

The Toyota Chronicle

June 23, 1974, was a red letter day for Toyota Motor Sales U.S.A., Inc., with the opening of Toyota Eastern Headquarters at Easttown Suburbia Park in Easttown, New Jersey. This new headquarters building, designed by architect Philip Johnson and built by architect Skidmore, Owings & Merrill, is a landmark in the history of the automobile industry. It is the first building in the world to be built with a glass and steel frame.



Toyota Motor Sales U.S.A., Inc. announced the opening of its new offices in Easttown, New Jersey, on June 23, 1974. The new offices will be the headquarters of the company's operations in the United States.



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TOYOTA
The quality standard



TOYOTA

lineup's all performance—yet thrifty, too...
 ota's newest sensation machines
 ans!

Try one. You'll soon learn a new
 definition of value.

TOYOTA COROLLA

It's the perfect companion, the Toyota Corolla. For the young and the young at heart, there's a Corolla Sedan, Sport and Station Wagon to choose from.

1978 1600 4-Door
 Sedan. 100 hp. 1000 cc. 1300 cc. 1600 cc. 1800 cc. 2000 cc. 2200 cc. 2400 cc. 2800 cc. 3000 cc. 3300 cc. 3600 cc. 4000 cc. 4400 cc. 4800 cc. 5200 cc. 5600 cc. 6000 cc. 6400 cc. 6800 cc. 7200 cc. 7600 cc. 8000 cc. 8400 cc. 8800 cc. 9200 cc. 9600 cc. 10000 cc.

TOYOTA CORONA MARK II

It's long, low, wide and sleek. One high performance Toyota Corolla Mark II's the best thing to see since a couple of Corolla sedans, Sport and Station Wagon models.

1978 1600 4-Door
 Sedan. 100 hp. 1000 cc. 1300 cc. 1600 cc. 1800 cc. 2000 cc. 2200 cc. 2400 cc. 2800 cc. 3000 cc. 3300 cc. 3600 cc. 4000 cc. 4400 cc. 4800 cc. 5200 cc. 5600 cc. 6000 cc. 6400 cc. 6800 cc. 7200 cc. 7600 cc. 8000 cc. 8400 cc. 8800 cc. 9200 cc. 9600 cc. 10000 cc.

TOYOTA CORONA

Toyota Corona really has a place for most in the family of import autos in the U.S.A. You can't believe the value of a Corona Sedan or Station Wagon—any year!

1978 1600 4-Door
 Sedan. 100 hp. 1000 cc. 1300 cc. 1600 cc. 1800 cc. 2000 cc. 2200 cc. 2400 cc. 2800 cc. 3000 cc. 3300 cc. 3600 cc. 4000 cc. 4400 cc. 4800 cc. 5200 cc. 5600 cc. 6000 cc. 6400 cc. 6800 cc. 7200 cc. 7600 cc. 8000 cc. 8400 cc. 8800 cc. 9200 cc. 9600 cc. 10000 cc.

TOYOTA CORONA

Look at the Toyota Corona's new styling. It's new and sleek. It's been redesigned for greater styling, more refinement, availability in Sedan and Station Wagon models.

1978 1600 4-Door
 Sedan. 100 hp. 1000 cc. 1300 cc. 1600 cc. 1800 cc. 2000 cc. 2200 cc. 2400 cc. 2800 cc. 3000 cc. 3300 cc. 3600 cc. 4000 cc. 4400 cc. 4800 cc. 5200 cc. 5600 cc. 6000 cc. 6400 cc. 6800 cc. 7200 cc. 7600 cc. 8000 cc. 8400 cc. 8800 cc. 9200 cc. 9600 cc. 10000 cc.



TOYOTA LAND CRUISER

Powerful, rugged, tough—the Toyota Land Cruiser comes with a superb 133 hp engine. Toyota Land Cruiser comes in Station Wagon, Van, or Truck.

1978 1600 4-Door
 Station Wagon. 100 hp. 1000 cc. 1300 cc. 1600 cc. 1800 cc. 2000 cc. 2200 cc. 2400 cc. 2800 cc. 3000 cc. 3300 cc. 3600 cc. 4000 cc. 4400 cc. 4800 cc. 5200 cc. 5600 cc. 6000 cc. 6400 cc. 6800 cc. 7200 cc. 7600 cc. 8000 cc. 8400 cc. 8800 cc. 9200 cc. 9600 cc. 10000 cc.

TOYOTA BRUCE

A powerful high-rev engine that's more than just a number. The size you'll want to see in the Station as well as in the fun.

1978 1600 4-Door
 Sedan. 100 hp. 1000 cc. 1300 cc. 1600 cc. 1800 cc. 2000 cc. 2200 cc. 2400 cc. 2800 cc. 3000 cc. 3300 cc. 3600 cc. 4000 cc. 4400 cc. 4800 cc. 5200 cc. 5600 cc. 6000 cc. 6400 cc. 6800 cc. 7200 cc. 7600 cc. 8000 cc. 8400 cc. 8800 cc. 9200 cc. 9600 cc. 10000 cc.