

John Lee Webster Talks to Lincoln Bar Association

"The Law and the Ideal Lawyer," Subject of Two Addresses Given by Omaha Attorney.

Lincoln, Neb., Nov. 26.—(Special.)—John Lee Webster of Omaha addressed the law department of the University of Nebraska today noon and the Lancaster County Bar Association tonight on "The Law and the Ideal Lawyer."

"Every lawyer who expects to become a successful advocate should be a student of history and literature as well as of law," said Mr. Webster. "Every lawyer should have a book for every mood and every mental condition. When his mind is strongest, he may range the upper fields of philosophy with Plato and Bacon. When he is inclined to pure reason, he can commune with brave Socrates. When he hungers for the world and wants to see every man and woman perfectly represented by the most superb English, he should read Shakespeare. When he will have historic data clothed and embellished with ornamental phrases of the best of novel writers, he may

read Bulwer. If he wishes to range in the fields of romantic literature, he may read Walter Scott."

Should Study Art.

Mr. Webster asserted that he who aspires to be an ideal lawyer should visit the art galleries and "listen to the harmonious melodies of the opera."

"The whole world of knowledge and the artistic senses and the human emotions are readily brought into harmony with the philosophy of the law," he added. "The lawyer who can combine all of these suggestions with the perfect study of the principles and philosophy of the law, will rise to the idealism of his profession."

Against the Initiative.

The Omaha lawyer voiced his objection to the initiative and referendum. He argued that the majority of voters do not read the laws or the constitutions and when they want to know what the laws are, or what their constitutional rights may be, they consult someone learned in the profession of the law.

"The people assembled in a mass meeting or at a primary election, cannot make wise laws any more than they can create a philosopher or compose an opera," he said.

He stated that the lawyers and jurists of America should be mindful that the strength of the nation largely depends upon the laws and the manner in which they are administered. He also said that great lawyers are men whose minds range over broad fields of general knowledge and who do not forget that

Tram Franchise Ballot In Des Moines Enjoined

Des Moines, Nov. 26.—(By The Associated Press.)—Judge James C. Hume of district court today granted the injunction sought by Grant Van Horn to prevent the holding of the special street car franchise election next Monday.

Judge Hume in his opinion, which is full of humor upheld the contention of the petitioner that the procedure of the city council in passing the proposed street car franchise was illegal. He held that "neither the city council, nor a majority of the voters, nor both of them put together, have power over plaintiff's objection, to repeal the existing franchise ordinance," passed in 1916 and which was supposed to remain in force for 25 years.

In the opening statement of his opinion on the case, Judge Hume said:

"If vox populi is vox dei, as some say it is, this is a suit in which the court is asked to shut God's mouth—some suit!"

The judge's order stopping a referendum, leaves the street car situation in a new muddle. In some quarters it was said service might be suspended again as was done by court order last August last.

Omaha's Method Of Advertising City Explained

Annual Business Grows From \$8,000,000 to \$3,000,000, 000 In 10 Years—Manufacturing Doubled.

By MONTAGU TANCOCK, Manager Bureau of Publicity Omaha Chamber of Commerce.

Wholesaling has trebled, manufacturing doubled, annual business has grown from about \$8,000,000 to over \$3,000,000,000 and the population has increased 54 per cent in Omaha during the last 10 years.

During this period Omaha, as a city, has advertised with as definite an advertising plan as that of any progressive business concern.

It is its effort to get down to a business basis, Omaha analyzed its advertising problem somewhat like this:

1. What has the city to advertise?
2. To whom should the city advertise?
3. How should the city advertise?

In deciding what Omaha has to advertise, generalities were avoided. Omaha's advertising men know that Omaha's business growth is

due to the rich territory surrounding the city. "Territory surrounding the city" being too general, the advertisers went into the fundamentals of the thing. They classified freight and passenger rates. They studied grain schedules. They checked up on automobile highways and compared them with competing cities. They emerged with a definitely mapped trade territory, limited to the region which Omaha actually dominates in competition with other cities on the majority of marketable articles.

This territory was then investigated, its potential buying power weighed and its relation to Omaha business established.

Investigation of Omaha showed it to be pre-eminently an industrial city—a railroad center—a city of home owners—with splendid record of past developments and high hopes for the future.

This investigation answered the question, "What has the city to advertise?"

To Whom Directed.

"To whom should the city advertise?" was simplified by the solution of the first question. As Omaha dominates a superlatively rich trade territory which is largely responsible for the development of the city and which holds out hope of brilliant future development, it followed logically that Omaha advertising should (1) tell the business world about the advantages Omaha offers it in doing business with that trade territory, and (2) educate the inhabitants of that

territory to the fact that Omaha is their logical market.

The answer to "How should the city advertise?" fell into three classifications: (1) Publication advertising, (2) direct by mail advertising and (3) good will building.

Publication advertising was divided into two groups, trade territory and national.

In addition to this regular trade territory, special trade stimulating campaigns are put on occasionally through trade journals, aimed to reach particular merchants.

Experimenting Necessary.

Some experimenting was necessary, and, in fact, continues, to determine the best medium for national advertising. This advertising aims to attract new industries to Omaha.

Each year the advertising department writes several thousand sales managers, manufacturers and selected prospects, giving information of value to those contemplating opening new distributing offices or factories. Several special direct-by-mail campaigns, aimed to bring certain specific industries, have been launched.

Good-will building suggests a maze of generalities and is a classification covering many activities. Omaha is said to be the city which originated trade extension trips. Each year about 100 Omaha business men representing nearly as many different concerns, leave the city by special train to tour a particular part of the trade territory. A similar trip is staged each year by automobile.

Omaha's Merchant Market week this year brought to Omaha 2,000

merchant buyers, representing 3,000,000 retail consumers in 15 different states. They swelled the wholesale business \$750,000 in one week.

Each year the city entertains the editors of the immediately adjoining states. This has done much to gain a mutual understanding between Omaha and a large part of its trade territory.

Building for the future, Omaha entertains students of the state university and school children from various towns in the trade territory.

The satisfaction this policy of advertising has brought can best be estimated by the fact that the advertising department, though supported by subscription, has at no time since its inception, suffered through withdrawal of funds or lack of support from the business men who maintain it.

County Board Votes to Burn Surplus Corn

Iowa Supervisors Pass Resolution Attacking Propagandists and Urging Aid to Farmers.

Pocahontas, Ia., Nov. 26.—The board of supervisors of Pocahontas county has ordered the county auditor to buy corn for use as heating fuel this winter in the court house, county home and insane infirmary. This is the first official action taken in Iowa calling for the burning of corn instead of coal.

The supervisors—B. C. Budolfson, chairman; M. W. Linnaman, M. J. Dooley, W. P. Hopkins and W. M. Elsen—put their order in the form of a resolution and sent a copy to C. W. Gilchrist, auditor.

Belknap Slayer Caught At Marquette, Belief

Dubuque, Ia., Nov. 26.—The slayer of Rev. Arthur B. Belknap at Lead S. D., is believed to have been apprehended at Marquette, Ia., with the arrest of a farm hand answering the description of the man sought and whose pockets were filled with clippings of the slaying. He was taken to Elkader, the county seat, following his arrest today.

Edward Schlick Dies.

York, Neb., Nov. 26.—Edward Schlick, who for the past 15 years has been connected with the York Bank, died today as a stockholder, died at his home here this morning after several weeks illness.

Pat Proves a Fast Worker, But Not at Shucking Corn

Pat Ryan was discharged Friday by Judge Wappich on a charge of drunkenness to "get work shucking corn." Three hours later Pat was escorted into jail again by a policeman in a bad state of intoxication.

EARLY selection is strongly urged, as most of these garments are in one or two of a kind models. The one you desire may be gone unless you shop early.

THE BRANDEIS STORE
Forty Days Ahead of Time

LET'S make this a Christmas of useful gifts. What could be more useful than a good, warm coat, beautiful dress or smart tailored suit. Here is how we have planned to make your gift money go far.

All Ready-to-Wear Sacrificed!

The Brandeis Store Always First to Accept Its Losses— You Be First to Claim Your Share of the Profits

Annual After Xmas Sales Now!

No Need to Wait Until January—Buy NOW, During the Height of the Season!

HERE IS THE WHOLE TRUTH!

The unusual business conditions existent throughout the country combined with the unseasonable weather have both conspired to retard buying. We have larger and more complete stocks of ready-to-wear than ever before which means sooner or later we will accept losses.

Positively After-the-Holiday Prices, With Winter Still Before You!

January comes in December this year as far as prices are concerned for the usual January reductions will be taken now. Never before in our history have we offered the class of merchandise we offer you now at the prices asked. The unheard of opportunity of selecting a bargain from a much larger and more choice stock now during the height of the season.

<p><i>December Sale Departments That Will Contribute Splendid Values</i></p> <p>Coats, Suits, Dresses, Furs, Sweaters, Millinery, Blouses, Petticoats, Skirts, Children's Apparel</p> <p><i>Beginning Monday (Tomorrow) at 9 A. M.</i></p>			
<p>Charge Purchases of Coats, Suits, Dresses, Furs Made in This Sale Payable in February</p>	<p>Charge Purchases of Coats, Suits, Dresses, Furs Made in This Sale Payable in February</p>		
<p>Womens' & Misses' Coats Of plush and cloth, former prices 19.00 to 367.50, sale prices, \$10 to \$250 <i>Second Floor</i></p>	<p>Womens' and Misses' Silk and Wool Dresses Former prices 15.00 to 165.00, priced for this sale at, each, 7.50 to 97.50 <i>Second Floor</i></p>	<p>Sweaters All wool, Tuxedo style, former price 7.45, sale price 3.95 Brushed wool tams, all colors, former price 1.00, sale price, 49c <i>Second Floor</i></p>	<p>Peter Pan Blouses Imported dimity, former price 3.95, sale price, 2.75 Hand made batiste blouses, Porto Rico, former price 2.50, sale price, 1.50 <i>Second Floor</i></p>
<p>Womens' & Misses' Suits Fur trimmed and tailored, former prices 17.50 to 150.00, sale prices, \$10 to 97.50 <i>Second Floor</i></p>	<p>Children's Apparel Coats—Former prices 15.00 to 17.50, sale price, 10.00 Silk and Wool Dresses—Former prices 8.50 to 20.00, sale prices, 5.95 to 14.50</p>	<p>Women's Furs Natural muskrat coat, former price 149.00, sale price, 97.50 Animal Scarfs, specially priced, 7.50 to 25.00 <i>Second Floor</i></p>	<p>Children's Furs Natural Coney, former price 5.00 per set, sale price, per set, 2.95 Iceland fox, former price 10.75 set, scale price, per set, 6.50 Other Fur Sets Specially Priced <i>Second Floor</i></p>
<p>Jersey Silk Petticoats Former prices 2.95 to 3.95, sale price, each, 1.89 <i>Second Floor</i></p>	<p>Striped Prunella Skirts All wool, former prices 9.75 to 15.00, sale price, 5.00 <i>Second Floor</i></p>	<p>Women's Millinery Any woman's trimmed hat in our entire stock, regardless of former price, at 5.00 to 7.50 <i>Second Floor</i></p>	<p>Children's Millinery Any child's trimmed hat in our entire stock—fur, beavers, dress hats, street hats—former prices 3.00 to 7.50, sale price, 2.50 <i>Second Floor</i></p>