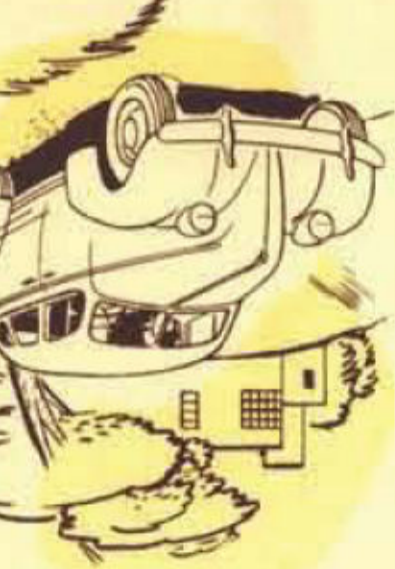


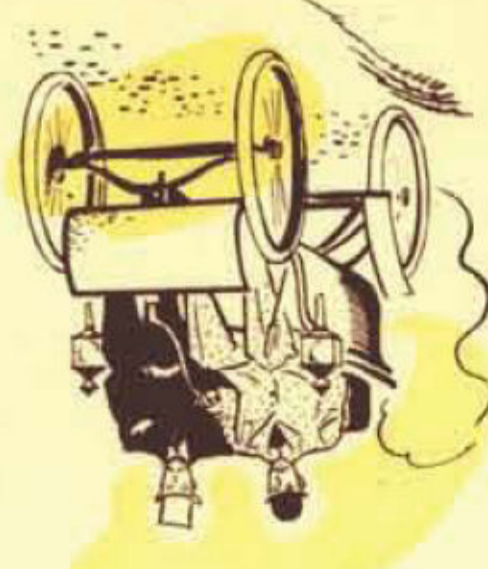
The work of the Research Laboratories is by its very nature, an evolutionary process—there are no short cuts. Just as everyone must first learn to walk before he can run or jump, so engineering advancements come about primarily through a series of progressive, related steps. In the automobile industry, engineers and craftsmen must spend hundreds of hours in study and investigation for each step forward. Expert mechanics and workmen must add their specialized knowledge to the solution of the problem.



In this way has been accomplished the work which has resulted in the present-day smooth, silent and reliable automobile engine. Such careful studies and research in the present-day smooth, silent and reliable automobile engine. Such careful studies and research in the present-day smooth, silent and reliable automobile engine. Such careful studies and research in the present-day smooth, silent and reliable automobile engine.

Each year, through industrial research, new things are added to make the automobile better than it was before. And, in the process of its work, research directly contributes to the ability of people to buy the things it develops, by developing new things to build and providing new industries, new jobs, for the future.

About forty-seven years ago the first successful gasoline car in America coughed and wheezed its way down a side street in the town of Springfield, Massachusetts. It was built like a buggy and it looked like one. A four-horsepower engine propelled it noisily and uncertainly. The progress made by the automobile since those days back in 1892—its steady development into a dependable and efficient vehicle for personal transportation—is largely the result of patient and sustained scientific research in the laboratories, the plants, on the highways and the proving grounds of the nation. The past three decades alone have witnessed greater progress in the average man's comfort, convenience and standard of living—in his ability to see and know the world about him—than was gained in any century of the past. The underlying reason for this can be stated in two words—Industrial Research.



Recognizing that there is no better way to assure continuing success than by providing the maximum in quality, comfort and value to the buyer, General Motors long ago organized the Research Laboratories, dedicated to the cause of research and product improvement—to the exploration of the unknown ways of doing things better than they have ever been done before.

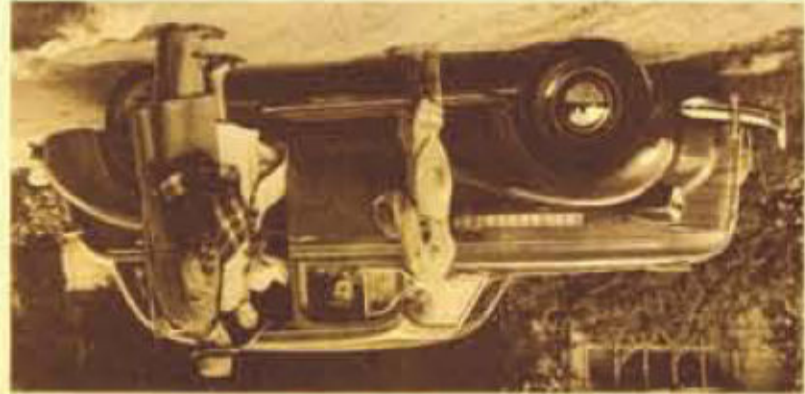


Once again LaSalle brings quality and spirited design to the medium price ranks with its models for 1939 registering superior beauty and comfort.

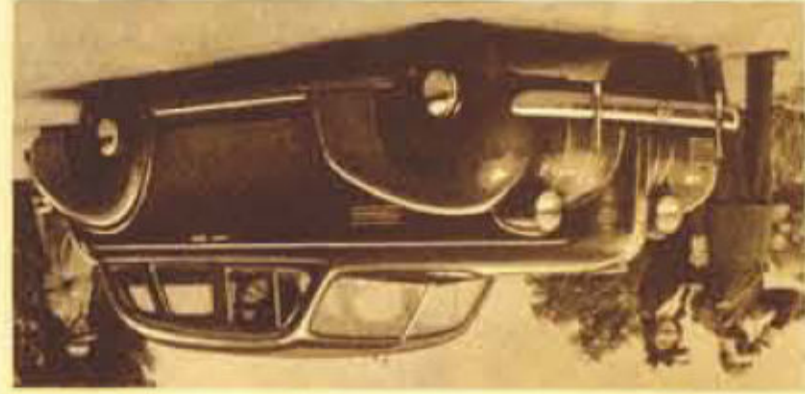
Grace of line, better vision and added passenger room feature the new bodies, which may be ordered with or without running boards. Stability over rough roads is assured by a new rear spring suspension. That detracts nothing from the buoyancy of soft spring action. Economy and durability have been advanced by chassis refinements. Expensive car appointments, such as chrome window reveals, folding rear arm rests in sedans and luxurious cushioning are among many distinctive touches. The Synchronic gearshift pioneered by Cadillac in 1938 has been further improved. A Cadillac-built V-8 engine develops 125 horsepower. The Sunshine Turret-Top roof is optional, extra-cost equipment on sedans.



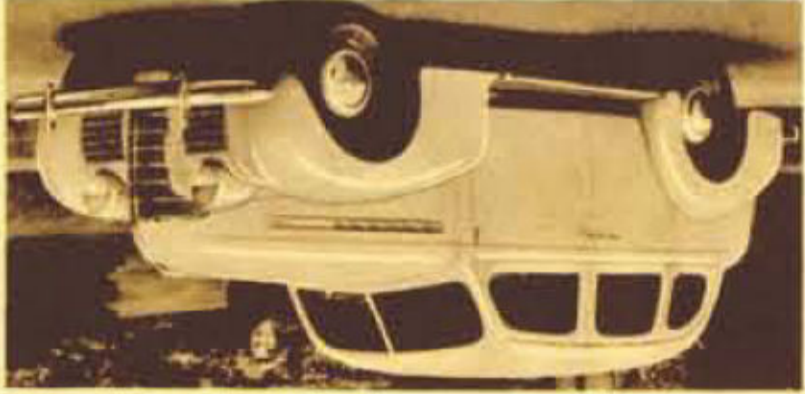
CADILLAC'S reputation for pioneering finer automotive development is maintained for 1939. Advanced body design, greater safety and added comfort are apparent in four new series of cars. Smarter Sixty-one: the style-setting Sixty Special! The luxurious Fleetwood, and the automobile industry's supreme achievement, now in its thirty-seventh year, Cadillac presents a bigger, tonal, precision-built V-8 engine. Outstanding among 1939 improvements is the "Controlled-Action Ride", introducing new safety elements. Expensive car appointments, such as chrome window reveals, folding rear arm rests in sedans and luxurious cushioning are among many distinctive touches. The Synchronic gearshift pioneered by Cadillac in 1938 has been further improved. A Cadillac-built V-8 engine develops 125 horsepower. The Sunshine Turret-Top roof is optional, extra-cost equipment on sedans.



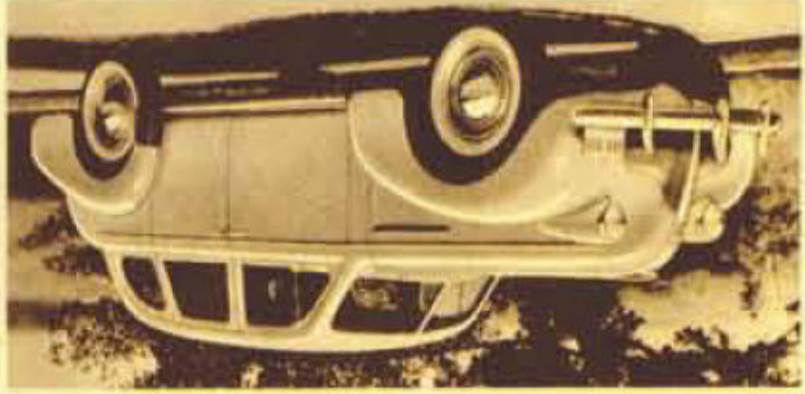
GAIN—Chevrolet offers more quality at substantially reduced prices for 1939. 1939 Chevrolet models are bigger... with the new Longer Riding Base for greater comfort. They are more beautiful than ever before, with new Aero-Stream Styling and interior treatments that express luxurious refinement. They offer the safety of "Observation Car" Visibility and Perfected Hydraulic Brakes; the economy of Chevrolet's famous Valve-in-Head Engine; (on Master Deluxe models only).



FOR 1939, Pontiac presents a new Quality Six, a new Deluxe Six and a new Deluxe Eight—all offered at new lower prices. The new Quality Six enables motorists to enjoy extra comfort and luxury within restricted budgets. The Deluxe Six and Eight feature lower bodies with curb-high floors, 25% more window space for greater safety and optional running boards.



LEADING the Oldsmobile line for 1939 is an entirely new Oldsmobile Six. This new Series "60", built on a 115-inch wheelbase chassis and powered by a new "Econo-Master" Engine, brings Oldsmobile styling and quality to the low-price field. In addition, Oldsmobile offers for 1939 stunning new editions of the Oldsmobile Style-Leader Six and Eight, both at lower prices. The new Series "70" and Series "80" are built on chassis of 120-inch wheelbase, with big, roomy "Observation" Bodies by Fisher.



BUICK for 1939 has been dubbed the Styleblazer of the new car season, not alone because of its distinctive and forward-looking appearance but because its new styling springs definitely from new advances in structural design. Its new "catwalk-cooling" provides better cooling as well as trim, modern front end design—the low-set appearance of the Special and Century models is a direct result of new frame design that brings the whole car closer to the road. These cars are featured by greater visibility (as much as 413 more square inches of safety glass in some models); the Dynaflex valve-in-head straight-eight engine; soft, gentle-acting But-coil Springs; self-banking Knee-Action; increased room and numerous conveniences such as Hand-shift transmission and the Flash-Way direction signal. There are 19 body types in 4 series—Special, Century, Roadmaster and Limited.





GENERAL MOTORS PRESENTS
for 1939

A CAR
FOR EVERY
PURSE AND
PURPOSE

FOR ADDITIONAL COPIES OF THIS FOLDER

or

CATALOGUES OF GENERAL MOTORS

PRODUCTS FOR 1939

write to

DEPARTMENT OF PUBLIC RELATIONS

GENERAL MOTORS CORP., DETROIT, MICH.

GENERAL MOTORS CORPORATION

BROADWAY AT 57TH STREET

NEW YORK, N.Y.

TO MEMBERS OF THE GENERAL MOTORS FAMILY:

In this folder is presented the complete General Motors line of cars for 1939, arranged in compact form for convenient reference.

These new General Motors cars for 1939 embody the evolution of an extensive program of engineering and manufacturing research, carried on continuously over a period of years and consciously directed towards the goal of making available to the American public increasingly better products at lower prices.

The prices of the 1939 models have been reduced, thus providing a basis for a wider consumer demand. This in turn, it is hoped, by stimulating economic activity in other lines, will contribute to the maintenance and expansion of employment opportunities in all sections of the country. Price reductions, however, represent but a part of the added value available in these new models—values expressed in greater safety, comfort, economy and performance—that can be fully appreciated only by an actual comparison of the 1939 cars with those of 1938.

Believing that sound engineering design should be supplemented by a knowledge of motorists' likes and dislikes, General Motors has long sponsored an extensive program of customer research, studying the needs, tastes and desires of practical drivers throughout the country. Thanks are due to the many thousands of men and women drivers who have so generously cooperated in this activity. Through their aid we believe that the 1939 General Motors cars more nearly meet the needs of the motorists of America than ever before.


ALFRED P. SLOAN, Jr.
Chairman of the Board

CHEVROLET



A GAIN—Chevrolet offers more quality at substantially reduced prices for 1939. 1939 Chevrolet models are bigger . . . with the new Longer Riding Base for greater comfort. They are more beautiful than ever before, with new Aero-Stream Styling and interior treatments that express luxurious refinement. They offer the safety of "Observation Car" Visibility and Perfected Hydraulic Brakes; the economy of Chevrolet's famous Valve-in-Head Engine; the excellent comfort of a Perfected Knee-Action Riding System (on Master DeLuxe models only).

Entirely new among the great and varied group of Chevrolet VALUE features is a Perfected Vacuum Gear-Shift—the magic finger that shifts gears. (Available at slight extra cost.) And, again for 1939, "Chevrolet's the Choice"—because only Chevrolet, among low-priced cars, GIVES SO MUCH FOR SO LITTLE.



CATALOG ON REQUEST

PONTIAC



FOR 1939, Pontiac presents a new Quality Six, a new DeLuxe Six and a new DeLuxe Eight—all offered at new lower prices. The new Quality Six enables motorists to enjoy extra comfort and luxury within restricted budgets. The DeLuxe Six and Eight feature lower bodies with curb-high floors, 25% more window space for greater safety and optional running boards.

All 1939 Pontiacs are equipped with improved Safety Shift, at no extra cost, and the Newrest Ride with Duflex Rear Springing—providing incomparable riding comfort over all kinds of roads. All sedan bodies are equipped with spacious trunks. Many other advantages distinguish the 1939 Pontiac cars—supplementing the scores of tried and true features that have earned for Pontiac an enviable reputation for dependability, long-life and owner good-will.



CATALOG ON REQUEST

OLDSMOBILE



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All three 1939 Oldsmobiles offer a revolutionary new Rhythmic Ride based on Quadri-Coil Springing, 4-Way Stabilization and Knee-Action Wheels. All have new Dual Center-Control Steering and new Handi-Shift Gear Control. Oldsmobile's proved and perfected Automatic Safety Transmission is available as optional equipment, at extra cost.



CATALOG ON REQUEST

BUICK



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CATALOG ON REQUEST

LA SALLE



ONCE again LaSalle brings quality and spirited design to the medium price ranks with its models for 1939 registering superior beauty and comfort.

Grace of line, better vision and added passenger room feature the new bodies, which may be ordered with or without running boards. Stability over rough roads is assured by a new rear spring suspension that detracts nothing from the buoyancy of soft spring action. Economy and durability have been advanced by chassis refinements. Expensive car appointments, such as chrome window reveals, folding rear arm rests in sedans and luxurious cushioning are among many distinctive touches. The Syncromatic gearshift pioneered by Cadillac in 1938 has been further improved. A Cadillac-built V-8 engine develops 125 horsepower. The Sunshine Turret-Top roof is optional, extra-cost equipment on sedans.

CATALOG ON REQUEST

CADILLAC



CADILLAC'S reputation for pioneering finer automotive developments is maintained for 1939. Advanced body design, greater safety and added comfort are apparent in four new series of cars.

Now in its thirty-seventh year, Cadillac presents a bigger, smarter Sixty-one; the style-setting Sixty Special; the luxurious Fleetwood, and the automobile industry's supreme achievement, the Sixteen. All cars, except the Sixteen, are powered by the traditional, precision-built V-8 engines. Outstanding among 1939 improvements is the "Controlled-Action Ride", introducing new safety to easy springing. Visibility has been increased by deeper windows and windshields and reduced forward obstruction. Commodious interiors have been beautified in fabric and hardware. Chassis refinements aid control and durability. Sliding roofs are available at extra cost on the Sixty-one sedans and the Sixty Special.

CATALOG ON REQUEST

RESEARCH—AN EYE TO THE FUTURE

About forty-seven years ago the first successful gasoline car in America coughed and wheezed its way down a side street in the town of Springfield, Massachusetts. It was built like a buggy and it looked like one. A four horsepower engine propelled it noisily and uncertainly.

The progress made by the automobile since those days back in 1892—its steady development into a dependable and efficient vehicle for personal transportation—is largely the result of patient and sustained scientific research, in the laboratories, the plants, on the highways and the proving grounds of the nation. The past three decades alone have witnessed greater progress in the average man's comfort, convenience and standard of living—in his ability to see and know the world about him—than was gained in any century of the past. The underlying reason for this can be stated in two words—Industrial Research.



Recognizing that there is no better way to assure continuing success than by providing the maximum in quality, comfort and value to the buyer, General Motors long ago organized the Research Laboratories, dedicated to the cause of research and product improvement—to the exploration of the unknown ways of doing things better than they have ever been done before.



The work of the Research Laboratories is by its very nature, an evolutionary process—there are no short cuts. Just as everyone must first learn to walk before he can run or jump, so engineering advancements come about primarily through a series of progressive, related steps. In the automobile industry, engineers and craftsmen must spend hundreds of hours in study and investigation for each step

forward. Expert mechanics and workmen must add their specialized knowledge to the solution of the problem.

In this way has been accomplished the work which has resulted in the present-day smooth, silent and reliable automobile engine. Such careful studies have increased car performance, hill climbing ability, acceleration and economy. Painstaking investigations have contributed to ease of operation and control.

Each year, through industrial research, new things are added to make the automobile better than it was before. And, in the process of its work, research directly contributes to the ability of people to buy the things it discovers, by developing new things to build and providing new industries, new jobs, for the future.



GENERAL MOTORS PRESENTS FOR 1939

BUSINESS COUPES	SPORT COUPES	CONVERTIBLE COUPES	TWO-DOOR SEDANS	FOUR-DOOR SEDANS	CONVERTIBLE SEDANS	LIMOUSINES—SPECIAL BODIES
CHEVROLET MASTER 85 Business Coupe \$628	CHEVROLET MASTER DELUXE Four Passenger Coupe \$715	PONTIAC DELUXE SIX Cabriolet \$993	CHEVROLET MASTER 85 Coach \$648	CHEVROLET Master 85 Sedan \$689 Master De Luxe Sedan \$745	BUICK SPECIAL—SERIES 40 Sport Phaeton \$1406	BUICK ROADMASTER—SERIES 80 Formal Sedan \$1758
CHEVROLET MASTER DELUXE Business Coupe \$684	PONTIAC QUALITY SIX Sport Coupe \$809	OLDSMOBILE SERIES "70" Convertible Coupe \$1045	CHEVROLET MASTER 85 Town Sedan \$669	CHEVROLET Master 85 Sport Sedan \$710 Master De Luxe Sport Sedan \$766	BUICK CENTURY—SERIES 60 Sport Phaeton \$1713	BUICK LIMITED—SERIES 90 Limousine \$2453
PONTIAC QUALITY SIX Business Coupe \$758	OLDSMOBILE SERIES "60" Club Coupe \$833	PONTIAC DELUXE EIGHT Cabriolet \$1046	CHEVROLET MASTER DELUXE Coach \$699	PONTIAC QUALITY SIX Four-Door Touring Sedan \$866	LaSALLE Convertible Sedan \$1800	CADILLAC FLEETWOOD Business Touring Sedan \$3105
OLDSMOBILE SERIES "60" Business Coupe \$777	PONTIAC DELUXE SIX Sport Coupe \$865	BUICK SPECIAL—SERIES 40 Convertible Coupe \$1077	CHEVROLET MASTER DELUXE Town Sedan \$720	OLDSMOBILE SERIES "60" Four-Door Sedan \$889	BUICK ROADMASTER—SERIES 80 Sport Phaeton (plain or trunk back) \$1983	CADILLAC FLEETWOOD Touring Sedan-Division \$3155
PONTIAC DELUXE SIX Business Coupe \$814	OLDSMOBILE SERIES "70" Club Coupe \$891	OLDSMOBILE SERIES "80" Convertible Coupe \$1119	PONTIAC QUALITY SIX Two-Door Touring Sedan \$820	PONTIAC DELUXE SIX Four-Door Touring Sedan \$922	CADILLAC SIXTY-ONE Convertible Sedan \$2170	CADILLAC FLEETWOOD Bus, Touring Imperial Sedan \$3260
OLDSMOBILE SERIES "70" Business Coupe \$840	PONTIAC DELUXE EIGHT Sport Coupe \$913	BUICK CENTURY—SERIES 60 Convertible Coupe \$1343	OLDSMOBILE SERIES "60" Two-Door Sedan \$838	OLDSMOBILE SERIES "70" Four-Door Sedan \$952	CADILLAC FLEETWOOD Convertible Sedan \$3945	CADILLAC FLEETWOOD Touring Imperial Sedan \$3360
PONTIAC DELUXE EIGHT Business Coupe \$862	BUICK SPECIAL—SERIES 40 Sport Coupe \$950	LaSALLE Convertible Coupe \$1395	PONTIAC DELUXE SIX Two-Door Touring Sedan \$871	PONTIAC DELUXE EIGHT Four-Door Touring Sedan \$970	CADILLAC SIXTEEN Convertible Sedan \$6000	CADILLAC FLEETWOOD Town Sedan \$3635
BUICK SPECIAL—SERIES 40 Business Coupe \$894	OLDSMOBILE SERIES "80" Club Coupe \$971	CADILLAC SIXTY-ONE Convertible Coupe \$1770	OLDSMOBILE SERIES "70" Two-Door Sedan \$901	BUICK Special—Series 40 Touring Sedan \$996 Century—Series 80 Touring Sedan \$1246	CADILLAC FLEETWOOD Formal Sedan (5 Pass.) \$3995	
OLDSMOBILE SERIES "80" Business Coupe \$920	BUICK CENTURY—SERIES 60 Sport Coupe \$1175	CADILLAC FLEETWOOD Convertible Coupe \$3380	PONTIAC DELUXE EIGHT Two-Door Touring Sedan \$919	OLDSMOBILE SERIES "80" Four-Door Sedan \$1043	CADILLAC FLEETWOOD Formal Sedan (7 Pass.) \$3995	
STATION WAGONS	LaSALLE Coupe \$1240	CADILLAC SIXTEEN Convertible Coupe \$5440	BUICK SPECIAL—SERIES 40 Two-Door Touring Sedan \$955	LaSALLE Four-Door Touring Sedan \$1320	CADILLAC FLEETWOOD Town Car \$5115	
CHEVROLET MASTER 85 Station Wagon \$848	CADILLAC SIXTY-ONE Coupe \$1610	<p>ONLY GENERAL MOTORS CARS OFFER ALL THESE FEATURES</p> <p>Unisteel Body by Fisher—Turret Top—Fisher No-Draft Ventilation—Knee-Action Wheels (except on Chevrolet Master 85 models)—Hydraulic Brakes.</p>		BUICK ROADMASTER—SERIES 80 Four-Door Touring Sedan (plain or trunk back) \$1543	CADILLAC SIXTEEN Touring Sedan-Division \$5215	
CHEVROLET MASTER DELUXE Station Wagon \$883	CADILLAC FLEETWOOD 2 Pass. \$3280 5 Pass. \$3380			BUICK CENTURY—SERIES 60 Two-Door Touring Sedan \$1205	CADILLAC SIXTY-ONE Four-Door Touring Sedan \$1680	CADILLAC SIXTEEN Touring Imperial Sedan \$5420
PONTIAC SIX Station Wagon \$990	CADILLAC SIXTEEN 2 Pass. \$5340 5 Pass. \$5440	LaSALLE Two-Door Touring Sedan \$1280	BUICK LIMITED—SERIES 90 Four-Door Touring Sedan 6 Pass. \$2074 8 Pass. \$2350	CADILLAC SIXTEEN Town Sedan \$5695		

PRICE EXPLANATION

All prices shown in this folder are delivered prices at main manufacturing points as follows: on all Chevrolet models, at Flint, Michigan; on all Pontiac models, at Pontiac, Michigan; on all Oldsmobile models, at Lansing, Michigan; on all Buick models, at Flint, Michigan; and on all LaSalle and Cadillac models, at Detroit, Michigan. These prices include all standard equipment and accessories. Transportation, state and local taxes, if any and optional equipment and accessories are extra. All prices shown here are subject to change without notice.

All General Motors cars are available on the General Motors Instalment Plan, with convenient monthly payments arranged to suit the purse of the purchaser. This low cost plan includes fire, theft and accidental damage insurance for the car. The General Motors Instalment Plan can be obtained only through authorized General Motors dealers.

Information and catalogs about any of these General Motors cars for 1939 may be obtained, without obligation, by using the post card enclosed for your convenience.

A CAR FOR EVERY PURSE AND PURPOSE