

MR POPHistory

Week of April 8, 1964



The body of **General Douglas MacArthur** lies in state in New York City, then Washington DC. President Johnson and other leaders of the nation waited in the rain at Union Station for the afternoon arrival of the MacArthur funeral train from New York.

President Johnson wins a 15-day strike reprieve only 100 minutes before a threatened showdown of the nation's railroad system. It was the President's first major domestic crisis since coming into office.

In Norfolk - Gen Douglas MacArthur is laid to rest in a green marble crypt, surrounded by mementoes of his long military career.

Sen. Hubert H. Humphrey of Minnesota predicts that "irate public opinion" and miracle working by President Johnson will push civil rights legislation through the Senate, but not until summer.

Near Samedan, Switzerland - Wallace (Bud) Werner, one of America's top skiers and **Barbara Henneberger** - a West German women's champion, perish while making a sports-fashion movie in an avalanche. A total of 31 skiers are trapped in the Alpine slopes. The skiers were crossing a steep slope when the wet snow suddenly gave way and roared down the mountainside carrying them along.



Rumors that Soviet Premier Nikita S. Khrushchev is dead are denied as "rubbish" in Moscow, but not before it had swept alarmingly around the world.

It's reported that President Johnson is infuriated by a story in the current Time magazine that said he was speeding his car and around the LBJ ranch, while showing reporters around. He's angry because he believes reporters violated their status as personal guests when they published the accounts. Where they guests or working reporters?



Spacemen **Virgil (Gus) Grissom** and John Young are selected by the federal space agency by the pioneer flight in the two-man Gemini spaceship. It will be a three-orbit trip around Christmas. Astronaut Alan B. Shepard, the first Mercury astronaut to ride a capsule, was a prime candidate,

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but he is recovering from labyrinthitis. John Glenn had the same inner ear inflammation, which forced him out of the Ohio senatorial campaign.

In a Gallup Poll - 77% approve of the way President Johnson is handling his job ... 9% disapprove.



Computer news - IBM unveils its new generation of computers - the "System 360." Thomas Watson Jr., IBM's chairman, called the system "the most important product announcement in this company's history." The computer capability amounts to a complex of data processing machines that are 50 times faster than some available equipment. Its memory core will store between 8kilobits in the smallest configuration to 8megabits

in the largest. The key to the 360 is a tiny wafer measuring one-half inch square which cuts the size of present computer memory unites more than one-half. IBM's name for these microelectronic circuits - SLTunits for "solid logic technology." IBM says the wafers not only are the first commercially available but will be mass produced by automated assembly lines which IBM has developed secretly over the past years. Price tag for the System 360 ranges from \$133,000 to \$5.5 million and rentals or from \$2,700 a month for a basic setup to \$115,000 a month for a large multiple system such as now used on scientific and government research projects. (Editor's note - these electronic wafer circuits are the closest thing so far to "integrated circuits" or IC's. These would come along in the late 60's and would begin to be incorporated into computer kits in the 70's.)

At the 36th annual Academy awards - some winners:

Best Picture - "Tom Jones"

Best actor - Sidney Poitier - "Lillies of the Field"

Best actress - Patricia Neal - "Hud"

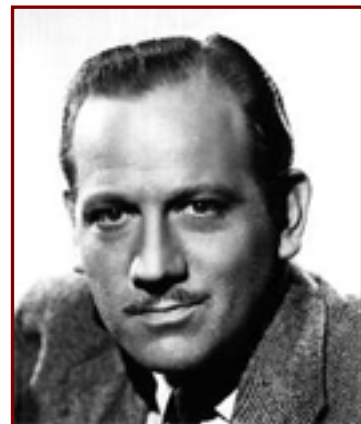
Best supporting actor - **Melvyn Douglas** - "Hud"

Best supporting actress - Margaret Rutherford - "The V.I.P's"

Best Directing - Tony Richardson - "Tom Jones"

Best Song - "Call Me Irresponsible" from "Papa's Delicate Condition" Music by James Van Heusen, Lyrics by Sammy Cahn.

Jack Lemmon was the emcee.



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About 100 tourists clustering outside the southeast gate of the White House, get a surprise. All of a sudden, President Johnson came striding down the driveway, accompanied by two aides - Bill Moyers and Jack Valenti. "I saw you standing by the gate and wanted to welcome all you nice people" as he began shaking hands.

Arnold Palmer wins his fourth Masters at Augusta, with a 70 and 12 under par 276 - beating runner-up Jack Nicklas by 6 strokes.



New at the mart - **Diet Pepsi!**

"Now you can have your cola and diet, too. New Diet Pepsi has that famous regular Pepsi taste. Great tingle, Clean, light, refreshing flavor. It's all taste - with no unpleasant aftertaste like ordinary diet colas. And sugar-free. Diet Pepsi-Cola has less than one little calorie in a whole bottle. Taste Diet Pepsi. See why it's the only diet cola with a famous cola name."

Coming in May at Carnegie Hall - Sol Hurok presents: Isaac Stern - Violin, Leonard Rose - Cello and

Eugene Istomin - Piano.

Greenwich Village - At the **Cafe Au Go Go**, 152 Bleeker Street - **Lenny Bruce**. Limited engagement! Tues thru Thurs 9 & 11:30pm. Fri, Sat, Sun - 10pm and 12:30am. Another show Sunday afternoon - 4:00p. Tickets \$3.75 - \$4.75 depending on day and time!

In a letter to the Internal Revenue Service, Folksinger Joan Baez says, "I'm no longer supporting my portion of the arms race" and refuses to pay 60% of her income tax. "I do not believe in war. I do not believe in weapons."

More folk - Folk singer Pete Seegar opens his Soviet tour, coaxing the Russian audience to sing "hallelujah" right along with him. Because of its religious connotations, it wasn't easy and they had to be persuaded. But it did come in the song "Michael."

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Hollywood news - a luxurious co-operative apartment house in New York rejects the application of Peter Lawford and his wife, because of his profession and her politics. The 15-story apartment building at 117 72nd street is occupied by a number of prominent families, both Christian and Jewish.

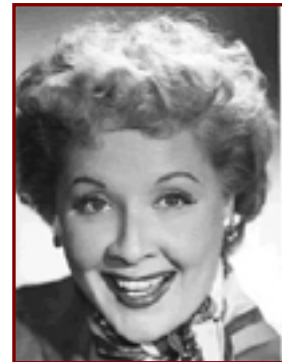
Actor Peter Sellers continues to improve after his heart attack. His wife of less than two months, blond Swedish actress Britt Eklund (21) was at his bedside almost constantly. Sellers was considered in critical condition and close to death.



Television news - a film of the Sonny Liston-Cassius Clay heavyweight championship fight will be broadcast Saturday on ABC's "Wide World of Sports." The February 25 bout ended when Clay scored a TKO in the sixth round. Boone Arledge, vice president of ABC sports, says the fight film had been acquired because of the surprising

outcome of the contest, which Clay was an underdog. Jim McKay comments and Howard Cosell moderates.

Vivian Vance is trying to negotiate fewer shows for the next season's "Lucy Show" on CBS-TV. Vivian and her new husband are based out of Connecticut. She thought she was Scott-free, when Lucy announced she wouldn't be doing another season. That sent Vivian into planning her life on East coast, and then Lucy changed her mind. Trouble, is, Vivian still has some time to go before her five-year contract ends. She says she'll only be on 20 shows next season. She also says she has negotiated out of the fourth and fifth seasons. "... All this flying back and forth is difficult. It's no fun working here. I get up , go to the studio. I just own beautiful farmhouse and yard filled with flowers that need attention, and I'd like to be there."



Dennis Weaver will not be back to play Chester in "Gunsmoke" next season. The producers say he won't be replaced, but to fill the void, two new characters are in the show. Burt Reynolds, who was hired last year as "Quint" the blacksmith and Ken Curtis, who plays "Festus Hagen." Weaver wanted out of the series a few years ago. The past year, he appeared in only 12 shows, and the year before - 15

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out of 36 programs.

Danny Kaye is on crutches after a dinner mishap. Kaye was cooking a dinner for half a dozen members of his TV cast when "I picked up the spaghetti to drain it. It slipped somehow and went all over me." Kaye suffered a scalded left leg and lesser burns to his left hand and thigh.

Wednesday Night Television -

CBS - CBS Evening News With Walter Cronkite, CGS Reports, Suspense, Beverly Hillbillies, Dick Van Dyke, Danny Kaye Show

NBC - Huntley-Brinkley Report, The Virginian, Espionage, Eleventh Hour

ABC - Ron Cochran with the news, Ozzie and Harriet, Patty Duke, Farmer's Daughter, Ben Casey, Channing



CBS Reports - "**Walter Lippman**, 1964" - Lippman, a Pulitzer-Prize-winning journalist, offers his assessment of the crisis in Vietnam and discusses developments in other critical areas of U.S. foreign policy. Hosted by Eric Sevareid.

Ozzie and Harriet - Rick discovers it pays to wear his wedding ring on campus.

Patty Duke Show - Patty tries to impress her rival by purchasing a new dress. A dress she can't afford.

The Farmer's Daughter - Little Steve has a violent case of puppy love for his governess, Katy. Stars Inger Stevens, William Windom, Cathleen Nesbitt.

Espionage - An Irish revolutionary leader puts the cause of Ireland's freedom before his wife's love and his own life.

Stars **Patrick Troughton**.

Channing - A Lecture by Prof. Howe almost upsets a student's athletic career. Stars Jason Evers. Guest stars - James Caan, Yvonne Craig.



Danny Kaye - guests are Bea Benaderet, Andy Griffith, Jim Nabors

The Tonight Show - Johnny Carson is host to Alan King, Dawn Nickerson, Moe Kaufman

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Pop Music This Week In 1964...

CAN'T BUY ME LOVE - Beatles
TWIST AND SHOUT - Beatles
SHE LOVES YOU - Beatles
I WANT TO HOLD YOUR HAND - Beatles
HELLO, DOLLY! - Louis Armstrong & All Stars
SUSPICION - Terry Stafford
PLEASE PLEASE ME - Beatles
GLAD ALL OVER - Dave Clark Five
THE SHOOP SHOOP SONG (It's In His Kiss) - Betty Everett
DON'T LET THE RAIN COME DOWN (Crooked Little Man) - Serendipity Singers
THE WAY YOU DO THE THINGS YOU DO - Temptations
MY HEART BELONGS TO ONLY YOU - Bobby Vinton
NEEDLES AND PINS - Searchers
DAWN (Go Away) - 4 Seasons
STAY - 4 Seasons
DO YOU WANT TO KNOW A SECRET - Beatles
AIN'T NOTHING YOU CAN DO - Bobby Bland
THINK - Brenda Lee
YOU'RE A WONDERFUL ONE - Marvin Gaye
HEY, BOBBA NEEDLE - Chubby Checker
FUN, FUN, FUN - Beach Boys
MONEY - Kingsmen
HIPPI HIPPY SHAKE - Swinging Blue Jeans
SHANGRI-LA - Robert Maxwell & Orchestra
DEAD MAN'S CURVE - Jan & Dean
THAT'S THE WAY BOYS ARE - Lesley Gore
BITS AND PIECES - Dave Clark Five
HI-HEEL SNEAKERS - Tommy Tucker
WHITE ON WHITE - Danny Williams
ROLL OVER BEETHOVEN - Beatles
TELL IT ON THE MOUNTAIN - Peter, Paul & Mary
NADINE (Is It You?) - Chuck Berry
THE NEW GIRL IN SCHOOL - Jan & Dean



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JAVA - Al Hirt
RIP VAN WINKLE - Devotions
WE LOVE YOU BEATLES - Carefrees
KISSIN' COUSINS - Elvis Presley
FOREVER - Pete Drake
EBB TIDE - Lenny Welch

MY GUY - Mary Wells



At the movies -

The Incredible Mr. Limpet - Don Knotts, Carole Cook, Andrew Duggan, Jack Weston

Seven Days In May - Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner

From Russia With Love - Sean Connery as James Bond

Paris When It Sizzles - William Holden, Audrey Hepburn.

The Prize - Paul Newman

Mail Order Bride - Buddy Epsen, Keir Dullea, Lois Nettleton, Warren Oates, Burt Kennedy

Muscle Beach Party - Frankie Avalon, Annette Funicello, Luciana Paluzzi, John Ashby, Don Ricles, Jody McCrea, Dick Dale & The Deltones.

For the kids - **"Little Red Riding Hood"** - Hear 4 new, happy songs! **"Little Red Riding Hood," "The Woodcutter's Song," "What A Sad Party This Is,"**
"The Skunk's Serenade."

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WILLIAM HOLDEN

as the jaded screenwriter, the cowboy, the international thief, the trenchcoated spy.



AUDREY HEPBURN

as the secretary, the fiery siren, the incredible batwoman the Girl Who Stole the Eiffel Tower.



GO ABSOLUTELY APE IN

PARIS WHEN IT SIZZLES

A RICHARD QUINE-GEORGE AXELROD Production - with

GREGOIRE ASLAN

PRINTS BY **TECHNICOLOR**

Directed by RICHARD QUINE
Screenplay by GEORGE AXELROD

Based upon a story by JULIEN DUVERIER and HENRI JEANSON

Music by NELSON RIDDLE - A PARAMOUNT RELEASE



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