### THE DAILY NEBRASKAN

Phonograph music is used in teach-

During the past five years the Uni-

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Successful

Business

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Professional

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\$10.00

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\$20.00

\$25.00

\$30.00

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Tucker - Shean

Expert Watch, Clock, Jewelry,

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Pins and Rings, Soror-

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Estimates Free

Athletic Trophies

Jan. 14, 15, 16.

Lifetime

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ing swimming at Washington uni-

# 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 New Business of Broadcasting," in pay a part of the broadcasting bill ence Teacher, in pay a part of the broadcasting bill Professor Herbert Brownell of the a recent issue of the Review of in order to "stamp his name into our Teachers College is co-author, has Reviews estimates that more than consciousness." As with all things, received more favorable comment in \$50,000 a night is spent in filling though, there is a limit to his use versity. the literary world. This time it what he terms "our new radio ear." of the medium. The American peoappears in the January number of The average yearly cost of ten high- ple, he thinks, will be content to the Educational Review, Chicago, of powered stations is estimated at hear the manufacturer's name at inwhich William McAndrew is editor. \$200,000. These stations are oper- tervals but will resent "too blatant" greater growth than any other school. The Educational Review says of ated by a group composed of the tooting of his horn. the recent publication:

"Brownell, who is professor of and Westinghouse. technique of science teaching at the Sixty per cent, according to Mr. receiving sets which brings in some University of Nebraska, and Wade, Reeves, of the stations licensed in \$3,000,000 a year. The American who heads the chemistry department the last three years have been dis- people, it is thought, would resent in Shortridge High School at Indian- continued. Some consider that this a system which would make its enapolis, make here a special effort to is a good thing as the air is already tertainment even partly governmentremind us that the science teaching filled with many programs. It raises controlled. of the public schools must have the the question, however, of who will

the predominant purpose. Science Develops Manhood

number.

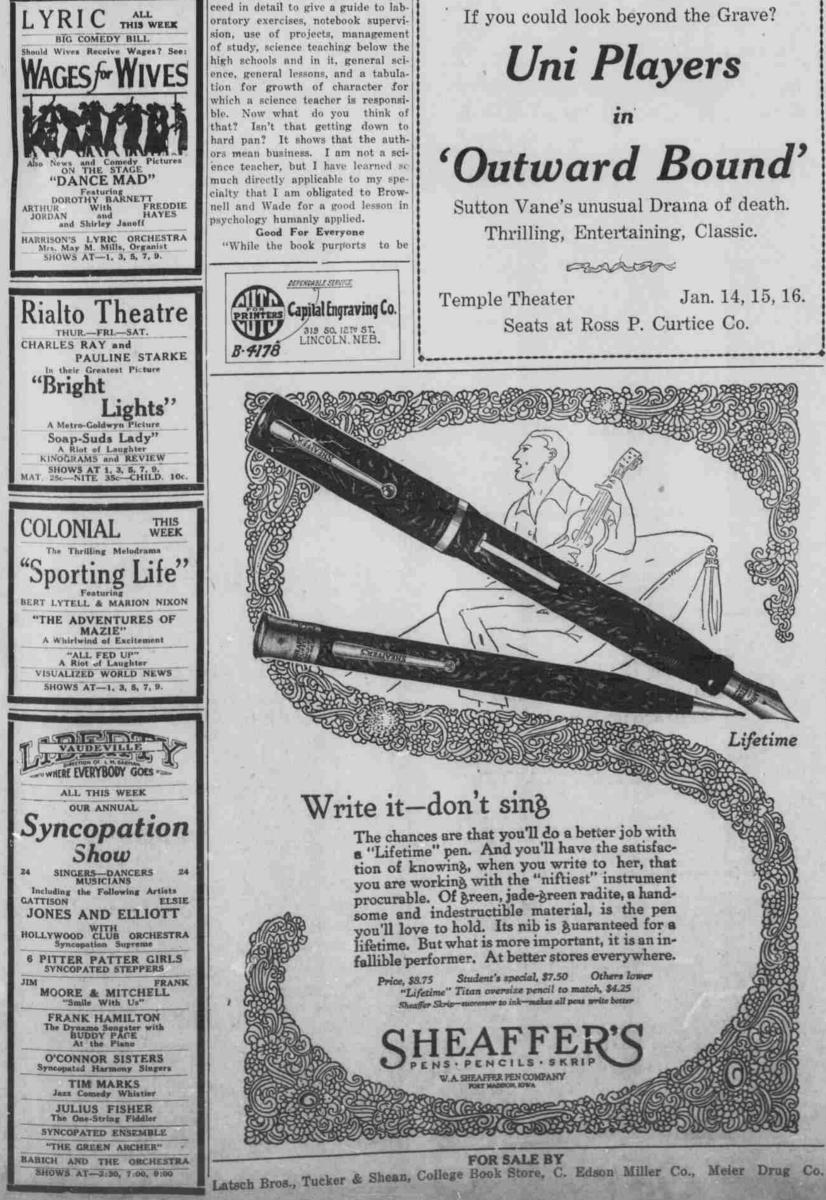
with satisfaction?

fer convincing chapters on this ob-

ligation of science teachers, and pro-

"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 | cert program and thereby bolstered year by 460 broadcasting stations up its summer attendance. A tire Alaska Agricultural College and for the evening entertainment of the company linked its musical program School of Mines, located at Fairbanks radio fan. He would undoubtedly with magazine advertising and re- Alaska. It is 100 miles from the be surprised to find that the cost of ceived almost 500,000 replies. Arctic Circle. Last year it had 69 staying "on the air" is so great. Mr. Reeves believes that in the students and this year it has 150.

Earl Reeves in ar article, "The future the national advertiser will

Radio Corporation, General Electric Great Britain secures funds for

national broadcasting by a tax on

An estimated four-million radio beterment of the community life as pay for the business after the gla. receiving sets in the United States mor of the business has worn off as are said to have nearly eighteen and it seems to have done for a great a half million listeners. Eighteen large stations are shortly to be

Among the stations now operat- linked into a unit which will broading are ones owned by a steam laun. cast identical programs at certain dry, by a sheet-metal factory, and times during the day. Sixty per by a street-railway company. Many | cent of the potential "listeners-in" department stores broadcast. Firms may be reached by these stations. consider their programs as indirect Mr. Reeves warns that when the

advertising. Mr. Reeves admits that radio listener in the future hears a he is mystified as to the purpose of "made-in-New York" program from a manufacturer of fire-proof safes one of these stations nearest him he who has a station. need not be surprised if at intervals

The question of whether or not he hears a trade name sandwiched broadcasting pays firms is a debat- into the program. The mere mention able one. The evidence seems to of the trade name it is thought will point that it does, especially if the be valuable because of the warmth programs are backed up by advertis. of feeling toward the manufacturer ing in newspapers or magazines by which will in turn cause the listener these same firms. A moving pic. to read more carefully the maunfacture show put "on the air" its con. turer's national advertising.

How science functions in this direc- written for science teachers if I were success of a science teacher is meas- tise it also for all principals of urable by the kind of men and women developed under his instruction. schools for it gives the supervisor He is a potential force for nobility. Doesn't this make your heart beat "Messers. Brownell and Wade of- ing public funds,"

of istruction a standard to which this branch of study should be brought in every institution receiv-

> If you could look beyond the Grave? Uni Players

**Outward Bound'** 

Sutton Vane's unusual Drama of death.

andra

Exchanges The college farthest north is the

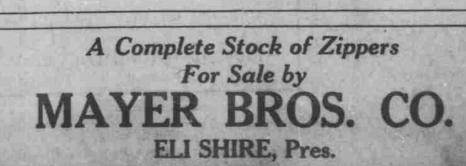
About thirty redheads of the Uniclub is to be the Texas Cardinals. 1 a. m.

Despite violent protest from the Northwestern students who partiversity of Texas met and formed a students, the faculty of Franklin and cipated in the recent riot have taken club exclusively for "crimson cran- Marshall College decided that col- up a collection for the policeman iumed" students. The name of the lege dances should not last after who received broken ribs in the fracas



riculum. to your wardrobe. AKRON, OHIO Goodrich ZIPPERS

**IDENTIFY THE GENUINE BY** 



## Smart Style at Harvard The Vogue at Wellesley

THE NAME ON THE FLAP

GOOD TASTE is a part of every cur-

It expresses itself at the foremost colleges in the selection of Goodrich Zippers for cold, snowy, slushy days. Here boots are as fashionable as a victory over a traditional rival.

Trim, neat-a wide contrast to the cumbersome, wallowing gaiter. And a method of fastening unequalled.

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