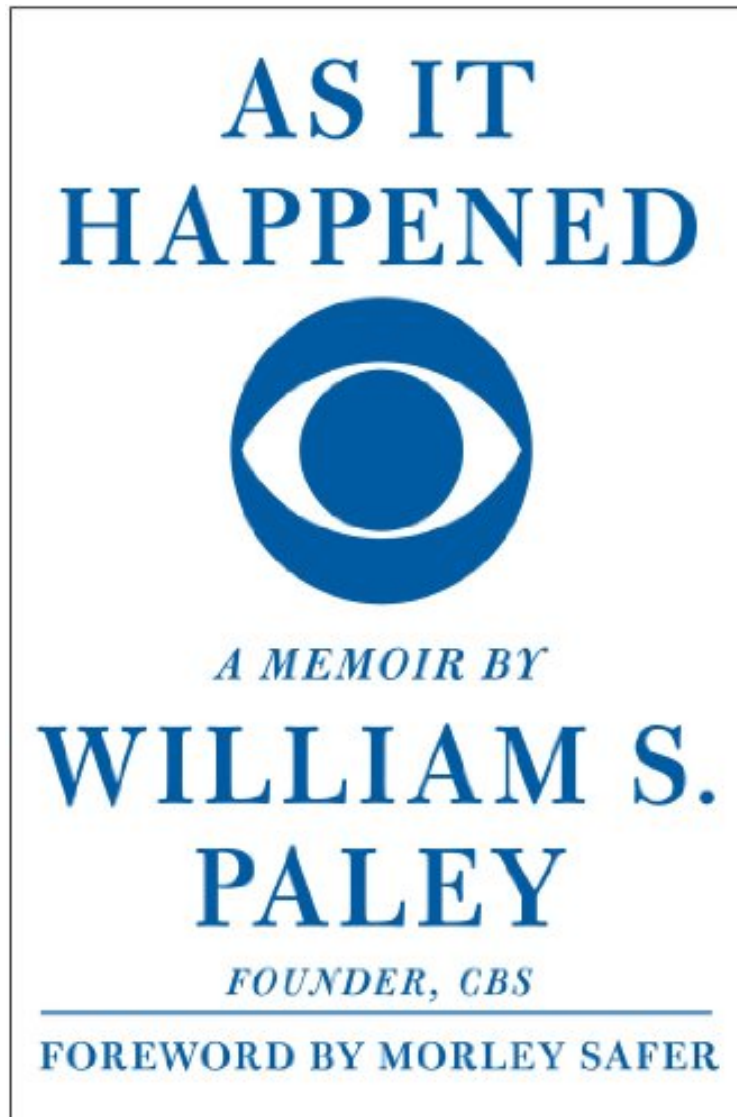


As It Happened

William S. Paley

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William S. Paley : As It Happened before purchasing it in order to gage whether or not it would be worth my time, and all praised As It Happened:

2 of 2 people found the following review helpful. Starts off wonderfully but fizzlesBy RebeccaIt is almost impossible to read a biography of anyone of any importance in America from the late 1950s early 60s and not have Bill Paley's name mentioned, he and his wife Babe were that ubiquitous, they seemed to know everyone.Sadly, this is one of those books that seems so interesting in the first few chapters, one feels so excited with the whole book ahead but then somewhere after the first third it fizzles and never recaptures the initial vibrant feeling. I think that is because in describing his childhood and youth he is more open, once he gets to his adulthood, he is much more guarded about his

life and privacy which I can understand however it lacks vividness, reads dull and somewhat lifeless. Bill was from a prosperous family and with his unique business skill and vision, he skyrocketed that advantage to founding CBS and modernizing radio and television programming. Or at least that's what he says. From reading the reviews of some of the bios on him, he wasn't quite the hero to CBS as he describes himself to be. Of course quite normal to have different opinion of yourself compared to how others see you. He was also firmly entrenched in the jetset crowd as the husband of the famous Babe Cushing Mortimer Paley, and they hung out with Babe's equally famous sister Betsy Cushing Roosevelt Whitney married to high-society's revered member, the famed Jock Whitney (after her marriage to FDR's son ended). These two couples seem like the ultimate in 1950-60s glamour. To add to their glamor was the third sister Minnie who was married to William Vincent Astor, who inherited his money early when his father went down with the Titanic. Thus securing these sisters as three of the most successful debutantes sisters in America, depending how one measures marital success. Bill and Babe spent much time traveling with their little side-kick Truman Capote, until he betrayed them in *Answered Prayers*. The oral-biography of George Plimpton's on Truman is a great book and covers this jetset era Truman Capote: *In Which Various Friends, Enemies, Acquaintances and Detractors Recall His Turbulent Career*. Bill doesn't reveal in this book but he wasn't the most faithful husband and caused I gather some sorrow for his wife Babe. Best to see *The Sisters: Babe Mortimer Paley, Betsy Roosevelt Whitney, Minnie Astor Fosburgh : The Lives and Times of the Fabulous Cushing Sisters*. But he could also be quite kind, apparently supporting a very old flame, the silent actress Louise Brooks when she ran onto hard times from alcoholism Louise Brooks also an interesting book. Sometimes a lacking book spurs one to want to learn more about the person from other biographies - however not with Paley, one book is enough. Now his brother-in-law Jock Whitney would be a different story. 0 of 0 people found the following review helpful. I Really Enjoyed This Book By D. Cupples, Gainesville, Fla. Very interesting. Put aside spotty aspects of his reputation regarding how he conducted his personal life. Bill Paley had a HUGE impact on our nation. I especially enjoyed reading about Edward R. Murrow's taking on McCarthy, which wouldn't have happened if Paley hadn't allowed it. The same is true of Walter Cronkite's coverage of the Vietnam War and Watergate. It wasn't just news: Paley took risks on groundbreaking entertainment that helped change how millions of people looked at things: shows like *All in the Family* and *Mary Tyler Moore*. 0 of 0 people found the following review helpful. Great Book about the Founding of the Columbia Broadcasting System. By Bullmoose This was Bill Paley's first book. It never occurred to me that the founder of such company could also take the time to write such a comprehensive report on the beginning of the Columbia Broadcasting System.

As it Happened is a landmark memoir, the first of its kind by a giant of the communications media. It is the intimate and straightforward story of an original, the life and growth of an extraordinary man and the company he built, CBS. In the book, William S. Paley reminisced about his personal life and his life with CBS—from the celebrities of the entertainment world to the business and political leaders of America to the journalistic controversies still in the news. Paley bought CBS when it was a small struggling company called United Independent Broadcasting and when he was a young man still in his twenties. Within months he had begun a transformation which shaped CBS into one of the world's greatest communications empires. And still he found time to enjoy the "Roaring Twenties" in Paris, Philadelphia, Los Angeles, and New York. A brilliant and creative businessman dealing for high stakes, Paley foresaw the cultural and informational impact of radio, and later, television. With an uncanny eye for spotting entertainment talent, he "discovered" for radio Bing Crosby, Kate Smith, Will Rogers, Frank Sinatra, and Paul Whiteman; and those he did not discover, he lured to CBS: Jack Benny, Amos and Andy, George Burns, Red Skelton, and a host of others. But this book covers more than radio and television—it is about the tastes and trends of American culture, written by the man who helped to create and refine many of them. William S. Paley was CBS. His life touched virtually every major event of the twentieth century. This is a fascinating and revealing work about a man who perhaps more than any other, brought the great events of our times to us.