

DART GT HARDTOP FEATURES OPTIONAL VINYL ROOF COVERING. Offered in black or white vinyl, roof has landau effect.

## Dodge Introduces Low-Priced Dart

The 1965 Dodge Dart will introduce a lower-priced two-door hardtop, a higher performance V-8 engine and an optional built-in air conditioner providing both heating and cooling.

Dodge's 111-inch wheelbase models for 1965 present a lower and wider appearance, achieved by restyling the entire front end and redesigning the rear end.

The 20 six-cylinder and V-8 models are offered in three series: Dart (formerly Dart 170), Dart 270 and Dart GT. Also on display are Dodge's 1965 Coronet, Polara and Custom 880 lines.

The new hardtop, powered either by a six-cylinder or V-8 engine, rounds out the Dart 270 series line-up. Compact hardtop models previously have been available only in the top-of-the-line GT series.

**THE HIGH performance engine,** an exclusive in the Dart line, is a four-barrel carburetor version of the standard 235-cubic-inch V-8 and is rated at 235 horsepower. It is equipped with a long duration camshaft, special intake manifold and special pistons that boost the compression ratio to 10.5 to 1.

For the first time in the Dart, the factory-installed air conditioner provides cooling of fresh outside air and also combines heating and cooling in the same unit. This is accomplished by the use of separate air circuits for the heater core and cooler coil.

This compact system is packaged behind the instrument panel. Removal from the passenger compartment of all components that could

be relocated provides improved foot and leg room for the front seat occupants.

Basic exterior dimensions of Dodge's compact Dart, for the third consecutive year, are 190 inches in over-all length, 70 inches in width and 54 inches in height. The four station wagons—all six-passenger, four-door models—likewise retain the same measurements and again provide 68 cubic feet of cargo space.

The wider and lower look for the 1965 Dart is produced at the front by a full-width, horizontal-barred grille, an aluminum border framing both the grille and single headlights, and a deeper-than-usual bumper.

The big oval-shaped tail lights are split—half in the rear panel, half in the trunk lid face—with the outer halves also serving as stop lights and turn signals.

**EACH OF the series** has its own distinguishing exterior ornamentation, but all three have rolled stainless steel covers and back window moldings extending along the tops of the rear side panels. Side trim below the window on the sporty GT series is limited to three simulated exhaust ports, stainless steel moldings around the wheel openings and name letters at the rear.

An option on the Dart GT hardtop provides a landau-type roof by covering the forward section, which is set off by two bright horizontal moldings, with either black or white vinyl.

A new paint finish previously used only on more expensive cars is offered in 15 colors. An acrylic enamel, its luster can be easily restored by buffing if neglect causes a dulling film.

For the interior, blue, tan, turquoise and red are color choices in the Dart and Dart 270 series for both cloth-and-vinyl and all-vinyl upholstery. The Dart GT series again offers blue, tan, red and black plus a new white-with-gold color scheme.

The instrument panel top is covered by a dark suede-like finish to cut down on windshield reflections and all other interior painted surfaces are a medium gold paint.

Dart GT models are outfitted with individual front bucket seats which have six-way manual adjustments devices.

**STANDARD ENGINES** for the Dart line are the 170-cubic-inch six-cylinder and the 270-cubic-inch, two-barrel V-8 power plants, rated at 101 and 180 horsepower, respectively. Besides the new optional high performance V-8, a 145-horsepower, 225-cubic-inch six-cylinder engine also is available, providing improved performance in the passing range.

Improvements have been made in the TorqueFlite automatic transmission to increase its durability and torque capacity.

The automatic shift control lever on the Dart and Dart 270 series is mounted on the steering column along with an illuminated gear position indicator. On the Dart GT, the automatic and four-speed manual transmissions both have floor-mounted levers and indicators.

Modifications have been made in the spark plugs, alternators and starting motors to give them a longer service life, and a new plastic cover protects the battery against terminal corrosion or loss of capacity.

Oldsmobile is introducing for 1965, a new, glamorous companion to the Dynamic 88, to be known as the Delta 88.

This new Oldsmobile, along with the Dynamic 88, Jetstar I, Starfires and 98's, is powered by Oldsmobile's recently developed 425 cubic-inch Super Rocket engine teamed with the Turbo Hydramatic transmission for the most instantaneously responsive performance in the division's history.

The completely new and roomier bodies of all full-size Oldsmobiles, including the Jetstar 88, are dramatically restyled with curved side window glass and new roof-lines in all models.

Series identification in the entire line of 1965 Oldsmobiles, from the F-85's on up to the 98's—all 32 models is more pronounced than ever.

**ENGINE displacement** has been increased by 8 per cent, yet engine weight has been substantially reduced. Teamed with new Turbo Hydramatic transmission, the performance of the 425 cubic-inch Super Rocket has horsepower ratings from 310 to 370.

The new transmission is equipped with a variable vane for alert performance at every driving speed and to eliminate part-throttle downshift. It retains the Hydra-Matic's dual range feature for added safety in downhill braking.

Oldsmobile for the first time is offering in all 88's, Jetstar I and Starfire models, a floor-mounted four-speed manual transmission, fully synchronized in all gears.

Other mechanical design changes include a new frame for increased rigidity and improved stability. Front and rear suspensions are newly designed for better ride and handling. The new chassis also features wider front brakes on the Dynamic and Delta 88's, Jetstar I and Starfires for greater brake life. On the 98's, both front and rear brake widths have been increased.

Most of the interior dimensions have been increased, with shoulder room nearly four inches greater. The design of the new cars has permitted increased luggage capacity in the trunk by up to 3.9 cubic feet.

Fuel tank capacity has been increased to 25 gallons to permit longer intervals between refueling stops during modern turnpike travel.

A STYLING and comfort innovation for 1965 is a new split-back front seat with a large center arm rest—designed for those who like the sporty look of bucket seats. When the arm rest is raised, it provides the extra utility of a bench seat. The new type seat is standard on Delta 88 Holiday sedans and coupes and on the 98 Holiday Sports sedan, coupe and convertible.

The instrument panel, with large, circular dials and indicators, is located for easier-than-ever visibility. The finish varies with the series—brushed aluminum in the 88's, black morocceen in the Starfires, walnut grain in the 98's.

The Starfire has its own roof, rear quarter, front and rear end design and specific grille. Side moldings give the appearance of external exhaust pipes which end in functional side exhaust outlets just ahead of the rear bumper.

The 98's have their own roof, rear quarters, bumpers, grille and side styling motifs. The 98 Holiday Sports coupe, with its own specific roof, features for the first time a V-shaped rear window.

Oldsmobile will produce 19 full-size models in 1965, including 4 Jetstar 88's, the Jetstar I, 4 Dynamic 88 models, 3 Delta 88's, 2 Starfires and five 98's.

Oldsmobile's Vista-Cruisers, with their new interior and exterior 1965 styling appointments,

are available in standard and custom versions of the 2-seater and the 3-seater. In 3-seat models, the rear seat faces forward.

FOR 1965, the Oldsmobile F-85 models have been changed in many areas. A new grille, headlights, bumper and hood provide completely changed and improved front end appearance.

The rear end design is also new, including bumpers, tail lamps and end panel applique. Smarter redesigned side molding treatment adds to the new look of the F-85's.

Oldsmobile's 330 cubic-inch Jet-five Rocket engines, the V-8's offered on all F-85 models and on the Jetstar 88, provide extra performance in 1965. Horsepower ratings range from 250 to 315.

Smoother ride and handling in all F-85 models has been achieved with revised body mounts, springs and rear suspensions. Top models in the F-85 line are the Cutlass coupe, the Cutlass Holiday coupe and the Cutlass convertible.

In addition to the Cutlasses, other body styles include a standard Club coupe, a four-door sedan and station wagon, and a deluxe Vista-Cruiser, and the full-size and V-6 Sports coupe.

Including the F-85's, the four Vista-Cruisers, and the full-size cars, Oldsmobile is offering a total of 32 different models in 1965.

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## Falcon for 1965

Improved performance with increased fuel economy have been achieved in the 1965 Falcon. More powerful engines—including a redesigned 200-cubic-inch six—combine with three-speed transmissions for improved operation. The 13 new models, including the Falcon Futura 2-door Hardtop (above) feature new interiors and a new instrument panel ornamentation. A larger fuel tank is also added to the new models.

## Low Price, Economy Strssed by Valiant

Plymouth Valiant for 1965 remains an economical, low-priced American compact, built on a 106-inch wheelbase. A complete line of cylinder and V-8 models is available including two- and four-door sedans, two-door hardtops, convertibles, and four-door, two-seat station wagons.

The new grille is a one-piece bright aluminum stamping, light, strong and anodized against corrosion.

Valiant has a new look from the rear, too, due to the new shape of the deck lid. Functionally, the new lid provides more space in the luggage compartment. A round bezel at the base of each tail lamp contains a clear lens for back-up lights, which are optional for all models. Tail lamps are of vertical design.

**INTERIOR STYLING** has functional value as well as decorative appeal. All-vinyl seating trim for the V-100 is one example; others are new options and changes in controls. New trim makes the instrument panel look completely different from last year's, although the basic configuration is unchanged.

A locking glove box door is now standard for convertible models, and is a dealer-installed option on all other models. The large, round instrument dials can be read more easily because the cluster has been angled slightly to make dial faces more nearly perpendicular to the driver's line of vision.

Lenses are concave and the face of the cluster plate is painted a satin silver to improve readability of the gauges.

Automatic transmission controls for both the V-100 and V-200 now have a column-mounted selector lever. When either a four-speed manual or automatic transmission is ordered for Signet models, a special trim package is included with the floor-mounted control lever.

**ALL-VINYL interiors** are standard and equipment in all V-100 body styles. V-200 upholstery combines vinyl and an attractively-designed ribbed cloth. Signet models have individual bucket seats at the front

and bench seats in the rear. All-vinyl trim with embossed pleats is standard.

There are several improvements to the ignition and electrical systems. Distributor caps are made from a new glass-filled material which have more resistance to insulator "tracking" than the previously-used caps.

Other distributor improvements provide optimum spark timing during periods of sudden change in engine load. Spark plugs, alternators and starting motors have been improved for longer life.

Automatic transmissions for each V-8 and V-100 engine have a new, heavy-duty thrust bearing arrangement for the output shaft. The new ball bearing design can better withstand the thrust forces produced by the torque converter and transmission gear train. A high-speed overdrive is installed in the Torque-Flite 8 when it is combined with the optional high-performance V-8 engine.

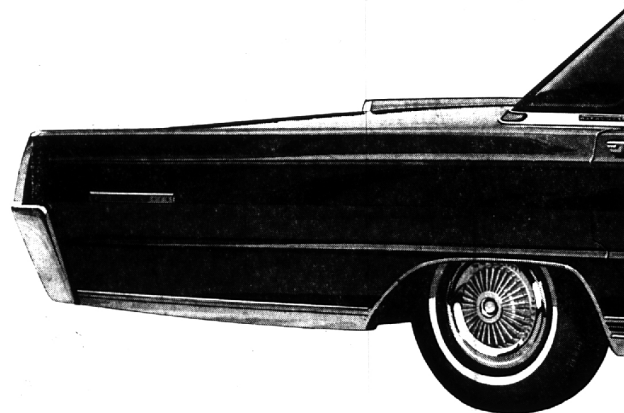
**ANOTHER OPTION** for the performance-minded driver is the new Rallye Suspension Package. It consists of heavy-duty front torsion bars, rear springs, and a sway bar. It is available only on V-8 Valiant models and will provide optimum handling for competitive events.

To supplement the Rallye Suspension Package, there are optional front-end and rear shock absorbers.

Another important option offered Valiant owners for the first time is a factory-installed air conditioning unit. The unit will operate with either fresh or recirculated air.

The air is cooled, de-humidified, de-pollinated, and discharged through three adjustable outlets located along the lower edge of the instrument panel and two smaller fixed outlets below the panel. Each of the adjustable outlets permits the air to be directed up or down and left or right.

The desire of motorists to take more with them is turning the automobile's back seat into added luggage area. A fold-down rear seat may be ordered in all 1965 Ford 4-door sedans to combine the advantages of a station wagon with sedan styling and compactness.



## Announcement

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