

# Electronic Computers Took Away Election Night Drama

**By FRED DANZIG**  
New York—UPI—Let's remember poppa Alfred Hitchcock's golden rule: Don't give away the ending at the beginning.

I'm applying that to those electronic computers—ABC-TV's Univac, CBS-TV's IBM 7090 and NBC-TV's RCA 501—which did the vote-projections so effectively on TV Tuesday night that they positively ruined the show. As the answers poured out of those costly, cold consoles, the drama and suspense drained out of the big story.

I mean, what difference

does it make if a big Kennedy lead in Illinois begins to melt away at midnight when, two hours earlier, the computers told us he was the new president?

Between 8 and 9 p.m. (EST), even as many voters were still en route to the polls, RCA 501 tapped out a projection that put Kennedy in the White House, IBM 7090 followed suit and Univac made it unanimous.

**Make Premature Predictions**  
Of yes, there were some early-early projections for Nixon by Univac and IBM, but those were not the computers' fault. CBS and ABC irresponsibly tried to steal the march. The premature predictions were accompanied by elaborate declarations about how worthless those same predictions were. Why did they bother?

## Court Records

**DISTRICT COURT**  
Eunice B. Mayes, failure to stop, \$15.  
Paul E. Levison, failure to stop, \$15.  
James B. Wray, violation of basic rule, \$10.  
Dick Rhoten, no tail light, \$10.  
Hudson R. Branson, shooting from public highway, \$20.  
Vernon J. Frieze, disobeyed stop sign, \$15.  
Bernard J. Gilkison, no muffler, \$10.  
Eva M. Knight, failure to stop, \$15.  
George E. Duarte, no operator's license, \$5.  
David C. Jenkins, violation of basic rule, \$30.  
Wayne F. McCoy, excessive noise, \$5.  
Frederick C. Martin, excessive noise, \$5.  
Irene G. Kinney, no operator's license, \$5.  
Doughty Lee Couch, violation of basic rule, \$15.  
Walter W. Lester, no operator's license, \$5.

## CIRCUIT COURT

Verner W. McCall vs. Maxine M. McCall, divorce complaint.

## MARRIAGE LICENSE APPLICATIONS

Henry J. Court, 134 South Ivy st., Medford, and Minnie Bea Hon-drick, Charleston, Ore.  
Ronald David White, Newport, and Dorothy Irene Richey, Eagle Point.  
Jack Sinks, Thalia, Tex., and Ruth V. Farmer Cox, Bakersfield, Calif.  
John Baldwin Henry, star route, box 75, Ashland, and Catherine Camille Berger Blackmer, 109 Fourth st., Ashland.  
Richard Cline Kirkpatrick, 1342 Spring st., Medford, and Betty Joan Hart, 968 1/2 East Main st., Ashland.  
Ervin Glen Shulz, 1140 Loal st., Medford, and Judith Lee Singleton, 712 Maple st., Central Point.

## MAYOR DIES

New Rochelle, N.Y.—UPI—Mayor David B. Mathias of Scarsdale, N.Y., died here Wednesday in a hospital. He was 58.

# Wilhelm Thanks Billboard Backers

Portland—UPI—Rudie Wilhelm Jr., chairman of the Highway protection committee, which sponsored ballot measure number 15, the billboard control measure, Wednesday thanked persons who worked for it.

The measure was defeated in Tuesday's general election. Wilhelm told volunteer workers that their word was not in vain. He said "Mr. Ralph Holsapple, chairman, and Mr. Jack Schnaidt of the Committee on Highway Regulation which opposed the measure, assured me... they will cooperate in preparing legislation regulating highway billboards."

Wilhelm said "Together we will work out a bill to present to the legislature in January that will meet the federal standards, improve the appearance of our scenic highway areas and at the same time not contain features of measure 15 which the voters evidently thought undesirable."

**RICKOVER RITES HELD**  
Chicago—UPI—Funeral services were held Wednesday for Abraham Rickover, father of Vice Adm. Hyman G. Rickover. The elder Rickover, 85, who came to the United States from Poland in 1899, collapsed at his tailor shop last Thursday. He died Tuesday in Lutheran Deaconess hospital.

with tabulations. Unless you are some kind of a nut, you don't yell at a Univac.

As for network coverage, here's how my notebook looks:

**ABC-TV**—Best screen arrangement for charts, but numerals too small and totals lagged behind competition. John Daly worked harder than any other anchor man and I can't fault him for becoming too grim, distracted and overwrought as the evening wore on.

**Professional Self**  
CBS-TV—Walter Cronkite his usual cool, crisp, professional self. Still using a distracting set. Numbers on cylinders sometimes obscured by glare of lights. All hands well-prepared with background information. Are they all supposed to be on-camera more than the totals? Too much late-night showboating by Howard K. Smith and computer.

**NBC-TV**—Numbers clearest of all but frequently flashed or swamped by cluttered frames. Committee men Huntley and Brinkley frequently entertaining, lethargic and/or aloof. Their aides filled to overflowing with vital election information and tended to be seen too often.

But if it's a choice between looking at their faces or computers in the next election, I'll choose the faces.

**Computers Are Wonderful**  
Now, computers are wonderful machines and I'm all for bigger and better ones. It's just that as election aids, they are indecent. They have no respect for the long, grueling campaigns the candidates have waged. They seek to settle matters instantly, with no sweat. When it comes to politics, we cherish the freedom to be kept in suspense for about six hours and to argue

**COOKIES?**  
You've Tried the Rest  
Now Try the Best!




**CAL RAY**



**Hey!**  
good ole SKIPPY  
Peanut Butter  
now comes in a  
new  
**Jillion  
Pound  
Jar!**

REALLY, IT'S JUST 28 OUNCES...



WELL, THAT'S ALMOST A JILLION POUNDS ISN'T, IT?

THIS NEW SUPER-SIZE SKIPPY JAR IS JUST RIGHT FOR FAMILIES LIKE OURS WHERE SKIPPY DISAPPEARS SO FAST



# NEW!

the ONLY instant coffee container designed for your dining table—  
the Instant Butter-Nut® CONTINENTAL CARAFE

NOW, enjoy instant coffee's finest flavor from the world's most distinctive instant coffee container.



NOW, the coffee you serve for compliments becomes an instant coffee. The most instant—BUTTER-NUT! Instant Butter-Nut Coffee frees its fresh-brewed flavor at the touch of water, hot or cold. Serve the coffee that compliments you—Instant Butter-Nut Coffee. Serve it from the container that compliments your dining table—the Continental Carafe. Now at your favorite store in the popular 6-ounce size.

Look for the "10-CENTS-OFF" introductory label

Skippy's brand-new 28 ounce jar is a money-saver and a time-saver—and so big you can almost use it for a private swimming pool when it's empty! Lots of folks (peanut fiends and big families especially) asked if we couldn't put Skippy in a super-mammoth-economy-family-king-size jar—and it's at your grocer's now. 28 ounces—a full pound and three-quarters—of America's largest-selling peanut butter.

**SKIPPY** tastes exactly like plump, selected fresh-roasted peanuts with just the right amount of seasoning. Skippy is made entirely from U.S. Grade No. 1 peanuts.

**SKIPPY** stays fresh to the last spoonful at the bottom of the jar. It's the only peanut butter that takes out the "stalemakers."

**GROWN-UPS** enjoy Skippy as much as the youngsters (smooth spreading, easy to digest, won't become dry, sticky or oily).

**BIG JAR**, medium jar or little jar—there's nothing else like Skippy—no other peanut butter is made with Skippy's patented process.

CHUNK STYLE OR CREAMY... IF YOU LIKE PEANUTS YOU'LL LIKE SKIPPY!

