



SUMMER MEANS--the intricate design of Queen Anne's lace revealing the beauty of nature or a lazy afternoon ride on a faithful steed down a quiet lane or laundry drying in the sun and breeze of an August day. All reminders of a quiet opportunity to enjoy summer before winter comes to close us in.



WE WANT TO SELL CARS. YOU WANT TO SAVE MONEY. IT'S THAT SIMPLE.

Right now, many Chevrolet dealers are offering year-end savings on in-stock Impalas, Chevelles, Novas and Vegas.

Impala is America's lowest priced popular full-size car.

(Based on manufacturers' suggested retail prices.)

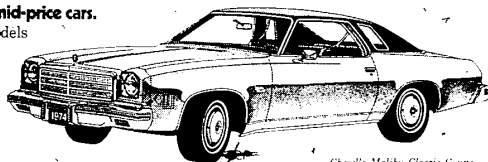
Impala. America's best-selling full-size car. It has the room, ride and comfort you want in a family-size car. And Impala's traditionally high resale value has helped it earn its nickname—The Great American Value.



Impala Sport Sedan

Chevelle is a whole family of mid-size, mid-price cars.

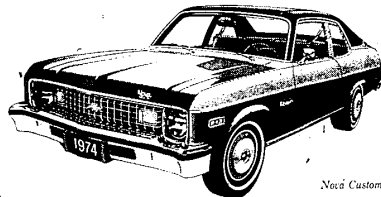
Chevelle. Nine mid-size, mid-price models to choose from. All agile enough for easy handling and parking, yet large enough for six adults.



Chevelle Malibu Classic Coupe

Nova is Chevy's sensible, economical compact.

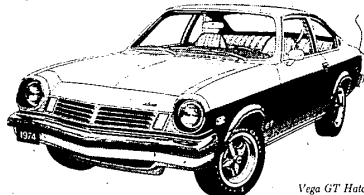
Check out our economical compact. Nova is the sensible car we've been improving and refining for 13 years now.



Nova Custom Coupe

Vega is America's best-selling little car.

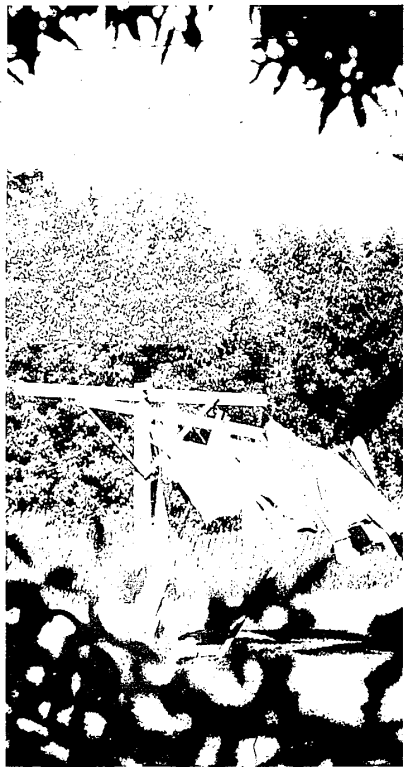
Vega is small, sporty and fun to drive. Combine that with Vega's four-cylinder economy and you have a good idea why Vega is now America's best-selling small car.



Vega GT Hatchback

See your Chevy dealer right now for year-end savings on his in-stock selection of 1974 Chevrolet cars and trucks. Chevrolet wants to sell cars, you want to save money. That's why Chevrolet's Year-End Savings Plan makes sense for America.

Chevrolet makes sense for America.



50% off



Selected group of
SUITS & SPORT COATS
1/2 PRICE
ON ALL SHORT SLEEVE
DRESS & SPORT SHIRTS
(Alt. at Cost)



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ample parking,
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