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CUSTOM FEATURE ACCESSORIES

1965 CHEVROLET CUSTOM FEATURE ACCESSORIES

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CHEVROLET CUSTOM FEATURE ACCESSORIES FOR YOUR LADY'S CONVENIENCE



TISSUE DISPENSER—A handy dispenser complete with standard box of tissues, within easy reach of front seat passengers.



VANITY VISOR MIRROR AND COMB—A ten inch mirror that clips to the sun visor within easy reach of the front seat passengers.



AUTOMATIC TRUNK OPENER—A control valve located in the glove compartment automatically opens the trunk lid.

GENUINE CHEVROLET FACTORY "FOUR SEASON" AIR CONDITIONER



What is "Four Season" climate control? The process of treating air so as to control its temperature, reduce humidity, cleanliness and distribution in a given area.

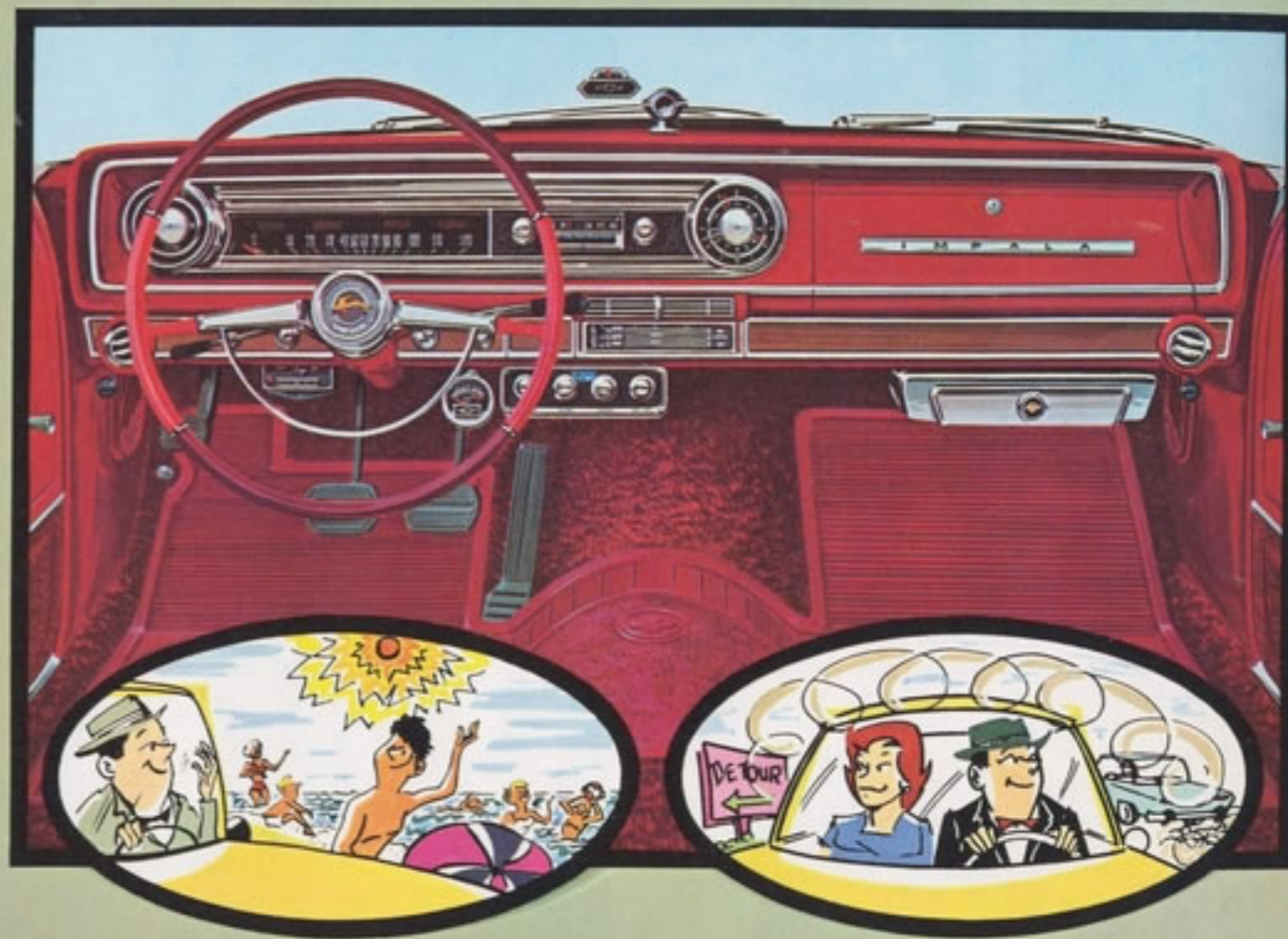
The "Four Season" factory air conditioner is a modern heating, cooling and ventilating system. It can be operated on outside air, recirculated air, or a mixture of both to control the temperature and reduce humidity to create pleasant driving "COMFORT" 365 days a year.

ENJOY:

- Arriving relaxed and neat, no perspiration damp and wrinkled clothing.
- The "MIXED AIR" feature of warm air on the floor of the car and refreshing cool air at the breath level on the in-between days of spring and fall.
- The outside air "GENTLE PRESSURIZATION" inside the car that helps force out smoke and odors.
- A cleaner car interior and quieter ride, as you drive with all windows closed.
- The clean refreshing cool air with 98% of irritating "POLLEN" and "EXCESS MOISTURE" removed.
- A cooling capacity equal to or greater than most home window type air conditioner units.
- General Motors quality, reliability, dependable low maintenance and operating costs.
- Radio programs without the usual road and wind roar found in cars with the windows open.

Available only as a factory option.

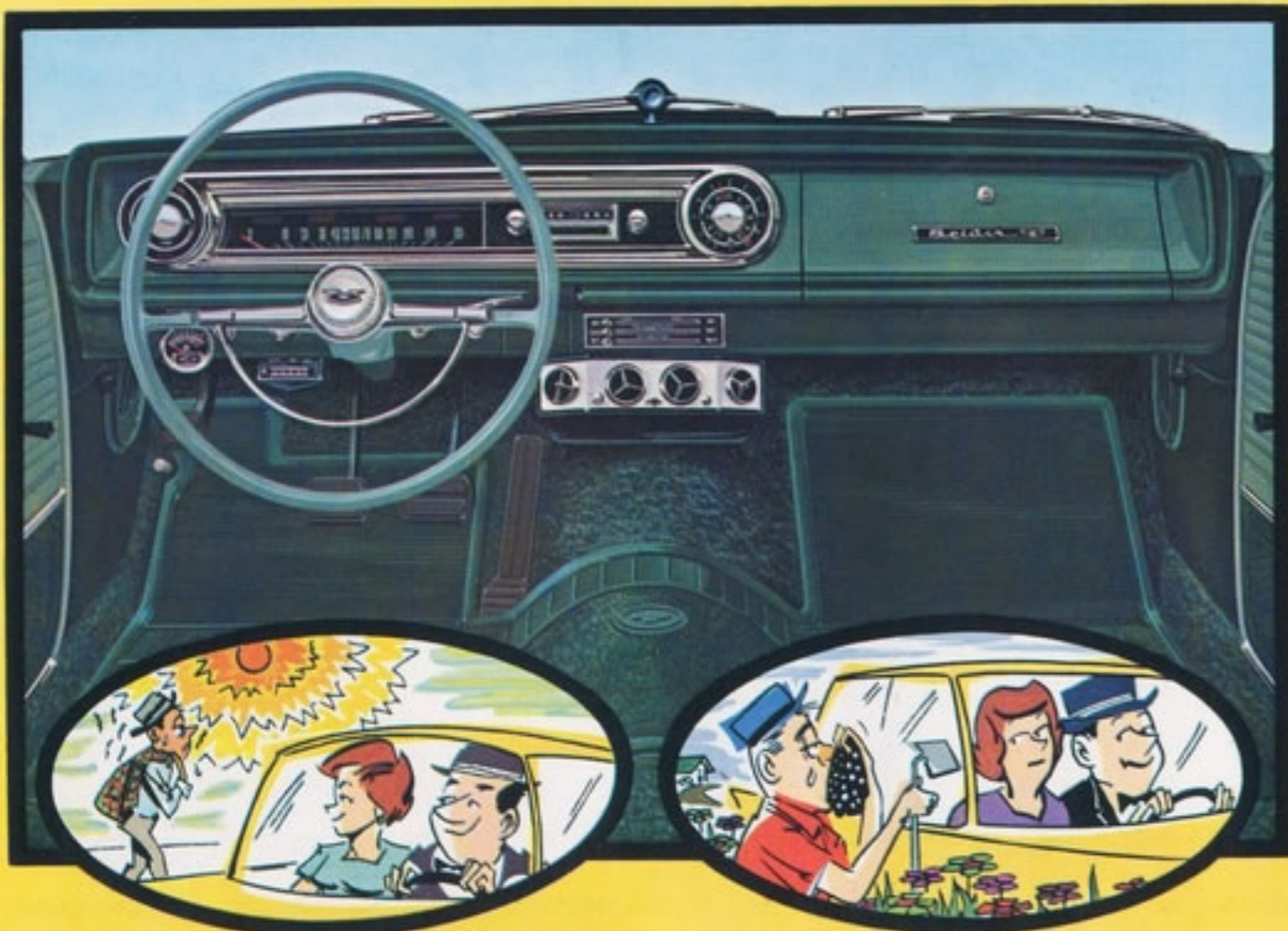
NOW—ISN'T IT ABOUT TIME YOU DID SOMETHING ABOUT THE WEATHER?



COOL as a trip to the mountains or seashore.

CLEAN—All conditioned air is washed to remove dust, pollen and excess moisture.

CHEVROLET "CUSTOM" AIR CONDITIONER



HOT AND HUMID—Air-cooled with excess moisture removed to eliminate perspiration damp and wrinkled clothing.

RELIEF for hay fever and people subject to pollen allergies.



The Chevrolet "Custom" air conditioner is designed to be an integral part of the car and to cool efficiently under all driving conditions. The air outlets are designed and located in the air conditioner to properly distribute cool air throughout the car. The volume of cool air is controlled by a three speed centrifugal blower system. On cars equipped with a factory heater, both the air conditioner and heater can be operated in the spring and fall to obtain a tempered dehumidified temperature.

ENJOY:

- The conditioned air with the excess "MOISTURE" and 98% of the irritating "POLLEN" removed from the air.
- Arriving relaxed and refreshed with no perspiration damp or wrinkled clothing.
- Cleaner, quieter ride as you drive with all windows closed.
- A cooling capacity equal to or greater than most home type window air conditioner units.
- The warm air on the floor of the car and cool air in the upper level of the car with both the heater and air conditioner operating on the in-between days of spring and fall.
- Recirculates and conditions the air more than once every minute throughout car.

Available only as a dealer installed option.

NOW—ISN'T IT ABOUT TIME YOU DID SOMETHING ABOUT THE WEATHER?

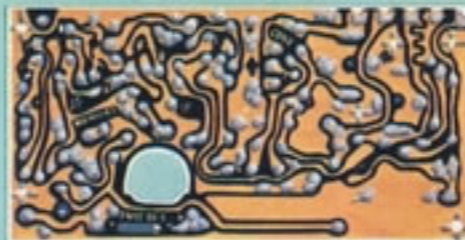
AM and FM RADIOS FOR YOUR LISTENING PLEASURE



DELUXE AM/FM PUSH BUTTON RADIO AND ANTENNA—An eleven transistor radio with nine diodes for outstanding performance and tone quality on both bands. The FM band is virtually free of atmospheric static and most electrical interference. Push buttons can be set to either AM-FM stations or any combination of AM-FM stations. Provisions are built into the radio to adapt a Stereo Multiplex unit.

Your choice of front or rear antenna.

ALL CHEVROLET RADIOS USE MODERN PRINTED CIRCUIT BOARDS AND CIRCUITRY



DELUXE PUSH BUTTON RADIO AND ANTENNA—A six transistor radio with three diodes and five push buttons that can be set to your favorite local stations for quick accurate tuning. Incorporates all the latest advancements in modern radio circuitry.

Your choice of front or rear antenna.



CUSTOM MANUAL TUNED RADIO AND ANTENNA—A six transistor radio with three diodes using all the latest electronic developments in modern radio circuitry. The radio features automatic gain control, a three stage direct coupled audio system and improved tone control action.

Your choice of front or rear antenna.



STEREO MULTIPLEX—The Stereo Multiplex can be installed in cars equipped with a Chevrolet AM-FM radio. The unit uses twelve transistors, six diodes and multiple speakers, combined with separate volume, tone, front and rear fader controls, and balance on both stereo and monaural. An indicator light is used to signify when the FM station is broadcasting a multiplex signal.

CHEVROLET MATCHED ANTENNAS FOR BETTER RADIO PERFORMANCE

FRONT MANUAL ANTENNA—The tubular telescoping rods are coated with a chrome finish that resists rust and corrosion. The antennas are matched to the radios and will give maximum radio performance with either the AM or FM radios.



ALL SEDANS COUPES AND CONVERTIBLES STATION WAGON

REAR SEAT SPEAKERS—The speakers are matched to the front radio speaker. A fader type control switch that becomes an integral part of the radio is used so either the front or rear speaker can be played, or so both speakers can be operated simultaneously. Rear seat speaker can be used with all AM-FM, Push Button and Manual radios.



REAR MANUAL ANTENNA—The rear antenna is matched to both the AM and FM radios to assure maximum radio performance in poor radio signal areas. The tubing is chromed to resist rust and corrosion.



CUSTOM FEATURE ACCESSORIES FOR MORE STATION WAGON ENJOYMENT

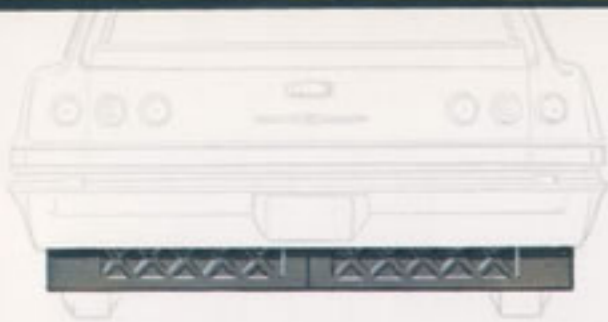


WIRE WHEEL COVERS— Simulated covers that look like real wire wheels, includes deluxe spinners.

LUGGAGE COMPARTMENT FLOOR MAT—A tough rubber mat to protect the luggage compartment floor area.



VENTSHADES—Helps prevent window fogging on rainy days by allowing windows to be partially opened for ventilation.

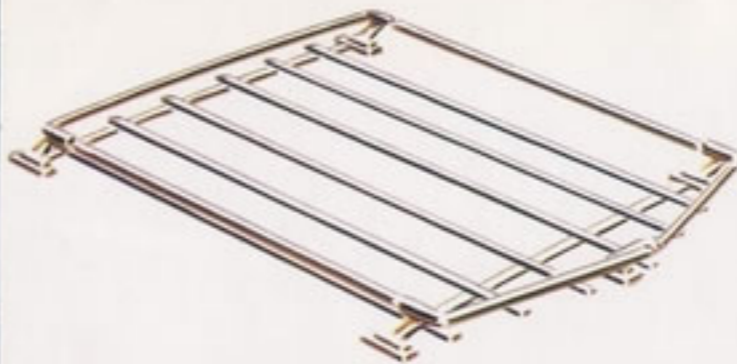


REAR WINDOW MUD GUARD—Helps keep tailgate window clean in inclement weather.



DOOR EDGE GUARDS

Guards prevent nicks and paint chipping on the door edges.



LUGGAGE CARRIER—A permanently attached carrier that will handle a wide variety of luggage and cargo.



GASOLINE FILLER DOOR GUARD—Protects paint from being marred and scratched by the gasoline pump nozzle.



REAR SEAT SPEAKER

—Matches the front speaker to simulate the "Hi-Fi" effect. Can be used with the AM-FM, Push Button and Manual radios.



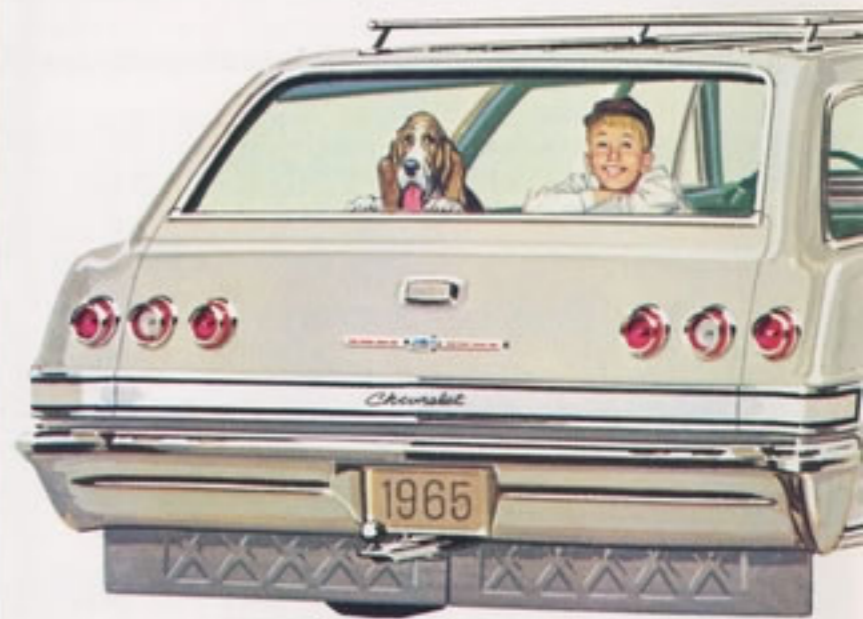
DELUXE FRONT FLOOR MAT—Give door-to-door protection and is available in colors to match interiors in either rubber or vinyl plastic.



LUGGAGE CARRIER COVER—A waterproof cover to keep the luggage and cargo clean and dry.

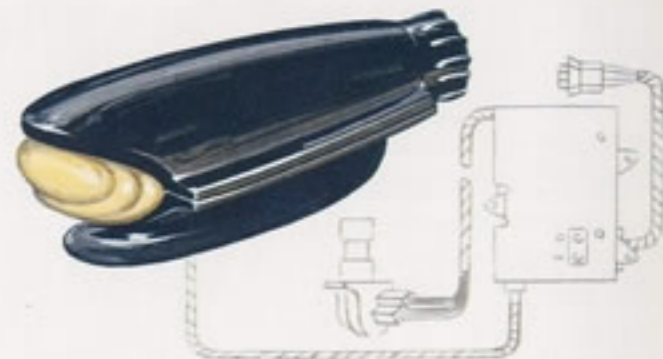


REAR FLOOR COMPARTMENT LOCK—For the storage compartment in the floor of the luggage compartment.



TRAILER HITCH—A hitch ideal for light utility or boat trailers, designed to handle a 2000 pound load with a 200 pound vertical tongue load. A trailer wiring harness is available.

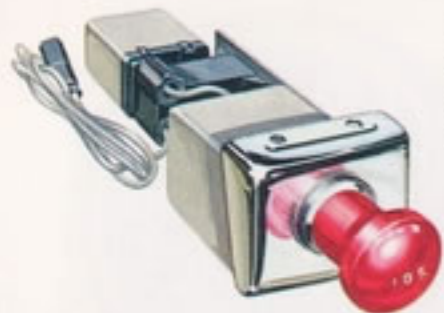
CHEVROLET CUSTOM FEATURE ACCESSORIES FOR ADDED SAFETY



GUIDE-MATIC HEADLAMP BEAM CONTROL—Automatically lowers and raises headlamp beams at a safe distance for safer night driving.



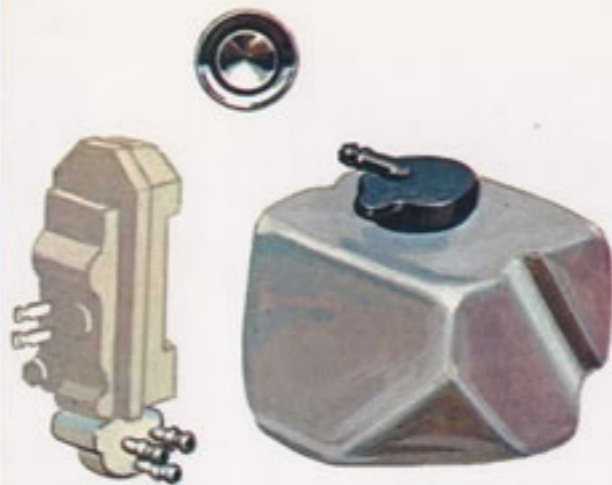
DOOR SAFETY LOCKS—When door locks are depressed, the rear doors can not be opened without a key-like object to lift the button. Can be used on all doors.



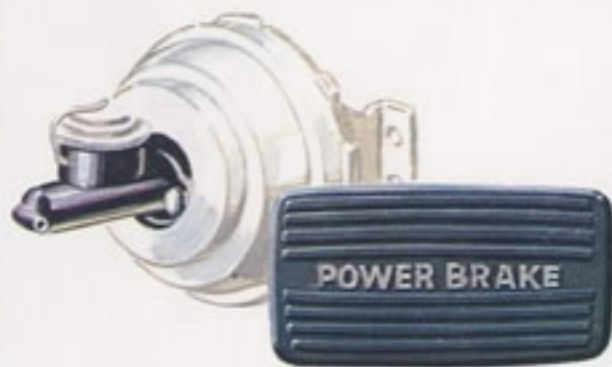
HAZARD FLASHER SWITCH—Simultaneously flashes all direction signals for any emergency.



REAR WINDOW DEFROSTER—Directs warm forced air over the window to clear the glass of fog, ice and snow. Also helps air conditioner circulate cool air in rear compartment.



WINDSHIELD WASHER—An electrically operated washer that starts the wipers and electric pump when the button is depressed.



POWER BRAKES—Low pedal type brake, about same level as accelerator pedal for effortless positive braking.



DELUXE SEAT BELTS—Available in nine colors to match all car interiors. They are strong, tough belts and are lightweight and comfortable to wear. The belts meet or exceed all Federal and State specifications.

Available in white.



SEAT BELT RETRACTORS—Keeps belts from accidentally hanging out the door and being damaged by closing the door on the belt. Keeps the belt clean and rolled into a neat roll at the floor level near the front seat.



Instant action buckles that snap firmly together and stay securely fastened until released. Release with a flip of the finger.

AQUA



GREEN



GRAY



SADDLE



BLACK



FAWN



RED



BLUE



COURTESY LAMPS—The entire front floor area is lighted automatically when either front door is opened.



CUSTOM FEATURE ACCESSORIES EQUIPPED IMPALA SPORT SEDAN



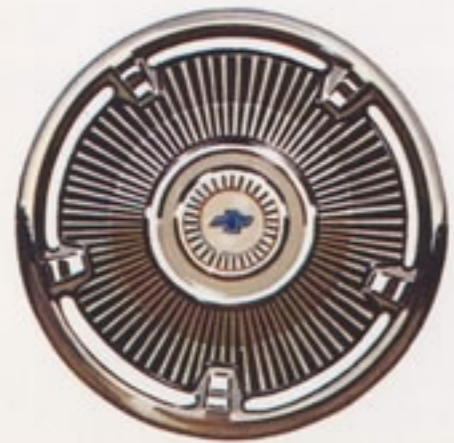
TRAILER HITCH—A stable hitch ideal for light utility or boat trailers, designed to handle a 2000 pound load with a 200 pound vertical tongue load. A trailer wiring harness is also available.



OUTSIDE BODY MOUNT REAR VIEW MIRROR—The mirror glass is chrome coated to prevent fogging and discoloring of the glass. Can be installed on the right or left hand side of the car.



AUTOMATIC TRUNK OPENER—A control valve located in the glove compartment automatically opens the trunk lid.



WHEEL COVERS
—A set of four stainless steel covers finished with a chrome flash that retains a bright finish indefinitely.



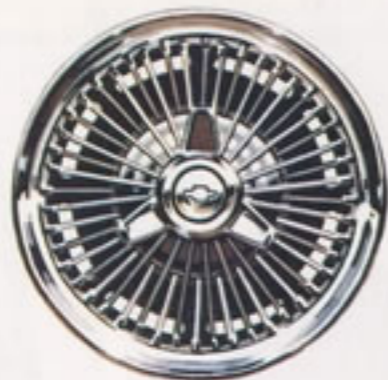
OUTSIDE REMOTE CONTROL REAR VIEW MIRROR—A mirror that can be adjusted to any driving position from inside the car. The mirror glass is chrome coated to prevent fogging or discoloring of the glass.



REMOTE CONTROL SAFETYLIGHT—The light can be adjusted to any driving position from inside the car. The four inch sealed beam lamp casts a bright beam of light up to 1000 feet from the car.



DOOR EDGE GUARDS—Guards prevent nicks and paint chipping on the door edges.



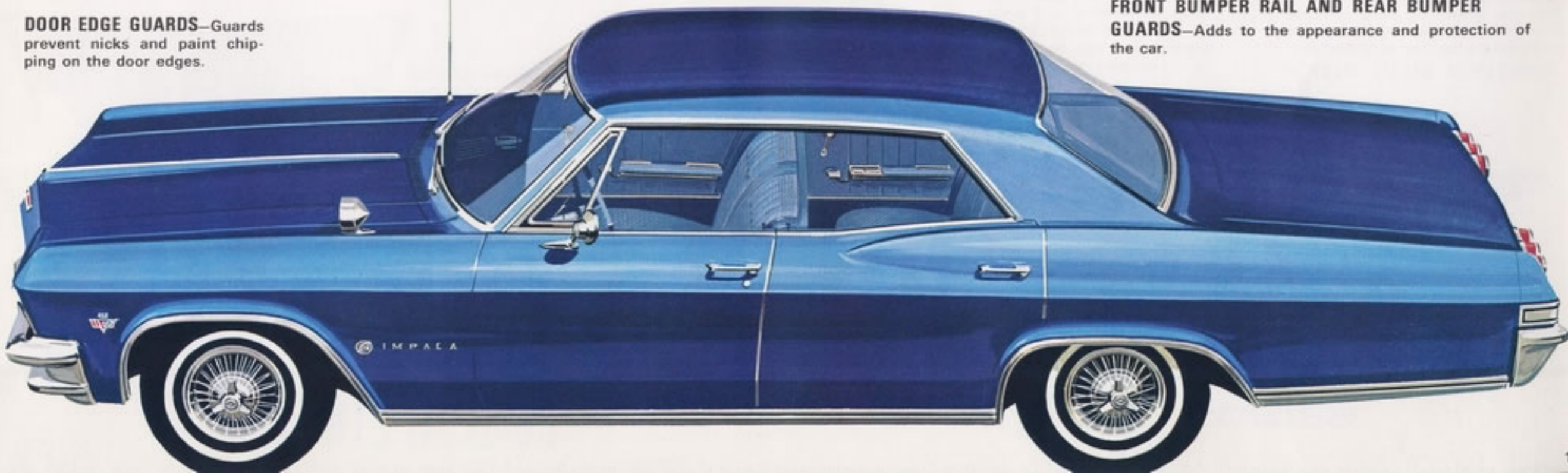
WIRE WHEEL COVERS—Four simulated covers that look like real wire wheels, includes spinners.



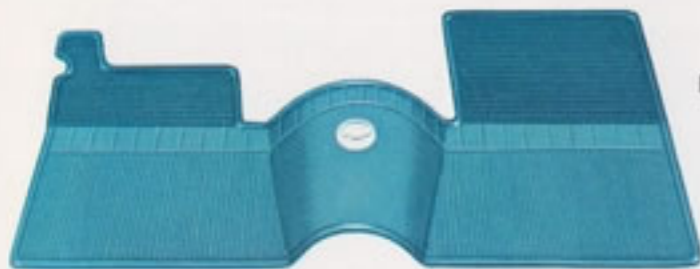
LICENSE PLATE FRAMES—Stainless steel frames with retention springs to keep license plates tight and rattle free. Fits all State license plates.



FRONT BUMPER RAIL AND REAR BUMPER GUARDS—Adds to the appearance and protection of the car.



CHEVROLET INTERIOR CUSTOM FEATURE ACCESSORIES



DELUXE FRONT

FRONT AND REAR FLOOR MATS— Available in rubber and tinted vinyl plastic to match car interiors.



DELUXE REAR



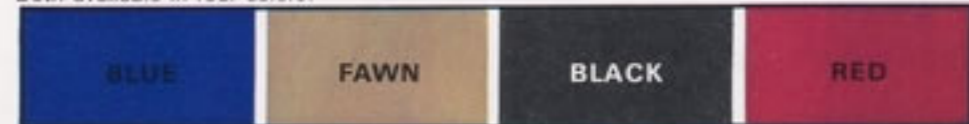
TACHOMETER—A new type transistorized electronic tachometer, the first on the market that can be calibrated to the number of cylinders of the engine that it will be used on.

A Tachometer-Calibrator can accurately calibrate the Tachometer in just a few minutes to operate on Six or Eight Cylinder engines. The Tachometer is designed so that the calibration can be checked any time on the car for accuracy.



PLASTIC TISSUE DISPENSER—Designed to be placed on the transmission tunnel within easy reach of front seat passengers. Complete with box of tissues.

Both available in four colors.



PLASTIC LITTER CONTAINER—Designed to fit over the transmission tunnel in either the front or rear of the car. Ideal for small traveling items such as maps, sunglasses, etc.



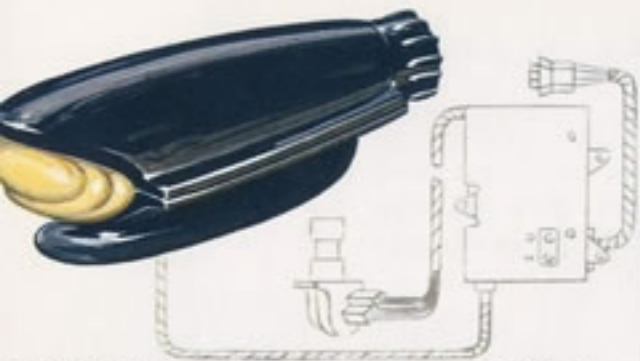
DOOR SAFETY LOCK—When door locks are depressed the doors can not be opened without a key-like object to lift button.



AUTO COMPASS—A dependable compass that attaches to the windshield glass. Compass dial is lighted by a small battery that can be incorporated in the compass.



TISSUE DISPENSER—A handy dispenser attached to the lower edge of the instrument panel, complete with standard box of tissues.



GUIDE-MATIC HEADLAMP BEAM CONTROL
—Automatically lowers and raises headlamp beams at a safe distance for safer night driving.



UNIVERSAL ELECTRIC CLOCK—Precision, reliable time piece, with illuminated dial and second sweep hand. An instrument cluster clock is also available.



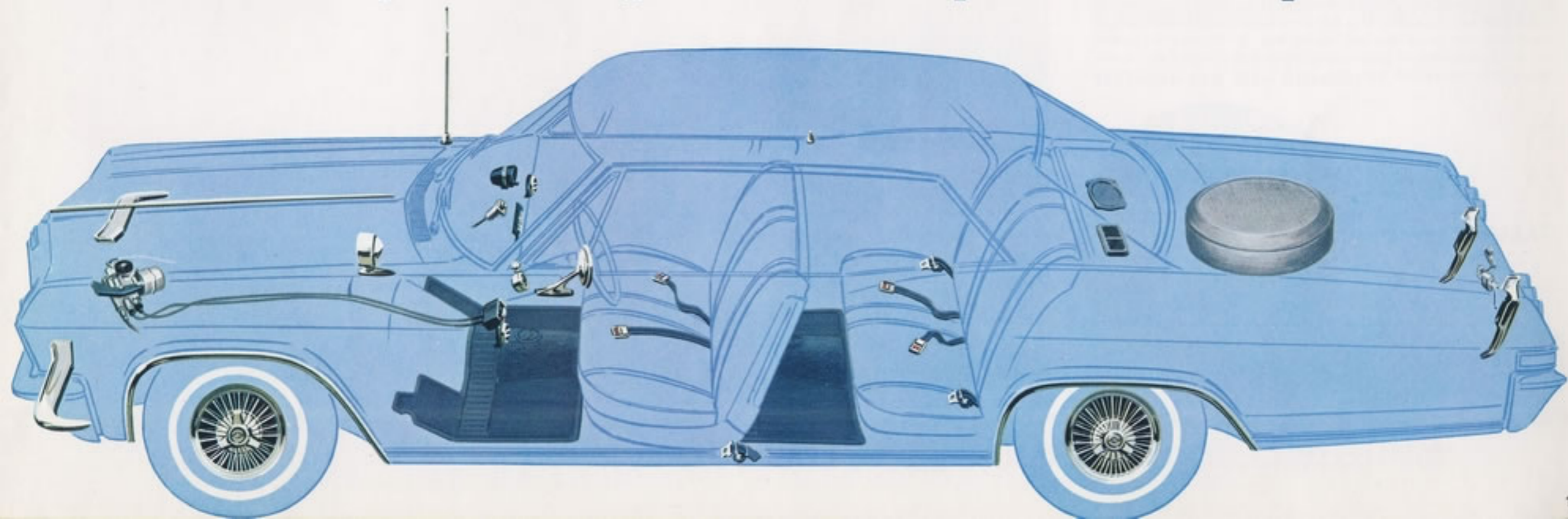
REAR WINDOW DEFROSTER—Directs a stream of warm air over the rear window to help reduce fog, ice and snow from the window.



INSIDE REAR VIEW NON-GLARE MIRROR—A wide angle prismatic mirror that can be changed from clear to non-glare for safer night driving.



INSTRUMENT CLUSTER ELECTRIC CLOCK—Precision, reliable time piece. With illuminated dial and sweep second hand. A universal top instrument panel clock is available.



SPEED AND CRUISE CONTROL FOR CITY AND TURNPIKE DRIVING



**"YOUR
AUTOMATIC
PILOT"**

FEATURES FOR CITY DRIVING—An electronic robot that warns you when you have reached a preset speed on the speed control wheel. The wheel can be set to any pre-determined speed you desire to drive and any time the pre-determined speed is about to be exceeded, a back pressure will be felt on the accelerator pedal. To pass another vehicle, you can accelerate through the back pressure with full command of the engine power.

FEATURES FOR TURNPIKE DRIVING—Select a pre-determined cruising speed on the control wheel, accelerate until the back pressure is felt on the accelerator pedal, then push the slide button to the "AUTO" position, now you can remove your foot from the accelerator pedal and cruise along at the pre-determined speed on level roads, or up and down hills. The slightest touch of the brake pedal completely de-actuates the complete unit, and can be automatically locked-in again by accelerating back to the pre-determined speed.

YOU WILL ENJOY—Increased gasoline economy, relief from driving tension and speedometer watching.



**TEMPERATURE MODULATED
CLUTCH AND FAN**—Provides increased engine cooling at low speeds, and eliminates fan roar at high speed.



TRI-VOLUME HORN—A trumpet-type horn that can be added to production horns for a strong pleasant warning.



DELUXE AND CONTOUR FLOOR MATS



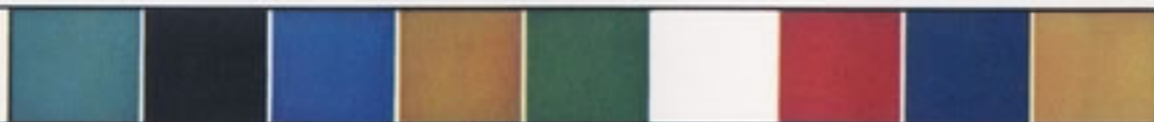
DELUXE FRONT RUBBER FLOOR MAT



DELUXE REAR RUBBER FLOOR MAT

Rubber mats are made of all new rubber and will stay colorful and pliable. They will clean easily with soap and water.

*NINE COLORS TO MATCH
ALL CHEVROLET INTERIORS*



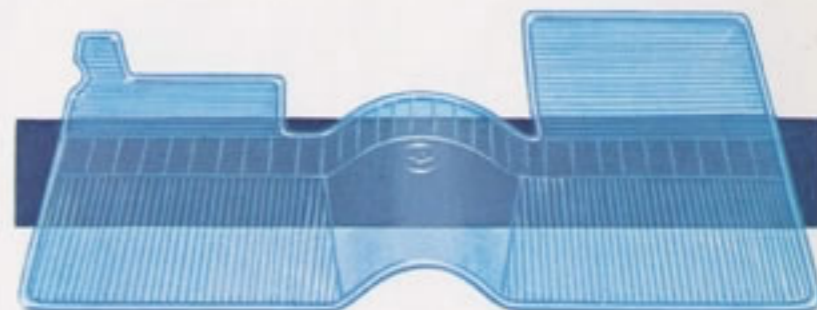
AQUA BLACK BLUE SADDLE GREEN WHITE RED GRAY FAWN



FRONT CONTOUR RUBBER FLOOR MATS

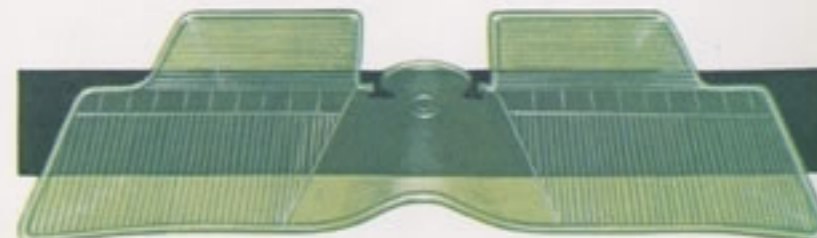


REAR CONTOUR RUBBER FLOOR MATS



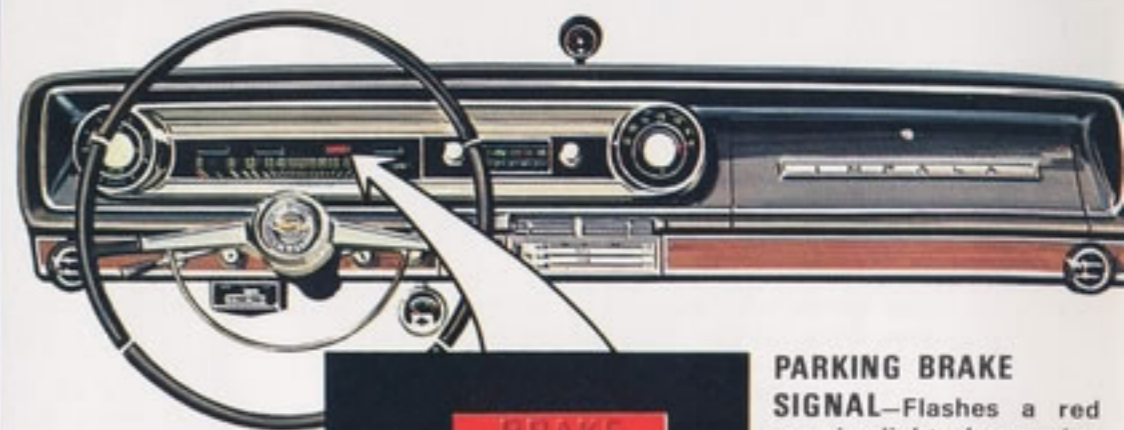
DELUXE FRONT TINTED VINYL FLOOR MAT

Tinted vinyl plastic mats will enhance the floor carpeting and interior of the car. Will stand hard usage and are easily cleaned with soap and water. Available in clear plastic and six tinted colors.



DELUXE REAR TINTED VINYL FLOOR MAT

CHEVROLET CUSTOM FEATURE ACCESSORIES FOR ADDED PROTECTION



PARKING BRAKE SIGNAL—Flashes a red warning light when engine is started until parking brake is released.



REAR BUMPER GUARDS



FRONT BUMPER RAIL

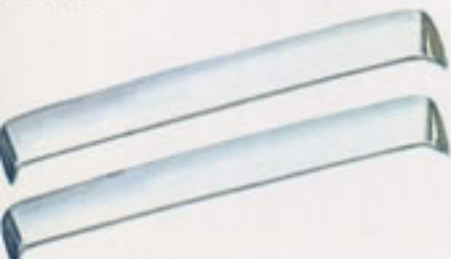
FRONT BUMPER RAILS AND REAR BUMPER GUARDS—Steel rails and rear bumper guards, with a heavy chrome plating to add to the appearance and protection of the car.



LICENSE PLATE FRAMES—Stainless steel frames with retention springs to keep license plates tight and rattle-free. Fits all State license plates.



STATION WAGON GASOLINE FILLER DOOR GUARD—Protects paint from being marred or scratched by gasoline pump nozzle.



VENTSHADES—Helps prevent window fogging on rainy days by providing additional ventilation.



RADIATOR INSECT SCREEN—Prevents radiator core and air conditioning condenser from being plugged with insects, helps maintain proper engine cooling.



LOCKING GASOLINE TANK CAP—Prevents gasoline from being contaminated or siphoned from the tank.



BACK-UP LAMPS—Provides light to a wide area back of the car automatically when car is shifted into reverse.



FIRE EXTINGUISHER
A 2½ and 5 pound extinguisher is available. Both are approved by Underwriter Laboratories, I.C.C. and meet U.S. Coast Guard regulations for Marine Use. A "Do-It-Yourself" recharging kit is also available.



DOOR EDGE GUARDS—Guards prevent nicks and paint chipping on door edges.

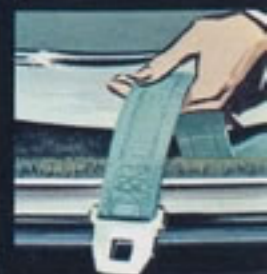


Chevrolet seat belts meet or exceed all State and Federal specifications and are available in colors to match all car interiors.

SEAT BELTS AND RETRACTORS



Prevents belt damage



Keeps belts clean



Retracts into neat po

CHEVROLET CUSTOM FEATURE ACCESSORIES FOR ADDED APPEARANCE



**WIRE
WHEEL
COVERS**

Simulated wire wheel covers that are difficult to identify from real wire wheels. Deluxe spinners are included with covers.

WHEEL COVERS

—The stainless steel covers are finished with a chrome flash that will retain a bright finish indefinitely.

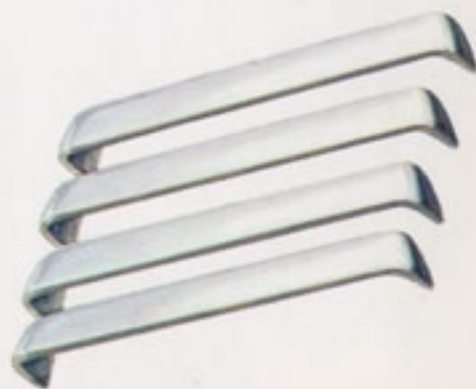


DELUXE FRONT AND REAR FLOOR MATS—Available in rubber and tinted vinyl plastic. Colors to match all interiors.



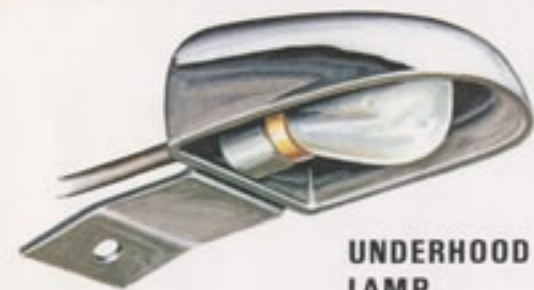
SPARE TIRE AND WHEEL COVER—A

heavy vinyl cover made from a matching color and material that is used to line the trunk interior.



VENTSHADES—Helps provide additional ventilation and adds to the appearance of the car.

LIGHTS FOR ADDED CONVENIENCE



UNDERHOOD LAMP

Lights entire engine compartment automatically when hood is opened.



ASH TRAY LAMP—Lights the ash tray interior, when the headlamps are turned on at night.



COURTESY LAMPS—Lights the entire front floor area automatically when either front door is opened.



LUGGAGE COMPARTMENT LAMP—Lights the entire luggage area automatically when the trunk lid is opened.



GLOVE COMPARTMENT LAMP—Automatically lights the entire glove compartment area when the door is opened.



HAND PORTABLE SPOTLAMP

A handy trouble lamp with a 12 foot cord that can be used in any 12 volt cigarette lighter.

WHEEL HOUSING MOULDINGS—Stainless steel mouldings that attach to the edge of the fender openings over the wheels. For Bel Air and Biscayne models.



HOOD MOULDING—An anodized aluminum moulding for Bel Air and Biscayne models. Adds to the appearance of the car.



AMERICA'S FINEST SPORTS CAR



LOCKING GASOLINE TANK CAP
—Prevents gasoline from being contaminated or siphoned from the tank.



HAND PORTABLE SPOTLAMP—A handy trouble lamp with a 12 foot cord that can be used in any 12 volt cigarette lighter.



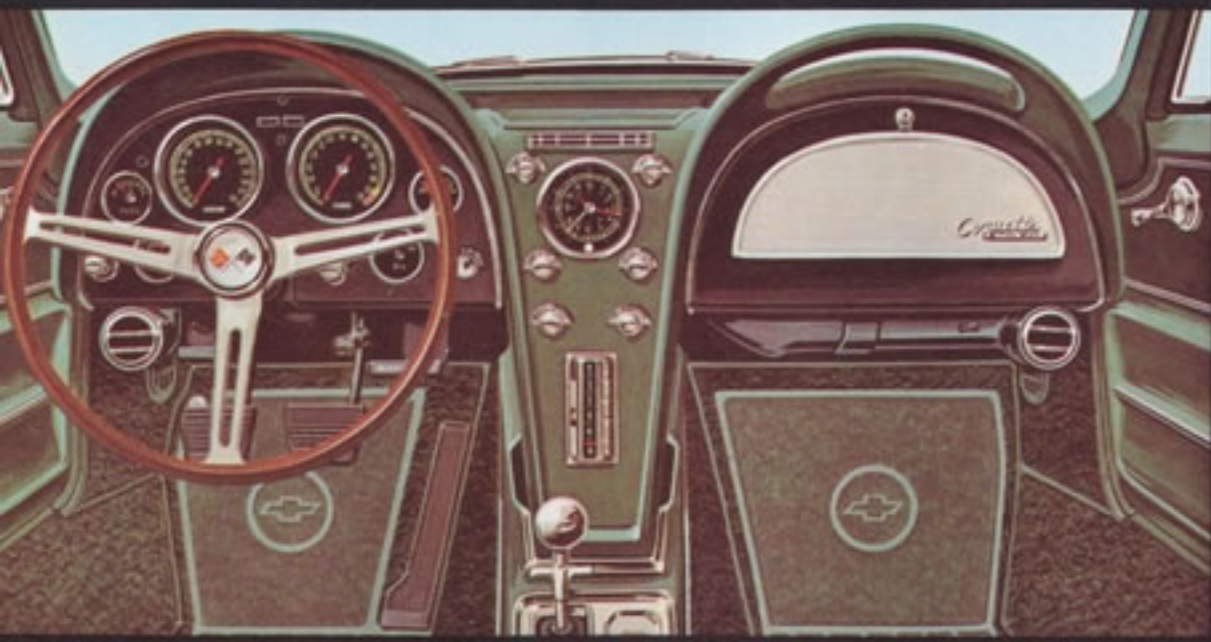
AM-FM RADIO AND ELECTRIC ANTENNA

An eleven transistor radio with nine diodes for outstanding performance and tone quality on both the AM and FM band. The FM band is virtually free of atmospheric and electrical interference.



INSIDE REAR VIEW NON-GLARE MIRROR—A wide angle prismatic mirror that can be changed from clear to non-glare for night driving.

CORVETTE "FOUR SEASON" AIR CONDITIONER—A modern heating, cooling and ventilating system that will keep the interior of the Corvette "COMFORTABLE" the year 'round. Enjoy properly dehumidified air, with 98% of the irritating pollen removed, arrive relaxed and neat with no damp or wrinkled clothing.



CONTOUR FLOOR MATS—Tough vinyl plastic mats that will keep the new look under hard usage. Clean easily with soap and water.



CORVETTE LUGGAGE STRAPS—Permits luggage carrier back of seats to be strapped to floor to prevent shifting while driving.





MAY WE SERVE YOU SOON FOR ALL YOUR TRANSPORTATION NEEDS?

As your friendly Chevrolet dealer we are always at your service to assist you with your transportation requirements. We extend you a most cordial invitation to make our dealership your headquarters for all your transportation needs. Our staff of "FACTORY" trained personnel offers you prompt, courteous attention at all times. We also maintain a complete stock of "GENUINE" parts and accessories for all Chevrolet cars and trucks for your convenience.

L. R. MCKINLEY & SONS, Inc

512-18 W. MAIN STREET

MELLEVILLE, ILL.

