

BEGINS

The doors of every Chevrolet and Oldsmobile dealer across Canada are open today to usher in the new 1974 cars and trucks.

Just wait till you see the great line up!

There's a wider choice than ever before including the new Chevelle Malibu Classic, new Ninety-Eight Regency Coupe, new Cutlass Salon Colonnade Hardtop Coupe and new Cutlass Supreme Cruiser. There are more colors, fabrics and options. New roof lines. New engineering and safety features. And plenty more.

Come in and celebrate the beginning of 1974 with us. And see what a great year Chevrolet and Oldsmobile dealers have in store for you.



Delta 88 Royale Hardtop Coupe

Omega Hatchback Coupe

Cutlass S Colonnade Hardtop Coupe



Buckling seat and shoulder belts is an idea you can live with. Some of the equipment illustrated is optional at extra cost.