FOR SCHOOL COURSE IN MERCHANDISING

Ellis A. Gimbel Suggests Plan at Cup Presentation at Central High

THINKS FIRMS WOULD AID

The creation of a department for the raining of boys and girls in practical merchandising was today urged by Ellis A. Gimbel in an address before high school students and teachers at Central High School.

The occasion was the annual presentation of the Ellis A. Gimbel silver cup. which this year goes permanently to Central High School because its football team has won the high school championship three wears in succession after ten years' competition. Mr. Gimbel presented the cup and also presented miniature gold footballs to members of the winning team. In addition to this ceremony, he suggested the installation of the new department of learning.
"We have in Philadelphia." said Mr. Gimbel, "10,000 wholesale concerns, 23,000 retail concerns and 15,000 manufacturing places, or a total of 58,000 merchandising businesses. I do not know the total sales of all these establishments is lishments in a year, but it is safe to assume they run into hundreds of millions of dollars. Considering this, shouldn't this element of our civic life, this unfolding phase of our municipal progress, he recognized in a definite way

Concerns Would Co-operate the schools in giving practical meaning to the work by employing the students in their plants at hours and at seasons best suited to the schools and businesses. Thus while the students were learning theory they would also acquire prac-tical knowledge of the business. At the end of college life students could enter business better equipped than they are today to become executives. They

would earn more money from the start. They would have a better sense of business value from the beginning. "The business world is always looking for youth with keen minds, energetic manner, ambitious outlook, and if the youth of our high schools could be given the business intelligence which would come from a study of the principles of business leadership, business development and organization ideals they would as the years go by give fresh momentum to our municipal prog-

Mr. Gimbel's plan would be to open Mr. Gimbel's plan would be to epeu this subject to both boys and girls so they could be trained to become business executives. He is convinced this movement will become nation wide, as school boards and merchants realize the practical value of it.

Courses Suggested

Buying, the technical knowledge of goods and markets -Principles of large trade move-

3-Knowledge of customers, 4-Selling-training of selling-help in theory and practice of salesman-,

Knowledge of administrative methods for handling large merchan-dise movements for one department or for a group of departments, 6—Merchandise decorations — their

9-Advertising, 10-Window displays, commercial,

-Ca-ordinated stockkeeping 12-How to create public fancy

to respond to it. -Turnovers.

Students Appraud Plan More than 2500 boys crowded the auditorium and enthusiastically ap-planded Mr. Gimbel's plan. Dr. John L. Haney, president of the school, pre-sided an distroduced the speakers. He read a telegram from Governor Sproul. expressing regret at not being able to attend and complementing the Central High School on its splendid spirit and athletic ability. A letter from Mayor

Moore along similar Haes was also toward the erection of a new grand-stand at Houston Field, Twenty-minth street and Allegheny avenue. He said the athletic equipment there was not worthy of the Central High School. Captain Jacob Kauffman necepted the loving cup in behalf of the winning football team, and Calvin O. Outhouse mde a speech of acceptance in behalf of the football committee.

Speeches were also made by Charles E. Fox, assistant district attorney and former graduate of Central; Samuel Vauclain, Murdock Kendrick and Ellis A. Gimbel, Jr., also a former Central High School student.

To Pick Hadley's Successor

New Haven, Conn., Dec. 17. - (1by A. P.) - Choice of a successor to Presi dent Arthur T. Hadley, of Yale Uni versity, at the corporation meeting on January 8 was forecast by the Yale Alumni Weekly today. It gives no clue to the probable choice, but says that through process of elimination a se undoubtedly will be made next



CENTRAL HIGH GETS GIMBEL CUP



The Ellis Gimbel cup, emblematic of the city high school football championship, was awarded this morning to Central High School. Among those present at the affair were (left to right) Calvin Althouse, John Lewis Haney, Harry Kauffman, captain of the team; Dr. O'Brien, the coach; Ellis Gimbel and Samuel Vauclain

12:30 o'clock-Sophomore "Asi-

1:30 o'clock-West Philadelphia

High School Club meeting, Houston

4 o'clock-"Industrial Relations."

address by George W. Cartwright.

4 o'clock-Freshman basketball

team leaves for Reading, Reading

Dr. Wadsworth to Speak on Crime

years of his service with the city.

at U. of P. Today

committee meeting.

Student Activities

atic Night" Houston Club.

Logan Hall.

Terminal.

PORT IN NEED OF SHIPS TO HOLD EXPORT TRADE

Admiral Benson Will Be Asked to Consider the Question of Allocation

Philadelphia is in danger of losing a certain amount of its export business unless more ships are assigned to this

Concerns Would Co-operate

"I have in mind the creation of a department in our high schools for training our youth in merchandising. I believe many of the 58,000 concerns would enthusiastically co-operate with the schools in giving practical meaning to the work by employing the students in their plants at hours and at seasons in their plants are seasons in the port allocation committee. As a result of the conference, the details of which were not disclosed, the Mayor manual plants are provided in the port allocation committee. As a result of the conference of the major that the port allocation committee. As a result of the conference of the major that the port allocation committee. As a result of the conference of the major that the port allocation committee. As a result of the conference, the details of which were not disclosed, the Mayor Director Sproule, Captain Charles T. Meges and T. T. Cummins, of the port allocation committee. As a result of the conference of the major that the provided in the port allocation committee. of the port allocation committee. As a result of the conference, the details of which were not disclosed, the Mayor announced that a visit would be made to Admiral Benson in Washington, and that the admiral, as chairman of the United States shipping board, would be requested to give the subject consideration.

Dr. W. F. Wadsworth, coroner's physician, will speak on "The Detection and Prevention of Crime," at the luncheon of the Business Science Club at the Hotel Adelphia at noon today. He will tell some of his unusual experiences in detecting crime during the periences in detecting crime during the verse of his service with the city. announced that a visit would be made to Admiral Benson in Washington, and

Director Soroule had as guests yes-terday visitors from Montreal, who were given an opportunity to view the developments of the port. They included Brigadier General A. E. Labelle, of the Montreal Harnor Commission; F. W. Cowie, chief engineer, and M. P. Fennell, secretary of the American Association of Port Authorities.

EX-POLISH SOLDIER SHAKES "CIVIES" FOR U. S. UNIFORM

Josef Zalot Became Commissioned

returned only five months ago to the I'nited States and "civies," could no His scheme would include as part of longer resist the call of the kahki and the bugle and in consequence last Monday enlisted as a 'back' private at the United States army recruiting head-quarters, 1345 Arch street. This youthful here of campaigns against the Germans and Bolsheviki is

Josef Zalot, nineteen years old, of 2712 East Ontario street.

At an age when most boys are read-ing dime novels Zalot was experiencing adventures that recalled those of Nick Carter and other old familiars of child-

In 1917 he joined the Polish volun 7—Physical equipment, suitable and suitable.
8—Stockkeeping, all that this implies.

Ningara, Ontaria, Canada, After considerable fighting at Rheims nd the Champagne country by the armistice, he studied at a French school of arms. He accompanied Ceneral Haller's army in the spring of 1919 to the Polish front to fight against the 13—Turnovers.
14—Training of help for nonselling Russians and at the end of that campaign returned home. He is now a buck private in the Eighteenth Infantry at Camp Dix, N. J., studying for examinations as a second lieuten



From 3 P. M. to 9 P. M. Today's Special, 65c

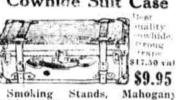
Hat Illscuits, Butter and Coffee Whole Panned Sea Bass Parsles Butter Potate Croquette- Creele Salad HOMESTEAD VEGETABLE DINNER Fresh Lobster a in Newburg Oster & Fresh Mushroom Patty og our Pastry and Fanous Ples a sancitor quality, Fancy Fruit, packed and delivered to your home

The state of the s

Manufacturer's Outlet Sale 25 & 27 S. 8th St



Cowhide Suit Case



inish, \$2.50 Telephone Table and Chair Mahogany finish; \$14 value, \$8 25 Sewing Tables, Lamps, Shades Novelties, Brief Cases, Puttees etc., below actual wholesale cost. \$35 Wardrobe Trunk, \$26.25. Boudoir Lamps, genuine Ma kogany finish, \$1.98.

Candlesticks, Mahogany finish Mail Orders Promptly Filled

Quarterly Meeting Speaker Says taken. It Can't Be Reconciled With Christianity

FIGHT MILITARY TRAINING

as well.

Other brief messages were given and the business session was entered upon with Ellwood Hollingshead serving as clerk and Deborah Walton Coles as as-Doors Will Close Promptly at 8:30 sistant.

feature the second session of the PUB-LIC LEDGER Forum, in the foyer of the field. Chester and Medford sent representatives

Queries Discussed

POLAND IS SUBJECT TONIGHT

o'Clock at Academy Discussion of the Polish situation will

Academy of Music tonight.

Dr. R. H. Lord, chief of the Polish division of the American Red Cross will tell how the delegates at Versailles ar-

rived at the present settlement.
Subscribers to the series of fifteen talks, which will constitute the story

talks, which will constitute the story of "What Really Happened in Paris," look forward with keen interest to Dr.

Lord's address, as it is well known that the great body of Harvard alumni and students consider him one of the most

fascinating personalities and eloquent speakers who ever lectured in their

to be sented by 8:25 o'clock.

Brings to

Your Home a

There is Life in

Peacock Ginger Ale

Peacock Ginger Ale fairly bubbles

with sparkle and zest; and when you

get your first taste, you too will say that

your health; Jamaica ginger and fruit

flayors in combination with properly carbonated water to give a pleasing thirst-quenching quality-that is Peacock Ginger Ale. You will find Pea-cock Ginger Ale a more satisfying and more healthful drink.

Do not ask merely for ginger alesay PEACOCK. Your grocer or druggist sells Peacock Ginger Ale in 15/2

> Your grocer also sells Peacock Root Beer, Birch Beer, Sarsaparilla and Lemon Soda.

WEISBROD & HESS, Philadelphi

inger Ale

ounce bottles.

here is a better ginger ale. Pure water, sterilized and twice filtered to protect

PLAYER-PIANO

And 25 Rolls of Music

(Your Own Selection). Convenient Monthly Terms Fill In the Coupon Below and Mail It to

OGDEN MUSIC STORES CORP.

1019 Chestnut St., Phila. And we will promptly explain details. Or visit our store.

OGDEN MUSIC STORES CORP., 1019 Chestnut St., Phila., Pa.

DEAR SIRS:-I am interested in your Player-Pluno offer, and shall be glad to know full details.

Alma Mater.

Special Xmas Piano Offer!

Queries were read and discussed mong the subjects being that of citizenship, attention being called to the fact that while voting is a duty, it is only a small part of the privileges of citizenship, which should include all social activities of the community. The query on participation in war ings, showing Friends try to maintain a testimony in favor of peaceful settle-ment of difficulties, and against war.

GALVANIZED COPPER AND ZINC SHEETS L. D. Berger Co., 59 N. 2d St. Bell, Market 554. Keystone, Main 4000

and also oppose compulsory military

REDUCED PRICES ADDING MACHINES Collins Office Machinery Co.
831 Chestnut St.
Largest assortment; all fully guprante

It was shown that more than 100 per-sons between the ages of sixteen and twenty-four were being carefully in-structed in the faith and ideals of the society by means of first day school

Membership Is 871 The total membership of this Quar-

classes and a course of lectures.

terly Meeting is 871. The impossibility of reconciling the teachings of the Christ with military training and war was brought out in the Haddonfield quarterly meeting of Meeting—a part of Chester Monthly Meeting—desired a monthly meeting.

the Haddonfield quarterly meeting of Friends at Moorestown yesterday.
Daniel Willets, of Trenton, the first speaker, talked of individual responsibility in the matter of influence and example in the promulgation of the great principles of the Friends.
He was followed by George A. Walton, principal of the George School, who in plain and simple manner demonstrated the necessity of becoming "coupled to the engine of God" to receive not only illumination but power as well.

Meeting—desired a monthly meeting. This request came from the young members.
This proposal met with a hearty indersement and the following committee was appointed to arrange matters: Horace Roberts, Dr. Nathan Thorne. Tacy A. Lippincott, Howard M. Cooper, J. Lawrence Lippincott, Roberts, Mary E. Cowperthwaite, Susanna Parry, Mary L. Thomas and Joseph L. Thomas.

There were carnest messages in the

There were carnest messages in the of tires and accessories.

training. This meeting also has a committee opposed to military training, which made a report. In considering this, Dr. Nathan Thorne felt something more substantial than writing letters should be done, and as a result it was decided to make a contribution to the American Union Against Militarism.

A number spoke regretfully of Sected and Daniels' proposal for the cruise of the navy, but no decided action was taken.

It was shown that more than 100 per-

watch worth \$13.

Minor robberies in which the plunder totaled about \$300 were reported to ott Bolse, jewelry store propaietor of ber 24. North Sixty-second street, who reported the loss of twenty rings and a watch fob; Woodward & Co., livery stable proprietors, Fifty-fourth and Woodland avenue, who reported the loss of harness worth \$37, and Dominic de Filipini, garage proprietor, 4845 Lancaster avenue, who reported the theft of \$75 worth of tires and accessories.

NIP "FLIM-FLAM" GAME

Doctor" Is Arrested When Dummy Package is Delivered

turned from foreign fields. Among these were Herbert Nicholson, a Friends' missionary to Japan, now home on furlough; William C. Allen, who now returned the minute 'granting' him freedom to travel in Gospel love in Australia, South Africa and New Zealand.

HOLD-UP MEN WORK FAST

Spread Activities While Many Robberies Are Reported

Two hold-ups netted the thieves \$24 at two different points uptown. Sydney Hisler, of North Thirteenth street near Pike, was held up and robbed of \$11. Harry Dean, of 1301 Green street, reported to the poice that two hold-up men had robbed him of money and a watch worth \$13.

Package is Delivered

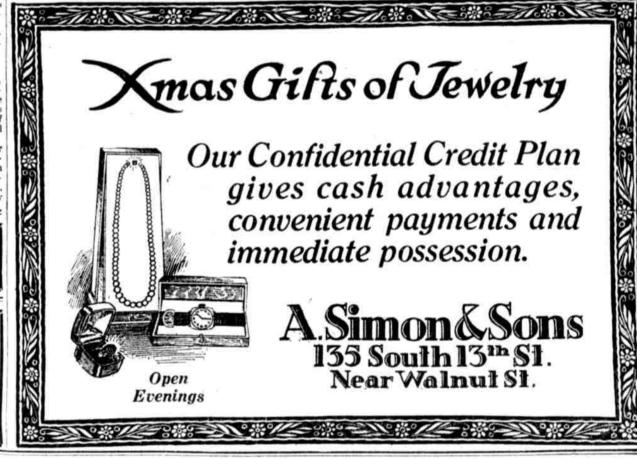
A mysterious telephone call to Ring-er's drug store, Forty-third and Bal-timore avenue, led to the arrest of William Singleton, 1225 Melville avenue, late yesterday afternoon.

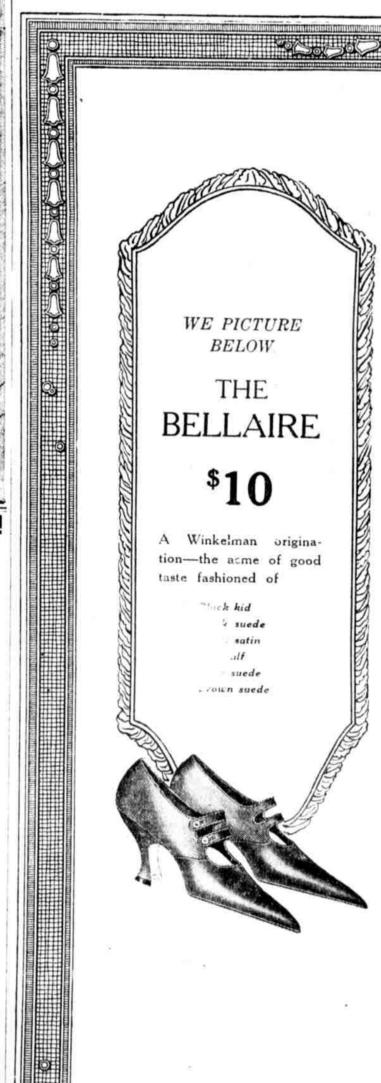
Singleton is alleged to have called the pharmacy on the telephone and sald that he was 'Dr. Brown,' living at an apartment near Thirty-second and Chestnut street. The 'doctor' ordered \$3 worth of goods and said that when the messenger was to deliver them he should bring change for \$20. Fearing a "film-flam" game, the druggist notlified the police of the Thirty-second and Woodland avenue station house, and a "dummy" package was sent in place of the original. Sergeant Grimm, who was assigned to the case, arrested the man as he came to the door of his apartment.

At a hearing before Magistrate Harris this morning Singleton was held in \$800 bail for a further hearing Decem-ber 24, on the charge of attempted

Chile Denies Offensive Alliance

London, Dec. 17. — The Chilean minister, writing to the Catholic Herald, says there is no ground for the report that an offensive and defensive alliance exists or is contemplated between Chile and Japan





AN IMPORTANT ANNOUNCEMENT

Today Winkelman Open Their New Shop 1130 CHESTNUT ST.

At Twelfth

To "Miss Philadelphia," the best-dressed woman in the entire world, this new and unique shoe shop is dedicated.

All the styles featured are our own interpretations of the fashion trend in footwear of the highest quality.

Picase note the refinement of every detail, the nicety of workmanship and exquisite patterns that make "Winkelman" synonymous with perfection in footwear.

We courteously desire you to view our display; an assemblage of shades, styles and leathers unequaled in value.



1130 CHESTNUT ST. At Twelfth