

Jawbone Shimmy and Counter Gossip Fade as Shop Girls Of Omaha Study Psychology of Scientific Salesmanship

1,000 Persons Attend Lectures of Prof. P. W. Ivey On How to Make 'Em Buy and Make 'Em Like It.

Had you noticed? Read on! They're stealing the Wrigley's, the Beeman's and the Yucatan from out of the mouths of the blondes and brunettes who preside over counters of Omaha retail stores; the shadow of stern disapproval hangs over the powder puff and the vanity case, and, she said, the day of the back-of-the-counter suppressed giggle, the sly smile, the raised eyebrow and the half-covered yawn is waning its last wane into oblivion.

What's more, ideas are hurtling with breakneck speed these days in cranial crevices, which, according to popular notion, have been largely occupied heretofore with thoughts upon tonight's dance, last night's movie and "him."

Yea, verily, the jawbone shimmy with the cuddly cut of gum has become strictly oute and taboo during working hours.

Orders seldom induced the jaws of the Mamies and Sadies of old even to slow down for the turns.

But things have changed. It's not the management, but the Mamies and Sadies and other salesperson folk who are doing the changing, through new self-imposed restraints and regulations of conduct. The rules don't recognize the jawbone shimmy, the counter gossip of shows, dances and "him," and the classification of all customers as intruders or victims.

The salespersons have gone in for other things.

There's the free salesmanship course being conducted in Omaha by Prof. Paul W. Ivey of the College of Business Administration, University of Nebraska. The Mamies and Sadies and a lot of others have "gone in" for that "strong." So strongly that Professor Ivey now lectures to 1,000 students every time he calls his class together down in the Chamber of Commerce club rooms.

Seek "Magnetism."

With these class sessions as a starter, the salesladies also have "gone in" for "personality," "magnetism," "psychology of the customer"—and some other things that not long ago would have been dismissed under the scathing and all-



There are "silver hairs among the gold" in Prof. Paul W. Ivey's Omaha extension class in salesmanship. Here's a mixed group of feminine members of the class and some gray-haired business and professional men who have enrolled in the course.

Left to right: (Lower row) W. F. Negele, W. A. Hixenbaugh, Henry G. Meyer. (Second row) Louis G. Thoelecke, C. Vincent, J. A. Youngstrom, F. B. Low. (Third row) Julia Johnson, Gladys Lason, Helen Drake, Sadie Smith. (Upper row) Sophie Jensen, Mary Wagner, Mrs. W. R. Walker, Grace Berg.

embracing appellation of "high-brow."

No longer is the scornful laugh, commonly known as the feminine "razoo," heard when personality, magnetism and psychology are mentioned in the presence of the salespersons.

"Necessary to the business to know all about that stuff," they casually announce. "Helps get the

Gareth and Lynette

Made Over for the Movies by JAMES J. MONTAGUE.

1. Gareth pleads with his mother to be allowed to go and be a knight.

2. His mother boxes his ears and sends him to bed.

3. Gareth, looking at parade of knights leading L. O. O. F. procession. Closeup showing ears of envy.

4. Gareth again pleads with the old lady. Subtitle: "Aw, Why Can't I Be One of Them Knights, Ma?"

5. Gareth's mother leads him to scullery, points to big pile of unwashed dishes. He washes them, after being cuffed again.

6. The old lady pats him on the head. Subtitle: "Wash Dishes for King Arthur for a Year and if You Don't Get Fired You Can Have Your Wish."

7. Gareth in King Arthur's scullery. Comedy bit. Brings in pile of dishes and smashes them on floor.

8. Second comedy bit. Gareth cuffed by Sir Kay, lord chief cook, for breaking dishes.

9. Gareth waiting on table, serving haunch of venison and stoup of sack to king and Launcelot. Subtitle: "Getting On."

10. Lynette drops in to supper with king and Launcelot. Gareth serves her with stoup of mulled cider.

11. Lynette in pantomime tells king how four knights have got her sister, Cutie, locked up in castle and are holding her for ransom.

12. Inserted pictures of Cutie, languishing in castle with four knights standing guard.

13. Gareth listening in. Registering excitement.

14. Lynette leaving king's castle at Camelot. Gareth running after her. She repulses me. Subtitle: "Run Away, You Vulgar Little Scullion."

15. Gareth seizes hem of her garment. Talks earnestly.

16. Picture, enacted by Gareth, of what he would do to the four knights that have Cutie imprisoned.

17. Lynette registers annoyance. Subtitle: "I Want a Knight, Not a Dishwasher."

18. King's postman brings letter to palace.

19. King sends for secretary, who reads it to him.

20. King sends for Gareth, to whom letter is written.

21. Gareth reads letter. 22. Letter: "Dear Son: As far as I am concerned you can go and be a knight now. A man from the castle was here who said there is more money in it than in scullioning. Sincerely, —Mother."

23. Gareth drops letter and runs out of room.

24. Gareth in blacksmith shop getting measured for suit of armor.

25. Gareth at horse dealer's, dickering for mount.

26. Gareth at armorer's buying lance, sword and shield.

27. Gareth mounted and full panoplied on the way to castle.

28. Cutie in castle, still languishing.

29. Two of the four knavish knights on guard outside. Subtitle: "Here Comes Some Guy Up the Road."

30. Gareth in front of castle. Drawbridge is pulled up and horse goes into castle. Gareth dismounts just in time.

31. Gareth reaches lance across moat and thumps on door.

32. Cutie inside, registers listening.

33. Two knights outside reinforced by heads of two knights inside which are thrust out of moat.

five or friendly," the "silent or indifferent" and the "distrustful." Mr. Ivey offers some specific instructions on how to handle each of these types. He carefully points out the customer should be judged from actions, not appearance, and he also observes that the same person on different days, or under different circumstances, may fall into any one of the seven general "type" classifications.

"Learn Human Nature." The possibility of error on the part of the salesperson in classifying the customer is admitted.

"But," says the professor, "it is far better to learn human nature, even though some errors are encountered in the process, than to standardize human nature and deal with all customers in the same cut and dried fashion."

Did you know, Mr. and Mrs. Customer and Miss Customer, there are imbedded in your nature certain well-defined motives for buying? They are being probed—those motives—by Prof. Ivey's pupils.

He names 11 of 'em in one of his lectures and enlarges a bit on how the salesperson can best appeal to each motive.

Motives for Buying. According to the professor, here are the most common motives for buying:

1. Social self-preservation, i. e., desire to present as neat and comely an appearance as others about you.

2. Vanity (A customer, Professor Ivey observes, usually buys in the store which furnishes the best opportunity for his "ego to expand.")

3. Parental pride. ("Pet and admire the children and you win sales," Professor Ivey tells his pupils.)

4. Companionship. ("If a cus-

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BEAUTY SPECIALIST TELLS SECRET

A Beauty Specialist Gives Home-Made Recipe to Darken Gray Hair.

Mrs. M. D. Gillespie, a well-known beauty specialist of Kansas City, recently gave out the following statement regarding gray hair:

A Brain Can't Work Right on Thin, Watery Blood

It takes iron to make strong, magnetic, forceful men with the power and energy to win

DISASTERS OF A "BLOOD AND IRON" STARVED BRAIN

When your blood is starving for iron no more tonics nor stimulants can put you right. You must eat the basis of grains and the seeds and skins of fruits and vegetables as our forefathers did to enrich your blood and fill it with strength-giving iron or a little organic iron from time to time to make up for the loss caused by modern methods of living. But be sure that the iron you take is organic iron and not metallic or mineral iron which is just as it comes from the action of strong acids on small pieces of iron, and is entirely useless when absorbed by the system. Organic iron is like the iron in your blood and like the iron in spinach, lentils and apples. It may be had from your druggist, under the name of Nuxated Iron, and help realize your worst exhausted nerves, and thereby

NUXATED IRON ENRICHES THE BLOOD-GIVES YOU NEW STRENGTH AND ENERGY

There are 30,000,000,000,000 RED BLOOD CORPUSCLES in your blood and each one must have iron. Don't try to "fool" yourself into thinking you are a man of "red blood and iron" when you have good reason to suspect that you are not—consider the SIZE OF YOUR BANK BALANCE and what success you have had in life. A MAN IS ONLY PART OF A MAN WHEN HIS BLOOD LACKS IRON.

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