

## The Daily Nebraskan

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## Editorial Remarks

This afternoon at 3:25 o'clock the football team leaves for its first game of the season on a strange field. There is no necessity for the Nebraskan to dilate on the nature of next Saturday's contest—everyone knows that the team will not only have to struggle against an opponent that has already shown itself to be of unusual strength, but must also fight against a new climate, and one not by any means conducive to such football as Cornhuskers are accustomed to. Our games in the west have always resulted in close scores we predict a close one for next Saturday. The fate of the track team in a high altitude last year cannot be forgotten.

But a grand exhibition of the proverbial Cornhusker spirit this afternoon cannot fail to have its effect on the result of the game. Nebraska cannot afford to suffer defeat in the coming contest—not an impossibility, by any means—but if the team fully realizes what is expected of it, we are confident that nothing of the sort will happen. It is the duty of every Nebraskan to be on hand this afternoon, to thoroughly demonstrate what is expected of their team, and to show that their support accompanies them.

## MAKES BIG HIT.

## Nebraska's Exhibit at St. Louis Much Talked Of.

Last week The Nebraskan published an article from "Printers Ink" of New York in regard to the system of advertising which Registrar Shedd, now on special leave of absence as secretary of the Nebraska commission at the St. Louis Exposition, has employed with such marked success during his connection with the university. Concerning Mr. Shedd's work at St. Louis, the same journal has the following to say:

"Nebraska's appropriation for the World's Fair at St. Louis was one of the smallest made by the states and territories. An extravagant legislature suddenly became extremely economical, with the result that the original estimate of \$125,000 for an exhibit was cut to \$35,000. This made a state building impossible, and the sum was devoted by the Nebraska State commission to providing exhibits in the chief buildings. By careful management, however, and the intelligent work of the commission, the state of Nebraska has been given a representation at the fair which ranks first in point of advertising value.

"The main exhibit is in the Agricultural Building. It was decided that this exhibit should demonstrate Ne-

braska's advantages as a producer of live stock, grain, dairy products, beet sugar, etc., and its attractions for the home-seeker. Harrison G. Shedd, secretary of the commission and part owner of the Lincoln Daily Star, visited the Agricultural Building last fall. This structure has an area of more than twenty-three acres, and is nearly two miles from the main entrance of the fair. Some extraordinary attraction was needed to halt hurried sight-seers at the exhibit, and in casting about for such an attraction Mr. Shedd made a half decision in favor of transparencies showing farming scenes. Then someone suggested that stereopticon views be substituted, and this finally grew into a moving picture exhibition.

"A complete little theater has been built in the center of the exhibit, equipped with a stage, 135 opera chairs and electric fans. Standing room is provided for seventy-five spectators. Exhibitions lasting fifteen minutes are given thirteen times a day so that fully 3,000 persons witness the exhibition daily. The show opens with ordinary stereopticon views which indicate the agricultural and grazing belts of the state, and these are accompanied by a brief lecture on Nebraska. The moving picture entertainment then follows. Seven different sets of views are shown in rotation, one at each exhibition so that the same film is used only twice a day. One set of pictures deals with the state's beet sugar industry, showing harvest scenes, a beet sugar factory, etc. Another shows the great ranges in Western Nebraska, with a round-up of 5,000 head of cattle, roping, branding bucking bronchos and cowboys. A third is made up of spring and summer scenes on great farms, showing plowing, sowing, cultivating, harvesting and threshing. A fourth deals with midsummer and late autumn scenes, carry the year from haying time to corn husking. The fifth film consists of moving pictures taken at Nebraska's big Harvest Home Carnival. The sixth shows the dairying industry by means of views of feeding, milking, shipping cream, etc. The seventh deals with the cattle industry, and photographers are now in Nebraska taking other views which will be shown before the close of the fair. Each roll of film measures more than a mile and the scenes have been carefully selected with reference to the human and humorous element, being interspersed with views of children, greedy young porkers, cunning calves

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