# Jawbone Shimmy and Counter Gossip Fade as Shop Girls Of Omaha Study Psychology of Scientific Salesmanship | Structions 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 the same person on different days, or under the thing. He "hates to give it up that the customer actually have the thing. He "hates to give it up to the class are held each the same person of the

tures of Prof. P. W. Ivey On How to Make 'Em Buy and Make 'Em Like It.

Had you noticed?

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, tis said, the day of the back-of-thecounter 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 into 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 cud of gum has be-come strictly outre and taboo during working hours.
By orders of the anagement? Nope,

guess again.

They Have Changed. 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 rules and regula-tions 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 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 embracing appellation of "hightogether down in the Chamber of brow." Commerce club rooms.

not long ago would have been dis-missed under the scathing and all-casually announce. "Helps get the

Made Over for the Movies by

Knights, Ma?"

Fired You Can Have Your Wish."

to king and Launcelot, Subtitle:

her with stoup of mulled cider.

standing guard over her.

She repulses me. Subtitle:

Talks earnestly.

that have Cutie imprisoned.

ing excitement.

reads it to him.

22. Letter:

-Mother.

out of room.

just in time.

ering for mount.

lance, sword and shield.

plied on the way to castle.

are thrust out of mullior

whom letter is written.

21. Gareth reads letter,

Getting On.

.13. Gareth listening in. Register-

14. Lynette leaving king's castle at Camelot. Gareth running after her.

Run Away, You Vulgar Little

Scullion. 15. Gareth seizes hem of her gar-

17. Lynette registers annoyance,

I Want a Knight, Not a Dishwasher.

20. King sends for Gareth,

Dear Son: As far as I am con-

A man from the castle was

cerned you can go and be a knight

here who said there is more money

in it than in scullioning. Sincerely

23. Gareth drops letter and runs

24. Gareth in blacksmith shop get-

26. Gareth at armorer's buying

27. Gareth mounted and full pano-

28. Cutie in castle, still languish-

ing. 29. Two of the four knavish

Gareth at horse dealer's, dick-

ting measured for suit of armor.

sends him to bed.

old lady. Subtitle:

head. Subtitle:

for breaking dishes.



No longer is the scornful laugh,

Gareth and Lynette

sion. Closeup showing ears of envy. Gareth again pleads with the Gareth strikes him down, "Aw, Why Can't I Be One of Them Gareth strikes them down.

5. Gareth's mother leads him to listening. scullery, points to big pile of un-washed dishes. He washes them, after being cuffed again. 40. Gareth going up stairs.

6. The old lady pats him on the

"Wash Dishes for King Arthur for a Year and if You Don't Get 43. Gareth lowers drawbridges. 44. Gareth puts Cutie on horse.

7. Gareth in King Arthur's scul-lery. Comedy bit. Brings in pile of dishes and smashes them on floor. king. Subtitle: 8. Second comedy bit. Gareth cuffed by Sir Kay, lord chief cook,

Sister, King. That Kid Will Never Cop." 9. Gareth waiting on table, serving haunch of venison and stoup of sack

Subtitle: 10. Lynette drops in to supper with "My Hero, I Am Yours." king and Launcelot. Gareth serves

54. Gareth kisses Cutie. Subtitle: a lot of complications.
"Nix on That, Lynnie; Me For the Must Be "Rus" Jane I Rescued!"

55. Lynette swoons. sister, Cutie, locked up in castle and 5 . Closeup of Gareth, still kissare holding her for ransom.

12. Inserted pictures of Cutie, laning Lynette. 57. Fadeout. guishing in castle with four knights

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34. Knights on moat throws bright

sends him to bed.

3. Gareth, looking at parade of knights leading I. O. O. F. procesth strikes him down. 37. Out comes second linight, of gratitude for the salesperson who

38. Out come two last knights. 39. Cutie in dungeon. Registers

41. Gareth breaks in dungeon door.

"Hello, Bright Eyes! Let's Go!" 42. Gareth carries Cutie down

45-50. Gareth and Cutie galloping tomers.'

over plains.

51. Lynette in castle, talking to "Better Send Launcelot After My

52. Gareth, with Cutie in his arms, bursts in door.

53. Lynette falls at Gareth's feet.

11. Lynette in pantomime tells king how four knights have got her

Copyright, 1921. by Bell Syndicate, Inc.) There's the "impulsive or nervous"

Here's a mixed group of feminine members of the class and some cisive" type, for whom the salesper-son must make a decision; the "congray-haired business and profession-al men who have enrolled in the fident or decisive" type, the "talka-lake the children and you win sales," Professor Ivey tells his pupils).

4. Companionship. ("If a cus-

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

sales and that's what we're here Now, what do you think of that

or a change? If you're an observant customer you'll notice another change, too a shifting in the attitude of the women and the men behind the coun-

Seek "Magnetism."

With these class sessions as a starter, the salesladies also have "gone in" for "personality," "magnetism and psychology are mentioned in the presence of the salespersons.

No longer is the scorntin laugh, commonly known as the fenimine "razoo," heard when personality, are learning a lot about "sizing up" customers. From the standpoint of the salesperson, the customer is a "speciman," to be studied and catalogued, Professor Ivey teaches. So his pupils, if they follow in-These pupils of Professor Ivey So his pupils, if they follow instructions, are going to have you under close surveillance when you stroll unsuspectingly into an emporium in search of a suit or a spool of thread. They'll look you over and strive mightily to probe your in-nermost thoughts. Of course, it's to be done, though, in such a deft 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 of moat and does pole vault over to other most of the most of the most of the psychologic microscope.

And then, if the diagnosis of the salesperson is correct, you're going to be a lower to be allowed to go and be a knight.

2. His mother boxes his ears and of moat and does pole vault over to other moat and does pole vau way that you'll not realize you're And then, if the diagnosis of the alesperson is correct, you're going to buy. There's nothing to it, you 36. Out comes first knight. Gar- can't escape. You'll dig for the dollars and part with them with a smile

> has enabled you to rid your pockets of the cluttering lucre. Part of Formula.

Not that these super-salespersons will use their powers to entice you into the purchase of an article you do not need or want. No, that's not the idea. They're going to use their knowledge of the store's stock of goods and their diagnosis of your character and traits to get for you the article that will send you away in the happy throng of "satisfied cus-

It's all a part of the formula of giving more and increased emphasia to "human nature" in retail merchan-

"Salesmanship," says Prof. Ivey, "is the art of persuading people to purchase goods which will give lasting satisfaction by using methods which consume the least time and

Simple, isn't it? But that phrase, "the least time and effort," involves

Must Be "Rushed."

One of the most successful ways of conserving time and effort is a proper "sizing up" of the customer, Prof. Ivey teaches. He divides customers into seven "types."

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#### **Ouch! Lame Back** Rub backache, Lumbago, Soreness

and stiffness away - Try this!

16. Picture, enacted by Gareth, of what he would do to the four knights 18. King's postman brings letter 19. King sends for secretary, who

Back hurt you? Can't straighten feetly harmless and doesn't burn or up without feeling sudden pains, discolor the skin. sharp aches and twinges? Now lis- Limber up! Don't suffer! Get a ten! That's lumbago, sciatica or small trial bottle from any drug store maybe from a strain and you'll get and after using it just once you'll blessed relief the moment you rub forget that you ever had backache, your back with soothing, penetrating lumbago or sciatica, because your "St. Jacobs Oil." Nothing else takes back will never hurt or cause any out soreness, lameness and stiffness more misery. It never disappoints so quickly. You simply rub it on and has been recommended for 60 and out comes the pain. It is per-

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## **Sore Throat Chest Colds**

Mustarine Gets on the Job

No mustard plaster that any grand-

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 moat. Gareth dismounts

31. Gareth reaches lance across meat and thumps on door. 32. Cutie inside, registers listening 33. Two knights outside reinforced by heads of two knights inside which

Won't Last Many Hours When Begy's

ing.

But if it isn't all gone, the relief you prayed for is certain.

And it acts just as fast when used for lumbago, neuralgia, the pains of rheumatism and gout or for sore, aching

feet.

In fact, for all aches and pains, soreness and swellings, nothing you can buy
at any drug store will produce the
hoped for result as quickly as Begy's
Mustarine, in the yellow box—made of
real yellow mustard. It's the Quickest
Pain Killer on Earth.

For sale by 5 Sherman & McConnell

Bee want ads are business getters, gist gives you Mulsified,

Cocoanut Oil Makes A Splendid Shampoo

ADVERTISEMENT.

If you want to keep your hair in good condition, be careful what you wash it with. Most soaps and prepared sham-

most soaps and prepared sham-poos contain too much alkali. This dries the scalp, makes the hair brit-tle, and is very harmful. Mulsified cocoanut oil shampoo (which is pure and entirely greaseless), is much better than anything else you can use for shampooing, as this can't possibly injure the hair.

Simply moisten your hair with water and rub it in. One or two teaspoonfuls of Mulsified will make an abundance of rich, creamy lather, and cleanses the hair and scalp thoroughly. The lather rinses out easily and removes every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage. You can get Mulsified cocoanut dil shampoo at most any drug store It is very cheap and a few ounces is enough to last everyone in the family for months. Be sure your drug-

What a wonderful comfort to sleep all night and not get up at least once, and maybe six or eight times every night be-cause of baldder weakness. And yet that is what Kellogg's Brown Tablets are doing for a host of men, young and old.

Bladder Weakness Quickly Cor-

rected by a Remarkable Brown

Tablet for Old and Young

50 Cent Package Free



"To Sleep All Through the Night, and Not Get Up Once, Makes Us Old-Timers Boys Again!"

Have you forgotten what the restfulness Think of men of ninety years being able to pass the nights as in their prime.

Every man, young and old, should try this wonderful treatment. The loss of this wonderful treatment. The loss of sleep may sap the energy, upset the nerves and so wear out the strength that the system gradually loses its store of reserve vitality. Kellogg's Brown Tablets work upon the bladder to correct the faults that are causing so many men days and nights of untold misery.

Send coupon today, with six cents in stamps to help pay postage and packing, for a free 50c trial box of Kellogg's Brown Tablets, to Frank J. Kellogg Co., 2103 Hoffmaster Block, Battle Creek, Mich.

FREE TRIAL COUPON FRANK J. KELLOGG CO., Hoffmaster Block, Battle Creek, Mich.

Kindly send me, Free, a 50c box of Kellogg's Brown Tablets. I enclose for in stamps to help pay postage and packing. Name ......

Bee Want Ads Are Best Business

comstances, may fall into any one if he likes it").
of the seven general "type" classi6. Imitation.

"Learn Human Nature."

The possibility of error on the the customer is admitted.

"But," says the professor, "it is far better to learn human nature, countered in the process, than to standardize human nature and deal with all customers in the same cut and dried tashion. Did you know, Mr. and Mrs. Cus-

tomer and Miss Customer, there are imbedded in your nature certain well-defined motives for buying?

They are being probed—those mo-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

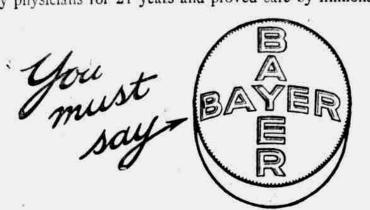
each motive. Motives for Buying.

According to the professor, here are the most common motives for persons," though there are also 100

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 extension class in salesmanship in the store which furnishes the best the country. According to Nebraska opportunity for his "ego to ex-pand"). eniversity authorities, popularity of the class in Omaha probably will re-3. Parental pride. ("Pet and ad-

"Bayer" on Genuine

Warning! Unless you see the name "Bayer" on tablets, you are not getting genuine Aspirin prescribed by physicians for 21 years and proved safe by millions.



SAFETY FIRST! Accept only an "unbroken package" of genuine "Bayer Tablets of Aspirin," which contains proper directions for Headache, Earache, Toothache, Neuralgia, Colds, Rheumatism, Neuritis, Lumbago, and pain generally. Strictly American!

Handy tin boxes of 12 tablets cost but a few cents-Larger packages. Aspirin is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylicacid

ADVERTISEMENT. Can You Sleep All Night?



CUMBERLAND CHEMICAL COMPANY

# All Over Body When Six Months Old. Could Not Sleep.

"When baby was about six months old pimples broke out all over his body. They were small and when he scratched they would turn to s scale. At times his feet itched so we had to stick

them in cold water and he couldn't sleep. "I read an advertisement for Cuticura Soap and Ointment and sent for a sample. I bought more, and when I had used one cake of Soap and two boxes of Ointment he was (Signed) Mrs. A. Loken, healed."

Skime, Minn. Cuticura Soap, Ointment and Talcum are ideal for every-day toilet uses. Sample Each Free by Mail Address: "Cutieurs Lab oratories, Dept H. Maidan 48, Mass." Sold every where. Soap Mc. Ointment 25 and 50c. Talcum 25c Cuticura Soap shaves without mug.

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Those little flecks from your head that

### For Dandruff

fall upon your clothing and spoil your pleasure are dandruff—a scalp disorder. Conquer it completely under moneyback guarantee. Use Kotalko. Amazingly quick, lasting benefit reported by legions of men, women, children. Save your hair! Get new hair. It is possible in many cases even after baldnes lutely proved, Remember KOTALKOat any busy drug store. Watch your mirror! Show others this advertisement,

tive or friendly," the "silent or indifferent" and the "distrustful."

Mr. Ivy offers some specific inbecome acquainted with her, she

College of Business Administration.

It was formed through co-operation
of Omaha employers, many of whom structions on how to handle each of will be inclined to buy," says paid for their employes the \$1 regis-

Curiosity, Bargain Hunting.

8. Hunting. (This is the fundamental basis of bargain sales, part of the salesperson in classifying Professor Ivey's pupils are told. At support from Attorney John L. Weball times, he instructs, the salesper- ster and Frank Judson, Omahans, son should play the role of a who are university regents. Mr. "guide" to the customer through Webster is chairman of the educaeven though some errors are en- the "hunting grounds" of the store). 9. Building. (This instinct for "constructing something" has much to do with popularity of "knockdown furniture," Professor Ivey de-

the professor says).

11. Laziness. (Most customers like the store where purchases can be made with little effort, Prof. Ivey

clares).

observes.) Prof. Ivey's lectures are pointed, pithy and full of interest, his stu-

or more business and professional men enrolled. 1,000 in Class. His class of 1,000, by the way, is claimed to be the largest university

sult in formation of similar classes in other Nebraska cities. The class is under supervision of Dean LeRossignol of the university's

Stop doping your stomach for cold in head. ALMOLINE BALM in nostrils, prevents, relieves instantly. Best you have ever used or return for your money. At druggists and jobbers.

The Almoline Co., Pawnee City, Neb.

#### BLACKHEADS GO QUICK BY THIS SIMPLE METHOD

Blackheads—big ones or little ones—soft ones or hard ones—on any part of the body, go quick by a simple method that just dissolves them. To do this get about two ounces of calonite powder from your druggist—sprinkle a little on a hot, wet sponge—rub over the blackheads briskly for a few seconds—and wash off. You'll wonder where the blackheads have gone. The calonite powder and the hot water have just dissolved them. Pinching and squeezing blackheads only open the pores of the skin and leave them water dissolves them right out, leaving the skin soft and the pores in their natural condition. You can get calonite powder at any drug store

Tuesday night. The course started November 16 and will continue unil March 1.

O. W. Hansen, Nebraska university student, aided in the organization work, backed by enthusiastic tional committee of the Chamber of

Hoisting 1212 Farnam. Tel. D. 353

SUPPLY YOUR NEEDS BY USING BEE WANT ADS.

## HOMES OF COMFORT

FORTY **ECONOMICAL** HOMES

PRICE OF THIS DOOK

DUNGALOWS

Adams & Kelly Ca

DVICII COLONIAL TWO STORY 4 TO 9 ROOMS

ONE DOLLAR PERCOPY

COMPLETE PLANS FOR THESE HOUSES

STO USERS OF LET US HELP YOU PLAN YOUR HOME



of Bon-Opto to Make Weak Eyes

Doctors Stand Amazed at Power

Strong—According to Dr. Lewis open and unsightly—and unless the blackheads are big and soft they will not come out, while the simple application of calonite powder and Guarantee to Strengthen Eyesight 50%

In One Week's Time in Many Instances

BEAUTY SPECIALIST

TELLS SECRET

A Beauty Specialist Gives HomeMade 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:

"Anyone cân prepare a simple mixture at home that will darken gray hair, and make it soft and glossy.

To a half-pint of water add 1 ounce of bay rum, a small box of Barbo Compound and ½ ounce of glycerine.

These ingredients can be purchased at any drug store at very little test. Apply to the hair twice a week in the state and you grey soler at very little test. Apply to the hair twice a week men in an end of the state and in the used it very intended at any drug store at very little test. Apply to the hair twice a week men in the person look twenty years younger. In a could not read my own mame on an end the cost. Apply to the hair twice a week men in the for several years have looked like a dim green blur to me. I cannot express my jour the hair twice a week in the state and person on the sticky or greasy and does not rub off."

These ingredients can be purchased at any drug store at very little teost. Apply to the hair twice a week in the person look twenty years younger. In a wood off. In a wood of state of the person look twenty years younger. In a could not read my own mame on an end to the cost. Apply to the hair twice a week in the person look twenty years younger. In could not read my own mame on an end to the cost. Apply to the hair twice a week in the following the person look twenty years younger. In an ount the fluttering legistic persons and the person look twenty years younger. In an ount the fluttering legistic persons and the person look twenty years younger. In an ount the fluttering legistic persons and the person look twenty years younger. In an ount the fluttering legistic persons younger in the person look twenty years younger. In an ount the fluttering legistic persons younger. In a could not read my wood and have the person look twenty years younger.

It

A Free Prescription You Can Have unsightly blemishes you should certainly try this simple method.

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REALITY SPECIALIST

A Free Prescription You Can Have plasses can now discard them in a reasonable time and multitudes more will be the to strengthen their eyes so as to be spared the trouble and expense of every mand other eye weaknesses, and those who wear glasses, will be glad to know that wear glasses, will be glad to know that

# 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

WITH PLENTY OF IRON AND RICH RED BLOOD YOUR BRAIN is the most won-

derful thing in all creation—without this it is nothing. IRON CARRIES OXYGEN from your lungs to your brain. Without iron, your brain gets no oxygen; without plenty of blood and oxygen your brain becomes dull and heavy, YOUR INTELLECT POOR, your memory fails, YOU DO FOOLISH THINGS and make bad decisions. With a "blood and iron" starved brain you may drive your automobile into a telegraph pole, because YOU DIDN'T THINK RIGHT; it may make you so "flighty" in thought and reckless in judgment that your money seems to take wings and fly away; everything seems to go wrong, to be upside down; you call it "BAD-LUCK"or misfortune. IRON STARVATION may turn the coolest man of the strongest will power into a nervous, irritable, careless being; it may make COWARDS of the bravest and FAILURES of the WISEST.

Many a capable man falls just SHORT OF SUCCESS— NEARLY "GETS THERE" BUT NOT QUITE—simply because he lacks sufficient iron in his blood to give him the physical strength and power to furnish the proper FORCE TO HIS BRAIN and the "STAY THERE" STRENGTH TO HIS "WILL."

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-con-sider 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.

When your blood is starving for iron no mere tonics nor stimulants can put you gright. You must eat the husks of grains and the peels and skins of fruits and vegetables as our forefathers did to entich your blood and fill it with strength-giving iron or take a little organic from time to time to make up for the loss caused by modern methods of living. But be sure that the fron you take is organic iron from and not metallic or mineral iron shich people usually take. Metallic from is iron just as it comes from the action of strong acids on small pieces of iron, and is therefore an entirely different thing from erganiciron. 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 Nuzated Iron. Nuzated Iron represented the stomach. A few doses will often commence to enrich your blood, give your wornout exhausted nerves, and thereby the letters N. I. on every tablet. At all druggists.

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

