

FINANCIAL EXPERT GUIDES NEW STORE

Dr. Edward S. Mead, Professor at Penn, Heads Franklin Co-operative Ass'n Committee

DOORS ARE OPENED TODAY

When a professor of finance starts running a store, the high cost of living is likely to crack under the strain and flutter down to something like the old level.

Dr. Edward S. Mead, professor of finance at the University of Pennsylvania, is chairman of the executive committee of the new Franklin Co-operative Association, which opened its doors at 3620 Walnut street today. The purpose of the organization, which is really a purchaser's society, is to combat the high cost of living by co-operative buying.

The idea of the present store was developed by Doctor Mead and first taken up by the faculty of the Wharton School. Now the interested persons number about a thousand and are drawn from all the faculties of the University, the students of the night school, employees and residents of West Philadelphia. It is expected that next fall many of the students of the University will take advantage of the opportunity to economize.

Plan Is Unique in Methods

Although there are co-operative stores in connection with other universities and communities, Doctor Mead's plan is unique in its methods. The idea is that each member of the association must own at least \$25 worth of stock, paying an annual dividend of 5 to 6 per cent, and that in addition to that return he receives a profit on all the goods which he himself purchases.

Outside of these advantages of owning stock in the store, the member has the distinct privilege of buying all sorts of articles at sharply reduced prices.

The association will be able to supply at the start, men's, women's and children's clothing and furnishings of virtually all sorts, all staple groceries, canned goods, sugar, soap, stationery, rugs, books, magazines, house furnishings, leather goods, cigars, cigarettes, ready, toilet preparations and last, but not least expensive, coal.

The plan is not to keep all these articles in stock, but in the majority of cases to have the members of the association order from materials and articles in the sample room of the store. Delivery will be made in times ranging from three days to two weeks.

Members Crowd Sample Room

Members are already beginning to crowd the sample room and the list of stockholders is growing every day.

Doctor Mead is head of the executive committee of the organization. Mrs. M. C. Stengel, of Oak Lane, is acting as purchasing agent and has charge of the sample room. Miss Lillian Ricketts is in charge of the offices of the association.

At a recent meeting of the directors of the new enterprise, George E. Nitsche, secretary of the University of Pennsylvania, was elected president.

MAKING PURCHASE AT NEW CO-OPERATIVE STORE



A marked attack on old high cost of living was started today when the Franklin Co-operative Association opened its store, 3620 Walnut street. Dr. Edward S. Mead, professor of finance at Penn, is chairman of the executive committee of association. Mrs. M. C. Stengel, purchasing agent, may be seen acting as saleswoman. The two customers are Mrs. J. R. Crowell and her daughter, Betty. All purchasers must be stockholders in the association.

MANDAMUS EVIL HIT

Research Bureau Deplores Lack of Representation

Philadelphia taxpayers are in the plight of having "taxation without representation," according to the weekly pamphlet of the Bureau of Municipal Research.

It refers to the practice of the state Legislature in placing within the city county or state offices for which Philadelphia must be taxed, although they have no say as to the manner in which they are operated.

The mandamus evil largely grows out of this division of power, the statement says, because the officeholders have the power to mandamus the city for salary and expenses incurred in their work. The pamphlet continues:

"Unfortunately there is no prospect that the state will cease saddling charges on the city treasury, or that all discretion to determine the amount of such charges will be delegated to the city Council. There is a prospect, however, that an increased control of the city's financial affairs will be vested in the Council. This we hope to see accomplished by the incorporation in the constitution of two recommendations tentatively adopted by the commission on constitutional amendment and revision. These provisions will not solve the problem completely; they will not vest in Council complete control over 'the mandamus evil,' but they are steps in the right direction."

HELD AS POOR-BOX THIEF

Second Church Robbery Suspect Taken at St. Aloysius's

The second man in two days accused of robbing church poor-boxes had a hearing before Magistrate Dougherty at the Twentieth and Federal streets station.

The man gave his name as Dominick Montano, seventeen years old, with an address on Morris street. He was arrested last night as he came out of St. Aloysius's Church, Twenty-sixth and Tasker streets, by Patrolman Archdeacon, who was sent around to the church to investigate reports of money stolen from poor-boxes. Magistrate Dougherty held him in \$1000 bail for further hearing on July 7.

Yesterday the same magistrate held another man for court on a charge of robbing the poor-boxes of St. Rita's Roman Catholic Church, and characterized the prisoner as one of the "meanest men" he had ever had before him.

DETECTIVE IS REINSTATED

Acting Detective Robert C. Orndorff, who was suspended several months ago following charges of grafting in connection with automobils, has been reinstated against him, but was later acquitted of the charges by the court, was reinstated to his old position in the detective bureau today by Director of Public Safety Cortelyou. Orndorff made it known following his formal reinstatement that he will resign tomorrow to take up a civilian occupation. The reinstatement was settled upon to complete Orndorff's vindication of the charges and clear his police record of any stain.

GRANTS 23 LIQUOR LICENSE TRANSFERS

EXCHANGE SOUGHT BY ONE

21 Saloon and 2 Wholesale Permit Changes Approved—Delays Revocation Decision

Judge Staahe in the License Court today granted saloon license transfers to twenty-one applicants and two wholesale liquor license transfers.

A petition to revoke the license of Morris Schiff, 4651 Millon street, Frankford, was postponed indefinitely at the request of his counsel.

The petition of a wholesaler who wants to exchange his license for a bottle's license was not ruled on, as the judge said he did not have the authority.

The following requests for transfers were heard and granted:

Magdalena Foglietta, 606 Bainbridge street, 2102-2 South Sixth street, to her son, Albert, her husband, who held the license, having died.

Thomas D. McCloskey, from southeast corner of Third and Market streets to Nos. 8 & 8 South Delaware street. It was explained that the present saloon property has been sold and is being torn down. The new location on Delaware avenue formerly was a licensed hotel for fifty years.

Michael Connor and William Murphy, who are executors of Patrick Wrenn, had the license at 318 South Sixteenth street transferred to the son, James Wrenn.

Patrick McGillen, from 1600 South street to northwest corner, Nineteenth and South streets.

Corneilus C. Widdies, 32 North Tenth street, to Martin J. Lawless.

Albert Allen, northeast corner Fourth and Poplar streets to Jacob P. Mischler.

Paul F. Wales, northwest corner of Home and Thompson streets, to Jacob Schlicher.

Annie G. Mahoney, 2544 Richmond street, to her son, Frank.

Mary Smith, northeast corner of Franklin avenue and Richmond street, to Corneilus C. Widdies.

John T. McCloskey, southeast corner of Germantown avenue and Diamond street, to Dennis McIntyre.

Mary G. Connor, 3801 Market street, to Thomas I. Connor.

Nicholas Kelly, northeast corner of Fortieth and Market streets to 9 North

Fortieth street, southeast corner Fortieth and Filbert streets.

Mary Hannon, 2781 East Lighthaven to Joseph F. Kilroy, 1428 Rutter street, to Bernard Centralis.

Frederick Kinschick, northeast corner of Lawrence and Somerset streets, to Charles Hagg.

Nellie A. Byrne, 1600 Point Brees avenue, to John F. Leonard.

Katherine Manning, northeast corner of Twenty-fourth and Federal streets, to Martin Malone.

Joseph Morris, 2800 North Tenth street, to Peter Smolik.

Joseph Stench, southeast corner of Twenty-fourth and Somerset streets, to Harry Koehn.

William H. O'Neill, 1005 McKean street,

to Severino Di Ylio.

Theodore Gramacher, 1412 North Twenty-second street, to Hermann Zeller.

The application of Konstanty Schultz, 2800 Cumberland street, to transfer his license to 1294 Gault street, was continued on request of counsel to enable the petitioner to furnish evidence contrary to a remonstrance filed by residents in the locality of 1292 Gault street.

The transfers of the following wholesale licenses were granted: M. R. Strouse & Co., 137 Market street, to 214 Church street.

George Rosch, 2485 North Hydenham street, to Louis Marks.

Huntly-Largo

Maurice C. Huntly, 5335 Walton ave.

ROTARIANS AT ATLANTIC CITY

Rotary pictures illustrating the eleventh annual Rotary Club convention, in next Sunday's Pictorial Section of the Franco-Lexicon, —Ado.

DELANY'S SON SUED

Action Follows Injury to Child in Automobile Accident

Suit for damages was started in Common Pleas Court No. 2 today against Howard S. Delany, of 1231 North Broad street, son of Charles Delany, the defeated administration candidate for Congress in the Third Congressional district, as a result of the automobile accident he figured in on Tuesday night.

The machine driven by young Delany is claimed to have run down and severely injured Elsie McDermond, the five-year-old daughter of Howard P. McDermond, of 126 South Redfield

street. The accident occurred at Fifty-eighth and Chestnut streets.

The court action was filed on behalf of the child and her parent by former Director of Public Safety William H. Wilson, representing the plaintiffs. No statement of claim was filed, as it was claimed the child's injuries had not yet been definitely determined.

Woman Sues for \$10,000 Bonds

Through attorneys Brown and Williams, Mrs. Josephine F. Eisenlohr entered suit against Charles Andrew Markie and others, trading as Markie & Co., for the recovery of \$10,000 Southern Utilities Co. first mortgage sinking fund bonds, which bonds, she says, are being illegally withheld from her by the defendant firm.

Just One Reader

Perhaps one of the general misconceptions about national advertising is due to the confusion of large numbers.

As a matter of fact, in every single contact with the public there exists for the time being, only one advertiser, one publication and one reader.

The point of any campaign must rest on interesting that one reader.

At this moment there is just you and us and this one newspaper.

While this advertisement is being read, the whole world narrows down to you and us. Of course, the total result depends on multiplying the number of "captured readers" by millions.

In writing your message about your goods or your services, write to just one human being; but reach him or her, because if you do not, you have nothing to multiply by any part of the total millions.

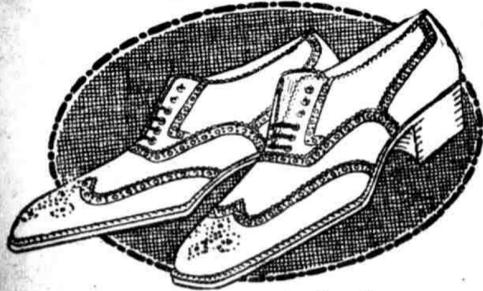
Butterick—Publisher

The Delineator (\$2.50 a Year) Everybody's Magazine (\$2.75 a Year) The Designer (\$2.00 a Year)

Friday and Saturday Men's Oxford Days at Hallahan's

MEN!

In These Days of Catch-as-Catch-Can Advertising Know Your Store!



WHITE

WHITE OXFORDS

of a white Bar Harbor canvas with Neolin heels and wing-foot rubber heels. A wonderful value.

Worth 12.50—Today

5.95

WHITE BROGUES

white Buck Brogue Oxfords with full Scotch wing tips, leather or Neolin soles and wing-foot rubber heels.

Worth 15.00—Today

9.95

MEN'S SPORT OXFORDS—Of genuine white buckskin with saddle strap or wing tip, of tan or cherry calf; leather or Neolin soles and rubber heels. Worth 16.50 today. On sale now at 9.95

HALLAHAN'S GOOD SHOES

Good for Half a Century

919-921 Market Street

4028-30 Lancaster Ave. 60th and Chestnut Sts.
2746-48 Germantown Ave. 5604-06 Germantown Ave.

Branch Stores Open Every Evening

MEN 1000 Pairs of OXFORDS

To Be Sold for 5.95 They Were 9.95 and Until Today 11.95

Genuine Reductions on Hallahan's Good Shoes

Five-Ninety-Five Pair for Men's High-Grade Custom Style Oxfords—Cordo-tan Calf, new brown Calf, black Gun-metal Calf—Souvenir Offering at

Hallahan's 50th Anniversary Sale

1000 Pairs Will Be Sold

But 1000 Men Will Get Theirs

Come Early Tomorrow!

1870 HALLAHAN'S 1920 GOOD SHOES

919-921 MARKET STREET

4028-30 Lancaster Ave. 2746-48 Germantown Ave.
5604-06 Germantown Ave. 60th & Chestnut Sts.

Branch Stores Open Every Evening

Out to-day New Victor Records for July

A program of great music such as only the Victor can present. The newest offerings of world-famed artists, among them several who achieved their first American triumphs during the recent opera season. Look over the list and mark the selections which specially appeal to you. Any Victor dealer will gladly play them for you.

Samson and Delilah—S'apre per te il mio cor (My Heart at Thy Sweet Voice)	Number	Size	Price	
Gabriella Benasoni	64877	10	\$1.00	
Sophie Braslau	64887	10	1.00	
Enrico Caruso	88617	12	1.50	
Berceuse (Chopin) Piano	Alfred Cortot	74623	12	1.50
Scott Pastoral	Mischa Elman	64884	10	1.00
Les Filles de Cadix (The Maids of Cadix)	Amelita Galli-Curci	64885	10	1.00
Bohème—Racconto di Rodolfo (Rudolph's Narrative)	Orville Harold	74624	12	1.50
Girl of the Golden West—Ch'ella mi creda (That She May Believe Me)	Edward Johnson	64886	10	1.00
The Barefoot Trail	John McCormack	64878	10	1.00
Espana Rapsodia	Philadelphia Orchestra	74621	12	1.50
Rigoletto—Monologo, "Parl siamo" (We are Equal)	Renato Zanelli	74622	12	1.50
I Think I'll Get Wed in the Summer	Sir Harry Lauder	70125	12	1.25
Good-Bye, Sweet Day	Merle Alcock	45178	10	1.00
The Meeting of the Waters	Merle Alcock	45178	10	1.00
Who'll Take the Place of Mary?	Crescent Trio	18671	10	.85
Marion (You'll Soon Be Marryin' Me)	Rachel Grant—Billy Murray	18671	10	.85
The Moon Shines on the Moonshine	Sidney Phillips	18672	10	.85
So Long I Oo-Long (How Long You Gonna Be Gone?)	Victor Roberts	18672	10	.85
Alexandria—Fox Trot	Joseph C. Smith's Orchestra	18673	10	.85
Oriental Stars—One Step	Joseph C. Smith's Orchestra	18673	10	.85
The Tolls are Pitch'd (From "Lady of the Lake")	Laura Littlefield	18574	10	.85
They Bid Me Sleep (From "Lady of the Lake")	Laura Littlefield	18574	10	.85
Oh! By Jingo!—Medley Fox Trot	All Star Trio	35696	12	1.35
Nobody But You—Medley Fox Trot	Palace Trio	35696	12	1.35

Hear these new Victor Records to-day at any Victor dealer's. He will gladly give you an illustrated booklet describing them. New Victor Records on sale at all dealers on the 1st of each month. Victrolas in great variety from \$25 to \$1500.

Victrola

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