

**Car: \$2,200**  
**Gasoline: 30 cents/gal**  
**House: \$18,000**  
**Bread: 19 cents/loaf**  
**Milk: \$1.01/gal**  
**Postage Stamp: 4 cents**  
**Minimum Wage: \$1.00 per hour**

World Series: NY Yankees over Milwaukee Braves (4-3)

**Academy Award, Best Picture:** *The Bridge on the River Kwai*

Alfred Hitchcock's movie Vertigo was released

[Elvis Presley](#) is inducted into the U.S. Army (March 24).

*Billboard* debuts its Hot 100 chart. Ricky Nelson's "Poor Little Fool" boasts the first No. 1 record.

RIAA awards the very first Gold record - to Perry Como

The first ever [Grammy Awards!](#) Best male vocalist: "Catch a Falling Star," Perry Como

One hit wonder: **He's Got the Whole World in His Hands - Laurie London** on April 14, 1958

First transatlantic jet passenger service started by BOAC, with a New York to London route (Oct. 4).

NASA initiates [Project Mercury](#), aimed at putting a man in space within two years.

Jan. 31 The U.S. Explorer 1 lifted off from Cape Canaveral, Fla., and circled the globe. In the process, the 18-lb. satellite discovered the Van Allen radiation belt.

[Khrushchev](#) becomes Premier of [Soviet Union](#)

[Gen. Charles de Gaulle](#) becomes [French](#) premier

Mao Tsetung retires as chairman of the Chinese Communist Party Central Committee.

Pope Pius XII, the 262nd pope, dies on October 9. The new Pope is John XXIII.

Boris Pasternak was awarded the Nobel Prize in literature for Doctor Zhivago, a historical novel which portrayed the Bolshevik Revolution in stark terms. Under pressure from Soviet authorities, the author declined the award.

What counts is not necessarily the size of the dog in the fight - it's the size of the fight in the dog. " - President Dwight D Eisenhower

The Jolly Green Giant appears on TV with less than stellar results! In his first incarnation he looks like a monster which scares kids. So they lightened him up and added "Ho, ho, ho" and the lilting "Good things from the garden" song.

Modern consumer credit is born. The American Express Company introduces a charge card meant to compete with the successful Diners Club card. The Bank of American introduces the BankAmericard, which will become the Visa card.

Crest toothpaste inaugurates the "Look, Ma! No cavities!" ad campaign.

Eighteen-year-old Frank Carney sees a story in the Saturday Evening Post about the "pizza fad" among teenagers and college students. With \$600 borrowed from his mother, he opens the first Pizza Hut in Wichita, Kan.

31.3% of all domestic passenger travel was by railroad; 27.7% by bus;

Friskees introduces the first dry cat food

Bill and Mark Richards of Dana Point, CA, invented the first skateboard. They attached rollerskate wheels to a square board and sold them at their Val Surf Shop for \$8 each.

[Rice-a-Roni](#), The San Francisco Treat, is introduced.

Air Force Academy opens in Colorado Springs, CO. The all male facility won't go co-ed until 1976.

Dr Ake Senning installs the first pacemaker.