

Excerpts from “Everyone’s Gone to the Moon”
by
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Introduction

Mankind made an incredible leap in its evolution on July 21, 1969, to link the intricate stone carvings of ancient man that depicted their awe and reverence for the vastness of space, the words and imagery of literary giants like H.G. Wells, and the scientific genius of Konstantin Tsiolkovsky and Robert Goddard together bringing our imagination and theories out of science fiction and into science fact.

Volumes have been written about the legendary flight of Apollo 11 and mankind's first steps into deep space. In those hundreds of books and countless articles, plus hours of documentaries, one thing is made perfectly clear - the world virtually stood still, awestruck, watching as the crew of Apollo 11 readied themselves for their monumental journey and expected landing on the moon. In 1965, Jonathan King lyrically predicted: *Everyone's Gone to the Moon*, and-- in only four short years-- we did.

Even as millions of people around the world, from the largest American city to the smallest third-world country, stood mesmerized in wonder and amazement at the grainy black-and-white images of Neil Armstrong taking that first tentative step onto the surface of another world, our own Earth kept spinning and, at times, it felt like it was out of control.

Across the globe, wars raged on, poverty was running rampant, the Middle East was heating up, and an entire generation - *Baby Boomers* - were raising their voices in both song and protest with what would become timeless literature, movies, music, and television.

My goal is to provide snapshots of planet Earth during the historic month of July 1969, to be taken on a week by week journey through the month as The National Aeronautics and Space Administration (NASA) and the three-man crew of Apollo 11-- Neil Armstrong, Buzz Aldrin, and Michael Collins-- made final preparations for the first moon landing and their eventual return to earth.

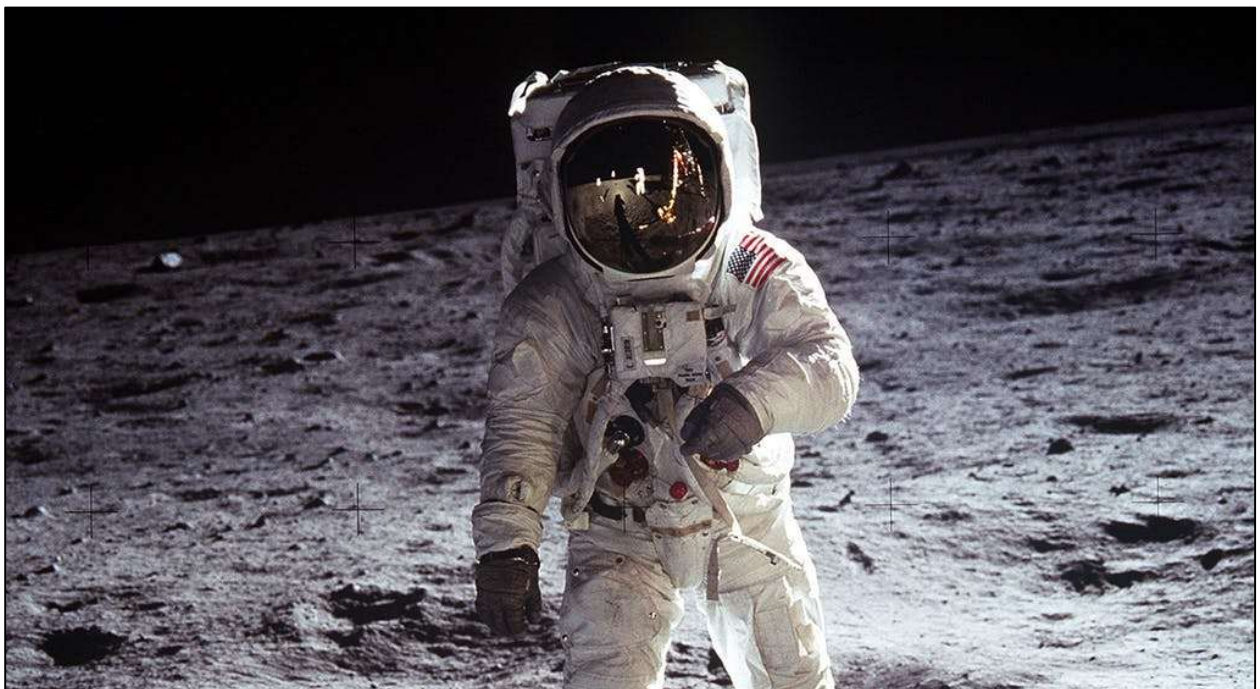
Expect to see in these reminiscent pictures staggering news events: the incredible Civil Rights fight, the raging Vietnam War, a forced Supreme Court resignation, a protested investiture of a prince, and escalating violence in the Middle East.

In spite of this global chaos, the events of July 1969 weren't all doom and gloom, in fact, the month was rife with remarkable literature, movies, music, and television shows. It was a time when the most famous foursome to ever hit the music world began disintegrating; the fashions of the day were making head turning statements; *Midnight Cowboy* became the first X-rated movie to win an Academy Award; David Bowie stranded an astronaut, "Major Tom", in a *Space Oddity*; and devoted former New York Giants and Brooklyn Dodger baseball fans joined forces and prayed for a miracle in Queens.

A reflective snapshot wouldn't be complete without the stories of everyday people who composed the fabric of life here on Earth. They weren't celebrities or astronauts. These were the common folk who worked tirelessly, dedicating themselves to bringing a better life to their family: the banker, the baker, the hospital worker, the mailman, the teacher, maybe a single mom who religiously went to work day after day and kept America moving forward, just trying to make ends meet. They included the workers at NASA facilities around the world – the unsung heroes - that made the first moon landing a success. They were as much a part of this story as the Apollo 11 astronauts.

As the Apollo program hit its stride, there was other space related news happening, as NASA began preparations for our next steps in space: a new space station and shuttle program, while at the same time, the Soviet Union's own space program was literally crashing and burning, an ironic twist to the end of the space race and quest for the moon.

This is a photograph of July 1969, a look back at an historic month for *all* mankind.



July 1 – 5, 1969
Chapter 7: And in Other News...

Jutting out from the west coast of England and directly across the Irish Sea from Ireland, lies the beautiful country of Wales with its vibrant green rolling pastures, mud flats teeming with birds, and rocky mountain peaks and coastline. And yes, Wales is a country, and not a principality of Britain, as the residents will proudly tell you.

Wales is a country, in its own right, but still part of Great Britain. Even with their own system of government and laws, in 1969, many of the Cymry or Welsh people felt that Britain had too much influence over their government and lives. From this sentiment there arose a new nationalist movement arguing that Wales could not truly be free if they had to live by laws set down by Britain. Things came to a head on July 1, 1969.

The Royal lineage to be the Queen or King of England can be difficult to understand for those of us across the pond, what with dukes, duchesses, princes and princesses galore. One title, however, is quite well known around the world - the Prince of Wales. But how Prince Charles received the title is a rather winding road.

Upon his mother's ascension as the Sovereign Queen of England, Prince Charles automatically became the Duke of Cornwall. In 1958, Charles became the Prince of Wales and Earl of Chester when the Queen issued a declaration known as *Letters of Patent*. These are official legal documents used to bestow titles on members of the Royal Family. It wasn't until 1969, however, that the actual investiture ceremony to bestow the title on Charles was announced. It would be held at Caernarfon Castle in Wales.

It was assumed that the formal occasion would be uneventful and routine. In fact, the event coordinator, the Earl of Snowdon, Antony Charles Robert Armstrong-Jones, Constable of Caernarfon Castle, said publically that he "couldn't imagine that there were many people against it", but in truth, the ceremony was fiercely opposed by several Welsh nationalist groups including the Free Wales Army who vowed to wage a campaign of civil disobedience. The group agreed that just prior to the ceremony, they would set off bombs and destroy several strategic properties in protest of British rule.

On June 30, the evening before the investiture ceremony, three members of the Mudied Amddiffyn Cymru (MAC) – Alwyn Jones, George Taylor, and John Jenkins - planted a series of bombs that would disrupt a flow of water from facilities that pumped fresh water to Britain from Wales. There was only one problem - the facilities they were to target were located near the railway line at Abergele, the route the Royal Family would travel get to the investiture ceremony.



One of the bombs detonated pre-maturely and two of the MAC men, 22-year old George Taylor and 37-year old Alwyn Jones, were killed instantly. No damage or harm came to the railway or Royal Family and the investiture was held as planned on July 1st. But many questions remained - what was the bombers intent? Were the public works facilities really the target as suspected, or did they actually plan to kill the Royal Family?

In the years after the bombing, the third member of the group, the mastermind and head of MAC, John Barnard Jenkins, insisted that MAC did not intend to kill the Royals. In a 2014 interview with WalesOnline, Jenkins explained, “What we were trying to do was let people see the seriousness of the situation and how Wales would get nowhere while decisions were [being] made in London. We never intended to hurt anyone, and I still feel guilty about what happened to the two guys at Abergele. I feel that I should have been killed.”

Meanwhile in the country of Kenya, on the continent of Africa, the man that most people expected to be the nation’s second president, the successor to Jomo Kenyatta, Tom Mboya, was assassinated on the fifth day of July 1969.



Kenya's Tom Mboya, the heir apparent to the presidency of Kenya, was assassinated on July 5th, 1969.

Mboya was born in 1930, the son of a poor Kenyan farm family. He was educated at several Catholic missionary schools before he set off for Nairobi where he enrolled in a sanitary inspector's school. Upon graduation in 1950, he was offered a job as an inspector in Nairobi. While in the position, Mboya quickly began his rise in politics and in fifteen short years grew to be one of the most influential activists and politicians in pre-independent Kenya.

In the early 1950s, Kenya was a principality of Britain and, as was the case in Wales, a Kenyan nationalist movement began to rise. The goal of the movement, known officially as the Kenya African Union (KAU) and informally as Mau Mau, was to oppose British rule by using any means at their disposal. The movement consisted primarily of members of the nation's largest tribe, the Kikuyu.

In 1951, the Mau Mau, under the leadership of Jomo Kenyatta, began what became known as the Mau Mau Rebellion in which its members would use guerilla warfare tactics against European landowners throughout the country to forcibly demonstrate their opposition to Britain. By the end of 1952, the British government had declared a state of emergency and Kenyatta and five hundred of his rebels were arrested.

Mboya stepped in as the treasurer of Kenyatta's KAU, thus assuming the role as the new head of the movement. Almost immediately, Mboya unified and mobilized five of the strongest Kenyan labor unions to form the Kenya Federation of Labor (KFL) to protest and demonstrate their strength and determination against the Commonwealth.

The British Labour Party arranged for Mboya to attend a year of college at Oxford University where he studied industrial management, but by the time he returned to his home country in 1960, the rebellion had been effectively dissolved. Over ten thousand of the Mau Mau had been killed and Kenyatta remained jailed in a Kenyan prison. One of Mboya's first duties upon his return was to campaign for Kenyatta's release which was granted in 1961.

Two years later in 1963, Kenya was granted independence within the Commonwealth which simply meant that Queen Elizabeth II was still the head of state over the country. The following year, however, Kenya was declared a sovereign country in its own right with Kenyatta being installed as the new president and Mboya the new Minister for Justice and Constitutional Affairs. Later Mboya became the Minister for Economic Planning and Development where he laid the groundwork for bolstering the Kenyan economy and the footing that would ensure a strong mixed-economy in the country's future.

It was more than obvious to many that Kenyatta was setting the stage for Mboya to take his place as president after all, Mboya did keep the movement going while Kenyatta was in prison and he had secured Kenyatta's release. In 1968, Mboya began accusing several Kikuyu politicians of enriching themselves off the backs of their fellow countrymen. The situation became a powder keg and on July 5th, 1969, as thirty-eight-year old Tom Mboya walked out of a drugstore, a gunman, Nahashon Isaac Njenga Njoroge, assassinated the political superstar. Thousands of angered people poured into the streets to display their outrage. Njoroge was later hanged at Kenya's Kamiti Prison for the crime.

At his funeral, Kenyatta said of Mboya, "Kenya's independence would have been seriously compromised were it not for the courage and steadfastness of Tom Mboya."

In her book, *The Other Barack: The Bold and Reckless Life of President Obama's Father*, Sally Jacobs reveals that Barack Obama Sr., the father of the future Forty-fourth President of the United States, was with Mboya the day of the assassination. According to her account, Obama joked with Mboya that he had parked the car incorrectly in front of Channi's Pharmacy and that Mboya might get a ticket. Obama Sr. was the final prosecution witness in Njenga's trial.

One of the most famous serial killers of the 60s, the Zodiac Killer, committed his second murder the first week of July 1969, seven months after his first confessed killing. That first murder occurred in December, 1968 along on a remote road in Vallejo, California. The bodies of 17-year old David Faraday and his 16-year old girlfriend, Betty Lou Jenkins were found shot to death in their car. Not long after the bodies were found, the Zodiac began taunting police, daring them to catch him.



A 1969 wanted poster for the Zodiac killer.

A letter that was sent to three bay area newspapers-- the San Francisco Examiner, San Francisco Chronicle, and the Vallejo Times-Herald—began, “Dear Editor: I am the killer of the two teenagers last Christmas at Lake Herman.” The letter contained details from the murder scene that only the true killer would have known. The letter closed with what became the Zodiac’s trademark symbol - a circle with a cross in it, and a cryptogram or cipher that allegedly contained his identity.

Early on the morning of July 5th, 1969, twenty-two-year-old Darlene Ferrin and her boyfriend, nineteen-year-old Mike Mageau, were parked as young lovers do on a dark road in Vallejo. A man approached the car with a flashlight and fired multiple shots through the window of the car killing Ferrin and severely injuring Mageau. Within an hour of the shooting, a man contacted the Vallejo Police Department to report the crime and to announce that he was the killer. He also proclaimed that he was the killer of Faraday and Jenkins the previous year.

Despite Mageau’s description of the killer and fingerprints lifted from the scene, no one was ever brought to justice for the crime. The Zodiac was linked to at least three more murders, all of which were followed with the same taunting letters and phone calls.

The last murder linked to the Zodiac occurred in 1974, the same year that his letters ceased. In all, the killer has been linked to five murders, is a suspect in several more, but was never caught.

On July 2nd, 1969, the business world and the world stock markets were welcoming a newcomer, one that would continue to play a major role in the markets we know today – the Tokyo Stock Price Index better known as TOPIX.

TOPIX is considered by many investors to be the best representation of all the Japanese stock markets. The Index includes only the top thirty largest companies trading on the Tokyo Stock Exchange and reflects their price changes. The Index uses data that was recorded for those companies on January 4th, 1968, as a base to determine the current market capitalization. From that baseline, the Index can determine the overall trend in the stock market. The 1968 base data is still used today.

The artistic world was saddened the first week of July 1969 when news was received that two celebrated artists had died. The first, Erwin Blumenfeld, was a man who was known as one of the most influential and innovative photographers of the 20th century. Blumenfeld was best known for his work in the fashion industry from the early 1940s to late 1950s. He achieved fame for his portrait work, collages, and drawings which were in *Dada* style, a European avant-garde art form of the early 20th century that was both satirical and nonsensical.



A self-portrait by Erwin Blumenfeld.

Through the years, Blumenfeld pioneered and refined the use of double exposures, veils, and photograph sandwich printing. He was seventy-two when he died.

The second was pianist Wilhelm Backhaus. Born in Leipzig, Germany, in 1884, Backhaus began playing piano at a very early age, performing his first concert at the age of eight. In 1905, he won the coveted Rubenstein Prize for music in Paris. He is best known for his interpretations of the works of Ludwig von Beethoven which appeared on several albums beginning in 1939 on the Electrola Records and German Gramophone labels.

Backhaus died on July, 5th at the age of eighty-five.

July 1 – 5, 1969
Chapter 8: Feelin' Groovy

The word *miracle* was tossed around quite freely in 1969. The fact that NASA was nearing the finish line to reach President Kennedy's ambitious goal of reaching the moon was a miracle in and of itself-- considering all of the technical and human challenges that the agency faced along the way. There were some events not as monumental as a moon landing but were still touted as being *miracles*, one of which was taking shape on a baseball diamond.

Baseball was still the American pastime in the summer of 1969 and many fans were watching the eastern division of the National League for what they believed was a miracle in the making. No, it wasn't as spectacular as landing humans on another world, but for true fans of the game it seemed like the impossible was about to happen.

As the heat of summer continued to rise, it looked as though the Baltimore Orioles would be unstoppable in the American League Eastern Division as they held a comfortable eleven game lead over the Boston Red Sox. In the west, the Minnesota Twins and Oakland A's were deadlocked in first place. Over in the National League west, the Los Angeles Dodgers clung to a slim half-game lead over the Atlanta Braves.



Don't believe in superstitions? The 1969 Chicago Cubs did!

Meanwhile in the National League east, the Chicago Cubs led the New York Mets by eight games. Now to many readers not familiar with the Cubs and Mets you may think *so what?* For the Cubs to even be in first place was a miracle. The team had not won the World Series in sixty-one years, the last time being 1908. In the interim years, they suffered one disappointing, heartbreaking loss after another and Cubbie fans knew why – it was the “*Curse of the Goat*”.

The curse began in 1945, the last time (until 2016) that the Cubs were in the World Series. Chicago held a two games to one lead over the Detroit Tigers in the Series. A local resident, the owner of the Billy Goat Tavern, Billy Sianis, bought two tickets to game four so that he and the tavern’s namesake goat could watch the game together. The ushers at Wrigley Field refused to admit the goat. Sianis was incensed and was allegedly heard to say, “Them Cubs, they ain’t gonna win no more!”

And they didn’t. Chicago went on to lose the Series in seven games and hadn’t been back to the World Series since, but 1969 looked as if it was going to be their year.

Don’t believe in curses and superstition? Well, as it turns out, it was more than just the goat that jinxed the Cubs. The New York Metropolitan or *Mets* began taking to the field in 1962 to fill the void left behind by the Brooklyn Dodgers and New York Giants when they moved to Los Angeles and San Francisco respectively. Since their inaugural season, the Mets had finished in last place every year. With a remarkable late season surge the Mets were narrowing the gap and were racing for first place.

By the summer of the moon landing, headlines in the New York Times read, “Moon or the Mets? In Bars, It’s the Latter.” As man was getting ready to land on the moon, television sets in bars were not focused on the historic event. When asked why the customers were not following the mission, the owner of the La Luna Llena bar in New York City answered, “What’s there? Walter Cronkite talking, that’s all.”

When customers were asked what they were more interested in, the Mets or the Moon, the unanimous answer was, “The Mets, of course. Aren’t you?”

As fall rolled around, a crucial game was played on September 9th between the Mets and the Cubs. In the middle of the game, a fan dropped a black cat onto the field at Shea Stadium in Flushing, New York. The cat ran out onto the diamond, looked around, then crossed in front of the Cubs dugout. Chicago lost their last eighteen out of twenty-seven games of the year and the *Miracle Mets* were headed to the World Series where they defeated Baltimore for the crown and their first championship.

As the Cubs sat comfortably on top of the baseball world, the youth of America was embracing a new form of live concert event - the pop music festival - and two of the biggest were held the first week of July 1969.

In Newport, Rhode Island, over 78,000 people attended the Newport Jazz Fest. The event was the brainchild of musician and nightclub owner George Wien. In 1954, Wien invited some of the legends of American jazz to participate in what he called the First American Jazz Festival. 12,000 people gathered on the lawn of the Newport Casino for that first festival and were treated

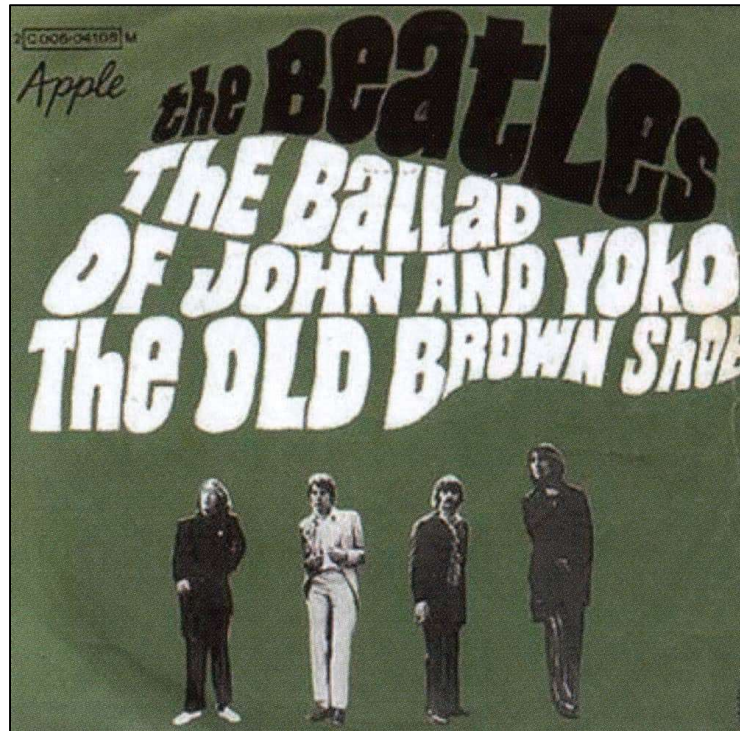
to music by jazz royalty: Dizzy Gillespie, Stan Kenton, Gene Krupa, and Billie Holiday and more. The festival is recognized as the first ever American music festival.



In that same week, over 100,000 braved one-hundred-degree heat indexes to rock out at the Atlanta International Pop Festival. Topping the bill were some big names of the time - Janis Joplin, Canned Heat, Creedence Clearwater Revival, and Led Zeppelin, to name only a few.

That summer also saw the sun slowly begin to set on arguably the greatest rock band of all time, the Beatles. On July 4th, John Lennon released his first solo single in the United Kingdom, the iconic anthem of the Vietnam War era, *Give Peace a Chance*. Even though the song was completely written by Lennon, he gave Paul McCartney co-writing credit which ultimately made the song the last credited to the songwriting super-duo of Lennon/McCartney. According to Bruce Spizer in his book, *The Beatles on Apple Records*, Lennon made the decision to credit his long-time pal as a way of saying thank you to McCartney for helping with the recording of the Beatles' song, *The Ballad of John and Yoko*.

The Beatles were in a downhill spiral at the time with egos and tensions mounting as is evidenced in their 1970 film, *Let it Be*, which George Harrison called, "a great film to show how to break up a band." But despite all of the disagreements, John and Paul could still work together and produce amazing music. In April 1969, Lennon had penned the rough lyrics to *The Ballad of John and Yoko* and rushed over to McCartney's house to finish it off.



In no time, both the lyrics and music were completed, and the pair sped off to Abbey Road Studios to record it, just John and Paul by themselves. McCartney later recalled, “John was in an impatient mood so I was happy to help. It’s quite a good song. It has always surprised me how with just the two of us on it, it ended up sounding like the Beatles.”

Through the years, the songwriting credit for *Give Peace a Chance* has caused friction between McCartney and Lennon’s widow, Yoko Ono. Sometimes Paul’s credited, sometimes he’s not. The music licensing organization, American Society of Composers, Authors, and Publishers (ASCAP), however, will always recognize the song as being written by Lennon and McCartney. In an interview with Rolling Stone magazine, a representative with ASCAP said, “We would have to be advised if the split is changed, which would be a good thing to know.”

Only three days prior to the single’s release, while on holiday with his wife, Yoko, her daughter, Kyoko, and his son Julian in Scotland, Lennon crashed his Austin Maxi automobile into a ditch. According to reports, the roads were narrow and the weather poor when Lennon saw a car driven by a foreigner coming towards him. He panicked and ran the car off the road. The family was taken to nearby Golspie Lawson Memorial Hospital where Lennon received seventeen stitches, Yoko fourteen, and Kyoko four. Yoko also injured her back in the incident. To add insult to injury, the Beatles’ song *Get Back* was knocked out of the number one spot to the number three position on the Billboard music charts by Henry Mancini and the *Love Theme (from Romeo and Juliet)* after spending five weeks in the top slot.

Also in the top five that week, the band Creedence Clearwater Revival was at number two with a song that painted a gloomy picture of the year to come, *Bad Moon Rising*, Marvin

Gaye's song *Too Busy Thinking About My Baby* topped out at number four, and Three Dog Night sat in fifth position with the song, *One*.

As records were jockeying for position on the Billboard Hot 100 chart, a man known for having a unique ear in the world of music, Shelby Singleton, purchased the famous Sun Records label in Memphis from Sam Phillips.



Sam Phillips manning the controls.

Singleton was hired as a record “plugger” by Mercury Records in 1956, traveling throughout the South, Louisiana in particular, to push the label’s records at small radio stations. On his travels, Singleton said that he would keep his eyes – or ears, really – peeled for new talent and have them sign with Mercury. The results were classic hits such as *Chantilly Lace* by the Big Bopper and a string of hits for Johnny Preston, Leroy Van Dyke, Ray Stevens, and Bruce Channel. Singleton’s secret? He “listened with the average ear that the public listens with, because the majority don’t know nothing, either.”

Sun Records was famous for bringing to light the rockabilly talents of Johnny Cash, Jerry Lee Lewis, Carl Perkins, and most notably, *The King*, Elvis Presley.

With the purchase of Sun, Singleton began a massive re-issue of titles and an incredible marketing and foreign licensing campaign of classic Sun recordings which made him a fortune and kept Sun Records a major player in the music business.

Entertainment in the summer of ’69 was not limited to the music world. It also saw the rise of huge mega-resort casinos in Las Vegas. One in particular opened this week in 1969 and set the stage for those to come. It was built by billionaire entrepreneur, Kirk Kerkorian, and was called the International Hotel, which, at the time, was the largest ever built in Sin City.

Born Kerkor Kerkorian in 1917, Kerkorian was the son of Armenian immigrants. His mother was a homemaker, his father, a fruit merchant who tried, and failed, at many get-rich-quick schemes that often left the family penniless.

Kirk, as he was later known when he Americanized his name, dropped out of school in the eighth grade, taking up odd jobs and doing a little amateur boxing. During World War II, he became a bomber pilot shuttling the planes from America to Britain for the Royal Air Force and once the war ended, he landed a job flying Hollywood celebrities to Las Vegas which was quickly becoming a mecca for gambling and entertainment.

Through the years, Kerkorian dabbled in various business ventures and quickly made a fortune in the airline, movie (he once owned MGM Studios), and gambling industries. In 1962, he began buying small pieces of property just off the Strip in Las Vegas, and in 1968, he made the announcement that he was going to build the largest resort casino ever.

The announcement infuriated the reclusive airplane and movie mogul, Howard Hughes, who had just recently purchased the Sands Hotel, the largest casino in the city at the time. Hughes announced that the Sands would undergo a massive renovation and expansion which, he hoped, would scare off Kerkorian's creditors. The plan failed and Kerkorian was able to gain the credit he needed and the International Hotel was completed.

The hotel officially opened on July 1st, 1969, to huge fanfare and the following day, singing greats Peggy Lee and Barbra Streisand opened on the hotel's stage for a 4-week engagement.



The world was in an interesting juxtaposition in the summer of 1969 with two generations, the *Greatest Generation*, who fought through World War II, running headlong into a new and formidable foe - their own children and the counter-culture. While parents and their

children may have disagreed on politics and music, there was one unlikely television show that brought the two together - the *Mike Douglas Show*.

Born in Chicago in 1925, Michael Delaney Dowd Jr.'s singing career began at the young age of fifteen when he became a crooner on a cruise ship that sailed the Great Lakes. Following his service in the U.S. Navy during World War II, Douglas signed on as a singer for Kay Kyser's big band, the *Kollage of Musical Knowledge*, under the stage name Mike Douglas where he sang the big hits, *Buttermilk Sky* and *The Old Lamplighter*.



Singer and TV host Mike Douglas chatting with the Godfather of Soul, James Brown.

In 1961, Douglas was asked to host a new television talk show based out of Chicago, the *Mike Douglas Show*. The show featured local and national celebrities and politicians. In just two years, the show, which had only aired on the one Windy City television station, KYW-TV, began to pick up syndication across the country. This necessitated a move so that the show could get bigger celebrities from New York City. In 1965, the show moved to Philadelphia and that's where the magic truly began.

While Douglas was the host of the show, he would invite special guests to be his co-host. Over the years, he had such celebrities and national figures as the Rolling Stones, Gene Simmons of the band Kiss, John Lennon and Yoko Ono, even Richard Nixon. Not only were these celebrities co-hosting the show, but they could also book their own guests to appear and be interviewed.

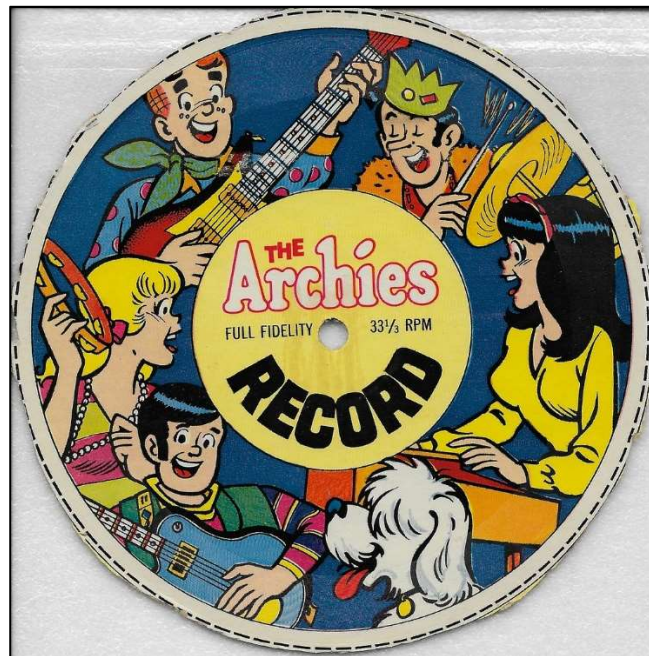
This literal bridging of the generation gap was a huge success. At the height of its run, the show would have seven million people tune in every day. When asked why he thought the show was such a success, Douglas said it was "because I'm a square".

As the first manned landing on the moon drew near, Douglas' show was still topping the ratings even though it was only a syndicated show and not on a major network. His co-host this week was the *Godfather of Soul*, James Brown. Once again, the show featured the opposite ends of the entertainment and political spectrum. Comedians Robert Klein and Al Freeman Jr appeared on the show as did the jazz and R&B artists Dee Felice Trio who sang backup on

several of Brown's records, actress and cabaret singer Julie Budd, and the editor of the African-American magazine *Jet*, Robert E. Johnson

While technology was slowly becoming more and more accessible, thanks in part to the scientists working on the lunar landings, the world was still a long way from having an X-Box in every home. Instead of cell phones and video games, kids were glued to Saturday morning cartoons on television, especially the adventures of *Scooby Doo* and the gang who solved mysteries week after week. In July 1969, the show was ranked number one with the youth of America for the second straight year in a row.

The TV airwaves were also ringing out with the sounds and songs of Archie Andrews and the gang - Archie, Jughead, Betty, Veronica, Reggie, and Hot Dog - on a show cleverly titled, *Archie*. The show was so popular that it was given a second season in 1969. Each *Archie* episode was embedded with a sugary sweet pop song supposedly recorded by a fictional band consisting of Archie and his friends called the *Archies*. And yes, the songs were literally sugary sweet especially the hit, *Sugar Sugar*, which was released this month in 1969.



The song was written by Andy Kim and Jeff Barry, recorded by Kim, Toni Wine, Ron Dante, and Ellie Greenwich, and produced by famed record producer Don Kirshner. The song had some ingenious marketing behind it. Kids could get a free 33 1/3 RPM copy of the song on the back of specially marked boxes of Sugar Pops. The single was a very thin vinyl disc that was printed on the cereal's cardboard box. Kids would have to cut it out of the box to play it on their phonograph, but they didn't have long to play it. Inevitably, the cardboard would curl up making the disc unplayable. It didn't matter, the gimmick worked, and the song hit number one in September.

And a new, but short-lived, cartoon show appeared at this time on the Saturday morning schedule, *Hot Wheels*. The cartoon was the first ever to be based on a line of toys, the wildly popular Hot Wheels cars produced by Mattel. The show experienced severe public outrage over the company incorporating the toys into the show making it a not-so-subliminal suggestion for kids to bug their parents to buy it.

The outcry was so intense that the Federal Communications Commission (FCC) passed a law banning such marketing practices. The law was later overturned in 1983 and the Boob Tube has been inundated with strategic product placement ever since.

The week wrapped up at the box office with the movie, *The Chairman*, replacing John Wayne and *True Grit* as the top grossing movie. On July 4, 1969, *Time Magazine* led with a cover story about Cesar Chavez, the Mexican-American who led a boycott for bargaining rights and the right to unionize migrant farm workers. *Life* magazine released a special *Off to the Moon* edition with Neil Armstrong on the cover and *TV-Guide* was singing the praises of the cop drama, *Adam-12*, with former *Route 66* star Martin Milner, and Kent McCord.

July 1 – 5, 1969

Chapter 9: The Probability of Success is Difficult to Estimate

As the United States was closing in on its date with aeronautic history, the Soviet Union's space program was imploding after they had taken what many had thought to be an insurmountable lead in the race to the moon.

The Soviets had launched and orbited the first artificial satellite, Sputnik, in 1957 which had caused worldwide panic. The Cold War-fueled fear was that if the Russians could launch a satellite, surely they could launch a bomb into space and detonate it anywhere in the world.

From the moment Sputnik launched, the Soviets tallied up an impressive string of outer space firsts in the quest for the moon including orbiting the first live creatures: a pair of dogs, Pchylka and Mushka, in 1960, the first human, Yuri Gagarin, in 1961 and the first woman, Valentina Tereshkova, in 1963.

The Soviets took a giant step forward in the race to be the first to land humans on the moon with their Luna missions. Luna 1 was launched in early 1959 becoming the first man-made object to do a fly-by of the moon. On September 14th of that same year, Luna 2 became the first man-made probe to reach the surface of the moon. Although it crash-landed at the Sea of Serenity, it was nonetheless an impressive feat. Wrapping up the year, Luna 3 took the first photographs of the far side of the moon on October 7, 1959.

Dr. Phillip Morrison, professor of Physics at the Massachusetts Institute of Technology (MIT) said, "The probability of success is difficult to estimate, but if we never search, the chance of success is zero."

When it came to the race for the moon, truer words were never spoken. It seemed like a safe bet, however, to say that the odds of being the first to land a man on the moon highly favored the Soviet Union.

Still the United States persisted and scored their own spectacular space firsts in the early 1960s including the successful launch and recovery of the chimpanzee Ham in 1961 and the first probe to visit another planet – Mariner 2 in 1962. From there, the U.S. manned space program slowly but steadily built up speed by performing their own space feats – conquering walks in space, rendezvousing with another manned spacecraft doing over 17,000-miles an hour, and

docking with an orbiting target in space. The odds of the American's winning the race swung in their favor after successful orbits of not one, but two crews of astronauts around the moon in preparation for the Apollo 11 mission.

To the casual observer, with the odds changing so rapidly, what happened next in the history of the Soviet space program looked like a gallant "hail Mary" to beat the Americans, but in reality, the opposite was true.



The squat, one-man Soviet Union Lunar Craft (LK) lunar lander

For as different as the two space programs appeared, they followed a remarkably similar track in preparation for an eventual moon landing. Both worked slowly and methodically to build the necessary technologies and databases of experience that would make the dream a reality. Even though the science and overall plans of both programs drew from similar knowledge, when it came to the hardware and actual nuts and bolts flight plan, all similarities ended.

Take, for instance, the Lunar Craft (LK) lander. The concept and design were very similar to that of the American Lunar Module (LM) with two big differences. First, Soviet scientists were very concerned about the weight of the vehicle so instead of having two cosmonauts land on the moon, they constructed the LK to only carry a single person whereas the Apollo Lunar Module (LM) would carry two.

Secondly, the Soviet LK was a single unit with only one engine that would both land the craft on the moon and power it back into lunar orbit. The U.S. LM had two stages – the decent module that would land the craft on the moon, and an ascent stage that would use the decent stage as a launch pad and hurl the astronauts back into lunar orbit to catch up and dock with the orbiting command module (CM) for the return ride home.

A critical difference between the two craft was when it came time to rendezvous with their orbiting ride home after leaving the lunar surface. The LM would physically dock with the CM allowing the astronauts to travel safely between the two craft through a docking tunnel. The LK, on the other hand, would not dock but rendezvous. It would basically park next to the orbiting Lunar Orbit Module. The exhausted cosmonaut would then have to take a perilous spacewalk to make their way from the lander to the orbiter.

Both the Soviets and Americans would need a vehicle powerful enough to take their lunar landers out of Earth orbit and to the moon. For the Americans, Dr. Werner von Braun and his team designed the super heavy-lift Saturn V while halfway around the world, the Soviet team, under the supervision of Serge Pavlovich Korolev, designed and built the N-1.



It would take a big rocket to get men to the moon, and both the U.S. and Soviet Union had them – the American Saturn V on the left, the Russian N-1 on the right.

The N-1, a behemoth of a rocket, was only nineteen feet shorter than the Saturn V, coming in at 344-feet tall. N-1 had a total of five stages with the first stage being powered by thirty engines. The rocket weighed over six million pounds and could carry over 200,000 pounds into low-earth orbit or 58,000 pounds beyond Earth's gravity.

In February 1969, the stage was set for the first test of this massive machine. At 12:18:00 pm, Moscow time, the towering rocket's engines were ignited. Ever so slowly, it lifted off the pad, cleared the launch tower, picked up speed and roared into the sky. Two minutes later, the rocket's first stage engines began to falter, and the rocket plummeted back to Earth in a colossal fiery explosion.

The second launch attempt came on July 3rd. All hopes for the Soviet Union to send a man to the moon rested on a successful flight of this N-1. The rocket would send an unmanned Zond spacecraft to the moon to photograph possible landing sites for manned missions. The Zond would one day orbit cosmonauts around the moon much like the American command module. Critical cargo on this second N-1 attempt was a dummy or mock-up LK lunar lander.

At precisely 23:18:32, Moscow time, the engines of the first stage ignited and the rocket began easing its way from the launch pad. Only ten seconds later, the rocket violently burst into flames with enough force, fire, and debris that not only was the rocket totally destroyed, but also the launch pad and surrounding ground facilities. Remarkably, the Zond spacecraft was tossed from the explosion and found intact a half mile away.



The towering Soviet N-1 rocket explodes destroying the launch pad in a valiant "hail Mary" attempt to beat the Americans to the moon.

An investigation into the accident revealed that a single bolt was sucked into an oxygen pump causing an automatic shutdown of its engines. In an instant, the N-1, along with the Soviet Union's objective to reach the moon before the Americans, was destroyed. With NASA preparing for the Apollo 11 landing, the Soviets made the decision to scrap its own manned lunar landing objectives for the time being and began focusing on a low Earth orbit program of scientific studies to design the first space station to orbit the planet.

The Americans and Russians were not the only countries taking a leap into outer space in 1969. Europe was beginning its own space program which was led by the European Launcher Development Organization (ELDO), a pre-cursor to the European Space Agency. Several European countries would form a cooperative to help put European telecommunications and weather satellites into orbit.

The work of ELDO resulted in the design and manufacturing of the three-stage Europa rocket. The first stage, Blue Streak, was built with the assistance of the British National Committee for Space Research. The second stage, Coralie, was built by the French, while the third stage, Astris, was built by Germany.

On July 2nd, 1969, Europa 1 carrying a Satellite Test Vehicle (STV1) was launched from a pad just north of Adelaide in southern Australia. The first two stages performed flawlessly but the third stage that was carrying the payload exploded only a half-second after ignition, further proving that the conquest of space was an elusive and dangerous line of work.