

BROWNELL'S BOOK IS HIGHLY PRAISED

Educational Review Lauds Text of Which Nebraska Professor is Co-Author

"Science Teaching and The Science Teacher," the book of which Professor Herbert Brownell of the Teachers College is co-author, has received more favorable comment in the literary world. This time it appears in the January number of the Educational Review, Chicago, of which William McAndrew is editor. The Educational Review says of the recent publication:

"Brownell, who is professor of technique of science teaching at the University of Nebraska, and Wade, who heads the chemistry department in Shortridge High School at Indianapolis, make here a special effort to remind us that the science teaching of the public schools must have the betterment of the community life as the predominant purpose.

Science Develops Manhood
"It is inspiring to read in this book the call to make the study of science a developer of productive conduct and character. Manhood and womanhood devoted to the general welfare is stressed here as the big purpose of the American schools.

Broadcasting Stations of Country Spend Millions Entertaining Fans

Over \$19,000,000 is spent each year by 460 broadcasting stations for the evening entertainment of the radio fan. He would undoubtedly be surprised to find that the cost of staying "on the air" is so great.

Earl Reeves in an article, "The New Business of Broadcasting," in a recent issue of the Review of Reviews estimates that more than \$50,000 a night is spent in filling what he terms "our new radio ear." The average yearly cost of ten high-powered stations is estimated at \$200,000. These stations are operated by a group composed of the Radio Corporation, General Electric and Westinghouse.

Sixty per cent, according to Mr. Reeves, of the stations licensed in the last three years have been discontinued. Some consider that this is a good thing as the air is already filled with many programs. It raises the question, however, of who will pay for the business after the glamor of the business has worn off as it seems to have done for a great number.

Among the stations now operating are ones owned by a steam laundry, by a sheet-metal factory, and by a street-railway company. Many department stores broadcast. Firms consider their programs as indirect advertising. Mr. Reeves admits that he is mystified as to the purpose of a manufacturer of fire-proof safes who has a station.

The question of whether or not broadcasting pays firms is a debatable one. The evidence seems to point that it does, especially if the programs are backed up by advertising in newspapers or magazines by these same firms. A moving picture show put "on the air" its con-

cert program and thereby bolstered up its summer attendance. A tire company linked its musical program with magazine advertising and received almost 500,000 replies.

Mr. Reeves believes that in the future the national advertiser will pay a part of the broadcasting bill in order to "stamp his name into our consciousness." As with all things, though, there is a limit to his use of the medium. The American people, he thinks, will be content to hear the manufacturer's name at intervals but will resent "too blatant" tooting of his horn.

Great Britain secures funds for national broadcasting by a tax on receiving sets which brings in some \$5,000,000 a year. The American people, it is thought, would resent a system which would make its entertainment even partly government-controlled.

An estimated four-million radio receiving sets in the United States are said to have nearly eighteen and a half million listeners. Eighteen large stations are shortly to be linked into a unit which will broadcast identical programs at certain times during the day. Sixty per cent of the potential "listeners-in" may be reached by these stations.

Mr. Reeves warns that when the radio listener in the future hears a "made-in-New York" program from one of these stations nearest him he need not be surprised if at intervals he hears a trade name sandwiched into the program. The mere mention of the trade name it is thought will be valuable because of the warmth of feeling toward the manufacturer which will in turn cause the listener to read more carefully the manufacturer's national advertising.

How science functions in this direction is definitely shown. The success of a science teacher is measurable by the kind of men and women developed under his instruction. He is a potential force for nobility. Doesn't this make your heart beat with satisfaction?

"Messrs. Brownell and Wade offer convincing chapters on this obligation of science teachers, and proceed in detail to give a guide to laboratory exercises, notebook supervision, use of projects, management of study, science teaching below the high schools and in it, general science, general lessons, and a tabulation for growth of character for which a science teacher is responsible. Now what do you think of that? Isn't that getting down to hard pan? It shows that the authors mean business. I am not a science teacher, but I have learned so much directly applicable to my specialty that I am obligated to Brownell and Wade for a good lesson in psychology humanly applied.

Good For Everyone
"While the book purports to be

written for science teachers if I were the publishers of it I would advertise it also for all principals of schools for it gives the supervisor of instruction a standard to which this branch of study should be brought in every institution receiving public funds."

Exchanges

The college farthest north is the Alaska Agricultural College and School of Mines, located at Fairbanks Alaska. It is 100 miles from the Arctic Circle. Last year it had 69 students and this year it has 150.

Phonograph music is used in teaching swimming at Washington university.

During the past five years the University of Arizona has shown a greater growth than any other school.

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About thirty redheads of the University of Texas met and formed a club exclusively for "crimson cran-iumed" students. The name of the club is to be the Texas Cardinals.

Despite violent protest from the students, the faculty of Franklin and Marshall College decided that college dances should not last after 1 a. m.

Northwestern students who participated in the recent riot have taken up a collection for the policeman who received broken ribs in the fracas.

Lincoln Theatre
ALL THIS WEEK
The World's Sweetheart
Mary Pickford in "LITTLE ANNIE ROONEY"
On the Stage
NEW YORK'S EAST SIDE NEWS—FABLES
SHOWS AT—1, 3, 5, 7, 9
MAT. 35c—NITE 50c—CHILD. 10c.

LYRIC ALL THIS WEEK
BIG COMEDY BILL
Should Wives Receive Wages? See:
WAGES FOR WIVES
Also News and Comedy Pictures
ON THE STAGE
"DANCE MAD"
Featuring
DOROTHY BARNETT
With
ARTHUR JORDAN and
FREDDIE HAYES
and Shirley Janoff
HARRISON'S LYRIC ORCHESTRA
Mrs. May M. Mills, Organist
SHOWS AT—1, 3, 5, 7, 9.

Rialto Theatre
THUR.—FRI.—SAT.
CHARLES RAY and
PAULINE STARKE
In their Greatest Picture
"Bright Lights"
A Metro-Goldwyn Picture
"Soap-Suds Lady"
A Riot of Laughter
KINOGRAMS and REVIEW
SHOWS AT 1, 3, 5, 7, 9.
MAT. 25c—NITE 35c—CHILD. 10c.

COLONIAL THIS WEEK
The Thrilling Melodrama
"Sporting Life"
Featuring
BERT LYTELL & MARION NIXON
"THE ADVENTURES OF MAZIE"
A Whirlwind of Excitement
"ALL FED UP"
A Riot of Laughter
VISUALIZED WORLD NEWS
SHOWS AT—1, 3, 5, 7, 9.

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HOLLYWOOD CLUB ORCHESTRA
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SYNCOATED STEPPERS
JIM FRANK
MOORE & MITCHELL
"Smile With Us"
FRANK HAMILTON
The Dynamic Songster with
BUDDY FACE
At the Piano
O'CONNOR SISTERS
Syncopated Harmony Singers
TIM MARKS
Jazz Comedy Writer
JULIUS FISHER
The One-String Fiddler
SYNCOATED ENSEMBLE
"THE GREEN ARCHER"
BABICH AND THE ORCHESTRA
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