

Custom Interiors, Recessed Grille Highlight Lincoln

Fulfilling its role as the industry's pacesetter in design and craftsmanship, the Lincoln Continental will show refinements to its styling when it is introduced to the public.

A host of improvements in engine, chassis and body attain for the 1965 Lincoln Continental new standards in roadability, reliability and passenger comfort. Four-wheel disc brakes are standard equipment.

A new hood with slightly raised center panel emphasizes the long, classic front line of the Lincoln Continental. Flush-mounted parking light and turn signals in the leading edges of the blade-like front fenders set off the fresh new front end appearance. The grille is recessed slightly with the center portion thrusting forward in theme with the crisp hood. The diecast grille is composed of continuous horizontal bars separated vertically by open black-and-brilliant rectangles.

THE TAILLAMPs are superimposed with horizontal grille-work over the lenses, repeating the styling theme of the parking lights. The Continental emblem is centered on the broad rear deck.

Custom decorator interiors offer a combination of luxury and good taste. Trim materials include a new large cloth and a knitted moiré fabric, in addition to wool broadcloth and new low luster leathers and vinyls.

Lincoln Continental again offers a four-door sedan and the only four-door convertible built in this country. For additional formality and the limousine look, a vinyl-covered sedan roof is offered in three new colors—brown, blue and ivory gold—in addition to black and white.

Many engineering refinements are incorporated into Lincoln Continental's 430-cubic-inch displacement engine for greater durability and smoother performance. These include improved radiator cooling, a new oil filler cap with two-stage filter and oil mist separator, and a new six blade variable speed aluminum fan for air conditioned cars. A 42-amp alternator is standard, with 55 amps standard with air conditioning.

MORE STAINLESS steel is used in the mufflers, offering greater resistance to corrosion. New universal joint seals are among improvements made to the drive shaft for greater durability. Transistorized ignition is optional for 1965. It increases the reliability and durability of the ignition system by lengthening the life of the distributor breaker points and the spark plugs.

Vibrations Isolated

Vibrations transmitted to the steering wheel from the engine and the road are irritating to most motorists. The Dodge Polara, for 1965 features two flexible steering couplings that isolate these vibrations.

The trend to safety and convenience in motoring is exemplified in the 1965 Ford. An optional panel includes vacuum door lock control (all doors may be locked or unlocked at the touch of a button); a "door-ajar" warning light; emergency flashers; "low-fuel" warning light and a reminder light to "fasten seat belts."



1965 CHRYSLER NEW YORKER TWO-DOOR HARDTOP
One of 17 models that emphasize lowness and sleekness

New Chrysler Look Is 'Long and Low'

Chrysler cars for 1965 are completely new automobiles with a longer wheelbase, increased interior room, powerful engines and improved riding comfort.

The 1965 Chrysler is all new in its extra sculpture. Added to the line are three new entries: a Newport four-door Town Sedan, a New Yorker two-door hardtop and a New Yorker Town Sedan. These additions give Chrysler 17 models this year.

The Chrysler in three series—New Yorker, the Sports 300, including the 300L, and the Newport—has a wheelbase of 124 inches, an increase of two inches over 1964 models, and an overall length of 218.2 inches, an increase of 2.9 inches.

THE NEW Chrysler look is long and low. The lower part of the body has a long, gently arching shape. The Newport and 300 two-door hardtops have convertible-type roof lines. All models have full-length fender lines, accentuating the impression of lowness and sleekness.

Among the new styling features are extra side windows in the New Yorker and Newport four-door Town Sedans, giving them a total of six side windows. The two extra windows are in the rear roof quarter panels, providing a distinctive styling appeal. All models have curved glass side windows.

The new models have increased interior room, larger door openings and bigger glass areas. The sedans have 13 inches greater front head-room and 1.5 inches greater rear seat leg-room.

Twenty-one exterior colors are available in 1965. The new improved acrylic enamel feature 15 standard and six extra cut finishes. New colors include Moss Gold, Silver Mist, Frost Turquoise and Mist Blue Metallic.

Simca Sales Pass 1,000; Increase 18 Per Cent in Month
Retail sales of Chrysler's economy import—the Simca 1000 four-door sedan—passed the 1,000 mark for the first time in August when 1,005 Simcas were sold by dealers.

This is an 18 per cent increase over July. Retail Simca sales this year through August total 6,000 cars as compared to sales of 1,297 through the same month last year. The daily rate of Simca sales in August increased 44 per cent over the daily rate of August sales of the same month last year.

August sales were the best since June, 1960.

TO PROVIDE improved performance on regular grade gasoline, a 383-cubic inch engine with a 9.2 to 1 compression ratio and two-barrel carburetor is standard in the Newport series, replacing the 361-cubic inch engine used in 1964 Newport. A high performance 383-cubic inch four-barrel premium fuel engine is available in the Newport.

The 300 series again has a 383-cubic inch engine with a four-barrel carburetor and a compression of 10 to 1, using premium fuel. The New Yorkers have a refined version of the 413-cubic inch engine which improves car performance.

The 300L has a high performance version of the 413-cubic inch with a special camshaft and dual exhausts. This engine is also optional in the New Yorker and 300 series.

All engines have refinements in carburetor control mechanisms, ignition systems and electrical components designed to extend reliability and provide quiet, trouble-free operation.

ALL 1965 Chryslers have an exceptional ride, resulting from extensive improvements of the Torsion-Aire suspension system and better sound isolation.

Front torsion bars are longer, with lower spring rates. Rubber shear mounts at the rear anchors isolate them from the car body. Sway bars are standard and shock absorbers are mounted vertically to minimize friction. Increased wheel travel in bounce and rebound comes with softer rubber bumpers to soften the ride.

Rear springs are longer and have lower spring rates. A separate rear shock absorber cross member attached to the longitudinals helps keep road noise out of the car and jounce travel is increased.

The 1965 Chrysler line consists of 17 models in three series, nine of the models available with a reclining front passenger bucket seat, and optional front seat head rests.

THE VOLUME Newport economy series has a full range of body types—two-door and four-door hardtops, sedans and town sedans, two-seat and three-seat station wagons and a convertible.

The 300 sports series cars are available as two-door and four-door hardtops and as a convertible. The 300L is available as a two-door hardtop or convertible.

The New Yorker series, the luxury leader of the line, includes

a new two-door hardtop, a town sedan, a four-door hardtop and two-seat and three-seat station wagons.

NEW PASSENGER features include a large drawer in the center of the instrument panel in all models. The drawer contains a pair of ash receivers flanking a cigar lighter and a storage compartment with a coin holder for easy access to change for tolls and parking.

An exceptionally large glove box compartment is located at the right of the instrument panel.

Utilizing space not normally used, it includes a hidden tissue dispenser, a small sliding tray which holds maps and manuals, cup recesses on the inside face of the glove box door and surplus room for storage.

Interior design of the station wagon from the front seat to the tail gate has produced added convenience and safety. The 1965 station wagons feature a 121-inch wheelbase. The cushions and backs of the folding seats in both two-door and three-seat models have been trimmed to permit easier and better folding of the seat backs.

Chevrolet Offers Luxury, Variety

Chevrolet takes its longest stride into the fine car field with its 1965 passenger cars—plus offering the widest variety of luxury models and product features in its 54-year history.

On display in dealer showrooms today are 45 models in five distinctive lines of new Chevrolets. Of these, 20 are "sport models"—convertibles and hardtops.

There are all-new cars in two lines:

The regular Chevrolet long-time industry sales leader, moves to a new prestige plateau with the greatest comfort and luxury ever offered.

The Corvair makes a dramatic advance with its first major styling change in five years.

CUSTOMER approved design, with significant refinements, is continued for the Chevelle, Chevy II and Corvair lines. The Corvair also becomes the first American car to provide four-wheel disc brakes as standard equipment.

Among approximately 400 accessories and optional features available on 1965 Chevrolets is the first FM stereo system offered by an auto maker. Another is a telescoping

steering column to give greater driving comfort for Corvairs and Corvettes.

With its new models, Chevrolet hopes this year to establish its third successive industry sales mark. S. E. Knudsen, general manager, said.

The top selling Chevrolet line is an entirely new automobile for 1965.

Fifteen models in four series stress a bigger car concept. The new Chevrolet is longer by more than three inches (to 213.1 inches), wider by 1 1/2 inches (to 79.5 inches) and one inch taller (to a sport coupe height of 54.1 inches) than 1964 models.

Interiors offer greater roominess—three inches more shoulder room—plus increased leg room, both front and rear. Floor tunnels are substantially smaller. The luggage compartment has a flat floor for easier loading.

THE ALL-NEW styling features an entirely new look. Square front fenders sweep through the body into contoured rear quarter panels. The grille is framed by deeply recessed headlights.

The rear deck is flat with a slight downward taper to a full-width rear bumper. Chevrolet's traditional triple tailights are hooded and extended back from either side of the rear panel. All models have a low silhouette roofline and curved side

Spare Tire Inside

The spare tire for the 1965 Dodge Polara station wagon is stowed in a vertical position inside the car in a well behind the right wheel housing.

Fresh Air

Fresh air ventilators are built into the body structure of the Dodge Polara and Custom 880. They are standard on all models.

Windows. Convertibles have tempered glass rear windows.

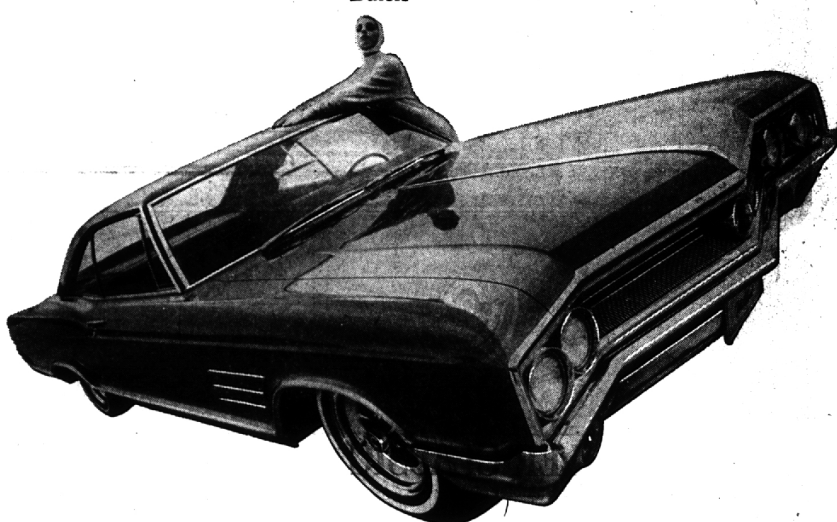
Beneath the new body is an equally new chassis. A number of improvements result in greater ride and handling characteristics. The 110-inch wheelbase is retained.

A "wide stance" chassis gives wider front and rear tread. The front is wider by 2.2 inches to a total width of 62.5 inches and the rear is 3.1 inches wider to a total of 62.4 inches. There is improved full coil suspension both front and rear.

A sturdy, new perimeter frame provides the structural platform for a new strut rod front suspension, new link-type rear suspension and new parallel relay steering system.

SIX ENGINES (one six and five V8's) are offered, ranging in horsepower from 140 to 400 and incorporating a number of engineering improvements. Four transmissions are available with a total choice of 16 power teams.

Buick
'65
Buick



We changed the Buick a lot this year. And you may never be the same again yourself.

We doubt you'll want to be the same. Not once you set eyes on our new Buicks. On the Buick Special and the Skylark. The LeSabre, Electra 225, Riviera. And on the sleek, modified fastback of the wild, wilder, Wildcat in the picture. True, there's a new high-style touch. But that's hardly all. Engineering still has the emphasis. It's a Buick tradition. So are the extras Buick spends a little extra on. Like finned brake drums that do a little better. And smoother drivelines. A tuned suspension to smooth ribcage roads. Now add Buick's Super-Turbine transmissions—and you have an idea of what Buick owners have always liked about Buick. We think you'll feel the same.



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Sloping Roof Lines Dominate New Buick

The influence of Riviera styling, featuring more sloping roof lines, longer, lower hoods, shortened rear decks and high-crown rear fenders, dominated the theme of the new line of 1965 Buicks.

The new models will be introduced to the public in dealer showrooms today.

Buick's trend towards sportiness is design, as exemplified in its Riviera, is more evident in two-door models in the Wildcat and LeSabre series, with their long, sloping roof lines. However, the classic Riviera styling is very evident throughout the entire 1965 line.

THE WILDCAT, with a three-inch longer wheelbase, is less than an inch longer overall than its last year's counterpart. Yet it looks much longer due to its lengthened hood and front fenders, lowered roof lines and repositioned front wheels.

Edward D. Rollert, Buick's gen-

eral manager and vice president of General Motors, said the new Buicks represented "a year of forward movement for us in design, notably in our Electra, Wildcat and LeSabre series, and a year of engineering refinement in our Special, Skylark and Riviera models."

Rollert pointed out that the new styling lines were influenced by Riviera because of the outstanding success of this sports car introduced by Buick in 1963.

All regular-sized models—Electra 225, Wildcat and LeSabre—have all-new, wider bodies with curved side glass. By repositioning the rear wheels in these models, several inches of additional passenger room has been gained both front and rear.

There are many 1965 innovations in the Buick line, such as the disappearing headlamps used in the Riviera. When not in operation, the headlamps disappear behind the fender grilles.

The Skylark and Electra series introduce "wall to wall" taillamps—a wide horizontal strip running the width of the car.

LE-SABRE, Wildcat and Electra convertibles have a rear window of solid plate safety glass to maintain clear vision. The top may be lowered with the glass in place.

A new "hitch back" seat, combining the appearance of bucket seats with the utility of bench seats, is available in Wildcat and Electra models.

Instrument panels and interior features are new on all series.

Each series has its own grille, bumpers and other identification to give it its own individuality. All models have frameless glass. Power opening radio antennas are located on the rear fenders of the LeSabre, Wildcat and Electra models.

BUICK WILL market 39 models in its 1965 line, including six in the Special and Special Deluxe series; four in the Skylark; seven different LeSabres; ten Wildcats; seven Electras, and the one Riviera model. In addition, there will be two six-passenger and two nine-passenger versions of the new sportswagon, featuring the panoramic sky roof.

BUICK ELECTRA 225
High-Crown Rear Fenders