

# Truth About Greenhut's Comes to You at Last

Continued from Page 14.

cious; but still the Matthews stock might well have paralleled the Greenhut's in this particular.

"How much are these?" asked my companion.  
"A dollar and a half a dozen."  
"I'll take half a dozen."

With our two sets of spoons we departed. More careful examination confirmed our first impression. Except for the tarnish and the price the ware is precisely the same. At the regular counter the price was 75 cents a half dozen, or 12½ cents apiece. At the wonderful Matthews Sale the tarnished spoons were 15 cents apiece. We had paid a premium of 30 cents a dozen for the tarnish. Which appears to be a rather curious way of saving money for the sale's patrons and suggests the first Greenhut's Principle of Special Salesmanship:

If it won't sell as a "regular," mark it up and sell it as a bargain.

Gloves were a fairly conspicuous feature of the Matthews carnival of flim-flam. Above the stands the usual Matthews sign stood sentinel, but underneath there was a notable mixture of labels. The Tribune shoppers bought from this lot a pair of gloves, which presumably started life all of one color, a startling shade of blue, but which, in the passage of time, had altered somewhat. These purported to be Matthews merchandise, but for Matthews goods they exhibited one striking eccentricity. They were stamped on the inside "Siegel-Cooper Co." It is now close upon three years since the Siegel-Cooper Co. departed this life. Though old and of dubious parentage, the gloves are well worth the 98 cents paid for them as establishing the second of the Greenhut's Principles of Special Salesmanship:

Don't tell on the label, and maybe it won't tell on you.

Above the "ladies' waist" tables the Matthews insignia appeared to be a little thicker than anywhere else. Also the saleswomen lived strictly up to instructions. To the frequent query:

"Is this Matthews stuff?" they invariably replied:

"Everything here is from Matthews."

"Is this waist?" asked a Tribune investigator, indicating a garment fitted to a model.

From the shoulder projected a Greenhut's tag, out-thrust like a caterpillar trying to bite a passerby. Yet that well schooled salesgirl calmly said: "Oh, yes; and a very good bargain, too."

So it was bought; also another waist from an adjoining table. This second waist was bound to be labelled right; so it had provided itself with two tags, one a regular Greenhut's tag with a green string, and the other a special Matthews tag. When it came back the Greenhut's tag had been torn off (careless handlers, some of these wrappers!) and only the string and the Matthews tag were left as evidence. From which may be deduced a third Greenhut's Principle of Special Salesmanship:

Dead goods leave no trails.

Later, when we found a baby's robe with double tags on it, represented and sold as being Matthews stock, we removed the Greenhut's tag ourselves, lest it might, like the other, be accidentally torn off in wrapping, and kept it. As this article seems to have been originally priced \$1.25, over which is marked 98c, and as the second label indicates 79c, it is a fair assumption that it is one of those Old Dog Tray articles of merchandise known as "stickers."

In that delightfully imaginative literary effort, the Greenhut's-Matthews Sale advertisement, appears this gem of fancy:

"Not an undesirable article in the entire stocks."

Over a table filled with scarfs, indicated as having come from Matthews, presumably via the Judicial Trustee, presided a salesgirl (possibly also transferred by the Judicial Trustee) who didn't even know how to handle a transfer card. But apparently she had read that line of disclaimer quoted above and was prepared to shed her blood in defence of it, for she assured The Tribune purchasers that all her stock was Matthews merchandise, every bit of it, and in perfect condition; to prove which she sold us a gold-and-white scarf tagged "J. B. Greenhut Co." and exhibiting two large and open holes. Some one had made an abortive attempt to patch up the worse of the two, thereby exemplifying the fourth of the Greenhut's Principles of Special Salesmanship:

It's never too bad to mend.

As to the desirability of the scarf there is, of course, room for argument. A man who wished to spread his chin whiskers to the breeze might find those apertures very convenient.

Further reading in this Greenhut's-Matthews prose poem of bargain opportunities was rewarded by the discovery of this moving picture in print:

"Hour by hour come Matthews wagons and our own, bringing fresh new stocks of fine, staple goods, such as every one requires at this minute."

Well, I wonder what sort of a wagon, in what dim hour, travelling what mysterious route, brought the "fresh new staple" tray now ornamenting the Bureau's collection of freak merchandise. The same vehicle, I dare say, that transferred the aged pocketbook now keeping company in the cabinet with the tray. The tray, warranted Matthews stock, of course, and sold by a Matthews saleswoman, displayed the battle-scarred half of a pasted label "Greenhut-Siegel-Cooper," also a second label inscribed "Sample: Not to be Sold." As for the pocketbook, ostensibly a Matthews piece and sold under that banner, it bears within its depths the legend "Greenhut-Siegel Cooper Co. Leather Goods Department" and a price mark of twenty-five cents. As it was sold to The Tribune shopper for twenty-five cents, it is a little difficult to see any sensational reduction or tremendous money saving in the deal. Considering the obvious origin of these two and many other articles, I would suggest a slight amendment to the word picture excerpt above, to make it read like this:

"Hour by hour rise massive elevators, bringing up from nooks and corners and cubbyholes our stale, old, undesirable relics, to

be offered under the Matthews sign as fresh, new stocks of fine, staple goods."

The incredible phase of the matter is that they can sell the stuff. Greenhut's knows the public's blind lust for bargains, and upon that bases its fifth and final Greenhut's Principle of Special Salesmanship:

There's one born every minute.

Where the Matthews Sale ends and the Greenhut's offerings begin is often difficult to determine (not that it makes much difference!), for stock-juggling is practised to a bewildering extent. Without any apparent reason, the offering of \$3.95 waists (soiled) which was at first exploited as part of the Matthews Sale was abruptly changed to Greenhut's bargains, all markings being altered, though many of the articles were the same. Thus a waist which one day was offered under the Matthews sign with a Matthews tag suffered a complete reversal of form and came out two days later with a new Greenhut's tag, under the Greenhut's banner. Shoes were at one time advertised as a mixed stock, "from our own regular stock and some of Matthews," the line ran. Later the Matthews sign covered that multitude of \$1.98 sins; and while Greenhut's markings were scarce, there was a fair sprinkling of Matthews' old stock, eked out with footgear from stores in Boston, Buffalo, Norfolk, Richmond and other points, as well as some antique exhibits from New York shops. Near by, a separate display of pumps, asserted to be all from Matthews', bore the label of J. J. Thomas's Norfolk, Va., store.

At the infants' wear stand, under the Matthews standard, The Tribune buyer asked for some infants' bonnets. There was, according to the clerk, just one left of the Matthews stock, and that was fur-trimmed. This clerk was positive on the point that there were no more Matthews infants' bonnets left. A week later there blossomed out in the full pomp and panoply of the Matthews regalia two tableloads of infants' headgear of decidedly dishevelled appearance. Whence did these come, if all the Matthews line had been sold out? Possibly those "hour-by-hour Matthews wagons" brought them—from some fire sale of junk, if they may be judged by appearances.

Again, in the necktie sale, the depleted Matthews stock was apparently replenished by fillers of Greenhut's neckwear. At least they were tagged with Greenhut's price labels, though the Matthews Sale sign still brooded over them and a salesgirl said, "These are Matthews ties." True to instructions, again at the hosiery counter a salesgirl gave the formula answer when questioned:

"All Matthews stock."

"What do these tags mean, then?" inquired one of The Tribune men.

"Search me," said the girl, dispiritedly. "They told me it was Matthews stuff. I don't know."

How good stock is relied upon to carry poor stock was amusingly exemplified in the sale (Matthews-placarded, of course) of knitted hockey caps. Much of this assortment was tagged with plain labels, and may have come from Matthews; but some of it bore the Greenhut's tag. To the query whether it was all Matthews stock a salesgirl replied by picking up two caps.

"This," she said, indicating a buff one, "is Matthews', and this," holding up a gray and red pattern, "is our own."

"How can you tell?"

"I know the stock."

Both caps were purchased, for 39 cents apiece. The plain-tagged one (probably Matthews') is worth the money. The gray and red, which bears a Greenhut's tag, is of much lighter and cheaper material and is appraised at about four-sevenths of the value of the other.

System seems to have gone by the board in marking the "bargains" of this sale. Of two ladies' vests, culled from beneath the Matthews flag at 19 cents apiece, one is ornamented with a Matthews tag, the other with a plain tag, and, if the plain figures are to be believed, one is marked down from 25 cents, the other marked up from 15 cents. From which it would appear that bargains work both ways at Greenhut's; sometimes to the customer's benefit, sometimes to his loss.

Thus far I have said little about values. That a fake sale under a purchased name indicates poor values goes without saying. In this instance, the fake features being specially glaring, the values were unusually bad. In an exhaustive study of the sale The Tribune's professional shoppers found few "bargains" which could not be bettered for the same money from the regular stock of other stores. The following instances—culled from many purchases now in possession of The Tribune—are to be considered in the light of Greenhut's announcement:

"The keynote of this sale is comprised in one word: SAVINGS."

A white taffeta blouse, reduced from \$4.95 to \$3.50 according to the ticket, is an interesting exhibit. To the regular pattern there is a specially added design consisting of pinholes tastefully interspersed with fly specks. The waist has all its buttons on but one, and after a thorough cleaning at a cost of not more than \$2, should be ready to wear by any one who cared to wear that sort of thing. The same waist (barring the fly-speck-and-pinhole effect) was on sale in a Fifth Avenue shop in January at \$2. For fifty-five cents less than the Matthews sale price The Tribune shopper purchased on Fifth Avenue, the same day as the Matthews bargain, a blouse which makes the "special" garment look like Cinderella after the fire went out. The appraiser in the case hazarded the opinion that the Greenhut's-Matthews purchase might be worth about \$2.00.

On the Matthews "keynote" of "savings" a net dress at \$2.95 was specially good; it had been "reduced" from \$5.95. There was an interesting, old-worldly flavor about the style, with its skirt one-and-a-half yards around the bottom, its short sleeves dating from a past season, and its general air of bereaved but still determined spinsterhood. Being soiled, out of date and skimpy, it might well have come over in one of those Mayflowers of Greenhut's commerce, the "hour-by-hour" wagons, bearing "fresh new stocks." This particular article is appraised as "worse than a second. Worth \$5.98 when in perfect condition and new. If perfect to-day would be worth \$3.98, but 'as is,' \$1.98 would be a good price."

Further opportunity for historical research is afforded in the matter of two pairs of shoes, supposedly of the Matthews stock and so represented. One pair were of patent leather and were bought for \$1.95. There is a slit in one side of the surfacing and a jutting nail makes a bump at the toe of the left shoe. As this sort of stuff, minus slit and nail, can be purchased as "jobs" for \$1.00 a pair, \$1.95 is "startling" as a price rather than as a "saving."

The other pair of footgear were—theoretically—white satin slippers. The name in them was "William Arnold, 240 5th Ave." Mr. Arnold started in business at that address in 1891 and gave it up in 1901. Therefore the slippers are apparently at least fifteen years old, and probably go back to the last century. "Fresh new stock" from the hour-by-hour Matthews wagons!

New York has seen fake sales before. But they were conducted previous to the enactment of the honest advertising law quoted below. Since that has been in force, I have known of no violation of its intents and purposes which, for boldness, variety of trickery and magnitude, is comparable to the Greenhut's-Matthews sale recently ended. For purposes of reference, I give below the gist of the law for all cases, and the facts in the case of Greenhut's.

**The Law.**

Untrue and misleading advertisements. If any person, firm, corporation or association, or agent or employee thereof, with intent to sell or in any wise dispose of merchandise, knowingly makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this state, in a newspaper, magazine or other publication, or in the form of a book, notice, circular, pamphlet, letter, handbill, poster, bill, sign, placard, card, label, or tag, or in any other way an advertisement, announcement or statement of any sort regarding merchandise,

which contains any assertion, representation or statement of fact that is untrue, deceptive or misleading,

such person, corporation or association, or the members of such firm, or the agent of such person, corporation, association or firm, shall be guilty of a misdemeanor, punishable by a fine of not less than twenty-five dollars nor more than one thousand dollars, or by imprisonment for not more than one year, or by both such fine and imprisonment.

**The Facts.**

"Untrue, deceptive or misleading" advertisements.

"Untrue, deceptive or misleading" placarding of the goods.

"Untrue, deceptive or misleading" bargains.

Label juggling.

Marked-up prices.

"Fillers" sold as Matthews stock.

Damaged goods, seconds and defective articles disposed of as fresh, new merchandise.

Articles sold on pretence of reduction at figures which no reasonable appraisal can justify.

"Bargains" in the special sale at prices higher than those charged at the regular Greenhut's counters.

The department store situation in New York to-day is better than it ever has been. Greenhut's remains a plague spot. It has proved its policy in the year through which The Tribune has watched it pursue its course.

That policy is deceit.

The honest advertising law was intended to reach and punish those who are knowingly responsible for the practice of such deceit. In that qualifying word "knowingly," as it occurs in the law, the Greenhut concern may see a hope. It has been claimed that its presence offers an obstacle to the successful prosecution of such a corporation as the Greenhut Company, because of the difficulty of bringing home to individuals actual knowledge of the deceptive or misleading methods followed in the business. It may be so.

Yet the law has been upon the statute books nearly a year. It was in force before the present Greenhut Company was organized. That the men behind Greenhut's should be ignorant of it is incredible. That they should be innocent of any knowledge of the store's practices is a theory for the charitable weak-minded. The continuance of typical Greenhut's methods in the face of the law can be regarded only as an actual defiance of the law.

If their confidence that guilty knowledge cannot be proved against any particular persons, who profit by it, be well-founded, then the law will have failed in one of its vital purposes. Similar laws have proved effective in other states. What are the authorities going to do about testing it in the Empire State?

Such is the indictment of the Greenhut's merchandising methods which the censorship of the law has kept from the columns of this paper for six weeks. In that time there has been opportunity for the store to reform its practices. The advertising shows evidences of increased caution, if not of reform. But the poison of deceptive or misleading representations is through the Greenhut's system. Even with the fear of The Tribune's announced exposures hanging over them, while their lawyers were moving heaven and earth to stop publication, the Greenhut's people were at their old tricks. Within a week after the advertisement announcing my article, there appeared a Greenhut's advertisement offering "Gray Enamelled Steel Cooking Utensils at 24 cents" with this conspicuous line:

"All Guaranteed—We Never Sell Seconds in the House Furnishings Department."

The Tribune is now in possession of two articles from this sale, both of them purchased from the house furnishings department where "we never sell seconds." One is a dishpan, which might have come from the war zone. Shrapnel or some other lethal missile has drilled four holes clean through it, besides which it exhibits about a dozen other but not necessarily fatal wounds. The second purchase is a foot tub. This utensil has merits. It would do nicely to grow plants in or carry up coal from the cellar. As a tub it has one defect. Owing to a failure of the bottom to join onto the side, it could not be expected to hold water.

So much for the Greenhut's which prayed for an injunction

## DENTAL SCHOOL FOR COLUMBIA

### New Course Will Compel Student to Devote First 2 Years to Medicine.

#### TRUSTEES INDORSE PLAN PROPOSED

#### Aim to Place Both Professions on Equal Plane—Expect to Open in September.

Columbia University plans to add a dental school to its proposed \$14,000,000 medical centre, according to an announcement made yesterday by Nicholas Murray Butler. The trustees have given their unanimous support to the undertaking, and a group of well known dentists and physicians are working in cooperation with the university to enable the opening of the dental school next September.

The school will be established on broad university lines in cooperation with the College of Physicians and Surgeons, the university medical school. It will be a novelty among dental schools of the country in its requirements of admission and in the combination of medical training with the dental courses. The proposal was recommended to the trustees by the College of Physicians and Surgeons and the university council.

#### Funds Must be Subscribed.

Funds to establish the school must be subscribed, as the university's resources will not permit of its financing this undertaking. A keen interest in the school is being taken, however, by the dental and medical profession and the laymen, and assurance is felt that sufficient funds will be received by September to warrant the opening of the courses with the new academic term. The Academy of Medicine, the Medical Society of the County of New York and the First District Dental Society have already approved of the undertaking.

According to the plans, the new school will be affiliated directly with the College of Physicians and Surgeons, and until sufficient funds are received to erect a special building, the school will be given at the medical school. The same rigorous standards and admission requirements for the dental school of two years' college training will be demanded for admission to the dental courses, making the school one of its kind in the country. None of the dental schools in this country have the entrance requirements which will be demanded at the proposed Columbia School of Dentistry.

An interesting feature is that a dental student will be compelled to devote his first two years of study to the same courses given to medical students. The important relation between the proper care of the teeth and the general health is awakening the leading dentists and physicians to the fact that the future dentist must have a thorough grounding in medicine. It is the aim to place the dental profession on a plane equal to that of the medical profession and have both work hand in hand. Columbia plans to accomplish this in the proposed School of Dentistry, closely allied with the medical college.

#### Course in Surgery and Medicine.

The courses for the first two years will include anatomy, chemistry, pathology and bacteriology, as well as general study in surgery and medicine. After the first two years medical specialties will be omitted and training in mechanical and scientific features of dental surgery will be substituted. The courses for the dental school will cover four years, the last two being

devoted to specialization in surgery, gynecology and obstetrics. A dental dispensary will be run in connection with the work at the Vanderbilt Clinic.

#### HER GOWN A SATIN TRIBUTE

Miss Fannie March in Novel Costume at "Ad" Party.

As the Tribune girl Miss Fannie March, daughter of Mr. and Mrs. May H. March, wore one of the elegant costumes at the advertising costume party given Saturday afternoon by Mr. and Mrs. Edwin G. Kaufman, 250 West Eighty-second Street, in honor of their daughter, Miss Doreen March, the dress was made from a complete issue of the Tribune for Friday, March 10, printed on white satin.

Many well advertised articles were represented by other guests. Miss Dorothy Kaufmann was dressed as the Domino Sugar girl, Miss Janet Coleman represented Black and White Whiskey, Miss Florence Selig represented the Domino Sugar girl, Miss Alice Anspacher came as a Woolworth Store, and fourteen pairs for Sterling Gum were scored by Miss Elizabeth Goldsmith and Miss Doris Well.

Other costumes represented Kalm's Phony Show, Tribune cigarettes, Vogue, Baker's chocolate, and a doll, Community silver and a dollhouse store. About thirty guests were present. "Movies" were taken of the affair.

#### B. R. T. TO PAY CITY \$2,902,062 TAXES

\$213,891,200 Franchise Assessments Cut to \$163,758,887.

The Brooklyn Rapid Transit system will have to pay \$2,902,062 into the treasury of the city pursuant to a settlement of special franchise taxes which has just been made by Corporation Counsel Hardy and Controller Prendergast, upon the recommendation of Attorney General Woodbury and the State Tax Board. This settlement is in line with the determination of the city administration to compel payment of outstanding franchise taxes and to proceed with liquidation of the city's deposit satisfactory to the city and in accord with the decisions of the courts made.

The payment represents the special franchise taxes of the companies constituting the Brooklyn Rapid Transit system for the years 1907, 1908, 1909, 1910, 1911 and 1912. The aggregate assessments on the special franchise are finally fixed amounting to \$213,891,200. Orders settling the certain proceedings were entered yesterday.

Considering the amount required to be deducted for equalization and in the decision of the Board of Finance of the City of New York, the representatives of the city and the state believe that the settlement reached with the Brooklyn Rapid Transit Company is a very advantageous one. The Attorney General, after an independent investigation and expert study of the matter, recommended the settlement that has been made. The aggregate of the original assessments on the special franchise for the years involved was \$3,801,200.

#### To Talk on Nurse and Teacher.

Miss Lillian D. Wald, of the Hull House Settlement, will speak tonight on "The Place of the Nurse in the Community," at Jackson Memorial Hall, on Washington Square. She will be accompanied by Miss Alice Barrows Fernandez, of the Community. The Hull House Settlement, which is the headquarters of the Hull House Settlement, will be the scene of the series of lectures on "The Nurse and the Teacher" on the general topic of "Woman's Work." Free tickets may be obtained at the office of the secretary of the School of Commerce.

against the publication of false, malicious and unjustified charges. Of course, the store may have had a change of heart. The phrases mentioned above, and others made since (oh, yes, they have been others) may be accidental lapses from a new-found virtue. It is within the range of possibilities that Greenhut's has undergone a cataclysmic inner change; that it has seen the error of its ways; that it will no longer seek to impose upon the public by divers manners of trickery, chicanery and misrepresentation. All this is within the limits of the potential, because almost anything is theoretically possible—even to a Greenhut's—in this wonderful universe of changes.

There are also white crows.

Be sure to see Samuel Hopkins Adams's regular column, The Ad-Visor, in The Monday Tribune.

## Was HENRY LANE WILSON Concerned in the plot to ASSASSINATE MADERO?

EVER since President Wilson took office, and before, hundreds of thousands of people in the United States have wished they might get more real inside facts about the Mexican situation.

Why was President Wilson so intense in his feelings about Huerta?

Was our own ambassador, Henry Lane Wilson, concerned in the plot to assassinate Madero?

The time seems to have come to tell this story.

## It Begins in HARPER'S WEEKLY

for March 25th—Out Next Tuesday

This story will take several weeks to tell. It is as exciting as a novel. It consists of documents and personal experiences. A long time has passed since an equally important contribution to inside dramatic current history has been made by any periodical.

If you would avoid missing a single installment of this story, it would be well for you to take immediate advantage of our special offer: Harper's Weekly for three months at \$1. Pin a dollar bill to this coupon.

HARPER'S WEEKLY 251 Fourth Ave. New York City. Please send me Harper's Weekly for 3 months beginning March 25th issue, at your special trial rate of \$1. Name \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ For new subscribers only.