

MR POPHistory

Week of December 8, 1953



President Eisenhower tells the mayors of the United States to prepare for possible atomic attack without panic - asserting that the cities will be in the line of fire, should WWII break out. "When a threat is not immediate with us, the ordinary American is not particularly anxious to get out and do a drill that he thinks has a little of the infantile about it. He possibly sees himself back in primary school, where he had drills or evacuating the schoolroom in case of fire. But there was a very great principle there. Ordered haste will save you and panic will destroy you. So it is, first of all, against the incidence of panic that we must be

prepared."

More Santas want "Fruit of the Loom" - guaranteed underwear! ... Athletic shirts - 49 cents each or 6 for \$2.90 ... knit briefs, tee shirts, sanforized shorts - 69 cents each or 6 for \$4.10.

Tony Curtis says - Van Heusen Century shirts are the "Unanimous choice for all America." ... "It's the easiest shirt in the world to launder. The fold line is woven in. Your wife just irons the collar flat, flips it and it folds perfectly. You get a new shirt free if it ever shrinks out of size."

New at the mart - Pillsbury chocolate chip cookie mix.

At Sears - Roy Rogers blue denim jeans - \$2.19 (sizes 4 to 16) ... Roy Rogers western shirt - \$2.98 ... Roy and Dale Frontier suits - authentic style (boys and girls outfits) - \$9.98 each suit ... Dale Evans Skirt-Vest set - frontier skirt with imitation leather fringe around bottom. Vest to match with leather tied conchas - Red, brown - sizes 4 to 12 - \$4.98

Also at Sears for Christmas - 53 piece Tinker Toy set - .69 ... Steel Wagon - \$13.98

At the mart - Rump Roast - .69lb ... Pears - 2lbs - .23 ... Kraft salad oil - .62quart ... Coffee - 2lb can - \$1.77 ... Heinz spaghetti with cheese - 15 1/2oz can - .13

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For the first time - **Los Angeles** pulls ahead of Philadelphia in population, according to the census bureau. LA now has 2,104,667 and Philly has 2,070,605. The top four cities now - New York, Los Angeles, Philadelphia, Chicago.

Near Kingman, AZ - a judge gives suspended sentences to 26 uprooted polygamists of the Short Creek polygamy colony. He warned them that he would send them to the state pen if they returned to the practice. "You are a band of forlorn men soon to be forgotten." All 26 plead guilty to charges of conspiracy to commit open and notorious cohabitation.

Jackie Loughery asks for a divorce from hubby singer **Guy Mitchell**. The last straw was when Mitchell came to her door at 4am and intoxicated, begged to be let in. She did and he began hitting her. Her attorney, Alyce Maloney was also present. Several friends were required to help remove him.



Negro baseball great Jackie Robinson says he wants to buy a home in an exclusive section of North Stamford, CT. He says he has run into some opposition in the neighborhood though. "We want to get along in the community, but we were mainly looking for a house that would be best for our kids. If the neighbors object, too bad. Who cares."

For the first time - network television passes network radio in revenue. TV has hurt radio mainly in the evening, but daytime radio serials and shows seem to be holding up. Gross income for all TV stations and networks is expected to be \$250 million.

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A family in Blue Point, NY is grateful - a ghostly face of singer Francy Lane (of the Morey Amsterdam show) - kept appearing on the screen, even when the television was shut off! The kids tried to watch cartoons one morning, but complained to mom that the lady was staring back at them and that they were scared. An engineer for Zenith radio, which made the set says the phenomenon "was wholly unknown in TV electronics." He said that it as "not plausible" that the image was burned into the tube from another program. The face disappeared after two days.



In Los Angeles, **Robert Mitchum** pleads guilty to two traffic charges. The judge ordered him to pay \$50 or spend five days in jail for speeding, and to pay \$150 or serve 10 days in the clink for delaying an officer in the performance of his duties. After Mitchum was stopped by the cop, he sped away before he was issued the ticket.

Four armed men force their way into the New York apartment of dance teacher Arthur Murray - and held-up he and his wife. The four got away with \$25 thousand in jewels and cash.

Murray and his wife have a television show on NBC - Monday nights.

Sunday night TV - CBS - **Life With Father**, Private Secretary w/Anne Southern, Toast of the Town, The Fred Waring Show, Man Behind the Badge, The Web, What's My Line? ... NBC - Winchell-Mahoney, Mr. Peepers, Comedy Hour w/Perry Como, Television Playhouse, Letter to Loretta, I Led Three Lives ... ABC - You Asked For It, Paul Whitman TV Teen Club, Touchdown, Walter Winchell, Peter Potter Show

Toast of the Town w/Ed Sullivan - Frankie Laine, Jimmy Boyd, Ballet dancers Nora Kovach and Istan Rabovsky, The Nicholas Brothers dancers and novelty act Manu.



I Led Three Lives w/ Richard Carlson.

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Pop music this week in 1953 - "Rags To Riches" - **Tony Bennett**, "That's Amore" Dean Martin, "Ricochet" - Teresa Brewer, "Santa Baby" - Eartha Kitt, "Love Walked In" - The Hilltoppers, "You Alone (Solo Tu)" - Perry Como, "Istanbul (Not Constantinople)" - The Four Lads, "Christmas Dragnet (Parts 1 & 2)" - Stan Freberg, "Baby Baby Baby" - Teresa Brewer

At the movies –

Easy To Love - Esther Williams, Van Johnson, Tony Martin

Walt Disney's "The Living Desert"

Beneath The 12-Mile Reef - Robert Wagner, Terry Moore

Mogambo - Clark Gable, Ava Gardner

The Affairs Of Dobie Gillis - Debbie Reynolds, Bobby Van

Walt Disney's "Peter Pan"

Take The High Ground - Richard Widmark, Karl Malden

The Robe - Richard Burton, Jean Simmons

Escape From Fort Bravo - William Holden, Eleanor Parker, John Forsythe

