

## 1971 Facts & Figures

### NASDAQ opens for business

NASDAQ, then the National Association of Securities Dealers Automated Quotations, started quoting 2,500 US over-the-counter stocks on February 8, 1971

### Dow Jones Industrial Average

The DJIA opened the year at \$869 and closed 1971 at \$879. The DJIA closed over 1000 for the first time the following year.

### New York Stock Exchange

The NYSE traded fewer than 50 million shares in 1971. It took five years for volume to double from 50 million shares in 1978 to 100 million in 1982. Today daily volume is 5 billion+.



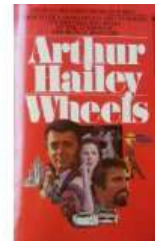
### Most important car

1971 Plymouth Barracuda -- The Poster Child of the Muscle-Car Era  
There were several all-new models for 1971, but with the advantage of hindsight we now know that none of them (including the Chevrolet Vega and the Ford Pinto) were significant. If you ask anyone with a sliver of automotive knowledge, "What 1971 model has become an icon from that era?" you'll get a quick answer -- the 1971 Plymouth Barracuda.

### Best-selling book

Wheels, a novel by Arthur Hailey, concerning the automobile industry and the day-to-day pressures involved in its operation. The auto company of the novel is a little-disguised Ford Motor Company and some of the characters are recognizable to company insiders.

The novel was made into a TV mini series in 1978 starring Rock Hudson and Lee Remick.



### Superbowl V

Baltimore Colts over Dallas Cowboys, 16 - 13, Miami Florida. The game was filled with poor play, penalties, turnovers, and officiating miscues.

The two teams committed a Super Bowl record 11 combined turnovers in the game, and the Colts' 7 turnovers are currently the most ever committed by a winning team in a Super Bowl. Dallas also set a Super Bowl record with 10 penalties, costing them 133 yards.

**SUPER BOWL V**

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