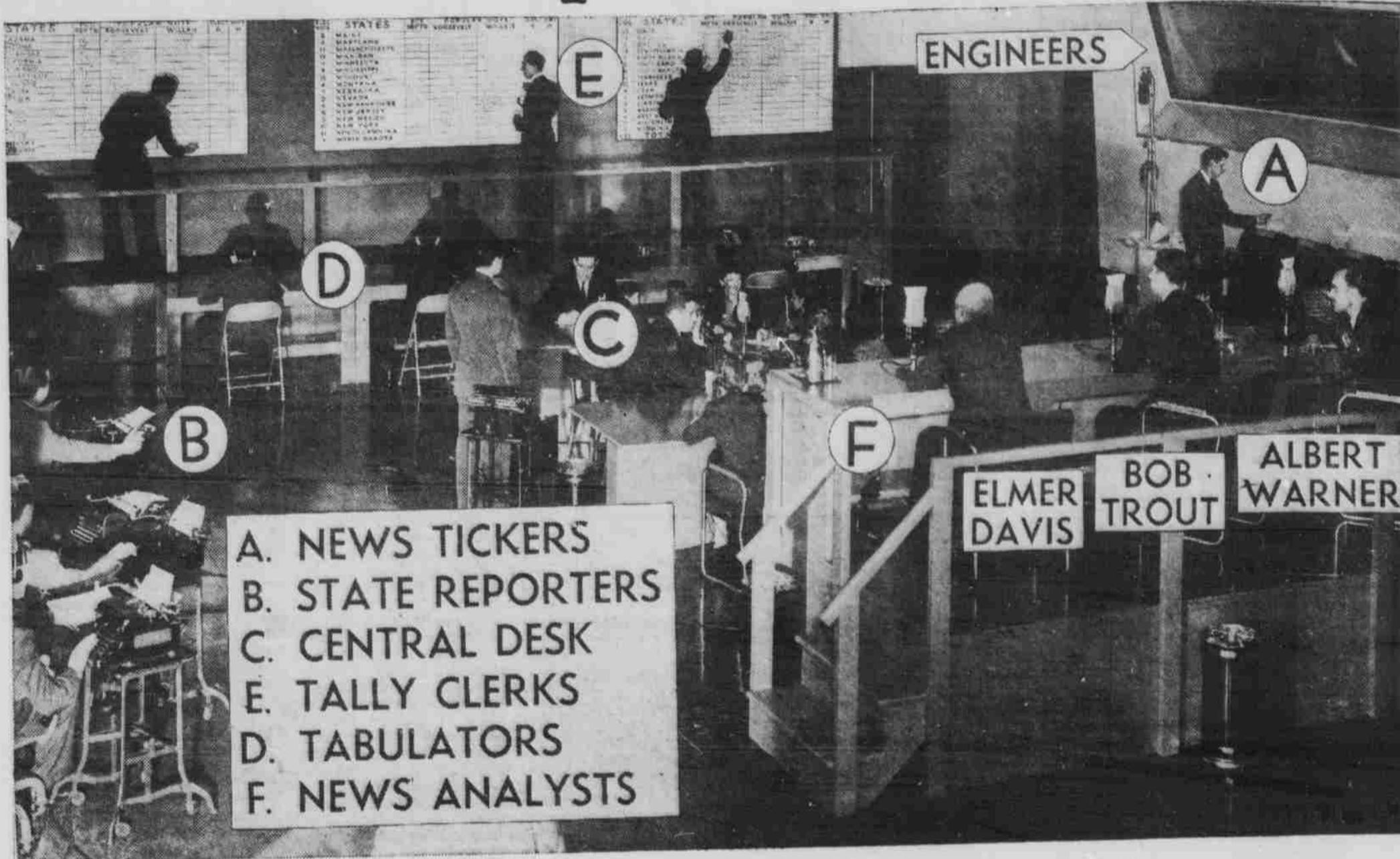


Network sets up '40 election coverage



A. NEWS TICKERS
 B. STATE REPORTERS
 C. CENTRAL DESK
 D. TABULATORS
 E. TALLY CLERKS
 F. NEWS ANALYSTS



This is the team which will report and interpret election night news for the Columbia Broadcasting System. Poised for their all-night vigil at the microphone as returns pour into the CBS election service "nerve center" in New York are: Elmer Davis, who will analyze the presidential race as it enters the home stretch; Bob Trout, who will give up to the second tallies; and Albert Warner, Washington correspondent, who will interpret senatorial, congressional and gubernatorial contests.

To keep its audience abreast of the preferences of the nation's 60 million voters when they go to the polls next Tuesday, the Columbia Broadcasting System and its local outlets, KFAB and KFOR, have set up a system of election news coverage on an unprecedented scale.

A far cry from the equipment of the skelton staff, which brought the first radio election returns less than 25 years ago, is the setup to be used by the network's election service in New York City. These workers, pictured above, will marshal the vote tallies as they pour in from similar local station staffs in all parts of the country so that listeners will have prompt and accurate returns.

Analysts.

To help Bob Trout give the numerical returns, Elmer Davis give his interpretation of the returns; Albert Warner, give the issues and results of the state senatorial, congressional, and gubernatorial races; and Dr. Elmo Roper, director of the Fortune survey examine the results from the viewpoints of the national polls, CBS has installed ten special long-distance telephone circuits, six private connections with distant points, four special Morse wires and nine AP, UP and INS printers. Paul W. White, CBS director of public affairs, will be in charge of the coverage.

All reports will be cleared thru a streamlined copy desk, where editors, connected by phone devices will give the returns to tabulators, equipped with head and best phone sets and stationed at giant white tally board. This board is erected on a platform within easy view of the entire room. Re-

turns will be written on the board, scored by states, and kept up to the second.

To bring all new angles.

Other copy and new information on "running stories" based on latest available information pouring into the room from innumerable sources, are to be double-checked and forwarded to the special broadcasting platform in the center of the studio.

Numerous remote pickup points have been scheduled thruout the day and night, according to White who said that special lines are to hook up the network with the busy scenes in both democratic and republican national committee headquarters in New York City, the crowd-packed Times square, Hyde Park, New York, and Rushville, Indiana—or wherever the presidential contest rivals spend election day evening.

Many other special features are being arranged to further highlight Columbia's election coverage.

A search is being instituted for the oldest voter in the nation—as well as the youngest citizen to enter a polling booth. Early in the evening, White will be heard as he speaks to several remote points, checking over last minute arrangements for bringing the results to the central broadcast point.

Early returns.

In these 15 minutes, beginning at 5:15 p. m., besides the two-way conversations, listeners will hear early scattered returns from the few states where results are released prior to the actual poll closing time. Trout, Davis and Warner also are to be heard in

preliminary talks to the network audience.

From then on—thruout the night—five minute spots will keep the election news flowing to the nation and, as direct reports, bulletins and flashes hit their peak, regularly scheduled programs will be cancelled in their entirety to make way for the election results. This will continue until the final outcome is known.

The entire staff of Columbia's two international short-wave stations—WCBX and WCAB—is to be on duty constantly to give listeners in every part of the world full reports on the elections, broadcasting in seven languages.

Russell publishes psychology papers

Dr. R. W. Russell, instructor in psychology and assistant in the bureau of instructional research, recently completed the fourth of a series of five papers published in the "Journal of Genetic Psychology."

The series covers the results of one of the first complete studies of the development of ideas in children, Russell explained. Diversified groups of children in both the East and the Southwest were studied under the same economic and environmental conditions.

An extensive study of the Zuni Indian children was the subject of still another paper of Dr. Russell's published recently in "Child Development," a publication of the society of psychological research.

Kirsch, Faulkner exhibit at prairie painter show

Professors Dwight Kirsch and Katherine Faulkner of the art department have been invited to become members of the Prairie Water Color Painters and each has two water colors in the annual exhibit of the organization now showing in Manhattan, Kas.

Luebs attends ASME

Prof. A. A. Luebs, chairman of the Nebraska section of the American Society of Mechanical

Engineers, attended the regional conference of the society of Milwaukee recently. Questions of society activities, student organizations, publications, employment, and national meeting of the organization in New York in December.

Brown university's swimmers have won the New England Intercollegiate meet for eight consecutive years.

WSUI, radio station of the State University of Iowa, is on the air 2,496 hours per year.

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