

## TWO SUMMER TERMS OF SIX WEEKS PLANNED

Registration Days May 29 and July 10—Special Courses Offered.

The University will offer a twelve weeks course next summer with two terms of six weeks each. Studies will be so arranged that students can attend either or both terms. Registration for the first term will begin May 29 and class work will begin on May 31; registration for the second term will begin July 10 and class work will begin July 12.

All the important departments of the Arts and Teachers' Colleges will offer work. There will also be given a wide range of courses in agriculture and home economics with special courses in manual training and mechanical drawing for the teachers. The faculty will be increased over that of other years. Since the preliminary announcements, arrangements have been made to have Dr. F. M. Fling give courses in European History in the place of Dr. Laura Pfeiffer. This will permit the latter to carry out other plans which she has made for personal research. Dr. Fling will give a course on the peace conference with three lessons a week. He will also give a series of convocation addresses on the forming of a world society.

Prof. Charles Taylor announces that two terms of work will be offered in the practice school in the Teachers' College this summer. There will be a demonstration school for eight weeks beginning June 4. A six weeks term of Shorthand and Typewriting will begin May 31.

## TROENDLY TO MEET EXPERT WRESTLERS

(Continued from Page One)

After the meet at Birmingham, Troendly will go directly to Urbana, Illinois, where he will join his teammates for the matches to be held at the meeting of the Western Inter-Collegiate Wrestling and Fencing Association which will take place April 9-10. The Nebraska squad stands a splendid chance to make a good showing in this meet according to authoritative dope passed out by men who have seen the leading grappler organizations of the association in action.

After the Urbana matches, the Husker captain will join the Engineers at Chicago on their annual inspection trip which is dated for April 18-24. Troendly is a Senior in the Engineering College.

## INGHAM WINS IN SIXTH STOCK JUDGING CONTEST

Sophomore in Agricultural College Scores 772½ Out of a Possible 900 Points.

Leroy W. Ingham, a Sophomore in the College of Agriculture, was high man in the Sixth Annual Live Stock Judging Contest staged at the State Farm, Saturday, March 27, thereby winning the cup offered by the Nebraska Live Stock Breeders' Association. Ingham scored 772½ out of a possible 900. K. A. Clark, winner of the cup last year, was second high man.

Other winners were as follows: Atchison, School of Agriculture, third; Royal Schoen, College of Agriculture, fourth; Paul Taggart, College of Agriculture, fifth; Ed Scheidt, College of Agriculture, sixth; L. E. Finney, College of Agriculture, seventh; A. K. Hepperley, College of Agriculture, eighth; Merrick, School of Agriculture, ninth; Harold Hedren, College of Agriculture, tenth.

### Silver Cup Awards

Silver cups, awarded to high man in the various classes of stock, were won as follows:

Horse—Raun, School of Agriculture.

Sheep—Royal Schoen, College of Agriculture.

Hogs—K. A. Clark, College of Agriculture.

Cattle—Saukup, School of Agriculture.

Ribbons were given to next high men in the order named:

### Horses

Paul Taggart, College of Agriculture.

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Styles novel and striking, the swagger Sports Coats and Polo Coats being easily the favorites, altho there is no lack of more subdued models for the woman who prefers the more conservative. Jaunty short models, belted, many with contrasting collars and cuffs, with inverted back plaits and with large, novelty pockets, as well as smart three-quarter length styles in approved Spring effects. Our prices tell an absorbing tale of Important Savings—at 17.50 to 75.00



22.95 —is the low price at which we offer scores of Spring Coats for women & misses. Stunning sports models as well as the favored longer designs, in popular cloths and colors. And the price means a saving of \$5 to \$10.

## THE SKIRTS

THE SKIRTS show dozens of new effects—in the woollens are fashionable plain colors as well as effective new plaids and stripes, while the silks include Georgettes, Gauze, Kamsel, Kamsa, crepe de chine, Bazonet, satin, taffetas, poplins, etc.—light and dark shades, plaids and stripes. All the new fashion notes are exemplified and at most 6.50-35.00

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Scores of new and fascinating Blouses in smart and lovely modes of heavy, all silk Georgettes, strikingly styled and ornamented—in fash russet, orchid, Joffre, navy, white, etc.—remarkably underpriced 8.95 at only.

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Smart Suits that will happily stand the test of closest inspection. Strictly tailored, belted, ripple, blouse and Eton models which correctly reflect the various interpretations of the authentic Spring modes. So greatly diversified are the styles that there is almost unrestricted choice of models from which to choose. Strictly tailored, well cut and simply trimmed with silk braids, buttons, embroideries. And you'll find their prices particularly interesting—19.50 to 125.00

at 49.50

—we're showing dozens of modish Suits for women and misses. Effective Spring models of tricotines, serges, etc., with full silk lined Jackets. Superbly tailored from all wool materials; smartly styled. And values that will surprise you at this moderate figure.



## Children's Dresses and Coats

Pretty new Dresses of gingham, Volles, Organdies, etc.—pleasing as well as dainty white frocks for styles in novel effects and colorings Easter wear. Especially noteworthy are those priced below:

Sizes 2 to 6 years 2.50 to 6.50

Sizes 6 to 14 years 2.95 to 11.50

CHILDREN'S COATS—dozens of pleasing styles in black and white checked, plain navy or copenhagen blue serges, and in navy, copenhagen or black silk poplins—all latest spring effects at 5.50 to 24.50

GOLD'S—Third Floor.

ture; Stearns, School of Agriculture; Merrick, School of Agriculture; Robb, School of Agriculture.

### Sheep

Ed Scheidt, College of Agriculture; Gravatt, College of Agriculture; Floyd Warren, College of Agriculture; K. M. Fredenburg, College of Agriculture.

### Hogs

Prime, College of Agriculture; Leroy Ingham, College of Agriculture; A. K. Hepperley, College of Agriculture; George Milbie, College of Agriculture.

### Cattle

Grau, School of Agriculture; A. K. Hepperley, College of Agriculture; Nahrstedt, School of Agriculture; K. A. Clark, College of Agriculture.

The contest started promptly at eight a. m. and lasted until seven p. m. Judging of the twelve classes took place in the morning and oral reasons were given before the judges in the afternoon. Sixty-one students were entered.

The judges were: Prof. A. M. Patterson, of Kansas Agricultural College; D. H. Propps, of Lincoln; L. Boyd Rist, county agent of Gage county, and John Dalton, of Lincoln.

## NEW LIGHT AND POWER LINE TO FARM FINISHED

The Department of Construction, Grounds and Buildings has almost completed a new light and power line between the city campus and the Farm.

The electricity for all light and power is manufactured here on the city campus. The old line has become too small and inadequate for the constantly growing need. The old line is so weak that it breaks down in time of storm. The new line is much stronger and will carry a 2300 volt current. The line will take care of the needs of the University for the next 25 years.

The lines on the campus are underground. There are three large wires, each with seven unit wires. They are insulated with rubber and other insulating material and inclosed with a lead sheath to exclude moisture. The lines to the Farm are above ground on poles.

## IVEY WRITES BOOK ON RETAIL SALESMANSHIP

Professor in College of Business Administration Scores Hit with Practical Text.

Paul Wesley Ivey, professor of Marketing and Salesmanship, of the College of Business Administration, University of Nebraska, has just published a book called "Elements of Retail Salesmanship." Coming as the result of a thorough academic training and of considerable selling experience on the part of the author, this book is a valuable addition to the commercial texts on this subject.

"Service," says Professor Ivey, "is the mission of all retailing today, and unless it renders the maximum amount of service it is falling short of its purpose and possibilities. First of all, the retailer and salesman must bear in mind that the customer is the important factor in all selling. Understanding the customer, then, is very necessary. For the purposes of study, the majority of customers can be put in one or the other of the following groups: The impulsive or nervous customer, the deliberate customer, the vacillating or indecisive customer, the confident or decisive customer, the talkative or friendly customer, the silent or indifferent customer, and the distrustful customer. There is a particular approach for each type, which, when skillfully employed, will make sales; while, on the other hand, failure to recognize the peculiar personality of the buyer will often not only lose the sale, but will antagonize the customer.

"In addition to knowing the customer, the salesman must also have an intimate knowledge of his goods. He must be able to show the desired article promptly, for delay in locating stock on the shelves gives an impression of inefficiency and of careless disregard for the needs of the trade. A knowledge of the history of the goods, of its composition, use, serviceability, and of what competitors are offering along the same line, is invaluable to

the salesman. Such knowledge will give him confidence in his stock, and will enable him to give an easy and confidence-inspiring sales talk. Confidence is the basis of all selling, and when the salesman has succeeded in gaining that of his customer, he has won half the battle.

"Hand in hand with an understanding knowledge of the customer and of the goods, must go personality. Enthusiasm, honesty, courtesy, promptness, a natural and spontaneous cheerfulness, are essential and can and should be cultivated by the salesman who is not gifted with them.

"With the qualifications enumerated above, the salesman can successfully lead his customer through the four stages of every sale: Securing the attention of the customer, arousing his interest, creating a desire for the article, and crystallizing all these into a resolve to buy. Remembering, however, that Service is the watchword of modern retailing, the salesman will not "load" his customer with what he cannot use, but will use every precaution to sell only what will render lasting satisfaction."

The above is but a brief summary of the excellent points brought out in Professor Ivey's book, which is written in a clear, forceful and convincing manner. Professor Ivey has scored a great point in coming down to rock-bottom facts which have a bearing on retailing problems, and the suggestions he makes in his book will be found practicable and applicable by all who are engaged in selling.

Professor Ivey's book is one of the texts used in the study of Salesmanship in the course given in the College of Business Administration.

## WANT ADS.

LOST—A Pi Phi Chi fraternity pin bearing the following on the back: The initials E. V. A., a number 34 and a date 5-3-19. Finder please return, North 15th St., or call B2731. Reward.

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