

WHEN YOU RIDE IN A
1966 AUTO
You'll Feel Like You Are
FLOATING
ON A CLOUD



The Tribune

STOUFFVILLE — MARKHAM — UXBRIDGE, ONT. — THURS., MAR. 17, 1966

GIVE YOURSELF
CLASS!
THE 1966 CAR MODELS
HAVE "IT"!



BMC PRODUCTS FOR 1966



Austin 1800 — with speeds in the 90 M.P.H. range and hydro-lastic suspension the British Motor Corporation is looking for the Austin 1800 to become a big seller in Canada. Car also features disc brakes, new ventilation system and big luggage compartment space.

FORD PRODUCTS FOR 1966

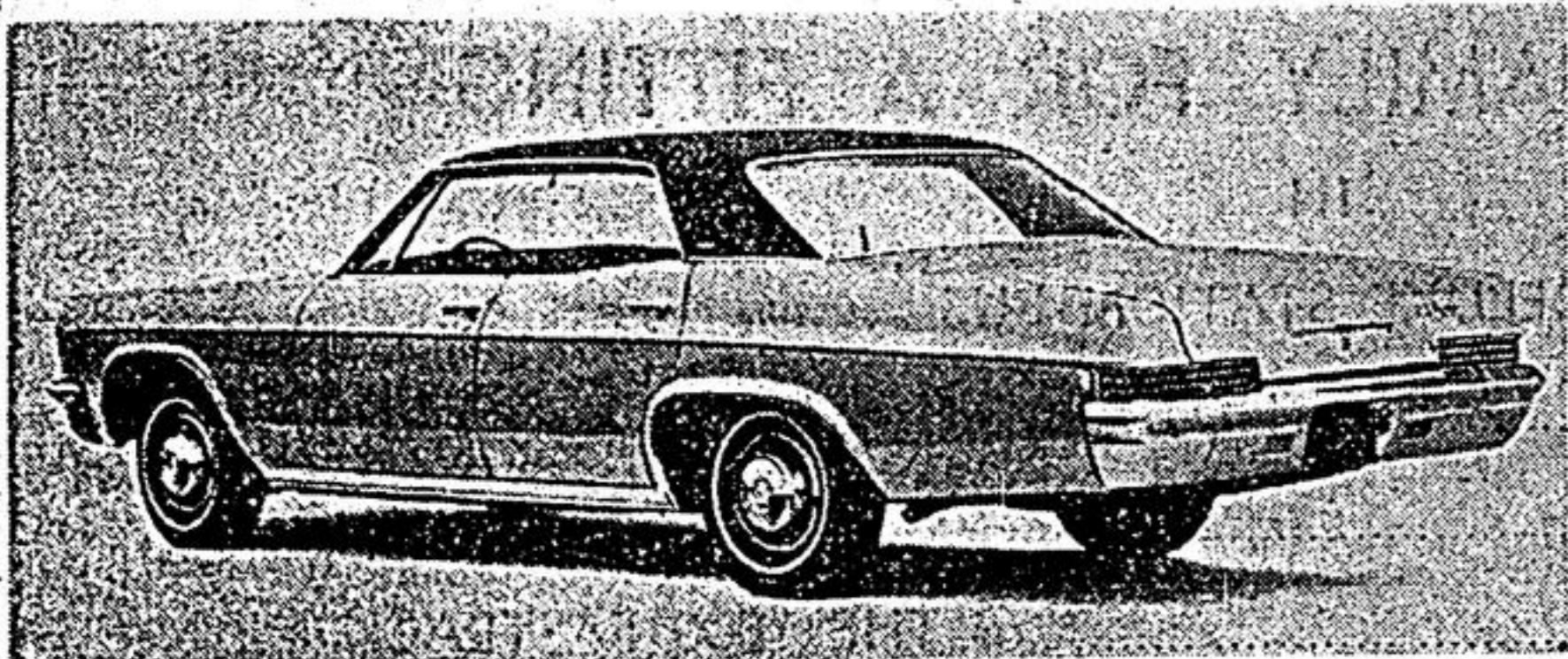


OAKVILLE, Ont. — Dramatic styling — including a new 2-door hardtop roof line — features the Ford Galaxie 500 7 Litre 2-door hardtop shown above. The "7 Litre" is a new series available in 2-door hardtop and convertible models. It is equipped with a new 428-cubic-inch V8 engine and front wheel power disc brakes as standard equipment. Both the disc brakes and the new engine are optional on all other Fords. Other features include unique 7 Litre identification, distinctively styled steel wheel covers, and special dual accent paint stripes.



Handsomely restyled for 1966, the all-Canadian Meteor has a longer body — up to two inches to 220.4 from bumper to bumper — a new grille with long horizontal lines, shortened blinker lights and rounded front fenders. Added to the Meteor line for 1966 is the new sports model — the S33 — shown above. It incorporates all the changes in the Meteor line plus a 289 V-8 motor and automatic transmission as standard equipment. It is available with stick shift transmission fully synchronized in all forward speeds.

GENERAL MOTORS PRODUCTS FOR 1966



Dramatic outside, luxurious inside, Caprice is an all-new series for Chevrolet 1966 and part of a lineup which features restyling throughout. The Custom sedan's sweeping roofline typifies the sharpened, more distinctive styling that Chevrolet has put into 15 models in all series: Caprice, Impala, Bel Air and Biscayne. The new styling shows in the grille, bumpers front and rear, the new sweeping hood and fenders and the sculptured rear. A luxurious special sport interior is standard for the Caprice Custom coupe and it includes Strato-bucket tapered seats, a lighted centre console with wood grain finish and gauge cluster, and elegant trim. Caprice series includes a Custom coupe, Custom sedan and a station wagon.



The Pontiac Grande Parisienne, a new series introduced for 1966, is available in two models, sport coupe and sport sedan. The sport coupe has a dramatic new roofline which distinguishes the Grande Parisienne from the rest of the Pontiac line. Grande Parisienne has a luxurious interior, with wood-trimmed instrument panel and steering wheel, and Strato-bucket seats in the sport coupe. New grilles, bumpers, hoods and fenders mark the style change for all Pontiacs and from the roofline back they are completely redesigned. Among new mechanical achievements in a fully-synchronized manual transmission which allows a shift into low without stopping. A new three-speed automatic transmission is also available. The line also introduces new engines and an increased power range.

NEW 2% TAX BOOST EFFECTIVE APRIL 1st. CAR PRICES GOOD! CONSUMER BENEFITS NOW!

Widest Choice Given Buyers

(By Graham Lightfoot)

The 1966 car year is almost half over now and it is interesting to look at the acceptance the cars have had with the public.

When the new safety features were first announced and that they would cost extra, the public seemed to throw up their hands and cry, "they're just making more money out of us."

Now we can take an overall look and find that Mr. Public had no need to cry foul at the improvements. He has said instead, "just what I need, why can't I have more safety features?" Price has been forgotten or overlooked because it turned out that for six extra safety features he only pays an average of \$10. In last year's models the outside rearview mirror, windshield washers, back-up lights, rear seat belts and a padded dash and visors all cost extra; an extra \$10 each average.

Dealers in this area have won the confidence of the motoring public with the new cars. While some dealers report that the sportier, flashier cars are selling better than the cheaper models, they all agree that people want the car that has the most safety features.

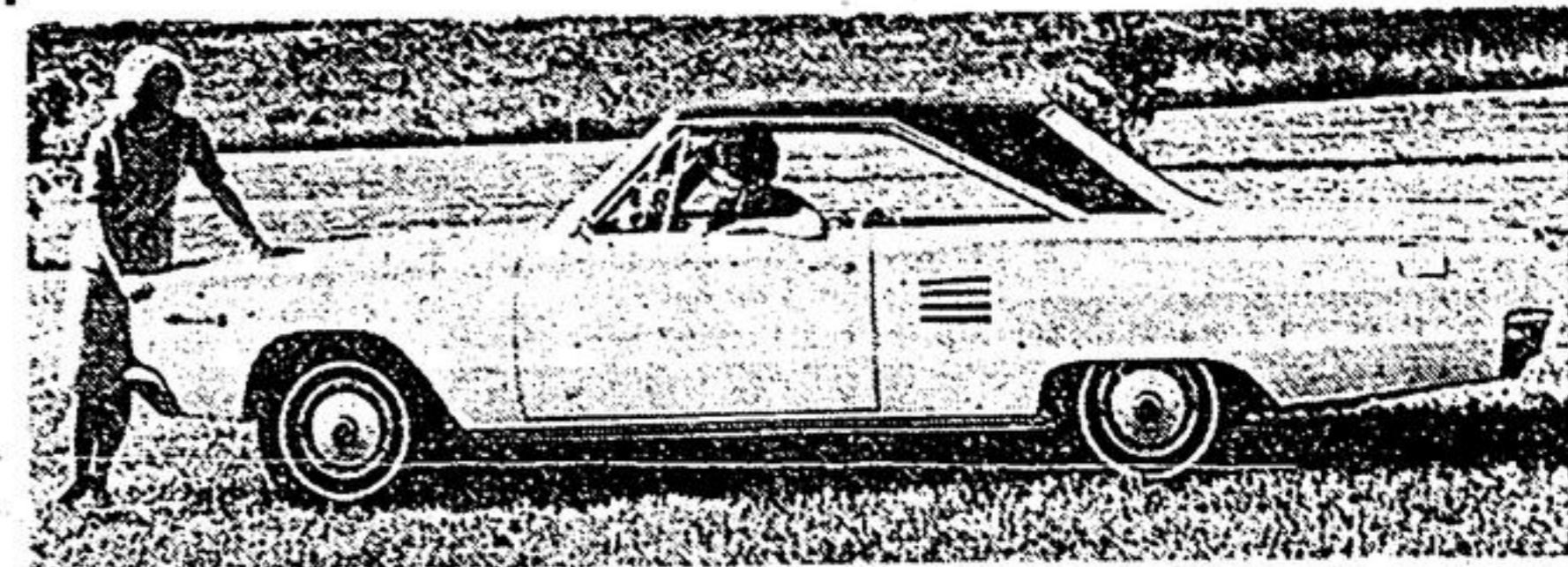
Dealers say "this year's cars are the best made yet. This year a car goes out and we don't see it 'til the next service check."

Cars are bought today with a purpose in mind, rather than a price range, although that is also a consideration. A man will determine his car by the type of driving he is doing, city or country, or by his accommodation. If a man has a short garage, he will buy a compact or intermediate car, even if he could afford a larger luxury model, rather than leave it outside.

A few years ago, price was the all important factor and the size of his garage was perhaps the least of his worries.

However, Mr. Public is heading towards the higher priced car. He wants more options, more luxury and more power than he did even last year.

CHRYSLER PRODUCTS FOR 1966



A youthful new car swings into the 1966 scene — Coronet by Dodge. New size, new look and new fun, Coronet comes in 17 models and is significantly larger yet more agile than competitive makes in its class. The Coronet is 203 inches long overall. Series available are: Coronet 500; Coronet 440 and Coronet deluxe.



Crisp new styling treatment has created a sleek and sassy new Plymouth Fury for 1966. Handsome new interiors and refinements in engineering make Plymouth Fury for 1966 the most decorative and drivable Plymouth ever offered. This year, the addition of four new models provides a total choice of 32 models in the Fury I, Fury II, Fury III and Sport Fury series.

RAMBLER PRODUCTS FOR 1966



A newly-styled extruded aluminum grille with a V-line motif, and all-new styling at the rear with vertical wrap-around tail lights are features of the 1966 Ambassador by American Motors. Front seat headroom has been increased a half-inch in most models including the 990 four-door sedan shown here. A choice of motors includes the powerful six-cylinder "Torque Command" engine, the 138 horsepower V-8 or the 270 horsepower V-8.

VOLKSWAGEN PRODUCTS FOR 1966



The VW 1300, the familiar beetle with a more powerful 50 h.p. engine, is a new addition to the Volkswagen line of passenger cars for 1966. In addition to the increased horsepower, some 23 new improvements have been made in the new 1300. Such improvements include new interior trim, haircord carpeting, and rubber floor coverings, a third defroster vent, non-reflecting steering wheel, new safety closing device on doors, and a new front axle.

THERE IS AN AUTO IN A NEW CAR SHOWROOM THAT IS JUST MEANT FOR YOU!

CHOOSE FROM

SEDANS * HARDTOPS
CONVERTIBLES
SPORTS MODELS * COMPACTS
STATION WAGONS

ALL NEW FOR 1966 WITH

• NEW STYLING • NEW FEATURES • NEW COLOURS

This indicates to the dealers that money is more readily available through new bank loans and easier credit facilities.

Spring is the time for families to buy cars and the boom is on. While the single car family buys a good large luxury model, with room for the kids and groceries, the second car is usually a compact. More and more families are going to the station wagon as a family car.

The total production of cars for the first two months of 1966 is up from the same period last year, 153,399 compared to 123,356.

The higher priced cars have increased the most as shown in the following figures. Chrysler, first two months this year, 4,683 up from 2,104 last year; Ford — 18,753 up from 11,897; Buick and Oldsmobile — 11,637 up from 9,743.

This trend carries down through the less expensive cars with the expensive options. The intermediate size cars, Fairlane, Valiant and Chevelle sell best with sporty options such as bucket seats, floor consoles and in the two door hard-top model.

With car production running smoothly this year with few or no holdups, delivery on new cars has been faster this year than in many previous years. The availability of new cars had induced buyers to go for a brand new car rather than a year old trade-in. Also the number of bigger cars in stock have induced Mr. Public to move up a notch.

The Canadian auto industry has reached an unprecedented export import ratio of 1-to-1 as a result of the tariff-free conditions created by the auto trade pact with the United States.

During 1965 the estimated value of factory shipments of motor vehicle parts amounted to \$653.1 million, an increase of 21 per cent. over the same period in 1964. Employment has risen by 10,100 jobs or 16 per cent. over the 1964 level.

Canadian vehicle exports to all countries in 1965 rose to 97,000 units compared to 45,000 in 1964. With the increased trade to the U.S. the differential between American car prices and Canadian has decreased.

The average differential between Canadian and American prices for the popular models of 1965 cars was somewhat less than \$150 or eight per cent. Prices for 1966 showed a narrowing of the differential and now shows a range of three to five per cent. As the trade balance decreases it is expected that the remaining differential will be reduced to almost nothing.

Now that Canadians are getting more for their money in the car market, people will be buying even more options with their cars next year.

T-DAY Only 14 Days Away

On April 1st, 1966, the Ontario Provincial Government will start ringing in extra tax dollars from a not too enthusiastic public. Tom, Dick, Harry and members of the fair set too will be adding an additional 2% sales tax to a wide range of commodities. This of course includes the auto, and when you add 2% to the price of a car this can amount to a goodly sum of dollars. The smart car buyer is acting now to save that 2%.

Your Guide To The... INSIDE STORY

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PROFIT NOW... CHECK INSIDE FOR VALUE