



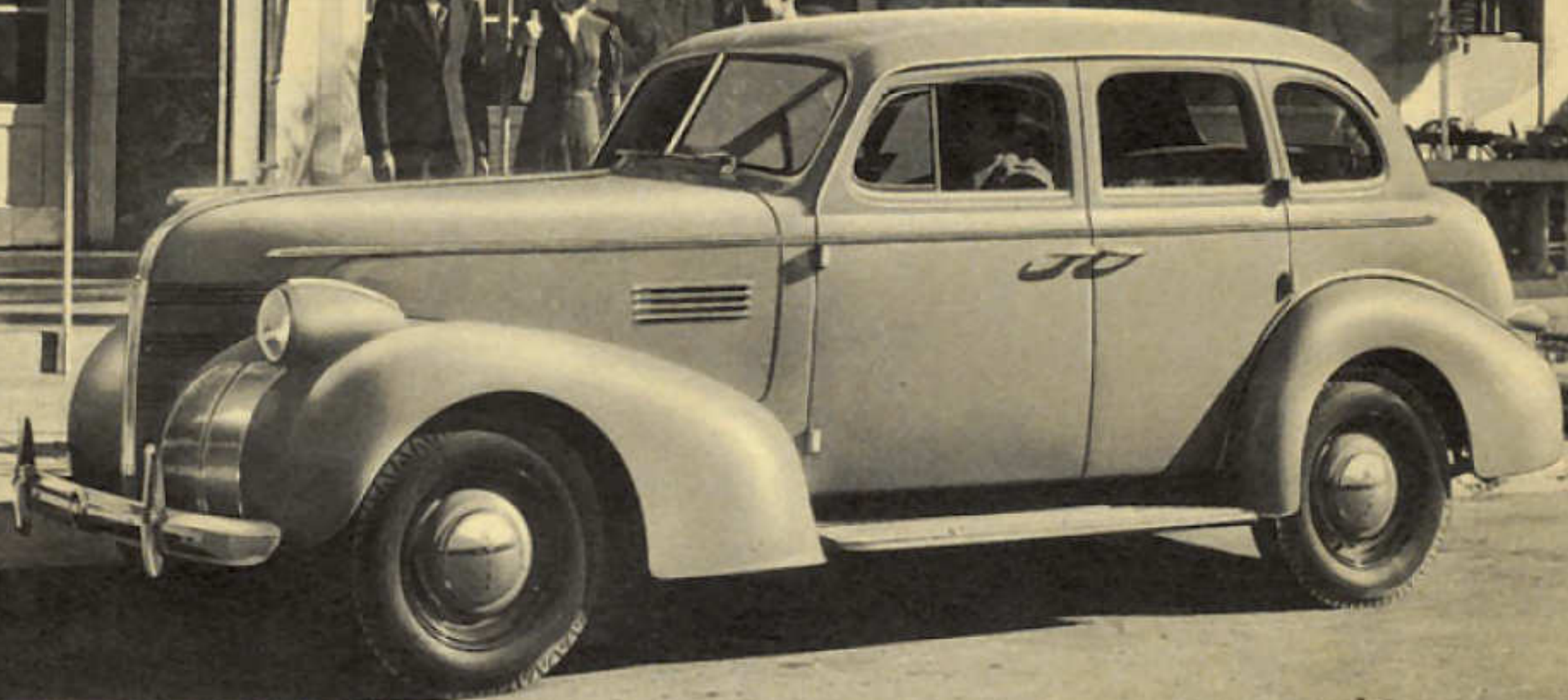
Pontiac

GENERAL MOTORS'

SECOND

LOWEST-PRICED CAR

Pontiac
Chief of the Ottawas
*Reproduced from a painting by
Jerry Farnsworth, N. A.*

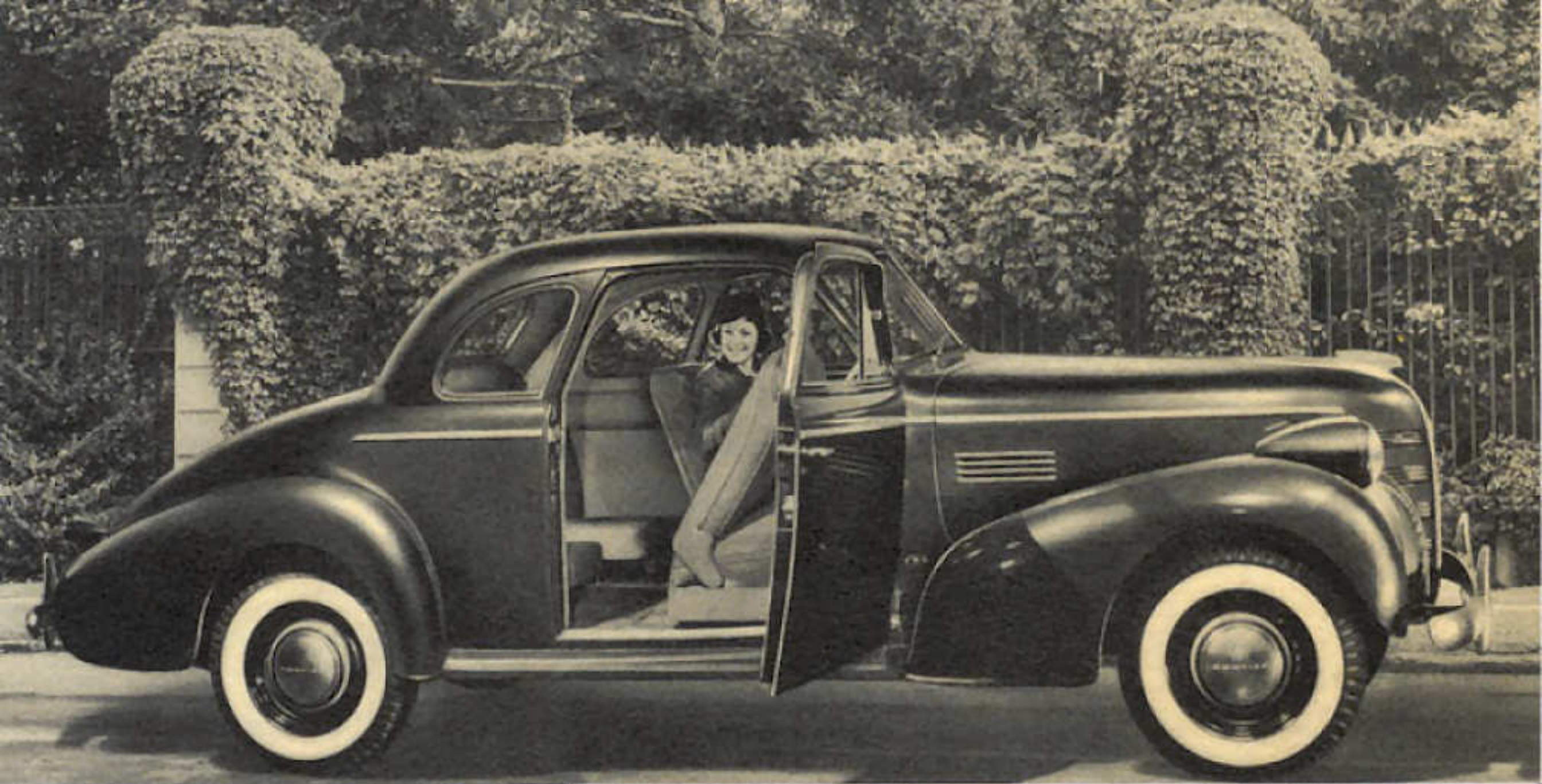


De Luxe 115 Six Four-Door Sedan

*You'll be proud to own
a Pontiac*

BECAUSE NO CAR ON EARTH IS BETTER ENGINEERED!

When you buy a Pontiac, you have the satisfaction of knowing that impartial engineers the country over approve your choice. Pontiac is recognized as one of the soundest cars, engineering-wise, ever built. Thanks to master engineering, Pontiac gives you every worthwhile modern feature, and every feature is the finest money can buy.

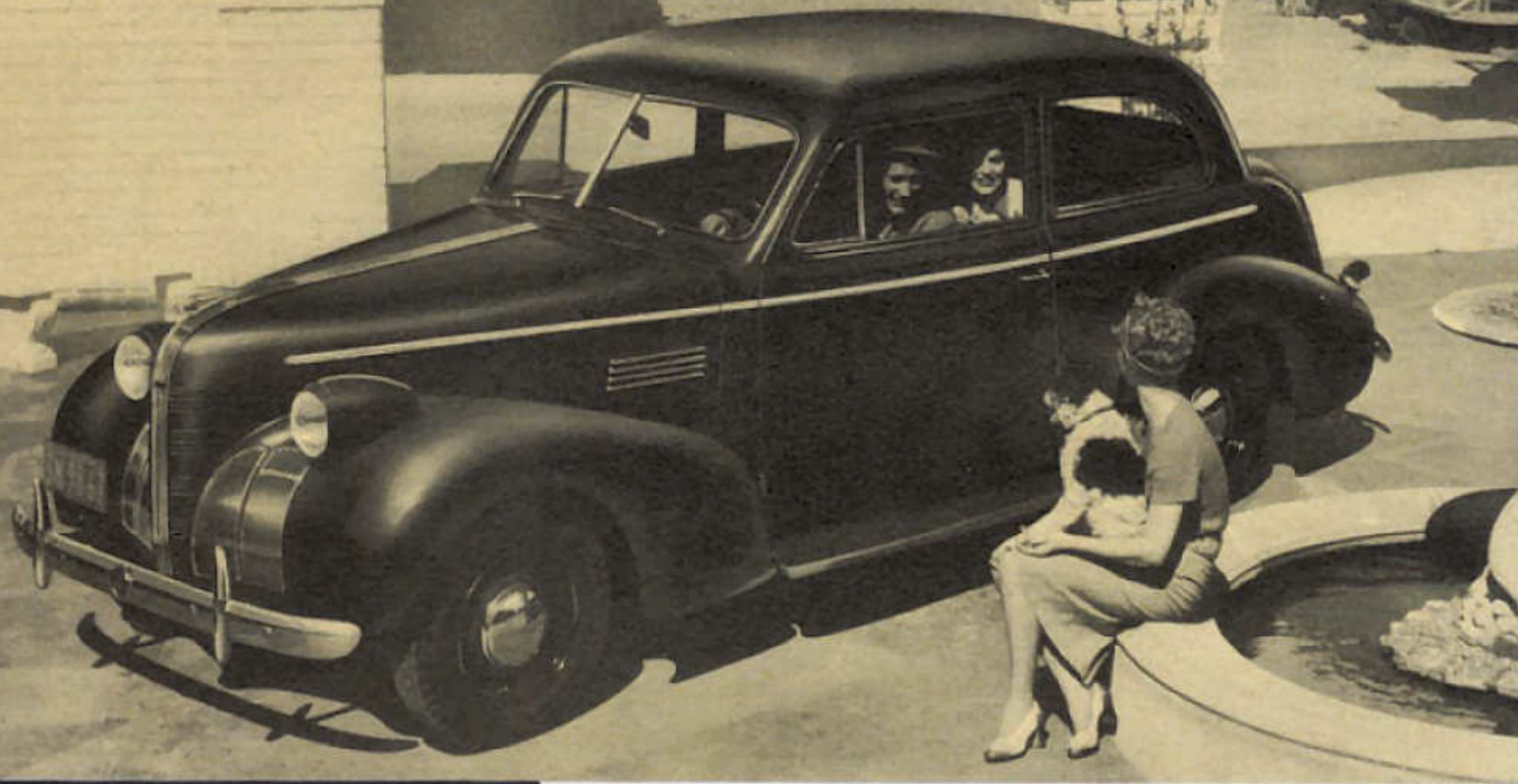


De Luxe Eight Sport Coupe

*You'll be proud to own
a Pontiac*

BECAUSE IT'S A MONEY-SAVING MARVEL ALL ITS LONG LIFE!

One of the most notable advantages of Pontiac ownership is Pontiac's famous operating economy. Owners report "18 to 24 miles per gallon of gasoline" and oil economy in proportion. You get this record-breaking thrift in both six and eight-cylinder models of America's finest low-priced car, together with peak performance.

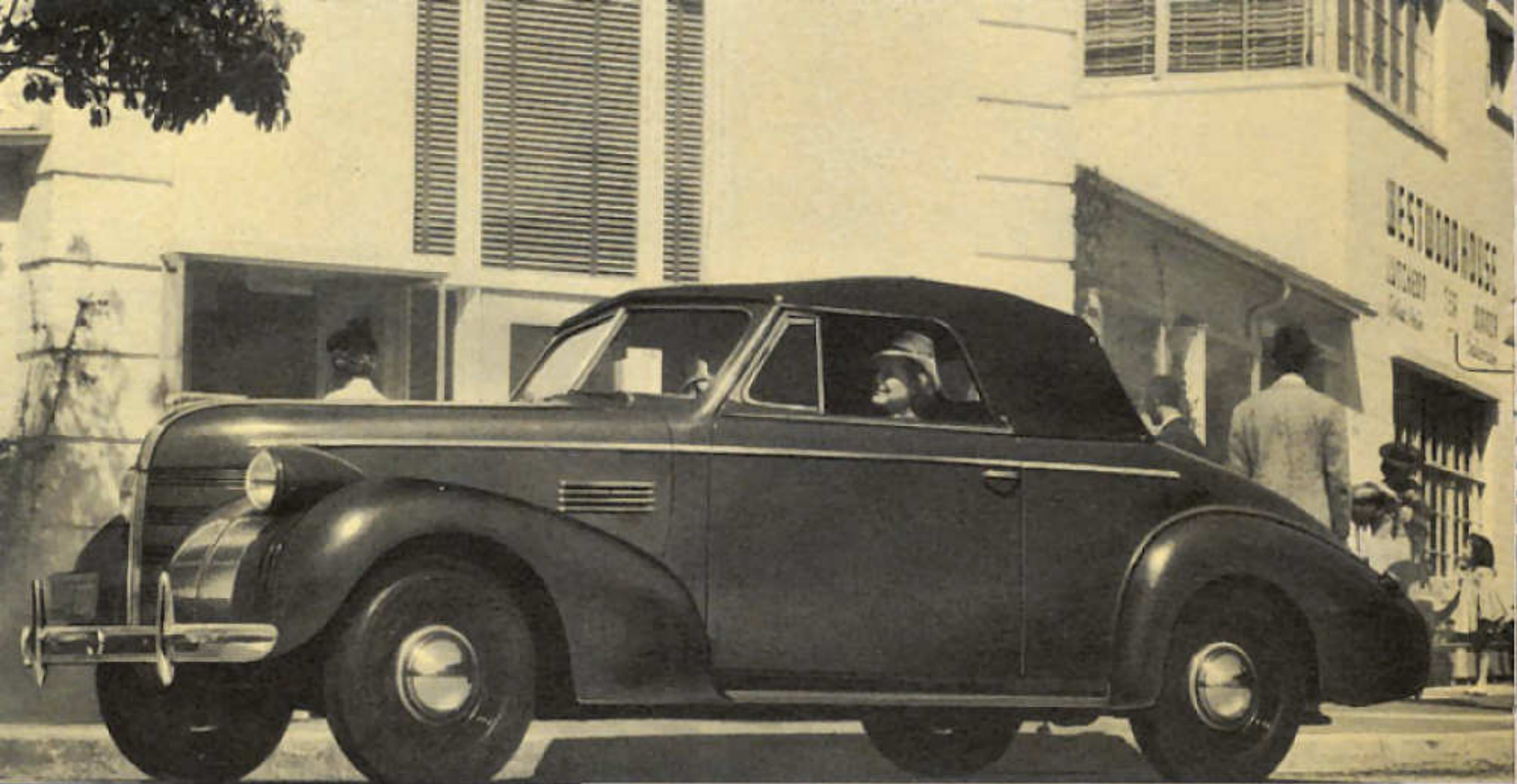


De Luxe 120 Six Two-Door Sedan

*You'll be proud to own
a Pontiac*

**BECAUSE AMERICA
CALLS IT THE MOST BEAUTIFUL THING ON WHEELS!**

Pontiac won America's award for beauty with the first Silver Streak Pontiac, and, largely because of this distinctive new style note, it has never lost it. And Pontiacs are just as beautiful *inside*. The spacious, wide-vision bodies are loaded with extra luxuries.

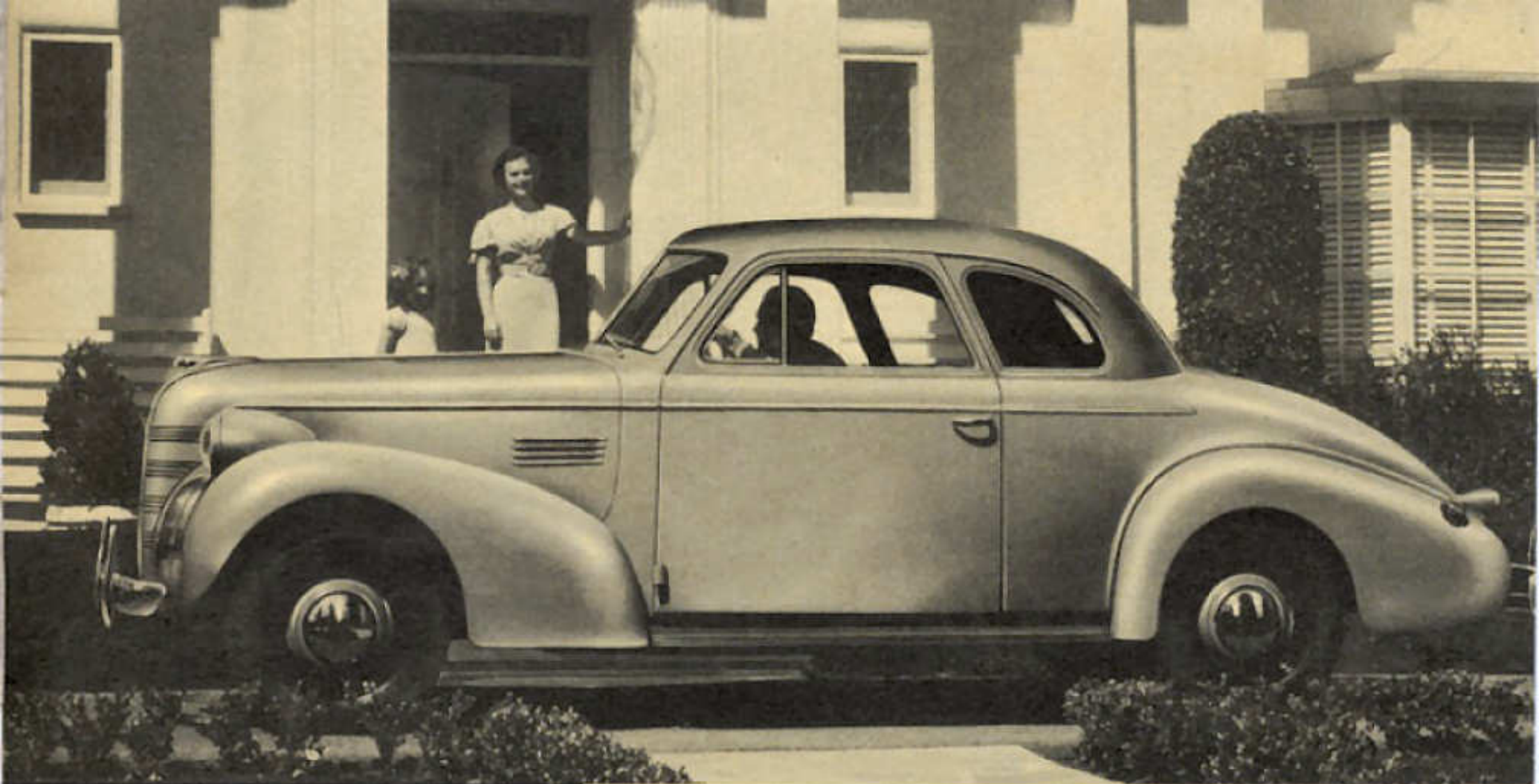


De Luxe 120 Six Cabriolet

*You'll be proud to own
a Pontiac*

**BECAUSE IT'S PRICED NEAR THE LOWEST YET
BUILT LIKE THE BEST!**

A Pontiac asks no odds of any car for beauty, luxury, comfort, safety, and performance. And Pontiac, with its exclusive combination of Knee-Action and Duflex rear springing, gives the world's smoothest ride. From roof to road it's a genuine quality car.



De Luxe 120 Six Business Coupe

*You'll be proud to own
a Pontiac*

BECAUSE IT'S THE MOST TROUBLE-FREE CAR IN THE WORLD!

Pontiac is famous as the car "built to last 100,000 miles" and many owners report mileage far in excess of that figure. Yet, that is only half the story. The important thing is that these are carefree, thrifty miles. That is why impartial experts call Pontiac the most trouble-free car in America. You can trust a Pontiac in every way.



The Station Wagon

BECAUSE NEVER HAS A PRICE SO LOW BOUGHT A CAR SO FINE!

Not the least of the pleasures of Pontiac ownership are these: the knowledge that you drive a car without a peer for quality; and the knowledge that you have acquired a genuine bargain. Not only is this fine car priced near the lowest; its higher trade-in value will make up the difference—and more—when you are ready to buy again. You don't pay more for a Pontiac, you *invest* a little more.

You'll be proud to own
a **Pontiac**



THREE SUPERB LINES OF PONTIACS TO MAKE YOU PROUD AND SAVE YOU MONEY

There are hundreds of thousands of people today who, for one reason or another, prefer to buy low-priced cars. Yet, due to an acquaintance with the finer things of life, they also want more quality, comfort, beauty, luxury, performance, and safety than the lowest-priced cars afford.

It is for these people that General Motors builds Pontiac—its *second* lowest-priced car. And because it is produced by an engineering staff which has to its credit no less than 90 great automotive advancements, Pontiac completely fulfills the aim of its builders. *It is priced within a few dollars of the lowest.** Yet it is a big, luxurious, powerful car—*built like the best.*

When you buy a Pontiac you get a car so enthusiastically endorsed by owners that it is widely known as "America's best recommended car."

The reasons for this loyalty are not far to seek. Pontiac's inbuilt quality is so fine that Pontiac has an unparalleled record for dependability.

Pontiac has built cars for many years, yet *81.7% of all Pontiacs ever built are still in use today.*

All this has resulted in a public acceptance so spontaneous and widespread that Pontiac's growth in size and prestige is one of the wonders of the industry. That's one reason why you'll be proud to own a Pontiac—everyone will approve your choice. There are many other reasons, which you will find briefly described on the following pages. But they all sum up to this—*Pontiac deservedly ranks with the finest cars built today.*

For 1939 this superb car is available in three lines—a De Luxe 115 Six, a De Luxe 120 Six, and a De Luxe Eight—distinguished alike for beautiful exteriors, roomy, wide-vision bodies, dashing performance and phenomenal thrift. The various models available in any or all of these lines are illustrated. Your problem is simply to choose the model that best meets your needs, because you can depend on it that, whatever your choice, you will get the finest automotive value available today.

**\$758 and up, delivered at Pontiac, Mich. Prices subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.*