

**GM** also serves you—

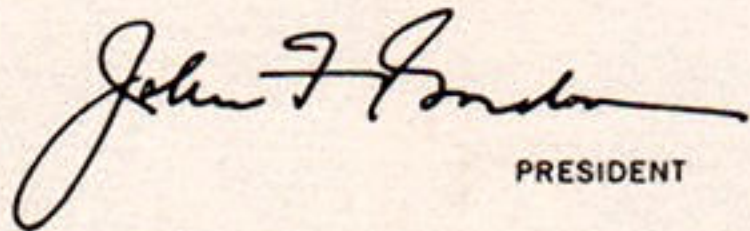
*in the home / on the job*

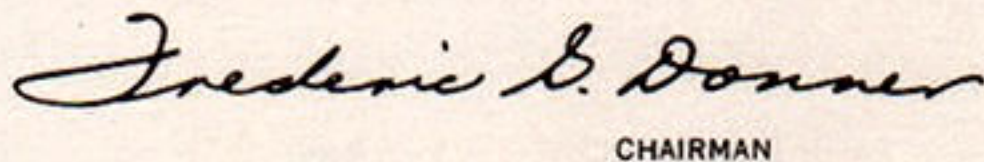
## GM also serves you—

*General Motors, although primarily a manufacturer of passenger cars, also produces a wide range of other products to serve you in the home and on the job. We thought that you, as one of the owners of General Motors, would be interested in knowing more about these products.*

*In the home, a full line of Frigidaire appliances provide a variety of easy-to-use features. On the job, you will find trucks, off-the-highway earthmoving equipment, Diesel locomotives, Diesel engines and many other items of equipment bearing the GM label. Each offers traditional General Motors attention to detail, outstanding quality and dependable performance.*

*If you are interested in more information about these products, the GM divisions which manufacture them, or your local dealer, will be glad to serve you. Divisional addresses are on the back cover of this booklet.*

  
PRESIDENT

  
CHAIRMAN

**GM** *in the home*

**FRIGIDAIRE**



Imperial 19 Frost-Proof  
Refrigerator-Freezer

Custom Imperial  
Under-counter Dishwasher

Custom Imperial  
40-inch Flair Electric Range

**GM** *in the home*

## FRIGIDAIRE

In its golden anniversary year, Frigidaire is offering a broad line of household appliances built with usual Frigidaire craftsmanship and manufacturing excellence.

The refrigerator lineup includes a wide variety of models ranging from low budget, kitchenette units to large, 2-door cabinets for the country home kitchen. Featured for 1965 are three new Frost-Proof units. All refrigerators are available in a new baked acrylic enamel which sets high standards for durability. Colors include white, aztec copper, turquoise and yellow. Basic models also are available in white porcelain enamel.



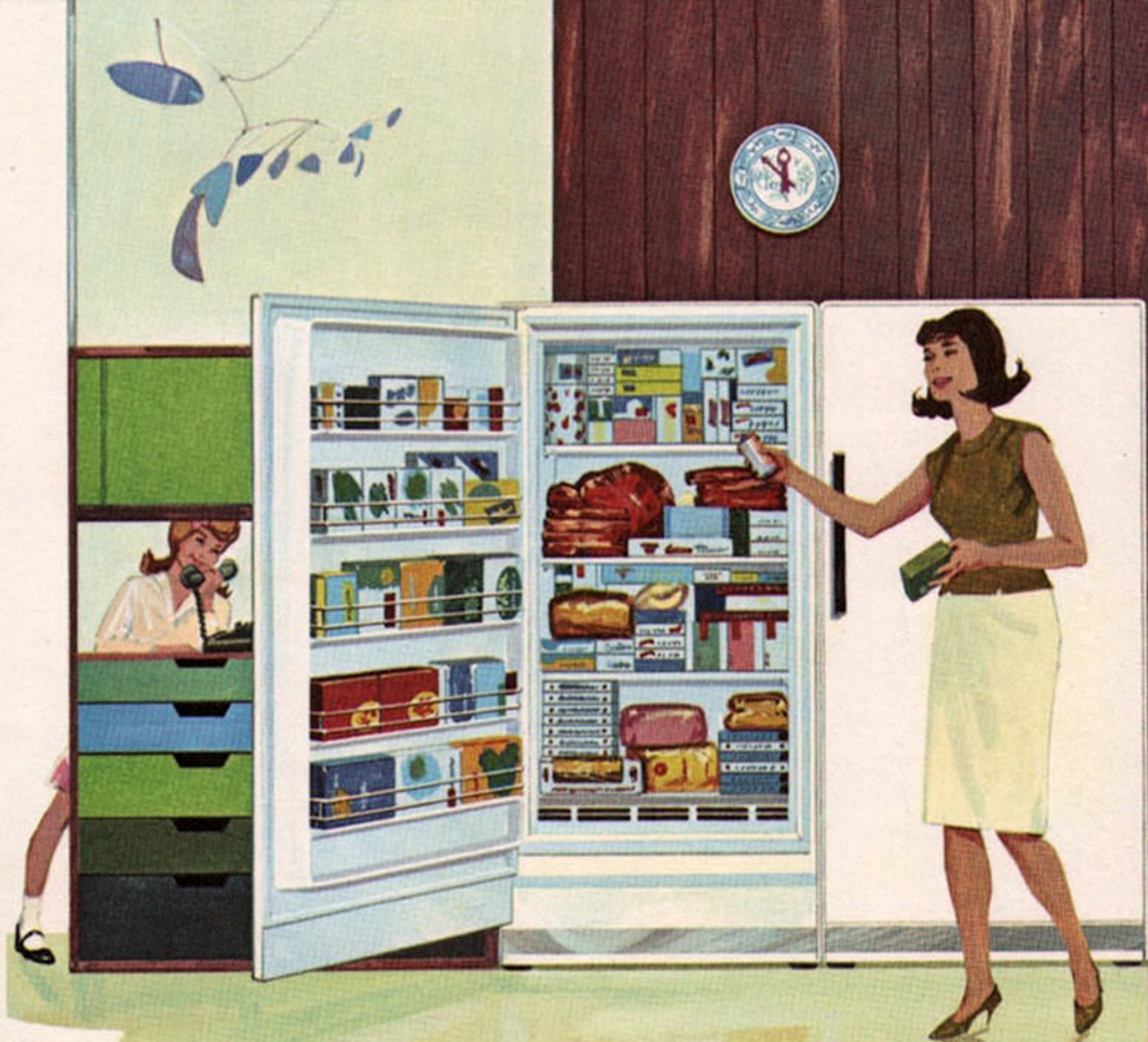
Deluxe 40-inch Electric Range

Deluxe Frost-Proof  
Refrigerator-Freezer

## GM *in the home*

Quality and convenience features are found throughout the entire 1965 refrigerator line, including extra rigid cabinet construction, porcelain enamel cabinet liners, and concealed magnetic door seals. An expanded line of Frigidaire food freezers, some incorporating advanced frostless freezing systems, offers frozen food storage capacities ranging from 336 to almost 800 pounds.

New 1965 electric ranges include conventional free-standing units and elegant Flair and Twin-30 models. Just introduced is the Electri-clean Oven which cleans itself. It is available in two 30-inch ranges: a medium-priced Deluxe model and the top-line Custom Imperial.



Deluxe Frost-Proof  
Upright Food-Freezer

Custom Deluxe Mini-Freezer  
Refrigerator-Freezer



## GM *in the home*

### FRIGIDAIRE

Newly introduced Deep Action agitator and Roller-matic drive highlight the 1965 Frigidaire washers. The Deep Action agitator gives every item in the washload thorough cleaning and permits easy removal of clothes. Roller-matic drive eliminates belts, pulleys and gears for simpler, more dependable operation.

Homemakers are offered a choice of 33 combinations of matching washer-dryer pairs. All Frigidaire electric or gas dryers have a porcelain enamel drum and a fine-mesh lint removal screen conveniently located on the door for easy cleaning.

Custom Imperial Washer

Custom Imperial Dryer



## GM *in the home*

Frigidaire's mobile and under-counter dishwashers feature unusually quiet operation and new Super-Surge washing action. The expanded line contains five mobile units—two top-loading and three front-loading—and two under-counter models.

Quiet, cool comfort in a compact cabinet is provided by Frigidaire's room air conditioners. They are offered in a variety of models, including both window and through-the-wall units, and are designed to meet a variety of cooling requirements.



"All-Seasons" Room  
Air Conditioner

Custom Imperial Dishmobile

Easy-Mount Room Air Conditioner

## GM *in the home*

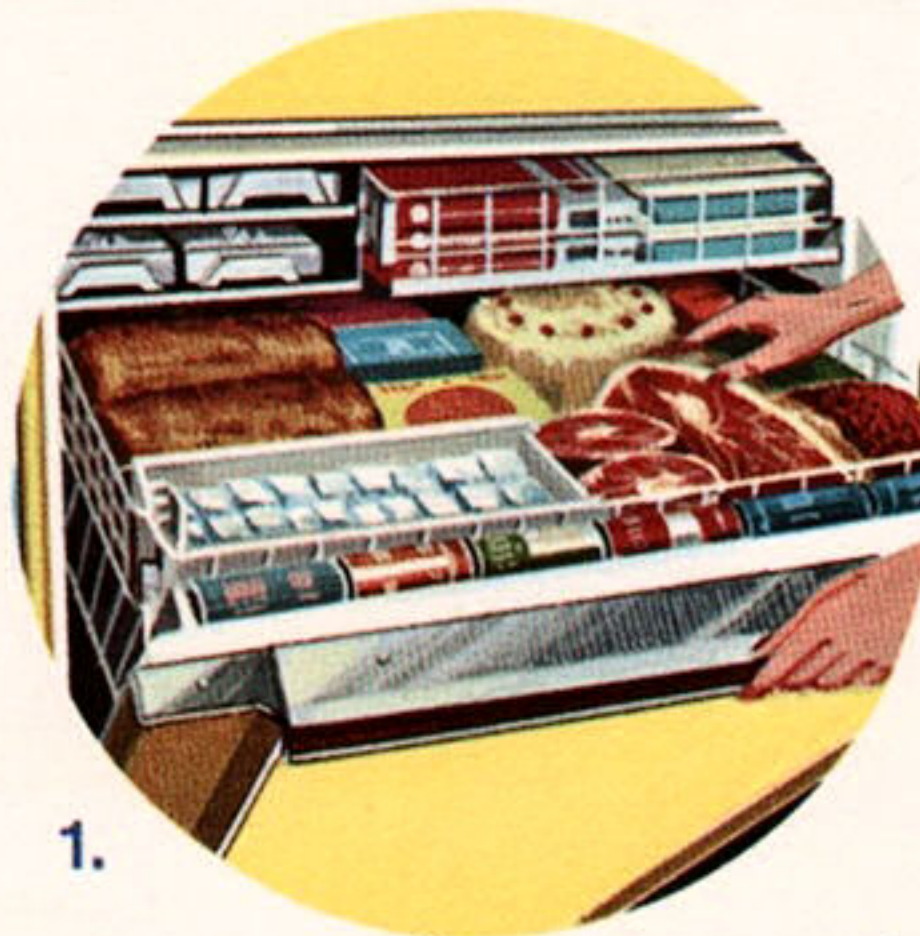
Frigidaire home appliances offer a number of convenience items designed for today's busy homemaker:

**1. Frost-Proof Freezing** means no defrosting. Space-robbing, time-consuming frost in a refrigerator or freezer is gone forever.

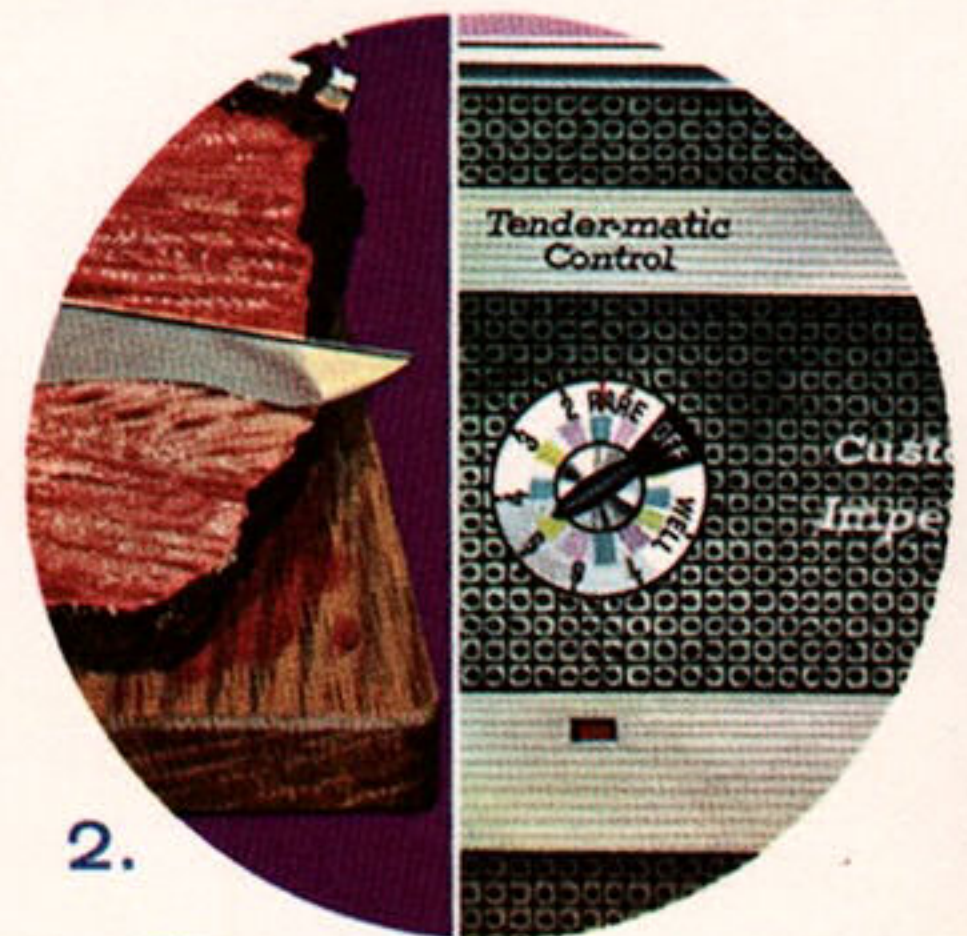
**2. Tender-matic Control** makes even budget cuts of meat more tender through longer cooking at controlled low heat. A companion Meal Minder automatically controls oven cooking and keeps meals ready to serve.

**3. Electri-clean Oven** cleans itself. Controlled high temperatures remove cooking grease and spill-overs.

**4. Super-Surge Washing Action**, found in most 1965 front-loading Frigidaire dishwashers, has a centrally located spray column and a revolving bottom spray arm which shoot jets of hot water to clean dishes thoroughly.

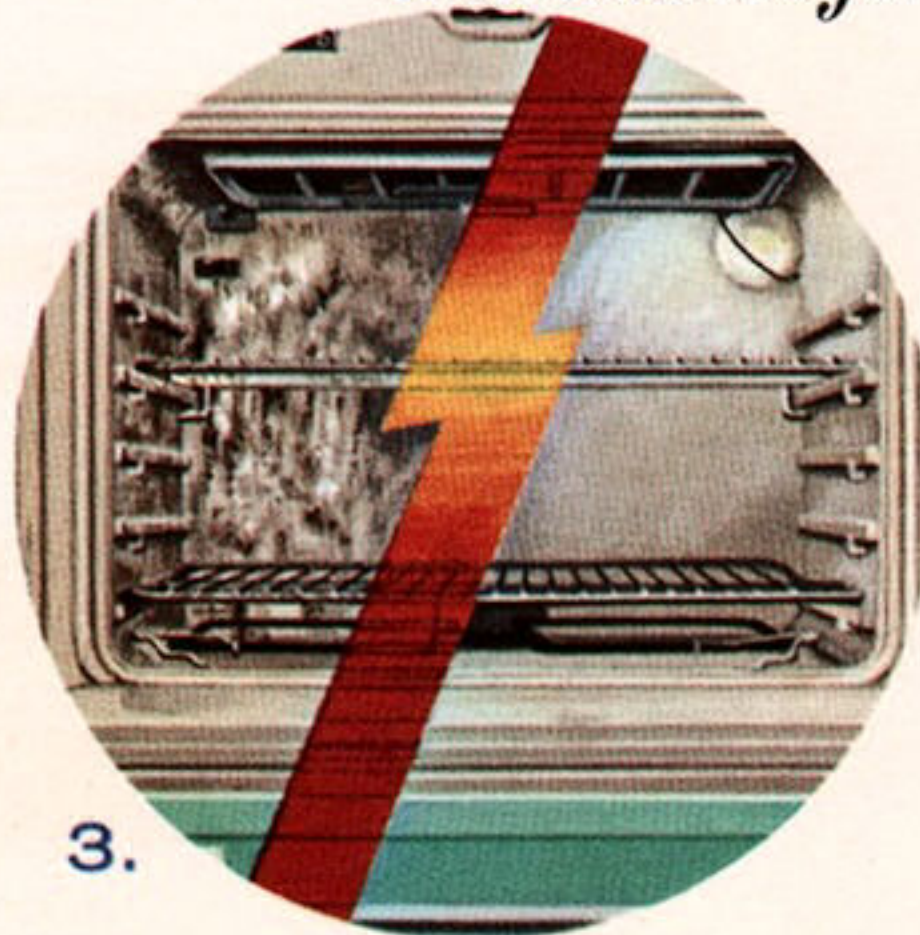


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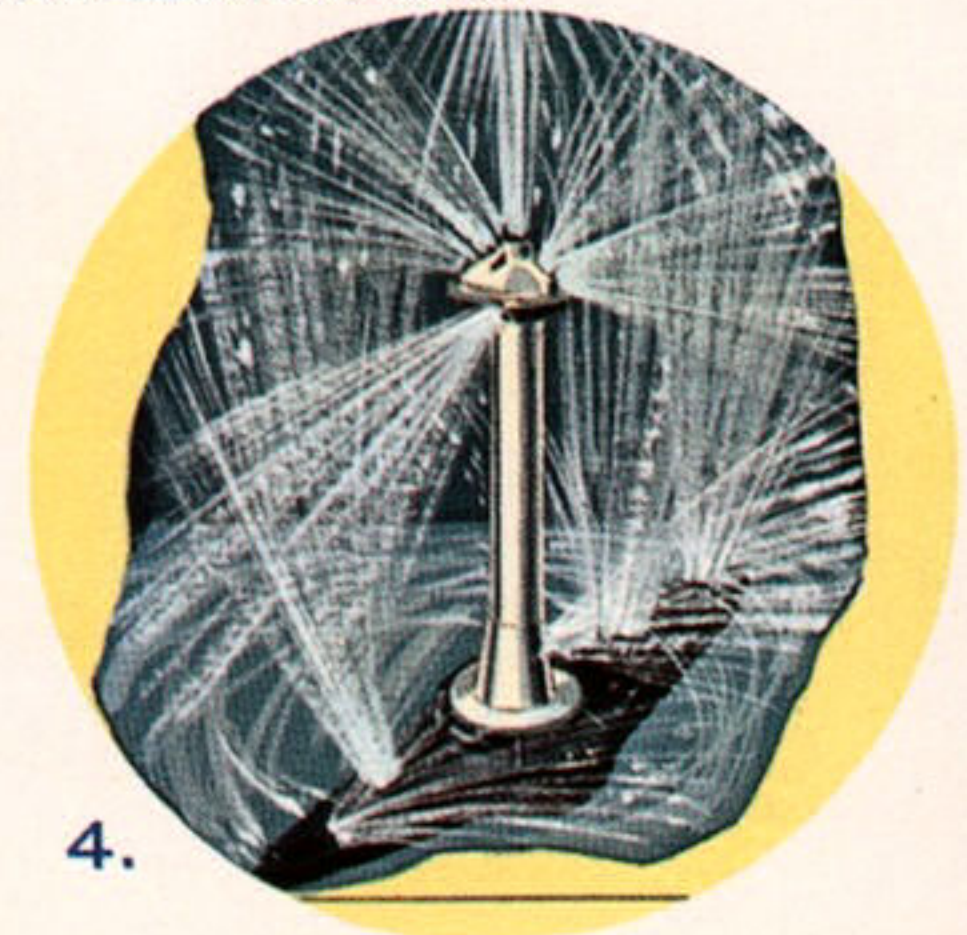


2.

## *Convenience for the Homemaker*



3.



4.



**GM** *on the job*

**CHEVROLET TRUCK**



Heavy-duty Diesel Tractor

Heavy-duty Tilt-cab Gasoline Tractor

**GM** *on the job*

## CHEVROLET TRUCK

More models able to do more jobs highlight Chevrolet's 1965 truck line. From light-duty pickups to heavy-duty highway tandems, Chevrolet offers 324 models. So that each truck

can be tailored to the specific requirements of the customer, 13 basic gasoline and Diesel engines and a wide variety of standard and optional equipment are offered.

Medium-duty Low Cab Forward Truck

Step-Van King



## GM *on the job*



Light-duty Stepside Pickup



Chevy-Van

A broad selection of light-duty pickup, panel and stake trucks feature independent front suspension on several models and sturdy, comfortable cabs. All models are designed for easy ride and dependability. The low cost Chevy-Van, newest addition to Chevrolet's line of closed delivery trucks, is a highly versatile light-duty vehicle designed to carry up to a ton of payload.

Chevrolet also offers 137 medium-duty models, many of which are available with Diesel engines. A wide selection of gasoline engines also are available, including three powerful V8's at extra cost. The 1965 lineup of heavy-duty trucks feature rugged components such as variable-rate springs, I-beam front axles, and full-floating rear axles for big truck jobs.

**GM** *on the job*

**GMC TRUCK & COACH**



Aluminum Tilt-cab Highway Tractor  
powered by Detroit Diesel engine



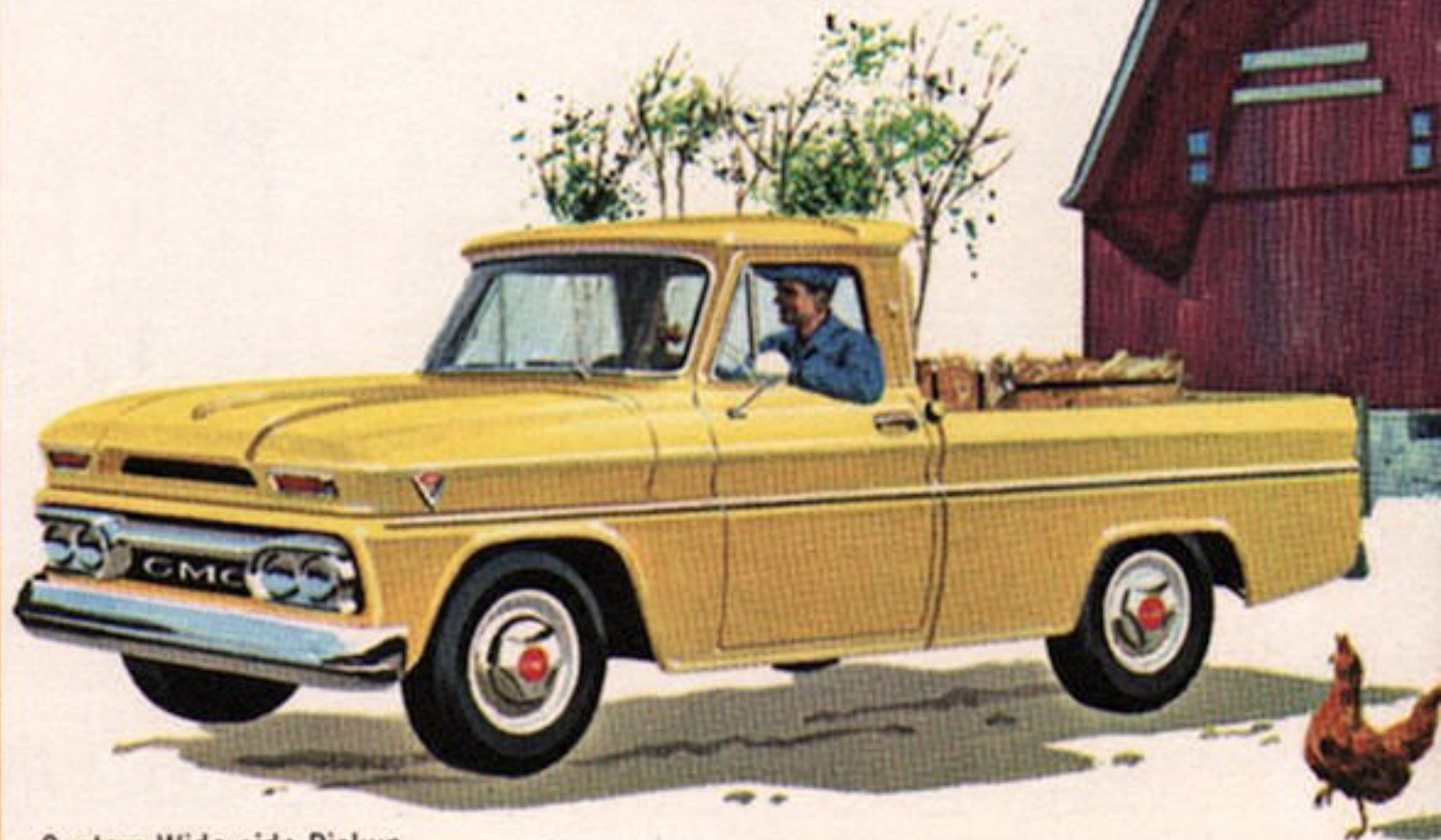
Toro-Flow Diesel Tractor



Transit Bus

The most complete model coverage of trucks and buses in its history is now offered by GMC Truck & Coach Division. Of particular importance to the truck owner is the variety of gasoline and Diesel engines available in light-, medium- and heavy-duty categories. Included are GMC Toro-Flow V6 Diesels and Detroit Diesel engines that have established remarkable records for

**GM** *on the job*



Custom Wide-side Pickup

efficiency and durability. Trucks powered by Toro-Flows now range from 10,500 to 43,000 lbs. gross vehicle weight. Those equipped with Detroit Diesel engines range up to 150,000 lbs. gross weight in tractor-trailer combinations.

New models in the 1965 truck line include station wagon type Handi-Buses and Handi-Campers as well as Handi-Van cargo carriers.



**GM** *on the job*

2,500 horsepower general purpose locomotive

## **ELECTRO-MOTIVE**

Electro-Motive Division helps American industry become even more productive by offering products ranging from huge Diesel locomotives to electric power generating plants to marine engines. Available under a replacement plan, current model locomotives feature such greatly improved efficiency that two units can do the work of three older units.

Oil derrick powered by Detroit Diesel engines

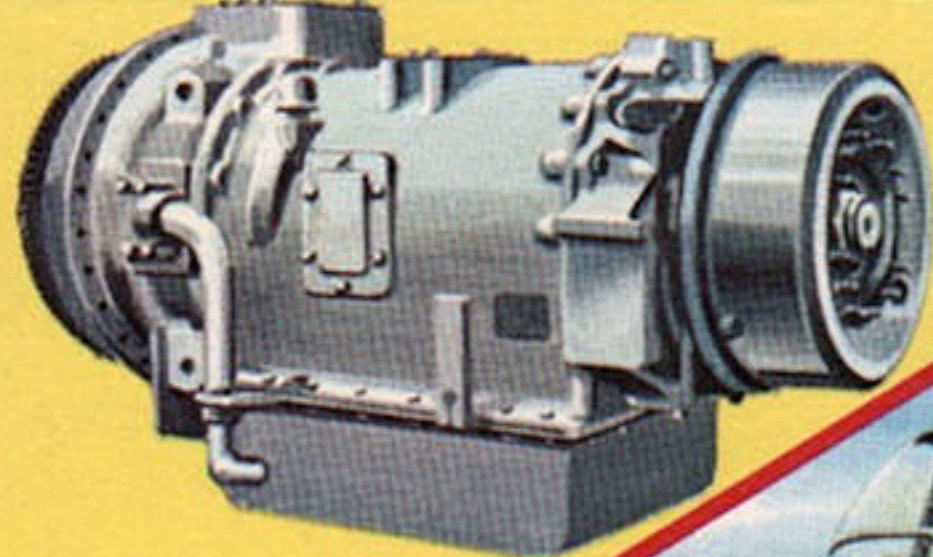
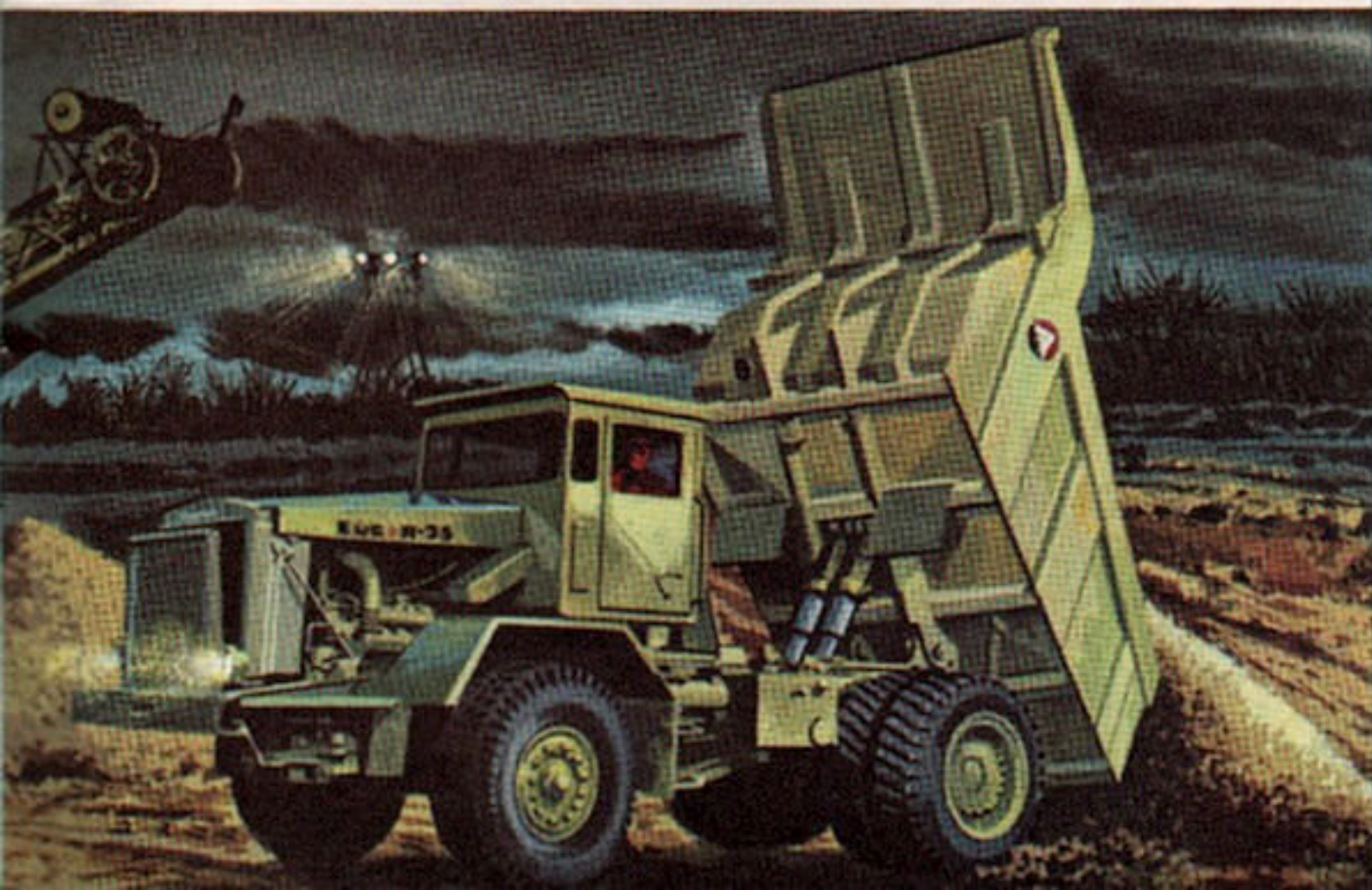
## **DETROIT DIESEL ENGINE**

Engines from Detroit Diesel Engine Division power more than 3,000 different types of equipment. Over 400 variations of 14 basic engines span a power range from 20 to 1,400 horsepower. Most engines are now available in an "N" model which incorporates recent innovations in the fuel combustion system to provide greater efficiency and improved performance.

## EUCLID

Euclid Division produces off-the-highway earthmoving equipment such as large rear dump and bottom dump haulage units, self-loading scrapers, front end loaders and crawler tractors. Improvements in body design, suspension and power train of rear dumps have substantially increased the work capacity of these versatile vehicles.

35-ton Rear Dump



Allison powershift transmission;  
light helicopter using Allison T63  
lightweight gas turbine engine

## ALLISON

Allison Division is a leading developer and producer of powershift transmissions and torque converters for military vehicles and large commercial off-the-highway equipment. Fully automatic transmissions are produced for trucks and buses. Allison also is an important source of gas turbine engines for military and some commercial aircraft.

# GM also serves you—

*in the home ————— on the job*

For additional information, visit your local dealer or write to the GM division which manufactures the product in which you are interested.

**Allison Division**  
Indianapolis, Indiana, 46206

**Chevrolet Motor Division**  
Detroit, Michigan, 48202

**Detroit Diesel Engine Division**  
Detroit, Michigan, 48228

**Electro-Motive Division**  
La Grange, Illinois, 60525

**Euclid Division**  
Hudson, Ohio, 44236

**Frigidaire Division**  
Dayton, Ohio, 45401

**GMC Truck & Coach Division**  
Pontiac, Michigan, 48053

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buy and boost **GM** products