

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 training 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 years in succession and for ten years' competition. Mr. Gimbel presented the cup to the 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, 25,000 retail concerns and 15,000 manufacturing concerns, or a total of 45,000 merchandising businesses. I do not know the total sales of all these establishments 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, be recognized in a definite way in our public schools?"

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 28,000 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 best suited to the schools and businesses. Thus while the students were learning theory they would also acquire practical 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 progress.

Mr. Gimbel's plan would be to open 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.

Course Suggested His scheme would include as part of the training courses in:

- 1—Buying, the technical knowledge of goods and markets.
- 2—Principles of large trade movements.
- 3—Knowledge of customers.
- 4—Selling—training of selling—help in the theory and practice of salesman-ship.
- 5—Knowledge of administrative methods for handling large merchandise movements for a department or for a group of departments.
- 6—Merchandise decorations—their value and art.
- 7—Physical equipment, suitable and unsuitable.
- 8—Stockkeeping, all that this implies.
- 9—Advertising.
- 10—Window displays, commercial, artistic.
- 11—Co-ordinated stockkeeping.
- 12—How to create public fancy or how to respond to it.
- 13—Turnovers.
- 14—Training of help for non-selling service.
- 15—Vocational employment.

Students Appreciate Plan

More than 2500 boys crowded the auditorium and enthusiastically applauded Mr. Gimbel's plan. Dr. John L. Haney, president of the school, presided and introduced the speaker. He read a telegram from Governor Sproule expressing regret at not being able to attend and complimenting the Central High School on its splendid spirit and athletic ability. A letter from Mayor Moore along similar lines was also read.

toward the erection of a new grandstand at Houston Field, Twenty-ninth street and Allegheny avenue. He said the athletic equipment there was not worthy of the Central High School.

Captain Jacob Kauffman accepted the loving cup in behalf of the winning football team, and Calvin O. Outhouse made 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, Marduk Koudrick and Ellis A. Gimbel, Jr., also a former Central High School student.

To Pick Hadley's Successor

New Haven, Conn., Dec. 17 (By A. P.)—Choice of a successor to President Arthur T. Hadley, of Yale University, 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 choice undoubtedly will be made next month.

MAJESTIC HEATERS



Everything Electrical at Reduced Prices SEVILLE ELECTRIC CO. 226 South 52d Street Adj. to the Loew's Theatre

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 Kaufman, captain of the team; Dr. O'Brien, the coach; Ellis Gimbel and Samuel Vauclain

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 port.

Director Spruille, of the Department of Commerce, took that warning to Mayor Moore yesterday at a conference of the Mayor, Director Spruille, Captain Charles T. Megee and T. T. Cummins, Brigadier General A. E. Labelle, of the United States Army, and E. W. Fennell, secretary of the American Association of Port Authorities.

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

Josef Zalot Became Commissioned Officer When Only 16 Years Old

A real soldier of fortune who became a commissioned officer in the Polish army at the age of sixteen, after having returned only five months ago to the United States and "civies," could no longer resist the call of the kiki and the bugle and in consequence last Monday enlisted as a "back" private in the United States army recruiting headquarters, 1345 Arch street.

This youthful hero of campaigns against the Germans and Bolsheviks is Josef Zalot, nineteen years old, of 2712 East Ontario street.

At an age when most boys are reading dime novels Zalot was experiencing adventures that rivaled those of Nick Carter and other old familiar of childhood days.

In 1917 he joined the Polish volunteers, after being educated in Philadelphia, his native city, and was commissioned a second lieutenant at Camp Niagara, Ontario, Canada.

After considerable fighting at Rheims and the Champagne country, followed by the armistice, he studied at a French school of arms. He accompanied General Haller's army in the spring of 1919 to the Polish front to fight against the Russians and at the end of that campaign returned home. He is now a back private in the Eighteenth Infantry at Camp Dix, N. J., studying for examinations as a second lieutenant.

THE PLACE FOR GOOD EATS HOMESTEAD FARMING 1527 CHESTNUT ST. Real Home Style Cooking PLATTER 60c to \$1.50 SERVICE From 3 P. M. to 9 P. M. Today's Special, 65c Hot Buttered Coffee and Coffee Whole Fried Sea Bass Potatoes Fried Parsley Butter Homestead Vegetable Dinner Oyster & Fresh Mushroom Party For small parties and family parties of superior quality. Family meals, packed and delivered to your home.

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

- Genuine Cowhide Gladston Bag \$5.00
- Cowhide Suit Case \$9.95
- Smoking Stands, Mahogany finish, \$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 Mahogany finish, \$1.98.
- Candlesticks, Mahogany finish, 75c.
- Mail Orders Promptly Filled

Student Activities at U. of P. Today

12:30 o'clock—Sophomore "Astoria Night" committee meeting, Houston Club.

1:30 o'clock—West Philadelphia High School Club meeting, Houston Club.

4 o'clock—"Industrial Relations," address by George W. Cartwright, Logan Hall.

4 o'clock—Freshman basketball team leaves for Reading, Reading Terminal.

Dr. Wadsworth to Speak on Crime

Dr. W. F. Wadsworth, coroner's physician, will speak on "The Detection and Prevention of Crime," at the luncheon of the Business School at the Hotel Adelphi at noon today. He will tell some of his unusual experiences in detecting crime during the years of his service with the city.

Poland is Subject Tonight

Doors Will Close Promptly at 8:30 o'clock at Academy

Discussion of the Polish situation will feature the second session of the Penn-Lex Forum, in the foyer of the 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 arrived at the present settlement.

Subscribers to the series of fifteen 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 Alma Mater.

The management announced yesterday that the conditions upon which the tickets for the series were sold will be strictly adhered to tonight. Ten minutes "grace" was accorded late-comers last week; tonight, however, the doors will be closed promptly at 8:30 o'clock. The audience is requested to be seated by 8:25 o'clock.

Special Xmas Piano Offer!

\$25 Brings to Your Home a 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 SIR:—I am interested in your Player-Piano offer, and shall be glad to know full details. NAME ADDRESS

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 here is a better ginger ale. Pure water, sterilized and twice filtered to protect your health; Jamaica ginger and fruit flavors in combination with properly carbonated water to give a pleasing thirst-quenching quality—that is Peacock Ginger Ale. You will find Peacock Ginger Ale a more satisfying and more healthful drink. Do not ask merely for ginger ale—say PEACOCK. Your grocer or druggist sells Peacock Ginger Ale in 15 1/2 ounce bottles. Your grocer also sells Peacock Root Beer, Birch Beer, Sarsaparilla and Lemon Soda. WEISBROD & HESS, Philadelphia PEACOCK Ginger Ale

FRIENDS HIT WAR AT MOORESTOWN

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

FIGHT MILITARY TRAINING

The impossibility of reconciling the teachings of the Christ with military training and war was brought out in 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.

Other brief messages were given and the business session was entered upon with Ellwood Hollingshead serving as clerk and Deborah Walton Coles as assistant.

The monthly meetings of Haddonfield, Chester and Medford sent representatives.

Queries Discussed Queries were read and discussed, among 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 was answered by the constituent meetings, showing Friends try to maintain a testimony in favor of peaceful settlement of difficulties, and against war, and also oppose compulsory military training.

Membership is 871. The total membership of this Quarterly Meeting is 871.

Another matter for congratulation was the fact that Westfield Preparative Meeting—a part of Chester Monthly Meeting—desired a monthly meeting. This request came from the young members.

This proposal met with a hearty indorsement and the following committee was appointed to arrange matters: Horace Roberts, Dr. Nathan Thorne, Tacy A. Lippincott, Howard M. Cooper, J. Lawrence Lippincott, Robert Biddle, Tacy P. Paul, Emmor Roberts, Mary E. Cowperthwaite, Susanna Parry, Mary L. Thomas and Joseph L. Thomas.

There were earnest messages in the devotional session preceding the business meeting. This was made particularly interesting by the presence and participation of Friends recently returned 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 Hiler, of North Thirteenth street near Pike, was held up and robbed of \$11. Harry Dean, of 1301 Green street, reported to the police that two hold-up men had robbed him of money and a watch worth \$12.

Minor robberies in which the plunder totaled about \$300 were reported to police last night, the losers being Everett Boise, jewelry store proprietor of North Sixty-second street, who reported the loss of twenty rings and a watch; Woodward & Co., livery stable proprietors, Fifty-fourth and Woodland avenue, who reported the loss of harness worth \$37, and Dominic de'Fillippi, garage proprietor, 4845 Lancaster avenue, who reported the theft of \$75 worth of tires and accessories.

"Doctor" is Arrested When Dummy Package is Delivered

A mysterious telephone call to Ringler's drug store, Forty-third and Baltimore 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 said 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 "flim-flam" game, the druggist notified 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 \$500 bail for a further hearing December 24, on the charge of attempted larceny.

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.

Xmas Gifts of Jewelry Our Confidential Credit Plan gives cash advantages, convenient payments and immediate possession. A. Simon & Sons 135 South 13th St. Near Walnut St. Open Evenings

AN IMPORTANT ANNOUNCEMENT Today Winkelman Open Their New Shop at 1130 CHESTNUT ST. At Twelfth WE PICTURE BELOW THE BELLAIRE \$10 A Winkelman origination—the acme of good taste fashioned of black hide, suede, satin, calf, suede, crown suede. 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. Please 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 unequalled in value. Winkelman Style Footwear for Women 1130 CHESTNUT ST. At Twelfth A foot with Fashion