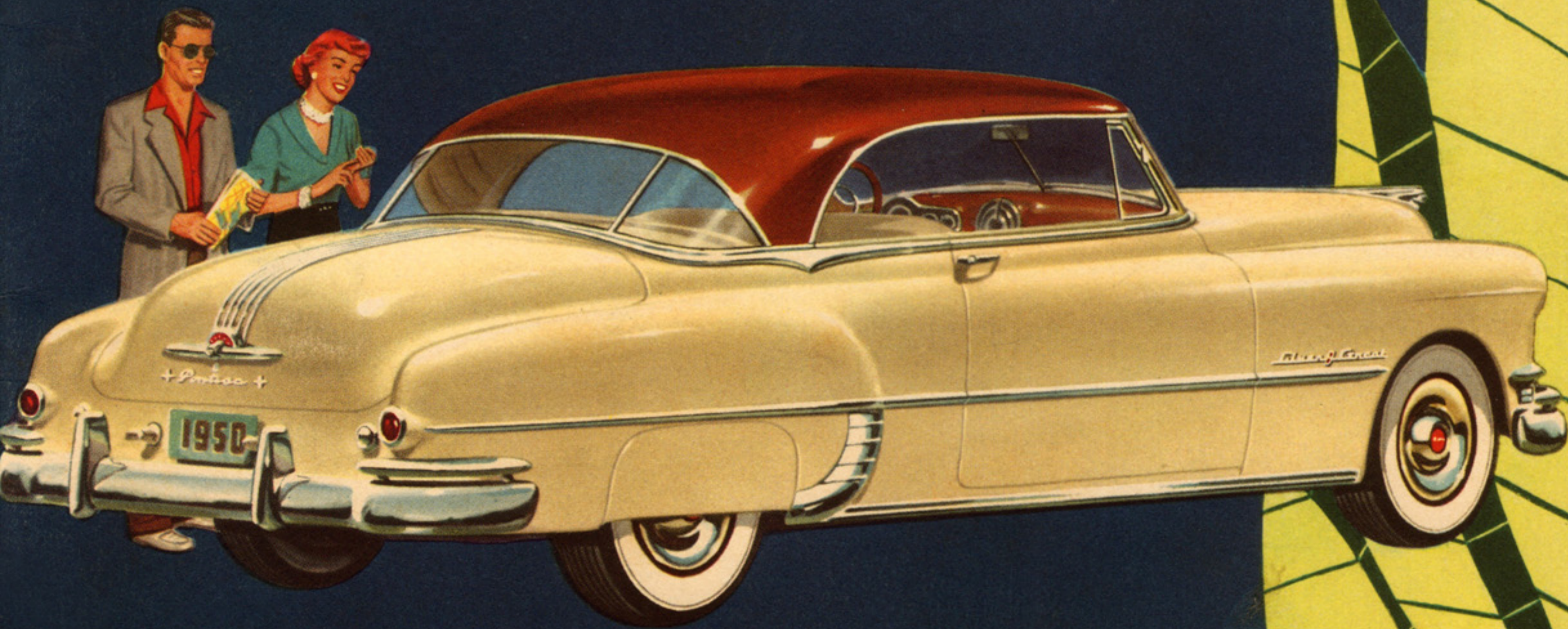


THE DISTINGUISHED NEW

PONTIAC Catalina



The wonderfully beautiful

NEW DE LUXE

Catalina

A MAGNIFICENT CAR—THROUGH AND THROUGH!

With the introduction of the new De Luxe Catalina, Pontiac creates a completely new idea of how luxuriously smart a car can be in a price class *just above the very lowest!* Your first impression of this wonderfully beautiful new Catalina would undoubtedly place it high on the list of expensive luxuries far beyond the ordinary budget.

But the fact is this: Beautiful and advanced as the De Luxe Catalina is, it is still priced within easy reach of the average new car budget—like *all* new Pontiacs!

It's a car you can hardly keep your hands off, once you've seen it. It's a car that you would love to be seen in—anywhere. It's a car so sprightly and responsive that it's a joy to drive!

In short, the new De Luxe Catalina is the finest proof ever that dollar for dollar you can't beat a Pontiac—for beauty, for performance, for long-range economy and for deep-down pride!

NO CAR EVER OFFERED SO MUCH LUXURY . . .

SO MUCH ADVANCED STYLING . . . SO MUCH

SUPERB PERFORMANCE AT SUCH A SENSIBLE PRICE!



De Luxe Catalina

Cavalier Grey Upper, Skylark Blue Lower

The most beautiful thing on wheels!

SUPER DE LUXE

Catalina

AMERICA'S MOST EXCITING NEW CAR!

Never before has a car been specially designed to combine all these things—Pontiac's famous *Silver Streak* beauty . . . The low-slung style and grace of a convertible coupe . . . The luxury, safety and convenience of a fine Pontiac Sedan.

Naturally, the big story of the Catalina is its spectacular beauty—bringing new brilliance into the Pontiac line, already renowned as the most beautiful thing on wheels. But, like all Pontiacs, the Catalina offers much more than good looks. In fact, it offers everything a *fine car* should have.

The Catalina—even standing still—*looks like* a wonderful performer. And it's even better than it looks! Powered by Pontiac's new, improved straight-eight engine, this car is wonderfully alert, responsive to your every driving whim. It's so silken-smooth you are scarcely aware of your speed.

Best of all is the certainty that the Catalina is built in the Pontiac tradition—which always means miles and miles of superlative performance with only routine servicing. Truly the Catalina is a beautiful car—through and through!



**THE NEWEST, MOST BEAUTIFUL SILVER
STREAK OF THEM ALL—A PONTIAC THAT CAPTURES
THE SPARKLING SPIRIT OF ALL OUTDOORS!**

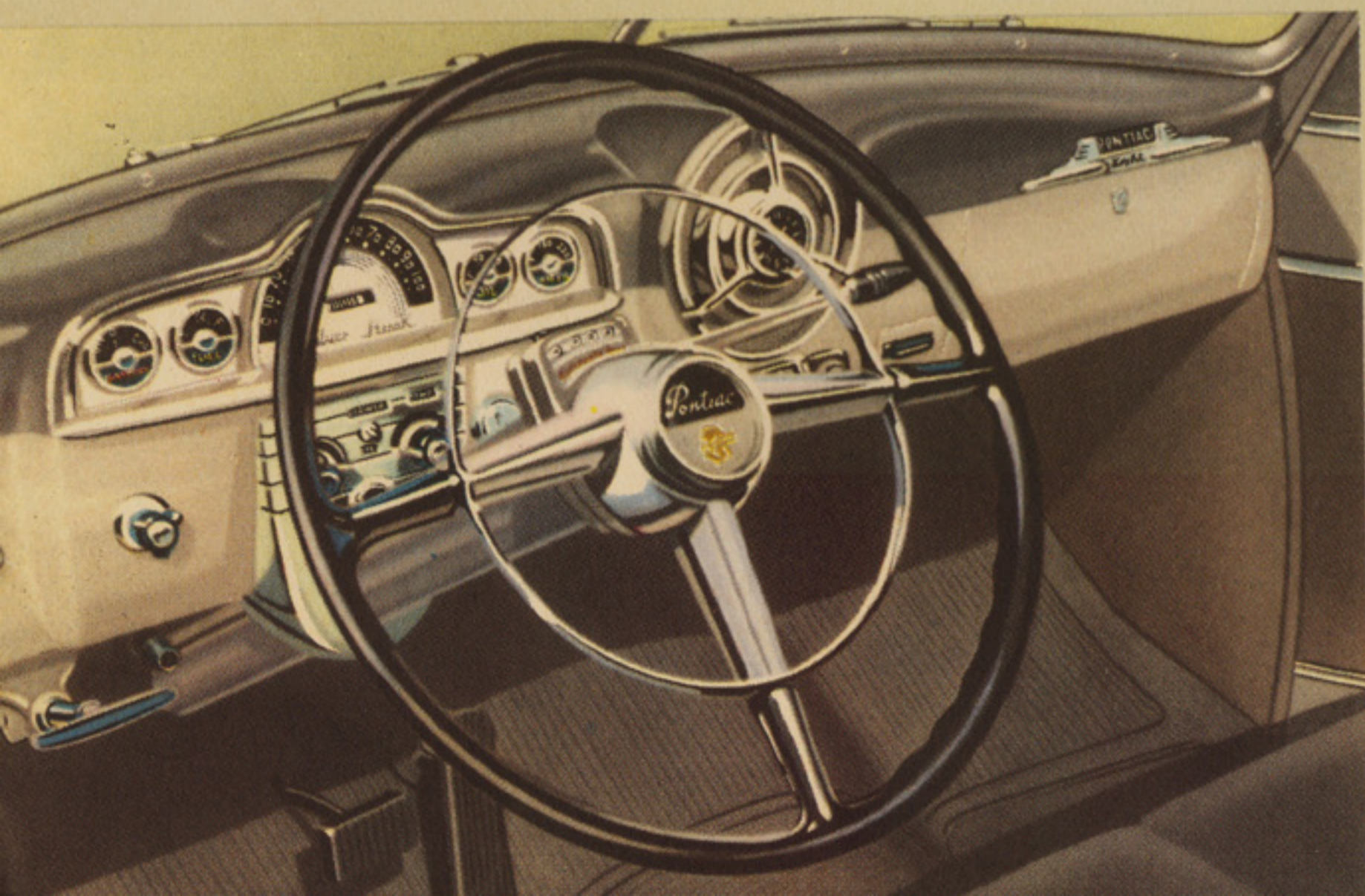
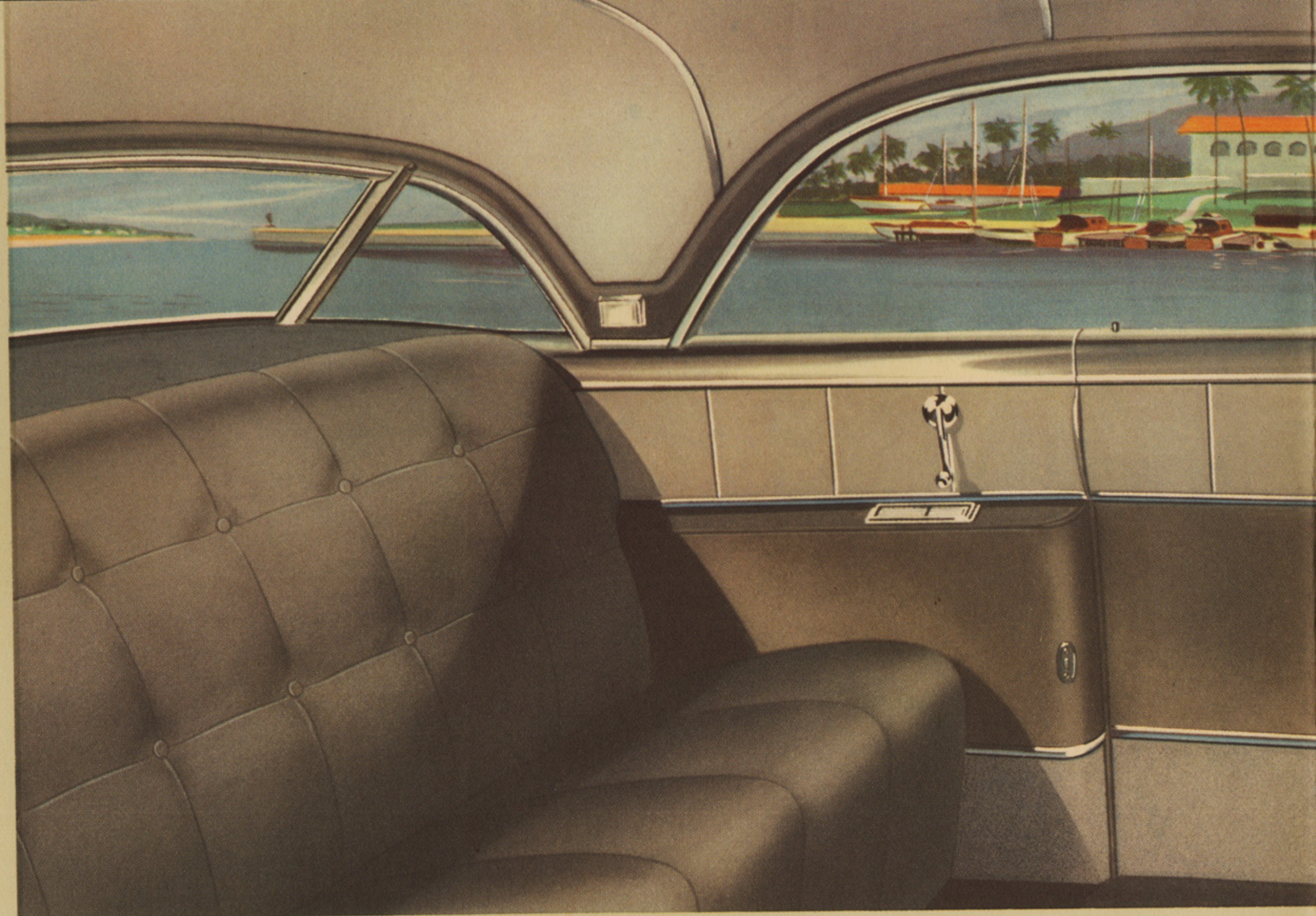


Super De Luxe Catalina

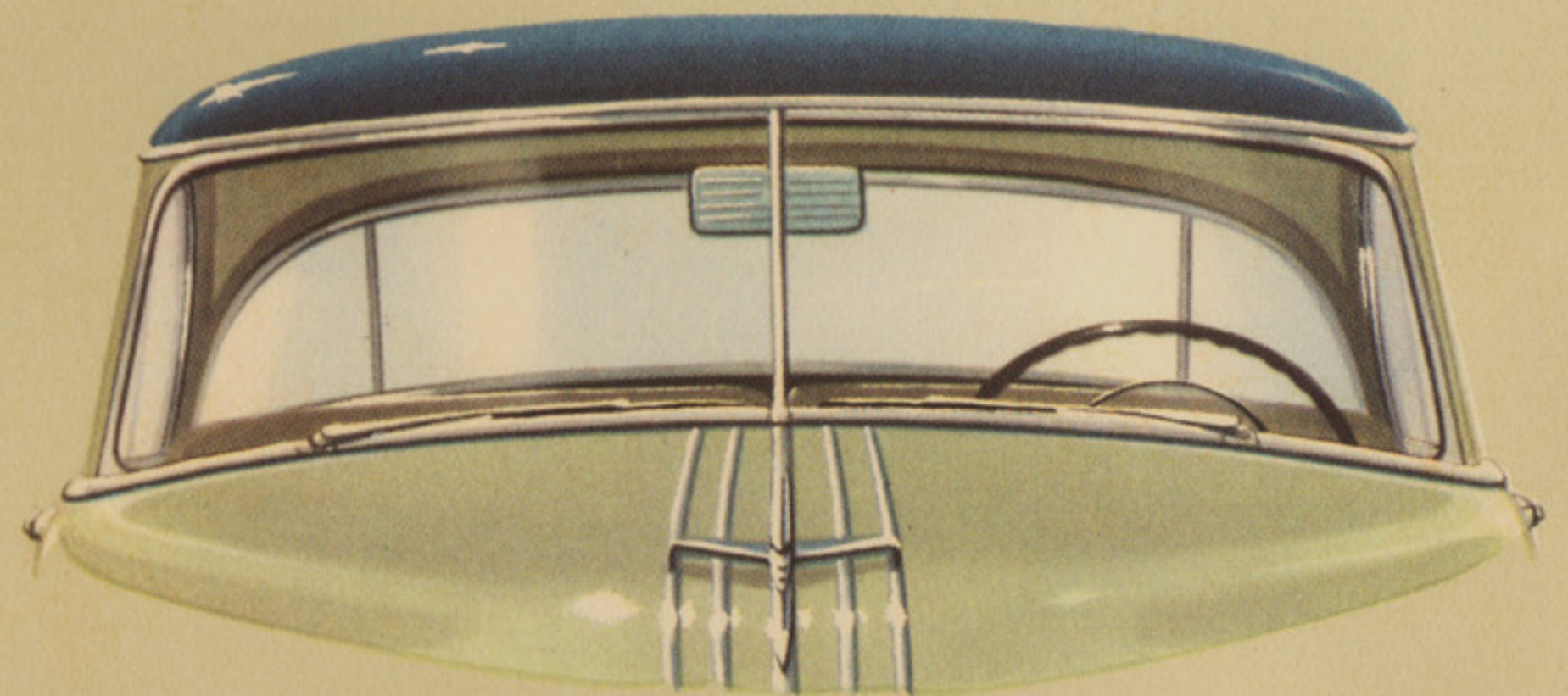
Sierra Rust Upper, San Pedro Ivory Lower

***Dollar For Dollar
The Pontiac Catalina is America's
Most Luxurious Car!***

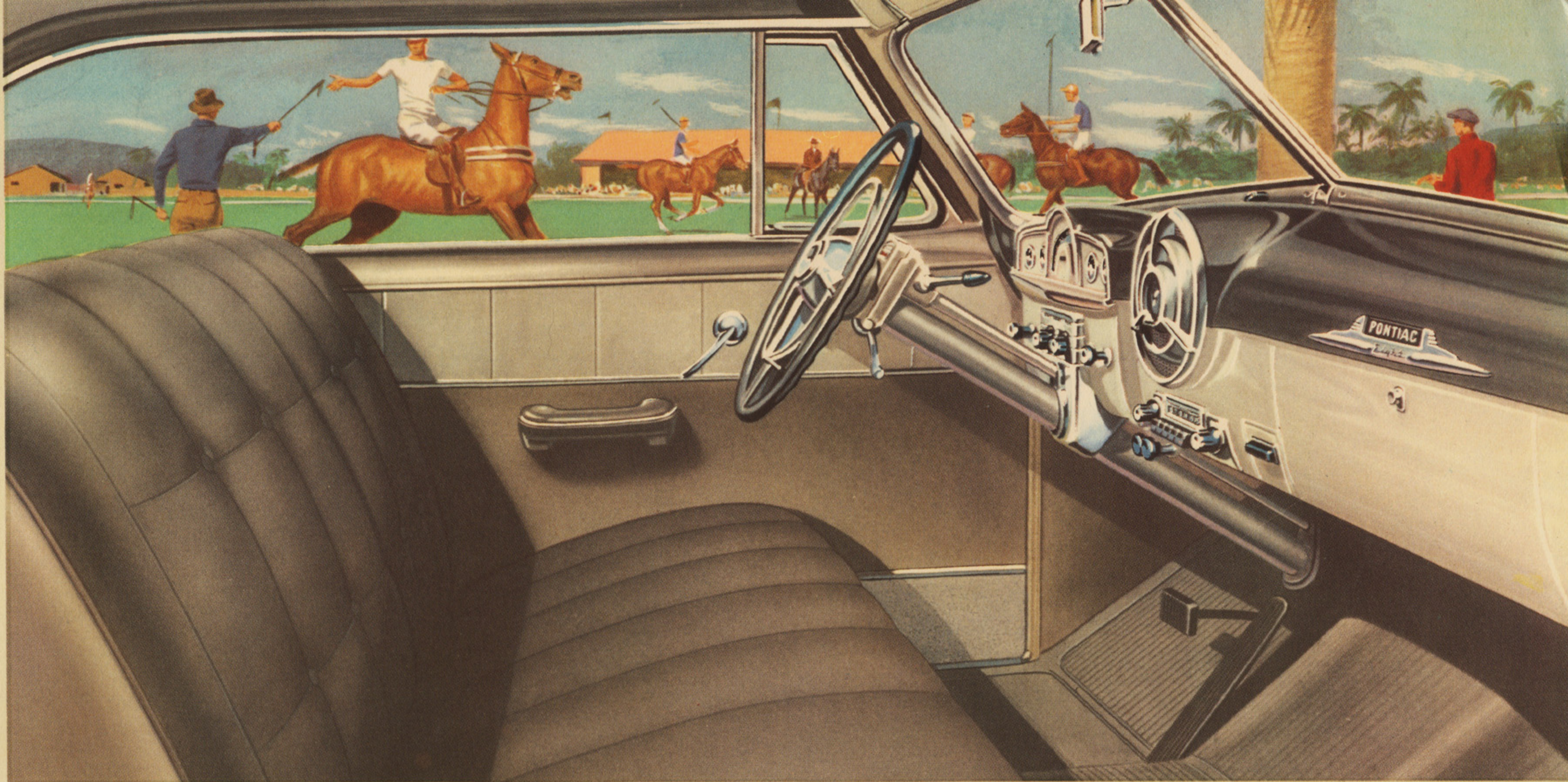
Everything about the De Luxe Catalina is luxurious—its wide, sweeping view, its sparkling appointments, its deep, carefully contoured front and rear seats. Best of all is the effortless, gliding smoothness of its Pontiac ride!



Instrument panel and steering wheel of the De Luxe Catalina are as smartly styled as modern jewelry and designed for the ultimate in driving convenience.



Perhaps the most striking feature of the De Luxe Catalina is its wonderful "glass horizon"—the world is yours to see in every direction! The windshield is wide and gracefully curved; there is no center post to interfere with the long lines of the side windows; the rear window sweeps in a wide crescent the full width of the car! At the wheel of a Pontiac De Luxe Catalina you have a wholly new driving outlook!



Smartly tailored in the custom manner!

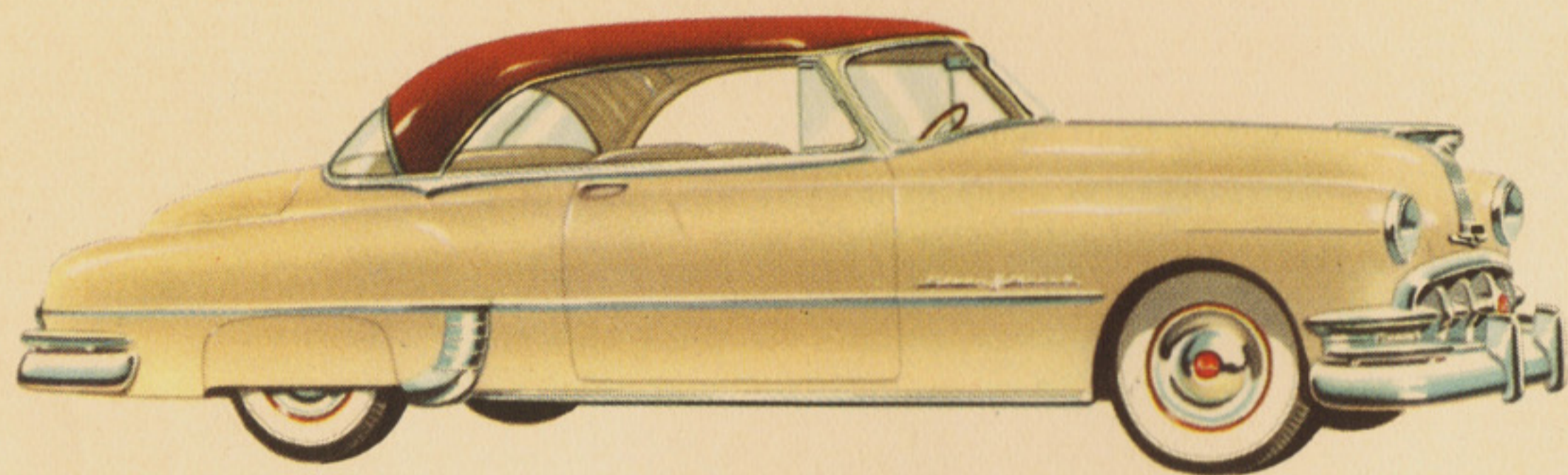
NEW DE LUXE *Catalina* **INTERIOR**

It is difficult to imagine anyone opening the wide doors of a De Luxe Catalina without wanting to get in and get behind the wheel. This is the most inviting interior you ever saw! Front and rear seats are upholstered in a fine quality, richly colored fabric. Seats are trimly box-pleated in the tailored manner; seat backs are deeply button-tufted for smart good looks and lasting comfort. The instrument panel as well as all

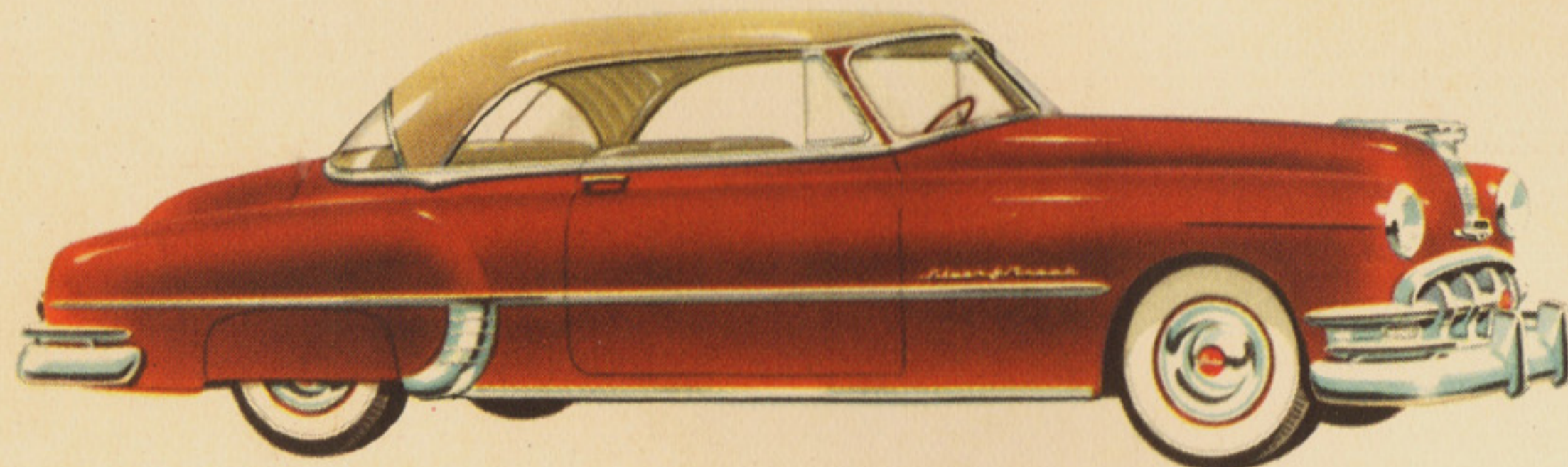
interior fittings, echo the sophisticated smartness of the upholstery. Sparkling touches of silvery chrome—designed in the manner of modern jewelry—add richness to the whole car. Arm rests, assist cords, quality floor covering—all the details of extra luxury and extra comfort are part of the De Luxe Catalina—part of the pride and enjoyment you will have in owning and driving this great new Pontiac!

THE SUPER DE LUXE *Catalina*

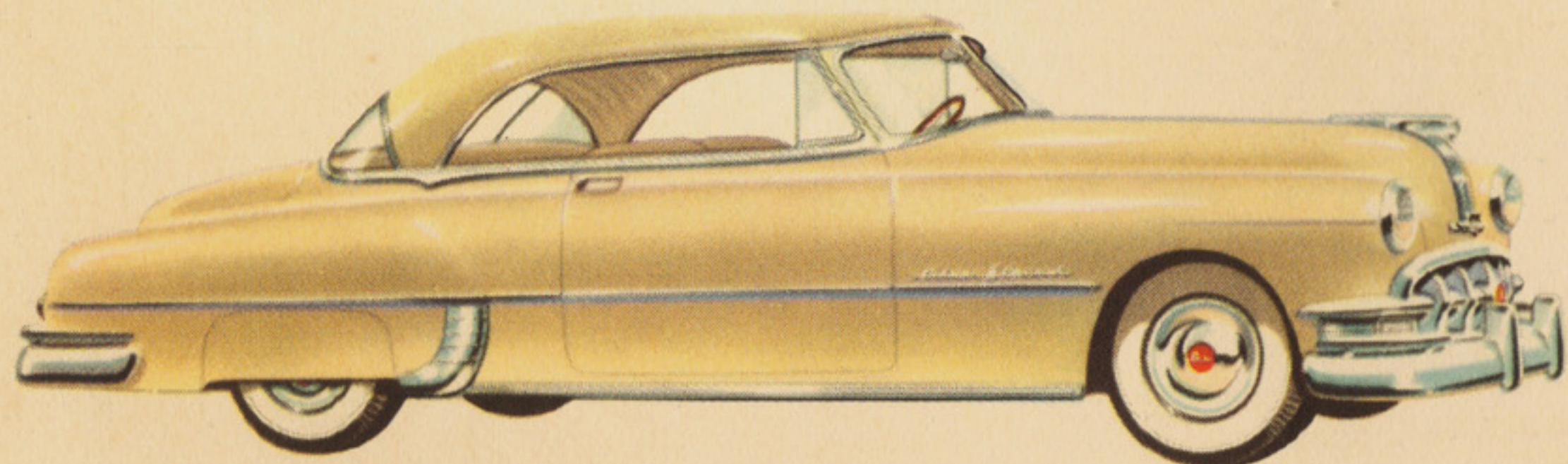
—offers four beautiful color combinations!



Sierra Rust Upper, San Pedro Ivory Lower



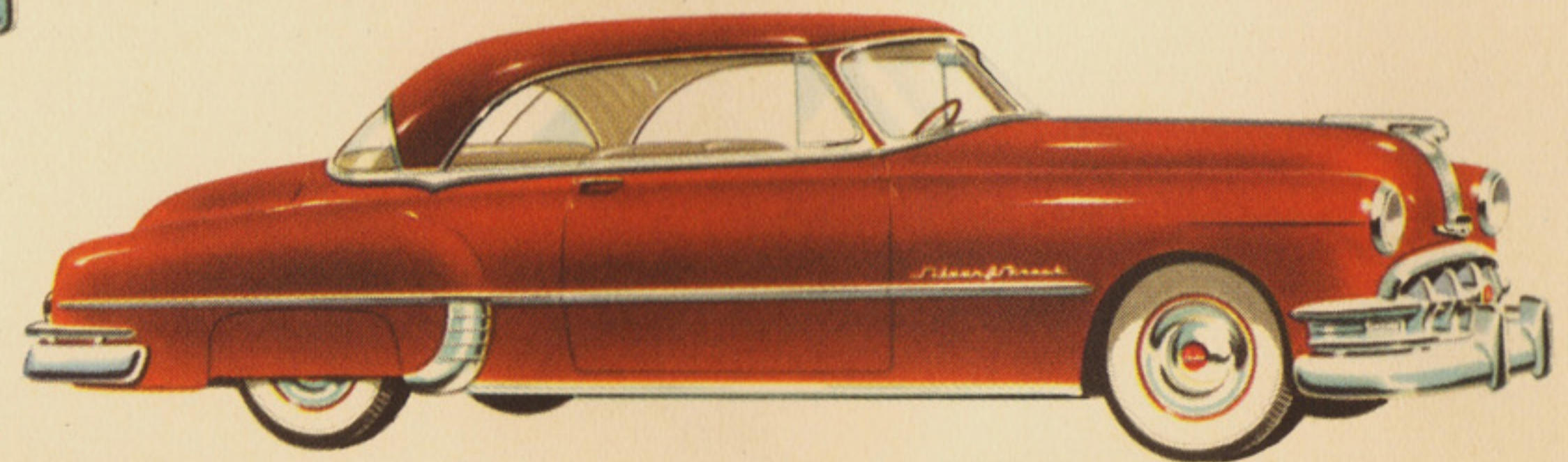
San Pedro Ivory Upper, Sierra Rust Lower



San Pedro Ivory

The strikingly beautiful colors for the Super De Luxe Catalina have been specially compounded for this car and are available nowhere else. You may have your choice of any combination of the smart San Pedro Ivory and Sierra Rust—or you may order your Super De Luxe Catalina in a solid shade of either of these two completely new and exclusive colors.

The Super De Luxe Catalina is limited to these combinations because the top-grain, hand-rubbed leather for interior upholstery is selected, tanned and dyed especially to harmonize with these exclusive colors.



Sierra Rust

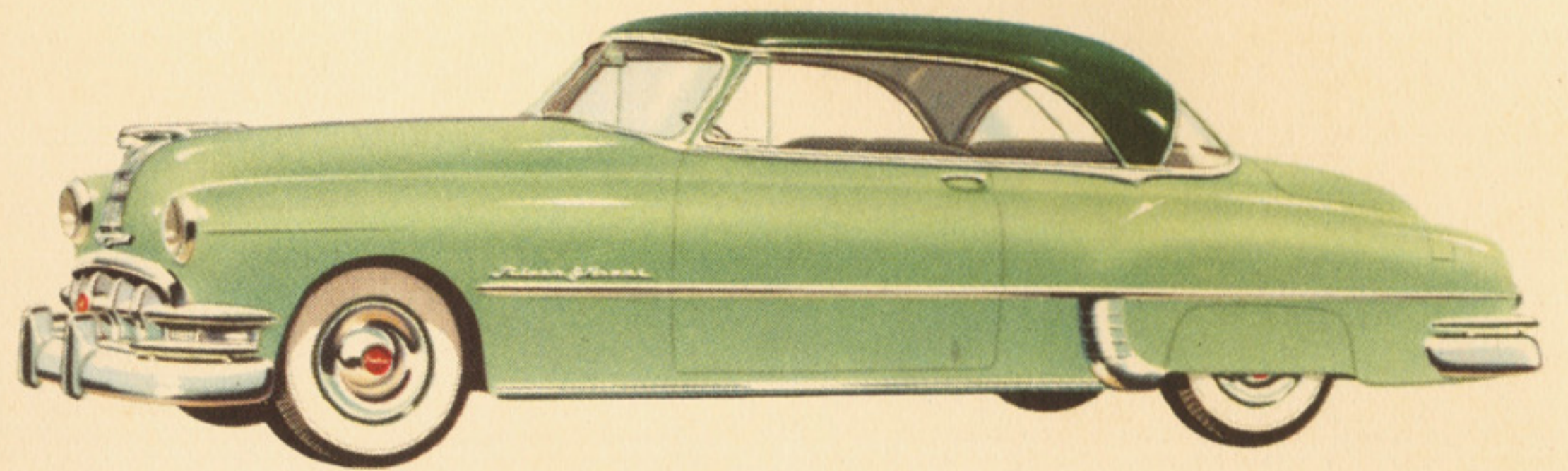
All of the beautiful Pontiac colors are yours on

THE DE LUXE Catalina

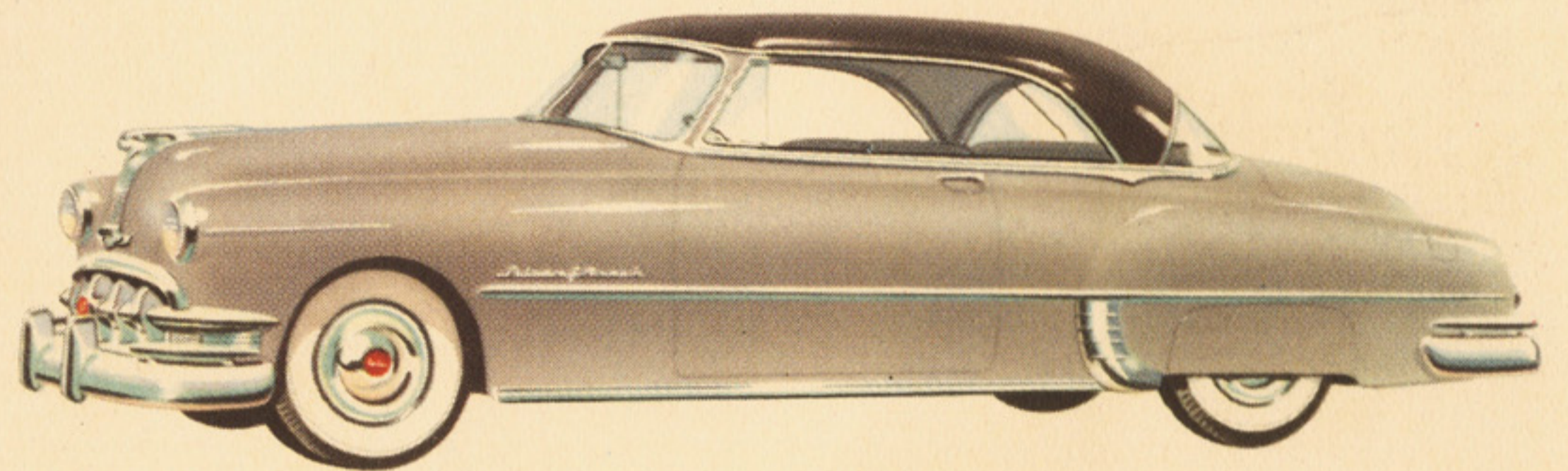
The De Luxe Catalina is an automobile you can personalize to your own taste simply by selecting any one of the regular Pontiac solid colors or two-tone combinations.

Illustrated here is a typical selection of De Luxe Catalina colors—but it is not a complete showing of available colors. Your dealer will be glad to show you a full set of Pontiac Color Charts from which to make your own choice.

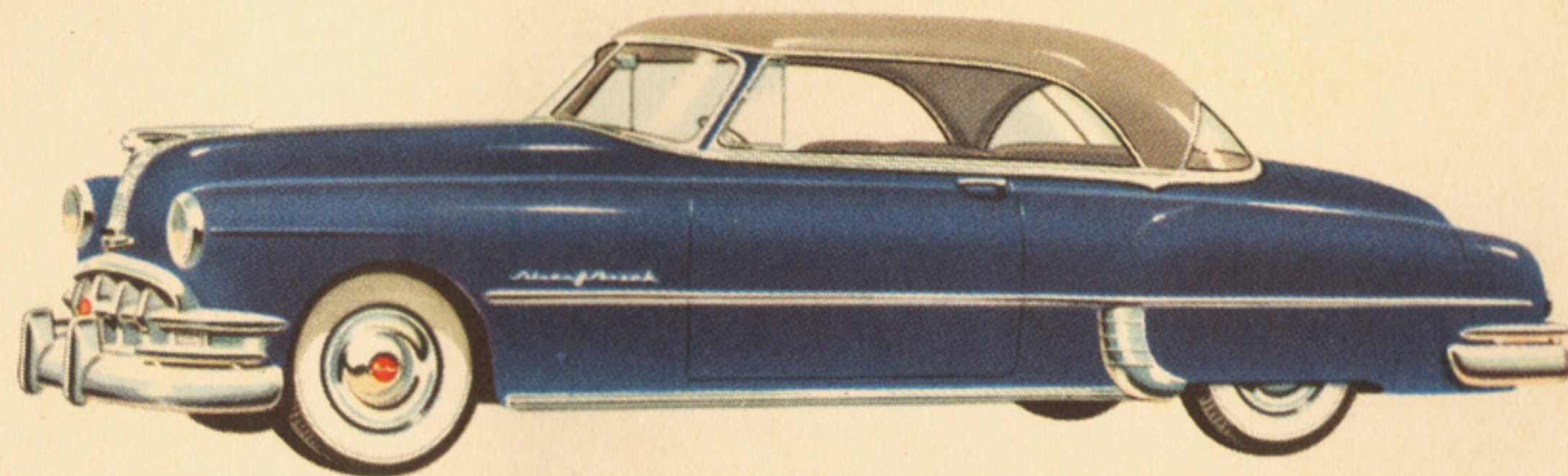
In selecting the colors you want on your Pontiac De Luxe Catalina, you can match the car exactly to your own taste, your own driving needs and the climate in which you live.



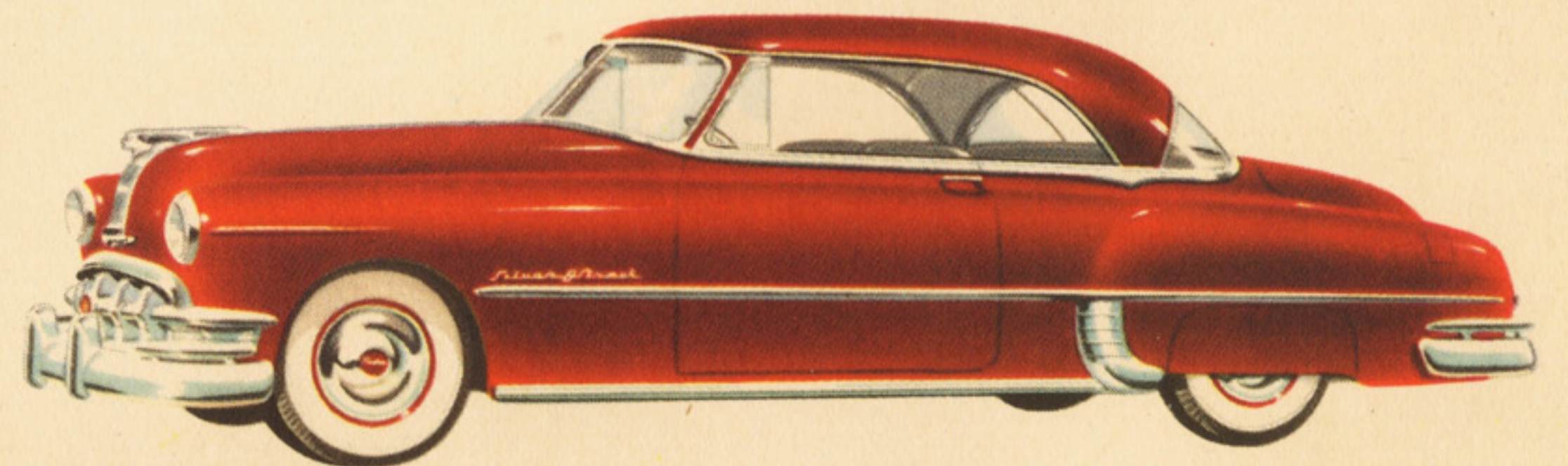
Berkshire Green Upper, Tarragon Green Lower



Warwick Grey Upper, Cavalier Grey Lower



Cavalier Grey Upper, Skylark Blue Lower

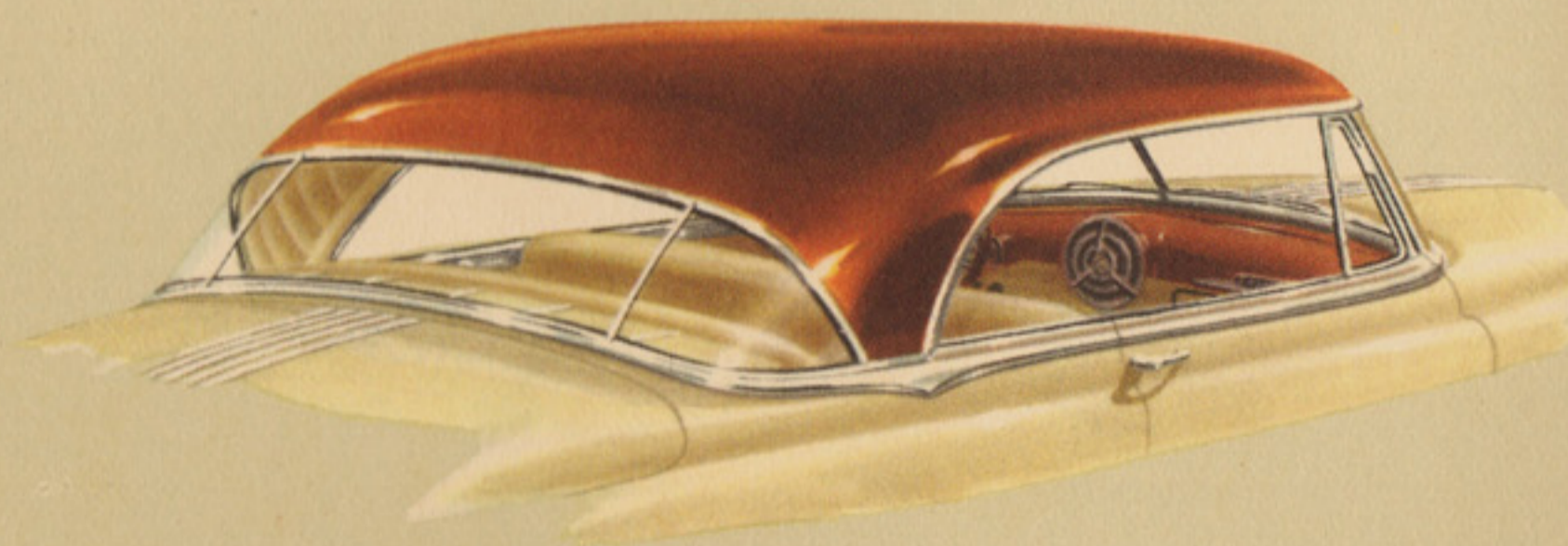
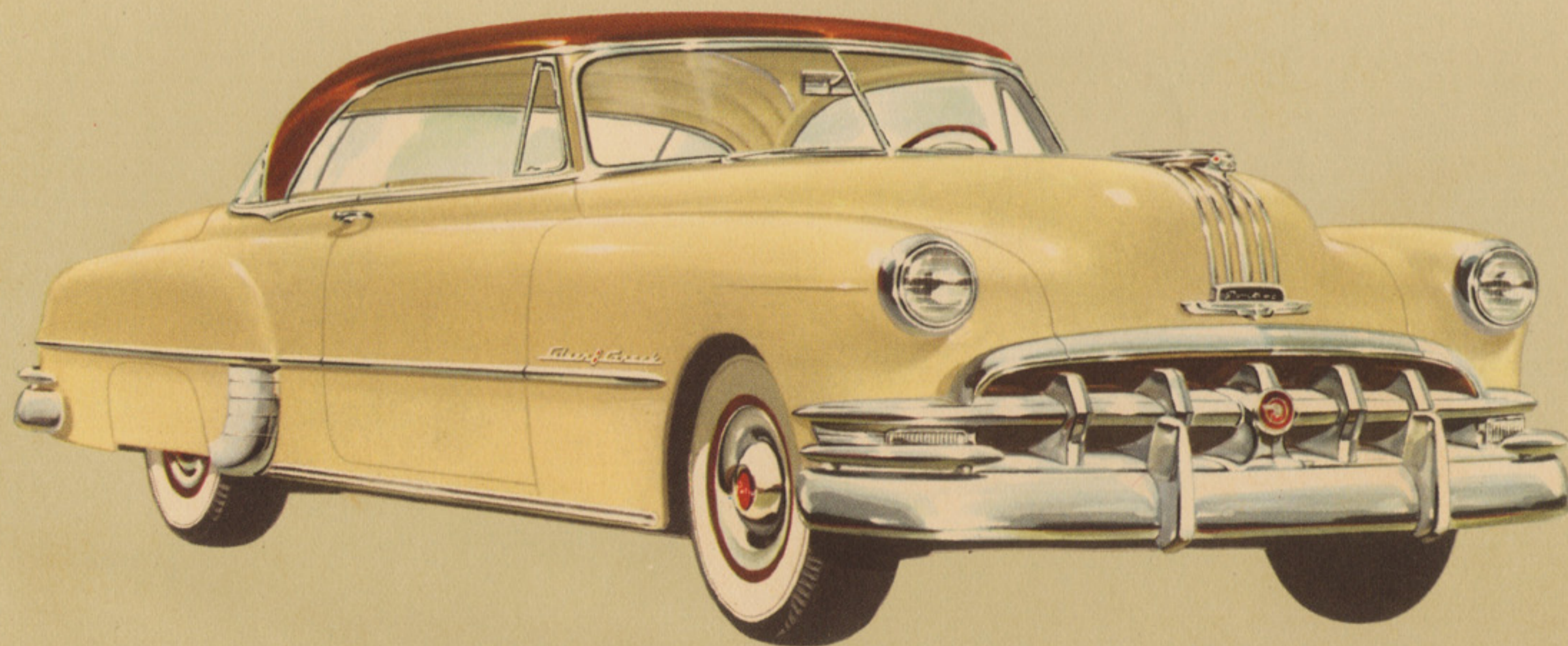
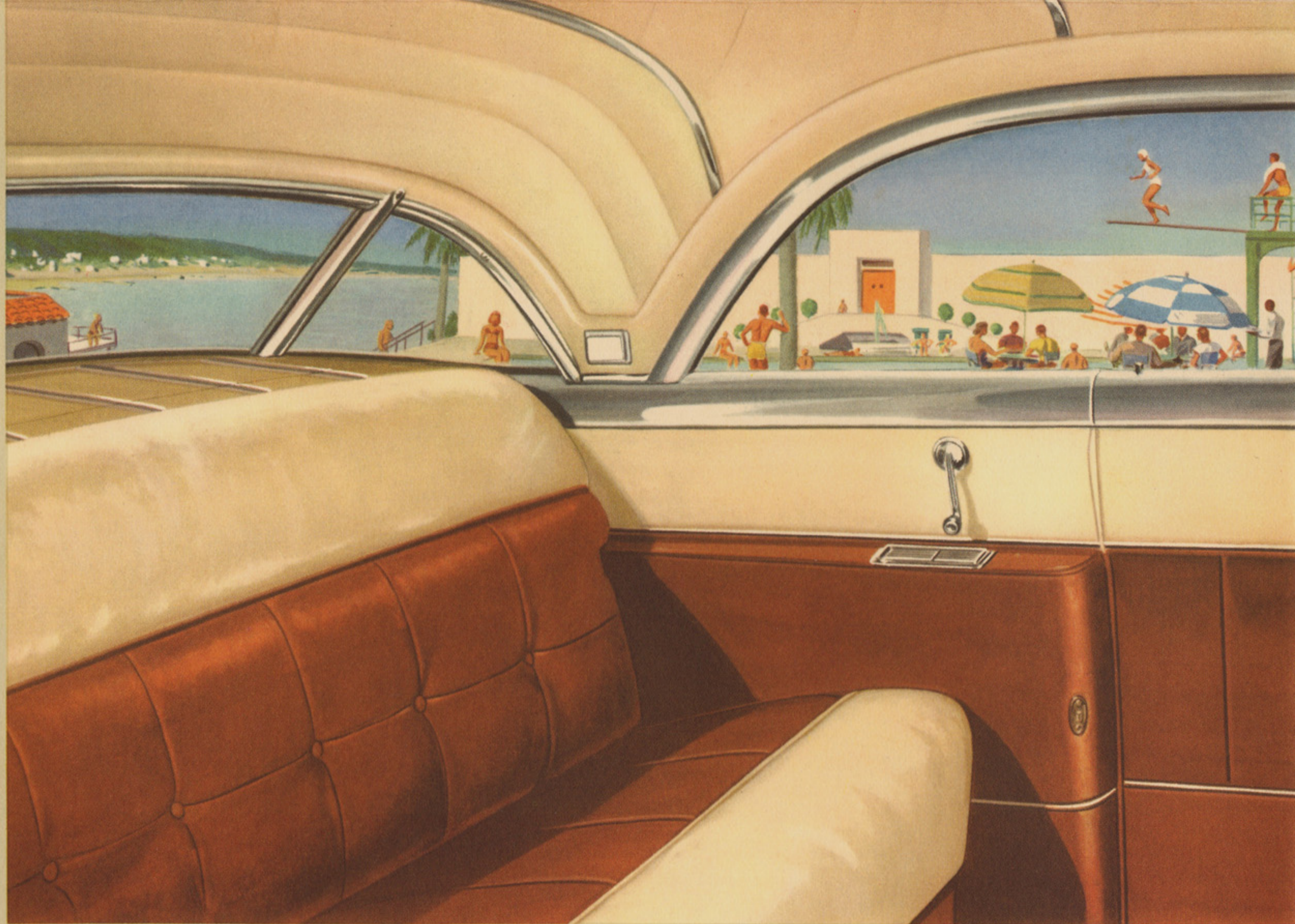


Parma Wine

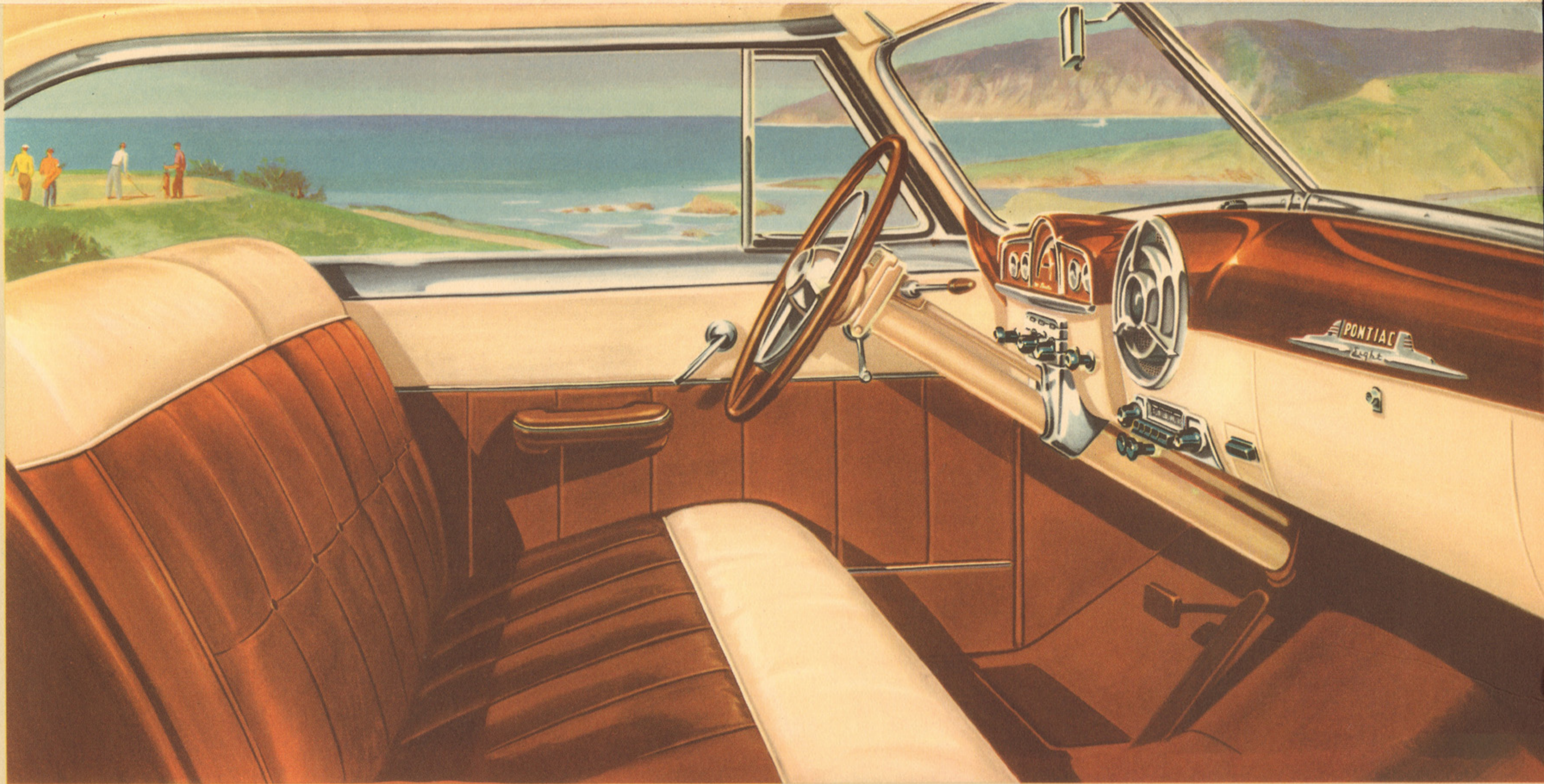
***The Dashing Style
of a Sport Car—The Luxury
of a Fine Sedan!***

Smart as it is, the Pontiac Catalina sacrifices nothing to comfort. There's plenty of room in its smart interior—tailored in the custom manner with all appointments and fittings styled in the sprightly spirit of the car.

Every line of the Catalina gives the same fleet "eager for action" impression. The Catalina is unmistakably a Pontiac—with its famous Silver Streak distinction touched with a new and striking beauty.



A sense of open-air breeziness is one of the Catalina's chief attractions. The rear window sweeps in a wide arc the full width of the rear deck. When windows are lowered, the entire upper side of the car is open—with no interfering center post. The wide, curved windshield completes the almost unbroken Catalina horizon.



Luxury in its smartest dress!

SUPER DE LUXE *Catalina* **INTERIOR**

Luxury, in its smartest dress, is the keynote of the Super De Luxe Catalina—inside and out. The exterior is richly finished in Sierra Rust and San Pedro Ivory—with the darker color on the flowing lines of the top to accentuate the car's low silhouette. Inside, the upholstery is in the finest top grain steer hide—again in two colors, with the seat cushions and lower backs in Rust, smartly box-pleated. Seat bolsters are in Ivory leather. The instrument panel, too, echoes the same blended beauty of Ivory and Rust. Top bows are finished in gleaming chrome and left exposed. Even the slim steering wheel repeats the Ivory and Rust motif. No detail has been spared to make the Catalina the most beautiful Pontiac ever built. What more could anyone ask?



Dollar for Dollar—

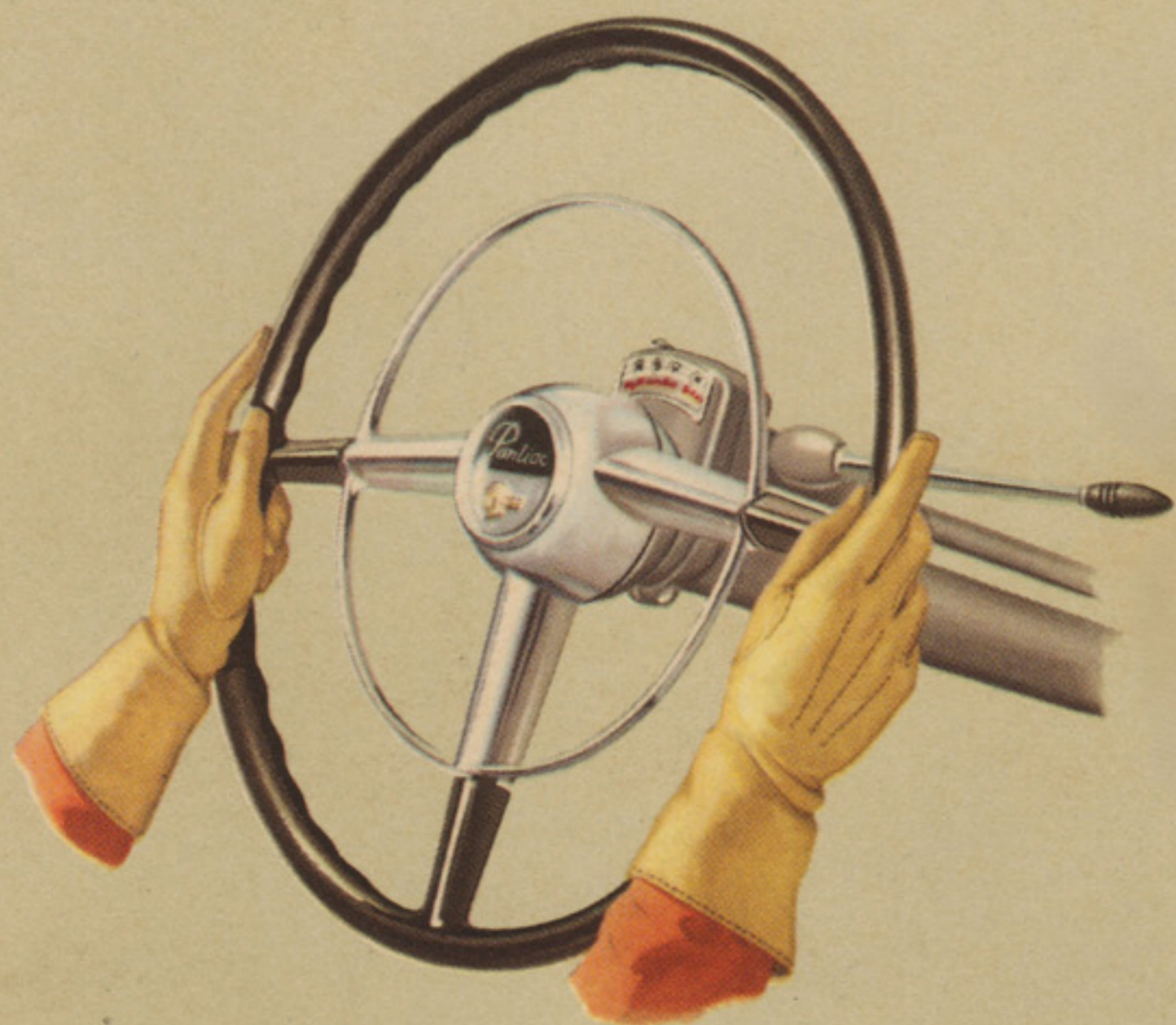
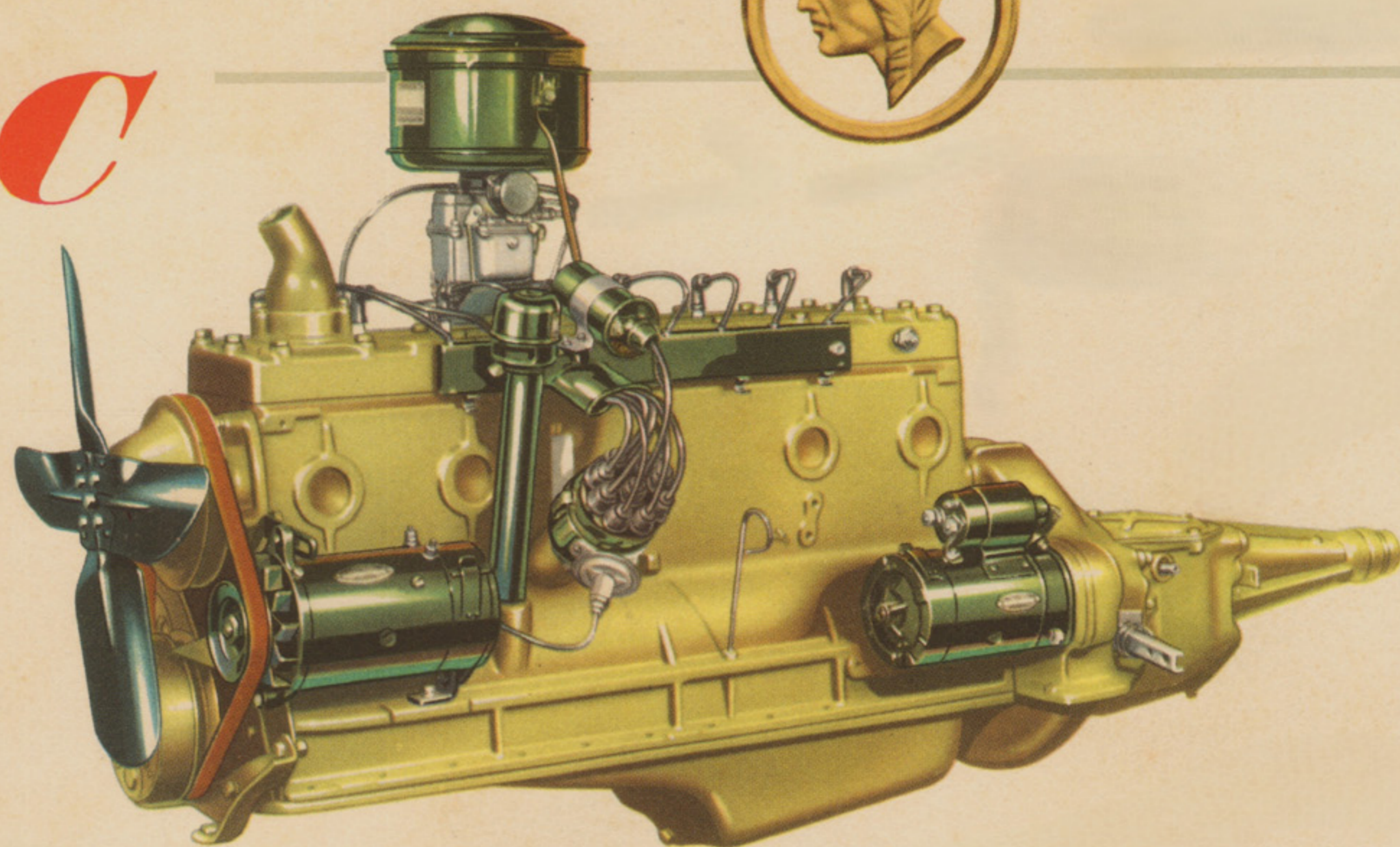
you can't beat a

PONTIAC



With Silver Streak performance—

You'll probably choose your Catalina with Pontiac's famous straight-eight engine—one of the industry's truly great power plants. This great engine has been further improved for 1950—for greater horsepower, for even more sparkling performance. Or if you prefer, you can choose Pontiac's brilliant six-cylinder engine, with its matchless record for performance, dependability and long-range economy.



—and the famous GM Hydra-Matic Drive!

Pontiac is the lowest-priced car you can buy with GM Hydra-Matic Drive—the most famous, the most thoroughly proved and the most popular of all automatic transmissions. Hydra-Matic makes driving a sheer pleasure—all you do is set the lever for forward or reverse and then steer! There's no clutch pedal, no constant shifting. GM Hydra-Matic is optional at extra cost on any 1950 Pontiac model.