

The work of the Research Laboratories is by its very nature, an evolutionary process—there are no short cuts. Just before he can run or jump, so engineering advancements come about primarily through a series of progress, 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. Pioneering 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 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.

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. 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. 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).

Extra cost, and the Newest Ride with Improved Safety Shift at no extra cost, and optional running boards.

All 1939 Pontiacs are equipped with improved safety and optional running boards.

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

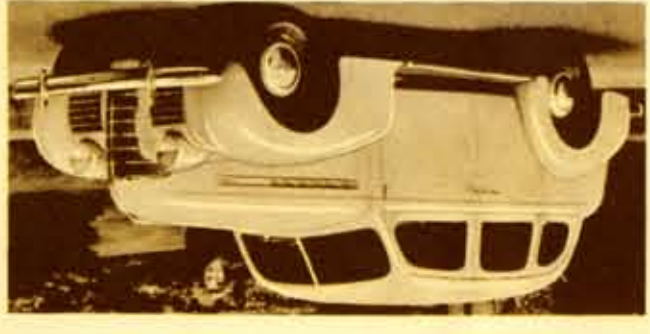


**FOR** 1939, Pontiac presents a new Quality Six, a new Deluxe Six and a new Deluxe Eight—all offered at new lower prices. The new Quality Six enables motorists to enjoy extra comfort and luxury within restricted budgets. The Deluxe Six and Eight feature lower bodies with curb-high floors, 25% more window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

All 1939 Pontiacs are equipped with improved safety and optional running boards.

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**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.

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 Hand-Shift Gear Control. Oldsmobile's proved and perfected Automatic Safety Transmission is available as optional equipment, at extra cost.



**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 Dynamash Valve-in-Head straight-eight engine; soft, gentle-acting But-Coil Springing; 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 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.













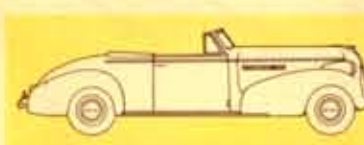









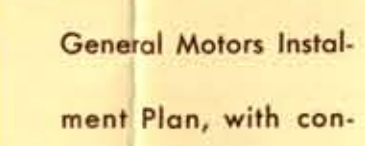




These new General Motors cars for 1939 embody the evolution of an extensive program of engineering and manufacturing research, carried on continuously over a period of years and consciously directed towards the goal of making available to the American public increasingly better products at lower prices.

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.*  
ALFRED P. SLOAN, Jr.  
Chairman of the Board

# 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 60 Touring Sedan \$1246	 CADILLAC FLEETWOOD Formal Sedan (5 Pass.) \$3995	 CADILLAC FLEETWOOD Formal Sedan (7 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 SIXTEEN Town Car \$5115	 CADILLAC SIXTEEN Touring Sedan-Division \$5215
<b>STATION WAGONS</b>	 LaSALLE Coupe \$1240	 CADILLAC SIXTEEN Convertible Coupe \$5440	 BUICK SPECIAL—SERIES 40 Two-Door Touring Sedan \$955	 LaSALLE Four-Door Touring Sedan \$1320	 CADILLAC SIXTEEN Touring Sedan \$5420	 CADILLAC SIXTEEN Town Sedan \$5695
 CHEVROLET MASTER 85 Station Wagon \$848	 CADILLAC SIXTY-ONE Coupe \$1610	<b>ONLY GENERAL MOTORS CARS OFFER ALL THESE FEATURES</b>		 BUICK ROADMASTER—SERIES 80 Four-Door Touring Sedan (plain or trunk back) \$1543	 CADILLAC SIXTEEN Touring Sedan \$5215	 CADILLAC SIXTEEN Town Sedan \$5695
 CHEVROLET MASTER DELUXE Station Wagon \$883	 CADILLAC FLEETWOOD 2 Pass. \$3280 5 Pass. \$3380	<b>Unisteel Body by Fisher—Turret Top—Fisher No-Draft Ventilation—Knee-Action Wheels (except on Chevrolet Master 85 models)—Hydraulic Brakes.</b>		 BUICK CENTURY—SERIES 60 Two-Door Touring Sedan \$1205	 CADILLAC SIXTY-ONE Four-Door Touring Sedan \$1680	 CADILLAC SIXTEEN Touring 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 SIXTY SPECIAL Touring Sedan \$2090	 CADILLAC SIXTEEN Formal Sedan (5 and 7 Pass.) \$6055	 CADILLAC SIXTEEN Town Car \$5115

## 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