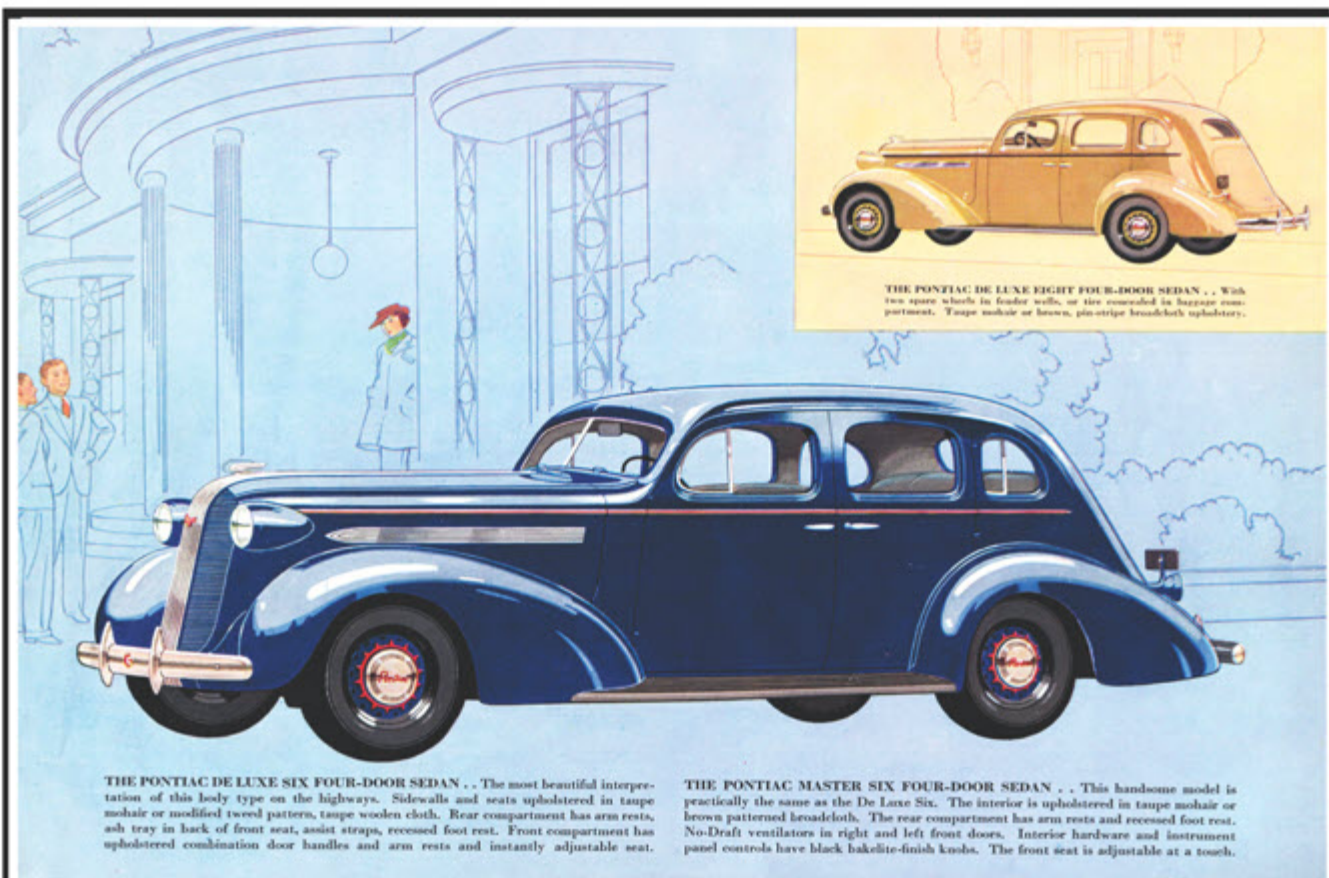
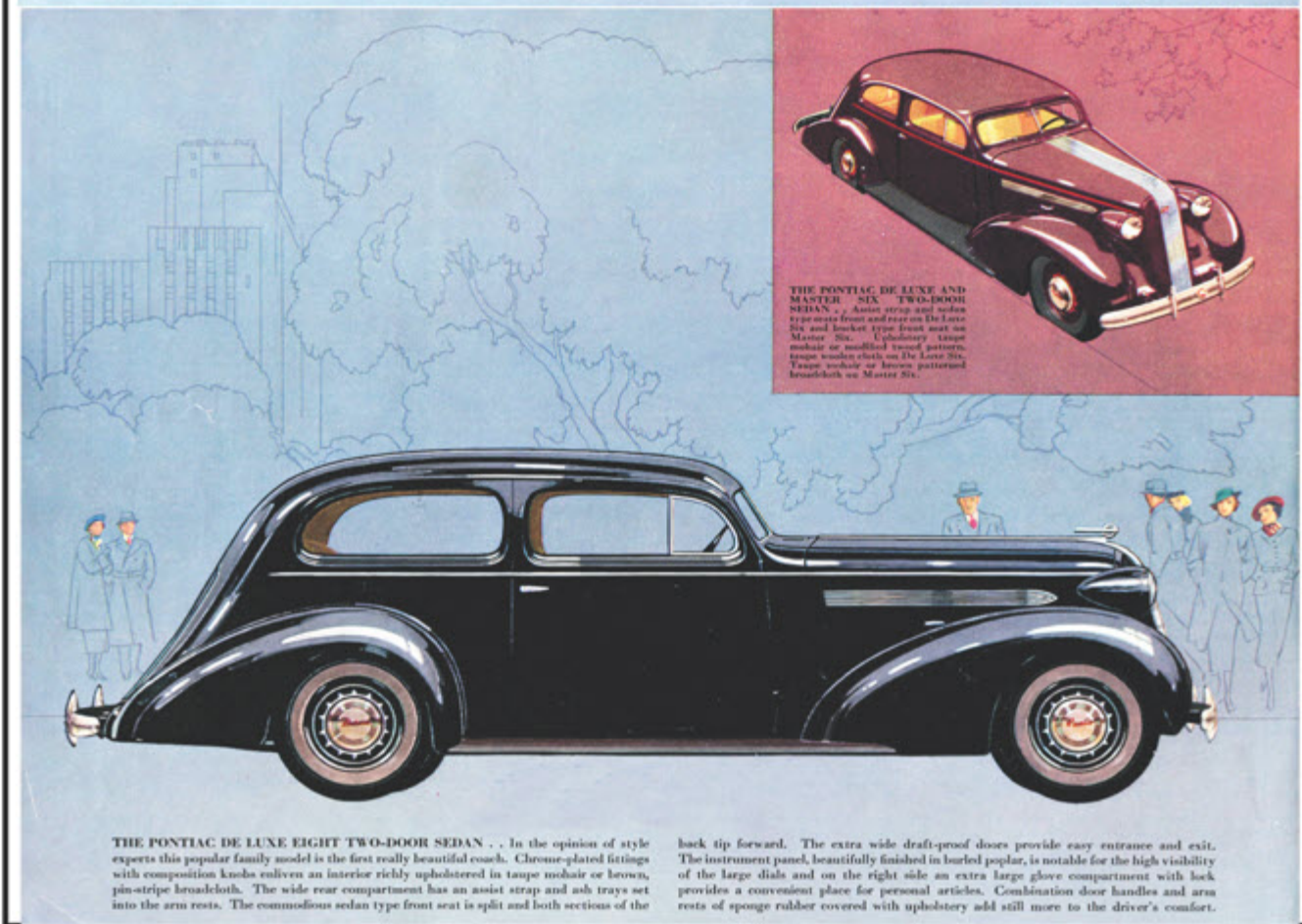




THE PONTIAC DE LUXE EIGHT FOUR-DOOR SEDAN . . With two spare wheels in fender wells, or the concealed in luggage compartment. Taupe mohair or brown, pin-stripe broadcloth upholstery.

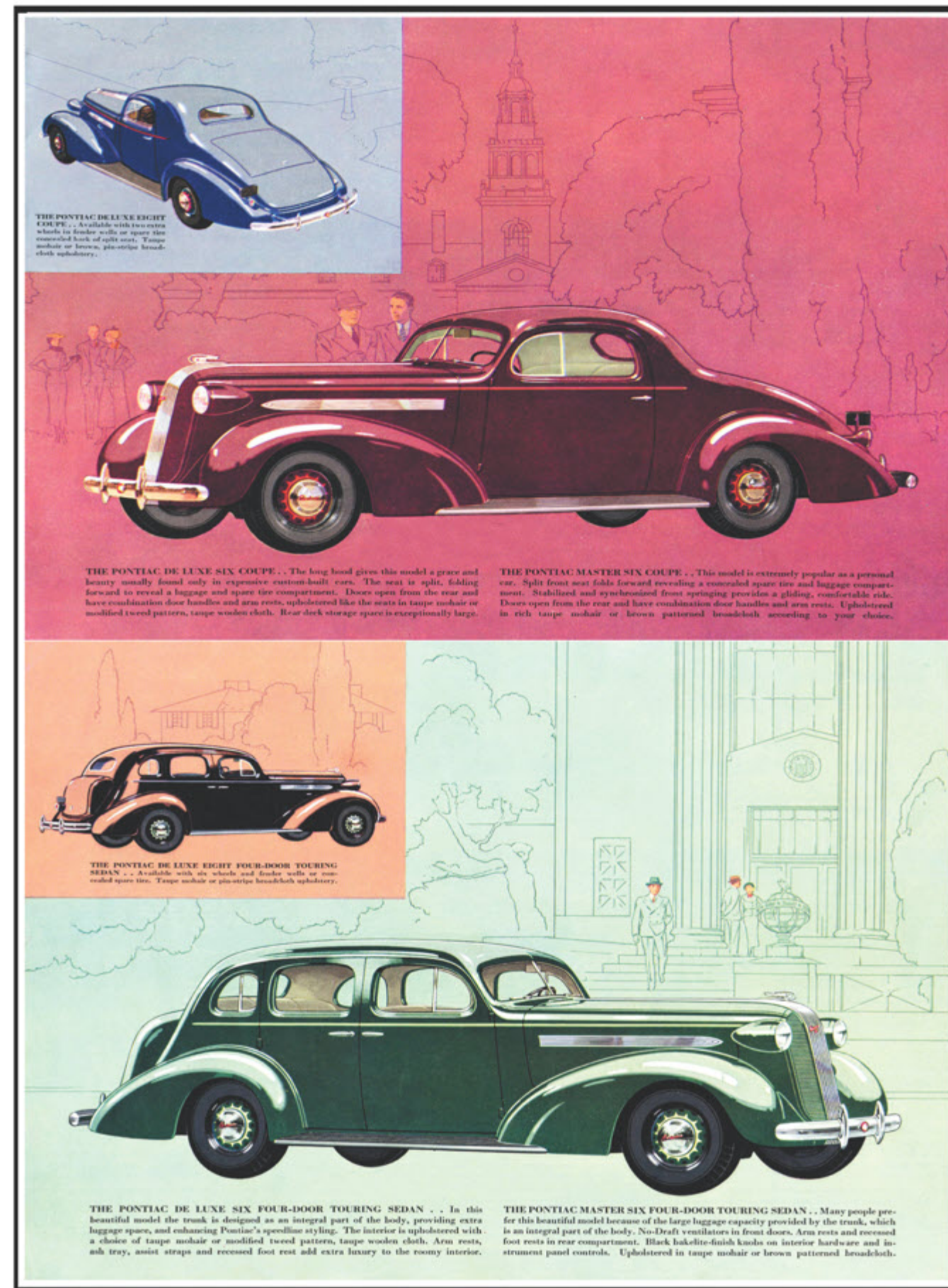
THE PONTIAC DE LUXE SIX FOUR-DOOR SEDAN . . The most beautiful interpretation of this body type on the highways. Sidewalls and seats upholstered in taupe mohair or modified tweed pattern, taupe woolen cloth. Rear compartment has arm rests, ash tray in back of front seat, assist straps, recessed foot rest. Front compartment has upholstered combination door handles and arm rests and instantly adjustable seat.

THE PONTIAC MASTER SIX FOUR-DOOR SEDAN . . This handsome model is practically the same as the De Luxe Six. The interior is upholstered in taupe mohair or brown patterned broadcloth. The rear compartment has arm rests and recessed foot rest. No-Draft ventilators in right and left front doors. Interior hardware and instrument panel controls have black bakelite-finish knobs. The front seat is adjustable at a touch.



THE PONTIAC DE LUXE AND MASTER SIX TWO-DOOR SEDAN . . Assist strap and sides type seats front and rear on De Luxe Six and bucket type front seat on Master Six. Upholstery taupe mohair or modified tweed pattern, taupe woolen cloth on De Luxe Six. Taupe mohair or brown patterned broadcloth on Master Six.

THE PONTIAC DE LUXE EIGHT TWO-DOOR SEDAN . . In the opinion of style experts this popular family model is the first really beautiful coach. Chrome-plated fittings with composition knobs enliven an interior richly upholstered in taupe mohair or brown, pin-stripe broadcloth. The wide rear compartment has an assist strap and ash trays set into the arm rests. The commodious sedan type front seat is split and both sections of the back tip forward. The extra wide draft-proof doors provide easy entrance and exit. The instrument panel, beautifully finished in burl poplar, is notable for the high visibility of the large dials and on the right side an extra large glove compartment with lock provides a convenient place for personal articles. Combination door handles and arm rests of sponge rubber covered with upholstery add still more to the driver's comfort.



THE PONTIAC DE LUXE EIGHT COUPE . . Available with two extra wheels in fender wells or spare tire concealed back of split seat. Taupe mohair or brown, pin-stripe broadcloth upholstery.

THE PONTIAC DE LUXE SIX COUPE . . The long hood gives this model a grace and beauty usually found only in expensive custom-built cars. The seat is split, folding forward to reveal a luggage and spare tire compartment. Doors open from the rear and have combination door handles and arm rests, upholstered like the seats in taupe mohair or modified tweed pattern, taupe woolen cloth. Rear deck storage space is exceptionally large.

THE PONTIAC MASTER SIX COUPE . . This model is extremely popular as a personal car. Split front seat folds forward revealing a concealed spare tire and luggage compartment. Stabilized and synchronized front springing provides a gliding, comfortable ride. Doors open from the rear and have combination door handles and arm rests. Upholstered in rich taupe mohair or brown patterned broadcloth according to your choice.

THE PONTIAC DE LUXE EIGHT FOUR-DOOR TOURING SEDAN . . Available with six wheels and fender wells or concealed spare tire. Taupe mohair or pin-stripe broadcloth upholstery.

THE PONTIAC DE LUXE SIX FOUR-DOOR TOURING SEDAN . . In this beautiful model the trunk is designed as an integral part of the body, providing extra luggage space, and enhancing Pontiac's speedline styling. The interior is upholstered with a choice of taupe mohair or modified tweed pattern, taupe woolen cloth. Arm rests, ash tray, assist straps and recessed foot rest add extra luxury to the roomy interior.

THE PONTIAC MASTER SIX FOUR-DOOR TOURING SEDAN . . Many people prefer this beautiful model because of the large luggage capacity provided by the trunk, which is an integral part of the body. No-Draft ventilators in front doors. Arm rests and recessed foot rests in rear compartment. Black bakelite-finish knobs on interior hardware and instrument panel controls. Upholstered in taupe mohair or brown patterned broadcloth.

THE PONTIAC DE LUXE AND MASTER SIX, TWO-DOOR TOURING SEDAN. . . . Seats front and rear on the De Luxe Six and bucket type front seats on Master Six. Yarns mohair or mod-Red tufted pattern, large, wooden upholstery on De Luxe Six and large mohair or brown patterned broadcloth on Master Six.

THE PONTIAC DE LUXE EIGHT TWO-DOOR TOURING SEDAN. . . . Motorists who want extra baggage space find their need met in this spacious model. The trunk opens from the bottom revealing a large and easily packed compartment above the spare tire shelf. The commodious front compartment has ventilation door handles and arm rests. The rear compartment has an assist strap and ash trays built into the arm rests. Rich tupe mohair or brown, pin-stripe broadcloth upholstery, according to your choice, harmonizes with the hured poplar finish of the instrument panel (noted for the high visibility of its dial) and window moldings. The wide and comfortable sedan type front seat is split, and both sections of the back tip forward, permitting easy entrance and exit through the extra wide front doors. The driver's seat is instantly adjustable to individual needs.

Pontiac Approved Accessories Now Offered in Standard Groups

ELECTRIC CLOCK—This accurate time keeper is self-starting when connected—has an illuminated dial, operates on low battery voltage using a small amount of current, consequently, cannot run down your battery. Is designed for Pontiac and of high quality throughout.

GROUP "X"—Includes Pontiac's Mirror Watch, Visor Vanity Mirror, Ash Receiver, Gear-Shift Ball and Cigar Lighter.

GROUP "D"—Includes Pontiac's Matched Dual Horns, Right-Hand Sun Visor and Right-Hand Tail Lamp.

GROUP "Y"—Includes Pontiac's Electric Clock, Visor Vanity Mirror, Gear-Shift Ball, Cigar Lighter and Ash Receiver.

GROUP "Y"

GROUP "D"

Approved Accessories ESPECIALLY DESIGNED FOR 1936 PONTIAC

PONTIAC DE LUXE RADIO—A six tube set designed for Pontiac, has Automatic Volume Control, a constant level of volume on distant stations as well as locals, Tone Control operated from Control Panel in connection with the unit speaker. Local and Distance Switch permitting quiet tuning on local stations with less interference, also extreme sensitivity for reception of distant stations when out of area with high interference. With Controlled High Fidelity Reception, this De Luxe Radio is equal to the best of household sets.

PONTIAC MASTER RADIO—A single unit five tube set, with many of the outstanding features of the De Luxe incorporated in it. Tone Control switch mounted on chassis. Local and Distance Switch, for quiet tuning on local and distant stations, Automatic Volume Control and High Fidelity Reception.

DE LUXE HEATER—Combined with Pontiac's recirculating system and the high temperature thermostat it gives quick, clean, hot water heat. Your car can be kept at any desired temperature by the use of the variable speed heater switch and Pontiac's No Draft ventilation. Positive shut off valve eliminates disconnecting in warm weather. Attractive green crackle finish adds to the interior beauty of your car.

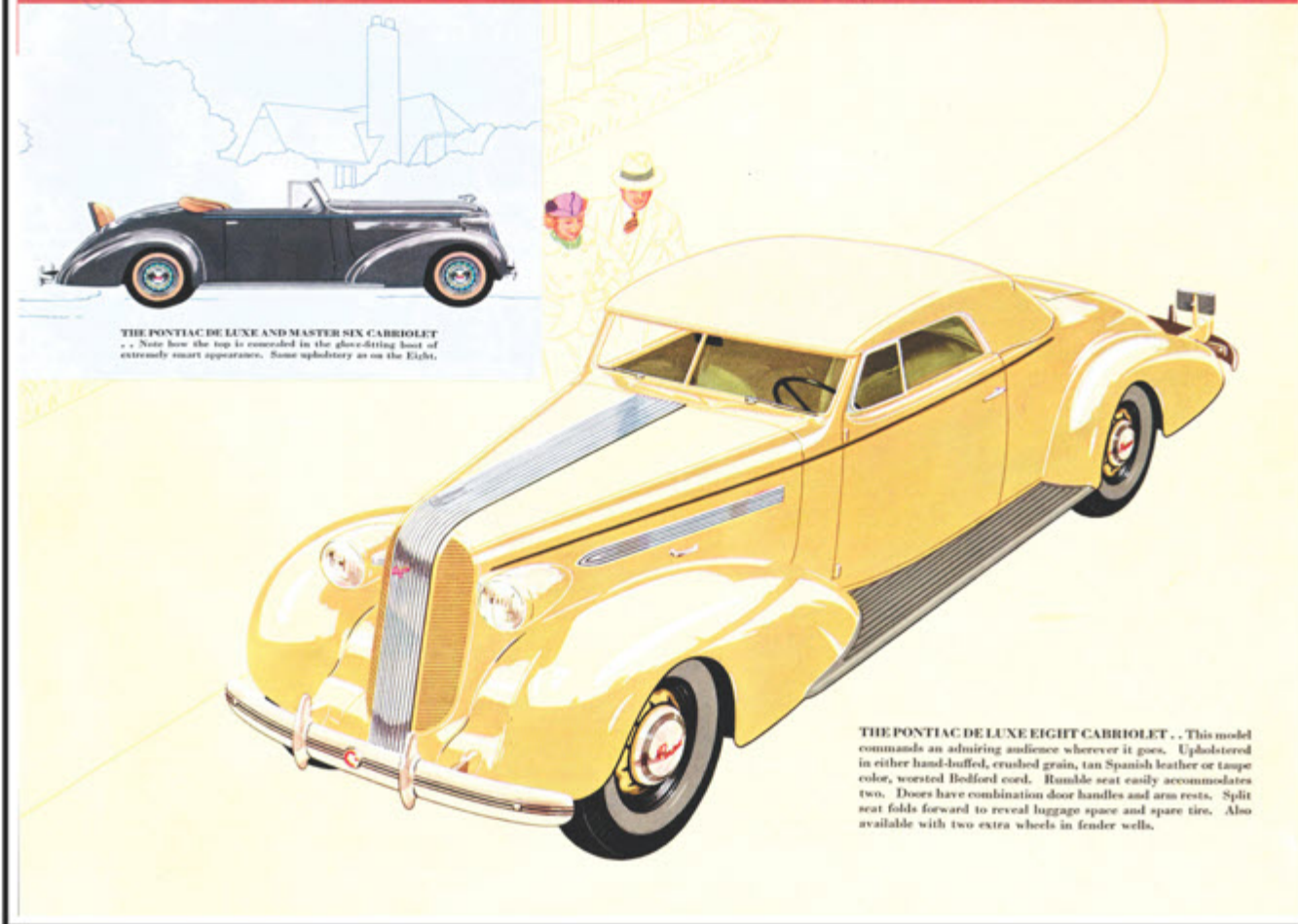
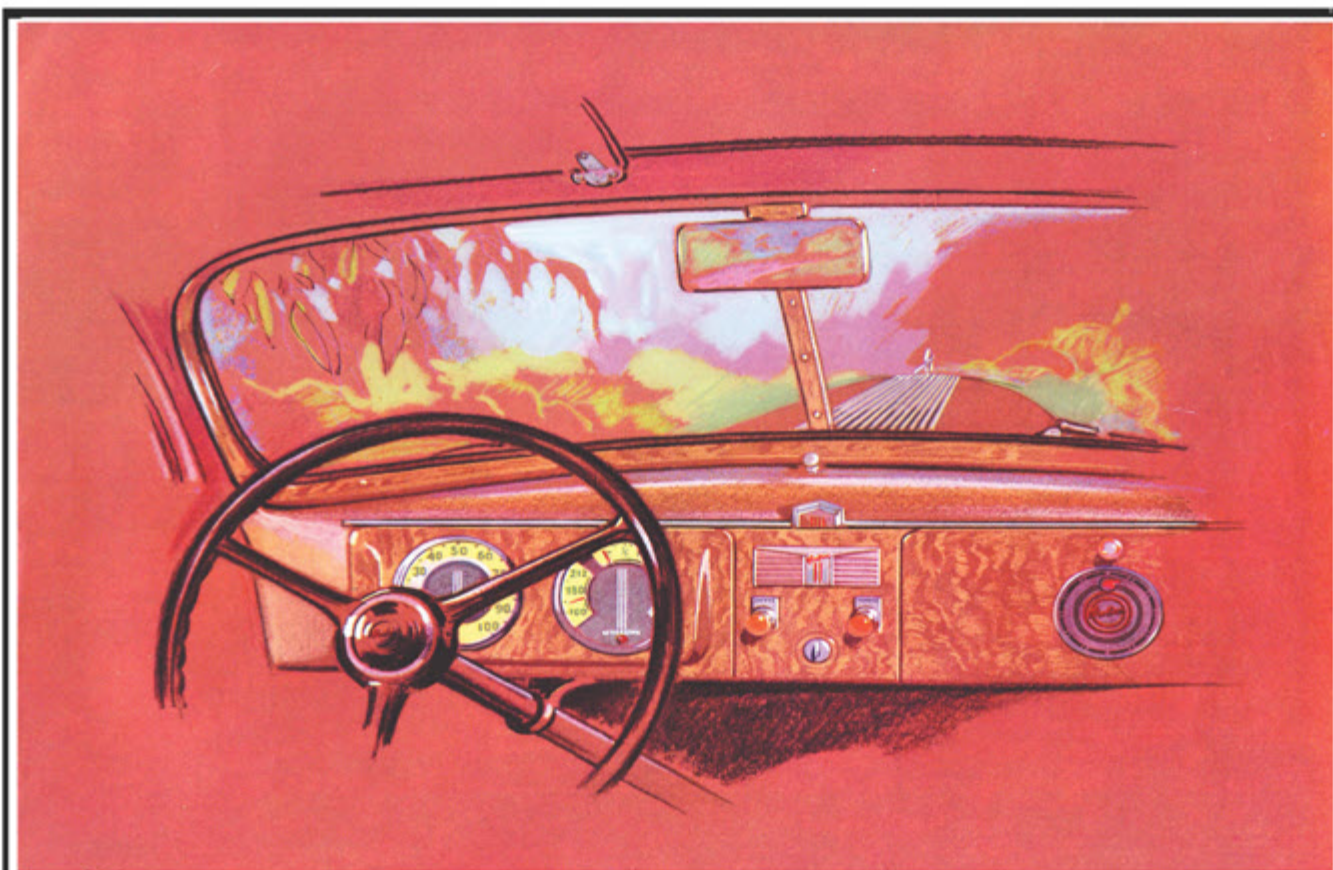
STANDARD HEATER—Designed to give quick, clean, hot water heat, has many of the outstanding features of the De Luxe, including high temperature thermostat, variable speed switch, positive shut off valve and beautiful green crackle finish.

De Luxe Hot Water Heater

Electrically Controlled Hot-Rhuminate Switch

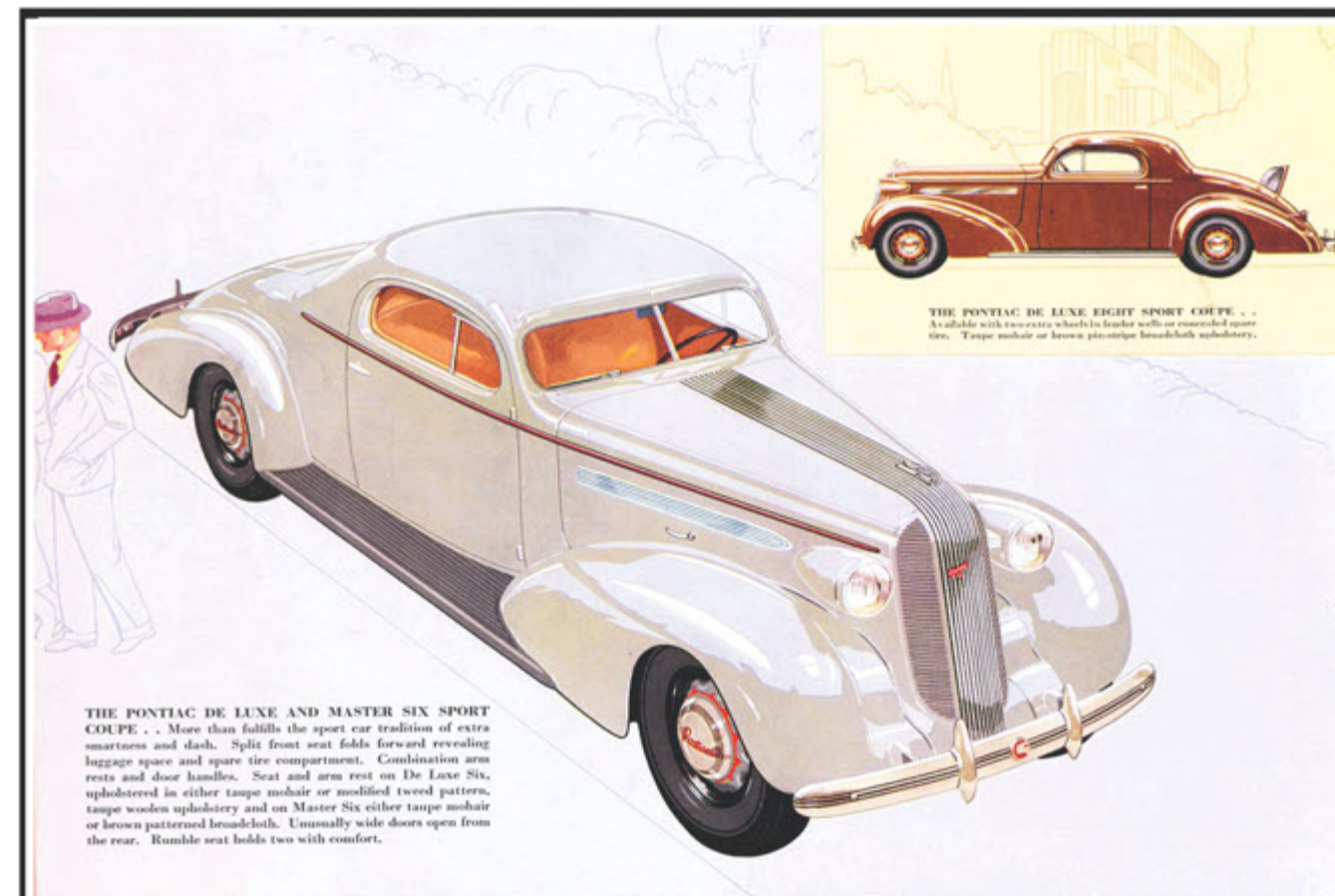
De Luxe Radio with Speaker

Master Radio



THE PONTIAC DE LUXE AND MASTER SIX CABRIOLET . . . Note how the top is concealed in the sleek, streamlined hood of extremely smart appearance. Same upholstery as on the Eight.

THE PONTIAC DE LUXE EIGHT CABRIOLET . . . This model commands an admiring audience wherever it goes. Upholstered in either hand-buffed, crushed grain, tan Spanish leather or taupe color, worsted Bedford cord. Rumble seat easily accommodates two. Doors have combination door handles and arm rests. Split seat folds forward to reveal luggage space and spare tire. Also available with two extra wheels in fender wells.

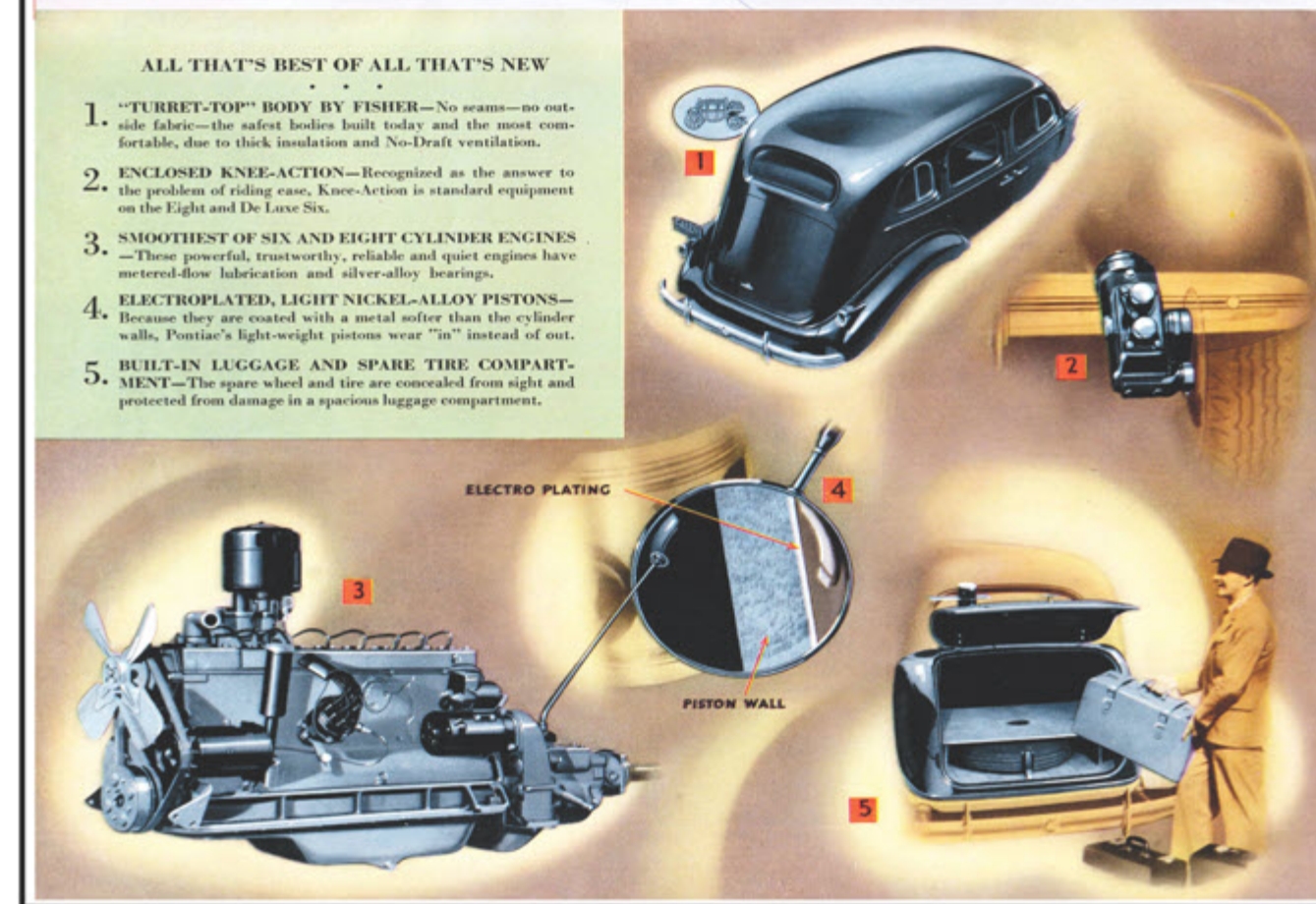


THE PONTIAC DE LUXE EIGHT SPORT COUPE . . . Available with two extra wheels in fender wells or concealed spare tire. Taupe mohair or brown pinstriped broadcloth upholstery.

THE PONTIAC DE LUXE AND MASTER SIX SPORT COUPE . . . More than fulfills the sport car tradition of extra smartness and dash. Split front seat folds forward revealing luggage space and spare tire compartment. Combination arm rests and door handles. Seat and arm rest on De Luxe Six, upholstered in either taupe mohair or modified tweed pattern; taupe wooden upholstery and on Master Six either taupe mohair or brown pinstriped broadcloth. Unusually wide doors open from the rear. Rumble seat holds two with comfort.

ALL THAT'S BEST OF ALL THAT'S NEW

1. "TURRET-TOP" BODY BY FISHER—No seams—no outside fabric—the safest bodies built today and the most comfortable, due to thick insulation and No-Draft ventilation.
2. ENCLOSED KNEE-ACTION—Recognized as the answer to the problem of riding ease, Knee-Action is standard equipment on the Eight and De Luxe Six.
3. SMOOTHEST OF SIX AND EIGHT CYLINDER ENGINES—These powerful, trustworthy, reliable and quiet engines have metered-flow lubrication and silver-alloy bearings.
4. ELECTROPLATED, LIGHT NICKEL-ALLOY PISTONS—Because they are coated with a metal softer than the cylinder walls, Pontiac's light-weight pistons wear "in" instead of out.
5. BUILT-IN LUGGAGE AND SPARE TIRE COMPARTMENT—The spare wheel and tire are concealed from sight and protected from damage in a spacious luggage compartment.



ALL THAT'S BEST OF ALL THAT'S NEW

- IMPROVED TRIPLE-SEALED HYDRAULIC BRAKES—The finest brakes money can buy are now even better, due to the use of molded linings and cast-iron drums.
- FULL-LENGTH WATER JACKETS—This new feature, combined with Pontiac's cross-flow radiator and gusher valve cooling, make up the most efficient cooling system in use today.
- CONVENIENT JACK PADS—This feature, which ends the most inconvenient part of tire changing, illustrates the many advancements in comfort and convenience.
- DOUBLE K-Y FRAME—This massive frame has 7 cross-members assuring greater strength and safety and a rigid support for the body.
- ALL-SILENT SYNCRO-MESH TRANSMISSION—The new, smooth and clash-proof Pontiac transmission is now silent in all speeds, both forward and reverse.

SEALED

SEALED

SEALED

SEALED

THE PONTIAC DE LUXE SIX CHASSIS . . . Pontiac's massive chassis is a triumph of modern engineering. Springs, brakes, propeller shaft, and all other vital parts are completely sealed against dirt and water, while the rigid double K-Y frame is one of the strongest used on any automobile at any price.

PONTIAC DE LUXE EIGHT SPECIFICATIONS 36-28

SPRINGS • Helical coil type front springs built into front wheel suspension unit and entirely enclosed. (Knee-Action design.) High carbon spring steel material. Non-squeaking, semi-elliptic rear springs. Leaves coated in graphite and fully enclosed in permanent steel covers (at extra cost).

TIRES • 16 x 6.50 inch full balloon, low pressure tires with silent rib tread.

INSTRUMENTS AND CONTROLS • Instruments arranged in two groups in front of driver. Dial type speedometer on left; oil, gasoline and temperature gauges on right. Headlamp indicator light below speedometer indicates when upper beam is on. Red indicator light on gauge group indicates red when generator is not charging. All instrument dials finished in translucent ivory with black figures. Instrument panel is provided with radio dial type lighting. Convenient compartment with lock for small articles on right side of instrument board. Throttle and light switch buttons of translucent Tenite finish, as well as ignition switch lock, are arranged symmetrically between the two panels.

STEERING GEAR • Worm and roller type. Steering ratio 17.5 to 1. 18-inch, black finish, three-spoke steering wheel of steel reinforced moulded rubber with convenient finger grips.

FRAME • Unusually rigid K-Y double-drop construction incorporating a "frame within a frame."

COOLING • Cross-flow, honeycomb type all copper radiator core. Pressure valve in radiator cap under hood. Thermostatic water temperature control provides for short "warm-up" period and cool motor operation. Gusher-type valve cooling.

CLUTCH • Single dry-plate, 10-inch clutch.

TRANSMISSION • Syncro-Mesh with all-silent helical gears.

GEARS • Of heat-treated, chrome-nickel alloy steel.

ELECTRICAL SYSTEM • Delco-Remy ventilated generator with voltage control. Powerful starting motor operated from accelerator pedal. 17-plate storage battery with power enough to start motor in 10 seconds at zero with 10W oil in crankcase. Vacuumatic spark control. Multi-beam lighting system.

FUEL SYSTEM • Eighteen gallon gas tank concealed at rear. Filler cap on right side. Baffle in filler neck to prevent theft of gasoline. Electric supply gauge on dash. Fuel line carried along on outside of frame to prevent vapor lock (bubbles in gas caused by heat). Air cleaner and Silencer on Carter triple-venturi carburetor. Thermostatic fuel temperature control in manifold. Automatic choke.

MOTOR • Six-cylinder "L" head, developing 81 horsepower at 3600 r.p.m. Bore, 3 1/4 inches. Stroke, 3 1/2 inches. Displacement, 203 cu. in. Remaining features same as on the Pontiac De Luxe Eight motor.

DIMENSIONS AND CAPACITIES:

Over-all length (bumper to bumper)	139 3/4 in.
Width	69 3/8 in.
Height (4-Door Sedan with passengers)	67 3/8 in.
Capacity of Crankcase (Oil)	6 quarts

BODIES • Same as on the Pontiac De Luxe Eight.

PONTIAC DE LUXE SIX SPECIFICATIONS 36-26 A

SPRINGS • Same as on the Pontiac De Luxe Eight.

TIRES • 16 x 6.00 inch full balloon, low pressure with silent rib tread. Tire pressure: Rear—30 lbs.; Front—25 lbs.

INSTRUMENTS AND CONTROLS • Same as on the Pontiac De Luxe Eight.

STEERING GEAR • Same as on the Pontiac De Luxe Eight.

FRAME • Unusually rigid K-Y double-drop construction incorporating a "frame within a frame."

COOLING • Same type as used in the Pontiac De Luxe Eight except pressure valve not used.

CLUTCH • Single, dry-plate, 10-inch clutch.

TRANSMISSION • Same as in the Pontiac De Luxe Eight.

ELECTRICAL SYSTEM • Same as on the Pontiac De Luxe Eight except starting motor is operated by separate foot pedal. 15-plate storage battery with power enough to start motor in 10 seconds at zero with 10W oil in crankcase.

FUEL SYSTEM • Same as in the Pontiac De Luxe Eight. Fifteen gallon gas tank concealed at rear.

PONTIAC MASTER SIX SPECIFICATIONS

NOTE • The Pontiac Master Six has the same specifications as the De Luxe Six except that the Pontiac Master Six provides improved conventional front-end suspension, rubber insulation between "I" beam front axle and springs, and front stabilizer bar connecting front single-acting hydraulic shock absorbers; semi-elliptic, non-squeaking front and rear springs enclosed in metal spring covers (at extra cost); the glove compartment has no lock and the upholstery choice is taupe mohair or brown patterned broadcloth. The 2-Door Master 6 Sedan and the 2-Door Master 6 Touring Sedan are equipped with individual bucket seats, the driver's seat being adjustable. Interior hardware and instrument panel controls have black, bakelite-finish knobs.

THE MOST BEAUTIFUL THING ON WHEELS

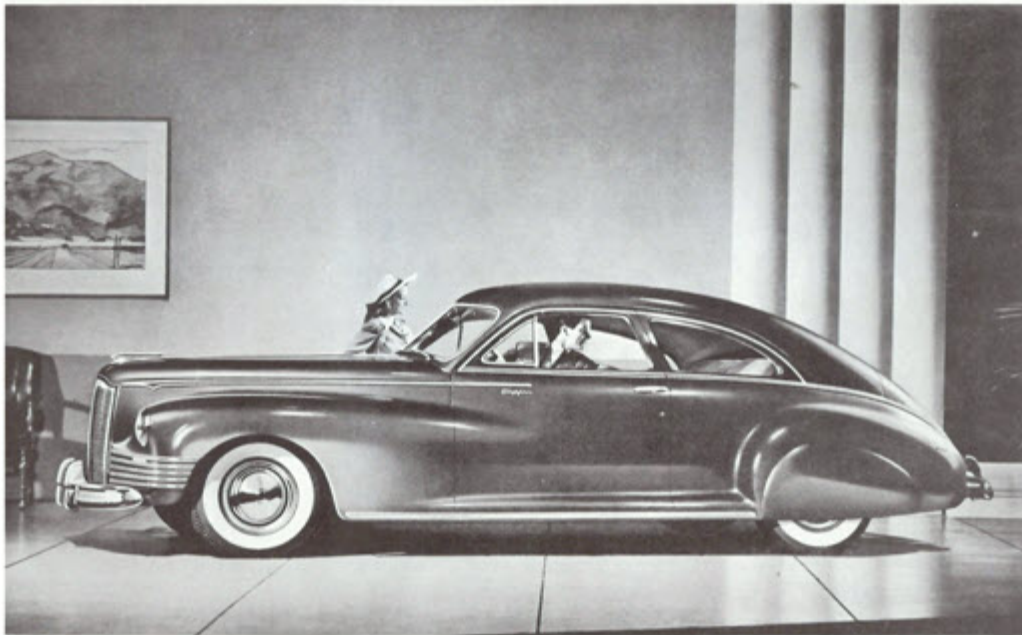
SUPER-8 ONE-SIXTY



*The
Clipper Club Sedan*



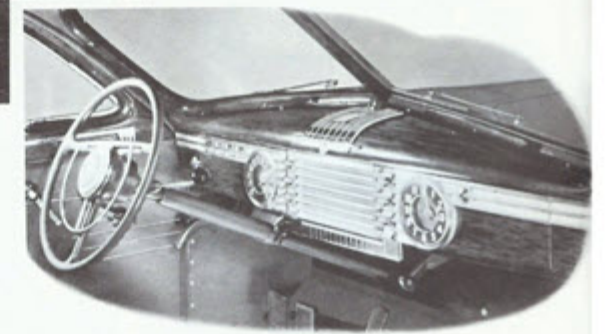
REMARKABLE is the word for it! Full headroom front and rear—even though it's only a trifle over five feet high. Mounted on a long wheelbase, yet so compactly styled that it slips with ease into parking spots and average garages. Offering seats of davenport width—without requiring any undesirable increase in overall car width—thanks to its front and rear fade-away fenders! The Swing-away seat is just one of its many innovations.



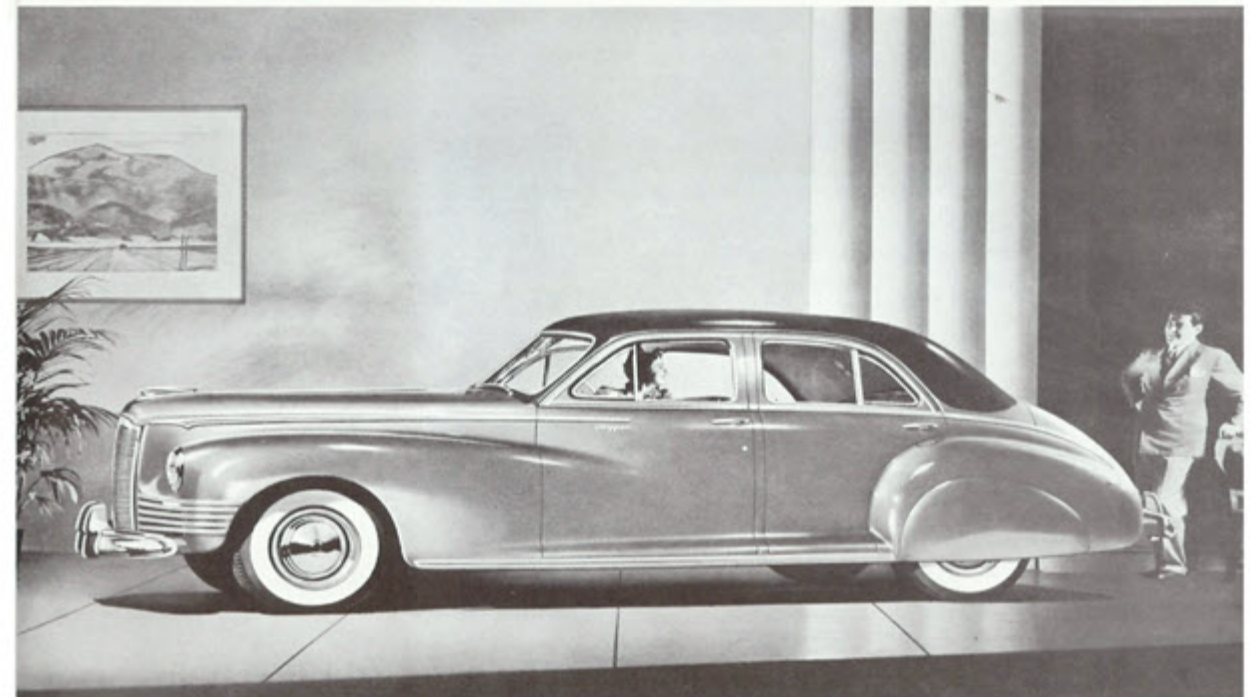
PACKARD SUPER-8 ONE-SIXTY
The Clipper Club Sedan
165 HORSEPOWER • 127-INCH WHEELBASE



The Clipper Touring Sedan



ALREADY acclaimed as America's new style leader, this Clipper-fashioned four-door sedan achieves ultra-modern distinction without losing any of its Packard identity. It has all the size, all the smartness, all the dignity a Senior Packard should have. It has full headroom, front and rear—even though it barely comes up to the eye level of a man of normal height. And spirit! Other cars can only hope to out-perform it!



PACKARD SUPER-8 ONE-SIXTY
The Clipper Touring Sedan
165 HORSEPOWER • 127-INCH WHEELBASE

*The
Convertible Coupe*



DESIGNED to be aimed at horizons—with exciting interiors to match its character! You have a choice of nine single colors in soft, genuine leather . . . or three two-tone leather combinations . . . or five leather and cloth combinations. The instrument panel and two-tone steering wheel are colored to harmonize with the upholstery—even the floor carpets, front and rear, are in shades that blend beautifully with the interior scheme! And the top? Power-operated, of course—just touch a button, up it comes. A single handle locks it in position at three points, exclusive Packard construction keeps it snug fitting, rattle-free, weatherproof. Your choice of five top colors.



PACKARD SUPER-8 ONE-SIXTY

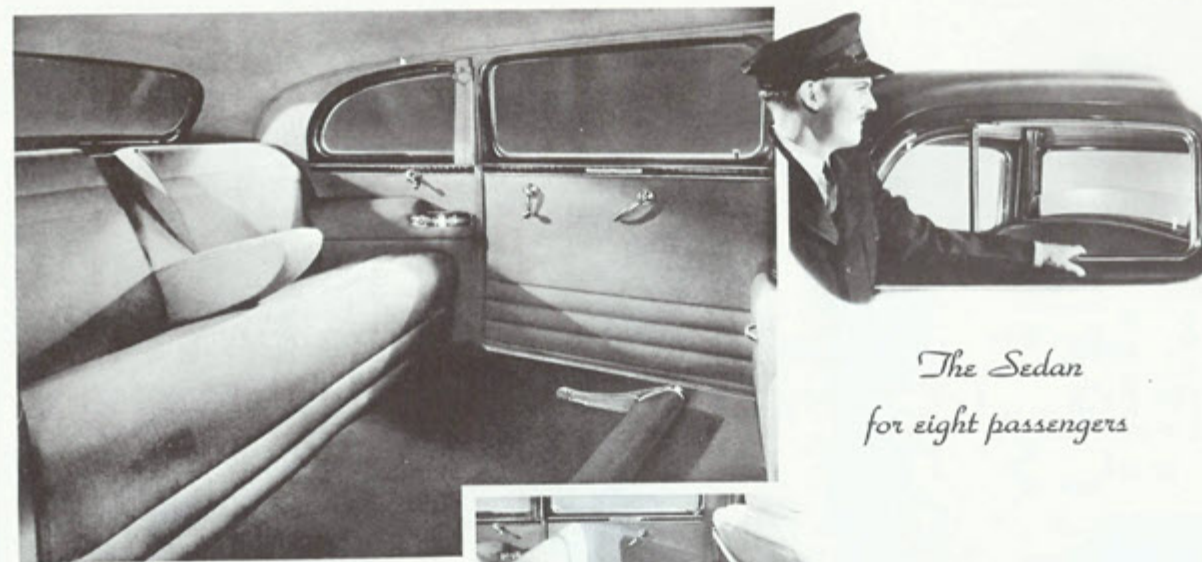
The Convertible Coupe

165 HORSEPOWER • 127-INCH WHEELBASE

*The Sedan
for five passengers*



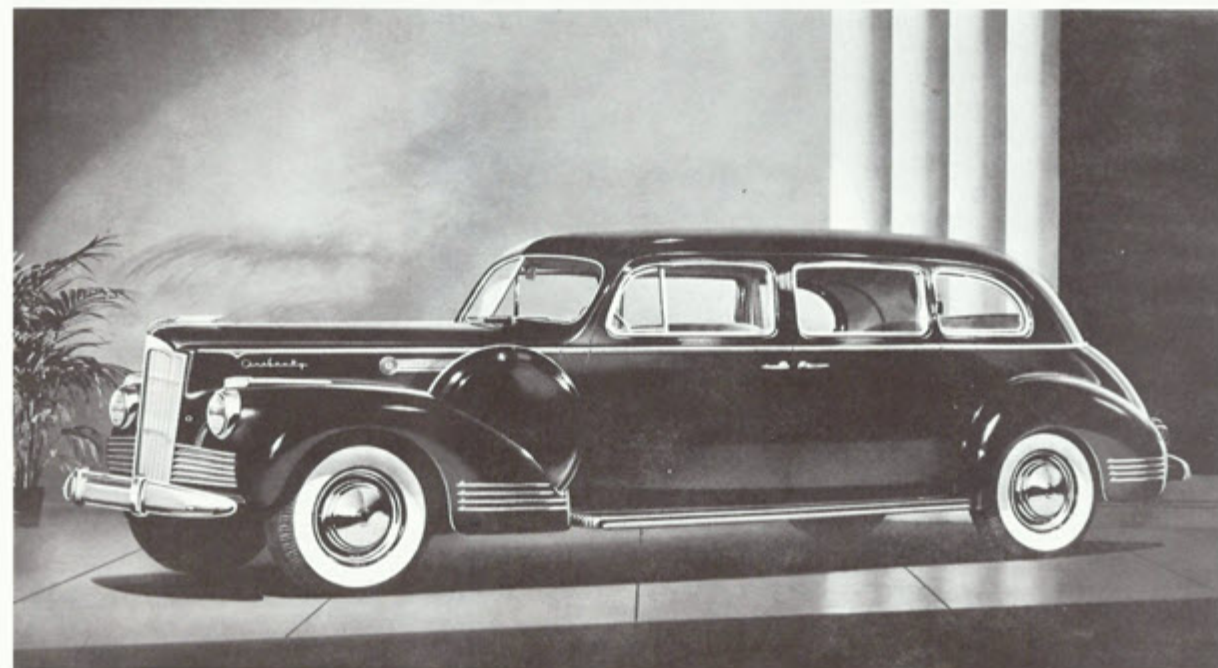
ASSIST CORDS, ventilation controls, roll-up ash receivers—all are at your finger tips in this luxurious new Super-8 sedan. Cushions are covered with higher grade wool broadcloth, in any one of three popular selections. Seat bases are in brown leather material, trimmed with stainless steel. The broad center arm rest, the rich carpeting, the smartly-grained walnut wallboards are typical of its other appointments.



*The Sedan
for eight passengers*

AMAZING roominess combines with lasting luxury in this king of the Super-8 line. The broad center arm rest, softly padded foot rest, and built-in smoking cabinets are typical of its thoughtful appointments.

THE SMARTLY tailored auxiliary seats, offering even enough room for three passengers, fold neatly away when not in use. A glass partition is installed behind the chauffeur's compartment when this body style is fitted out as a Limousine.



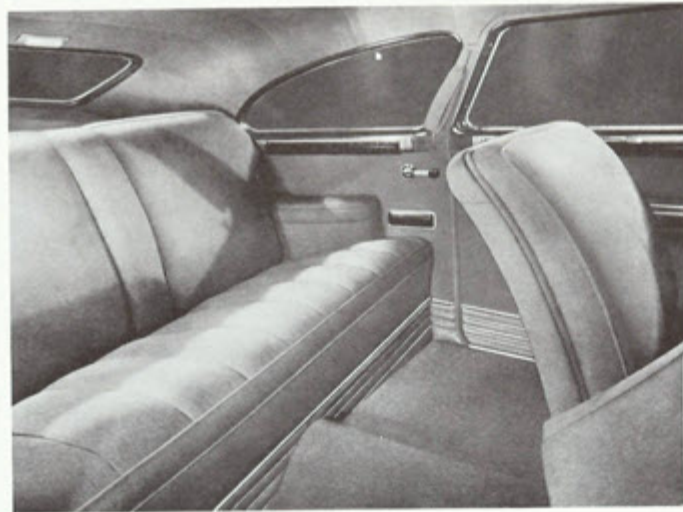
PACKARD SUPER-8 ONE-SIXTY

The Sedan for eight passengers

also available as a Limousine

165 HORSEPOWER • 148-INCH WHEELBASE

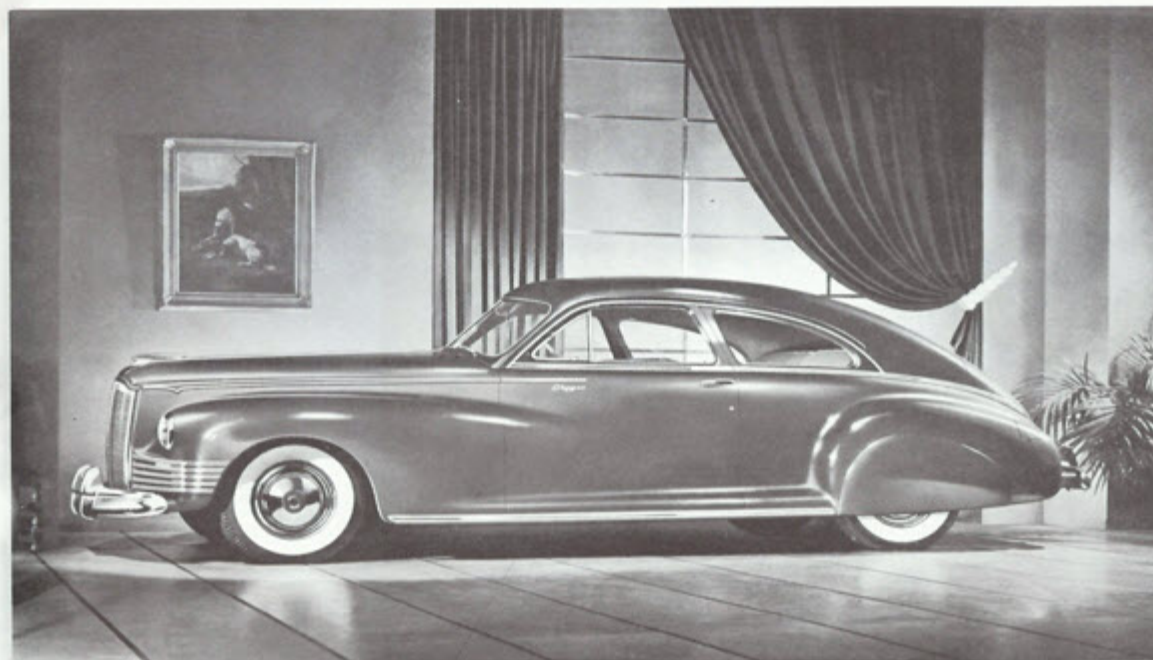
SUPER-8 CUSTOM ONE-EIGHTY



*The
Clipper Club Sedan*



MOTORDOM'S newest style — at its customized best in the Packard One-Eighty. All the advantages of the Clipper's functional beauty — vastly improved roominess, riding comfort and convenience among them — are enhanced by the distinction of custom treatment that characterizes the One-Eighty. A wide door, and an ingeniously-designed forward seat that actually folds out of the way, make entering and leaving gracefully easy. Enclosed running boards, of course. Exceptional body width made possible by "fade-away" fenders gives this compact, easy-to-handle car abundant 6-passenger roominess.



PACKARD SUPER-8 CUSTOM ONE-EIGHTY

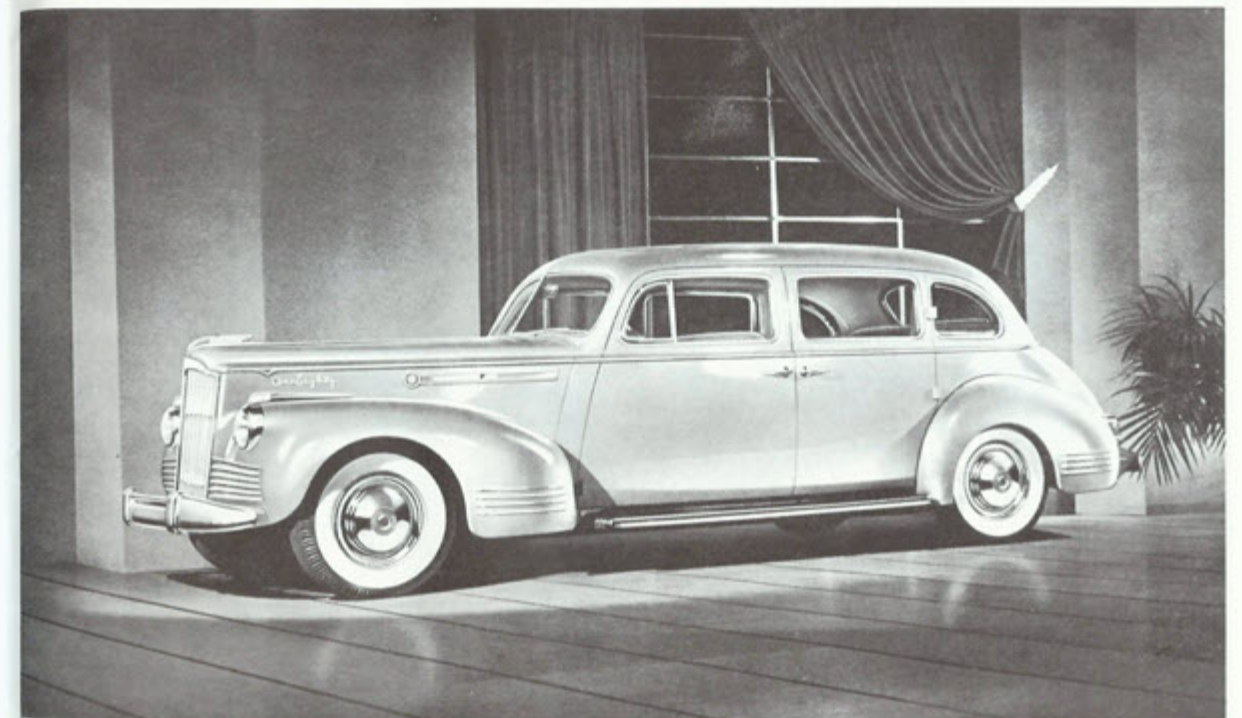
The Clipper Club Sedan

165 HORSEPOWER • 127-INCH WHEELBASE

*The
Touring Sedan*



*F*INEST QUALITY glows in every detail of its restrained, tasteful simplicity — a fact that makes this sedan a favorite of the most discriminating owners. Even its luxury is not obtrusive. For example, at your finger tips you find one inconspicuous convenience after another — a tidy roll-top ashtray in each side arm rest, a lighter in one . . . a button that turns on a reading lamp . . . and a control that needs only a touch to raise or lower windows automatically, shown in the close-up at the left. This is a car that becomes a proud possession — in families where selections are made carefully.



PACKARD SUPER-8 CUSTOM ONE-EIGHTY

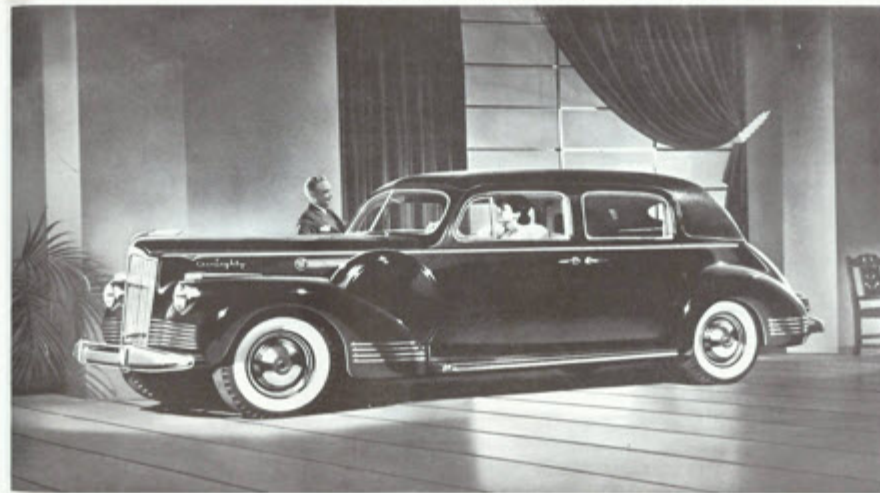
The Touring Sedan

165 HORSEPOWER • 138-INCH WHEELBASE

*The
Normal Sedan*



A BLACK LEATHER top and closed rear quarters identify the smartly styling Normal Sedan — a car of winning individuality. The intimacy and protection of its interior arrangement delight owners who ask for more than usual dignity and privacy. Naturally, its styling and appointments are appropriately conservative. Interior styling is highlighted by such features as the roll-topped rear partition with inset clock, a side-facing auxiliary seat and a handy package compartment on the right-hand side of the partition.



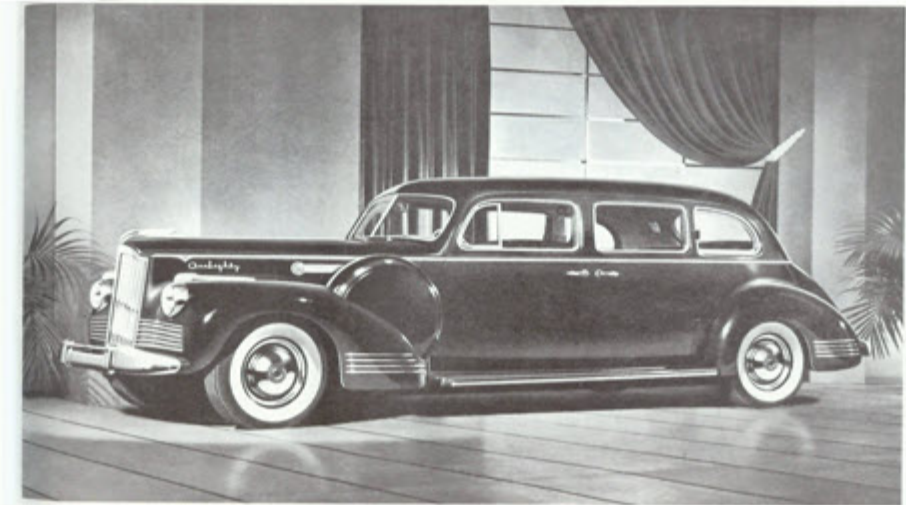
PACKARD SUPER-8 CUSTOM ONE-EIGHTY
The Normal Sedan



*The Sedan
for eight passengers*



EVERY requirement of an 8-passenger motor car is met handsomely by this legend of Packards. Ample rear compartment space is provided so that when the closely joined folding seats are in use there is room and comfort for all. As shown at left, this body style is also available as a limousine — with a sliding glass partition separating front and rear compartments. Windows, including the partition, are electrically operated with push-button control.



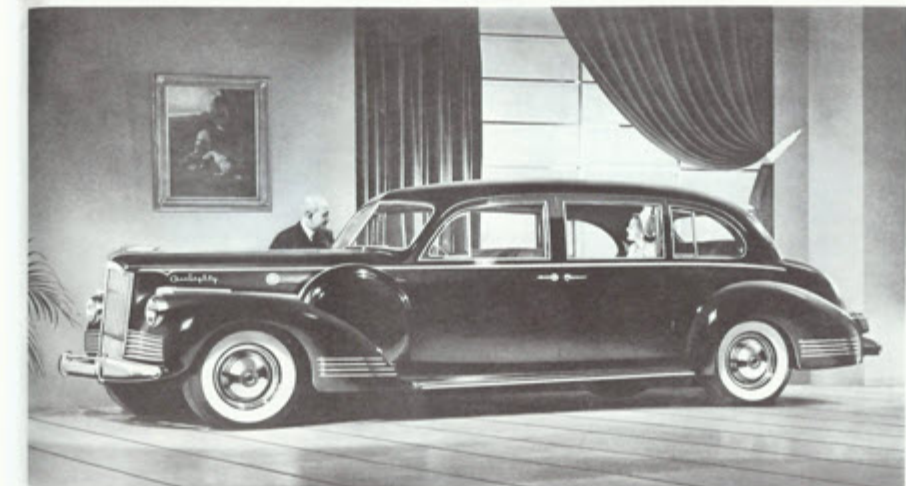
PACKARD SUPER-8 CUSTOM ONE-EIGHTY
The Sedan for eight passengers

The Limousine

Available as a 7-passenger sedan without the between-compartment partition, or as a limousine with it, this custom creation provides an owner-to-chauffeur telephone in the latter case.



WITHOUT question, the Packard Limousine offers the peak of custom elegance in a motor car. Spacious luxury is set off by hand-finished woodwork, square cut-around windows . . . superbly tailored upholstery . . . appointments, including button controls for electrically operated windows, that tell eloquently of artistic craftsmanship. Folding seats fit flush into the forward partition, nearly out of the way when not in use.

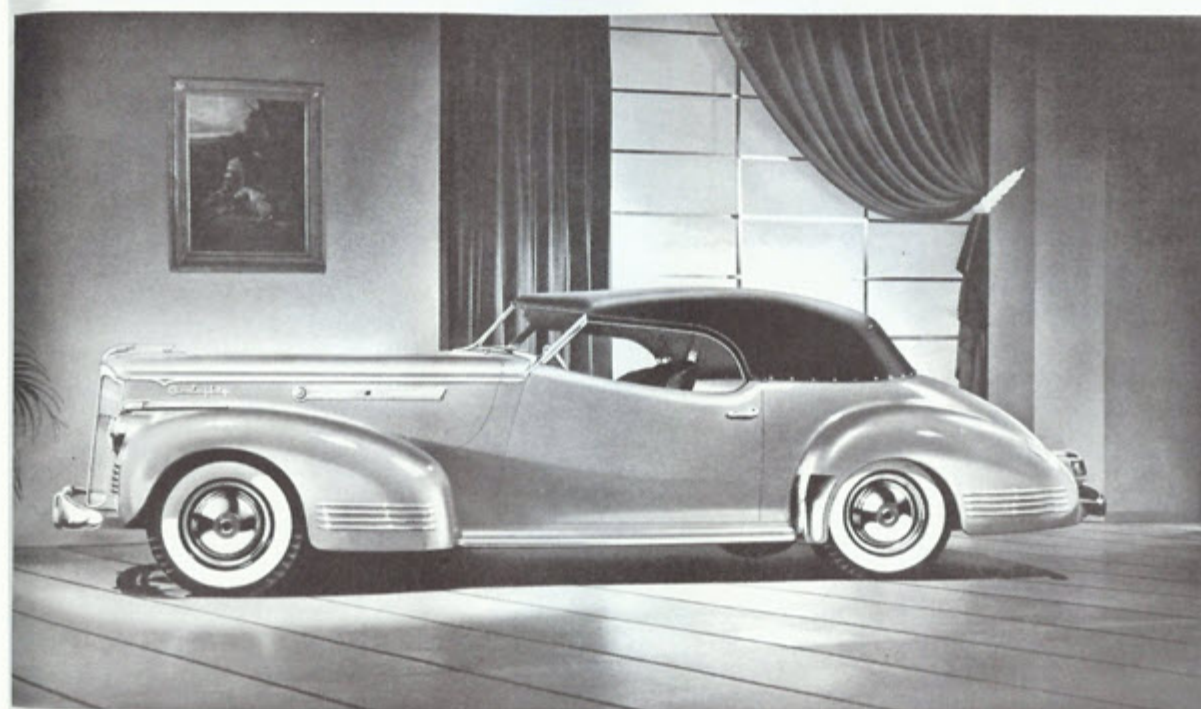


PACKARD SUPER-8 CUSTOM ONE-EIGHTY
The Limousine
body by LeBaron
145 HORSEPOWER • 148-INCH WHEELBASE



THEIR DASH and verve, their promise of exhilaration give convertibles an appeal all their own. And for those who want only the sky for a roof and a sunset to drive toward, this is the convertible of all convertibles. Certainly it's the most inviting car on which the top was ever lowered. To sink into the brightly-

colored, smartly-tailored cushions pictured above is to find a brand-new meaning for the phrase, "arm-chair adventure." No need to describe this Darrin-styled Packard as a custom creation . . . that sticks out all over. Only one warning: anyone who owns this car will have to get used to being the center of attraction!



PACKARD SUPER-8 CUSTOM ONE-EIGHTY

The Convertible Victoria

body by Darrin

165 HORSEPOWER • 127-INCH WHEELBASE

Senior Packard the best choice of the thoughtful buyer of a fine motor car in 1942.



WHAT'S UNDERNEATH?

Please examine with us some of the less conspicuous proofs of Senior Packard Quality. These are the materials, the ingenious design developments, the marks of superior craftsmanship, to which engineers and manufacturing men point with pride.



DEFENSE FIRST!

With more pride than usual this year! For the demands of defense production have been great—and might have meant a sacrifice in quality. But Packard has met the challenge of the times with all the resourcefulness and ingenuity at its command. And while fewer cars will be built they will equal in quality and mechanical excellence any cars Packard has ever built!



AIR POWER—SEA POWER

This despite the fact that Packard has been among the leaders in defense production from the start. Two major assignments are building high-powered Supermarine engines for swift Patrol Torpedo boats of the U. S., British and Canadian navies—and famed Rolls-Royce aircraft engines for the U. S. and British air services.



CAR QUALITY NOT AFFECTED

But these assignments are being handled without impairing the quality of the motor cars Packard builds. The proofs of this fact are in the cars themselves.



YOU CAN FEEL IT!

Because these are Senior cars—the finest of Packards—perhaps their luxurious interiors provide a place to begin . . . to point to hidden quality.



FOR YOUR CONVENIENCE

Automatic windows—that rise and lower at the touch of a button—are appropriate, yes, expected, in cars such as the long-wheelbase closed models of the Custom One-Eighty. But unseen quality is obvious only to those who know the precision required in the ingenious operating mechanism. This device does no more than complete the list of conveniences in the most convenient of motor cars—but it was tried and tested, proved and improved, for months before being accepted.



YOU CAN'T SEE IT HERE!

And speaking of windows, here is hidden quality that you can't see because you see right through it . . . without distortion, perfectly! True, because the finest of Packards naturally are fitted with the finest of clear-vision, safety glass throughout.



QUALITY BEGINS WITH THE SHEEP

What better economy is there than to insist upon the finest quality materials wherever you want beauty to last? Packard knows you would do it in buying furniture for your home . . . and that is why upholstery and trim selections of pure virgin wool and other cloths are studied and tested painstakingly for color fastness,



PRESENTING THE SILVER ANNIVERSARY **PONTIAC**

New and Beautiful Proof that *Dollar for Dollar you can't beat a Pontiac!*

For 25 years, Pontiac has earned an outstanding reputation for offering brilliant extra value at only a few dollars extra cost. This unique Pontiac policy was never more evident than in the 1951 Pontiacs. In performance,

comfort, luxury, dependability and economical long life—the 1951 Silver Anniversary Pontiac reflects a quarter century of inspired and advanced engineering and design. It is the finest in a long line of fine cars.



Chieftain De Luxe Four-Door Sedan
COLOR: LIGHT BLUE, LIGHT BLUE, LIGHT BLUE, LIGHT BLUE



Chieftain De Luxe Sedan Coupe
COLOR: LIGHT BLUE, LIGHT BLUE, LIGHT BLUE, LIGHT BLUE



Chieftain De Luxe Two-Door Sedan
COLOR: DARK BLUE, DARK BLUE



Streamliner De Luxe Sedan Coupe
COLOR: RED, RED, RED, RED



Chieftain De Luxe Convertible
COLOR: RED, RED, RED, RED



Chieftain Business Coupe
COLOR: BLACK, BLACK, BLACK, BLACK



Sedan Delivery
COLOR: GREEN, GREEN, GREEN, GREEN



Streamliner De Luxe Wagon
COLOR: GREEN, GREEN, GREEN, GREEN



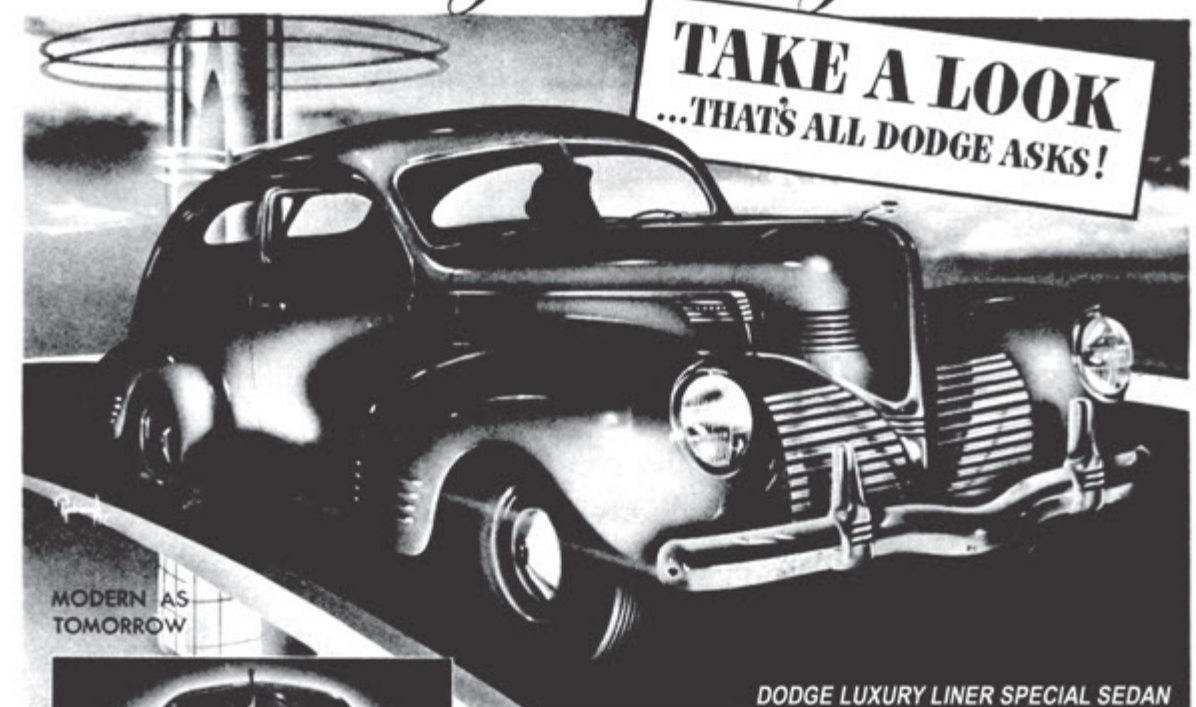
THE 1951 PONTIAC DE LUXE Catalina
Available in more color combinations with accessories or accessories for sale and stock.



THE 1951 PONTIAC SUPER DE LUXE Catalina
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These are Detroit delivered prices and include all standard equipment: bumpers, bumper guards, spare tire and wheel, safety glass, fenders and sheet metal painted to match standard body color. State and local taxes, if any, not included. Transportation extra. **VISIT YOUR DODGE DEALER FOR DELIVERED PRICES IN YOUR LOCALITY**



TAKE A LOOK! New handy gear-shift near the steering wheel — at no extra cost! Nothing new to learn. Front floor is clear!

We'll Leave It To You!

We could give you many reasons for Dodge's amazing reputation for economy...but this year we want *YOU* to be the judge! And so instead of making mere claims, we say: "Take A Look...that's all Dodge asks!"

Before you decide on any car take a look at the big new Dodge. Take a look at the famous Dodge floating power engine — it's packed with all the famous Dodge economy features designed to cut gas and oil costs 'way down! And take a look at Dodge beauty, too — its windstreamed lines, its gorgeous upholstery, its "Jewel Case" instrument panel! Take a look at its many new engineering advantages...in fact, take a look at every part of it... and THEN take a look at the price tag! You'll be amazed — for Dodge prices are as much as \$55 less than last year!

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TAKE A LOOK! New completely concealed luggage compartment, 27" x 18" x 12" — Three bellboys needed to carry all the luggage it will hold!

The New 1939 **DODGE** *Luxury Liner*



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