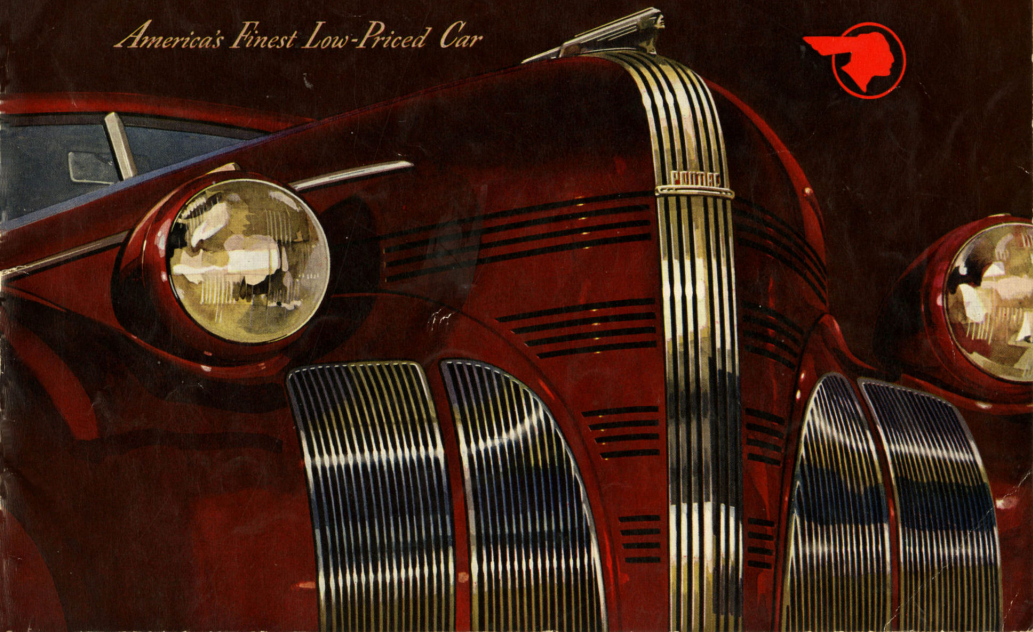


1939 SILVER STREAK PONTIAC

QUALITY SIX • DE LUXE SIX • DE LUXE EIGHT

America's Finest Low-Priced Car



QUALITY
SIX

DE
LUXE
SIX

DE
LUXE
EIGHT

MECHANICAL
& ACCESSORIES

THREE SUPERB LINES OF LOW-PRICED CARS

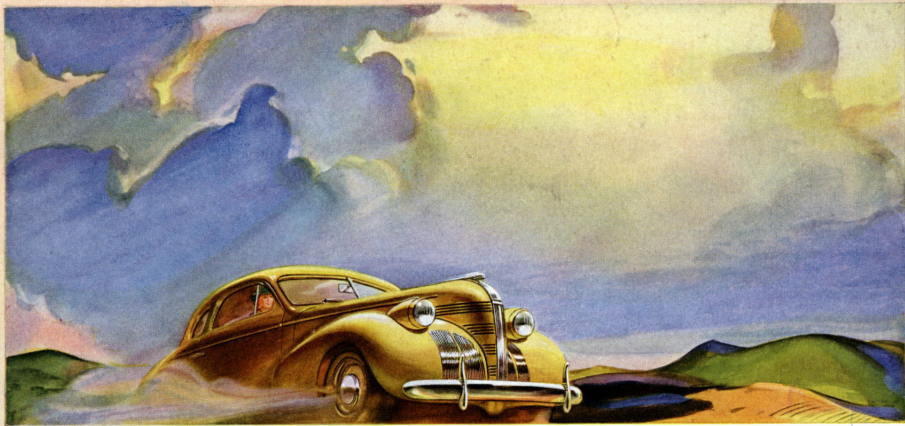


to make you **PROUD** and

SAVE YOU MONEY

The following pages present the finest cars Pontiac has ever built, and the finest ever to appear in their respective price fields—a completely new Quality Six . . . a new De Luxe Six . . . and a new De Luxe Eight. All three have these things in common: each is big, smart, and luxurious . . . each is packed with brilliant new features . . . each is a marvel of thrift . . . and the cost of each represents a *substantial price reduction*. As a result, you can choose any model with complete assurance that you are getting the finest automotive value available today.

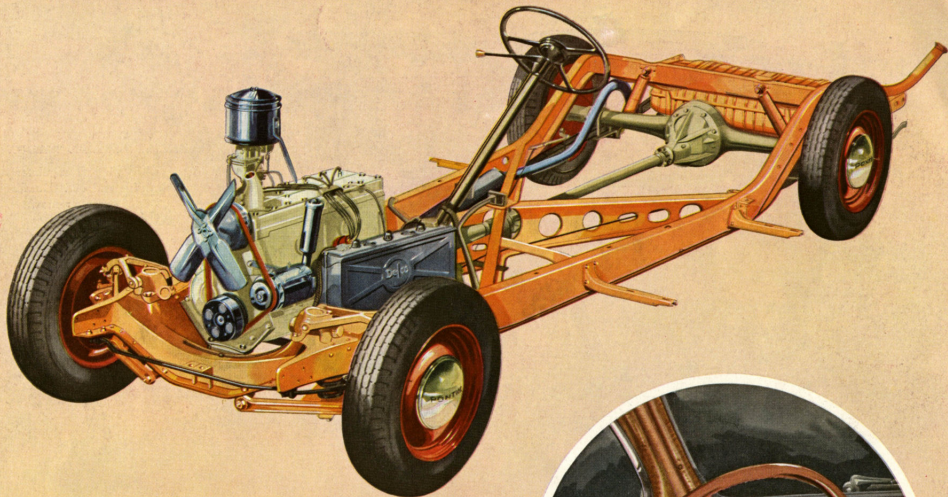




1939 PONTIAC QUALITY SIX

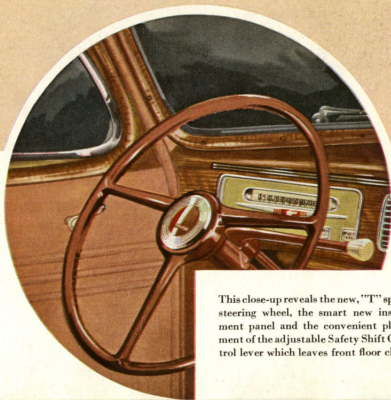
WITH THIS NEWEST addition to the Pontiac line, Pontiac again leads the industry in giving more for less. The Quality Six is new from the wheels up and a "top-flight" car all through. Its styling is so new and smart that it could win a beauty prize in *any* price field. It is generously sized inside and out, and appointed with fine-car richness. It offers the widely copied, Pontiac-pioneered Safety Shift at *no extra cost*. It introduces a new ride feature meeting a great need—Newrest

Ride with Duflex Springing, which gives one passenger the jolt-free ride formerly possible only with a full passenger load. The engine is a marvel of smoothness, with economy that asks no odds of any car, plus performance that lets you step with the best. And this big Six is priced so near the lowest that you'll never miss the slight difference in monthly payments! Pontiac proudly presents a great automotive achievement—by all odds, *America's finest low-priced car.*



NO CAR AT ANY PRICE IS BETTER ENGINEERED

There is no more efficient engine built today than the powerful, lively, smooth, quiet, and amazingly economical motor of the Pontiac Quality Six. There is no sturdier chassis and none with more advanced features. Following is a partial list of the mechanical advancements Pontiac provides. To satisfy yourself that you can't excel Pontiac quality, compare these features with those of *any other car*: Duflex Rear Springs . . . Hypoid Rear Axle . . . Link Parallelogram Steering . . . Improved Safety Shift Gear Control . . . Multi-Sealed Hydraulic Brakes . . . Power Cushion Drive . . . Hydraulic Cushion Levelators . . . Rifle-Drilled Connecting Rods . . . Ball-Bearing Water Pump . . . Self-Cushioning Clutch . . . Vacuumatic Spark Control . . . Improved Knee-Action . . . Ten-Second Zero Weather Starting Motor.



This close-up reveals the new, "T" spoke steering wheel, the smart new instrument panel and the convenient placement of the adjustable Safety Shift Control lever which leaves front floor clear.

Y O U ' L L B E P R O U D T O O W N A P O N T I A C

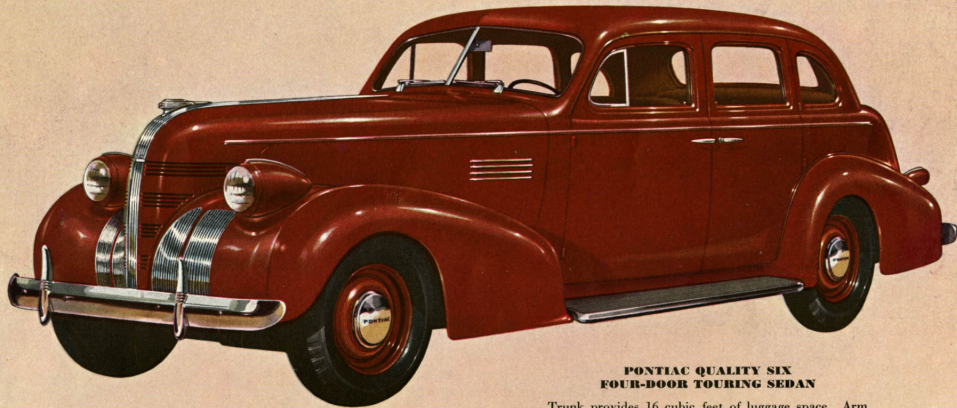


LUXURY AND COMFORT NEW TO THE LOW-PRICE FIELD

The spacious rear compartment of the new Quality Six typifies the extra luxury which sets this fine car apart from the rest of the low-price field. Fabrics are rich and beautiful. Fittings are the finest examples of modern

design. And Pontiac's luxury goes deeper than appearance. It includes the luxury of *solid comfort*, resulting from wide, 3-passenger, chair-high seats and exceptional floor space. You'll be proud of your Pontiac—*inside and out*.

A M E R I C A ' S F I N E S T L O W - P R I C E D C A R



**PONTIAC QUALITY SIX
FOUR-DOOR TOURING SEDAN**

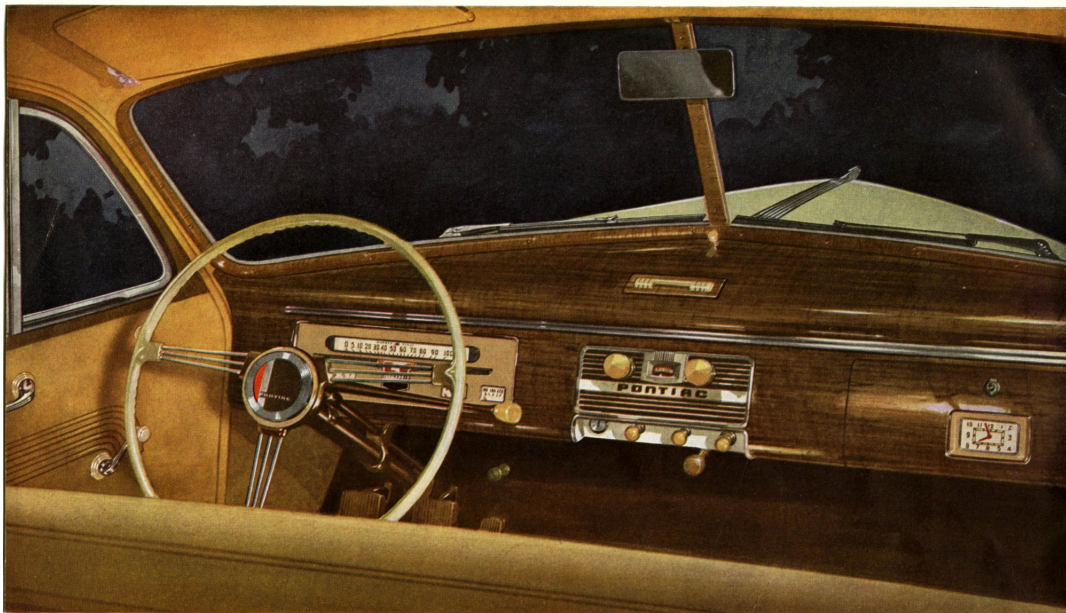
Trunk provides 16 cubic feet of luggage space. Arm rests, front and rear. Ash tray in back of front seat. Light tan mohair or mixed wool cloth upholstery.

D E L U X E S I X

D E L U X E E I G H T

M E C H A N I C A L & A C C E S S O R I E S

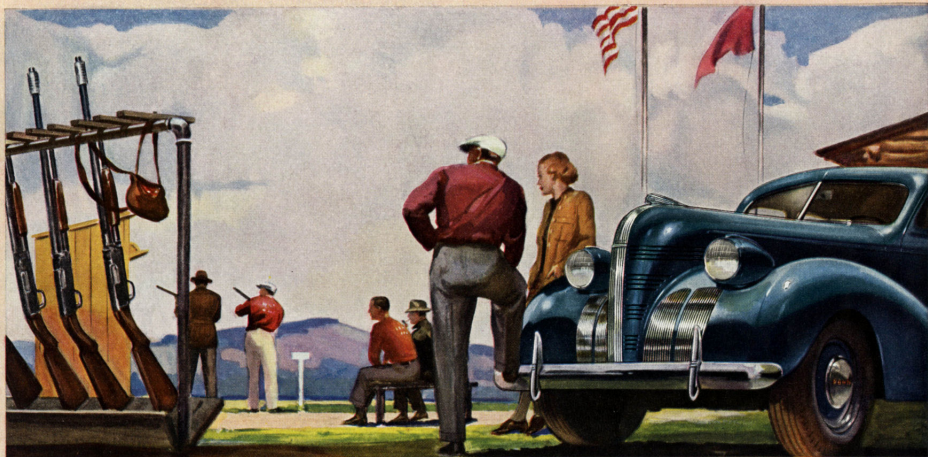
Y O U ' L L B E P R O U D T O O W N A P O N T I A C



BEAUTY AND UTILITY PERFECTLY COMBINED

The front compartment of the Pontiac De Luxe Eight and Six is a fine example of the results obtained by engineers who think in terms of design. The gear-shift lever is on the steering column and the emergency brake lever is under the dash, completely clearing the front floor. The open-vision

wheel gives a clear view of the smartly arranged instruments, and radio and clock are right under your eyes. Convenient, comfortable, beautiful—these are the lasting impressions you get when you sit behind the wheel of a Pontiac. *Radio, chromium wheel, and clock illustrated are approved accessories at extra cost.*



1939 PONTIAC DE LUXE SIX

PONTIAC has long been famous as the most beautiful thing on wheels, but never has a Pontiac been more worthy of the title than the 1939 Pontiac De Luxe Six. Along with a smartly modeled new front end, this new low-priced luxury car provides the biggest bodies ever offered in a Pontiac Six. And these bodies are something entirely new to the low-price field—a type formerly available only in one of the costliest of cars—new Bodies by Fisher available with or without running boards,

curb-high floors and vastly increased vision. Moreover, although these bodies are several inches lower than the usual type, *head-room has not been reduced*, and the interiors, as a whole, are much larger than those of any previous Pontiacs. Pontiac reaches the peak of smartness, comfort, and safety with this bigger De Luxe Six, *yet prices are lower than before, and economy has never been greater*. You'll be proud to own a Pontiac De Luxe Six—proud of its beauty, even prouder of its thrift.

DE LUXE SIX

DE LUXE EIGHT

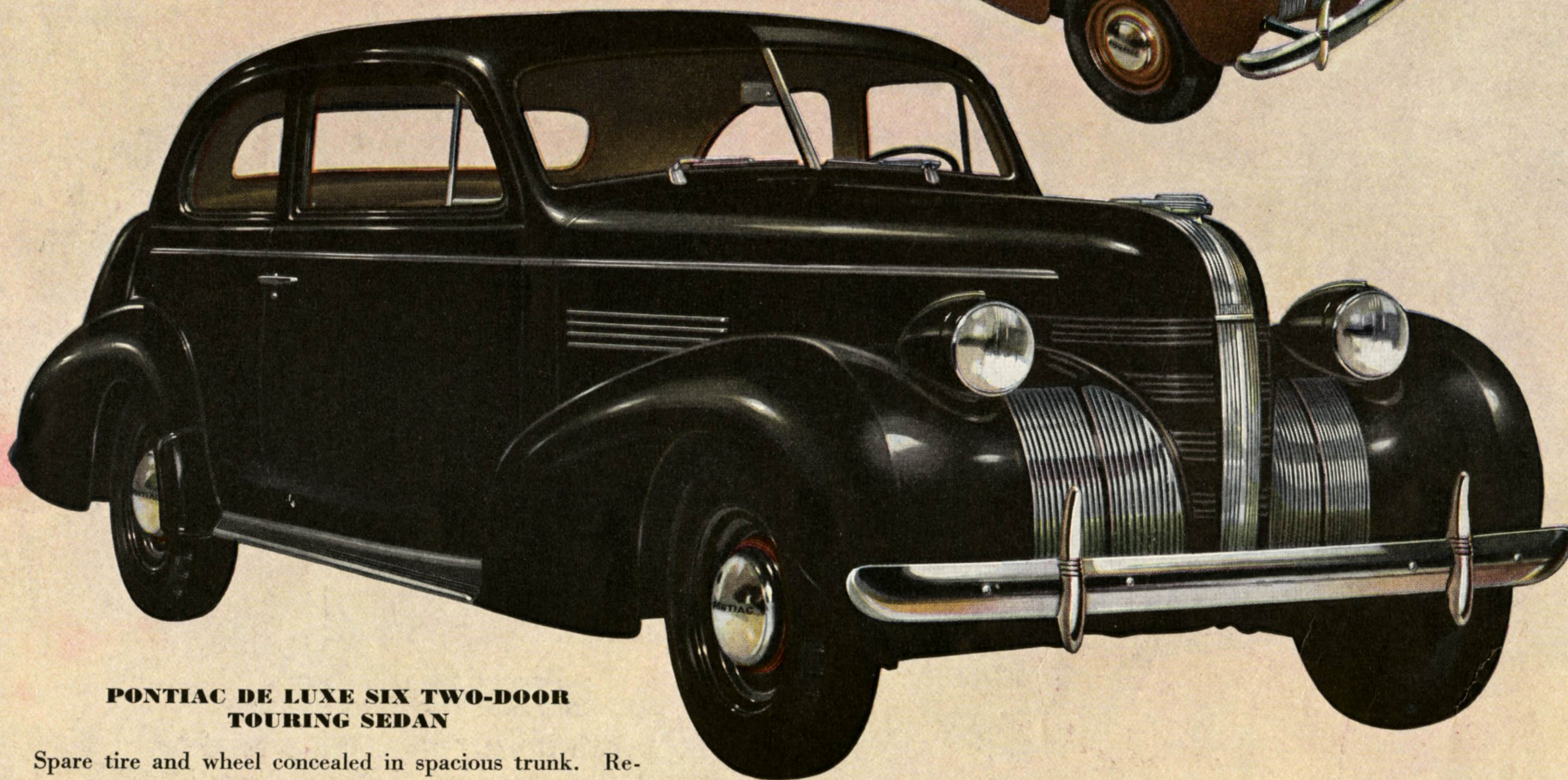
MECHANICAL & ACCESSORIES

Y O U ' L L B E P R O U D T O O W N A P O N T I A C



PONTIAC DE LUXE SIX SPORT COUPE

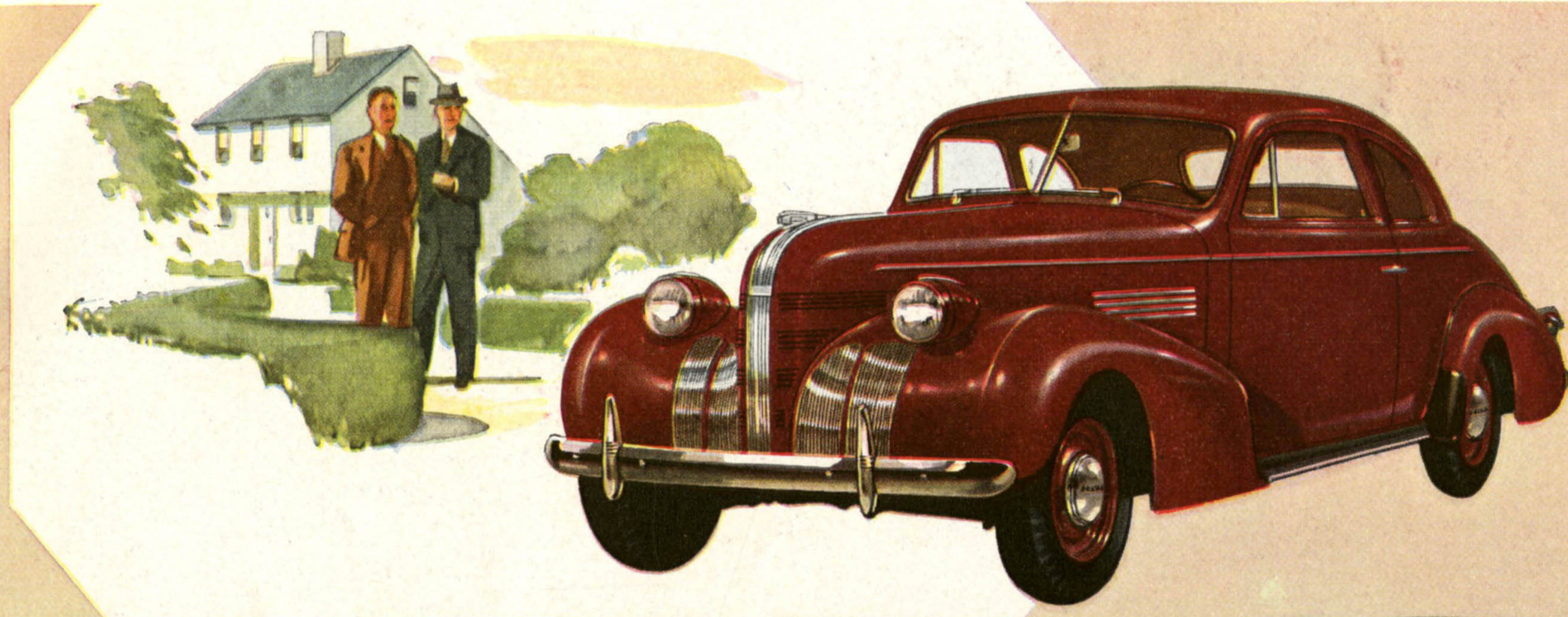
Extra folding seats behind split, three-passenger driver's seat give five-passenger capacity. Ample luggage space in dustproof rear deck. Running boards optional.



**PONTIAC DE LUXE SIX TWO-DOOR
TOURING SEDAN**

Spare tire and wheel concealed in spacious trunk. Recessed ash trays in rear seat arm rests. Split, sedan-type front seat. Tan mohair or Bedford cord upholstery. Running boards optional.

A M E R I C A ' S F I N E S T L O W - P R I C E D C A R

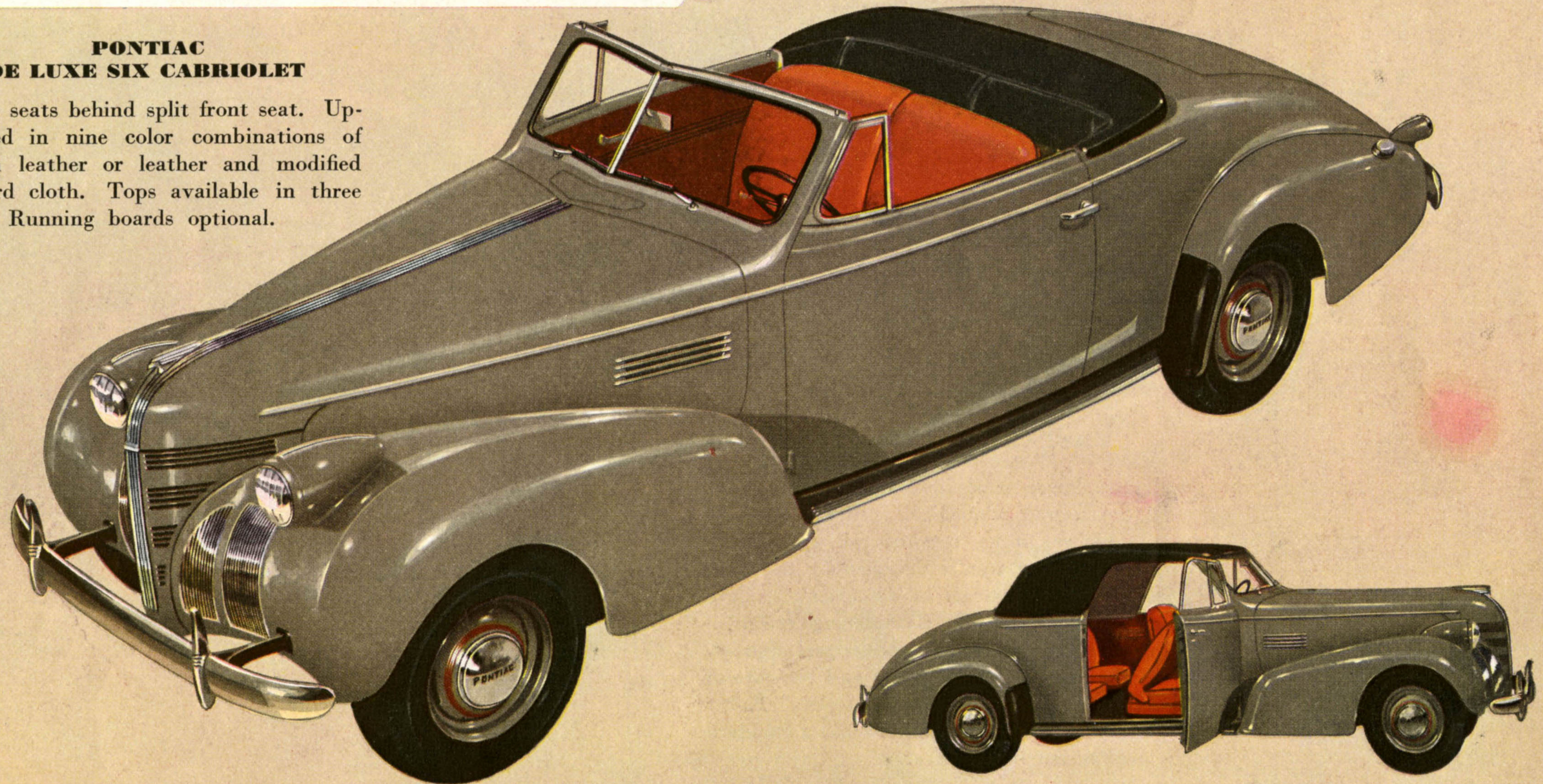


**PONTIAC DE LUXE SIX
BUSINESS COUPE**

Split, three-passenger front seat folds forward to give access to extra interior luggage space. Spare tire in spacious rear deck. Running boards optional.

**PONTIAC
DE LUXE SIX CABRIOLET**

Folding seats behind split front seat. Upholstered in nine color combinations of Spanish leather or leather and modified whipcord cloth. Tops available in three colors. Running boards optional.



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VASTLY INCREASED VISION

A lower cowl line, higher windshield, narrowed windshield corner posts, and higher, wider windows all around are important results obtained by the more modern construction of Pontiac's De Luxe Bodies by Fisher. By widening the field of vision of drivers and passengers approximately 25%, the safety and pleasure of driving are greatly increased. Fisher No-Draft Ventilation is again a standard Pontiac body feature.

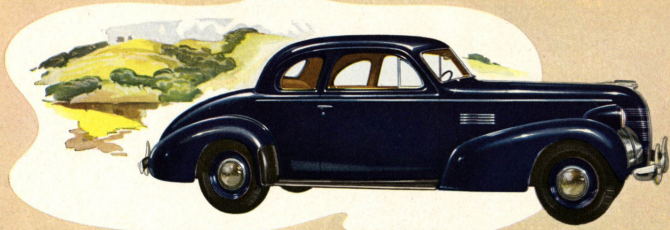


1939 PONTIAC DE LUXE EIGHT

FOR PEOPLE WHO BELIEVE that only an eight can satisfy them for performance, Pontiac provides General Motors' lowest-priced, eight-cylinder car. Although this eight sells at a new, reduced price which brings it well within the reach of people who normally buy sixes, it compares in smoothness, quietness and alert performance with any eight in any car regardless of price, *and it excels most sixes in economy!* This car, too, has the newest of

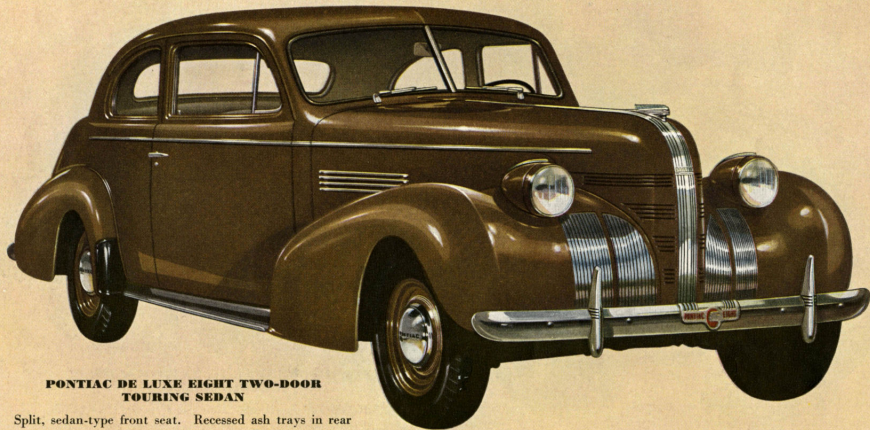
bodies—Bodies by Fisher with curb-high floors and vastly increased vision—available with or without running boards. The exceptional comfort and roominess of these Unisteel, Turret-Top bodies can be judged from the fact that this luxurious car is 196 $\frac{1}{4}$ " long. You can depend on it—when you sit behind the wheel of the 1939 Pontiac De Luxe Eight you command every road you travel . . . and you travel at a *minimum cost per mile.*

Y O U ' L L B E P R O U D T O O W N A P O N T I A C



**PONTIAC DE LUXE EIGHT
BUSINESS COUPE**

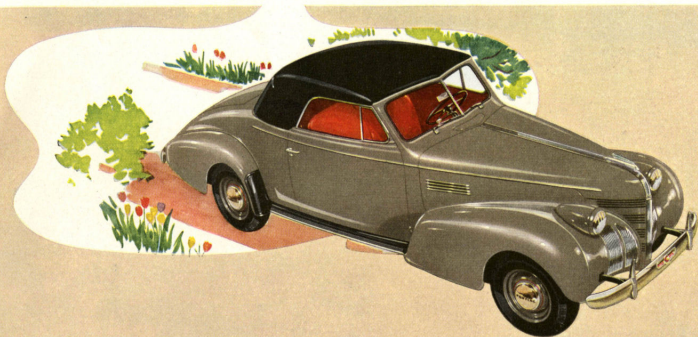
Exceptionally spacious luggage space in rear deck. Additional space behind split, three-passenger seat. Mohair or Bedford cord upholstery. Running boards optional.



**PONTIAC DE LUXE EIGHT TWO-DOOR
TOURING SEDAN**

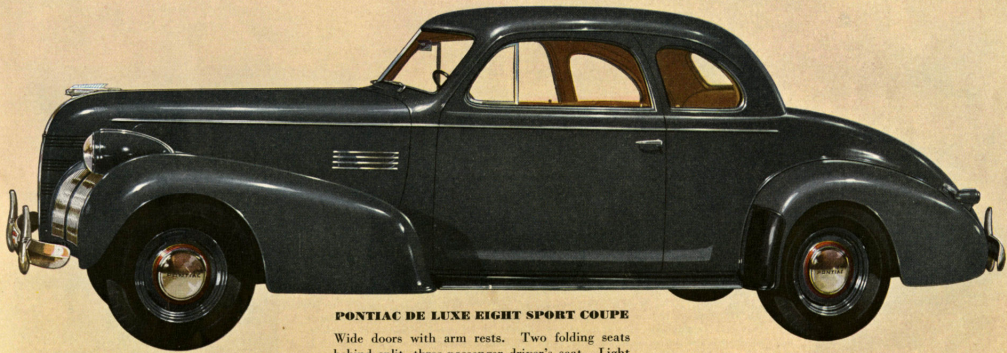
Split, sedan-type front seat. Recessed ash trays in rear seat arm rests. Adjustable driver's seat. Combination arm rests and door handles. Mohair or Bedford cord upholstery. Running boards optional.

A M E R I C A ' S F I N E S T L O W - P R I C E D C A R



PONTIAC DE LUXE EIGHT CABRIOLET

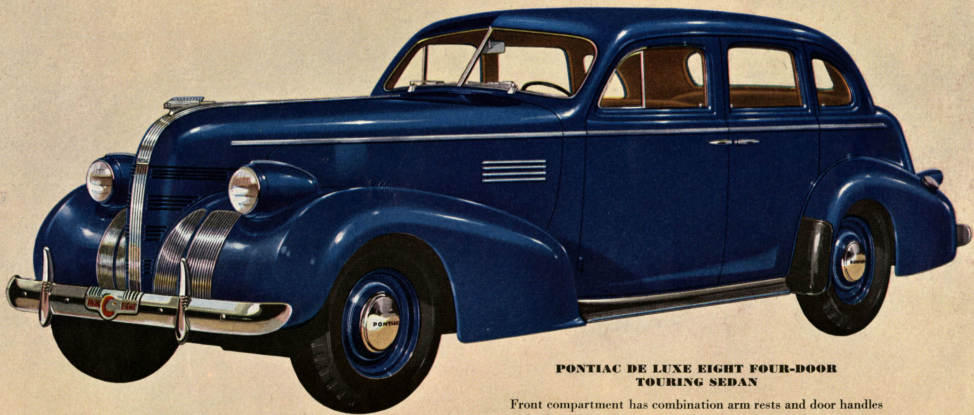
Folding seats behind split front seat. Upholstered in nine color combinations of Spanish leather or leather and modified whipcord cloth. Tops available in three colors. Running boards optional.



PONTIAC DE LUXE EIGHT SPORT COUPE

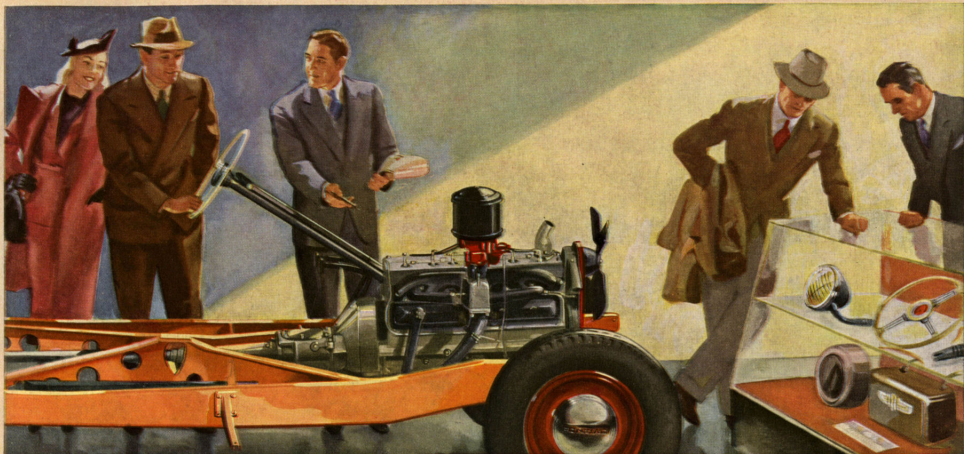
Wide doors with arm rests. Two folding seats behind split, three-passenger driver's seat. Light tan mohair or brown Bedford cord upholstery. Running boards optional.

A M E R I C A ' S F I N E S T L O W - P R I C E D C A R



**PONTIAC DE LUXE EIGHT FOUR-DOOR
TOURING SEDAN**

Front compartment has combination arm rests and door handles and adjustable, tilting seat. Rear compartment has ash trays recessed in arm rests. Tan mohair or Bedford cord upholstery. Running boards optional.



MECHANICAL FEATURES AND ACCESSORIES

IT WOULD REQUIRE a book many times the size of this one to do justice to the mechanical features of the 1939 Pontiacs. A few of special interest are pictured and briefly described in the next two pages. The specifications on the last page of this catalog list many more. But the true test of Pontiac's mechanical excellence can best be learned in a ride. Take it—and you will find that engineering-wise, as well as in appearance, the 1939 Pontiac is unquestionably *America's finest* low-priced car.

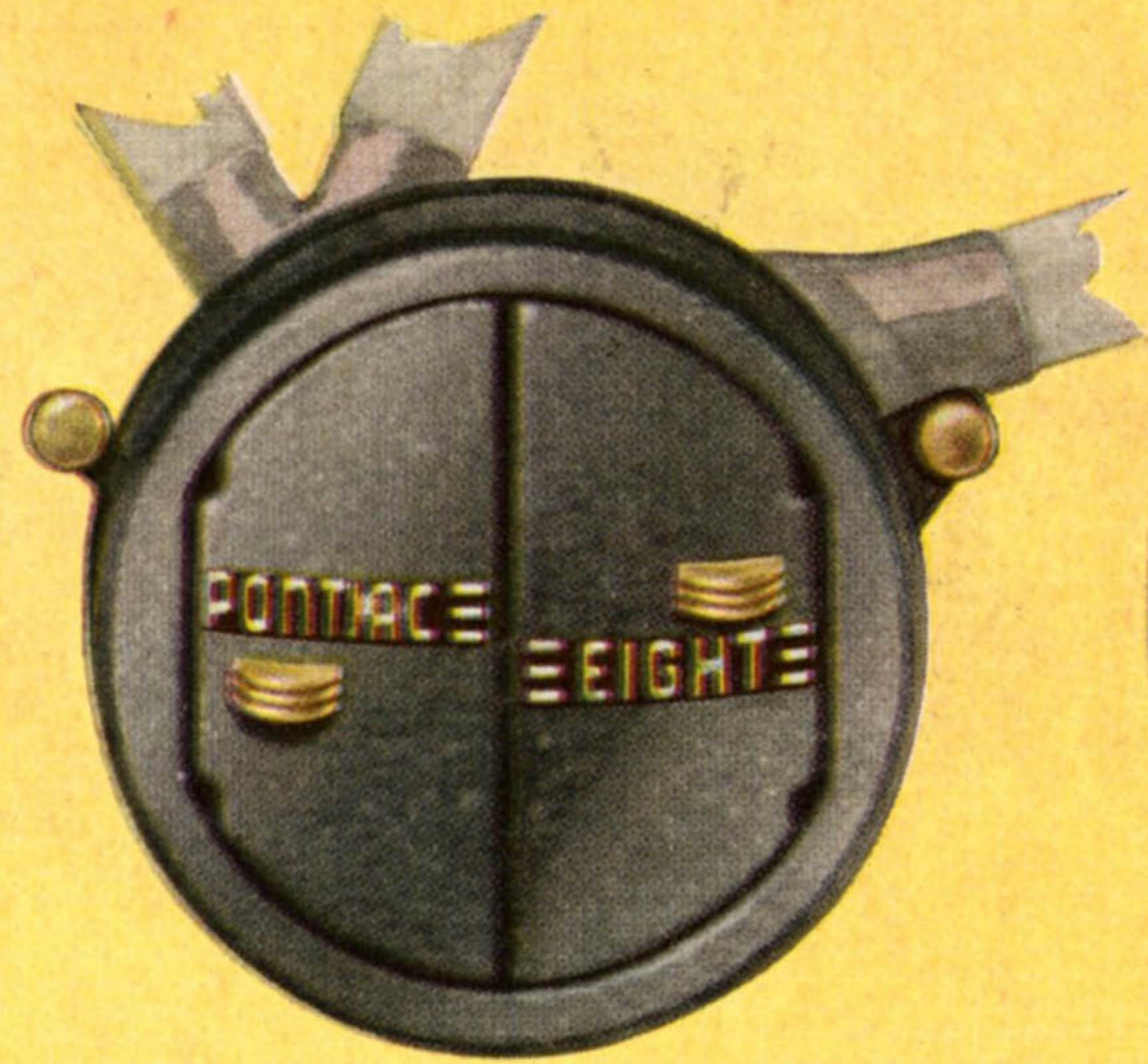
PONTIAC ACCESSORIES are also well worth thorough inspection for all are designed especially for Pontiac and all fulfill a real purpose. As they are manufactured for Pontiac, they are, in accordance with Pontiac's practice, much lower-priced than you would expect them to be. Your Pontiac dealer has all these accessories available for your inspection. Look them over when you buy your new Pontiac; make your choice then, and you may have the cost included in your monthly payment contract.

PONTIAC APPROVED FOR ADDED COMFORT.



Pontiac Master Heater

Twin, adjustable deflectors, heat outlet on bottom, defroster outlet on top. Illuminated switch.



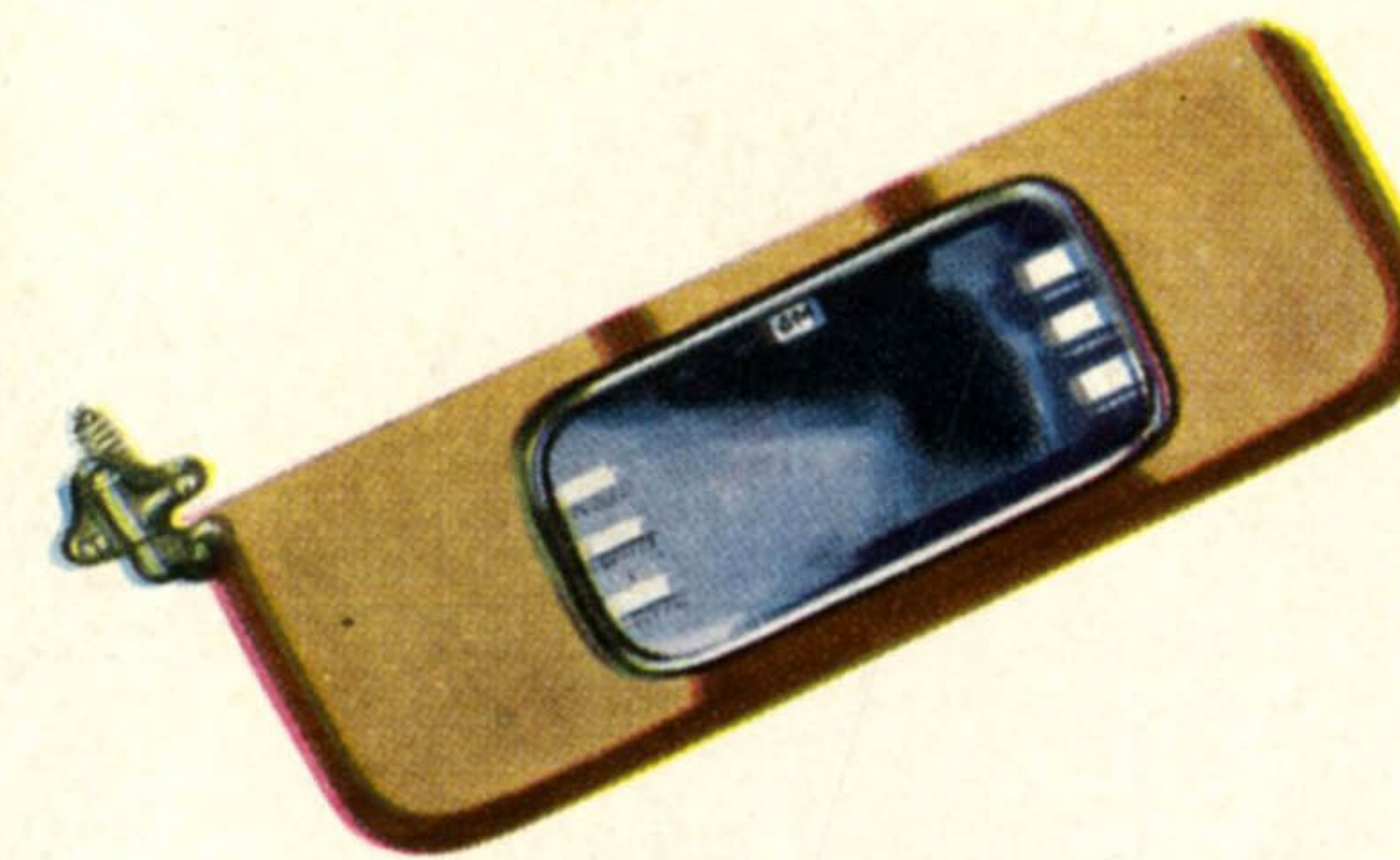
Air-Conditioning Unit

Necessary equipment to enjoy summer and winter air-conditioning in your Pontiac Eight. Keeps car full of fresh air.



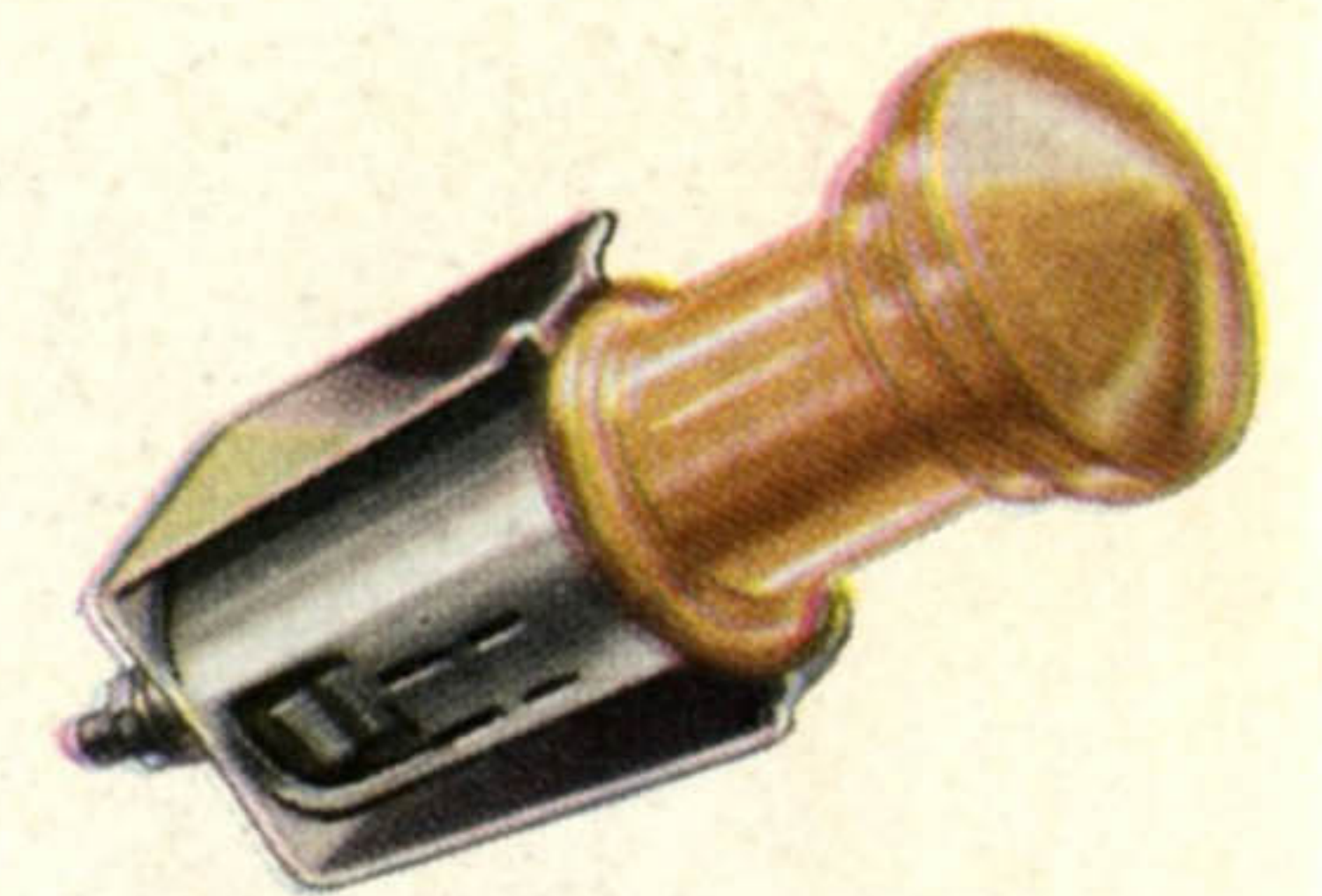
Pontiac De Luxe Heater

Produces maximum heat for sub-zero weather. Doors adjustable to throw heat in any direction.



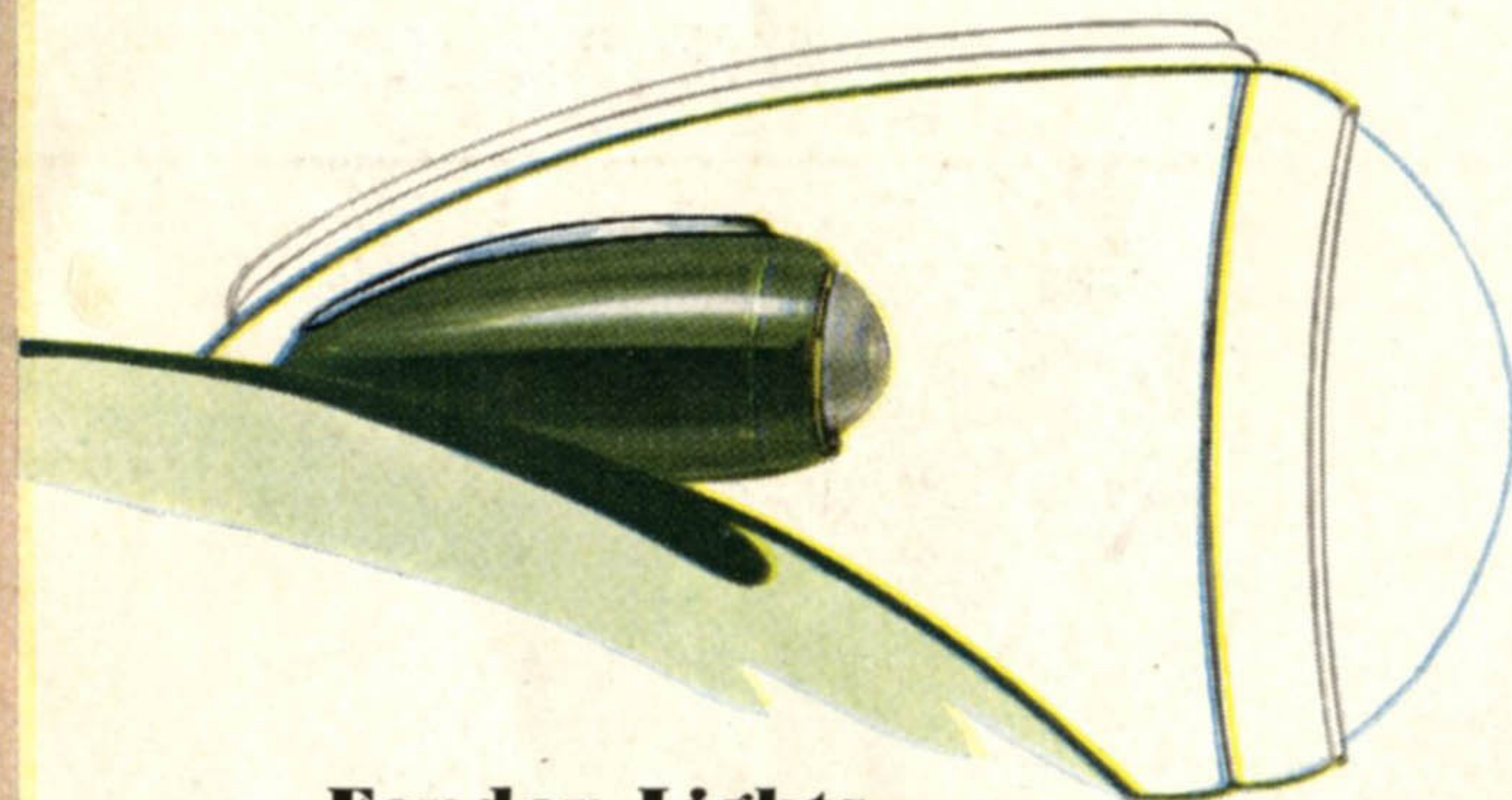
Right-Hand Sun Visor

Standard equipment on De Luxe Eight models. Installed at small cost on Quality and De Luxe Six models.



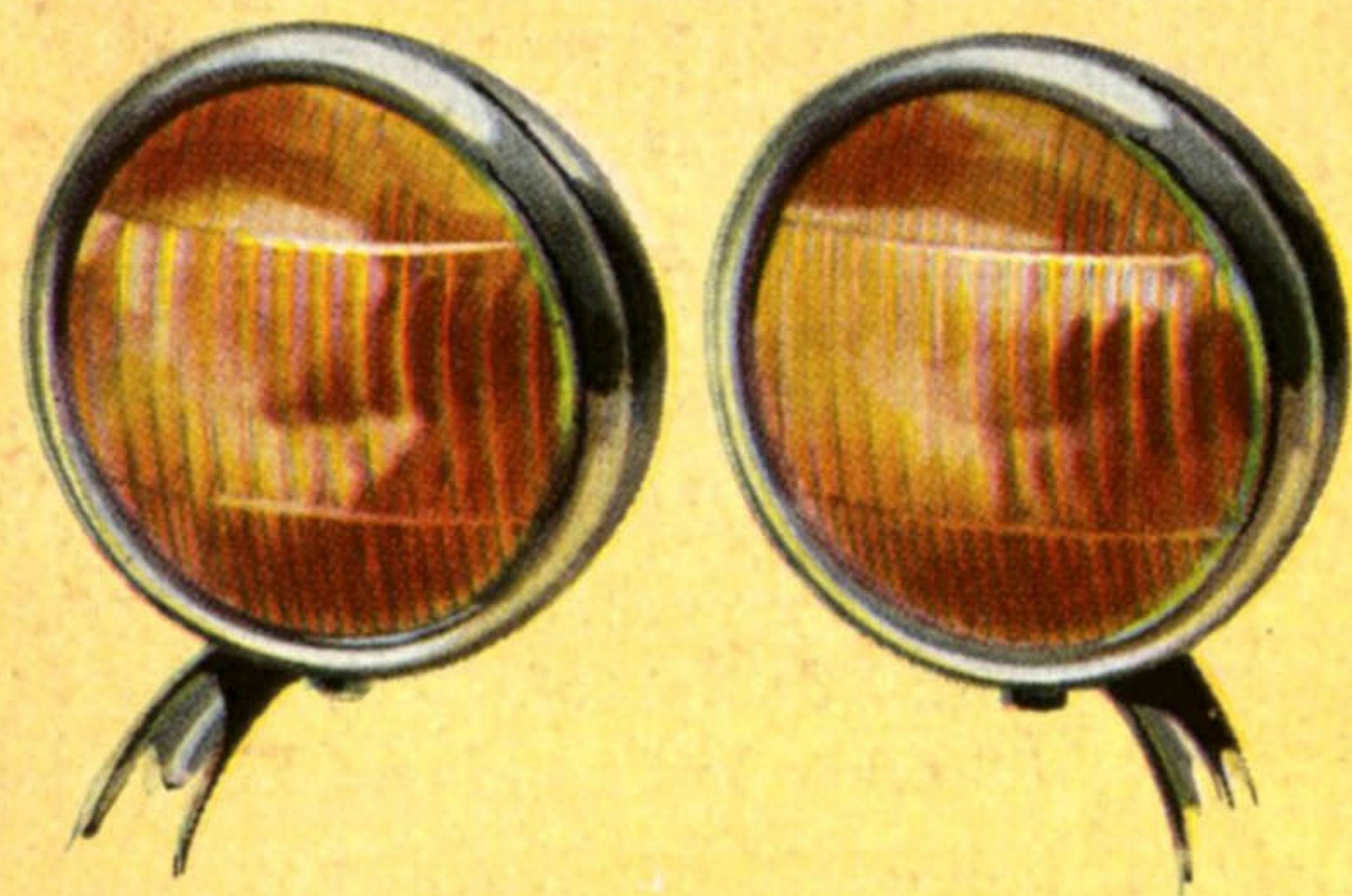
Cigarette Lighter

Popular automatic type. Heats quickly. Handle harmonizes with car control knobs.



Fender Lights

Styled to match standard tail light. A pair adds extra smartness to appearance both day and night.



Fog Lights

Mounted low on the front end, these powerful lights with amber lenses pierce fog to a safe driving distance.



San-Toy Seat Covers

Practical and handsome. Protect and preserve upholstery; prevent wrinkling of clothes; cooler in warm weather. Washable with soap and water. Easy to install and remove.



Pontiac De Luxe Radio

Seven tube. Performance and reception equal to finest home radios. All latest features including tone control. Custom-built dial matches car controls.

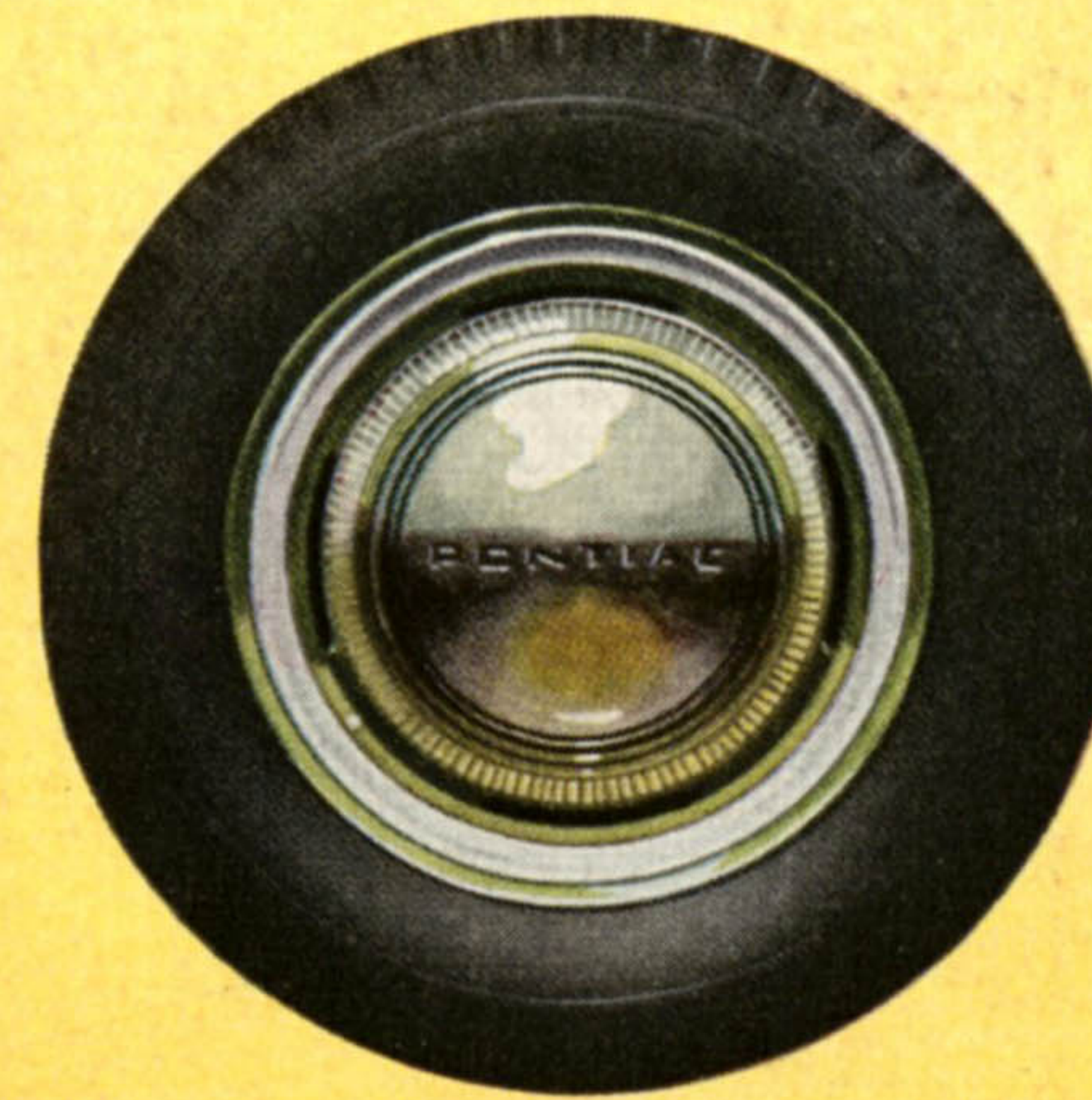
ACCESSORIES

BEAUTY AND LUXURY



Dual Horns

Standard equipment on De Luxe Eight models. Installed at small cost on Quality and De Luxe Six models.



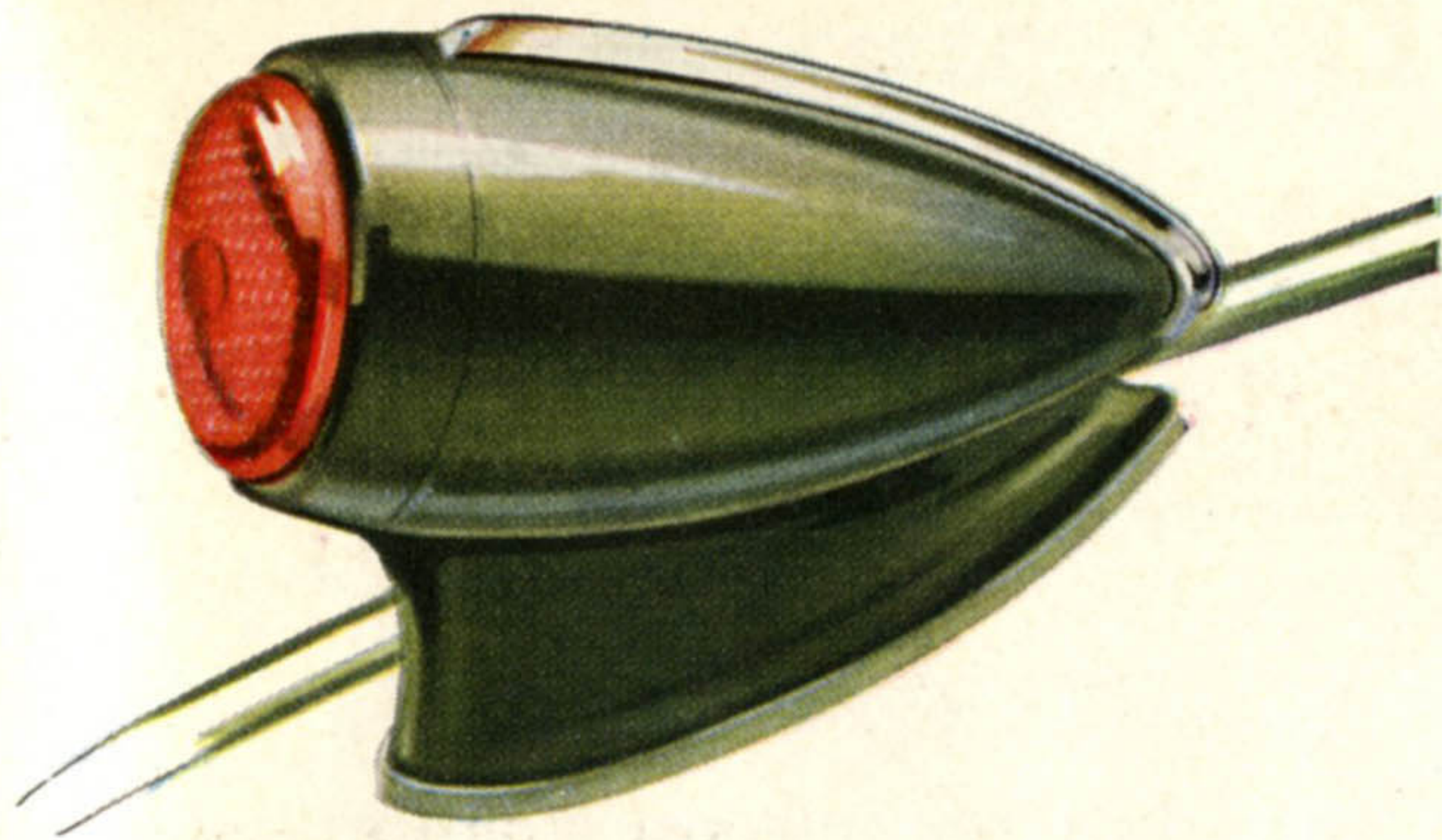
Chrome Wheel Discs

Add to appearance and accumulate less mud and dust. Easily installed. Sparkling and rustproof.



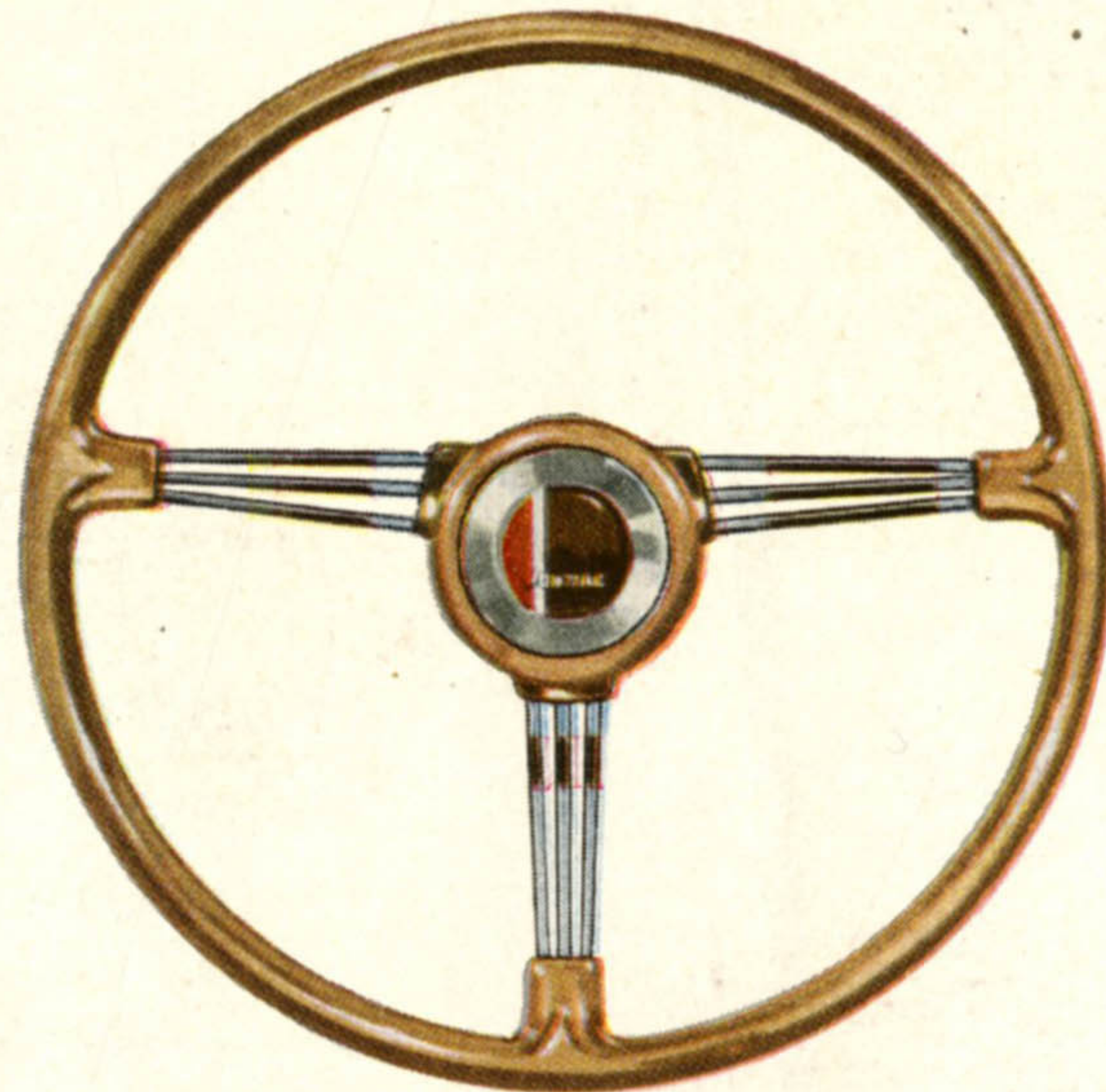
Chrome Wheel Mouldings

Easily installed. Will not rattle or rust. Make tire and hub cap appear larger, and add to car smartness.



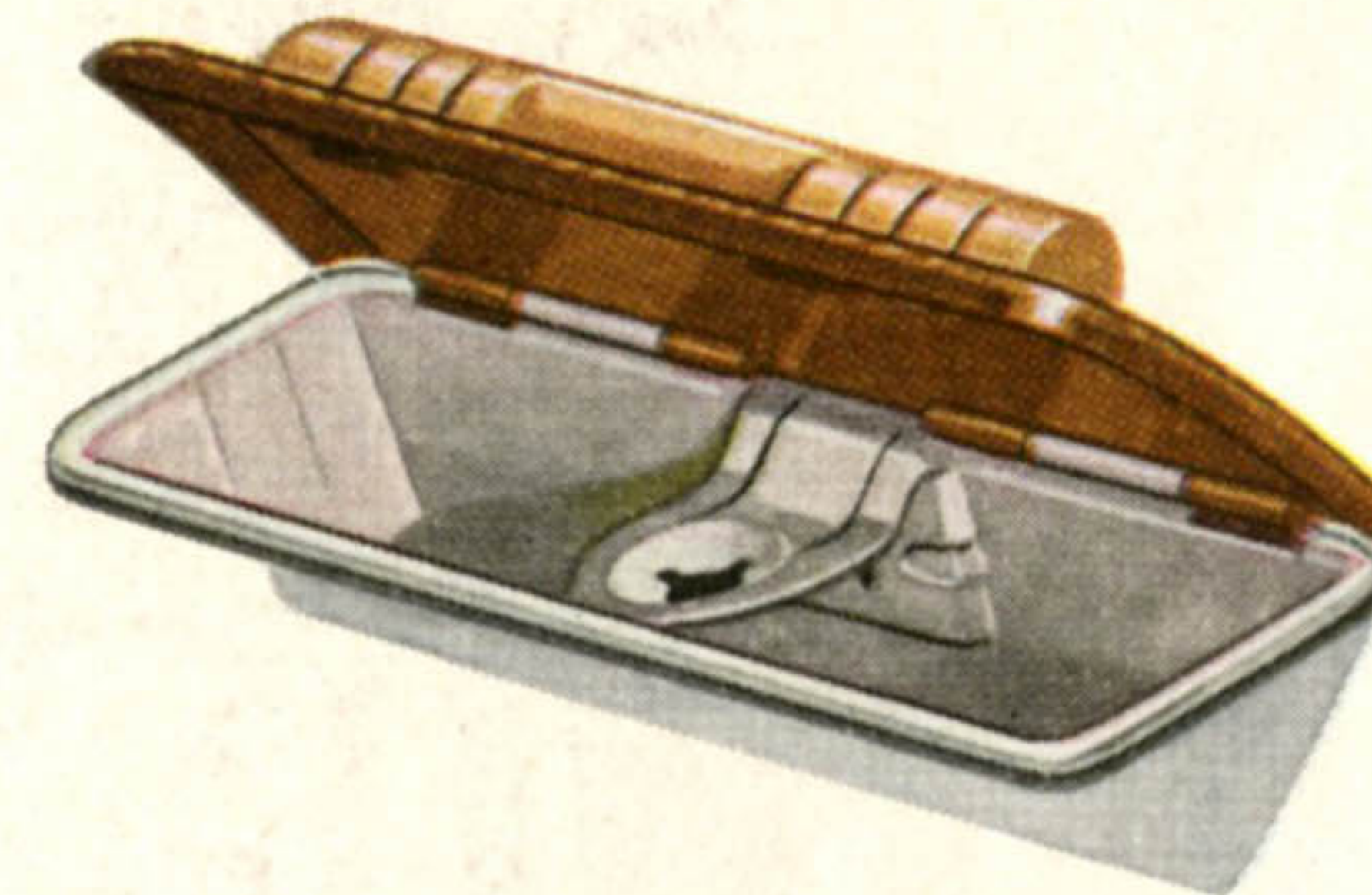
Right-Hand Tail Light

Available at slight extra cost for Quality and De Luxe Six models. Standard equipment on all De Luxe Eight models.



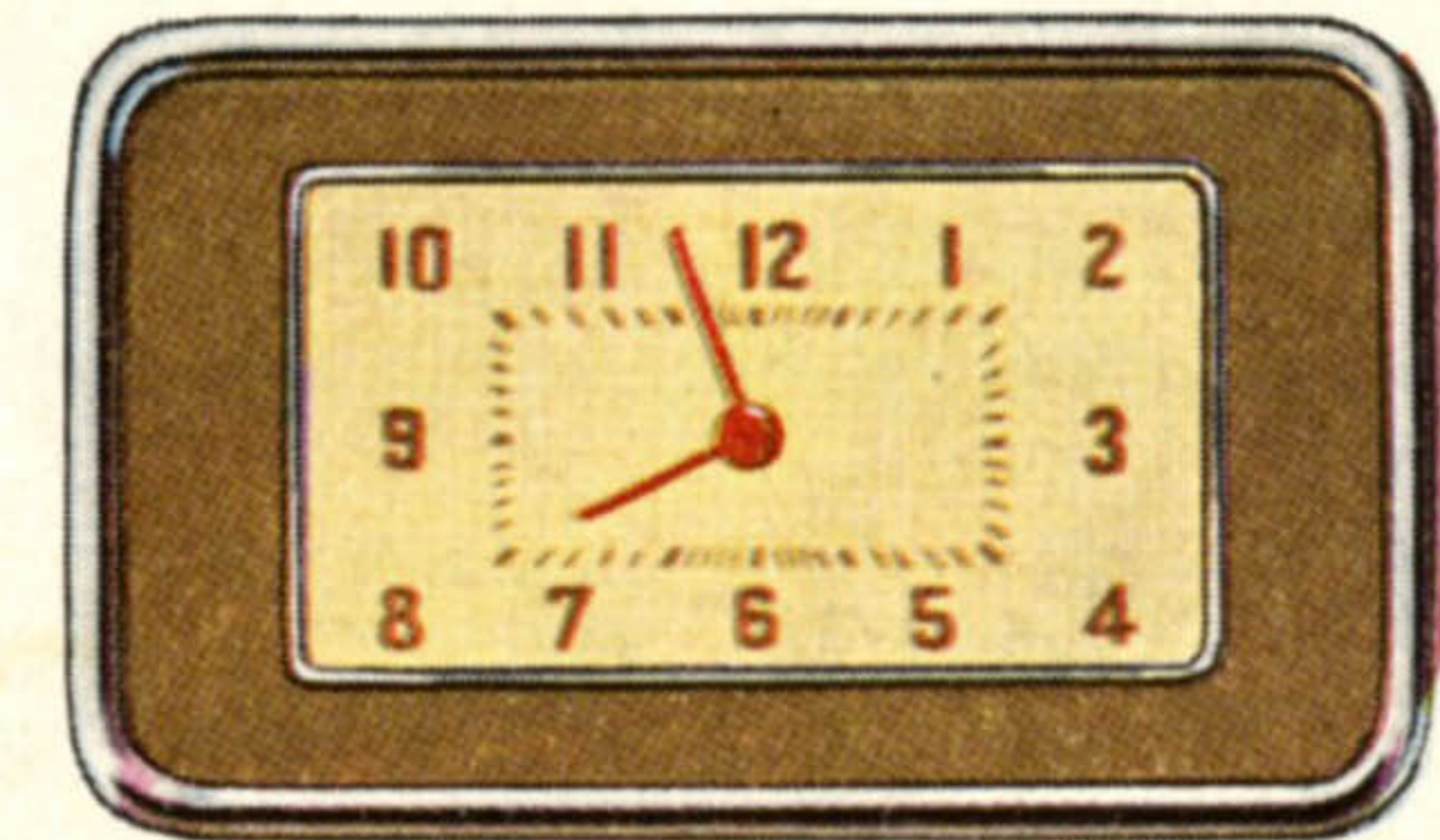
Flexible Steering Wheel

Stainless steel arms provide sufficient flex to keep road shocks from driver's hands. Tenite, onyx-colored rim matches control knobs.



Ash Receptacle

Fits on top of instrument panel and matches it. Easily removed for emptying.

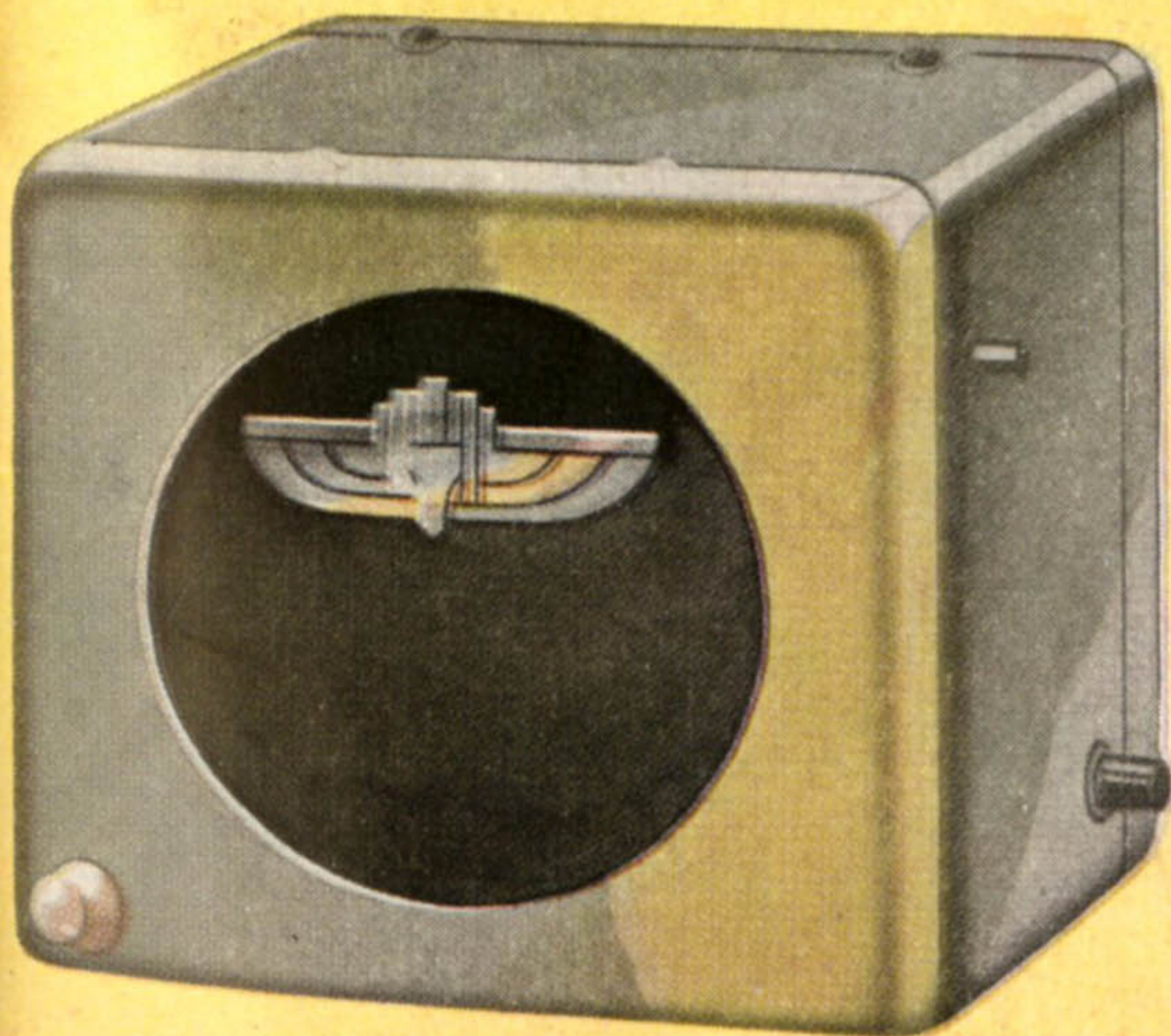


Electric Clock

Illuminated hands and dial match indicators on instrument panel. Guaranteed.

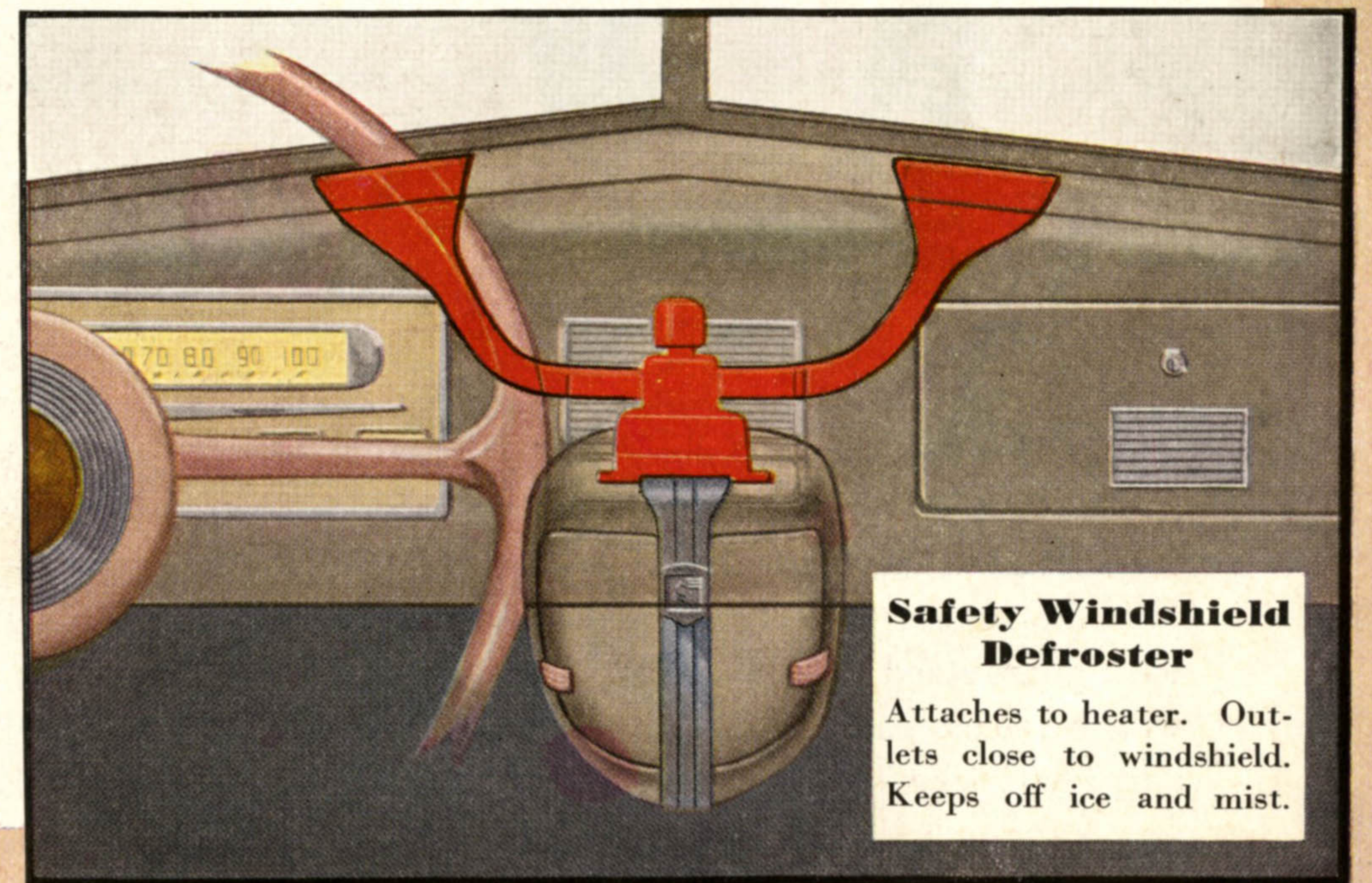
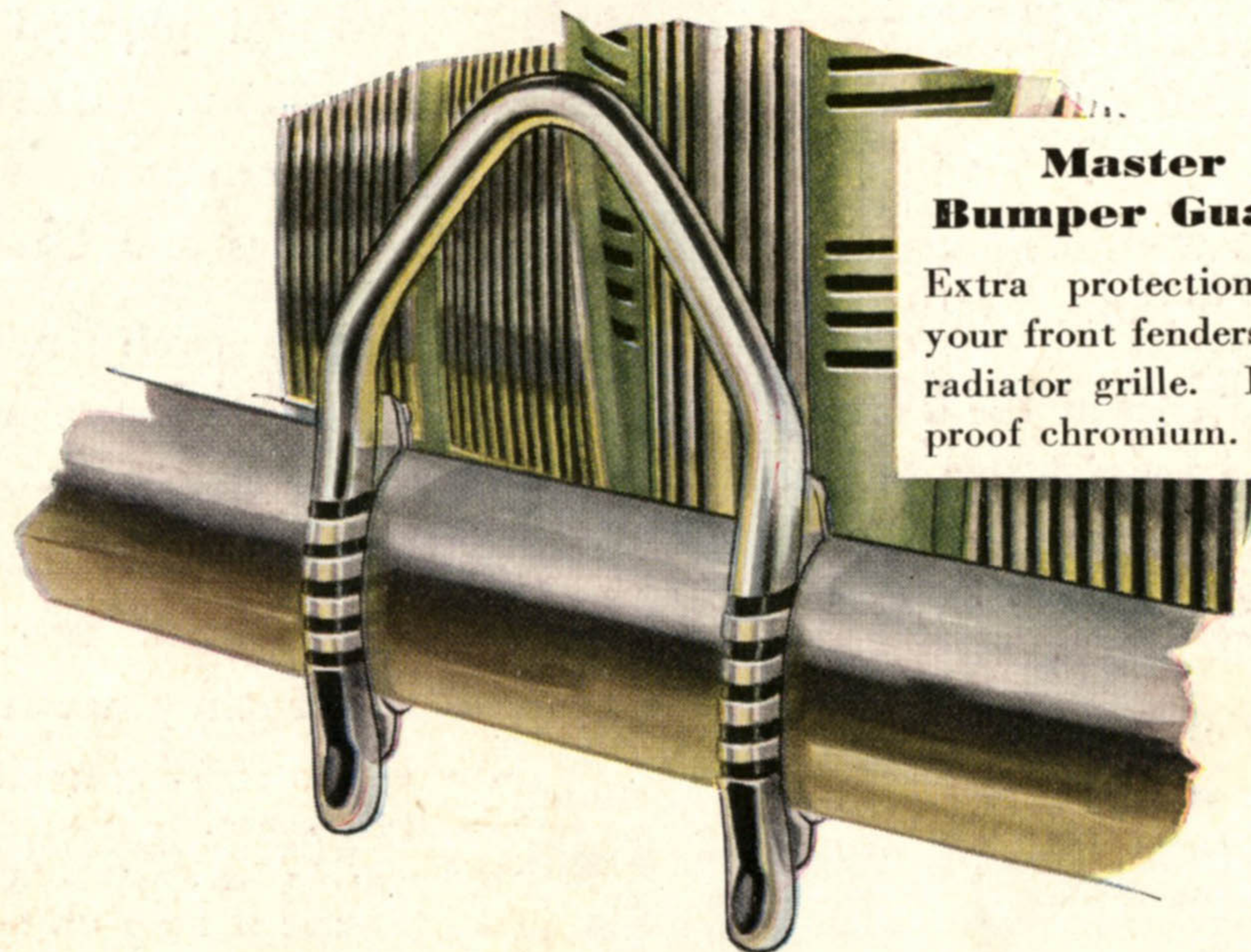
Pontiac Master Radio

A powerful, compact, inexpensive six-tube set excelling many high-priced sets in tone quality and performance. Built for Quality Six models only.



Master Bumper Guard

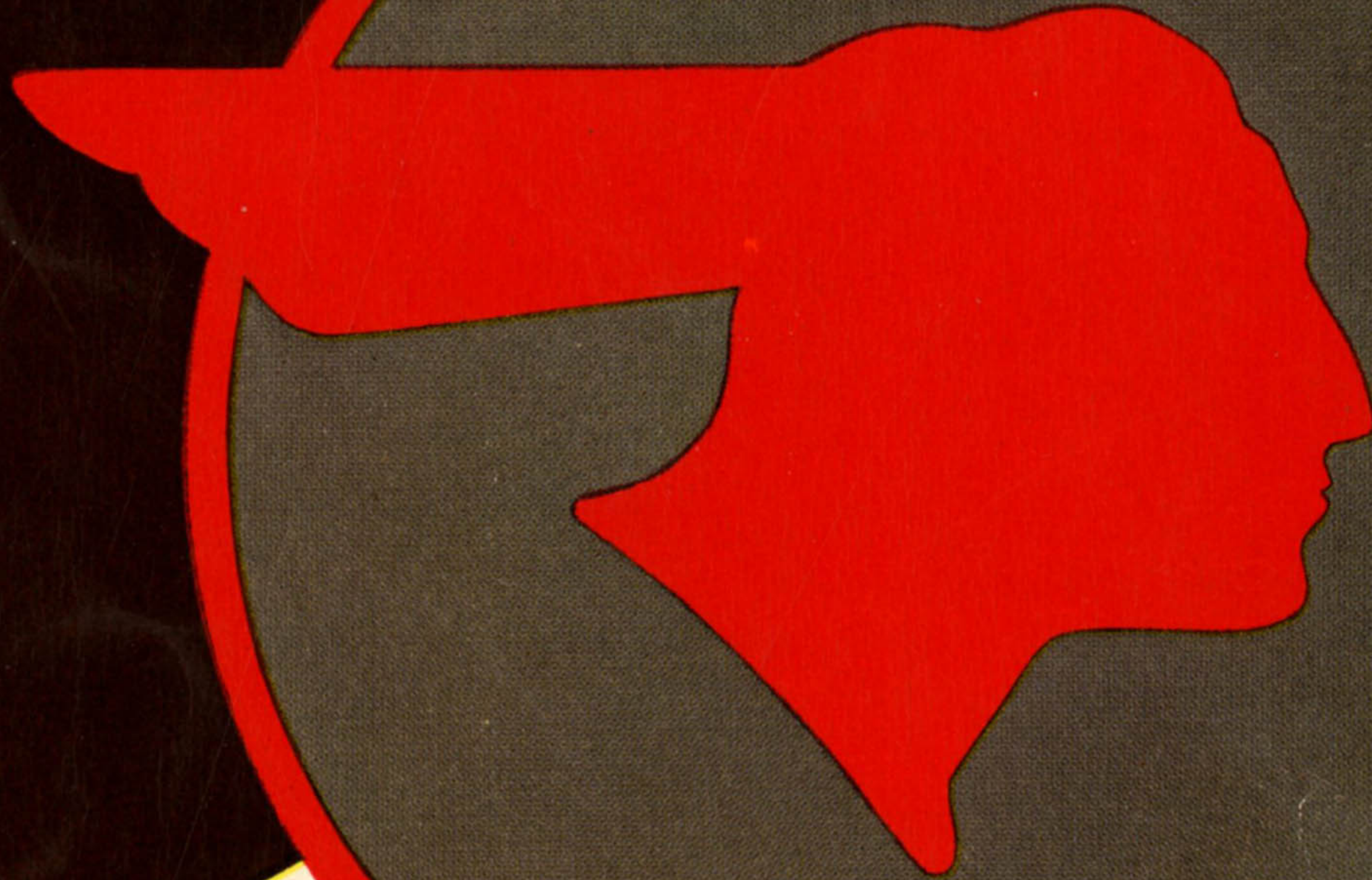
Extra protection for your front fenders and radiator grille. Rust-proof chromium.



Safety Windshield Defroster

Attaches to heater. Outlets close to windshield. Keeps off ice and mist.

You'll be proud to own a Pontiac



America's Finest Low-Priced Car