

MR POPHistory

Week of August 15, 1952

President Truman says the Defense department had notified Gen Eisenhower a week or more ago he would receive a regular summary of government intelligence reports, but Gen. Omar Bradley says Eisenhower had not been so notified.

Gen Eisenhower rejects an invitation from President Truman for a White House briefing, saying it would only create confusion in the public mind. Eisenhower said – “It is my duty to remain free to analyze publicly the policies and acts of the present administration.”



King Faisal II, 17-year-old monarch of Iraq, attends lunch with President Truman at the White House.

Industrialist **Henry J. Kaiser** says someone tried to kill him by sabotaging two speedboats he had entered in races on Lake Tahoe. “I’m sure it was an attempt on my life, one of the most diabolical things I’ve ever seen,” Kaiser said. “Definitely this is murderous.” His mechanics discovered a main drive shaft on the Hot Metal boat had been hacksawed halfway through and the carburetor blower had been stuffed with rags, nuts and bolts. “Either sabotage could have killed

somebody,” Kaiser said. The sawed shaft would have ripped boat and driver to shreds and the stuffed blower on the Gold Cup boat and the gasoline poured into the run-about would have made fire almost certain.”



Dwight D. Eisenhower makes his first major campaign address to the nation over television and radio from Philadelphia’s Convention Hall Sept. 4.

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The "Rocket" Oldsmobile's
New GM Hydraulic Steering* makes
driving so easy you can . . .

Park with just 1 finger!



Shown: New Oldsmobile Super "88" 4-Door Sedan.

Parking is actually a *pleasure*. . . in a "Rocket" Oldsmobile with GM Hydraulic Steering*! For it's really remarkable . . . the effortless way you can ease this big, beautiful car into perfect position at the curb. That's because GM Hydraulic Steering supplies nearly 80% of the effort every time you turn the wheel. It adds to your motoring safety, too—makes it easy to maneuver in tight traffic—gives you better control in any emergency. Try a demonstration. Discover how easily the wheels respond to the slightest touch. Make a date with Oldsmobile's new Super "88"!

In addition to GM Hydraulic Steering*, Oldsmobile features Hydraulic Super Drive*, and the new Automatic-Eye*. (*optional at extra cost.) Equipment, accessories and trim subject to change without notice.

"ROCKET"
OLDSMOBILE

SEE YOUR NEAREST OLDSMOBILE DEALER

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In a class
all by itself..

Betsy Ross

Is Hoppy's favorite
Grape Juice



© William Borg

Only one of its kind

Way out in front of the pack, for brilliance of color and cloudless perfection, Betsy Ross leads all the rest. Hold your glass to the light . . . see the sun shining through. Taste it, and your first sip will reveal the clear-cut supremacy of California's world famous grapes gently picked and pressed at the very moment of their glorious prime.

"The nicest thing that ever happened to a grape."

Betsy Ross

Pure Grape Juice from California

PRODUCED AND BOTTLED BY **CELLA** VINEYARDS REEDLEY, CALIFORNIA

Listen to Hoppy!
every Saturday evening at 10:30 p.m. over your local CBS station.



Another Hoppy Endorsement

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The Campaign Comes To 18,000,000 Whistle Stops!

IN NOVEMBER we will hold the greatest mass demonstration of self-government by free men in the history of the world. More people will vote in the election of a President and Congress than ever before.

In the campaign leading up to the election, the candidates are going to take their story to the "whistle stops" of America. But this time, the whistle stops will not be just little stations on railroads. They will be the 18,000,000 television sets now in the nation's homes.

For the first time, the candidates will be able to show themselves to 60,000,000 people, each in his own living room. Television has brought their government back to the people!

In the early days of America, the average man was close to his government. He chose as his representatives men that he knew. They were familiar with his views, followed his wishes and reported back to him.

And we had our town meetings where each man had his own say as to how things should be run. But as the country grew and the government became more complicated, the average citizen and his chosen leaders began to lose touch with each other; and the government began to grow away from the people.

It reached the point in recent years where many people thought that the American people had lost interest in their government, and had lost hope of playing any part in it.

Then, just a month ago, a tremendous thing happened. The national political conventions of 1952 were brought into the nation's homes by television. Once again, as in the early days of America, the voters had an opportunity to know the candidates and understand the issues.

We discovered then that the interest of the American people in their government, and their determination to run it themselves, is greater than ever.

60,000,000 Delegates To Chicago

For the first time in the 120-year history of political conventions, the American people got a clear, first-hand view of how presidential candidates are nominated.

18 million television sets were tuned in on Chicago — many of them until 2 and 3 o'clock in the morning.

60 million people had front-row seats and got a better picture of what was going on than any delegate or any reporter on the convention floor.

Because the delegates were conscious of the fact that the eyes of the nation were literally upon them, the vast unseen audience played a tremendous part in determining convention decisions.

In other words, with the aid of television, we had what amounted to the biggest town meeting ever held.

This contribution of television to better government didn't cost the television audience or the political parties a cent; but it cost the television stations and their sponsors millions of dollars.

The American public is still talking about the great job the television industry did. NBC has received many thousands of letters commenting on the network's 250 hours of outstanding radio and television coverage of the conventions.

All these letters reveal that the public has suddenly become aware of the fact that television has grown up; and that it has brought their government close to the people, where government properly belongs.

Now, the political campaign is getting under way, and the American people will be able to see and hear and know the candidates — not through the eyes and ears and words of others — but through the wide open window of television.

And because of television, American citizens will be better informed than they ever were before. They will be able to vote for men and principles, and not just for party labels.

That's one of the reasons why more people will want to vote in the November elections than in any other election in our history.

How They Got There

Television's spectacular development as the greatest tool we have yet devised for self-government would never have happened if men's courage and vision had not worked long and hard to make it happen.

As early as 1923, Brig. General David Sarnoff, now chairman of the board of RCA, told the company's directors:

"I believe that television, which is the technical name for seeing, as well as hearing, by radio, will come to pass in due course. . . it may be that every broadcast receiver for home use in the future, will also be equipped with a television adjunct by which the instrument will make it possible for those at home to see what is going on at the broadcast station."

Ever since that time, RCA has used all its resources and all its ingenuity to make that prediction come true.

While it took the best efforts of many great companies to put television over, we are proud of the fact that RCA and NBC have contributed so many "firsts" to the history of television's development.

We offered the first regular television service to the American public. Our research scientists and engineers invented and developed much of the key equipment, without which television would have been impossible. For instance, RCA scientists developed the iconoscope, "eye" of television's camera; and the kinescope, the picture tube for receiving sets.

And after World War II, when we introduced the first postwar home television receivers, we launched television on its period of greatest growth.

We devoted more than twenty years to scientific research and engineering development of television before we ever made a dollar's profit from it.

Today, 18 million sets can be tuned into 109 television stations. Coast-to-coast networks of stations enable 60 million people to occupy front-row seats on all important occasions. In a few short years there will be 2,000 television stations serving every part of the nation; and television together with radio, will be a reality in practically every American home.

More And Better Television Coming!

THERE are many more great television "firsts" just over the horizon.

It's bound to happen that some day — and soon — we will be able to sit in on sessions of Congress and perhaps even the deliberations of our Supreme Court. And it's a certainty that we will see television cross the ocean and give every television set owner a passport to the world.

You will be able, at no cost to yourself, to go any place to which the press or the general public is admitted.

Of course, television isn't going to be all political conventions and elections and world-shaking events. It shouldn't be, for life itself would be pretty dull if that's all it had to offer. Television will continue to be Toscanini and the drama, variety, and children's programs, and more and better programs of every type. It's going to be religion, science, and sports like the World Series and Rose Bowl game, and all the different things that appeal to all the different kinds of people that make up America.

As television enables us to look in on more and more thrilling events now beyond the reach of our eyes, it will help us understand better than ever before this wonderful age in which we live.

We of RCA and NBC are going to do everything in our power to help television keep Americans the best informed people in the world. We will continue to make the best transmitting equipment and receiving sets, and to broadcast the best programs; and we will continue at our laboratories the scientific research on which all our accomplishments of the past and all our hopes for the future.



RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television



Television Is Bound To Have An Impact In This Presidential Election

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Frank Costello, underworld gambling kingpin, surrenders to begin serving his first prison term in 37 years. Costello, who had been free in \$5,000 bail, was convicted of contempt of the U.S. Senate for refusing to answer questions concerning his finances before the senate Crime Committee at a televised hearing in New York in March 1951.

The United States serves notice it will not tie its hand against using A-bombs, germ weapons or chemical warfare against aggression until there is an ironclad world guarantee against mass destruction weapons.

Korea – A flash flood rolls a 9-ft wall of water down a South Korean riverbed and seeps 30 American soldiers of the 45th division off a sandbar to their probable deaths.

Sharpshooting U.S. marines beat back 400 Chinese Communists who charged up blood-soaked Bunker Hill in a seventh desperate bid to recapture the strategic height in western Korea.

President Truman approves publication of a highly critical and secret report on an international oil cartel said to be powerful enough to dictate prices to the government.

Stevenson/Eisenhower - The national plowing contest at Kasson, MN, emerges as a top political event as both major presidential candidates announce they would speak there next month.

Pravda publishes the full story of a decisive Moscow victory over the Chinese Communists in a sharply contested joust for control of the Japanese party. In the midst of baffling and tantalizing hints of increased irritation between the Kremlin and Peiping, the official Soviet Communist newspaper provides firm foundation

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for speculation that someday the Chinese Communists and the Kremlin may split.



Gen. Dwight D. Eisenhower calls for devotion of America's energies to peace "and not to the sterile, negative, stupid business of war."

Dwight d. Eisenhower pledges a thorough restudy of western water management problems if elected, even if he has to make some of it personally.

The fauna preservation society in London has become seriously concerned about its heaviest responsibility – African elephants – which are again being killed for their ivory by white hunters taking advantage of new cheap elephant licenses and operating under the guise of trophy hunting sportsman.

Sports –

Manager **Leo Durocher** of the New York Giants is suspended five days effective Aug. 19 and fined \$100 by President Warrant Giles of the National League for his run-in with umpire Augie Donatelli. The argument came in the 9th inning of a double-header against the Boston Braves in New York. When the Giants were changing pitchers in the ninth and Hal Gregg was heading for the mound, Durocher tossed the ball to the reliever. Donatelli asked to inspect the ball and the battle began. Boston won the game 7-3.



Music news – Trend – songs crossing over into other categories. Great example was Hank Williams' Hillbilly hit on MGM, "Jambalaya." Columbia soon followed with Jo Stafford's version. Tune is now due for an r&b coverage via the Okeh release by Titus Turner. A pop song which is now moving into r&b is "You Belong To Me" Song broke out this past month via Joe Stafford and now Okeh is hitting with a version by Annie Laurie.

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Lionel (Dinky) Cole, Nat (King) Cole's brother signs with Topper Records, an independent out of Chicago.



Sarah Vaughan opens at Birdland in New York.

Count Basie will join the package being lined up for Billy Eckstine's third concert tour this fall.

Nationwide trend – "Record Hops" hosted by local DJ's. Usually held in ballrooms.

RCA-Victor will launch "extended play" 45rpm records beginning this fall. The EP's will give from six to nine minutes of music per side, should sell for about \$1.50. Seems that older record buyers have flocked to the 33rpm format and RCA hopes to recapture the "longhairs" so-to-speak – get them on 45. Victor's move to EP's stems from a conviction that a large market is ready for hundreds of (shorter) long-hair selections which can be packaged on a single 45 rpm disk at a price comparable to the bargain offered by the 33rpm records. Such selections as "The Blue Danube" and "Finlandia," for example, are among the short longhair pieces which will be among the typical works in RCA-Victor's future EP catalog.

Leroy Anderson's instrumental "Blue Tango" which topped the million sales mark, has been given lyrics by Mitchell parish. Parish has written lyrics for more than 1,000 songs including "stardust," "Deep Purple," "Sophisticated lady" and "Lilacs in the rain."

Entertainment news -

MGM announces the suspension of Mario Lanza for failure to report for his new picture, "The Student Prince."

Passing – Actor **Ralph Byrd** the Dick Tracy of movies and television. He was 43.



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campus shop explodes!

WITH THUNDER GREY AND LIGHTNING WHITE

our downtown campus board for 1952

<i>Advisor</i> Marianne Merritt University of Washington	<i>Barbara Gavi</i> Whittier College	<i>Kay Cantowine</i> University of Southern California	<i>Evelyn Haschke</i> University of Redlands	<i>Nancy Thompson</i> University of Southern California	<i>Janis Wilkes</i> Occidental College	<i>Jane Rathwell</i> Pomona College
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FOR TELEPHONE ORDERS AND SERVICE CALL M.A. 6.3533



Will Rogers Jr., is signed by Screen Gems for the starring role in "Life, Liberty and Orin Dooley," a half-hour for Ford Theatre.

Media - CBS announces that it plans to reduce nighttime advertising rates on radio by 25%.

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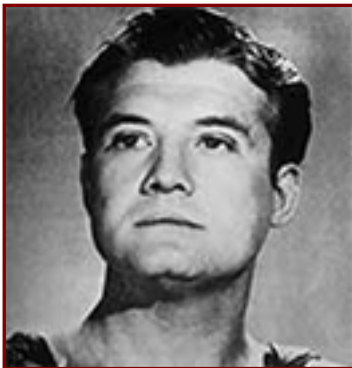
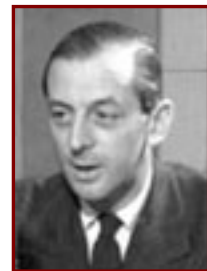
FCC Chairman Paul Walker discloses that despite the impact of TV on radio, the demand for new AM stations continues brisk, with 300 applications on file with the agency.



Seen on WNBT-TV New York (and NBC) Sundays at 12:15p – The **Al Capp** Show. Capp, creator of the comic strip “Li'l Abner and the other denizens of Dogpatch, calls the show a “television essay.” “The most interesting sight on TV is the guy, the kind of person the viewer wouldn't ordinarily meet, saying something unpredictable,” says Cap. Cap says he is aiming his program, not at the “undemanding housewife and the fascinated child,” but at the millions of adults who are tired of ‘dullish political forums and emasculated news programs.” “When I started my comic strip I had an audience of 12 million kids. Then, I decided to go after adult readers and today, I have an

audience of 40 million – while the kids stayed right along. In the comics, I found that people want something provocative, amusing and different – and I think I'll find the same thing true in TV.”

Alistair Cooke, American correspondent for the Manchester Guardian, will be heard in a weekly series of radio programs over ABC. The presentations will be taken directly from Mr. Cooke's “Letter From America” series presented regularly in England by the British Broadcasting Corporation.



Kellogg's cereal is putting the “**Superman**” television series on 16 markets on a spot basis beginning in the Sept. 15-Oct-15 period. It is understood a new Kellogg's product will be plugged and that more markets will be added as distribution expands. Kellogg had backed the radio version of “Superman” for some years.

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ARTHUR GODFREY'S
Stories I Like To Tell
 306 OF THE BEST JOKES AND ANECDOTES I HAVE HEARD IN TWENTY YEARS OF RADIO AND TV
 with drawings by ROBERT DAY

I WANT YOU TO HAVE MY NEW BOOK OF FAVORITE JOKES AND STORIES!

"306 of the best Jokes and Anecdotes I have heard in my 20 years of Radio and TV"

Arthur Godfrey wants you to accept his wonderful new book of favorite "Stories I Like To Tell." What a book! Published by Simon and Schuster, it's 128 fun-filled pages with drawings by Robert Day. Both covers are in color. This zib-zickling book, with same stories and pictures as \$1.00 edition, is yours for only 25¢ and 1 Rinsolium box top. Don't miss it!

YOURS FOR ONLY 25¢
 and a Rinsolium Box Top!
 Same stories, pictures as \$1.00 edition

This offer made to introduce you to Rain-Soft Rinsolium!

Take this opportunity to get Rinsolium. Like millions of other women, you'll prove to yourself that Rinsolium washes clothes whiter, brighter than new. It gets out more dirt than any harsh chemical detergent. Pure sunshine in your wash, too, because only Rinsolium contains Solum, the scientific sunlight ingredient. Rinsolium is guaranteed to get your clothes whiter, brighter than new, or your money back. So get Rinsolium today!

Important! You may have as many extra copies of Arthur Godfrey's Joke Book as you want. For each extra copy, just make sure you enclose an extra Rinsolium box top and an extra 25¢. Hurry—offer good only while supply lasts.

MAIL THIS ORDER BLANK NOW!
 Rinsolium, P. O. Box 1170, New York 46, N.Y.
 Please send me _____ copies of Arthur Godfrey's "Stories I Like To Tell." For each copy, I enclose 25¢ in coin and the top from 1 box of Rinsolium.

Name _____
 Address _____
 City _____ State _____

Please allow about 3 weeks for delivery. This offer valid in any state, territory or municipality where post office, bank or advertising facilities. Offer expires October 15, 1952.

New York Nielsen Ratings –

- Godfrey & Friends (CBS) – 30.6
- Godfrey's Talent Scouts (CBS) – 30.6
- Big Town (CBS) – 29.6
- My Little Margie (CBS) – 28.6
- Pabst Blue Ribbon Bouts (CBS) – 28.0
- Strike It Rich (CBS) – 26.8
- My Friend Irma (CBS) – 26.2
- Racket Squad (CBS) – 24.5

Sunday night television –

- CBS – Gene Autry, Your Lucky Clue, Toast of the Town, Information Please, Break the Bank Celebrity Time What's My Line?
- NBC – Super Ghost, Meet the Press, The Big Pay Off, Drama, Hall of Fame Theatre, American Forum

- ABC – You Asked For It, Films
- DuMont – **Rocky King, Detective**, The Plainclothesman, They Stand Accused



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Toast of the Town – Victor Borge, Artie Auerbach, the Seven Ashtons, Ken Whitmer

Monday night Television –

CBS – Douglas Edwards news, Eddy Arnold Show, Godfrey Talent Scout, My Little Margie, Who's There w/Arlene Francis, Summer Theatre

NBC – (late afternoon), Howdy Doody, Rootie Kazootie, Ask the Camera, Skitch Henderson, Up to Paar (with Jack Paar), Pinky Lee/Martha Stewart, News Caravan, Quiz Kids, Rise Stevens Lights Out, Robert Montgomery Presents, Dangerous Assignment

ABC – John Daly news, Curtain Up, Feature Film, Harlem talent Show

DuMont – Guide Right

Pop hits this week in 1952 –

Auf Wiederseh'n Sweetheart – Vera Lynn

Here In My Heart – Al Martino

Half As Much – Rosemary Clooney

Delicado – Percy Faith

Kiss of Fire – **Georgia Gibbs**

Walkin' My Baby Back Home – Johnny Ray

Botch-A-Me – Rosemary Clooney

I'm Yours – Eddie Fisher

Maybe – Perry Como

Blue Tango – LeRoy Anderson



At the movies –

The Quiet Man – John Wayne, Maureen O'Hara, Barry Fitzgerald

The Miracle of Our Lady of Fatima

Ivory Hunter – Anthony Steele, Dianah Sheridan

The Wild Heart – Jennifer Jones

High Noon – Gary Cooper

The Big Sky – Kirk Douglas, Dewey Martin, Elizabeth Threat

Les Miserables

Ivanhoe – Robert Taylor, Elizabeth Taylor, Joan Fontaine

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Jumping Jacks – Dean Martin, Jerry Lewis

Affair in Trinidad – Rita Hayworth, Glenn Ford

The Greatest Show On Earth

We're Not Married – Marilyn
Monroe

The Clouded Yellow – Jean
Simmons

