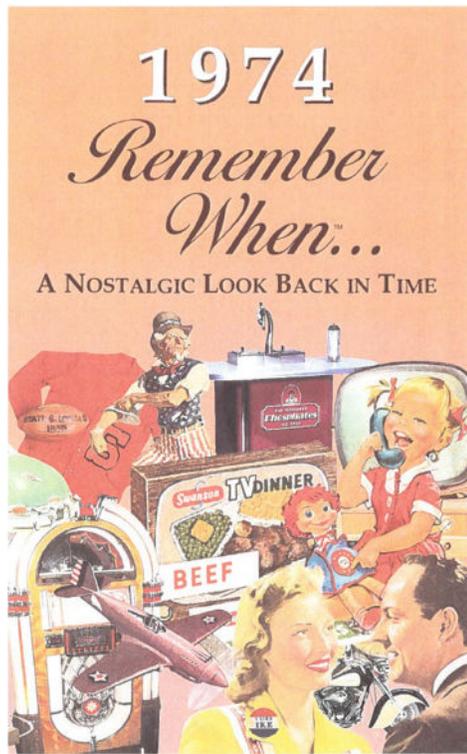


FROM: Ted Aronson
DATE: August 14, 2024
RE: **HAPPY ANNIVERSARY TO ME (AND US)**

This summer is my 50th anniversary in the business, and the 40th anniversary of the AJO half of AJO Vista. Starting at Drexel Burnham in 1974 meant I was near a Quotron machine the day the Dow hit 577!

For fun, we attach a card highlighting the year 1974. If you were around back then, you probably remember the football player, Joe Namath, might even remember he sold La-Z-Boy chairs, but do you remember how much it cost to buy a house for your new La-Z-Boy? For a crazy walk down memory lane, check out the “1974 Cost of Living” page.



1974 COST OF LIVING

LIVING

New House	\$34,900.00
Average Income	\$13,869.00 per year
New Car	\$3,756.00
Average Rent	\$185.00 per month
Tuition to Harvard University	\$3,200.00 per year
Movie Ticket	\$1.75 each
Gasoline	55¢ per gallon
First-Class Postage Stamp	10¢ each

FOOD

Granulated Sugar	67¢ for 5 pounds
Vitamin D Milk	\$1.56 per gallon
Ground Coffee	\$1.00 per pound
Bacon	89¢ per pound
Eggs	47¢ per dozen
Fresh Ground Hamburger	68¢ per pound
Fresh Baked Bread	35¢ per loaf

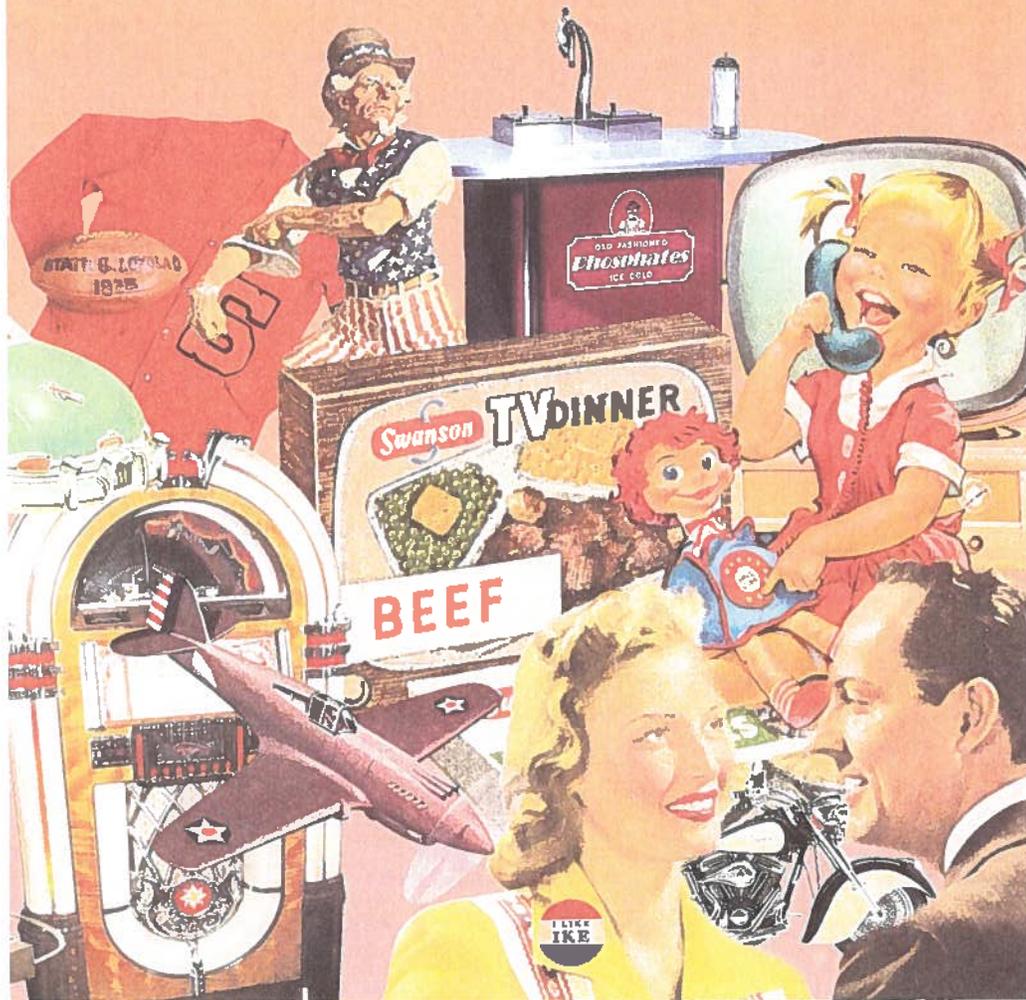
TRA
 taronson@ajovista.com

P.S. I am addicted to these cards as birthday gifts. They never disappoint!

1974

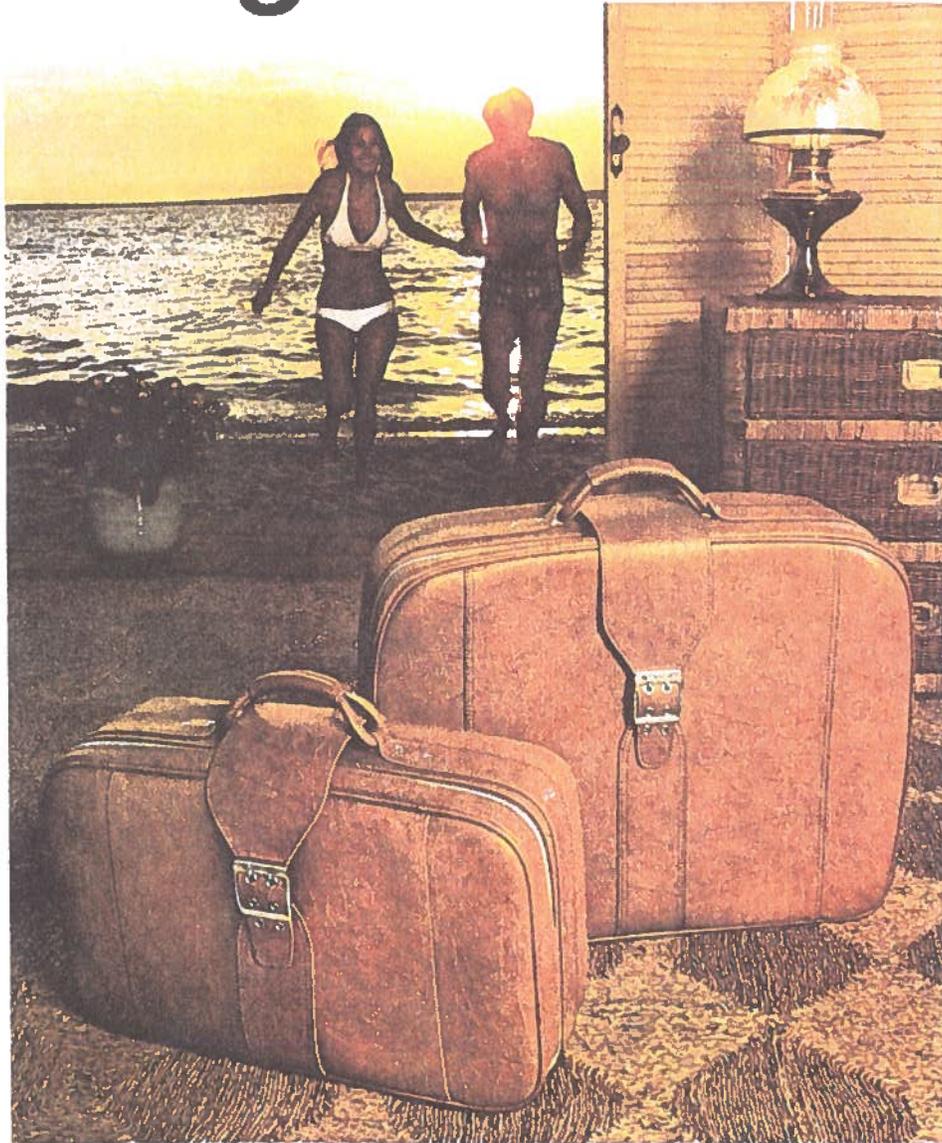
Remember When...

A NOSTALGIC LOOK BACK IN TIME



What's soft on the surface, easy on the arm
& now has a glowing tan?

A bag named Sam™



Our Caribbea® II luggage. And new Camel Tan is a perfect shade for ladies or men. Lightweight, roomy and with a wipe-clean finish, bags shown are a Carry-On, \$42, and a 3-sulter, \$62. Stop by your Samsonite dealer. And start your own tan.

 **Samsonite**
Samsonite Corporation, Lowell, Colorado 80501

1974 TIMELINE

January	February	March
A 55 mph speed limit is imposed by President Richard Nixon.	Cher files for separation from Sonny Bono, citing "involuntary servitude."	In Nashville, TN, the new Grand Ole Opry House at Opryland is debuted.
April	May	June
In Major League Baseball, Hank Aaron breaks Babe Ruth's home run record.	The first Daytime Emmy Awards are presented.	NFL grants franchise to Seattle Seahawks.
July	August	September
Canada passes Bill 22, establishing French as the official language in Quebec.	President Richard Nixon announces his resignation.	President Gerald Ford pardons former President Nixon of all federal crimes.
October	November	December
Frank Robinson becomes baseball's first African-American manager (Cleveland Indians).	Watergate tapes show that Nixon asked aides to help protect him.	Popular Electronics displays the Altair 8800 computer.

1974 WORLD NEWS

The global economic recession deepens as inflation strikes national economies worldwide.

India detonates its first atomic bomb, joining the U.S., U.S.S.R., Britain, France and China as a nuclear power.

Emperor Haile Selassie is overthrown by a socialist coup in Addis Ababa, Ethiopia.

West Germany wins the FIFA World Cup in Munich, defeating the Netherlands.

French President Georges Pompidou dies of cancer.

"Lucy," an almost complete hominid skeleton over 3 million years old, is discovered in Africa. It is only three and a half feet tall but has adult teeth, a small brain and walked upright.

The military junta in Greece resigns, turning control of the government over to Constantine Karamanlis. Martial law is lifted, and elections are held.

What you hold in
your heart belongs
in a Buxton.



Smart people use a Buxton to hold on to precious memories as well as keep track of the everyday things of life. And here are four superlative styles from Buxton. First is Monaco with the smooth rich touch of Regency Cowhide, next is the exciting Canton Bantor in sly Alligator-grained Cowhide, then Shanghai in silky Dynasty Cowhide enriched with a medallion of gleaming metal, and Capri in elegant Treviso Cowhide which always adds the right touch of continental color to an occasion. Smart accessories to match from \$4.00 to \$17.00.



BUXTON
The Holding Company

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1974 NATIONAL NEWS

The largest series of tornadoes in history hits the United States and one Canadian province.



San Francisco militants calling themselves the Symbionese Liberation Army kidnap publishing heiress Patricia Hearst.



The pocket calculator is marketed.



Amnesty is granted to Vietnam draft evaders.



Gerald Ford is sworn in as President, declaring, "The long nightmare is over."



Dr. Henry Heimlich describes the Heimlich Maneuver, a technique to help prevent people from choking to death, in a 1974 medical journal.

1974 TELEVISION FAVORITES

- CHICO AND THE MAN (NBC)
- HAPPY DAYS (ABC)
- GOOD TIMES (CBS)

Don't Drive Without One!

Deluxe Highway Emergency Kit \$19⁹⁵

BE PREPARED—TRIP OR TOWN

Take along the Deluxe Highway Emergency Kit on your next highway excursion to someone else. You'll find all the essential supplies and tools you need to handle any emergency. That's plus a great first-aid kit, a tire inflator, a flashlight, a multi-tool, and a first-aid kit. A total value of \$119.95. Limited quantities.

- Tough First Aid Kit
- 8 Ft. Backup Cables
- Tire Inflator
- Fire Extinguisher
- Emergency Blanket
- Auto Seal Ejector
- First Aid Kit
- First Aid Kit
- Instruction Sheet

See us 1-800-4-A-TOY for ordering information.
 Send check or money order to:
 HOLIDAY SHOPPER • P.O. Box 5520 • Indianapolis, Indiana 46205
 The Holiday Shopper • 1000 North College Street
 Add \$2.00 per shipping charge. Ship \$21.95.
 Allow 4 weeks for delivery.

1974 SPORTS NEWS

World Series Champion
Oakland A's

U.S. Open Golf Winner
Hale Irwin

Pro Football Champion
Miami Dolphins

Indianapolis 500 Winner
Johnny Rutherford/158.589 MPH

Stanley Cup Winner
Philadelphia Flyers

NCAA Basketball Champion
North Carolina State

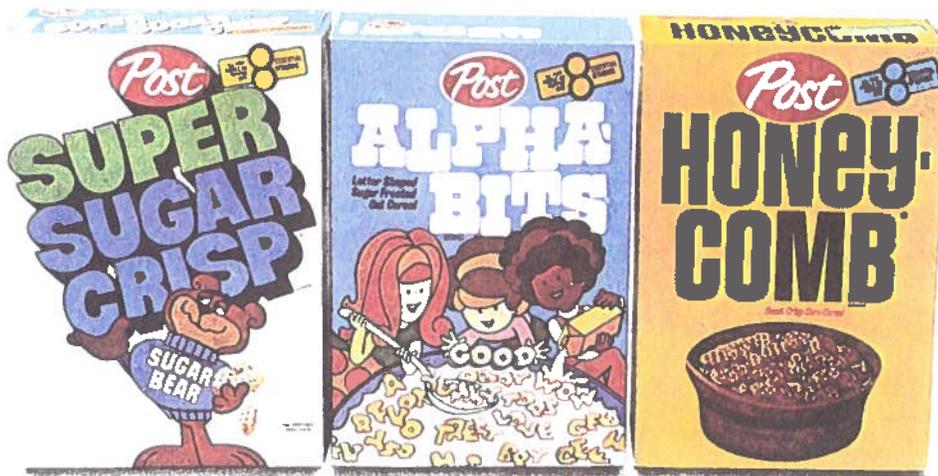
College Football Champions
Oklahoma & USC

Heisman Trophy Winner
Archie Griffin from Ohio State

Canadian Grey Cup Champion
Montreal Alouettes

REMEMBER WHEN...

AMERICANS JIMMY CONNORS AND
CHRIS EVERT WIN THE MEN'S AND WOMEN'S
SINGLES RESPECTIVELY, AT THE 1974
WIMBLEDON TENNIS CHAMPIONSHIPS.



4 grown-up reasons to buy 3 kids' cereals:

They're economical.

These days, when the cost of breakfast and everything else is going up and up, it's nice to know that Post® Super Sugar Crisp®, Alpha-Bits®, and Honeycomb® are only about 5¢ or 6¢ an average one-ounce serving.



They're good for you.

They're all fortified with



8 essential vitamins, and as part of a balanced breakfast they help give your child the nutrition he needs in the morning.

They taste great.

They're crisp and deliciously pre-sweetened and have been pleasing kids for years.

The 7¢ Off coupon.

Better grab the coupon opposite this page and use it before somebody else does.



1974 INTERESTING FACTS



**President of the
United States**
Richard Nixon
then
Gerald Ford



**Vice President of
the United States**
Gerald Ford
then
None

Pulitzer Prize Winner

No Pulitzer prize for fiction was given this year.

Nobel Peace Prize Winner

Seán MacBride and Eisaku Sato

Miss America

Rebecca King (Denver, CO)

Speaker of the House of Representatives

Carl Albert (D)

Canadian Prime Minister

Pierre Trudeau

Life Expectancy

72.8 Years

REMEMBER WHEN...

PRIMITIVE WORD PROCESSORS BEGINS TO POPULATE OFFICES.
THE MACHINES RESEMBLE TYPEWRITERS AND PERMITTED
BASIC TEXT EDITING.

1974 COST OF LIVING

LIVING

New House	\$34,900.00
Average Income	\$13,869.00 per year
New Car	\$3,756.00
Average Rent	\$185.00 per month
Tuition to Harvard University	\$3,200.00 per year
Movie Ticket	\$1.75 each
Gasoline	55¢ per gallon
First-Class Postage Stamp	10¢ each



FOOD

Granulated Sugar	67¢ for 5 pounds
Vitamin D Milk	\$1.56 per gallon
Ground Coffee	\$1.00 per pound
Bacon	89¢ per pound
Eggs	47¢ per dozen
Fresh Ground Hamburger	68¢ per pound
Fresh Baked Bread	35¢ per loaf

Your first microwave oven should be a Magic Chef.

Here's why: Every day, every meal, you'll save time with your Magic Chef microwave oven. With conveniences like the Magitrol Defroster that lets you dial the amount of microwave energy you need. So your frozen breakfast rolls taste the way the baker intended them to. So your hamburger isn't frozen in the center and burnt on the outside.

Colorful. Magic Chef has microwave ovens in popular kitchen appliance colors. So you can match your other appliances.

Clean. Cool microwave cooking means easier cleanups. And most of our ovens have stainless steel walls and a sealed-in ceramic shell that wipes clean with just a sponge.

Budget-saving. Because you can reheat leftovers in minutes. Without drying them out. And because

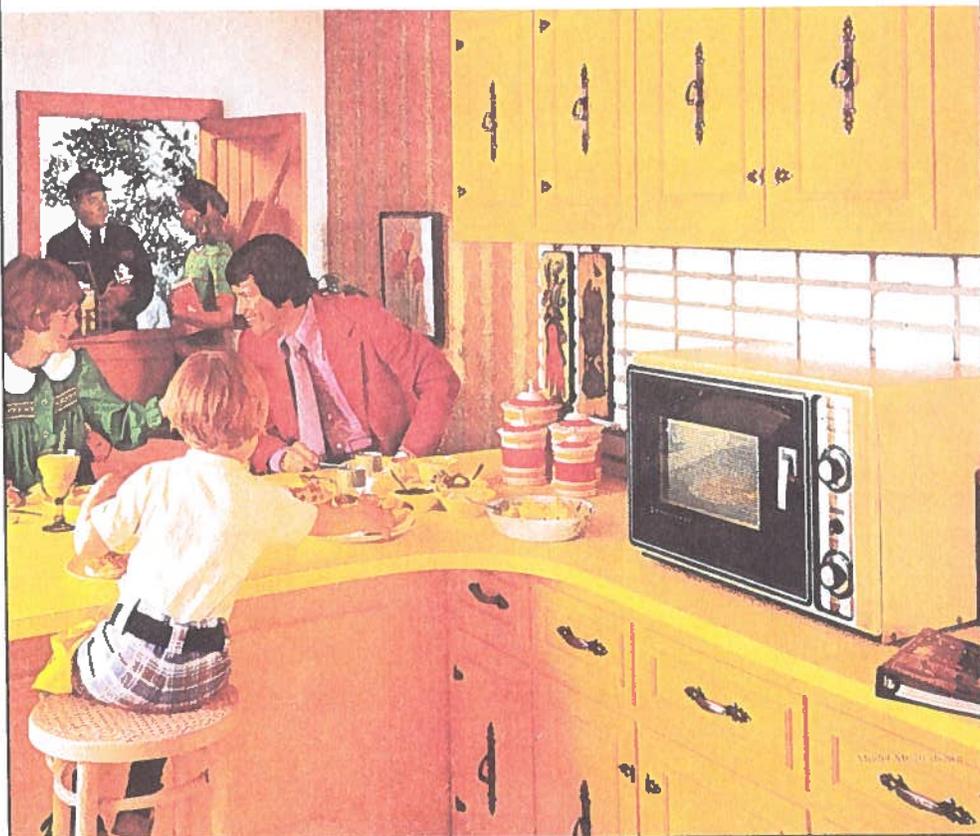
most families can do a full year's microwave cooking for less than \$7.

American-Made. By Magic Chef. Makers of famous gas and electric ranges. One more reason that our complete selection of microwave ovens is a food lover's dream. Magic Chef, Cleveland, Tennessee.



Magic Chef

Cooking experts since 1924



1974 BIRTH NOTICES



Seth Green
February 8

Seth Benjamin Green was born in Overbrook Park, PA. He caught the acting bug when he was six years old. His uncle, a casting director, was able to help him land several television commercials. Some movies featuring him include: *Austin Powers 1 & 2*, *Can't Hardly Wait* and *Pump Up the Volume*.



Alyson Hannigan
March 24

Alyson Lee Hannigan was born in Washington D.C. She began her career doing commercials. Her breakthrough role came when she was cast in the film *My Stepmother is an Alien*. She also appears on television's *Buffy the Vampire Slayer*. Other credits include the *American Pie* movies and TV's *How I Met Your Mother*.



Leonardo DiCaprio
November 11

Leonardo Wilhelm DiCaprio Born in Los Angeles, he has become a modern day Casanova. His first part came at the age of five, when he was in *Romper Room*. DiCaprio had a re-occurring role on ABC's *Growing Pains*. His movies include *What's Eating Gilbert Grape*, *Titanic* and *The Aviator*.

January 16
Kate Moss (Model)

March 1
Mark-Paul Gosselaar (Actor)

April 28
Penelope Cruz (Actress)

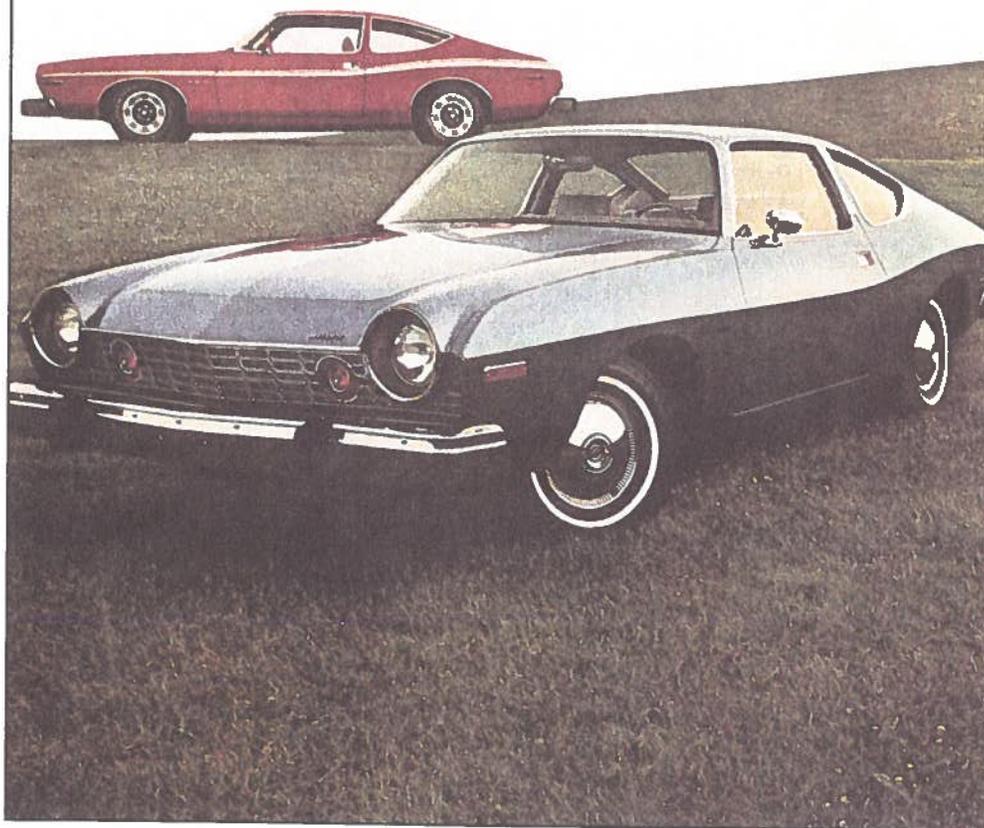
May 23
Jewel (Singer)

September 10
Ryan Phillippe (Actor)

AMC  MATADOR
NEWEST MID-SIZE
FOR 1974

This is one mid-size car you've never seen before. The roomy AMC Matador coupe.

With sweeping, clean lines. Low profile. And plenty of window area for all-around vision. Test drive the new Matador. And see why experts are already calling it America's sportiest new car.



Can you guess which woman is wearing support pantyhose?

Until now nobody would compare their support pantyhose with regular pantyhose.

But that's because nobody else has Alive! Hanes Alive! Support Pantyhose. So sheer, so good-looking, we dared to make a side-by-side comparison of Alive! (the one on the left) and a leading national brand of regular pantyhose (the one on the right).

We hope this picture will get you to try Alive! Because we can only show you how good it looks. You've got to find out how good it feels for yourself. Alive! Available at finer department and apparel stores.



Hanes Alive Support.
You can't see it, but you know it's there.



1974 MUSIC & MOVIE FAVORITES

MUSIC

Band on the Run - by Paul McCartney & Wings
Bennie and the Jets - by Elton John
Can't Get Enough - by Barry White
Cat's in the Cradle - by Harry Chapin
Sunshine on My Shoulders - by John Denver
I Honestly Love You - by Olivia Newton-John
I Shot the Sheriff - by Eric Clapton
Kung Fu Fighting - by Carl Douglas
The Loco-Motion - by Grand Funk
Seasons in the Sun - by Terry Jacks



MOVIES

- **The Godfather: Part II**
Academy Award Winner
- **Chinatown**
- **Young Frankenstein**
- **Blazing Saddles**
- **The Texas Chain Saw Massacre**
- **The Towering Inferno**



Mix the pants. And change the sweaters.
They match up—anyway they're mixed up.

Pants under \$16. Green short-sleeved cardigan under \$14.
Striped and solid sleeveless sweaters, each under \$9. Long-sleeved
blue cardigan under \$16. White blouse under \$10. At most Sears, Roebuck
and Co. stores. Similar styles in the catalog. Available in junior sizes.

Sears

Sears Mates/Junior Bazaar

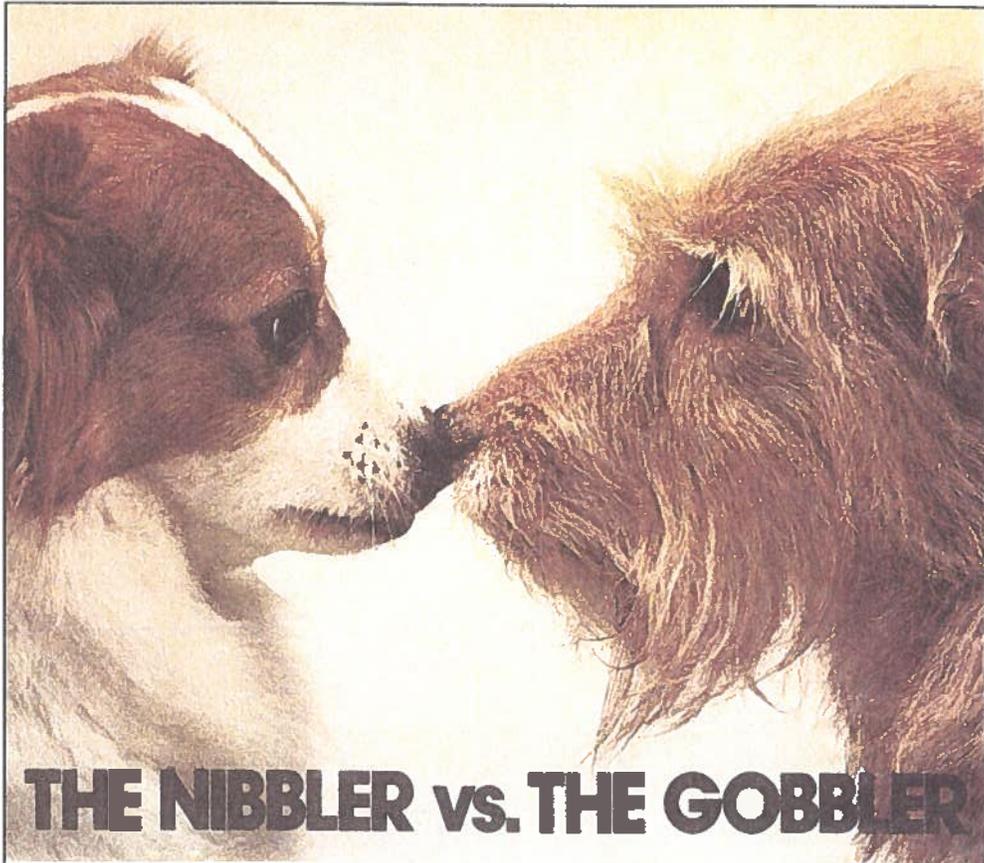
Should a woman use Tide just because Speed Queen packed a coupon for a free box in her new washer?

Virginia Jones
says no. "That coupon was a good reason to try Tide. But I think a woman should decide for herself whether to keep using it. I need a detergent that gets out ground-in dirt. My sons Mark and Steve play football with their father. Their jerseys and slacks always have the dirt ground into them. But Tide gets their clothes clean and the rest of my wash too. So I'm sticking with it."

Virginia Jones, Lancaster, Pa.

This Speed Queen washer has an extra-capacity stainless steel tub that's rust-proof, chip-proof and corrosion-proof. It has two wash cycles: one for regular wash and another for permanent press, washable knits, and delicate and woolen fabrics. There's also a pre-soak cycle.

Tide has agreed with washer makers to supply Tide coupons packed by them and to feature their washers in Tide advertising. The makers of 17 leading washers pack Tide coupons in every top-loading automatic.



THE NIBBLER vs. THE GOBBLER

They agree on many things. But not on how to eat Chuck Wagon.[®] Nibblers take their time to get through dinner. One bite now, a couple of bites later. They like Chuck Wagon dry. That way, all the flavor stays fresh and appetizing all day. And it's completely nutritious ... nibble after nibble.

Gobblers, on the other hand, don't like to waste time. They get through dinner

fast! They like Chuck Wagon wet. Warm water turns Chuck Wagon into tender, juicy chunks and crunchy nuggets, covered with rich, tasty broth. At the peak of flavor and aroma. Gobblers can enjoy it immediately. Whether your dog is a Nibbler or a Gobbler, give him what he likes and needs with Chuck Wagon. It's the one kind of food for both kinds of dogs.

 For your pet's health
See your veterinarian annually.
© 1974, Purina Mills, Inc.



**Original or Chunky Chicken ...
The One Kind of Food
For Both Kinds of Dogs.**

LOVE THAT 1 CALORIE.



Sugar Free Diet Rite Cola.

Love its great taste.
Its less than 1 calorie
per 16 oz. bottle.

On you it looks good.

DIET RITE IS A REGISTERED TRADEMARK OF HEPPNER BOTTLE CO. CO., ST. LOUIS, MO. © 1974

TAKE A LOOK BACK AT A
1974 KARDLET®
AND REMEMBER WHEN...

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- *Full-Color Advertisements*
- *Movies, Music and Sports*
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- *Famous Births*
- *Year Timeline*
- *and Much More*

