

# SOCIALIST PROJECT IS STENSLAND'S RUIN

## Co-Operative Store Proves a Millstone Around Banker's Neck.

(Chicago Commercial Ex.)

The socialistic enterprise of a co-operative general merchandise department store, launched and fostered by Paul O. Stensland, proved to be one of the principal causes and most important factors in the ruin of the Milwaukee Avenue State bank.

The experiment in founding a socialistic institution in Chicago, although heralded and applauded by socialistic agitators as a step forward in their propaganda, has now become a monument of the fatal consequences an effort to carry into practice socialistic dreams brings to both the rich and poor.

### Founded Four Years Ago

It was about four years ago that the founding of the large socialistic institution on the Northwest side was decided upon by Stensland, who, in addition to becoming the founder of the first large socialistic scheme in mercantile business, also hoped to benefit himself and his bank.

When the institution—the Co-operative Store, Milwaukee avenue and North Carpenter street—finally was located across the street from the looted bank, it proved to be a millstone around Stensland's neck which kept pulling him down steadily until the bank crash came. With it came the disclosure of the important part the socialistic venture played.

### Draws Many Into Venture

Names of prominent citizens, and glowing descriptions of the great profits in sight for all who would join in the co-operative scheme, were used as the means to get people into Stensland's socialistic venture. At the outset the outlook was bright.

Stensland had a large four-story, stone-front building with thousands of feet of floor space on his hands, which he had found difficult to rent.

The place originally was occupied by the Wilner Bros., department store and later by a boot and shoe manufacturing establishment. For several years it was a "white elephant" on Stensland's hands.

### Listen to Son's Story

Rentals from the few offices and stores and receipts from the postoffice authorities for the substation were not sufficient to justify the investment.

The elder Stensland was interested in the progress of socialistic schemes in Europe. His son Theodore traveled in Europe and studied the different social and economic questions. When he returned he told his father of the co-operative department stores in England and of the existence of other socialistic conditions and institutions there.

### Decide on Co-Operative Store

In a short time after Theodore Stensland's European trip, the co-operative store on the socialistic basis was decided on.

Knute R. Matson, former sheriff; F. I. Williams, drainage trustee; Frank R. Crane, Herman Esdohr, and other men prominent on the Northwest side were put forth with Stensland as sponsors for the scheme. The Chicago Co-operative General Merchandise store was incorporated at Newark, N. J. Large advertisements were put forward announcing the sale of 50,000 shares of stock at \$10 each.

### Limit Stock for Each to \$1,000

According to the by-laws and articles of incorporation of the co-operative store, no person could own more than \$1,000 worth of stock. This, it was explained, was to prevent any one man or a set of a few men from getting control of the store.

All employees were expected to buy at least one share, paying for it on the installment plan. In most cases the cost of the share was deducted from the salaries.

The scheme also included the holding of stock by purchasers at the store, who could pay for it in weekly or monthly installments.

### Try to Interest Many

The plan was to give everyone buying at the store a special interest. It was urged that everyone should find himself benefited and that all profits would be divided among customers, employees and small investors alike. An additional incentive was offered in the proposition that all purchasing goods at the store would get a rebate on their purchases at the end of each year.

All Stensland wanted out of the scheme, he explained, was a good rental for his building and the banking of the socialistic concern.

### Offers to Sell Building

Stensland was willing to sell the building to the store. In fact he announced he would not ask any more for it after the business was established than during the first year of existence of the co-operative store.

It was announced that half the shares were sold when the store opened, but according to one of the former attaches, the actual subscription was about \$43,000. Some of this was not paid for.

Stensland, however, did not give up the plan, and backed it financially.

Stensland became its commanding genius, selecting the general manager and looking after the income and expenses. Much money was spent during the first year to boom the scheme.

When customers made purchases during the first months after the opening of the store, they were urged to buy at least one share. A special desk was provided in the store to take subscriptions. Special statistics from England were on hand to prove what a bonanza the socialistic scheme was going to be.

At no time was it explained that, like in municipal ownership of street car lines in England, the conditions are different and that the locality in which the co-operative institution was being planted was fast becoming a manufacturing district, to which it would be difficult to draw customers from other sections.

As an inducement to buy stock, the prospective purchasers were assured that each share would pay a 7 per cent dividend, and that the rebate on purchases would be at least 10 percent.

### Employees Invest Savings

Employees realized that in order to hold good positions they must buy more stock. Several of the 175 employees did so. The place was considered as everybody's store, but under the special patronage of Banker Stensland.

The need of money by employees who held stock brought to light the fact that when they sought to sell the stock they could not, even from Stensland himself, realize \$10 a share. This was at the very time when the 7 per cent dividends were being heralded through various advertisements.

### Alarm is Spread

One of the department heads became alarmed and took his \$1,000 worth of stock to Stensland, threatening court proceedings if the same was not paid for in full.

A compromise was reached, the man quit his position and received \$800 for the \$1,000 of stock.

The store at the end of the first year proved that it was not a profitable venture, but Stensland had hopes. Although there was no rental coming to him, he was handling the money of the store, its employees and shareholders, and thereby increasing the business of his bank.

It is estimated the losses during the first year were \$45,000. Ever since there has been a steady drain. These losses were fixed up by financial and book manipulations.



**No Piece** of furniture is more handy than a nice davenport. It is handsome in appearance and just the thing for luxurious lounging on which to take your afternoon nap or relax the tired physical nature in the evening. It is instantly convertible into a soft easy bed. People living in a flat where space is at a premium find the davenport indispensable. Helps anybody out on sleeping accommodations where there is company over night.

**See Our Display**  
**MICHAEL HILD**

### Birthday Surprise Party.

A pleasant surprise party occurred Saturday evening at the home of Mr. and Mrs. Parkenings, five miles west of town, when a number of friends gathered to assist Chris. In celebrating his twenty-second birthday anniversary. The evening was very delightfully spent at various games, and music, until refreshments were served. At a late hour the merry crowd wished Chris, many more such happy returns and departed for their homes.

Those to participate in the event were Misses Lena and Mary Meisinger, Gertrude Stenner, Florence Pitcher of Rushville, Neb; Mary Wurga, Nettie, Blanche and Josephine Vallery, Maggie, Katie and Mary Kaffenberger, Lizzie and Emma Hitz, Fernie Ruby, Teresa Marler, Lena Niday, Anna Trietsch, Minna Stohman, Adelia Trietsch, Anna and Clara Parkenings; Messrs Emil, Louie, Phillip, Fred and Henry Meisinger, August and Henry Kehne, George Kaffenberger, Frank and Chas. Bestor, Phillip and Jos. Hitz, Noel Manners, Clyde Adamson, Will Trietsch, Fred and Ed. Baumgart, Frank Kalasek, Fritz, Mac and Jearald Vallery, Fritz Braet; Messrs. and Mesdames Sol Adamson, Wm. Rummel, Ed. Trietsch and Will Vallery.

The young people enjoyed themselves dancing to the music furnished by Gustave Heideman.

### Civilization as Cause of Disease.

Prof Senn, the celebrated surgeon, has just returned from a trip through Africa and published the result of his studies of cancer among the tribes of that country. He assures us that this terrible disease is found only among civilized nations. What should be done to prevent the spread of cancer and tuberculosis, without changing our established customs of living? By using Triner's American Elixir of Bitter Wine we can strengthen our system to such an extent that it will easily resist all attacks of these two diseases. It makes the digestive organs work and thus renews the blood constantly. Whenever any member of your family will not feel "just right," give him this elixir; you should take it, whenever you feel weak, irritable, nervous, whenever you cannot eat, work, sleep or when your complexion changes. At drug stores. Jos. Triner, 799 So. Ashland Ave., Chicago, Ill.

Mr. and Mrs. Paul Wurl and son, who have been visiting with relatives in this city, returned to their home in Byron, Neb., this morning.



Here it is. The beer you hear so much about. Our

**BUDWEISER**

It is brewed in the proper manner and everything that enters its preparation is first class. The result is the finest product. Our

**BUDWEISER BEER**

is a perfect beer. Try it.

**Phil Thierolf**

AGENT  
Telephone No. 285

## SEPTEMBER 5TH THE DATE

Completing Arrangements for Reception to Mr. Bryan.

The home coming reception of William J. Bryan will be presided over by Mayor Brown, who will call the meeting to order says the Lincoln News. Prayer will be offered by Rev. Martin, pastor of the church at Normal, which is attended by Mr. Bryan and family. The welcoming address will be delivered by Governor Mickey and responded to by Mr. Bryan, after which will occur the reception in the lower corridor of the capitol. The exercises will conclude with a brilliant display of fire works.

The above program was agreed upon at a meeting of the reception committee held at the Commercial club yesterday. It has been ascertained that Mr. Bryan cannot reach here until late in the afternoon of September 5. He will be in Chicago the evening before and the trains by which he can reach Lincoln are due here at 4:35 and 5:25 in the afternoon and of course are liable to be late. Under the circumstances it was deemed impracticable to have a parade, but a large mounted escort will accompany the party to the state house.

The finance committee has ordered 5,000 handsome souvenir badges from a Newark, N. J., firm and these will be sold for \$1 each. They will be the only Bryan badges to be had and is now thought there will be a big demand for them. It had been hoped that these would reach here prior to the leaving of the party for New York to meet Mr. Bryan, but word has been received to the effect that they cannot be shipped before the 24th, which is the day the party leaves. Two hundred have therefore been ordered delivered in New York and will be received by the members of the party after they reach there.

Mayor Brown stated that it was the purpose of the Nebraska party to ask Mr. Bryan and family to accompany them home on the special train and in the event the invitation is accepted, the Nebraskans will of course be absent until his arrival. Otherwise they are expected to get home the Sunday previous.

The hope was expressed by J. L. Miller, chairman of the committee on decorations, that not only the business portion, but the residence parts of the city would be lavishly decorated with flags and all the other members of the committee were of the same mind.

A. J. Sawyer was selected as vice chairman of the general committee and will act as chairman during the absence of Mayor Brown.

### Bridges Cost Too Much.

County Commissioner Neilson of Sarpy county was in town Thursday and was a pleasant caller at the Courier office. Mr. Neilson came over to take a look at the Third street bridge crossing Mill creek. He said that the commissioners of that county contemplate building an iron bridge at Springfield and he was favorably impressed with the style of the bridge here. He stated that they were trying the building of their own bridges this year and said they were saving money for the taxpayers by so doing. When it is known that last year Sarpy county paid \$5.02 per foot for their bridge work as against \$5.75 in Cass county—Shelley doing the work in both counties—it does not take an expert to figure that Cass county might follow the example of Sarpy with profit.—Louisville Courier.

### Returns to Illinois.

Mr. S. A. Drehmer and family, who came to Plattsmouth from Illinois for about one year ago will return to that state tonight, where they will make their home for at least one year. Mr. and Mrs. Drehmer were called to Prophetstown their old home a few weeks ago on account of the illness of Mrs. Drehmer's father. The father died and the estate was left in such a condition that it will demand the attention of Mr. and Mrs. Drehmer in the old home town for at least one year in making final settlement. Mr. Drehmer has been employed in the B. & M. shops where he has made hosts of friends who will regret to learn of the removal of this excellent family. Mr. Drehmer tells us that they will surely return to Plattsmouth just as soon as possible. Success to them is the wish of all friends.

### "Dog Days" On.

The period of the greatest heat of the summer is called "dog days," and has reference to the fact that in ancient times, this was also the season when the dog star rose with the sun, and to this was attributed the malignant energy of the sun's rays at that season. Sirius, the Dog Star, is the brightest star in the heavens, and at one time was thought to exercise a baleful influence upon human affairs. Although ancient astronomers described it as a red star, it is now a clear white star, in the constellation Canis, and is, in mythology, closely associated with the story of Orion. Whatever of baleful influence the ancients ascribed to the rising of the star with the sun, is purely fictitious, as it is the great heat which works the harm.

## A Clearance on all Summer Lines

We want the room for new fall goods. You can buy what's left of our summer stock at what we paid for it. Two months ahead in which to wear them this season, and if you live you'll congratulate yourself on your bargain next summer.

**C. E. Wescott's Sons**

"Where Quality Counts."

### Social Largely Attended.

The lawn social given at the home of W. L. Thomas, two miles west of this city, by the members of the True Blue lodge No. 499, proved to be a success in every particular last night. The boys had hay racks at the Riley hotel and thus conveyed a merry crowd from town to the scene of festivities. The lawn was beautifully decorated for the occasion with electric lights under which the tables and chairs were placed. A large graphophone belonging to Phil Sauter furnished many pleasing selections, while several others favored the large company present with selections on the piano. Various games were produced by the entertainers, for the enjoyment of their guests, who numbered in the neighborhood of two hundred.

The tables were frequently resorted to by the gathering, and the demand for ice cream was to be heard on every hand. The members of the lodge were equal to the occasion, and saw that each and every one was properly provided with the essentials of a social time. A slight accident occurred while transporting the participants to and from the social. One of the wheels of the hayrack broke, but the boys immediately obtained another and the good time prevailed without interruption.

### LATTER DAY PROVERBS.

Remember, young man, it is far easier to find a wife than to lose one.

The man at the top of the ladder takes but little interest in the rounds.

A woman is seldom satisfied when an old dress is forced to do her a good turn.

The reason why people always like babies and kittens is that they always act naturally.

The great trouble of practicing what you preach is that it is so easy to get out of practice.

A man gets ready for a wedding in the frame of mind a woman gets ready for a funeral.

When he lends a helping hand, the average man makes so much noise that it spoils the effect.

When an office boy's relatives begin to die, it is a sign that the baseball season is coming around.

You have probably observed that there is only a few dollars' difference between "ennui" and "laziness."

The woman who never wonders what her husband does with so much pocket change is a pearl of great price.

Charity may begin at home, but did you ever note in a time of great stress how far and rapidly it travels?

The man who turns out in the rain to go to church feels that he is entitled to a double measure of blessedness.

It is always difficult for a young man to understand what there is about his sister that attracts other young men.

Where there is plenty of champagne at the wedding reception, all the guests never saw such a pretty bride before.

It sometimes comes to pass that after a man has eaten everything that has been set before him, he wonders what ails him.

### Women Avert Conflagration.

While the men folks were busy threshing at G. M. Meisinger's place near Cedar Creek yesterday afternoon, a blaze, originating from an unknown source, threatened to destroy their beautiful home, which was completed about a year ago, until Mrs. Meisinger and daughter discovered the flames and began to fight the fire.

The men arrived home in a short time, and after about two hours' work, succeeded in extinguishing the fire, but not before it had eaten through the ceiling and two doors.

Alec Fisher went to Greenwood this afternoon for a visit with relatives.

## A BRIEF VISIT IN ELMWOOD

A Journal Representative Makes a Trip to the Western Part of the County.

Last Thursday evening the Journal publisher left Plattsmouth for a couple of days visit with the good people of Elmwood and vicinity. We arrived in that enterprising little city about six o'clock the following morning, and even at that early hour found a great many of the people preparing for their days work. It is hardly worth while for us to say that Elmwood is one of the best towns in Cass county, located in one of the richest farming sections in the world, for this has been told them so often that the people of the prosperous little city begin to believe it themselves; the town has the finest stores of any town its size in the state or even much larger towns, the most beautiful residences to be found anywhere, with good concrete sidewalks and beautiful lawns. But with all this being strictly up to date in every particular the latest commendable move on the part of the rustling business men of Elmwood is the new city park, which is receiving almost the united support of the town. The acres of ground has been leased just east of the city line, which is already a beautiful natural park, but with a little grading and other improvements, such as a bridge across the little stream that passes through the center, a number of buildings that are now under course of construction, such as a band stand, dancing platform, and a number of concession booths, all of which will be erected as soon as possible, and it will be an ideal spot for holding annual celebrations. It will also be fitted up with a speaker's stand and a large seating accommodation. A formal opening will be held this summer in the way of a grand celebration in honor of the opening day, and improvements will be made from year to year according to the success the promoters are favored with.

Four hundred dollars has been raised by popular subscription of the people, which is sufficient to give the enterprise a good start, which is all that it needs, as the business men of Elmwood will be there at the finish. An acetylene gas plant will be placed on the grounds or will be piped from the city plant to furnish light for the evening gatherings. The date for the opening will be announced later, and will be followed with an old settlers' picnic sometime in September. The officers for The Elmwood Park Association will be as follows: President, J. G. Stark; secretary, F. L. Woolcott; treasurer, Edwin J. Jeary; chairman of concessions committee, L. F. Langhorst.

We spent most of the day Friday visiting friends of the Journal, and endeavoring to make as many new ones as possible, and late in the afternoon took a drive out among the farmers of that locality, and later landed in Murdock, where we visited with a few of our staunch friends, and returned to Elmwood in the evening, where we remained over night.

### Union is Prosperous.

On our return trip from Elmwood, we spent several hours Saturday in Union, and feel as though we should mention the prosperous appearance this southeast Cass county town is now enjoying. Everybody is preparing for a big time at the Old Settlers' Reunion, one week from Friday and Saturday, August 24 and 25. The painters and carpenters are busy with brush and hammer making every preparation for a grand good time on the two picnic days. We were instructed to extend a cordial invitation to every one to be with them. The Old Settlers' Reunion has always been a success, and this year it will be bigger and better than ever; a larger program has been prepared and more money is being used for the amusement of the many visitors expected.

Among the substantial improvements of the town are the two new concrete stone buildings under course of construction on Main street, being erected by W. B. Banning; one business building and the other a residence; the former when completed will be the property of J. W. Pitman, and will be rented for the postoffice, the latter will be one of the finest residences in Union, and is being built for Mrs. M. E. Davis. The new structure is 28x30, two story building and will contain eight large and commodious rooms, one of which will be fitted for the independent telephone exchange, of which Mrs. Davis is manager. The concrete stone in these two buildings is being manufactured in Union by W. B. Banning, and certainly has the appearance of being the best and most substantial building material now to be found on the market. This material is also used in the foundation of frame buildings, and a great many have already been contracted for. They also manufacture concrete blocks for sidewalks, and before many moons the city of Union will have walks made from this material over the entire town. Let the good work move on, build your residences and business blocks and sidewalks of concrete blocks, and thus patronize a home industry that is worthy of your attention. This is what the Journal believes to be right.

### INSTITUTE NOTES.

One hundred twenty-two teachers were present the opening day at the Institute.

Miss Farley gave a very interesting and helpful address Monday afternoon on "What to Read to the Children."

A very enjoyable time was had at the teachers' reception on Monday evening. A very lively ad. writing contest was one of the features. Misses Haines and Countryman and Mr. Andrus succeeded in winning first prize with the following ad:

"The Arrow collar is the nearest it makes the young man look the sweetest. With form and height of latest fashion. It helps the wearer with his mashin."

Supt. Gamble conducted a Round Table for beginners Tuesday afternoon.

The Elmwood High school quartette furnished music for the afternoon and evening sessions Tuesday.

The music under the direction of Supt. Fulmer is one of the features of the Institute.

A larger number than usual of men are in attendance at the Institute this year.

The address by Dean Fordyce Monday afternoon on the Psychology of the Child received much favorable comment.

James Wynn of Omaha was down visiting with his parents today.