

What's New To Drive In 1965!

Holland, Michigan, has its tulip festival; Romeo, its peach celebration, and Traverse City, its cherry festival. Many other communities in Michigan and elsewhere throughout the nation mark similar special events based upon leading local products or crops.

In the Detroit area, the big occurrence of the year is the introduction of the new automobile models.

Manufacturers go to great lengths to develop new designs and to perfect engineering and styling advances in great secrecy. As the time for the results of their efforts to be revealed each year draws near, an air of excitement pervades the Motor City and its environs.

Some of this feeling of anticipation spills out into other parts of the state and over the United States, for the automobile has become

closely bound with the economic stability and the way of life of virtually every American.

The time for secrecy is past and now the manufacturers and dealers in the automobile world are about to raise the curtain on their greatest annual show—introduction of the 1965 models.

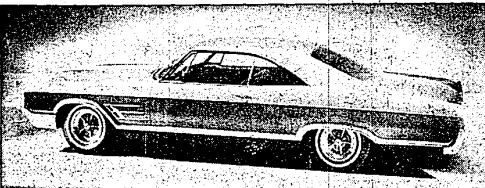
On this page, The Observer Newspapers, as a public service, present photographs of many of

the new models which will be unveiled by the leading manufacturers during the next few days.

Coming on the heels of a banner production year, they mark the opening of a new 12-month output which industry leaders predict will be the greatest in automotive history.

The theme of the introduction is "What's New to Drive in 1965?"

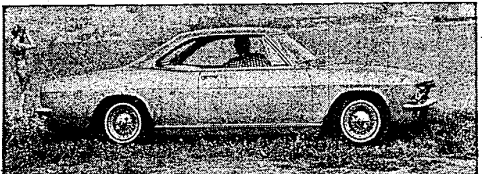
Here is your first opportunity to see and compare them.



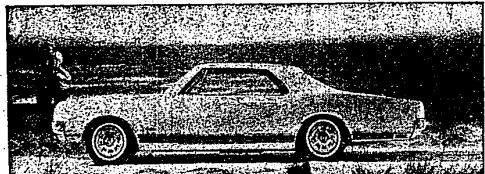
BUICK—Shown above is the 1965 Buick Wildcat two-door sedan which features semi-fastback styling and a longer hood; lower, longer roof lines and a short rear deck. The lengthened hood and front fenders were attained by adding three inches to the wheelbase (now 126 inches), although the overall length has been increased less than an inch. Other models include the Electra, LeSabre, Special, Skylark and Riviera. All will be on display September 24 in dealers' showrooms.



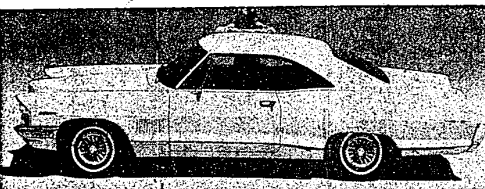
CADILLAC—The 1965 Cadillac, which will be displayed in showrooms of dealers beginning September 24, represents the most extensive design and styling changes in the company's 62-year-history. Shown above is the Fleetwood Sixty special sedan, which is four-inches longer than last year's model. The new Cadillac is offered in three series—the Calais (new this year), the DeVille and the Fleetwood—with 11 models. The Fleetwood has a 133-inch wheelbase and an overall length of 227.5 inches. Most other models have 129.5-inch wheelbases and overall lengths of 224 inches.



CORVAIR—The Chevrolet Corvair for 1965 features the compact car's first major styling change in five years. The Corsa sports coupe, shown above, and the convertible lead the new series. Also to be placed on display September 24 will be the Monza sports coupe, sedan and convertible, and two 600 models. The new Corvair is longer, wider and lower, although retaining the 115-inch wheelbase, and offers more engine power. The engine is mounted in the rear and aircooled. The Corsa has 180 h.p.



LIKE ALL 1965 full-size Oldsmobiles, the 1965 Starfire is completely new, with a roomier body and a distinctive tapering roofline. The Starfire differs from other Oldsmobile models in the design of the front and rear end, and in its side moldings which end in functional dual exhaust outlets. This sports model, on display September 24, is powered by a new 425 cubic inch Starfire engine. Oldsmobile is also introducing for 1965 a companion to the Dynamic 88 series to be known as the Delta 88.



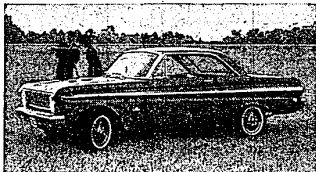
PONTIAC—The Pontiac Catalina sports coupe, shown above, is typical of the new body design offered in the company's 1965 Catalina, Star Chief, Bonneville and Grand Prix models. The new cars will be seen in dealers' showrooms September 24. The Catalina models, the Grand Prix sports coupe and all station wagons have 121-inch wheelbases, while the Star Chief and Bonneville models measure 124 inches (with the exception of the Bonneville Safari). Overall length of the Catalina and Grand Prix is 214.6 inches; the Star Chief and Bonneville, 221.7 inches, and the Safari models, 217.9 inches.



RAMBLER UNVEILED—The Rambler Ambassador, shown here, is the longest and most luxurious of three distinctively different lines of American Motors' cars for 1965. The overall length has been increased by 10 inches on all models except station wagons, and a convertible is offered for the first time in the Classic and Ambassador lines. The Ambassador motors range from the new 155-horsepower six-cylinder to the 270 V-8 motor. The new models will go display Sept. 23 at local dealerships.

Here They Are . . .

. . . for the first time—American models unveiled by manufacturers are scheduled to be displayed in showrooms within a three-day period, September 23 through 25. Photographs of the few 1965 automobiles not contained on this page will be published in next week's editions of The Observer Newspapers.



FALCON FUTURA—Increased fuel economy, with savings up to 15 per cent, has been achieved in the tastefully restyled Ford Falcon for 1965. This is the Falcon Futura two-door hardtop, one of 13 new Falcon models to be introduced on September 25 in Ford dealer showrooms. More powerful engines—including a redesigned 200-cubic-inch Six with seven main bearings for added smoothness—combine with three-speed Cruise-O-Matic or three-speed manual transmission for economy and performance improvement.



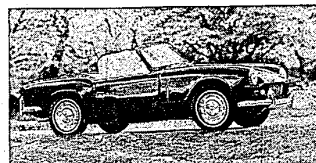
THIRD IN SERIES—A third Mustang model—the "2 + 2" fastback—joins hardtop and convertible Mustangs which were introduced last April as the first of Ford's 1965 cars. The new Mustang provides seating for four. Fold-down rear seats permit added luggage—including skis and other lengthy equipment—to be carried inside the car with driver and passenger. Standard equipment on all Mustangs are bucket seats, molded nylon carpeting, floor-mounted shift, all vinyl interior, padded instrument panel and full wheel covers. The new fastback Mustang will be shown starting September 25 in Ford dealer showrooms.



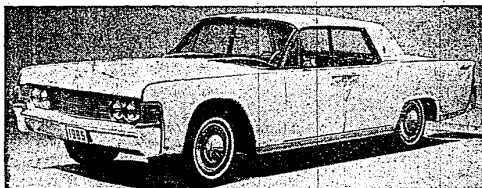
THUNDERBIRD FOR 1965—The classic Thunderbird styling and engineering is combined with such advance features as front-wheel disc brakes, reversible keys which may be inserted into ignition and trunk locks either side up, and sequential turn signals which create a light pattern in the turning direction. The three 1965 Thunderbird models—landau, convertible and hardtop (shown above)—will debut in Ford dealer showrooms on Friday, September 25.



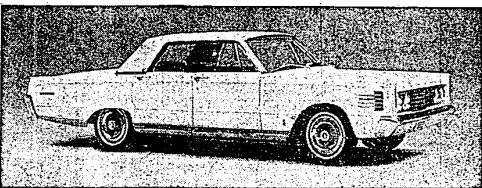
RENAULT—The 1965 line of Renault automobiles includes the redesigned R-8 four-door sedan (shown here), the Dauphine "economy sedan" that is France's most popular car, and the Caravelle, a sport convertible with traditional European lines. These cars will be presented tomorrow in local dealers' showrooms.



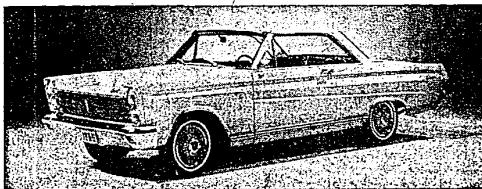
"MOST POPULAR"—The Standard-Triumph Motor Company of England calls its Triumph Spitfire (shown here) "America's most popular sports car." The 1965 Triumph models, including the roomy, four-door family sedan, will be on display starting tomorrow at local dealers' showrooms.



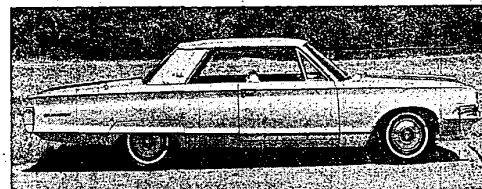
LINCOLN CONTINENTAL—Pacesetter in design and craftsmanship, the Lincoln Continental shows progressive refinements to its classic styling in its 1965 models. New models feature a host of improvements in engine, chassis and body and front wheel disc brakes are standard. A four-door convertible is offered in addition to the four-door sedan pictured here. The new models will be introduced at Lincoln-Mercury dealerships next Wednesday, September 23.



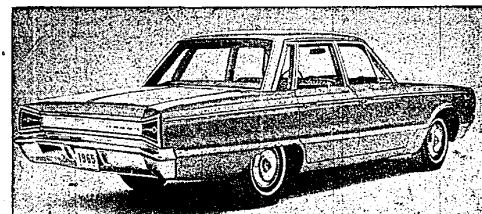
CLASSIC STYLING—Mercury for 1965 is an entirely new car, three inches longer, with classic styling that imparts a look of formality as illustrated by this Park Lane four-door hardtop. Crafted in the Lincoln Continental tradition, the 1965 Mercury has a new torque box frame and rigid body design, with coil spring rear suspension for greater riding comfort. Distinctive design features are gently curving side glass, sculptured panels and bold, clearly marked character lines. The new Mercury will be introduced in dealers' showrooms on Friday, September 25.



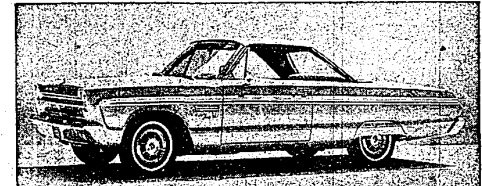
MERCURY COMET—An entirely new appearance and major mechanical advances are presented in 1965 for the Mercury Comet. Vertical headlamps are distinctive of the newly-designed front and a new electrical system includes an alternator as standard equipment. Shown here is the Caliente two-door hardtop, one of 11 Mercury Comet models which will be introduced in Lincoln-Mercury dealerships on Friday, September 25.



NEW STYLING—Chrysler automobiles for 1965 are completely new, with longer wheelbase, increased interior room, more powerful engines and improved riding comfort. Seventeen different models are available, including three new body styles—a distinctive New Yorker two-door hardtop, show above; a four-door Town Sedan in both the Newport and New Yorker series; and the 300 series. All Chrysler engines have refinements in carburetors, controls, ignition systems and electrical components. They will be introduced September 25 at local dealerships.



DODGE CUSTOM 880—Dodge introduces a completely restyled line for 1965. Pictured here is the Custom 880, which goes on display at Dodge dealers September 25. The model shown is a four-door sedan, featuring six side windows. The Follars, formerly produced on a 119-inch wheelbase, has been expanded to 121 inches. Buyers will have a choice of four engines.



NEW PLYMOUTH MODEL—Plymouth's new entry in the low-priced, full-sized field is the 1965 Fury. It has a wheelbase of 119 inches, and offers 22 models in four different series—Fury I, Fury II, Fury III and Sport Fury. Pictured above is a Fury III two-door hardtop. Buyers are offered a choice of five engines, ranging from the 225-cubic-inch six-cylinder to a 426-cubic-inch V-8. The cars will go on sale September 25.