is a sad one!

Give me the sober man, the absolute teetotaler every time. He's dependable. If I had the greatest appointive power in the country no man would get even the smallest appointment from me unless he showed proof of his absolute teetotalism. If I could be offering my body a sacrifice free this country from this fell cancer, the demon drink, I'd thank the Almighty for the privilege of doing it.—General Frederick D. Grant in 1866.

### FORMER GOVERNOR R. B. GLENN'S REASON FOR TOTAL ABSTINENCE

I never remember that I could use a bottle wine for my stomach's sake, but I can't say for my liver that one drop shall ever pass my lips.

I can give you the reason for the faith that is in me. I have been strong and great and good more than half my life by this terrible thing—wine. The names of seven of my young friends from the days of my boyhood are written here on the wall of my chamber. They are all dead because they were unwise.

(The names of these boys are written on the wall.) Three of them are now in the insane asylum, two are in the prison, and one is in the workhouse, all because they were unwise. I have seen those same boys, strong and great, and good, and now they are all dead because they were unwise.

I have seen those same boys, strong and great, and good, and now they are all dead because they were unwise.

Give me the sober man, the absolute teetotaler every time. He's dependable. If I had the greatest appointive power in the country no man would get even the smallest appointment from me unless he showed proof of his absolute teetotalism.

### THE WEEKLY ARENA

Published Weekly by THE ARENA PUBLISHING Co. ALMONT, NORTH DAKOTA.

Harold McNeill, Editor.

Subscription Price \$1.25 (When Paid in Advance)  
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Entered as second-class matter December 21, 1910, at the post office at Almont, North Dakota, under the Act of March 3, 1879.

A weekly newspaper that boasts for centralizers, runs that class of advertising, and a month later puts in a long article telling why the town should have a creamery, has not that town's welfare very much at heart. It takes our hundred lines of the latter to offset one of the former—New Salem Journal.

Well, brother, we know you must have had some tremendous eye-opening affair to make the above confession that "the centralizers are at 100 times the value of local creamery to a town." We, therefore, admit we have been very properly rebuked by the Journal, and in the future we will think at least, two things, before we put anything that would have a tendency to induce an unsuspecting public to even want such a disastrous thing as a creamery, to be safe in the vicinity. "Sh-h-h!" Put on the soft pedal, we know it's a bad state of affairs which wrong those fearful words from you that it takes our hundred lines of local creamery publicity to offset the ONE line of centralizing truth.

We sympathize with you. We do sympathize your state of mind. In casting about for some cause contributing to the change of sentiment, we can only fix upon an article appearing in the Journal a few months ago, to the effect that the Journal had received an offer from a centralizing concern with a price tag of 50 cents an inch. In a five-story editorial building over a local pessimist, and a very, very show of self-sacrifice, the offer was spurned and the fifties here, the tainted dollar, or the root or evil—or anything you wish to call it—was left lying in its coffers.

Was this beautiful and touching self-sacrifice of the Journal rewarded by that beneficent institution, the home creamery association? We believe not. At least there is no visible evidence of it in the columns of the Journal. It does not use any of the advertising space in the current issue and we have not seen in many other issues—hence the inference as to the source of "It takes our hundred lines of the latter to offset one of the former." Alas the mutability of the human mind!

Have you read "Fact or Fiction" printed in another column of this issue?

During the past few days, thru the efforts of the Farmers State Bank, several new families have come here and have been located on land in the vicinity of Almont.

The work thus started is really a worthy work and one behind which every one can place his shoulder and push! The gentlemen and families are from Montana, and are wide-awake progressive agriculturists; formerly from the vicinity of Fargo, N. D., they are familiar with farming conditions in this state. They have their horses and much of the implements necessary to commence work as soon as spring opens up.

### Turkeys

Wanted and other Poultry for the HOLIDAYS. Write for tags and market today. Also ship us your CREAM

### EDWARDS BROS.

119 6TH ST., NO. MINNEAPOLIS, MINNESOTA

BONDED & LICENSED BY THE STATE OF MINNESOTA

# 10 CTS!

What is a DIME worth?  
That all depends on where you spend it. On our ten cent counter you will find the following articles:

Dust pans	Bread pans
Cake pans	Jelly cake pans
Carpet rollers	Playing cards
Combs	Tooth brushes
Souvenir Dishes	Flour sifters
Soil hangers and many other useful articles.	

**The Holritz Store**  
C. E. Kelsven, Manager.  
Almont, - - - N. Dakota.

## ARENA \$1.25

# FACT OR FICTION?

The business man who does not advertise says, "I do not advertise because I say my goods are the best and would cost and so I sell my goods at a lower price than the merchant that advertises."

The business man who does not advertise because he claims to sell his merchandise cheaper than others, knows he is trying to find an "advertisement" which will be a better business puller than his competitor. He also knows that he does not sell any cheaper. To prove this the editor purchased at each one of the four stores in this place a certain amount of a certain staple article. The quality was of the average and practically the same. No "jeweling" down was attempted on the counter and the merchant yielded it up and making change, gave back the rest of the money.

The matter was then resolved in to its simplest elements. Below is the result:

Store No. 1 (Advertiser)	13c a lb.
" 2 "	17.1c "
" 3 "	17.1c "
" 4 "	17.1c "

By this table the FACT is amply demonstrated that in this one commodity the stores that advertise in the Arena sell this one thing picked at random, at an average of 2.05 cents a pound cheaper than those that do not use its columns. And it is shown that in no case does the non-advertiser sell for less money than the advertiser. And in one particular case it is shown that the one advertiser sold this long about 31.5 per cent lower than the non-advertiser. And the average of the selling price of the advertiser

was 13.1 per cent lower than the average selling price of the non-advertiser. The merchant who does not advertise says, "I do not advertise because I save the money that it would cost and so I sell my goods at a lower price than the merchant who advertises." sound like unto a plausible fiction?

Think about these things, Mr. Buyer and ask for honest, square-deal, locally advertised lines of goods. The merchant believes in himself and he knows his customer every thread just as represented in the advertisement and can be examined and investigated in the bright open light of day, and bear it without being condemned, under the law.