

Memory Lane

Reminiscing 1964

Cost of Living

National price averages for 1964:



House \$20,500

Car: \$2,963

Gallon of Gas: 33¢

Gallon of Milk: 40¢

Loaf of Bread: 19¢

Stamp: 05¢

Compared to today, things certainly seemed cheap, but then again the average income was \$2,287 per year!

The Italian Government Announces the Leaning Tower of Pisa Needs Help!

On February 27, 1964 the Italian government announced that it was accepting suggestions on how to save the renowned Leaning Tower of Pisa from collapse. The top of the 180-foot tower was hanging 17 feet south of the base, and studies showed that the tilt was increasing by a fraction every year. Proposals to save the Leaning Tower arrived in Pisa from all over the world, but it was not until 1999 that successful restorative work began.

More top stories from 1964

- * Plans for the World Trade Center were announced (New York City).
- * 9th Winter Olympic games open on Jan. 29 in Innsbruck, Austria.
- * Warren Report concludes Lee Oswald acted alone.
- * The Jack Paar Show showed a clip of the Beatles singing “She Loves You”.
- * Teamsters negotiate 1st national labor contract.
- * Herbert Hoover, the 31st President of the United States, dies.

Sporting Highlights

World Series

The St. Louis Cardinals beat out the New York Yankees four games to three, earning them the 1964 world title in baseball.

Hockey

Gordie Howe (Detroit Red Wings) became the NHL all time scoring leader when he scored his 627th career goal in his 1,233rd game!

That’s entertainment

Top Hits

Some of the year’s favorite music that kept everyone bopping were:

- ♪ “Hello Dolly” by Louis Armstrong
- ♪ “I Want to Hold Your Hand” by The Beatles (this was their first #1 hit and stayed #1 for 7 weeks!)
- ♪ “Pretty Woman” by Roy Orbison



Top Movies

The Academy Awards of 1964 was hosted by Jack Lemmon. The top Oscar winners were:

- Best Picture:** “Tom Jones” This was the 2nd British made film to win this award.
- Best Actor:** Sidney Poitier for his role in “Lilies of the Field”.
- Best Actress:** Patricia Neal for her role in “Hud”.



“Just a spoonful of sugar...”

On August 29, 1964, Walt Disney’s “Mary Poppins” was released.