IMPERIAL CROWN COUPE EMBODIES ELEGANCE, QUALITY
Emphasis is on luxurious appointments and a quieter ride.

1965 Imperial—Year of the Quiet Ride

Imperials for 1965 have more luxurious interior appointments, better acceleration and numerous chassis improvements designed to provide an even quieter ride than their 1964 predecessors.

The Imperial has a new front end design. It features a new, two-piece, die-cast grille occupying the full-width undivided grille opening. The dual headlamps, set in bright rectangular headlamp doors, are recessed into the grille at either end. Each set of headlamps is protected by a pane of high strength tempered glass.

There is a new wheel cover design with fine serrations around the outer surface. The flat surface of the hub rising from the center of the cover has a medallion with Imperial block letters arranged in two semi-circles on a gold-textured background.

BOASTING A reputation last year of having the quietest ride in the industry, the 1965 Imperial is even quieter. Those features of motoring silence which made the car so appealing to luxury car owners last year have been expanded and improved.

Among the major improvements in providing greater silence are:

1) Two constant-velocity universal joints are used to eliminate speed and force fluctuations from the drive line. One is located at the center and the other at the rear of the two-piece drive shaft.

2) The tire size has been changed to 9.15x15 to provide a new low profile tire that eliminates tire squeal on braking and cornering and provides longer life and better gas mileage.

3) A redesigned torque converter reduces car "creeping" while the engine is idling. The improvements retain high-speed efficiency while increasing low-speed torque.

4) **EXTRUDED** and flanged rear axle shafts with tapered roller bearings replace the tapered roll forged shafts. This arrangement ensures longer bearing life, quieter operation, and improved serviceability.

5) A new camshaft with longer duration, increased valve overlap, and higher valve lift improves the performance of the 413 cubic inch V-8 engine. It gives improved acceleration performance while retaining the same 10.1 compression ratio, single four barrel carburetor and output ratings.

6) New belt drives provide increased auxiliary drive capacity and quieter operation.

7) The reliability, durability and quietness of the TorqueFlite automatic transmission have been improved. Low speed gear noise is minimized by a new planetary gear set.

8) A new modified needle bearing housing and an improved permanent bearing lubricant bring about quieter operation and longer trouble-free service in the alternator.

FOUR MODELS in two series are continued in 1965: the LeBaron four-door at the top of the line; the Crown Coupe two-door hardtop; the Crown four-door hardtop, and the Crown convertible. New this year is a vinyl roof option for the Crown four-door hardtop. Colors available for the vinyl roof include black, white and chestnut.

The wide selection of exterior colors for 1965 include several new high metallic light pastels. Also available is a new "Black Plum" with a completely coordinated leather interior.

The design attention for 1965 has been directed toward interior treatment. A rich walnut veneer has been used to accent all areas, especially the instrument panel.

A wide band of walnut across the full width of the lower half of the panel face provides the background for the radio dials and controls in the center and the heater controls to the left. Both the AM search tune and the AM-FM radios are now fully transistorized.

AN INNOVATION is the location of a reminder light called the "Sentry Signal" in the instrument panel cluster. It gives off a steady, bright red glow illuminating a "check guages" callout signal should the engine temperature exceed a safe range or the fuel level or oil pressure become too low. A full complement of gauges is continued.

A column-mounted transmission shift lever is new this year. The parking brake is automatically released when the drive or reverse position is selected.

Availability of interior colors has been increased. Three different and distinct trim patterns are available for Imperial models. Cloth and leather trim is standard for all models except the convertible, where all-leather trim is standard.

Leather trim material is available at no cost on the Crown Coupe, and at extra cost on the LeBaron and Crown four-door hardtops. A gray all-broadcloth trim is new in 1965 for the LeBaron.

The Crown Coupe and convertible continue to include the personalized interior, featuring individual executive-type front seats.

THESE SAME leather-trimmed individual front seats with reclining back for the passenger side are now available at extra cost for the two four-door models. They continue as standard items on the Crown Coupe and the convertible. All reclining seat installations have a foot trip lever mechanism on the right side to enable rear passengers to exit with greater ease and convenience.

Luxury items for back seat passengers include the storage compartments at the rear of the front seats on the convertible, Crown Coupe and LeBaron and the special rear reading lights of the LeBaron.

Horizontal bands of wood veneer decorate the rear surface of the LeBaron front seat back and the door panels of all the models except the Crown four-door hardtop. Simulated grained leather provides the background for the door closing pull handles on the Crown four-door hardtop.

There is a new richer texture for all of the vinyls and leathers called a Cologne grain.

EXCLUSIVE LeBaron features this year are sliding assist straps attached to the roof rails that can be moved fore and aft to suit the individual needs of the rear passengers as well as new chrome die-cast rear seat grab handles.

Another refinement is the foam-covered hardboard head lining in the Crown Coupe and LeBaron models.

Power vent wings are standard for the first time in all models.

Further gains have been made to assure maximum starting reliability and to minimize service requirements. As in previous years, major power train components are covered by a 5-year or 50,000 mile warranty.

Hills Auto Executives Predict Banner Year

In connection with the introduction of the new 1965 models of the five General Motors car divisions, Frederic G. Donner, Chairman, and John F. Gordon, President, commented on the domestic automobile market as follows:

"Retail sales of cars and trucks in the United States in the 1964 model year, just concluded, established a new all-time record with a total, including nearly 500,000 imported vehicles, in excess of 9½ million vehicles.

This includes more than 8.1 million passenger cars and about 1.4 million trucks. Sales in the 1963 model year were 7.6 million passenger cars and 1.2 million trucks for a total of 8.8 million units.

"THE RECORD rate of automobile sales in 1964 both contributed to and reflected a high level of economic activity and continued consumer confidence. Industrial production is up about 6 per cent from a year ago. Employment has risen by more than 1.5 million and personal income on an annual rate basis has risen by about $27 billion over the past year.

"The current period of expansion now extends over 3½ years—one of the longest peacetime expansions on record. Nevertheless, the signs of the excesses or imbalances usually apparent at this stage of expansion are remarkably few, and presently available indicators point to a continuation of current trends.

"One of the reasons why automobiles have been selling well undoubtedly lies in the fact that prices for comparable new cars have remained substantially unchanged since the fall of 1958 while disposable income has continued to rise.

Prices of used cars of comparable age are about 25 per cent higher now than they were at the beginning of the current period of expansion. The strength of these prices indicates the continuing high interest in car ownership.

"THE 1965 model year opens, therefore, with a number of indications of continued good business for the auto industry. The new models now being introduced provide the stimulus of attractive new styling coupled with significant mechanical improvements.

"Supporting these current trends are the long-term growth forces of a rising replacement demand and growing car ownership. The current normal replacement need is calculated at more than 5½ million cars annually.

Growth in car ownership can be expected as a result of a rapidly increasing population, purchases by families not now owning cars (one in five) and the trend toward suburban living which stimulates family ownership of two or more cars.

For the 1965 model year just commencing these growth factors together with calculated replacements would indicate a long-term sales level for 1965 of over 7.8 million passenger cars.

Beyond that and with a continuation of the current broad economic expansion passenger car sales for 1965 could well be in excess of this level and in line with the industry's 1964 model year experience.

"Similarly, with all indications pointing to a continued high rate of business spending for capital equipment, new truck sales in the 1965 model year are also expected to approximate the 1964 level."

New Coronet Added to Dodge Line

Dodge will enter the 1965 model year with a new-sized Coronet line added to its product line-up between its compact and regular-sized cars.

The 117-inch-wheelbase Coronet, significantly larger than competitive nameplates in its class, provides sufficient passenger compartment space to accommodate six adults comfortably.

The 17 models are divided between the Coronet, Coronet 440 and sporty Coronet 500 series with a range of seven engines from a 225-cubic-inch six-cylinder to a 426-cubic-inch V-8, including an economical, lightweight V-8.

THE NEW Dodge line, along with the compact Dart and conventional-sized Polara and Custom 880, will be introduced to the public at Dodge dealerships across the country on Friday.

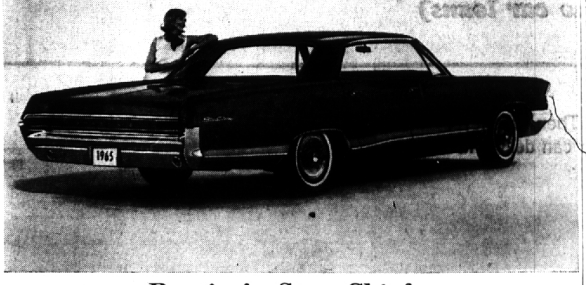
The previously unfilled slot in Dodge's product line-up which the Coronet will occupy is currently the fastest-growing segment of the American automobile market.

"There is a definite trend, in both individual and fleet purchases, to a lower-price, family-size car like the Coronet, offering more car than the compacts and yet more economical than the conventional-sized cars," Byron J. Nichols, Dodge general manager, said.

"We believe the 1965 Coronet is an ideal family-size car. It is convenient for suburban driving and at the same time highly suitable for cross-country trips."

The Coronet measures 204 inches in over-all length, 75 inches in width and 56 inches in height.

A WIDE and massive appearance has been given to the new line in the styling treatment of the entire front and rear ends. The four corners of the car have been noticeably squared off to take visual advantage of the full width, height and length of the body.



Pontiac's Star Chief

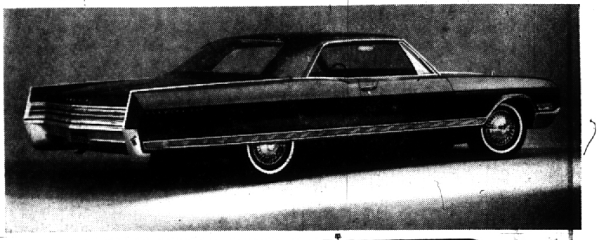
Representing Pontiac's Star Chief series is this four-door Vista. The Star Chief presents an exceptional long appearance accented with the three new stars on the roof sail panel. Available also in a four-door sedan. Pontiac offers 13 models in its Catalina, Star Chief and Bonneville lineup plus luxury sports car flair of the Grand Prix sports coupe.

Satellite Tops Belvedere Line

A new name at the top of the Plymouth Belvedere line for 1965 is the Satellite, a sporty number with a distinctive roof line and special interior trim and distinguished it from the rest of the Belvedere models. The Satellite, powered by a V-8 engine, is available as a two-door hardtop or convertible. Bucket seats, all-vinyl trim, and a center console between the front seats are among the items of standard equipment.

Electra 225 for '65

Long horizontal lines accentuate the length of the Buick's 225 Electra. A more gently sloping roof line, high crown rear fenders and a sloping rear deck enhance the styling of the new, roomier body with its curved glass windows. Walnut panelling is generously used in the interior design.



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Amount Financed	Public Bank $4.50 per Hundred	Others' $6.00 per Hundred	You Save at Public Bank	Public Bank $4.50 per Hundred	Others' $6.00 per Hundred	You Save at Public Bank	Public Bank $4.50 per Hundred	Others' $6.00 per Hundred	You Save at Public Bank
$1,500	$ 67.50	$ 90.00	$ 22.50	$135.00	$180.00	$ 45.00	$ 202.50	$270.00	$ 67.50
2,000	90.00	120.00	30.00	180.00	240.00	60.00	270.00	360.00	90.00
2,500	112.50	150.00	37.50	225.00	300.00	75.00	337.50	450.00	112.50
3,000	135.00	180.00	45.00	270.00	360.00	90.00	405.00	540.00	135.00

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