

OGGLING THE '74s



OLDSMOBILE'S CUTLASS Supreme 2-door Colonnade hardtop coupe for 1974 displays a bold front to the world with its vertical bar grille with integral parking and turn signal lamps. Front end panels in the Cutlass Supreme are of fiberglass to minimize corrosion. A four-barrel carburetor 350 cu. in.

power plant, with hydraulic transmission and variable-ratio power steering are standard equipment on the 1974 Cutlass Supreme, as are front disc brakes. Like all Oldsmobiles for 1974, the Cutlass Supreme Colonnade hardtop coupe is equipped with energy-absorbing front

and rear bumpers which meet government specifications for barrier impact. The grille swings away on minor impact, for extra protection. The sculptured look of the Cutlass Supreme's overall lines is continued for 1974, heightened by new rear deck and tail light assembly treatment.



CHEVELLE GOES into the 1974 new car field boasting a completely new sporty Laguna Type S3 coupe—with a sculptured roof treatment that features an opera window for rear seat passengers. The Laguna Type S3 projects a ready-for-the-road image, with its

own special exterior and interior trim and identification. It has sport stripes, front bumper guards, front and rear body color bumper impact strips, and color co-ordinated outside sport rear view mirrors. Other special features of the Laguna in-

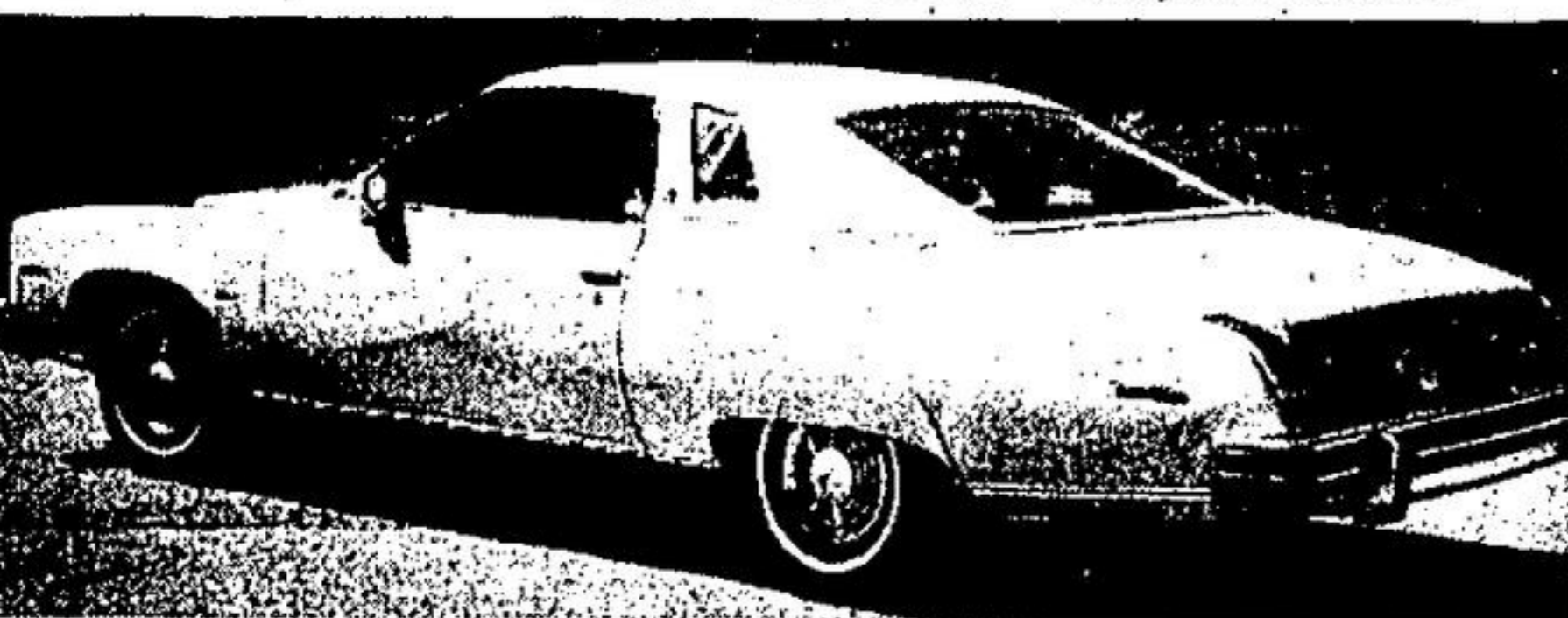
clude swivel strato bucket seats, a sport steering wheel, and a special round dial instrument cluster. The basic V8 power plant is the Chevelle 350 cu. in. engine, with a new 400 V8 available as an option. The 454 V8 engine will continue to be available.



THE 1974 Buick Century Luxus Colonnade Hardtop coupe continues the tradition of sporty elegance first presented by this series on its introduction. The new Century grille, with its vertical accents, is complemented by a new bumper with resilient urethane filler

panels matching the body exterior color, to give a custom appearance. The new tail lamp design features a rectangular style, while the rear bumpers are equipped with energy absorbers. The notchback seat is standard on this year's Century Luxus, available in either cloth and

vinyl or in all vinyl; for those who prefer them, reclining bucket seats are available as an extra cost option. One intriguing feature, new for 1974 on the Luxus, is a mist windshield wiper control that allows the driver to operate the wipers one wipe at a time if so desired.



THE VERY distinctive tail lamps of Pontiac's 1974 Luxury LeMans 2-door Colonnade hardtop wrap over the rear deck to give a most unusual design effect enhanced by the Luxury Le Mans formal roofline, with its small individual quarter window for rear seat

passengers. A strong vertical accent has been added to the twin grilles of the new Luxury Le Mans. Engineering features new for 1974 include a device that tells you when your disc brakes need checking for wear, new corrosion protection on frames and

rear suspension, lower control arms and a magnet in the power steering pump that removes metal impurities from the fluid. The Luxury Le Mans is available with optional steel belted radial tires which are part of the special radial-tuned suspension package.

METEOR - PINTO



Meteor for 1974 receives a new bright box-textured grille and new rear appearance to complement the styling theme introduced for last year's silver anniversary year model. Reflecting an emphasis on comfort and convenience,

new standard equipment features an automatic parking brake release, solid-state ignition on 400-c.i.d. and 460-c.i.d. power plants and, on the Rideau 500 two-door hardtop (above) and sedan models, pleated sew style seats with soft Barletta cloth

as standard equipment. An expanded range of options includes digital clock, visor vanity mirror and, on the Montcalm model, low back flight bench seats with fold-down centre arm rests.



Canada's best-selling domestic sub-compact, Ford's Pinto, offers new standard equipment for 1974, including a more powerful engine, improved suspension and front disc brakes. A new 2.3-litre (140-cubic-inch) four-cylinder engine will be

optional on all models. The 2.0-litre four-cylinder engine replaces the 1.6-litre as standard. The optional sports accent group is shown above on the three-door Runabout. The popular Squire option on the station wagon continues to offer simulated woodgrain

on sides and rear and other features. New options for Pinto include an anti-theft alarm system, color-keyed wheel covers with the sports accent group and the BR70 steel-belted radial-ply tires with raised white lettering.

HOCKEY BOOK AT FIRESTONE

Paul Henderson and Yvan Cournoyer received one of the first copies of a new soft-cover edition of "27 Days in September" from Al Scott, executive vice-president of Hockey Canada. The 130-page book has hundreds of full color photographs that freeze the action of the ice, and show the

drama and excitement off the ice as well. The highly-readable text takes the reader behind the scenes. This is certainly how it felt to be in that series, commented Henderson. "I think anyone who enjoys hockey will want a copy of 27 Days in September." The new edition is available

exclusively at Firestone Stores across Canada starting September 20. All profit proceeds go to Hockey Canada, to assist in the development of young hockey players who may some day meet Russian superstars in another momentous series. In Roman mythology, Nox was the goddess of the night.

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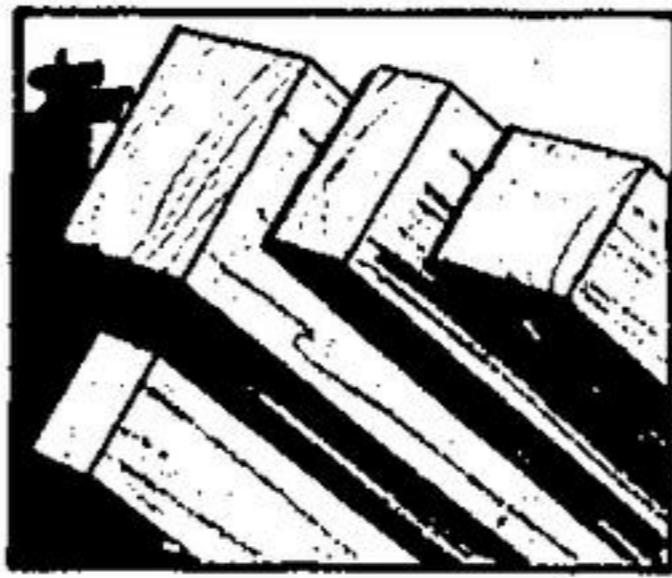
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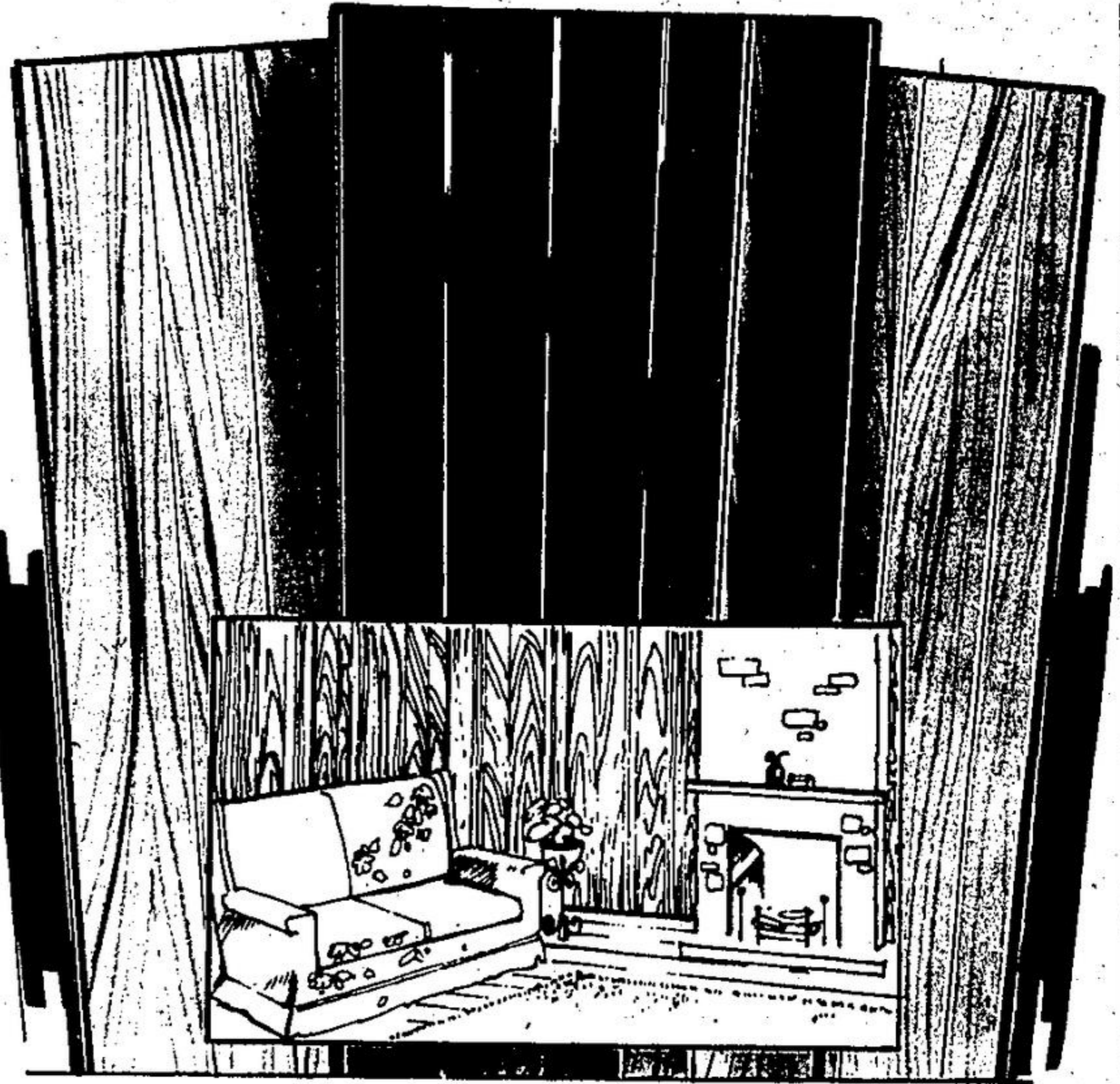
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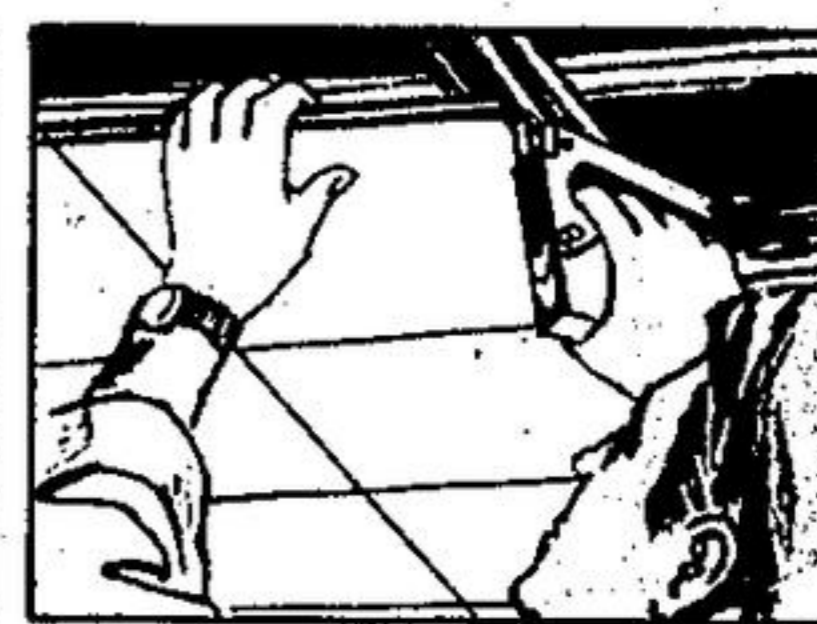
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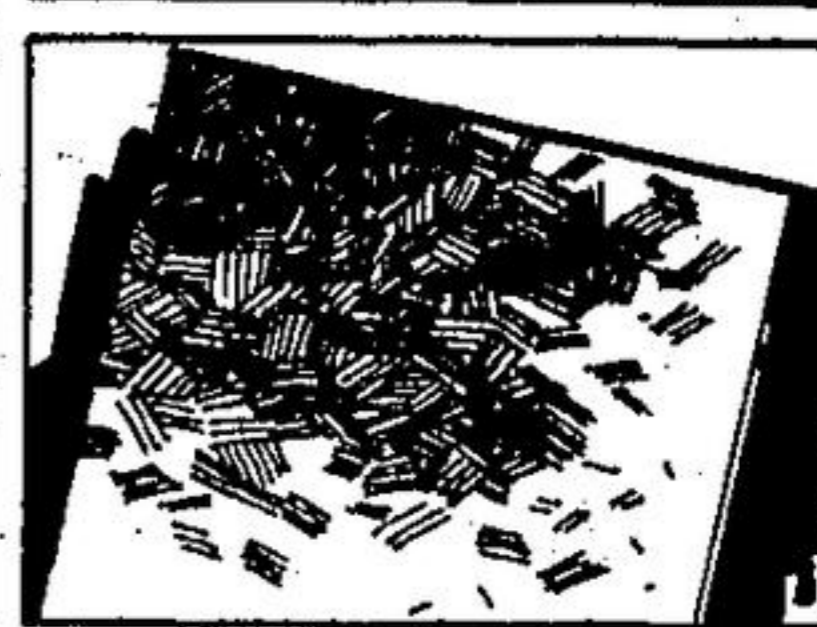
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