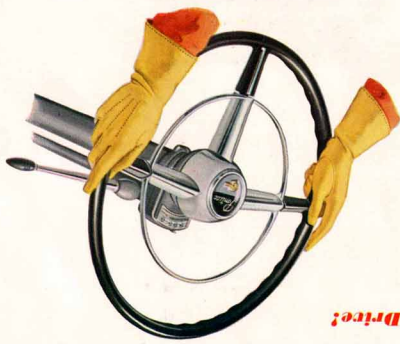


You can have the amazing driving convenience of GM Hydra-Matic Drive on any model Pontiac—whether you choose a straight-eight or a six-cylinder engine. Here is truly automatic driving—no clutch pedal, no constant shifting. You simply relax and go! Pontiac is the lowest-priced car in the world offering the miracle of Hydra-Matic Drive—the most perfect driving you've ever known!



All Available with GM Hydra-Matic Drive!

Again Pontiac is an automobile show all by itself—and truly a beautiful one for 1950! Pontiac offers eighteen smart models in two great lines, Catalina and Streamliner. Headliner of the gear is the brilliantly beautiful new Catalina shown here. Whatever you want most in a car—it's yours in a Pontiac.

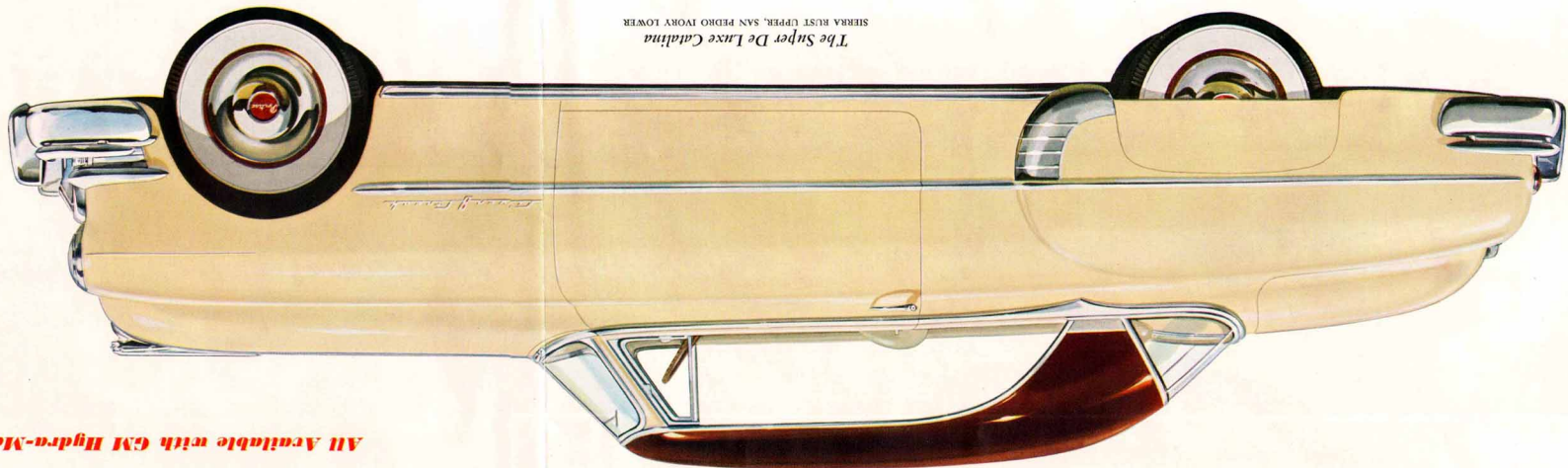


# 1950 PONTIAC... the most beautiful thing on wheels!

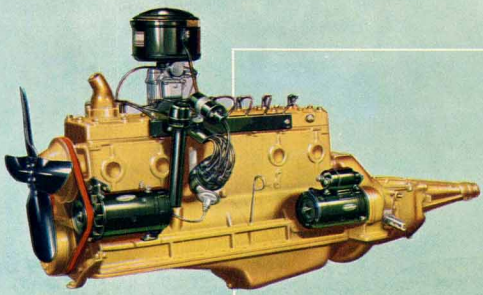
The New Pontiac Super De Luxe Catalina

All the dashing grace and style of a convertible—with the comfort and safety of a luxurious Pontiac sedan—here's the exciting story of this newest, most beautiful of Silver Streaks. Its sparkling two-tone color combination is echoed throughout the car, even to the interior which is upholstered in hand-rubbed, top-grain leather. The Super De Luxe Catalina is available in two combinations of San Pedro Ivory and Sierra Rust or in a solid tone of either color.

The Super De Luxe Catalina  
SIERRA RUST UPPER, SAN PEDRO IVORY LOWER

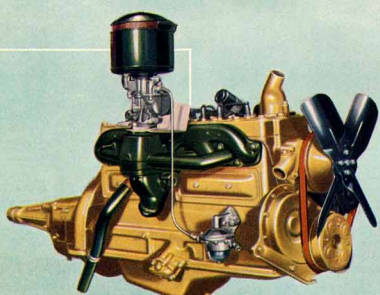


## THE SWEETEST ENGINES ON THE ROAD!



### PONTIAC'S FAMOUS STRAIGHT-EIGHT ENGINE

Here is one of the truly great power plants in the automotive industry! It has been even further improved for 1950 to deliver sparkling performance in all ranges from quick get-away to top speed. All the power and speed anyone would want for safe driving. Thousands of Pontiac owners could tell you that there is nothing quite like the luxurious smoothness and eager response of a straight-eight—and this is America's lowest-priced straight-eight!



### PONTIAC'S BRILLIANT SIX-CYLINDER ENGINE

Here's the perfect running mate to the straight-eight! No engine has ever written a finer record for superb performance, rugged dependability and long-range economy. Many, many Pontiacs powered by this great engine are well into their second 100,000 miles—and, for the most part, they have required only routine maintenance attention. For day-in, day-out performance, for extra smoothness and sparkle, for real dependability—a Pontiac Economy Six is the answer!

Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

## DOLLAR FOR DOLLAR—YOU CAN'T BEAT A PONTIAC!

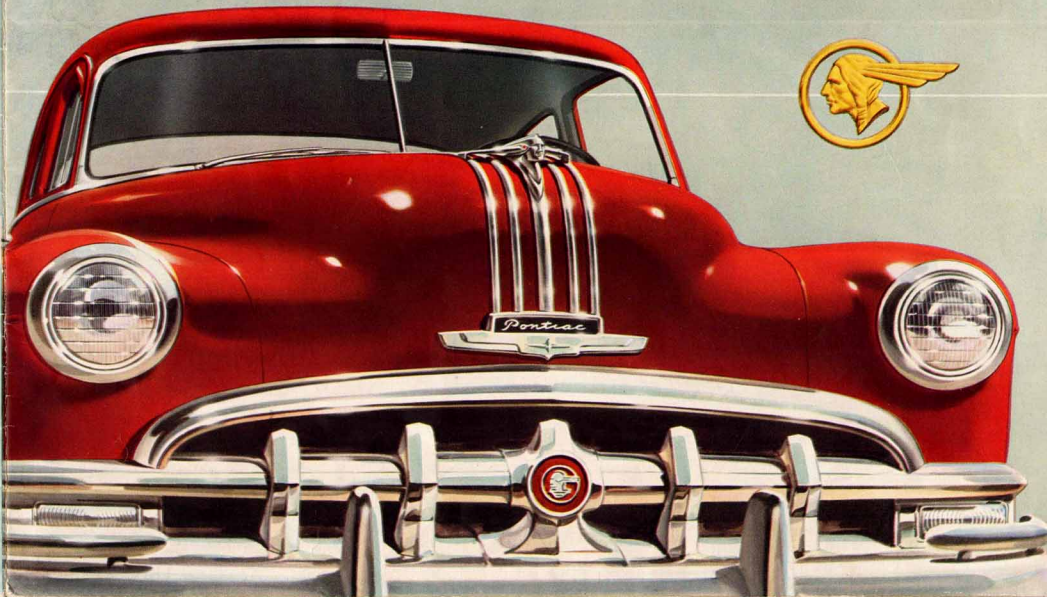
1. America's Lowest-Priced Straight Eight
2. Lowest-Priced Car Offering GM Hydra-Matic Drive
3. Only Car in the World with Silver Streak Styling
4. The Sweetest Engines on the Road—Choice of New, More Powerful Straight Eight, or Six
5. World Renowned Road Record for Economy and Long Life
6. Super-Safe, Super-Strong All Steel Bodies by Fisher
7. Smoother, All-Cushioned "Travelux" Ride
8. Distinctively Beautiful Sweep-Stream Rear Fender Ensemble
9. Spacious, Luxurious Interiors Featuring Arm Rests, Assist Cards and Quality Floor Coverings
10. Wide, Comfortable Seats With Restfully Contoured Cushions
11. Wide, Easy-Access Doors
12. Better, Safer Driver View with Extra Wide, Curved Windshield
13. Ultra-Styled Dial Cluster Dash
14. Handi-Grip Parking Brake on Dash
15. Finger-Tip Starter Button
16. Full Chromium Windshield and Rear Window Moldings
17. Twin Duct Outside Air Heating and Ventilating System
18. Extra Large, Fully-Lined Trunk for Extra Luggage
19. Counter-Balanced Self-Locking Trunk Lid
20. Smoother, Safer Riding—Low Pressure Tires on Broad Rims

PRINTED IN U.S.A.

NICKOLS TEXACO SERVICE  
101 HIGHWAY SOUTH  
CRESCENT CITY, CALIFORNIA  
L. G. NICKOLS

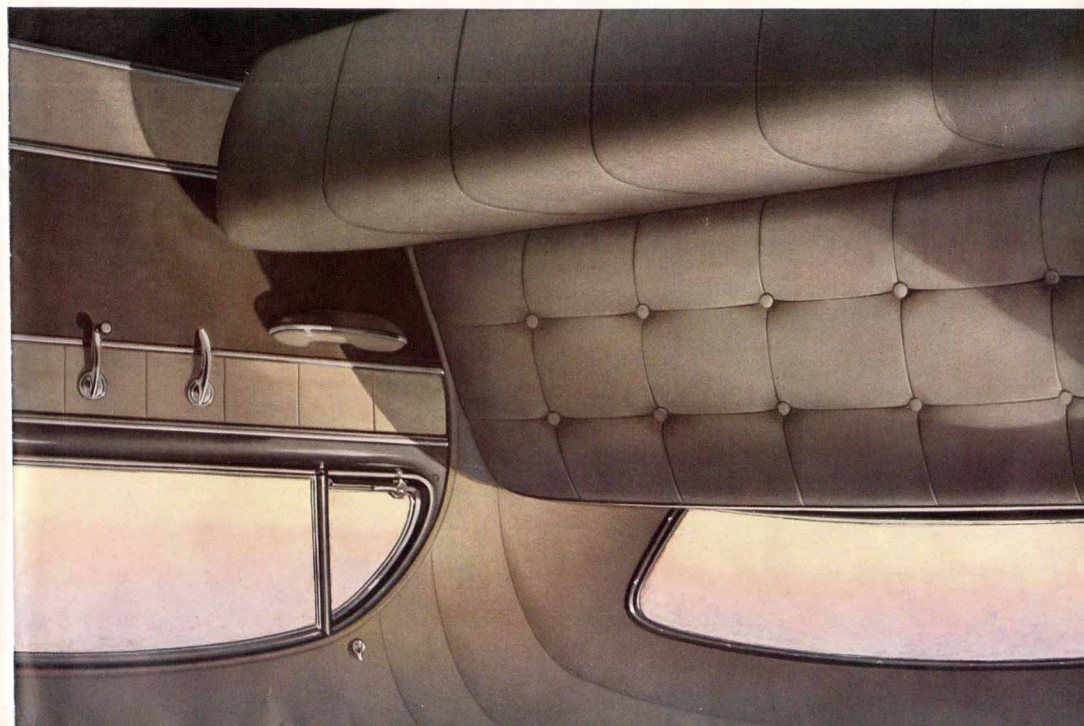
## Dollar for Dollar

you can't beat a '50 PONTIAC



Everything is so much nicer in a Pontiac! Just look inside this De Luxe interior—there's a wonderful feeling of luxurious and appointments—the convenient arm rests, assist cards and deep pile carpeting. Every detail of a Pontiac, inside and out, reflects the fine car touch. It's no wonder that thousands upon thousands of persons have decided to come up to Pontiac where everything is so much nicer!

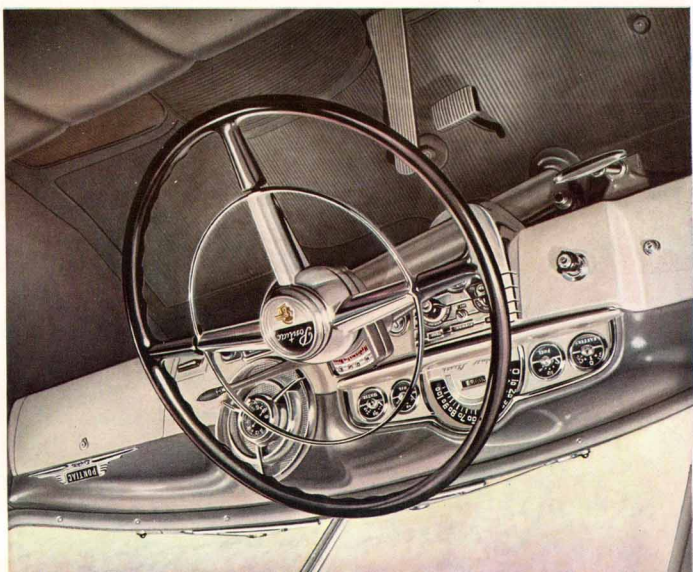
## Everything a Fine Car should be!



**WIDE HORIZON WINDSHIELD**—You have a whole new driving outlook when you sit behind Pontiac's wide-sweeping windshield. It's optically curved for better vision. Slim corner posts reduce blind spots, the hood is low, so your forward vision is to get in comfortably. The floor is level with the seat, so you can see the road ahead without any neck-straining, even close to the car.

**WIDE, EASY ACCESS DOORS**—It's a pleasure just to get in and out of a Pontiac! The wide doors swing open easily because they are carefully counter-balanced—and they offer plenty of room for your luggage. The trunk lid is level with the trunk lid counter-balanced and seems to float up or down at a touch. The trunk lid also locks automatically whenever it's closed.

**CARRY-MORE LUGGAGE COMPARTMENT**—Look into the roomy trunk compartment. It's wonderfully easy to load and unload, too, because the trunk lid counter-balances and seems to float up or down at a touch. The trunk lid also locks automatically whenever it's closed.

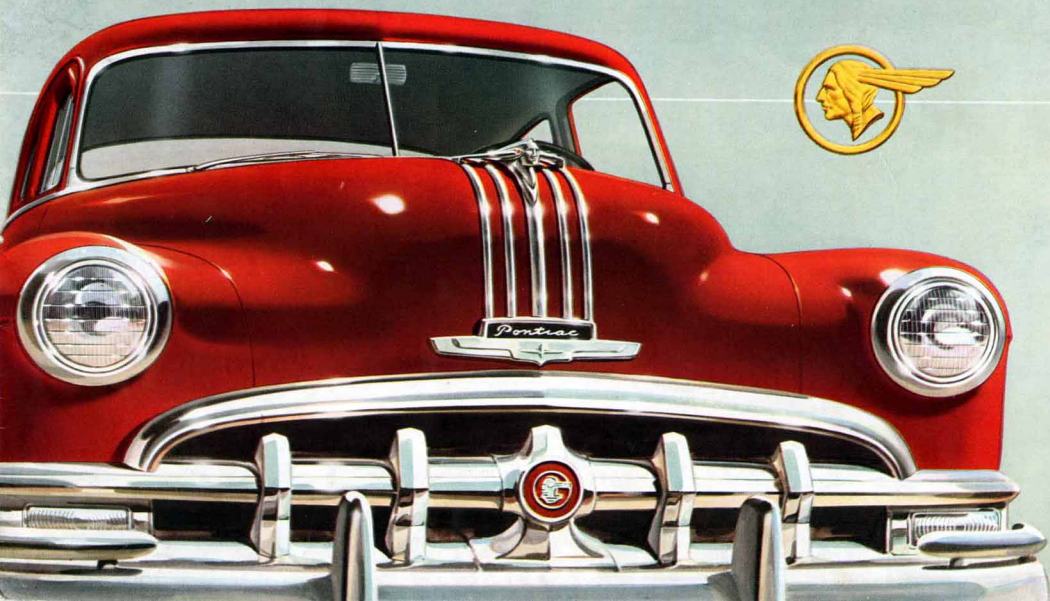


**HANDSOME DIAL CLUSTER INSTRUMENT PANEL**—Pontiac's instrument panel is the most beautiful in the industry—and it's typical of the functional beauty of the whole car. Here, grouped for easy reading, are all your driving instruments. And, at your finger tips are all your driving controls including Pontiac's convenient push-button starter and Handi-Grip parking brake. All heating and ventilating controls are flush with the instrument panel, easy to see and to reach.

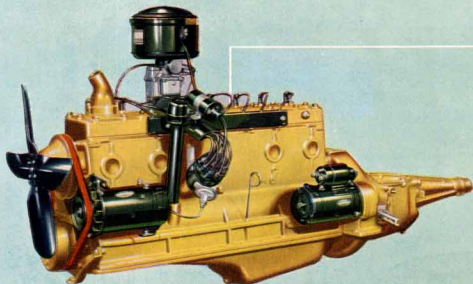


*Dollar for Dollar*

*you can't beat a* '50 **PONTIAC**

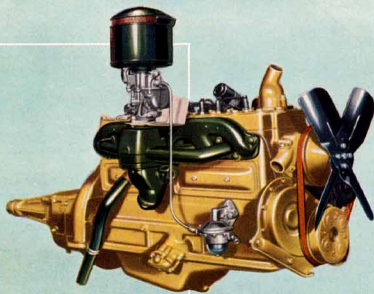


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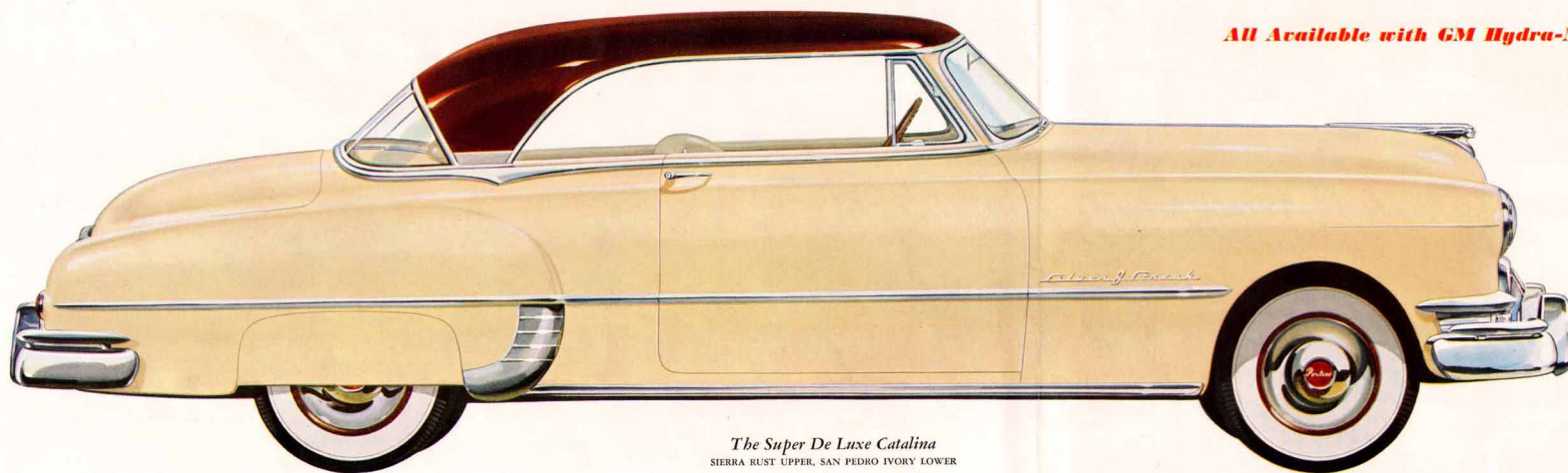
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# 1950 PONTIAC... the most beautiful thing on wheels!



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The Super De Luxe Catalina  
SIERRA RUST UPPER, SAN PEDRO IVORY LOWER

Again Pontiac is an automobile show all by itself—and truly a beautiful one for 1950!

Pontiac offers eighteen smart models in two great lines, Chieftain and Streamliner.

Headliner of the year is the brilliantly beautiful new Catalina shown here.

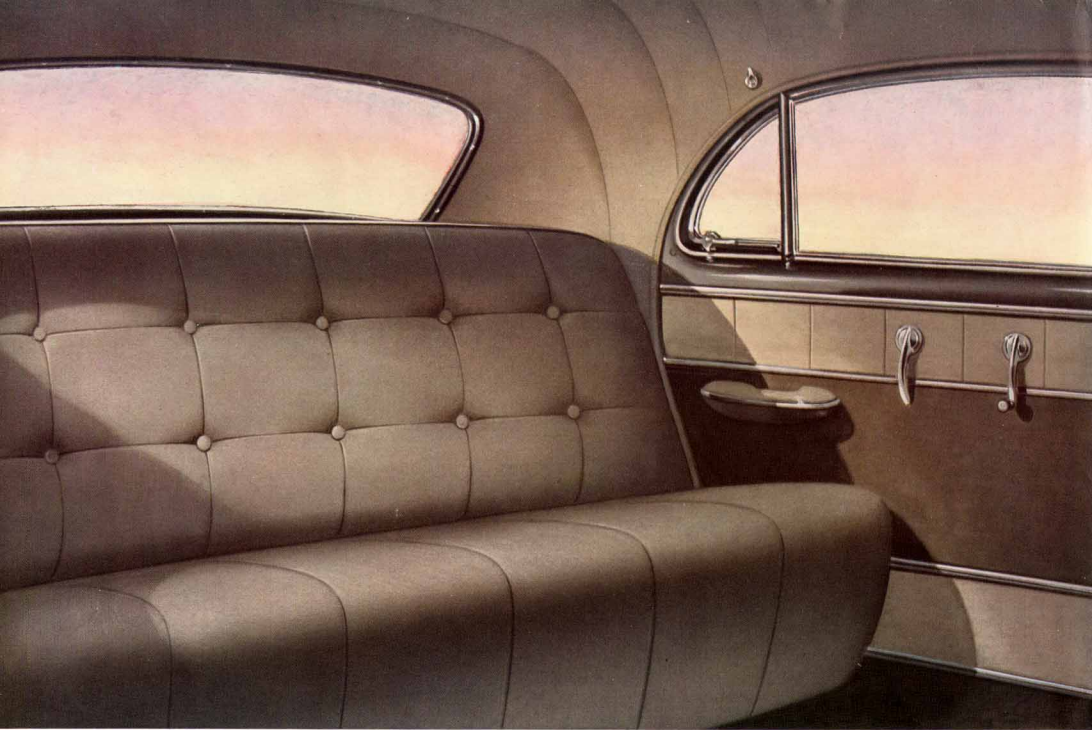
Whatever you want most in a car—it's yours in a Pontiac.

All Available with GM Hydra-Matic Drive!



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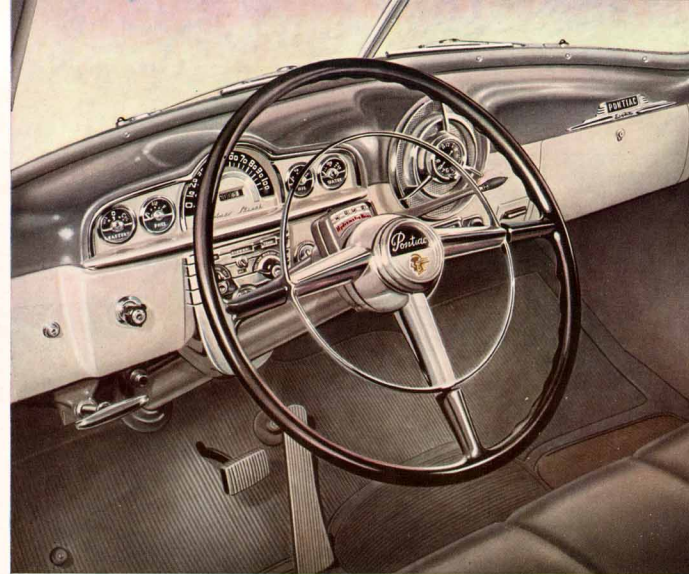
*Hydra-Matic Drive is optional on all models at extra cost.*



## Everything a Fine Car should be!

Everything is *so much nicer* in a Pontiac! Just look inside this De Luxe interior—there's a wonderful feeling of luxurious comfort and roominess. Pontiac has wide, comfortable seats, restfully contoured—with plenty of leg-room in front or rear and head room to spare. You'll like, too, the fine quality, appearance and texture of Pontiac's smartly tailored uphol-

stery fabrics; the gleaming good looks of its chrome trim and appointments—the convenient arm rests, assist cords and deep pile carpeting. Every detail of a Pontiac, inside and out, reflects the *fine car touch*. It's no wonder that thousands upon thousands of persons have decided to come up to Pontiac where *everything* is so much nicer!



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**CARRY-MORE LUGGAGE COMPARTMENT**—Look at the room in that trunk compartment! It's wonderfully easy to load and unload, too, because the trunk lid is counter-balanced and seems to float up or down at a touch. The trunk lid also locks automatically whenever it's closed.



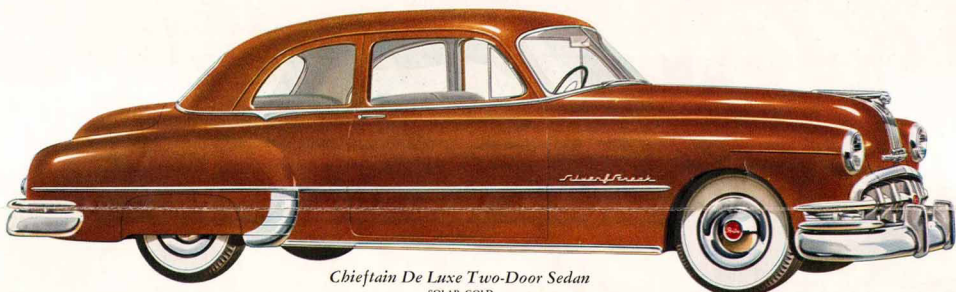
# Two Great **PONTIAC** Lines



## *The Distinguished Chieftains... The Beautiful Streamliners*



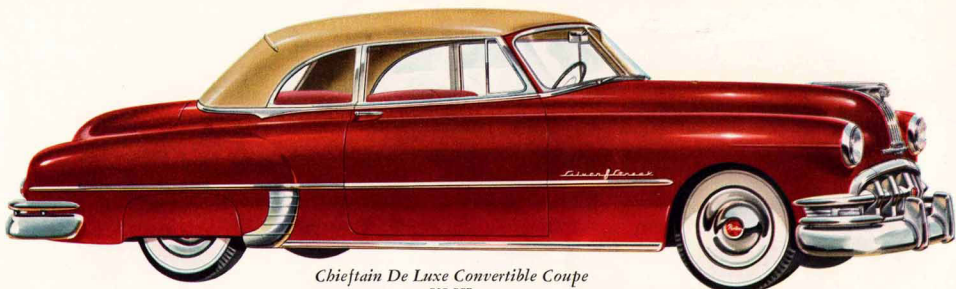
*Chieftain De Luxe Four-Door Sedan*  
BERKSHIRE GREEN UPPER, TARRAGON GREEN LOWER



*Chieftain De Luxe Two-Door Sedan*  
SOLAR GOLD



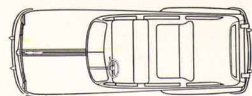
*Chieftain De Luxe Sedan Coupe*  
SKYLARK BLUE UPPER, CAVALIER GREY LOWER



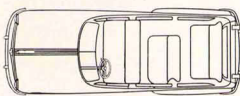
*Chieftain De Luxe Convertible Coupe*  
RIO RED



*Chieftain All-Steel Station Wagon*  
TARRAGON GREEN-BERKSHIRE GREEN PANEL



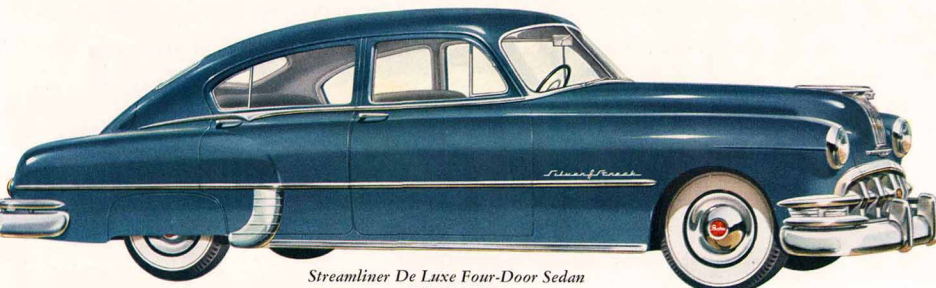
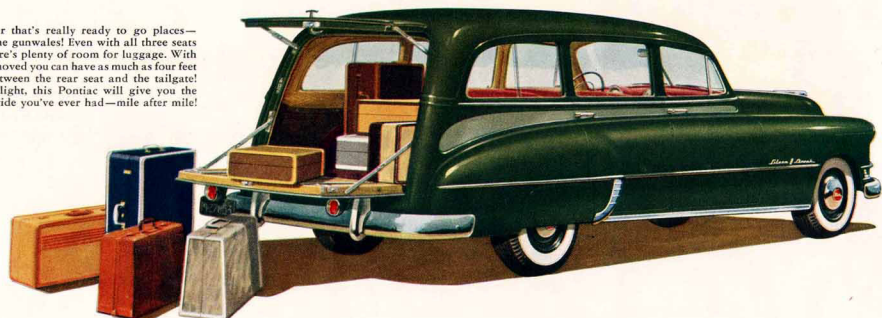
TWO SEATS—6 PASSENGER



THREE SEATS—8 PASSENGER

The All-Steel Station Wagon—a car to delight everyone who admires Station Wagon style—the new Pontiac with an All-Steel Body by Fisher. There's nothing like steel for sturdiness, durability and quietness—and this new body surrounds you with steel, topside as well as sides and rear. All the swank of a Station Wagon—all the comfort and convenience of a sedan—that's the story of this new Pontiac which is available in both six and eight passenger models.

Here's a car that's really ready to go places—loaded to the gunwales! Even with all three seats in place there's plenty of room for luggage. With one seat removed you can have as much as four feet of space between the rear seat and the tailgate! Loaded or light, this Pontiac will give you the smoothest ride you've ever had—mile after mile!



*Streamliner De Luxe Four-Door Sedan*  
SKYLARK BLUE



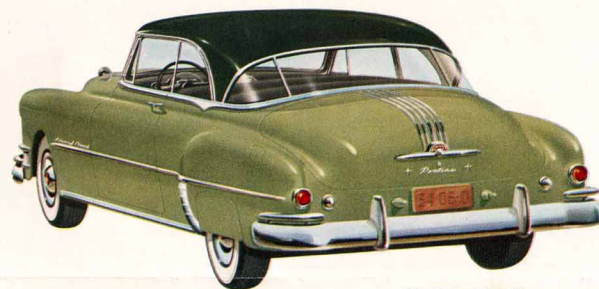
*Streamliner De Luxe Sedan Coupe*  
PARMA WINE



*Chieftain Business Coupe*  
BLACK

### The Brilliantly Beautiful De Luxe Catalina

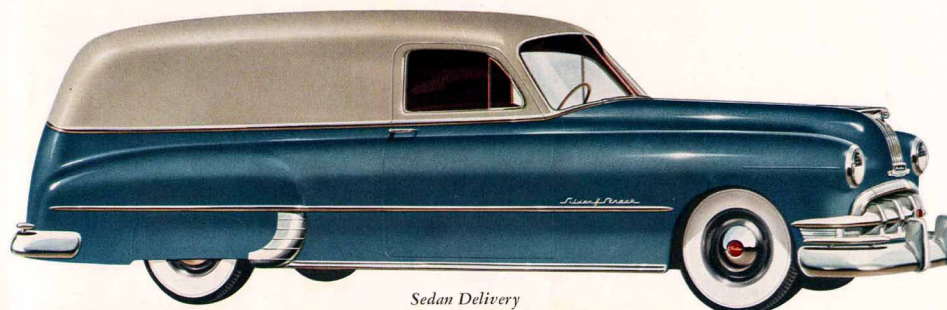
The De Luxe Catalina combines the low-slung beauty and style of a convertible, with the comfort and safety of Pontiac's De Luxe all-steel Body by Fisher. The interior of this car is trimly tailored in fine fabric with the same sparkling accents and fittings as the beautiful De Luxe Pontiac Sedans. Best of all, this sparkling new automobile is priced far below what you would expect to pay for its luxurious beauty, advanced styling and Pontiac performance. The De Luxe Catalina is available in four two-tone color combinations or in any one of the wide range of Pontiac solid colors. Here again is beautiful proof that dollar for dollar you can't beat a Pontiac!



*The De Luxe Catalina*  
BERKSHIRE GREEN UPPER, TARRAGON GREEN LOWER  
The brilliantly beautiful new De Luxe Catalina—dollar for dollar, the most beautiful car you can buy!



*The De Luxe Catalina*  
WARWICK GREY UPPER, CAVALIER GREY LOWER



*Sedan Delivery*  
CAVALIER GREY UPPER, SKYLARK BLUE LOWER

Here is the most beautiful commercial car in America—the Silver Streak Pontiac Sedan Delivery. Here is the perfect delivery vehicle for those firms who want the prestige and pride of an eye-catching, head-turning

advertisement on wheels. Naturally, it delivers Pontiac's famed performance, rugged dependability and economy. The Sedan Delivery is available in four two-tone color combinations or any one of eight solid colors.

**DOLLAR FOR DOLLAR—YOU CAN'T BEAT A PONTIAC... THE MOST BEAUTIFUL THING ON WHEELS!**