

1973

See Your Special Year
Come Alive
With

- News Headlines
- Price Indexes
- Movies
- Sports
- Music
- Magazine Advertisements



PAGES OF TIME®

A SEEK123.COM COMPANY

1055 Ridgecrest Drive
Millersville, TN 37072-3621

495-1B73



Rollins - the well-dressed

SIMONDS VITALI
Bicycle Tire

1973
Pages of Time
A Nostalgia News Report

Quaker Flour
A Quaker Oats Company Creation
Super Grade Flour
All Purpose Flour

Chrysler 70

ALTHAM

YOUR SPECIAL YEAR
1973

u know it's cork-insulate

STYLE--from Fifth Avenue!



Pages of Time®
Nostalgia News Report

Your Special
year

1973

World News



**THE U.S. AGREES TO
STOP FIGHTING IN
VIETNAM**

**SEVERE
DROUGHT IN
AFRICA KILLS
HUNDREDS OF
THOUSANDS**

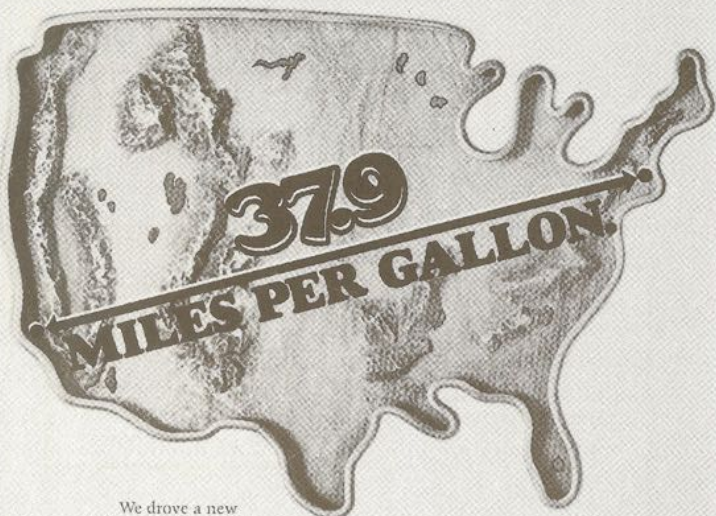
**MOSCOW SAYS
"NYET" TO THE
BROADCAST OF
THE IMPERIALIST
SESAME STREET**

**BAHAMAS
GAIN
INDEPENDENCE**

**EGYPT &
ISRAEL SIGN
CEASE-FIRE
AGREEMENT**

**AUSTRALIA BANS SALE OF LIVE
KANGAROOS TO OTHER COUNTRIES**

L.A. to N.Y. \$29.85



We drove a new Datsun 1200 from L.A. to New York, just to prove how economical the car really is. Without special equipment or special tuning, we averaged 37.9 miles per gallon. Just \$29.85 coast to coast. *That's economical.*

The average car in America gets around 13½ miles per gallon. It would cost nearly three times as much for the same trip!

In fact, the Environmental Protection Agency of the U.S. Government has just released a mileage comparison of *all* cars sold in the U.S. Our Datsun 1200 delivered the best mileage of all.

We think that buying gasoline is one of the dullest things you can do with your money. Save real, countable dollars with a new Datsun 1200! Drive a Datsun... then decide.



DATSUN SAVES

National News



SKYLAB, THE FIRST U.S. SPACE STATION, IS LAUNCHED INTO ORBIT

ARAB OIL EMBARGO CREATES LONG LINES AT GAS STATIONS

U.S. VICE PRESIDENT SPIRO AGNEW RESIGNS FOR TAX EVASION WHEN HE WAS GOVERNOR

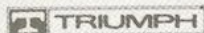
SUPREME COURT LEGALIZES ABORTION

U.S. TROOPS WITHDRAWN FROM VIETNAM

Triumph FM Stereo Headhugger Radio

The private stereo radio you can enjoy anytime, anywhere.

Triumph Headhugger, the self-contained cordless headset radio, has gone stereo. Gives you full-range FM stereo radio pleasure anywhere—at work, in a crowd, on a train or bus—anywhere. Without Martian-like antennas. Doesn't disturb those around you while you listen to your own private world of sealed-in stereo sound. Yours for less than \$60.00, it's one of the great Christmas-season ideas you'll find at your Triumph dealer. ■ There are more. Like the new Triumph digital clock/timer capable of turning on or off the heaviest appliances or the biggest color tv's automatically. Triumph multi-band portable radios. The first digital clock radio designed for feminine tastes, the Triumph Princess. Plus, of course, a complete selection of AM and FM Headhugger radios. ■ Whether you're shopping for someone else or for yourself, try a new adventure in home entertainment. ■ Write today for the name of your nearest Triumph dealer.



Triumph Electronics Division, General Time Corporation / 599 South Wheeling Road, Wheeling, Ill. 60090

A Tailey Industries, Inc. Company



mcpTM MALE CHAUVINIST PIG



Stick it on 'em. Put a funny MCP sticker on the man/men you think deserves it. On his car, on his bed, on his anything. Show him up for what he really is, at home or work.

Get him the beautiful frameable MCP certificate if he's a really bad guy, to hang on the wall.

Also the MCP bumper sticker for the man who actually likes being a MCP (don't they all?) It reads "I'm a happy MCP."

If you order all the above items you automatically get a free exclusive MCP Club membership card to give him.

MCP CLUB, 120 E. De la Guerra, Santa Barbara, Ca 93101
Check amount required ☐ MCP Stickers \$2 Ten per sheet
☐ MCP Certificate \$2 each ☐ MCP bumper sticker \$2 each
Add 50c shipping. Mail cash, check or M.O. No C.O.D

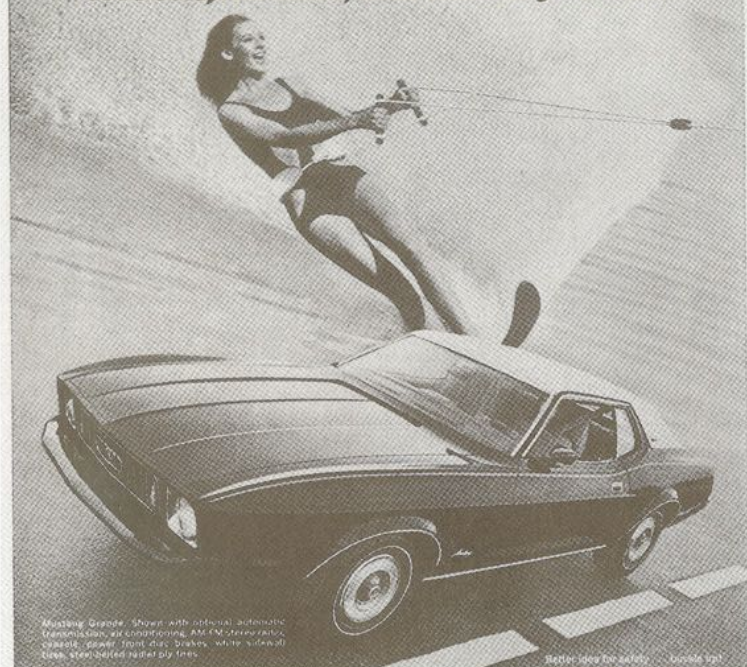
Print Name _____
Address _____
City _____
State _____ Zip _____

[illegible]

KENTUCKY DERBY
SECRETARIAT
R. TURCOTTE



What makes Mustang different is the way it looks, handles, and makes you feel.



Mustang Grade. Shown with optional automatic transmission, air conditioning, AM-FM stereo radio, cruise, power front disc brakes, white sidewall tires, steel belted radial ply tires.

There are at least three reasons why Ford Mustang has been the top-selling car in its class since 1965.

Good looks. Mustang is sporty and sleek. Inside and out. Your choice of five models: Mach I, SportsRoo, Grandé, Hardtop and Convertible.

Good handling. Mustang's low silhouette and compact size make its handling as beautiful as its looks. You get independent front suspension with anti-sway bar, for decisive sporty car handling with a comfortable passenger-car ride.

Great feeling. Driving a Mustang adds up to a statement of personal style. It feels great to you... it looks great to whoever's watching.

Discover Mustang for '73, at your Ford Dealer's.

FORD MUSTANG

FORD DIVISION



Introducing the Honda Civic.
The cost of loving just went down.

We're here to propose a meaningful relationship; with a car to fit your heart as well as your head.

For the headstrong there are measurable dollar and cents appeals. Like a \$2150* price tag.

And up to thirty miles to the gallon. But that's only logic.

The heart of the matter is another story. The Civic™ is a car of remarkable personality and spunk (who says an economy car has to be dull?). It's for people with enough sensory perception to want more out of driving than just working the pedals and steering.

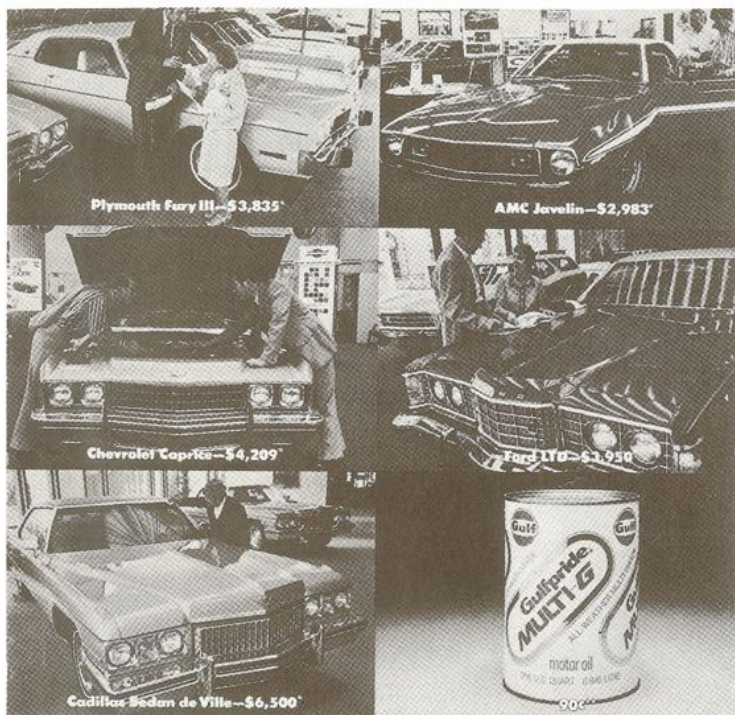
It's got front wheel drive, rack and pinion steering, independent four-wheel suspension, power front disc brakes, and four-speed synchromesh transmission. Plus a totally new transversely mounted, overhead cam engine that delivers a disarming amount of scoot.

It can add up to a very personal involvement. Test drive it. Sedan or hatchback. You'll see.

Move in on a Honda. Two may not be able to live as cheaply as one, but now there's a way to narrow the gap.

The New Honda Civic.
It will get you where you're going.





**New cars need a different kind of oil.
And with what a new car costs,
you can't risk buying the wrong oil.**

Not every kind of oil is right for new cars. Some oils can do more harm than good simply because they lose their ability to lubricate your car's engine. How does this happen? New car engines run hotter because they have to run with so many more things making demands on them. Automatic transmissions. Power equipment. Air conditioning. Trailer towing. Emission control devices. Together they put more heat

on your oil. So when it cools it can sometimes turn into a thick, coagulated mess. Once that happens there's nothing to stop engine bearings from knocking and failing. When the bearings have had it, so has your engine. At Gulf, we sell the right kind of oil for new cars. Low ash Gulfpride Multi-G. It can withstand the higher operating temperatures of cars from 1971 on. We're not the only ones who

say there's one kind of oil that's right for new cars. Chrysler, American Motors, Ford, and General Motors say so in black and white in their new car manuals. With new cars cooking what they do, you can't afford to use the wrong oil. Low ash Gulfpride Multi-G. The right oil for new cars.



GULF OIL CORPORATION

1973 - YOUR YEAR IN REVIEW

1973 PRICES

AVERAGE INCOME	\$ 12,965.00
NEW CAR	\$ 3,950.00
NEW HOUSE	\$ 32,500.00
LOAF OF BREAD	\$.28
GALLON OF GAS	\$.40
GALLON OF MILK	\$ 1.30
GOLD PER OUNCE	\$ 97.81
SILVER PER OUNCE	\$ 2.56

PRESIDENT - RICHARD NIXON
VICE PRESIDENT - GERALD FORD

1973 DOW JONES- 788.31 to 1051.70
DOW JONES AVERAGE 929

1973 MINIMUM WAGE = \$2.00

1973 LIFE EXPECTANCY-71.4 YEARS

INVENTIONS - DUNGEONS AND DRAGONS GAME

CARPETS ARE LIKE MEN... LOOKS CAN BE DECEIVING.

There are carpet looks and there are carpet looks. And carpets, like men, can be a problem. At Magee, our specially trained hand lookers look at style, coloring, finishing, wearability, cleanability, flammability, and whatever else needs looking at, so there won't be any problems when you get the carpet home. Since we're asking a few cents more for a carpet, we can't afford deceiving looks, that's why we have to look harder. Magee makes carpet to go with your family, especially with your man.

CARPET BY **Magee**

CARPETS THAT ARE PART OF THE FAMILY



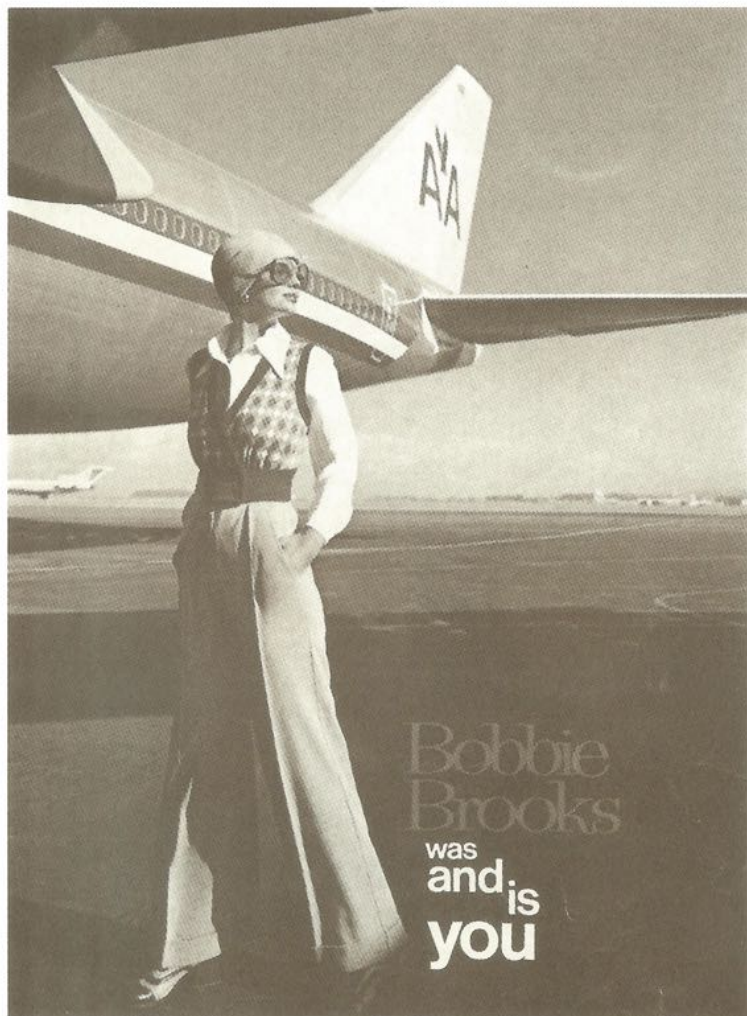
THE MAGEE GROUP, CHICAGO, ILL. 60601

Schick gives you the most to work with
(including super-fast speed)

Here's a styling driver that works so fast, they call it The Speed Styler. Besides super speed, here's what else you get: 1) Three drying speeds for easier styling. 2) Concentrator for hard-to-dry places. 3) Separate brush and handle accessories for blow-drying. 4) Two combs for casual curls. 5) Mist spray for extra control and touch-ups.

See! Schick gives you the most to work with. Including super speed. So get Schick, and get more styling driver.

The Speed Styler
LADY SCHICK



When plans call for air travel, let American Airlines carry you to the good life® in this adventure arrangement. Shirt, vest, and dashy cuffed trousers in heather-soft combos of orange or blue acrylic tweed. Sizes 5-15, about \$48. For store nearest you, write Bobbie Brooks, Dep't. C-8, Cleveland, Ohio 44114. Bobbie Brooks, U.S.A., Netherlands, Mexico, Japan, South Africa, Brazil, New Zealand, Greece, Colombia, Panama, Jamaica. Also available in Canada. Copyright © 1963 Parla Music Corporation. Prices slightly higher in the west.

Calendar for Events from your year 1973



JANUARY 1973

SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY 1973

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18	19	20	21	22	23	24
25	26	27	28			

MARCH 1973

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APRIL 1973

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MAY 1973

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JUNE 1973

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JULY 1973

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AUGUST 1973

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SEPTEMBER 1973

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OCTOBER 1973

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NOVEMBER 1973

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DECEMBER 1973

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23	24	25	26	27	28	29
30	31					



IT'S BEEN A
MILLION YEARS COMING,
BUT NOW IT'S HERE

HAIR TRIGGER is new, exciting and endorsed by John Wayne. It's a comprehensive program designed for the needs and care of your hair at home. Clinically proven safe, Formula "6" Cream moisturizes and revitalizes the hair and scalp. Specially selected Food Supplements are offered to help ensure proper nutrition. Conditioning Protein Shampoo and Cream Rinse complete this balanced program for total hair care.

We have taken a
giant step forward in hair care
... SHOULDN'T YOU?

I can truly recommend Hair Trigger
John Wayne



nationwide outlets include
GUS MAYER
STRIPLING'S
RIKE'S
GOLDWATERS
MILLER & RHOADS
JOHN WANAMAKER
JORDAN MARSH
Wm. H. BLOCK CO.
AUERBACH CO.

Manufactured by HAIR TRIGGER INC.
1430 "E" St. Valley Way, Santa Ana, CA 92705

	SIZE	PRICE	QTY.	TOTAL
HAIR TRIGGER No. 6	4 oz.	\$19.00		
Hair & Scalp Treatment				
HAIR TRIGGER	40 day	\$ 9.00		
Food Supplement				
HAIR TRIGGER	8 oz.	\$ 3.50		
Protein Shampoo				
HAIR TRIGGER	8 oz.	\$ 2.20		
Protein Cream Rinse				
HAIR TRIGGER	8 oz.	\$ 7.00		
Collagen Body Rub				
HAIR TRIGGER	8 oz.	\$ 3.00		
Hand Lotion				
Add \$1.00 for mailing & handling				
and sales tax where required				
				TOTAL
				PAYMENTS

Please send to:

Name _____

Address _____

City _____

State _____

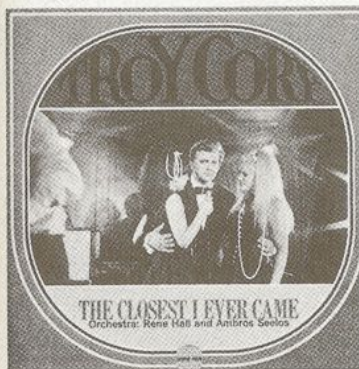
Date _____

By Code _____

Cashier's Check ☐

Money Order ☐

TROY CORY Sings for People with Speakers In the Bedroom (it's romantic you know)



- ★ The Closest I Ever Came
- ★ Something
- ★ Imagine
- ★ It's Impossible
- ★ Somewhere My Love
- ★ Kiss The World Goodbye
- ★ Help Me Make It Thru The Night
- ★ For All We Know
- ★ I Love You Because
- ★ My Clare De Lune
- ★ I Must Remind Myself To Cry

★ NEW QUADRAPHONIC



FREE 10-DAY EXAMINATION

Mail coupon today... without money... for your All New Quadraphonic 4-channel "unencoded" Long Playing Album... FEATURING the Premier Balladeer... TROY CORY when it comes, play and listen to it on ANY Stereo unit... it will sound better than ever. Done by it, Dance by it, Romance to it, Work with it, Relax to it... and even discuss it. Then unless you agree that it should be in your home at all times, simply return the Album in ten days and one nothing. But don't delay... Mail the No-Risk coupon today!

Offer not available in stores. Some of the Largest and Best Stations Play TROY CORY... ask them.

THIS IS A SPECIAL RECORD PRODUCT LICENSED BY CINEMA PRIZE INC.

1973 U.S.A. Troy Cory — Exclusive Cinema Prize Recording Artist.

RUSH COUPON FOR FREE 10-DAY EXAMINATION

RECORD: ROMANCE

DEPT. 18

Universal City, Calif. 91608

SEND me—for 10 days—FREE EXAMINATION—Troy Cory's LP Album as illustrated above. If fully satisfied with this all new quadraphonic 4-channel Stereo Album—I will remit \$3.99 plus shipping cost as full payment. Otherwise I will return it and see nothing.

NAME _____

(Please Print)

ADDRESS _____

CITY _____

STATE _____

ZIP _____

☐ SAVE—check this box if you are enclosing full payment (\$3.99 with this coupon).

We will ship all shipping cost plus include a brand new TROY CORY Quadraphonic Album of your choice (25 more copies) at \$3.99 in A or B Absolutely Free. Same return for refund.

☐ I have Bonus Album A or B or C.

☐ Check here for \$1.99 each.

NO RISK GUARANTEE

PLAY—Troy Cory's New Record Romance Album in your own home at your leisure, at our expense for 10 days FREE. Unless you agree that this great album will create many pleasurable memories to your life, return it in ten days and one nothing. If you've been looking for your own personal balladeer to sing soft enough as to not interfere while you are "speaking" or just plain relaxing—and you've the discrete listener that demands tunes that will not fade and become obsolete with the rest of your stereo records and tapes during the up and coming Quadraphonic 4 speaker Quadraphonic Era—you have to play and hear the one NOW FREE...

SPECIAL BONUS

BONUS A ☐ OR BONUS B ☐

Try A Little Tenderness
At Last
Did I Remember?
There Goes My Heart
Hi-Lili, Hi-Lo
Where The Action Is
I'm In the Mood For Love
Don't Blame Me
Blue Moon
My Blue Heaven
Where Are You?
Once In A While

Honey Pie
Is You Is
Fool Me Some More
Out Of Nowhere
Dream A Little Dream
Wrap Your Troubles
Sugar To Tea
It Must Be True
Moonlight Becomes You
Just One More Chance
Light My Fire
Please

Introducing the home appliance that answers your phone.

It's called Phone-mate. And Phone-mate does more than just answer your phone. It answers in your voice and then records the message of your caller. Phone-mate also allows you to listen in on an incoming call without the caller knowing you're there. Then if you want to talk talk. Otherwise, Phone-mate will do the talking for you. Phone-mate. The most important appliance you will ever buy. \$139.50 at fine stores near you.

Phone-mate



For further information about Phone-mate or for the location of the store nearest you, call the Phone-mate Hotline (213) 483-9800. And call collect. Phone-mate, Inc., Torrance, California 90503.

NEW FRUIT HELPERTM TURNS A CAN OF FRUIT INTO A TERRIFIC DESSERT.

Just start with a 16- or 30-oz. can of fruit—almost any fruit. Then blend the syrup from the can with Fruit Helper dessert mix and some milk.

Add the fruit and you have created a creamy, fruity pudding ready to eat in 90 seconds. How do you top that? Simple. Sprinkle the crunchy, nutty topping over the pudding and you have a terrific creamy, crunchy dessert.

New Fruit Helper dessert mixes from Betty Crocker®.

Fruit Helper

90-SECOND DESSERT

MIX & TOPPING FOR
ARTIFICIALLY
FLAVORED
VANILLA
PUDDING
FRUIT CRUNC

Add to 16- or 30-oz. can of fruit



NET WT 5.75 OZ

FRUIT COCKTAIL



Lemon, Coconut, Vanilla and Strawberry flavors. Look for Fruit Helper in the canned fruit section.