

APRIL SHOWER OF VALUES		
USED CARS		
1968 PONTIAC	1968 Buick Wildcat, Buick, Buick 6000	\$1995
1967 BUICK	1967 Buick Wildcat, Buick, Buick 6000	\$1795
1967 TOYOTA	1967 Toyota, Buick, Buick 6000	\$1295
1965 CHRYSLER	1965 Chrysler, Buick, Buick 6000	\$1495
1966 CHEVROLET	1966 Chevrolet, Buick, Buick 6000	\$1195
1966 FORD	1966 Ford, Buick, Buick 6000	\$1295
1965 PONTIAC	1965 Pontiac, Buick, Buick 6000	\$1195
1964 FORD	1964 Ford, Buick, Buick 6000	\$995
1964 OLDSMOBILE	1964 Oldsmobile, Buick, Buick 6000	\$895
1963 FORD	1963 Ford, Buick, Buick 6000	\$795
1963 CHEVROLET	1963 Chevrolet, Buick, Buick 6000	\$795
1962 CHEVROLET	1962 Chevrolet, Buick, Buick 6000	\$695
1962 PONTIAC	1962 Pontiac, Buick, Buick 6000	\$695
1962 FORD	1962 Ford, Buick, Buick 6000	\$595
1962 FALCON	1962 Falcon, Buick, Buick 6000	\$495
1961 CHEVROLET	1961 Chevrolet, Buick, Buick 6000	\$595
1960 FORD	1960 Ford, Buick, Buick 6000	\$295
COMMERCIALS		
1962 CHEVROLET	1962 Chevrolet, Buick, Buick 6000	\$595
1961 CHEVROLET	1961 Chevrolet, Buick, Buick 6000	\$695
<div style="border: 1px solid black; padding: 10px; text-align: center;"> SPECIAL 1965 FORD 1/2 ton, long wheel base, with delivery equipment </div>		
1952 FORD	1952 Ford, Buick, Buick 6000	\$245
Several Other Units Priced From \$99 up		
MIDWAY AUTO SALES		
Hwy 30 at Midway		459-0055

A collection of seven different styles of leather handbags and wallets, each featuring a unique embossed or engraved design. The designs include various patterns, symbols, and motifs. The items are labeled A through G. A large, textured bag is shown on the right side of the advertisement.

 **"DUTCH GIRL" ACCESSORIES**

Padded tulip motif with contrasting petals and stitching, and gold-marked stem and leaves on SWEET KID Fashion Colors

A "Tri-Partite" French Purse	\$6.00
B REGISTRAR® Bulbino	\$6.00
C Continental® Clutch	\$3.50
D KEY CHARM Case for Keys	\$3.50
E SECRETARY	\$7.50
F Cigarette Case	\$4.00
G Cigarette Lighter	\$3.00
Not Shown: EYEGLASS CASE	\$3.00

DIAL 440-1344
TAMPA DRIVE-IN
 1001 N. ALHAMBRA DRIVE
 TAMPA, FL 33604

**NOW SHOWING
 FIRST RUN**

tony curtis claudia cardinale
in the role of
**when you've
 got it made**

**"don't
 make waves"**
 makes
 1974

sharon tate
 - paravision - microcolor

Hear the "BROS" sing "Don't make waves"

GATES OPEN 8:00 **SHOW AT 8:35** ☆

NOW SHOWING AT TWO THEATRES

Wake up!
Make love!
Fall over
laughing!

ROBERT JANE CHARLES MILDRED

KEDFORD FONDA BOYER NATWICK
CASTING BY MICHAEL SHANON MUSIC BY JOHN WILLIAMS COSTUME DESIGNER JIMMY HARRIS EDITOR GARY BARBER PRODUCTION DESIGNER BOB WILSON EXECUTIVE PRODUCERS BOB WILSON AND BOB WEINSTEIN PRODUCED BY BOB WEINSTEIN AND BOB WILSON WRITTEN BY ROBERT ROY POOL DIRECTED BY ROBERT ROY POOL

PLUS CO-IT AT BOTH THEATRES
Shootin' his way through hell!

FORT

FORT UTA

A.C. LYLES TECHNICOLOR

DAL 466-4251 DAL 459-2792

PIX **OPEN 7:00**

TURKEY DAY SATURDAY

**6 FREE TURKEYS
GIVEN IN OUR STORE**

*Just clip this coupon to turkey
papers & deposit in your store.*

**40 ONLY
MEN'S
SUITS**

Reg. 60.00 to 100.00

48^{ss} 1.58^{ss}

**30 MEN'S
SPORT
COATS**

Reg. 30.00 to 35.00

33^{ss} 1.38^{ss}

18^{ss}

**200 PAIR
DRESS SHOES**

Reg. 15.00 to 25.00

98^{ss}

128^{ss}

**TURKEYNECK
SWEATERS**

Regular 20.00

INSULATED COVERALLS ... 13^{ss}

6^{ss}

**TURKEYNECK
SHIRTS**

Reg. 15.00 to 25.00

**4 & 6 Pack
1.48^{ss}**

1^{ss} 3^{ss}

**Howard Nafziger
FINE MEN'S WEAR**

CALDWELL

OPEN FR. MTS. TIL 9 P.M.

STARTS TONITE

JOHN WAYNE BEST ACTOR

GLEN CAMPBELL **KIM DARBY**

TRUE GRIT

THE HOUSE IS BUILT ON LOVE
 NEW MUSIC AVAILABLE NOW
 NEW VHS AVAILABLE JULY 2000
 NEW CD AVAILABLE JULY 2000

20 Years
 Wavelength
 the **Smile**
 Luciano

THE ELECTRIC HOLE'S
 OPEN UP TO SHOW AT HOUSE

STARTS TONIGHT!
 8pm - 10pm
 \$10.00
 \$12.00

TOP **THEATRE**
 CATERING
 THE



An avalanche of adventure!

Walt Disney
Presents
CASTAWAYS

In search of the
POSS COMEDY CO. HIT

'MIDNIGHT COWBOY' BEST PICTURE!

WINNER OF 3 ACADEMY AWARDS!

BEST PICTURE!

BEST DIRECTOR!

BEST SCREENPLAY!

DAVID L. LYNCH

JOHN VOIGHT

FEATURING

QUEEN HOFFMAN

"MIDNIGHT COWBOY"

RATED

[illegible]

Walt Disney's
All-STAR
FAMILY
REUNION
A Special Event
The Cast of Walt Disney's All-Star Family Reunion
The Beatles
The Rolling Stones
The Who
The Yardbirds
The Jimi Hendrix Experience
The Cream
The Faces
The Small Faces
The Move
The Kinks
The Animals
The Mamas & the Papas
The Beach Boys
The Monkees
The Byrds
The Buffalo Springfield
The Crosby, Stills & Nash Trio
The Grateful Dead
The Jefferson Airplane
The Quill
The War
The 13th Floor
The Flying Dutchman
The Black Sabbath
The Deep Purple
The Led Zeppelin
Walt Disney's All-STAR Family Reunion
The Cast of Walt Disney's All-Star Family Reunion

 Shirley Englehorn
INVITATIONAL GOLF TOURNAMENT
SEPTEMBER 14-17
PURPLE SAGE GOLF COURSE, CALDWELL

SUMMERS STATIONERY
AND OFFICE SUPPLY
212 S. Kimball 459-1543

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Some of the staff at TRU-BEAUTY where they are always ready to serve you.

A black and white photograph of three young men standing in a grocery store aisle. The man on the left is wearing a light-colored short-sleeved button-down shirt. The man in the middle is wearing glasses and a short-sleeved button-down shirt with a small dark mark on the chest. The man on the right is wearing a short-sleeved button-down shirt with a dark tie belt. They are standing in front of shelves stocked with produce. Price tags are visible on the shelves, including one for '28¢' and another for '51¢'. The background shows more shelves and produce.

The gang at MODEL MARKET where they are always ready to help you.

**Shop the No.1
low-price dealer.**



Maverick

America's best-selling small car because it's simple to drive, simple to park, simple to service, simple to repair, and still simple to own at the original low price. Saving is simple when you own a Maverick.

\$9995



All-new Falcon Lowest priced six-passenger 2-door sedan in America. Lower, wider, longer than ever. Smart styling and a **\$2460**



Mustang

Still America's best-selling sports car, Mustang gives you a sports car look—without a sports car's high price tag. For Mustang, Mercury and Falcon are just the beginning of our economy rides.

\$2721*

See why Ford is No.1

GARBER MOTOR CO. INC., Caldwell, Idaho

IN

Last year,
over a quarter million owners
of other low-price cars
were won over to Plymouth.
It started a movement, a momentum,
a beat.



**SUMMER
AND**
212 S. Kim



And the Plymouth win-over beat goes on.

inside, fun's options don't have
that "added on" look.
The Auto-Pilot is on the turn
signal lever.
Air conditioning outlets are
part of the instrument panel.
And the beat goes on. 

This is the 1968 Plymouth Fury.
It still looks long and low and
slide. Only slicker. And much
more beautiful.
And the beat goes on. 



This is the 1968 GTX.
One is a whole new line of
mid-size cars for '68: GTX, Sport
Saratoga, Satellite, Executive,
Road Runner.
We've given them all new
styling for '68. 

We made our 2-door sedans look
like hardtops.
And we created a new low-cost,
high-performance car called the
Road Runner.
Its horn goes "Beep-Beep!"
And the beat goes on. 

There are 64 new Plymouths
for '68:
Full-size, mid-size, sports cars,
wagons and compacts.
We could build us a car a minute
for an entire year. And never
bore two exactly alike.
And the beat goes on. 



Plymouth  **CHRYSLER**

See your Plymouth Dealer—where the beat goes on.

LODGE MOTOR CO., INC. • 919 BLAINE

ALBERTSONS

**DURING THE
HOLIDAY SEASON
Visit Santa And
his helpers at . . .**

ALBERTSON'S IN-STORE BAKERY

They're here to serve you with
the finest in Bakery Products.

Paula Dickson Beth Haren Jeannette Schmitt Sharon Dunn Kay H. Hensley

The Friendliest Classroom

The Friendliest Store In Town



CART LOAD
of

Savings



**DAVIS CAMPIRE BRAND
PICNIC HAMS**
39¢ LB.

**FULL CUT
ROUND
STEAKS**
79¢ LB.
VAM'S VERY BEST
STICK
BOLOGNA
79¢ 2 LB. STICK

**PETER PAN
PEANUT BUTTER**
22.0Z. JAR
89¢

FRUIT COCKTAIL
4 8 1/2 TINS **1.00**



**NO. 1 CHIQUITA
BANANAS**
2 LBS. FOR **29¢**

**EXTRA FANCY
ICEBERG**
LETTUCE **10¢** LB.

**DOUBLE GREEN
BEANS**
300 TINS
79¢

CRACKERS
1 LB. BOX **19¢**

PEPPER CORN COFFEE
2 LB. TINS **1.47**

SHRIMP & CRAB
1 LB. BOX **1.47**

FROZEN FOOD TREATS
OLD SOUTH
**PEACH FROZEN FLORIDA
ORANGE JUICE** **4** 1/2 TINS **1.00**

SCOPE
ORAL HYGIENE
MOUTHWASH
AND GARGLE
128 FL. OZ. BOTTLE
87¢

SHRIMP & CRAB
1 LB. BOX **1.47**


SHRIMP & CRAB
1 LB. BOX **1.47**

**GIANT PACKAGE
COLD
POWER**
79¢


BB MARKET
BUY-LOW
SALES TOTAL \$2000 PER WEEK
2010 S.W. KIRKLAND • CHANDLER, ARIZONA

1970s Era - Ads

All Across Canada — Hop In Your Car — Come as You Are —



A & W (Prince Albert) Ltd.
Drive-In - Restaurant - Delivery Service
110 11TH STREET WEST



Chubby Chicken

FAMILY BASKET — 14 Pieces of Chicken — bag of crisp French Fries — pint of Cole Slaw — 6 buttered rolls — pint of gravy A complete meal for 5-7 people \$7.50	CHUBBY BASKET 14 — 14 Pieces Chicken \$5.40	CHUBBY DINNER — 3 pieces Chicken — Cole Slaw — Fries \$1.90
CHUBBY BASKET 20 — 20 Pieces Chicken \$7.65	CHUBBY BASKET 9 — 9 pieces Chicken \$3.60	CHUBBY JUNIOR — 2 pieces Chicken — Fries \$1.25

RENCH FRIES Individual 35c Bulk 50c 75c \$1 & up	COLE SLAW Individual 20c Bulk 50c & \$1.00	ONION RINGS Plump and juicy rings from A&W's own special recipe 45c	APPLE TURNOVERS (hot) 30c even better with ice cream 40c
---	---	---	---

The Burger Family


All burgers are complemented with mustard, ketchup, pickles and onions, to make a delectable snack which A&W is proud to serve.

RANDPA 1.20 PAPA 95c MAMA 55c TEEN 90c (Extra 10c Extra on Papa & Mama Burgers — 2 Slices Cheese for 15c on Grandpa Burger)	HAPPY BURGER } Half size burger for the little ones 30c With Cheese 40c
--	---

FISH & CHIPS DINNER 1.25 — 2 pieces Fish — Crisp Fries — Cole Slaw — Lemon Extra Fish Servings 35c each	HOT DOGS 45c Extra long on toasted bun with mustard, relish and onions WHISTLE DOG 60c Super delicious extra long with cheese, bacon and relish	SANDWICHES Bacon & Tomato 80c Grilled Cheese 45c Chicken Salad 75c (all toasted)
---	--	---

Beverages

ROOT BEER 20c ORANGE 20c COLA 20c SWAMP WATER 25c BROWN COW 25c MILK & VICO 25c Prices Subject To Change	MILK SHAKES 30c & 45c Chocolate, Strawberry, Vanilla, Root-Beer, Orange, Cola. Jumbo quart 1/2 gallon gallon 30c 50c 1.00 1.20 30c 55c 1.20 1.50 30c 55c 1.20 1.50 35c 60c 1.20 1.70 35c 60c Plus Deposit	HOT DRINKS Coffee 20c Hot Chocolate 20c
--	--	--



VALUE SCOOP OF THE YEAR!

NEW 1970 ZENITH COLOR TV SPECIAL!



The HARLAN • \$1987W
 Beautiful Contemporary styled compact console in grained Walnut wood on swivel fore-and-aft casters and veneers. 5" x 9" Technicon speaker. VHF and UHF Spooling Dial.

NOW! Get both AFC and Color Commander in a giant 23" Zenith console
 (DIAL 239 to 10000)

\$479

Sensationally priced!
 Specially developed!
 Full Zenith Handcrafted quality!

Early American Maple Cabinet \$20 more

Come in and see
RCA
 One of R.C.A.'s T.V. sets featuring
 Regularly sell

FRANCO-AMERICAN

SPAGHETTI

Save With Gold for a Complete Meal!
 No. 1 Tin

6

TINS FOR

\$1

"It IS how long you make it!"

3

... and Blacker's makes it **L-O-N-G-E-S-T!**

3-YEAR
 picture tube guarantee

CURTIS-MATHES

AMERICA'S MOST LUXURIOUS

COLOR TV

UPRIGHT TV and TV COMBOS

Curly all right, the magnificent model puts the TV where it should be — up over the radio, not back in your reclining chair — no more leaning to see over the back — and other details more ideal for the bedroom!

NO MORE BLIND SPOTS

Blacks also can you get 3-year protection—SO DON'T BUY TROUBLE!

YOU CAN'T AFFORD TO BUY ANYWHERE ELSE!

CREDIT TERMS EASILY ARRANGED

Locally located on Highway 30 between NAMP & CALDWELL

Blacker's APPLIANCE FURNITURE

MONDAY THRU SATURDAY — STORE HOURS: 9 A.M. TO 9 P.M. MONDAY THRU SAT.

PILLSBURY FLOUR

5.56^c

LB. BAG

FRESH SALMON

FIRST OF THE SEASON

WHOLE OR HALF

98^c

LB.

"It IS how long you make it!"

3

... and Blacker's makes it **L-O-N-G-E-S-T!**

3-YEAR
 picture tube guarantee

CURTIS-MATHES

AMERICA'S MOST LUXURIOUS

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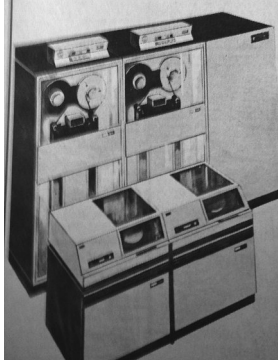
Blacker's APPLIANCE FURNITURE

MONDAY THRU SATURDAY — STORE HOURS: 9 A.M. TO 9 P.M. MONDAY THRU SAT.

GRAPEFRUIT JUICE Shaver, Unsweetened 46-oz. Can 37^c	CHUNK TUNA White Star No. 1/2 Can 31^c	ALBERTSON'S OIL Vegetable 24-oz. Bottle... 43^c	BALLARD BISCUITS 8 oz. Tube 9^c
TOMATO JUICE Libby's 46-oz. Can 37^c	BABY FOOD Gerber's, Strained, Jar... 12^c	GORILLA MILK Six Pack 55^c	GRAPE JUICE Flav-R-Pack 12-oz. Can 37^c
HAPPY TIME POP Assorted 12-oz. Can 12 Cans For \$1	DREAM WHIP Topping 4 1/2-oz. Pkg... 45^c	ALBERTSON'S COFFEE All Grinds 3 lb. Can .. 1.89	CREAM PIES Banquet, 14-oz. Each 3 For \$1
PORK & BEANS Van Camp's, No. 2 Can 2 Cans for 49^c	CHOCOLATE SYRUP Hershey's 16-oz. Can 23^c	LIPTON TEA BAGS Black 48-Count 69^c	ALBERTSON'S 2% MILK Half Gallon 47^c
LUNCHEON MEAT Majesty 12-oz. Can 45^c	ALBERTSON'S SHORTENING Golden 3-Lb. Can 75^c	FACIAL TISSUE Kleenex 200 Count 33^c	ASSORTED JELL-O 3-oz. Pkg. 11^c

Computers are for counting.

People are for counting.

History ~ 1970

World Statistics

Population: 4.378 billion

Nobel Peace Prize: Norman E. Borlaug (US)

World Events

1969

Nixon begins "Vietnamization" in Southeast Asia. The United States, USSR, and about 100 other countries sign the nuclear nonproliferation treaty. Russian and Chinese troops clash along the Ussuri River.

27-year-old Colonel Muammar al-Qaddafi deposes King Idris of Libya and establishes a pro-Arabic, anti-Western, Islamic republic.

1970

Biafra surrenders after 32-month fight for independence from Nigeria (1/12).

Rhodesia severs last tie with British Crown and declares itself a racially segregated republic (3/1).

US troops invade Cambodia (5/1).

A Palestinian revolt erupts in Jordan. Forces loyal to King Hussein suppress the revolt and expel the PLO from the country.

Earthquake kills more than 50,000 in Peru (5/31).

Egyptian President Nasser dies and is replaced by Anwar el-Sadat.

Tonga (6/4) and Fiji (10/10) gain independence from Britain.

U.S. Events - U.S. Statistics

1969

Richard M. Nixon is inaugurated 37th President of the US (1/20).

Stonewall riot in New York City marks beginning of gay rights movement (6/28).

Sen. Edward M. Kennedy pleads guilty to leaving scene of fatal accident at Chappaquiddick, Mass. (7/18) in which Mary Jo Kopechne was drowned—gets two-month suspended sentence (7/25).

Apollo 11 astronauts—Neil A. Armstrong and Edwin E. Aldrin, Jr., —take first walk on the Moon (7/20).

1970

President: Richard M. Nixon

Vice President: Spiro T. Agnew

Population: 205,052,174

Life expectancy: 70.8 years

Violent Crime Rate (per 1,000): 39.8

Property Crime Rate (per 1,000) 36.2

Homicide Rate (per 100,000): 8.3

Four students at Kent State University in Ohio slain by National Guardsmen at demonstration protesting incursion into Cambodia (5/4).

Senate repeals Gulf of Tonkin resolution (6/24).

Economics

US GDP (1998 dollars): \$1,035.60 billion

Federal spending: \$195.65 billion

Federal debt \$380.9 billion

Median Household Income per family \$9,870

Consumer Price Index: \$38.8

Unemployment: 3.5%

Gold average closing price was \$38.90 per oz.

Silver average closing price was \$1.77 per oz.

One lb. Loaf of Bread Cost \$0.25

Cost of a first-class stamp: \$0.06

Regular Gasoline Price \$0.36 per gallon

Caldwell's Hamburger \$0.35 and Fries \$0.20

National Average Home Cost \$23,600

Average New Car Cost \$3,542

Sports

Super Bowl - Kansas City def. Minnesota

World Series - Baltimore def. Cincinnati

NBA Championship - New York def. LA Lakers

Stanley Cup - Boston def. St. Louis

Wimbledon

Women: Margaret Court def. B.J. King (14-12 11-9)

Men: John Newcombe def. K. Rosewall (5-7 6-3 6-2 3-6 6-1)

Kentucky Derby Champion - Dust Commander

NCAA Basketball - UCLA def. Jacksonville

NCAA Football Champions

Nebraska (AP, FW) (11-0-1); Texas (UPI, NFF-tie),

(10-1-0) & Ohio St. (NFF-tie), (9-1-0)

World Cup - Brazil def. Italy

Entertainment - Awards

Pulitzer Prizes

Fiction: Collected Stories, Jean Stafford

Music: Time's Encomium, Charles Wuorinen

Drama: No Place to Be Somebody, Charles Gordone

Oscars awarded in 1970

Academy Award, Best Picture: Midnight Cowboy,,

Jerome Hellman, producer (United Artists)

Nobel Prize for Literature: Aleksandr Solzhenitsyn (USSR)

Emmy - Tony - Grammys awarded in 1970

Record of the Year: "Aquarius/Let the Sunshine In," 5th Dimension

Album of the Year: Blood, Sweat and Tears, Blood, Sweat and Tears (Columbia)

History ~ 1970

Song of the Year: "Games People Play," Joe South, songwriter.

Miss America: Pamela Anne Eldred (MI)

Other Entertainment Events

1969

In August, more than half a million people gather in the small, upstate New York town of Bethel (near Woodstock, N.Y.) for four days of rain, sex, drugs and rock 'n' roll. Performers include Janis Joplin, Jimi Hendrix, The Who, Joan Baez, Crosby, Stills, Nash and Young, Jefferson Airplane and Sly and the Family Stone.

A Rolling Stones fan is killed at the group's Altamont, California, concert by members of Hell's Angels.

Children's Television Workshop introduces Sesame Street.

The FCC bans all cigarette advertising on television and radio.

1970

The Beatles break up. By the end of the year, each member had released a solo album.

George C. Scott gives one of film's most memorable performances in Patton. He won the Best Actor Oscar for his turn as the title character, but refused the gold statuette.

Jimi Hendrix and Janis Joplin both die drug-related deaths at age 27.

Monday Night Football debuts on ABC, with Howard Cosell, Frank Gifford, and Don Meredith giving play-by-play.

M*A*S*H, Patton, Love Story, Airport

Books

Maya Angelou, I Know Why the Caged Bird Sings

John Berryman, Love and Fame

Nikki Giovanni, Black Talk/Black Judgement

Gabriel García Márquez, One Hundred Years of Solitude

Gail Godwin, The Perfectionist

John Updike, Bech: A Book

Science - Nobel Prizes

Chemistry: Luis F. Leloir (Argentina), for discovery of sugar nucleotides and their role in biosynthesis of carbohydrates

Physics: Hannes Alfvén (Sweden), for theories in plasma physics; and Louis Néel (France), for discoveries in antiferromagnetism and ferromagnetism

Physiology or Medicine:

Julius Axelrod (US), Ulf S. von Euler (Sweden), and Sir Bernard Katz (UK), for studies of how nerve impulses are transmitted within the body.

Biochemist Hamilton O. Smith (US) discovers a restriction enzyme that will allow biologist Daniel Nathans (US) to map a complete viral genome.

Other Events

1969

Neil Armstrong and Buzz Aldrin become the first humans to walk on the moon.

The first in vitro fertilization of a human egg is performed in Cambridge, England.

ARPA (Advanced Research Projects Agency) goes online in December, connecting four major US universities. Designed for research, education, and government organizations, it is the foundation upon which the Internet will eventually be built.

The scanning electron microscope is developed.

The use of DDT is banned in residential areas.

1970

IBM introduces the floppy disk.

Bar codes (computer-scanned binary signal code) are introduced for retail and industrial use in England.

The LCD is invented by Hoffmann-La Roche (Switzerland).

The Food and Drug Administration warns that birth control pills may cause blood clots.

Lithium is approved by the FDA for the treatment of manic-depression. (Lithium batteries not even a thought at this time.)

Deaths

1969

Dwight David Eisenhower

Joseph P. Kennedy

1970

Jimi Hendrix

Janis Joplin

Sonny Liston

In the 1970s

Not exactly 1970 but these things were happened during the 70s. The creation of FedEx, Genentech, Microsoft, Apple, Oracle and SAS Institute; and Intel's invention of the microprocessor. The later 1970s saw the personal computer, Lotus 1-2-3 and the beginning of other spreadsheets, Word Perfect and the start of other word processors; and Silicon Valley-style venture capital.

The 1970s also saw the rapid development of the Internet, which first appeared as Arpanet under the

History 1970s

U.S. Department of Defense auspices in 1969 (not invented by Al Gore). At the fabled Xerox Palo Alto Research Center, scientists sat on 1970s beanbag chairs and dreamed up inventions like the graphical user interface for small computers, the postscript language for printers, and ways to hook up computers within an office. IBM, HP, Apple and other nimble companies went to market with these great ideas: the Apple Macintosh, Adobe-type fonts, Canon laser printers and 3Com-style local area networks.

Walt Disney World opened in October 1971. The park cost an estimated \$400 million to build and now attracts around 25 million visitors annually. When Disney World opened in 1971, the price for admission was \$3.50. Today it is over \$100 for everyone over the age of 10.

American Bobby Fischer and Russian Boris Spassky play their last game of chess together in Reykjavik, Iceland, on August 31, 1972. Fischer defeated Spassky to become the World Chess Champion, ending a Soviet win streak that dated to 1948.

On September 5, 1972, the Summer Olympics in Munich, Germany, were in the throes of a hostage crisis. Two Israeli athletes had been killed and nine taken hostage by members of Black September, a Palestinian terrorist movement demanding the release of political prisoners by the Israeli government. Hours later, all nine hostages, five terrorists and one police officer were dead.

The Miami Dolphins, coached by Don Shula, win Super Bowl VII in January 1973 and become the only NFL team in history to win a championship with an undefeated record.



"The Godfather," directed by Francis Ford Coppola, took home several Academy Awards in March 1973, including Best Picture and Best Adapted Screenplay. The film was based on the best-selling novel by Mario Puzo and starred, from left, James Caan, Marlon Brando, Al Pacino and John Cazale.

Brando won the Oscar for Best Actor.

Secretariat races toward the finish line, blowing away the field in record time to win the Belmont Stakes in June 1973. With the victory, Secretariat became the first horse to win the Triple Crown since Citation in 1948. The Triple Crown was won two other times in the '70s, by Seattle Slew in 1977 and Affirmed in 1978.



In 1973, the Sears Tower opened in Chicago, overtaking the World Trade Center as the tallest building in the world. The tower, now known as the Willis Tower, is the second-tallest building in the United States today.

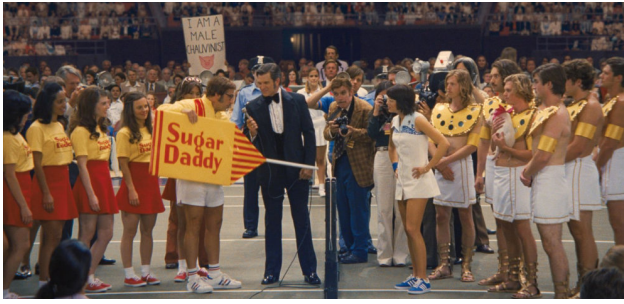


Martial-arts actor Bruce Lee, seen here in a scene from the film "Enter the Dragon," dies in July 1973 just days before the movie's release. He was 32. The film would cement Lee's legend and bring martial arts to the forefront of pop culture.



From the time of their completion in 1973 until their destruction in the terror attacks of September 11, 2001, The World Trade Center's twin towers stood as an iconic part of the New York City skyline. The bottom picture is what replaced the Twin Towers.

History 1970s



Riggs played Billie Jean King. Riggs put out a challenge to all female tennis players, saying no woman could beat him. King beat Riggs 6-4, 6-3, 6-3 and claimed a \$100,000 prize.



Remember the 1973 Oil embargo?

Hank Aaron breaks Babe Ruth's career home run record, hitting home run No. 715 at Atlanta's Fulton County Stadium in April 1974. Aaron finished his career



with 755 home runs, a record that stood until Barry Bonds broke it in 2007.

Muhammad Ali defeats heavyweight champion George Foreman during their title bout in Kinshasa, Zaire, in October 1974. Ali's upset victory over the undefeated Foreman won him back the titles



In a nationally televised tennis match on September 20, 1973, Bobby

he was stripped of in 1967 for refusing induction into the U.S. Army.

In the summer of 1975, Steven Spielberg had his first hit movie. People flocked to the theaters instead of the beaches. The success of "Jaws" set up the summer as the season for Hollywood's biggest and highest-grossing movies.



Saturday night television changed forever on October 11, 1975, when the sketch comedy show "Saturday Night Live" made its debut. Comedian George Carlin was the first host, joining a



cast of young and upcoming comics known as "The Not Ready for Prime Time Players." "SNL" is now in its 45th year as one of the longest running shows in television history.

In 1977, Apple Computers introduced the Apple II, which became one the first successful home computers. Co-founders Steve Jobs and Steve Wozniak formed the Apple Computer Company in 1976. Along with Bill Gates' Microsoft, which was founded in 1975, Apple helped ignite the digital age we live in today.



History 1970s

In the 1970s women were given or told they had few choices for employment. Being a homemaker was the top choice. Below are four other choices.

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