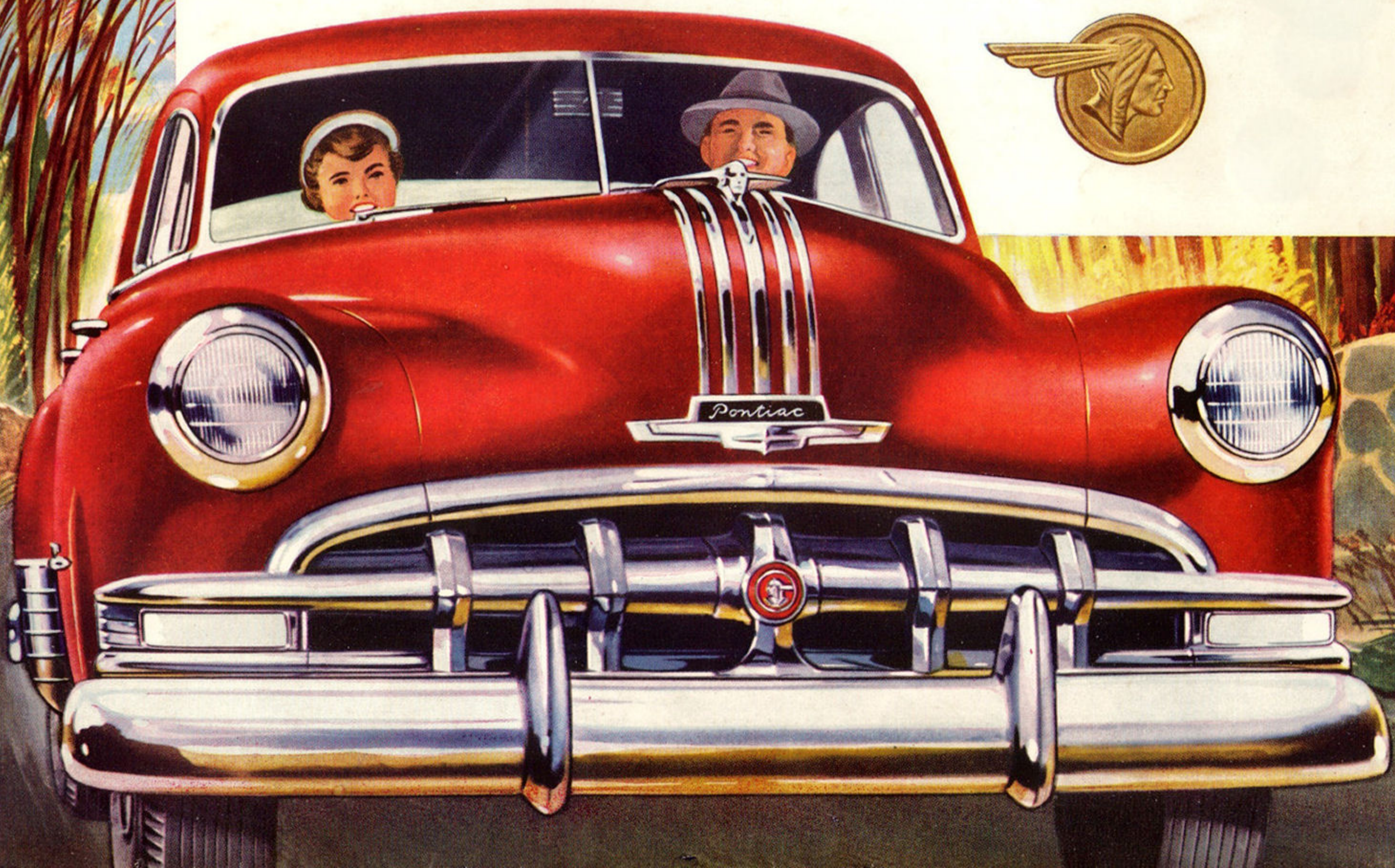


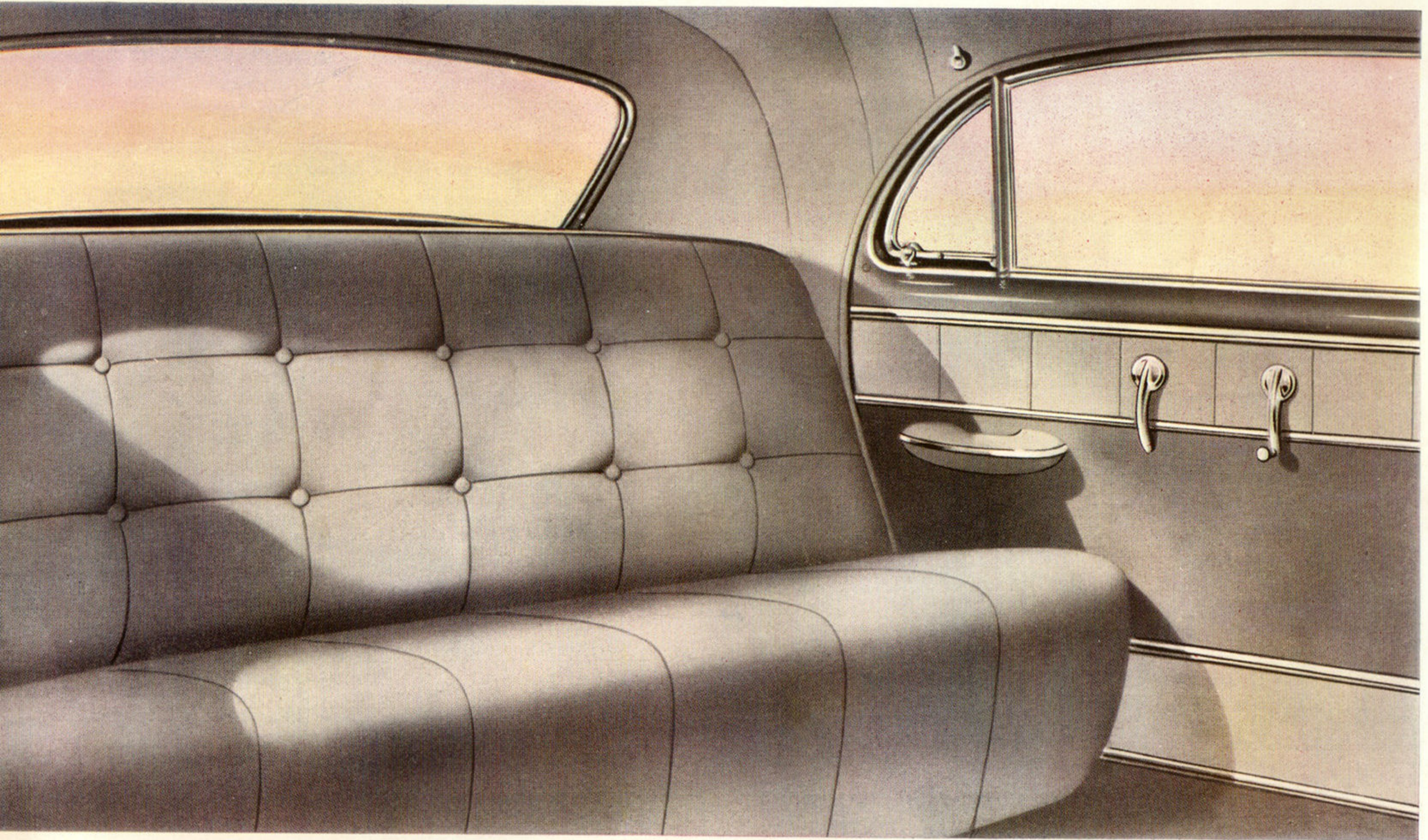
PRESENTING THE DISTINGUISHED

1950

PONTIAC



1950 **PONTIAC**

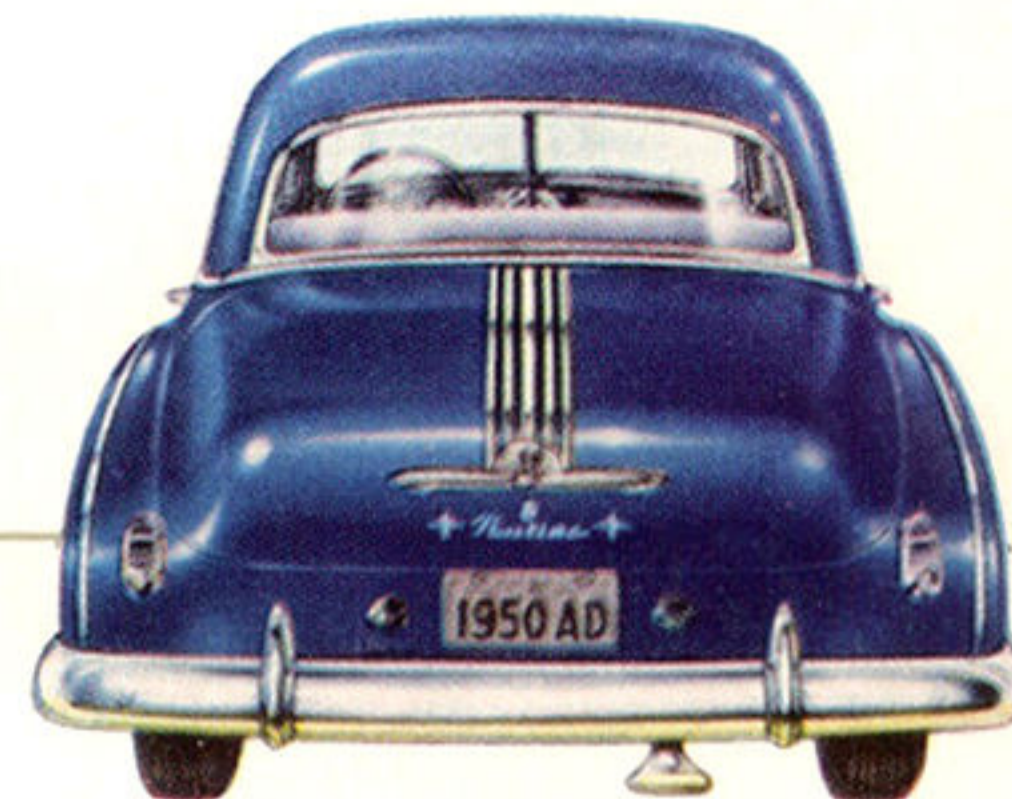


*EVERYTHING A **FINE CAR** SHOULD BE!*

Everything is so much better in a Pontiac! Just look inside—there's a wonderful feeling of luxurious comfort and roominess. Pontiac has wide seats, plenty of leg-room in front or rear, and head room to spare. Notice, too, the fine quality appearance and texture of Pontiac's smartly tailored upholstery

fabrics; the gleaming good looks of its chrome trim and appointments—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 better!

THE MOST BEAUTIFUL THING ON WHEELS

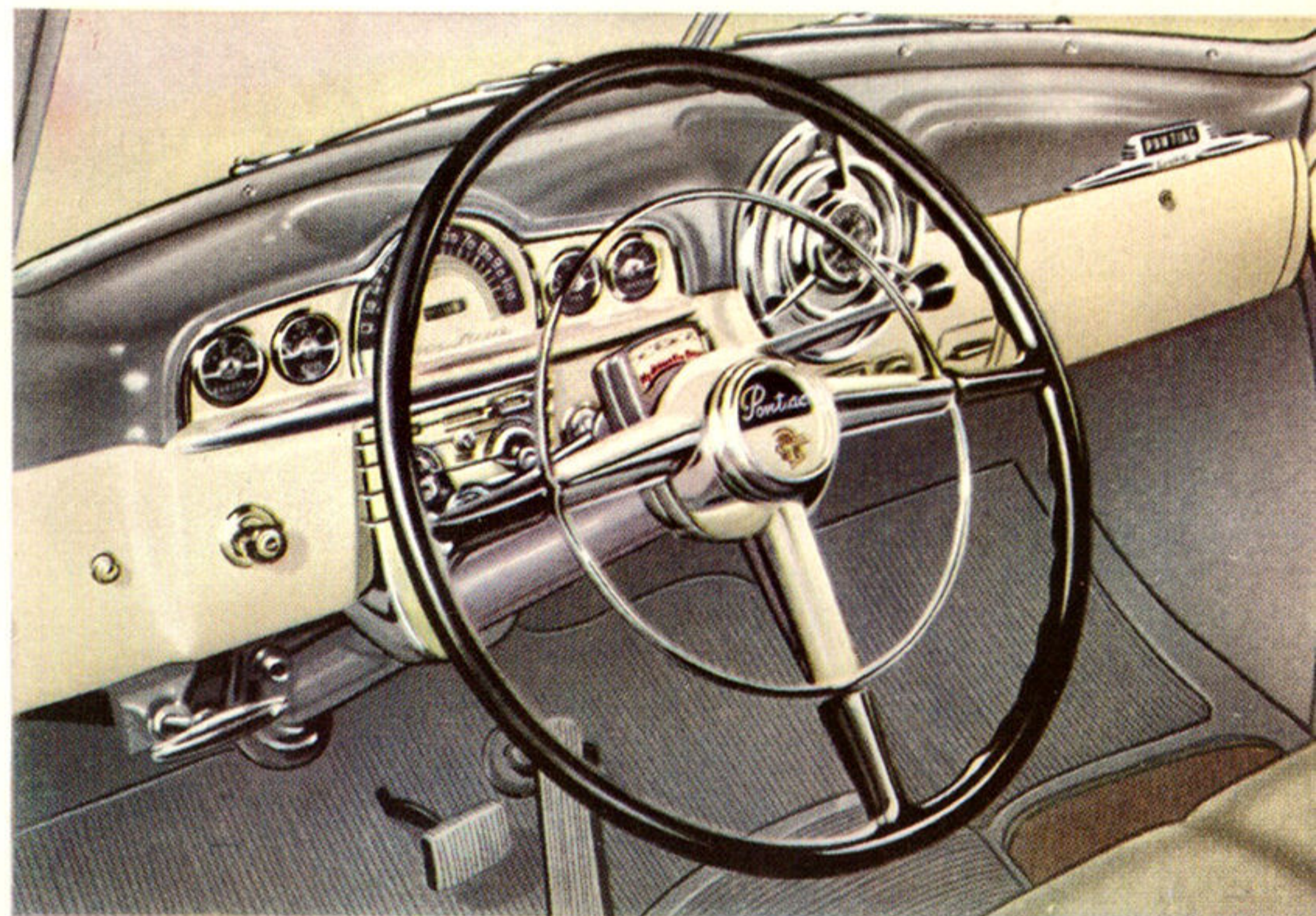


Nineteen fifty brings you a choice of 21 of the most beautiful Pontiacs ever to carry the "Silver Streak". There are new, richer, Bodies by Fisher, with either standard or de luxe equipment . . . your choice of either 6- or 8-cylinder Pontiac L-head Engine. And every model is a Pontiac through and through—proved for performance, dependability and economy.

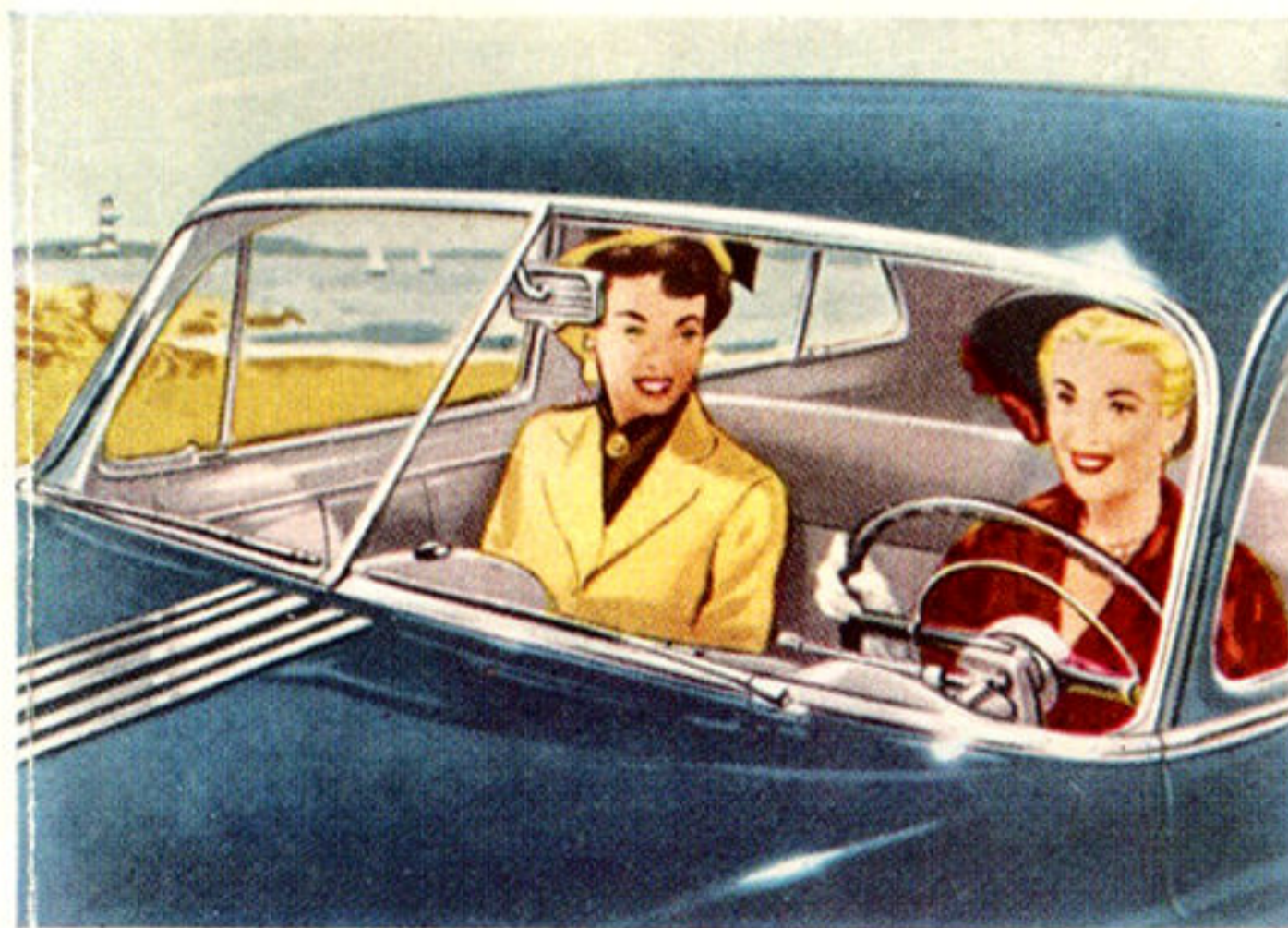
TRULY AUTOMATIC DRIVING!

You can have the amazing driving convenience of GM's famous Hydramatic Drive on some 1950 Pontiac models.* Here is truly automatic driving—no clutch pedal, no constant shifting. You simply relax and *go!* Pontiac is still the lowest priced car in the world offering the miracle of Hydramatic—the most perfect driving you've ever known!

(*Optional at extra cost)



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



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 excellent, even close to the car.

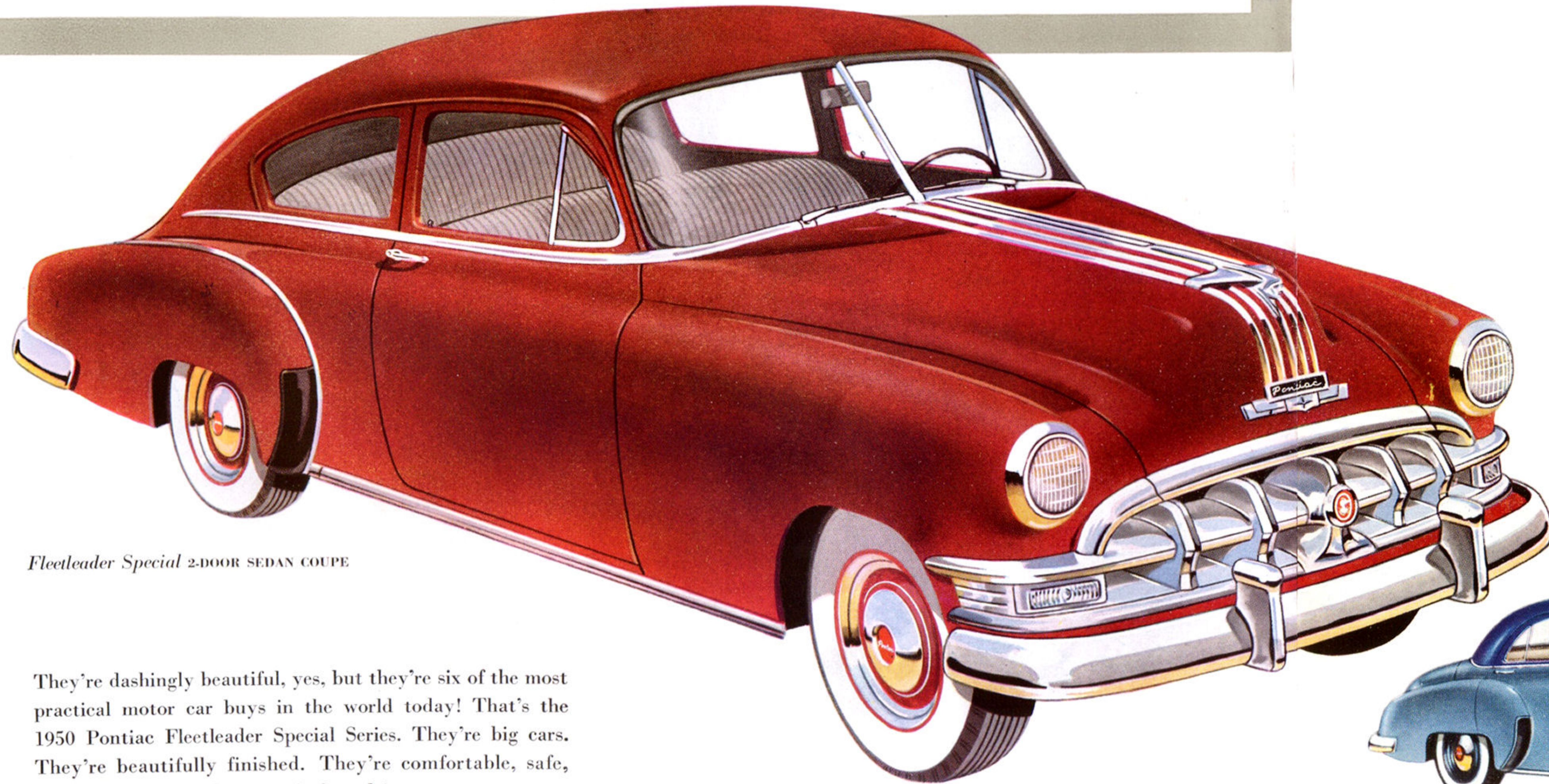


WIDE, EASY ACCESS DOORS—It's a pleasure just to get in and out of a Pontiac! The wide doors swing open easily because they are carefully counter-balanced—and they offer plenty of room to get in comfortably. The floor is level with the sill to avoid tripping and heel-catching.



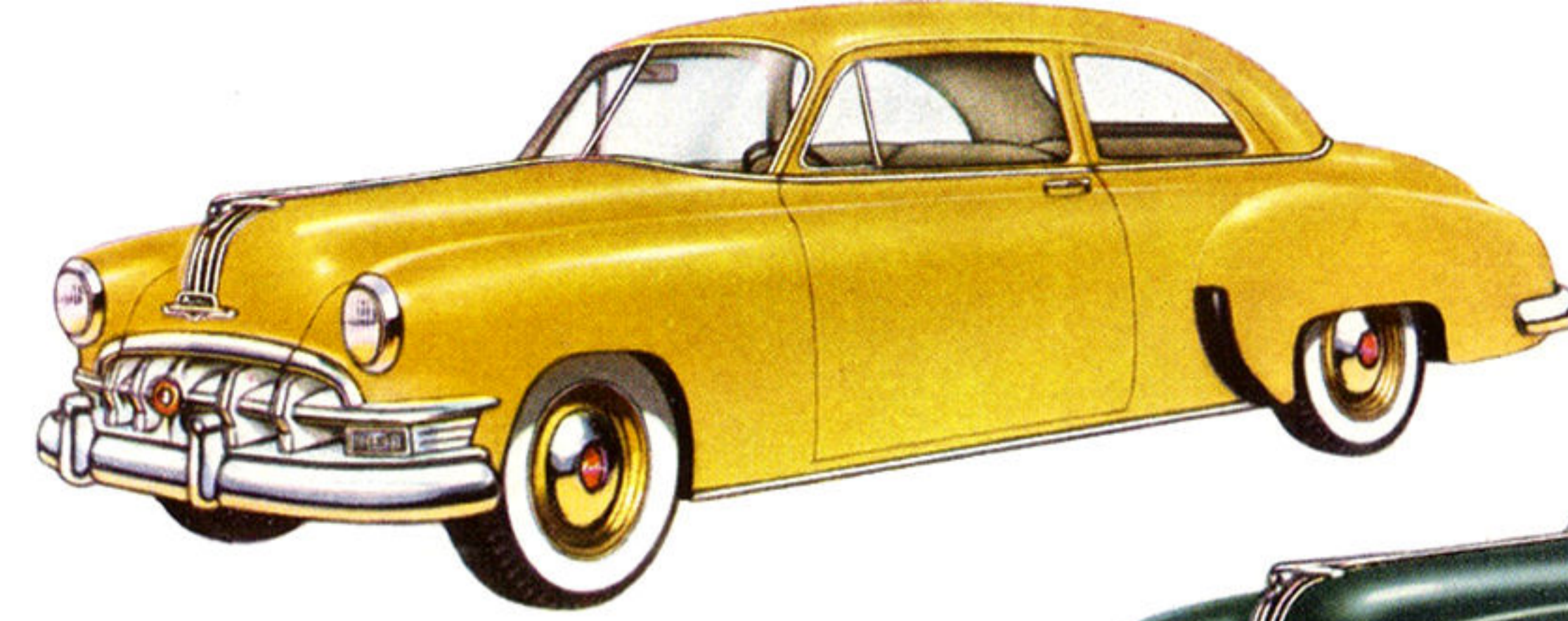
CARRY-MORE LUGGAGE COMPARTMENT—Look at the room in that trunk compartment! It's wonderfully easy to load and unload, too, because the trunk lid is counter-balanced and seems to float up or down at a touch. The trunk lid also locks automatically whenever it's closed.

The Fleetleader Special Series



Fleetleader Special 2-DOOR SEDAN COUPE

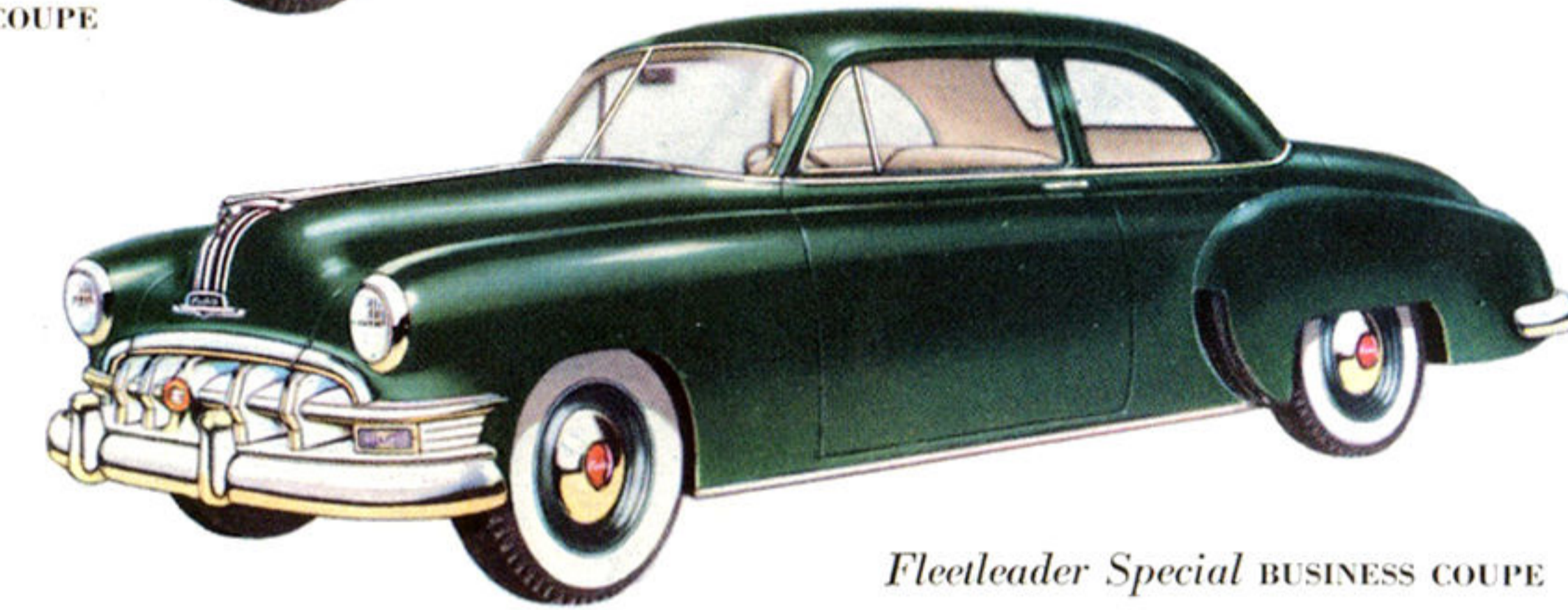
They're dashingly beautiful, yes, but they're six of the most practical motor car buys in the world today! That's the 1950 Pontiac Fleetleader Special Series. They're big cars. They're beautifully finished. They're comfortable, safe, dependable . . . and economical to drive.



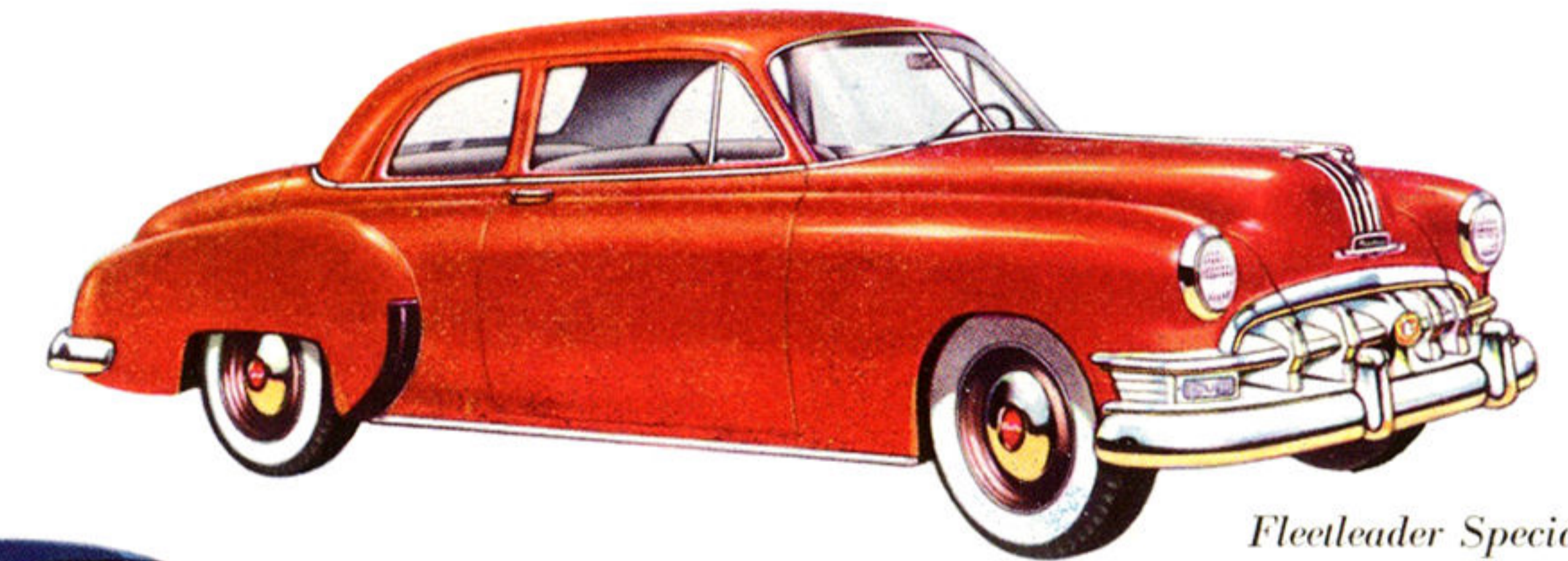
Fleetleader Special 2-DOOR SEDAN



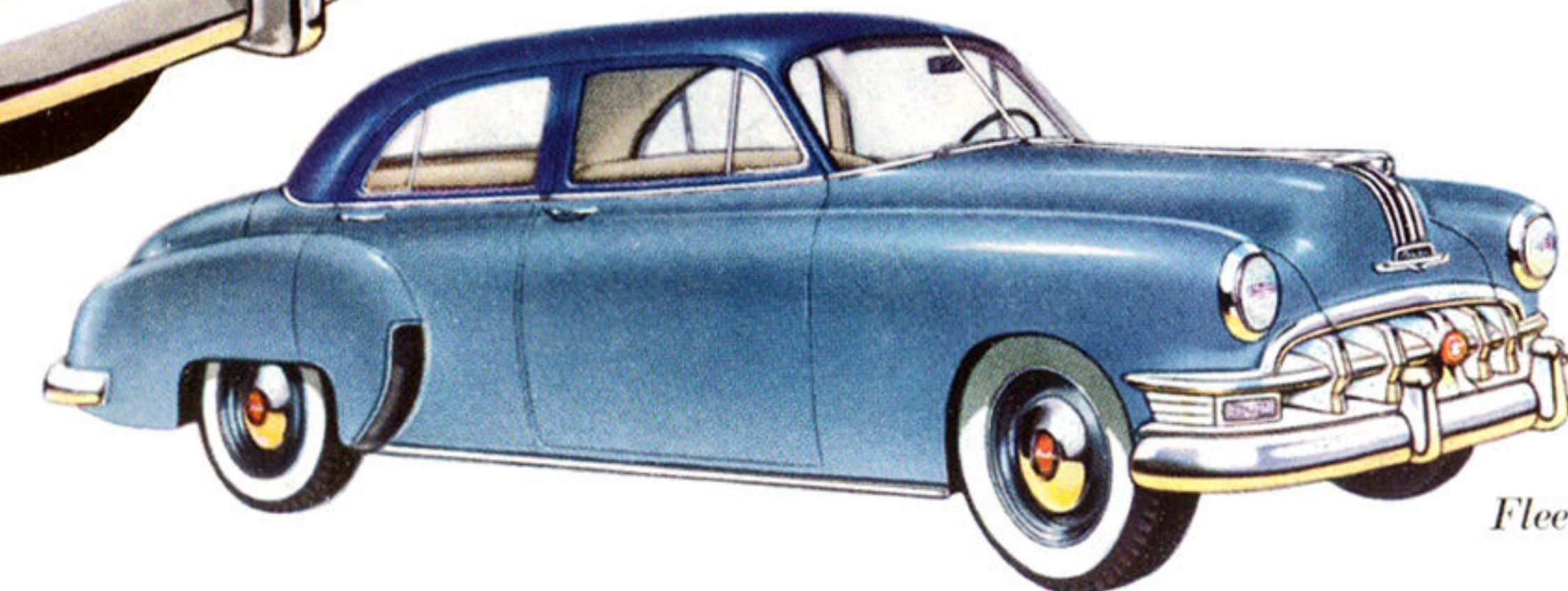
Fleetleader Special 4-DOOR SEDAN COUPE



Fleetleader Special BUSINESS COUPE



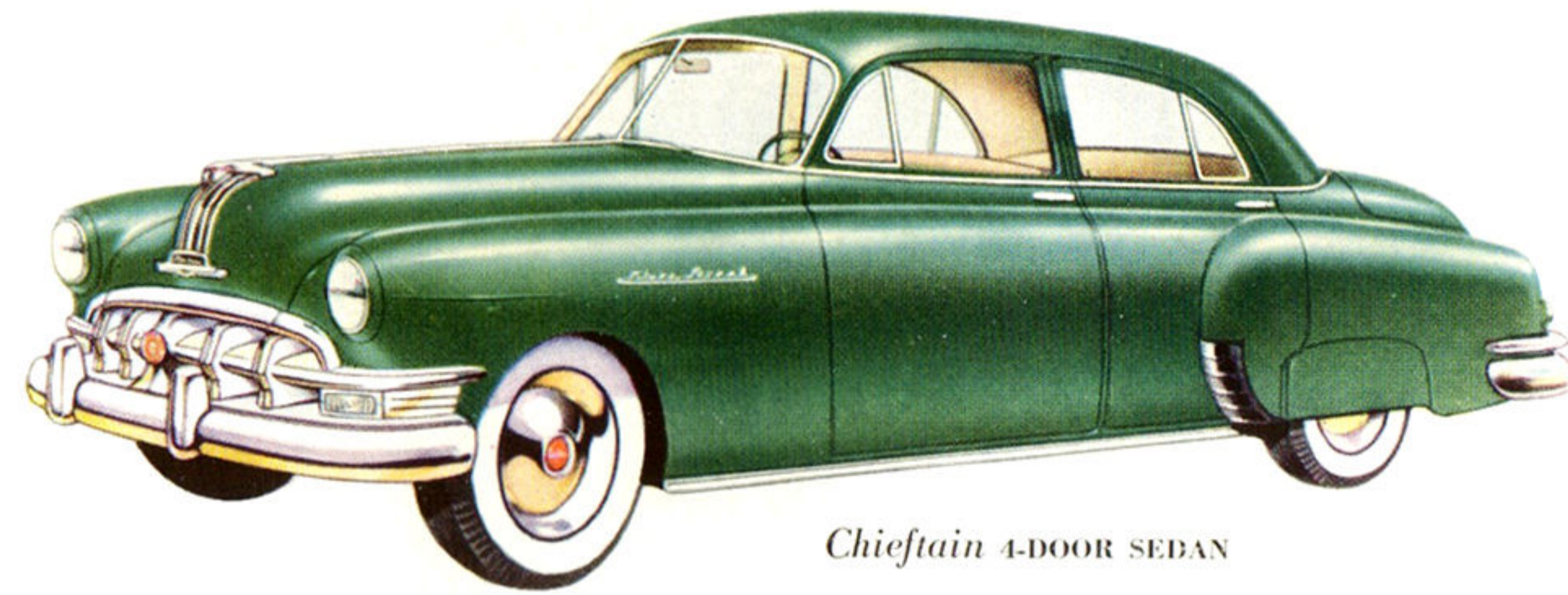
Fleetleader Special SPORT COUPE



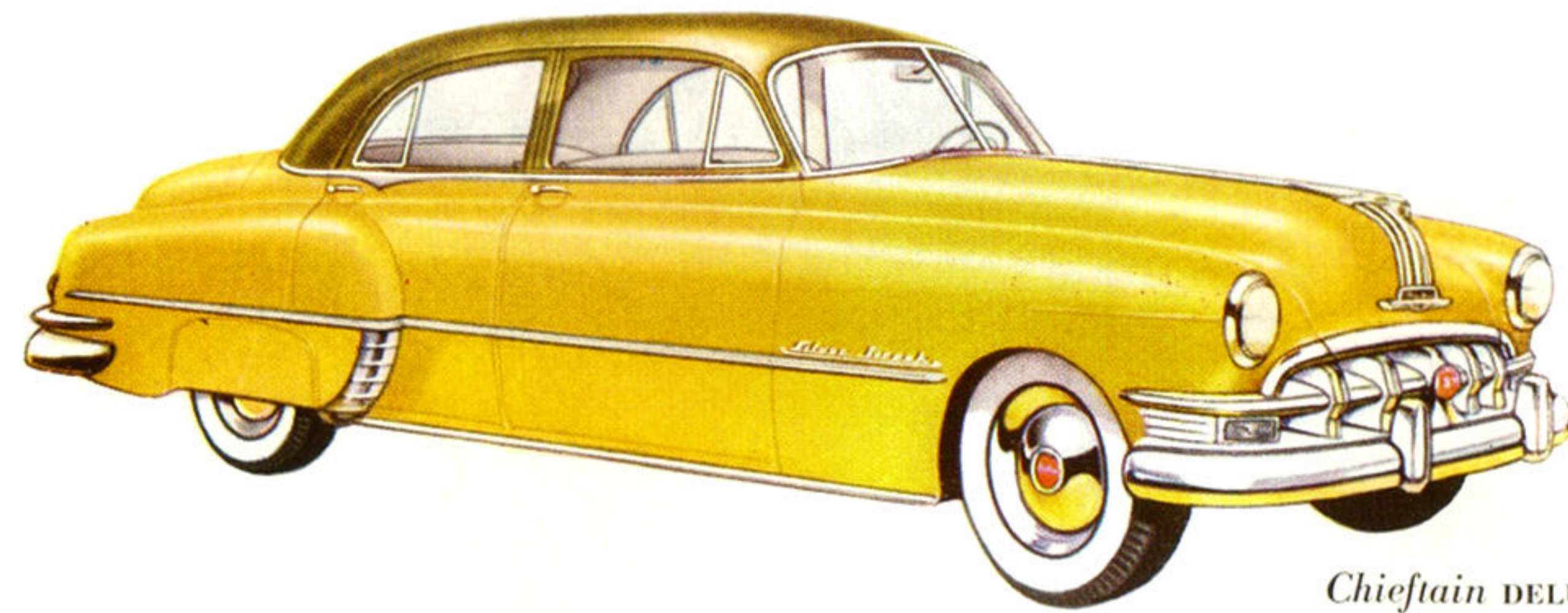
Fleetleader Special 4-DOOR SEDAN

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC

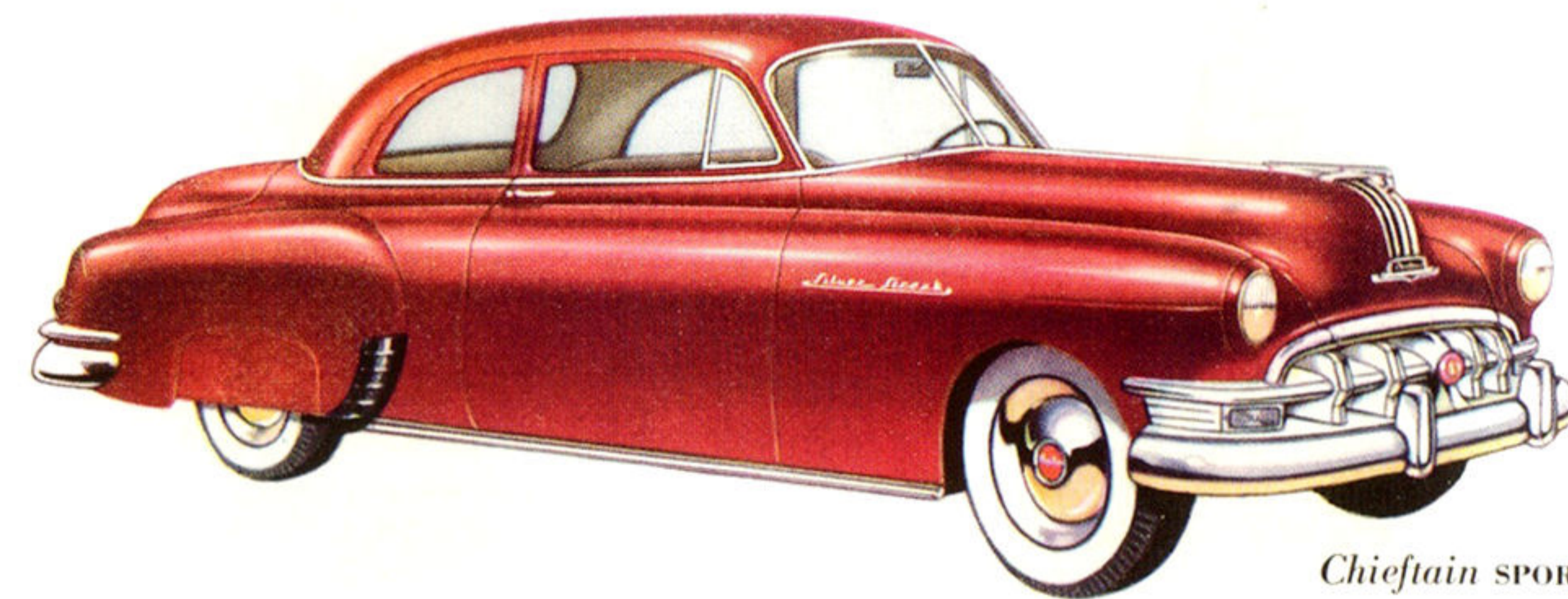
The Chieftain Series



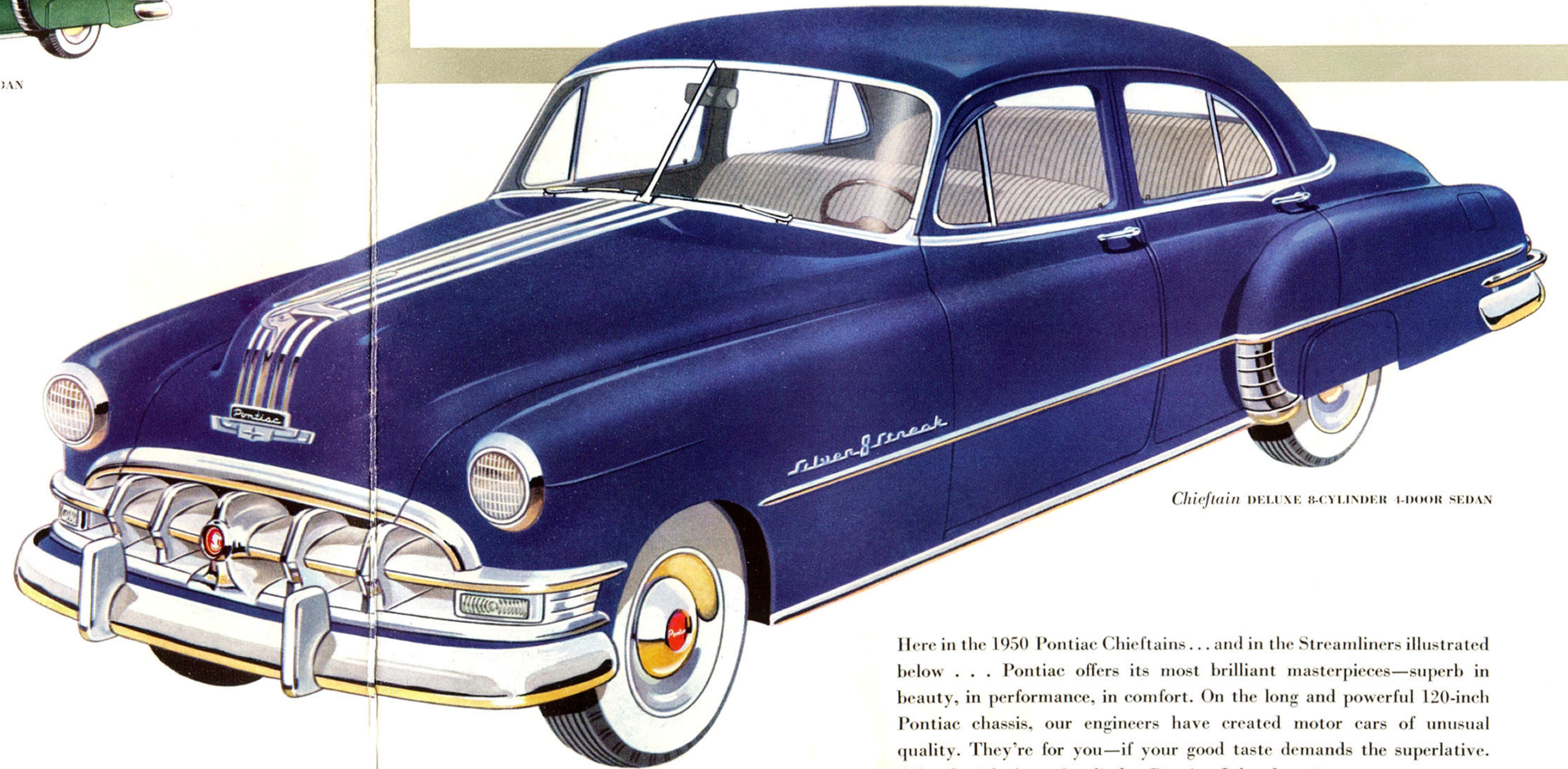
Chieftain 4-DOOR SEDAN



Chieftain DELUXE 4-DOOR SEDAN



Chieftain SPORT COUPE

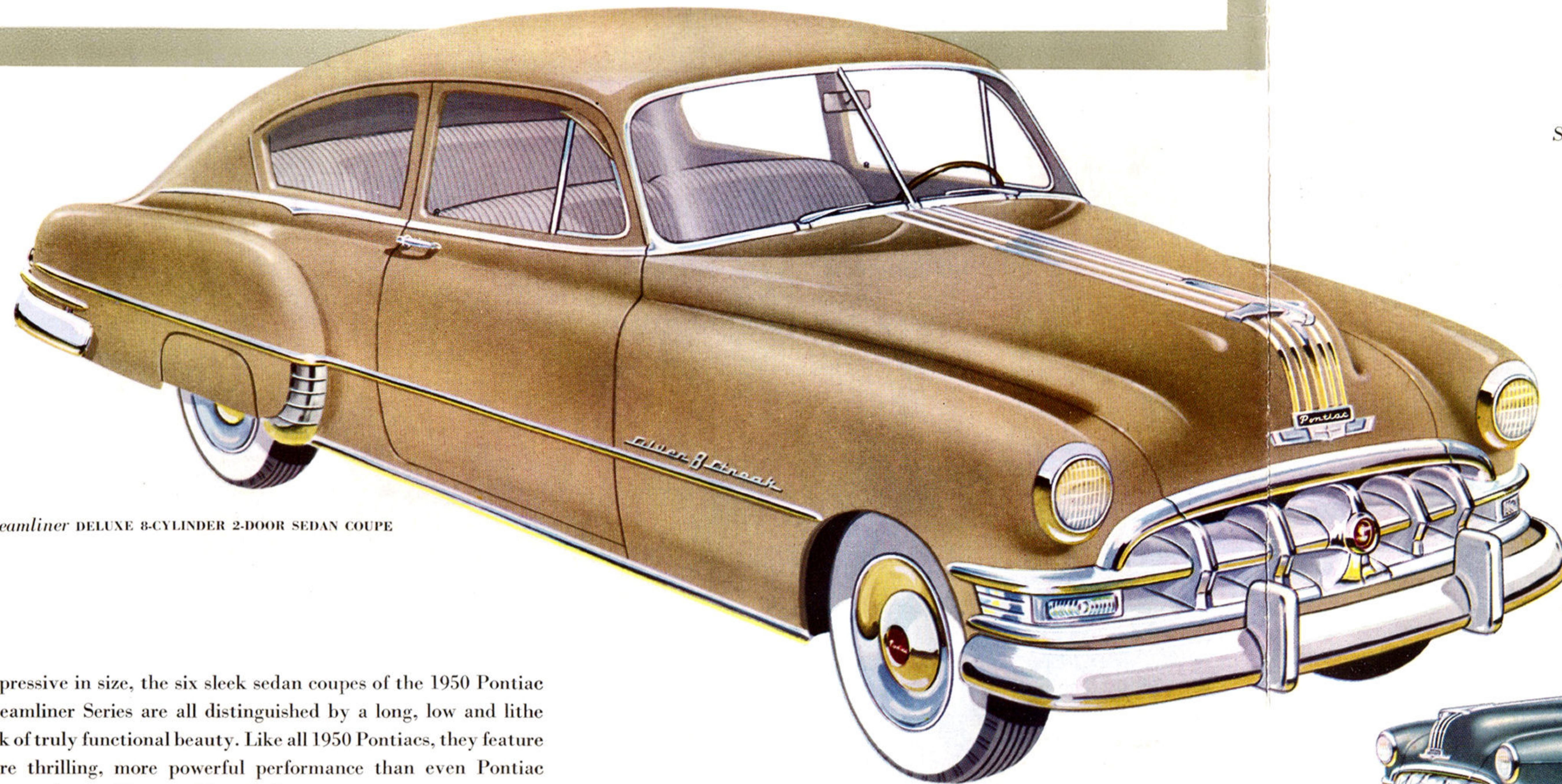


Chieftain DELUXE 8-CYLINDER 4-DOOR SEDAN

Here in the 1950 Pontiac Chieftains . . . and in the Streamliners illustrated below . . . Pontiac offers its most brilliant masterpieces—superb in beauty, in performance, in comfort. On the long and powerful 120-inch Pontiac chassis, our engineers have created motor cars of unusual quality. They're for you—if your good taste demands the superlative. Offered with 6- or 8-cylinder Pontiac L-head engine.

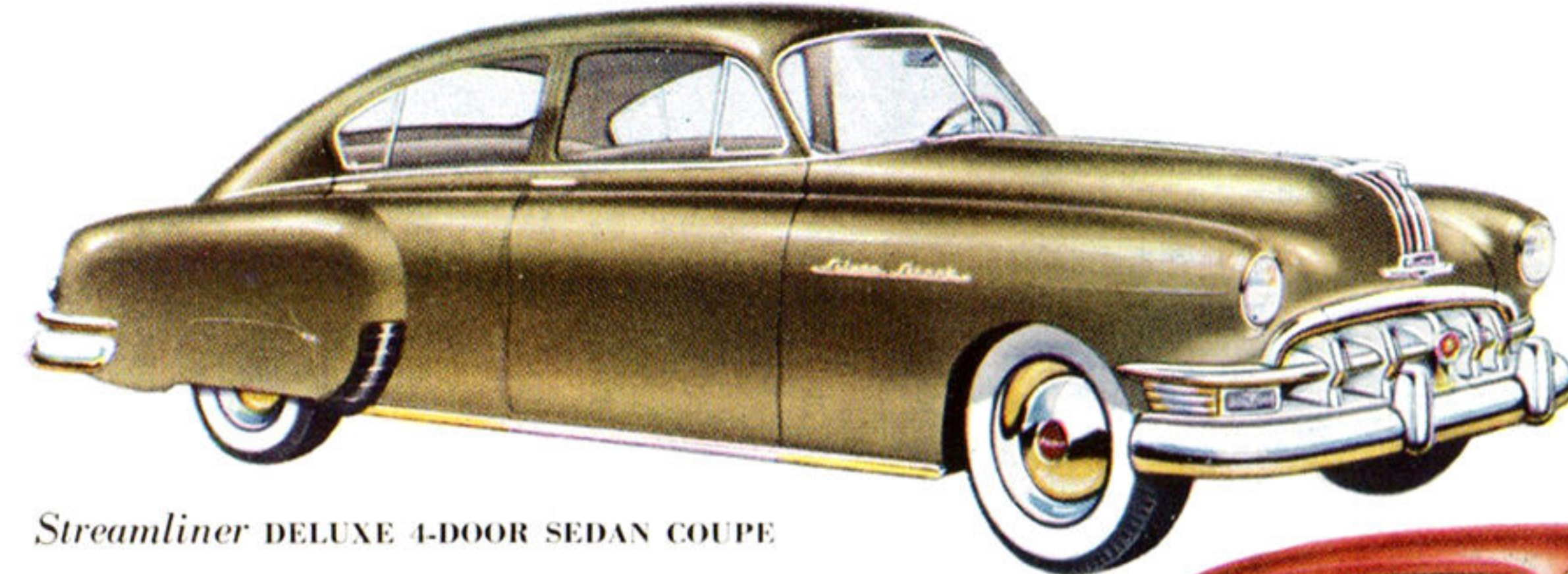
DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC

The Streamliner Series

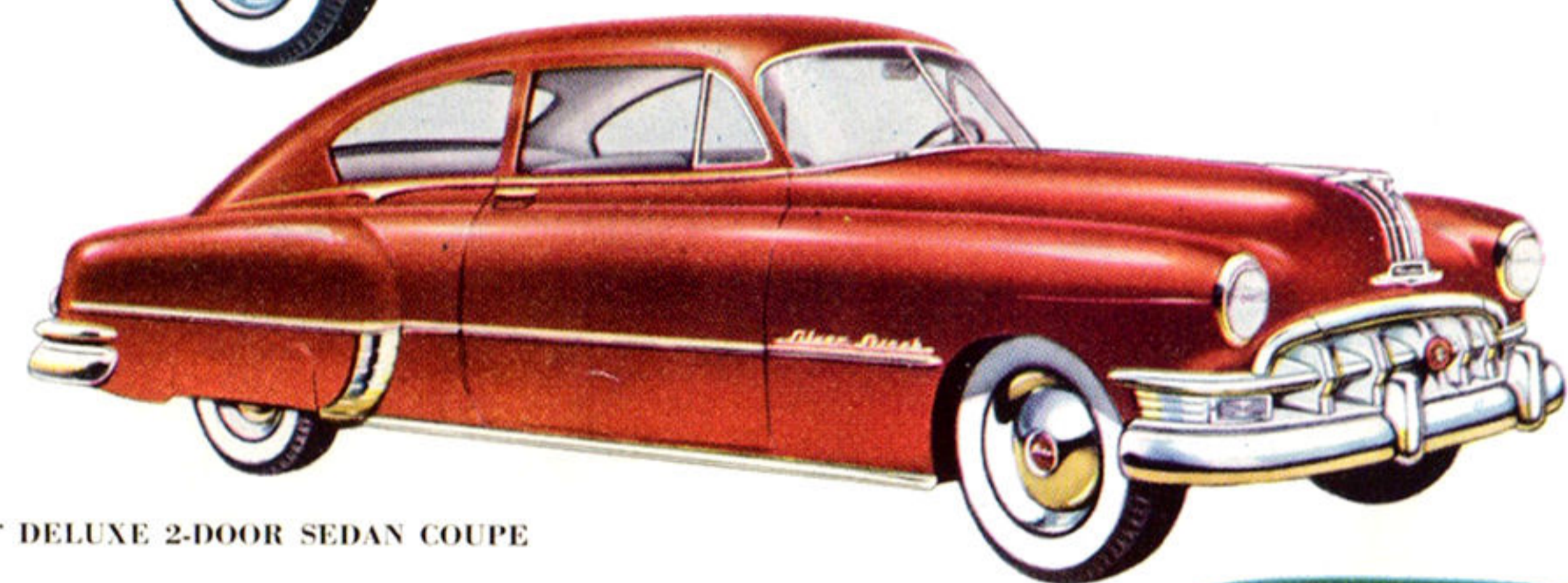


Streamliner DELUXE 8-CYLINDER 2-DOOR SEDAN COUPE

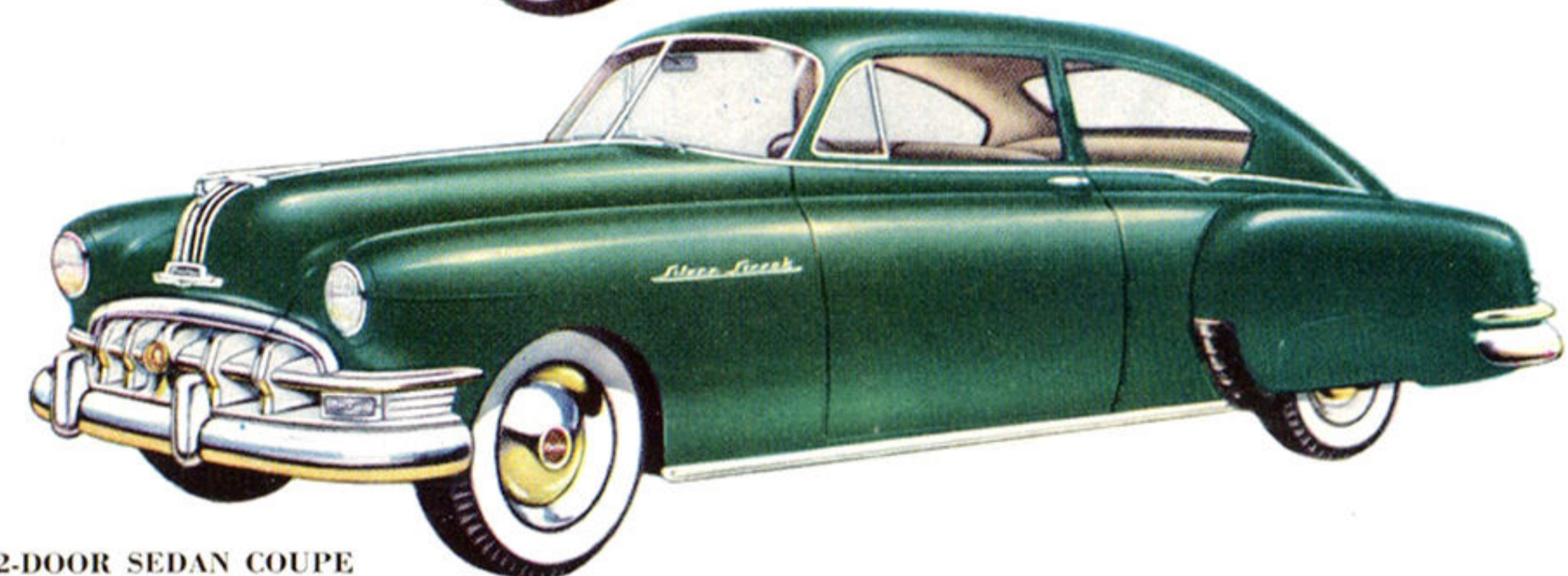
Impressive in size, the six sleek sedan coupes of the 1950 Pontiac Streamliner Series are all distinguished by a long, low and lithe look of truly functional beauty. Like all 1950 Pontiacs, they feature more thrilling, more powerful performance than even Pontiac has ever been able to achieve before.



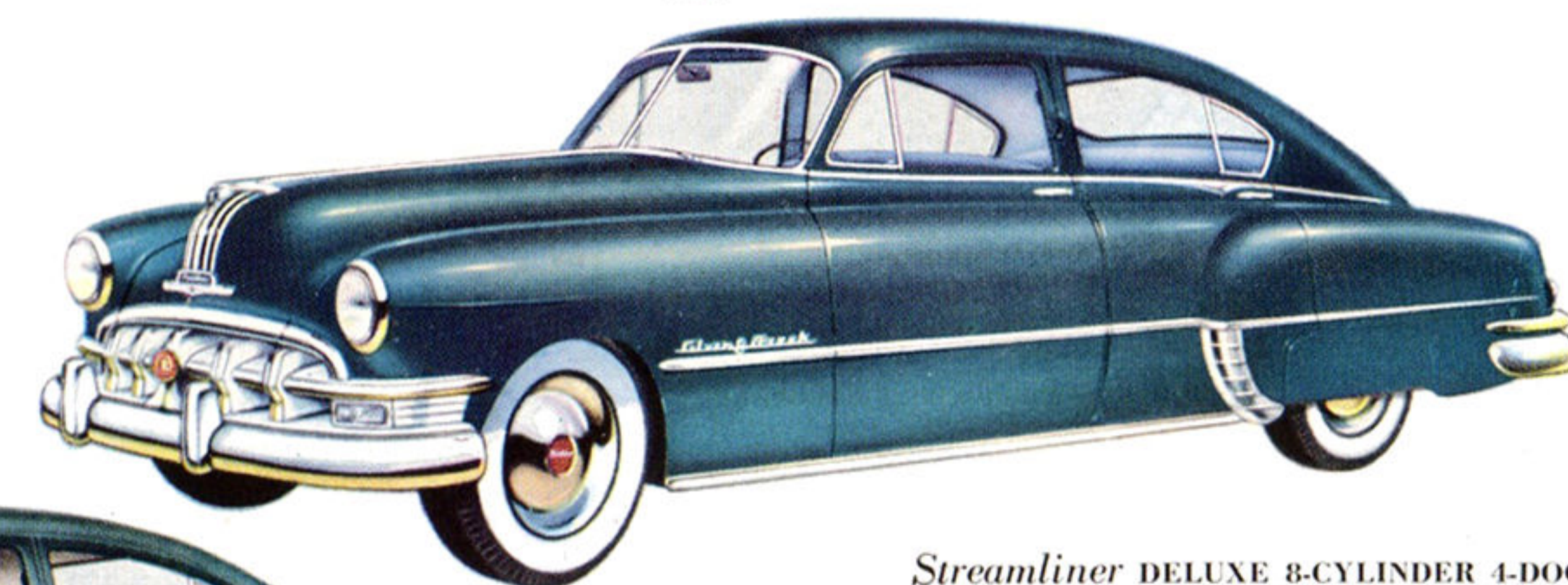
Streamliner DELUXE 4-DOOR SEDAN COUPE



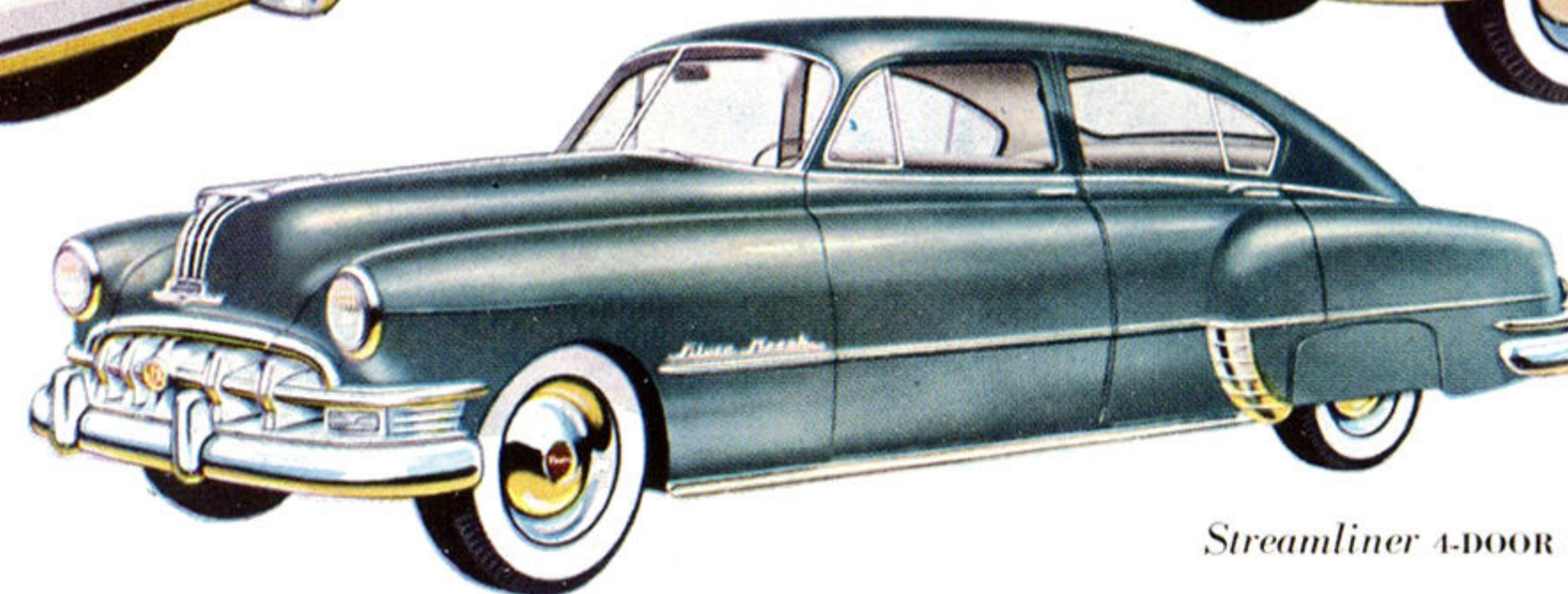
Streamliner DELUXE 2-DOOR SEDAN COUPE



Streamliner 2-DOOR SEDAN COUPE

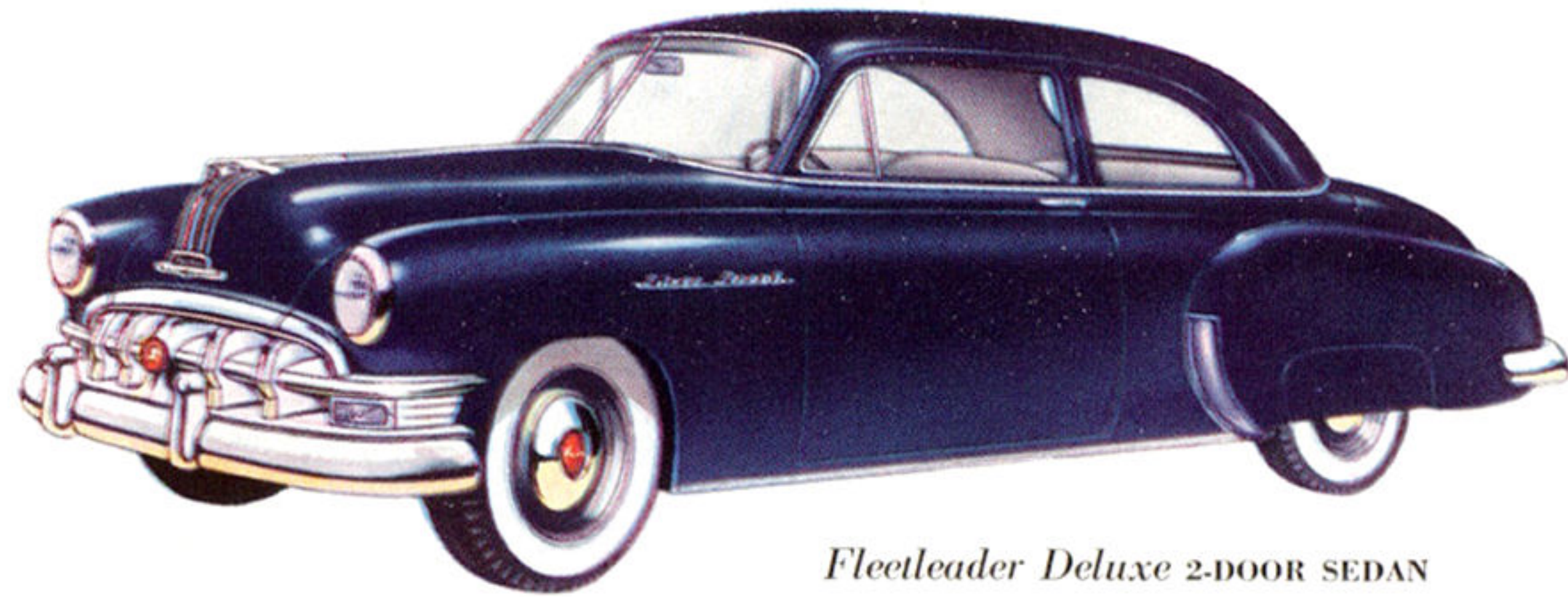


Streamliner DELUXE 8-CYLINDER 4-DOOR SEDAN COUPE

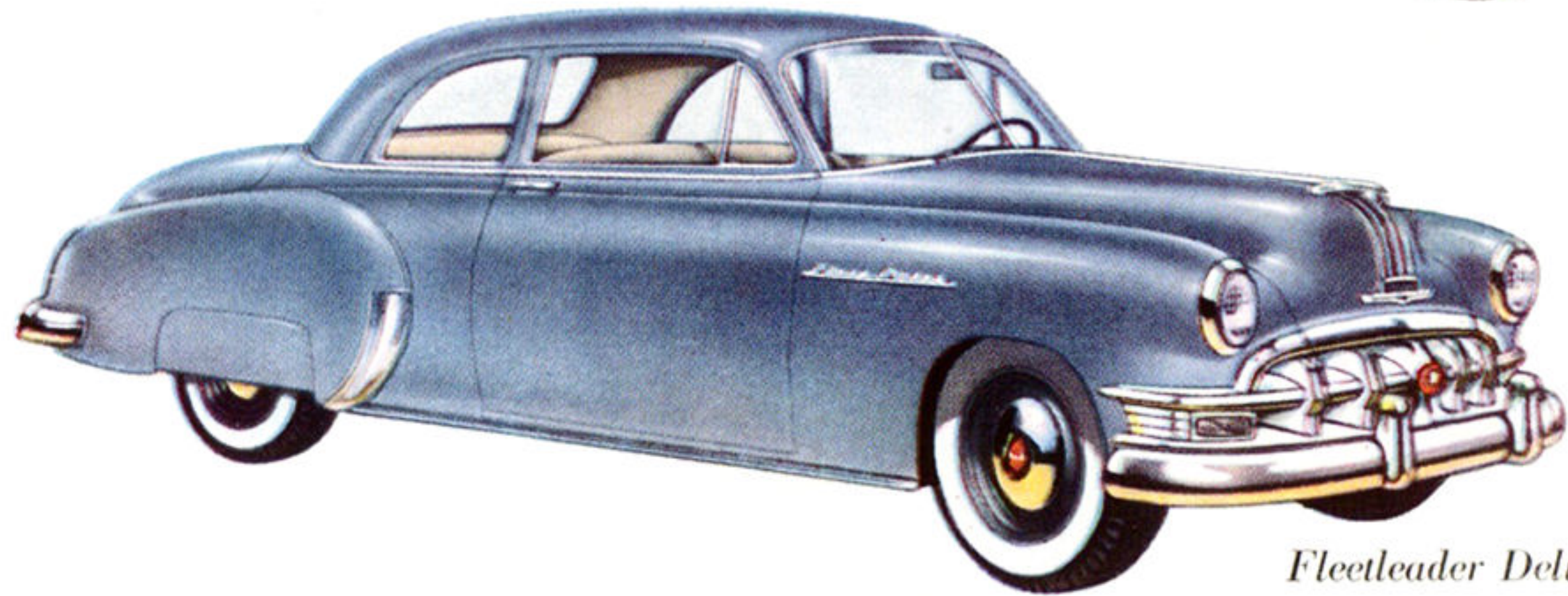


Streamliner 4-DOOR SEDAN COUPE

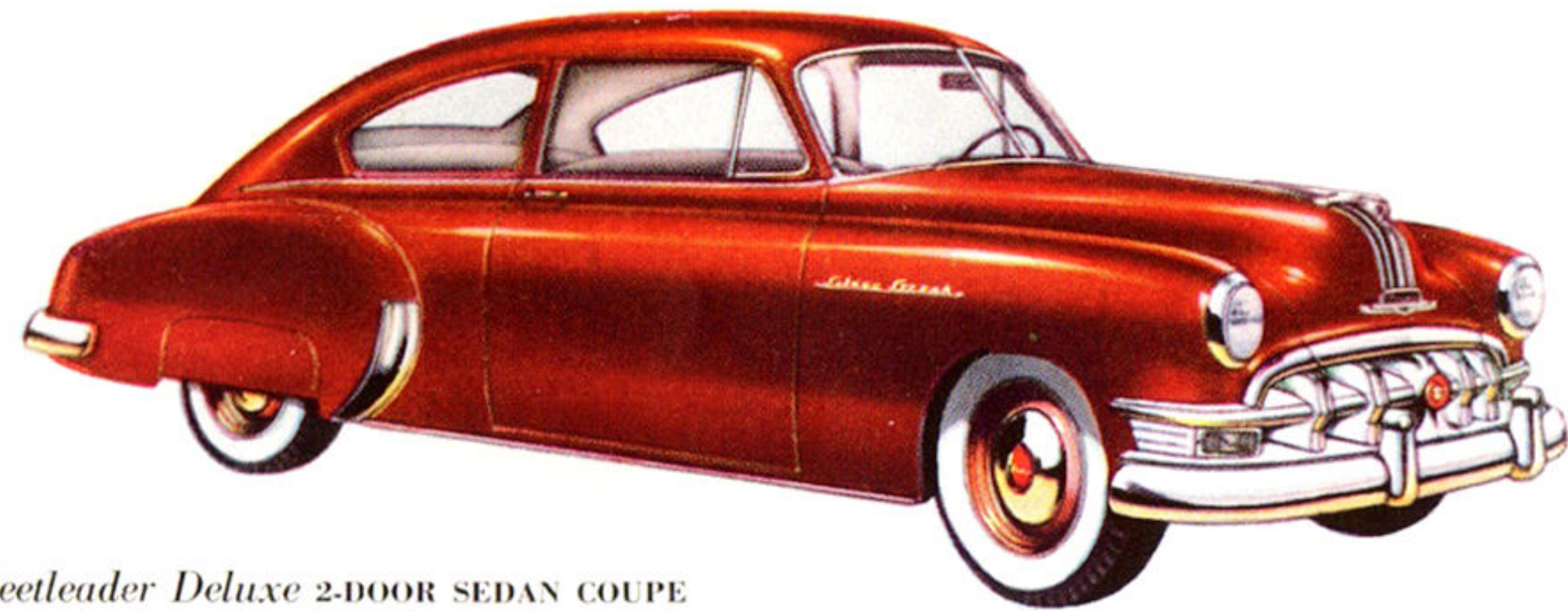
The Fleetleader Deluxe Series



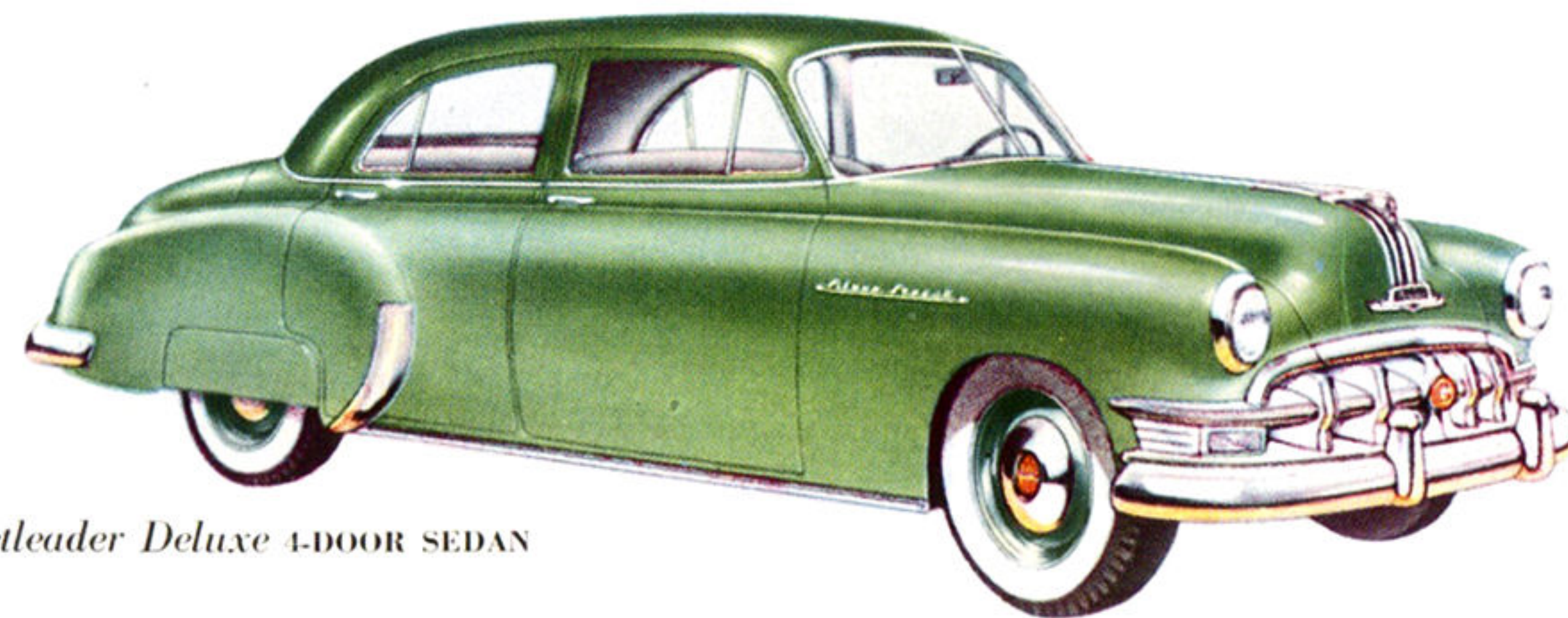
Fleetleader Deluxe 2-DOOR SEDAN



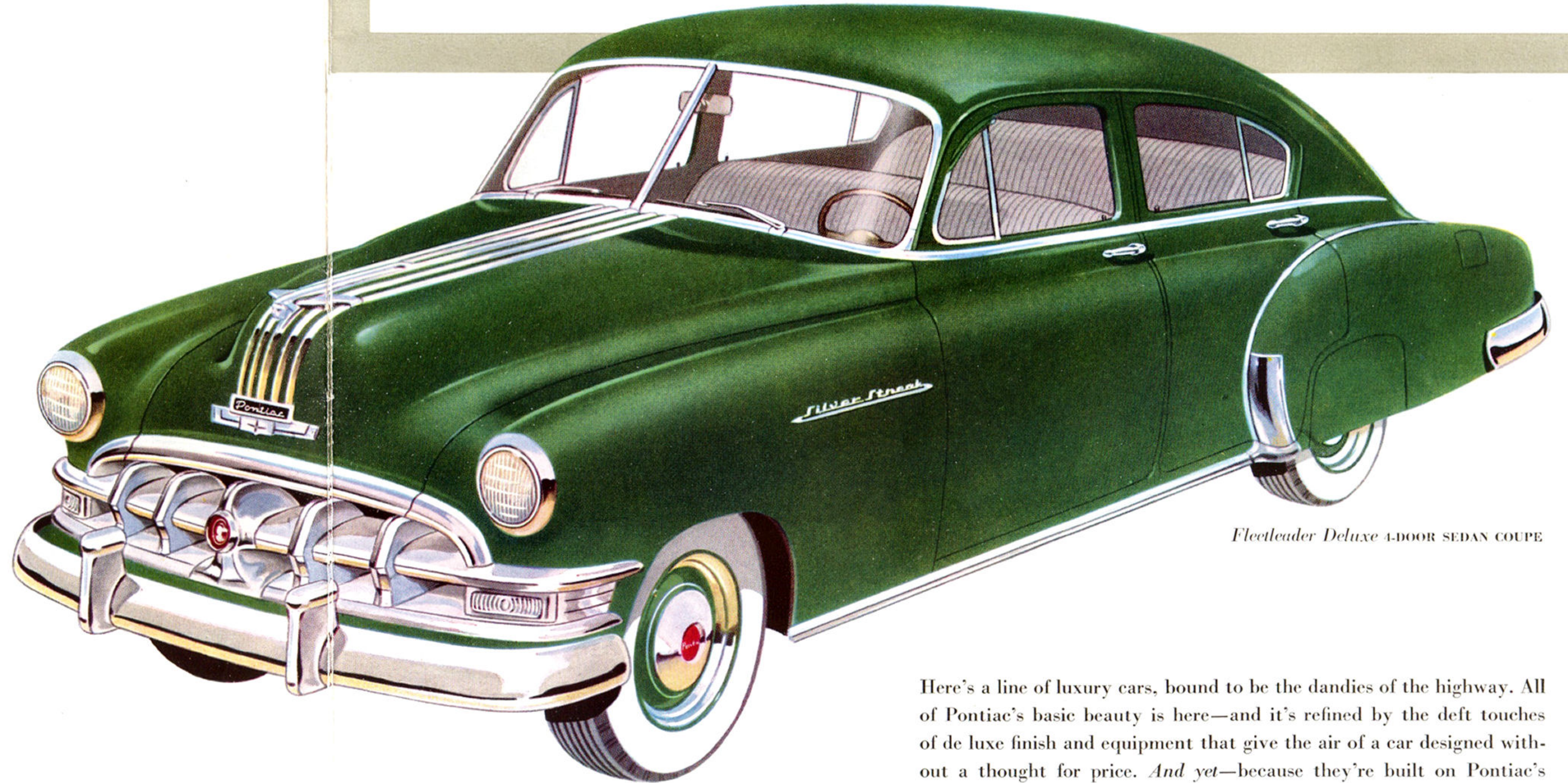
Fleetleader Deluxe SPORT COUPE



Fleetleader Deluxe 2-DOOR SEDAN COUPE



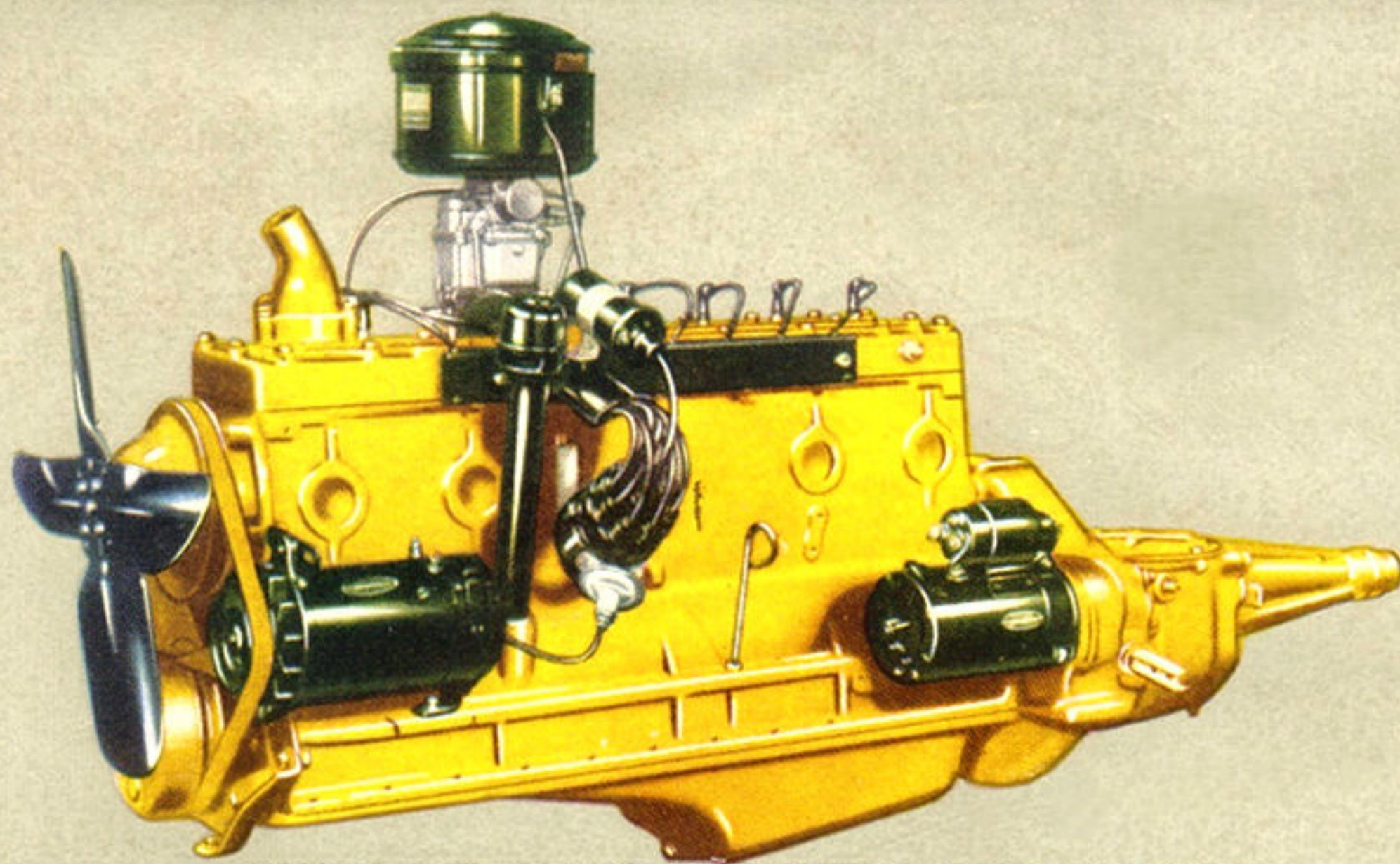
Fleetleader Deluxe 4-DOOR SEDAN



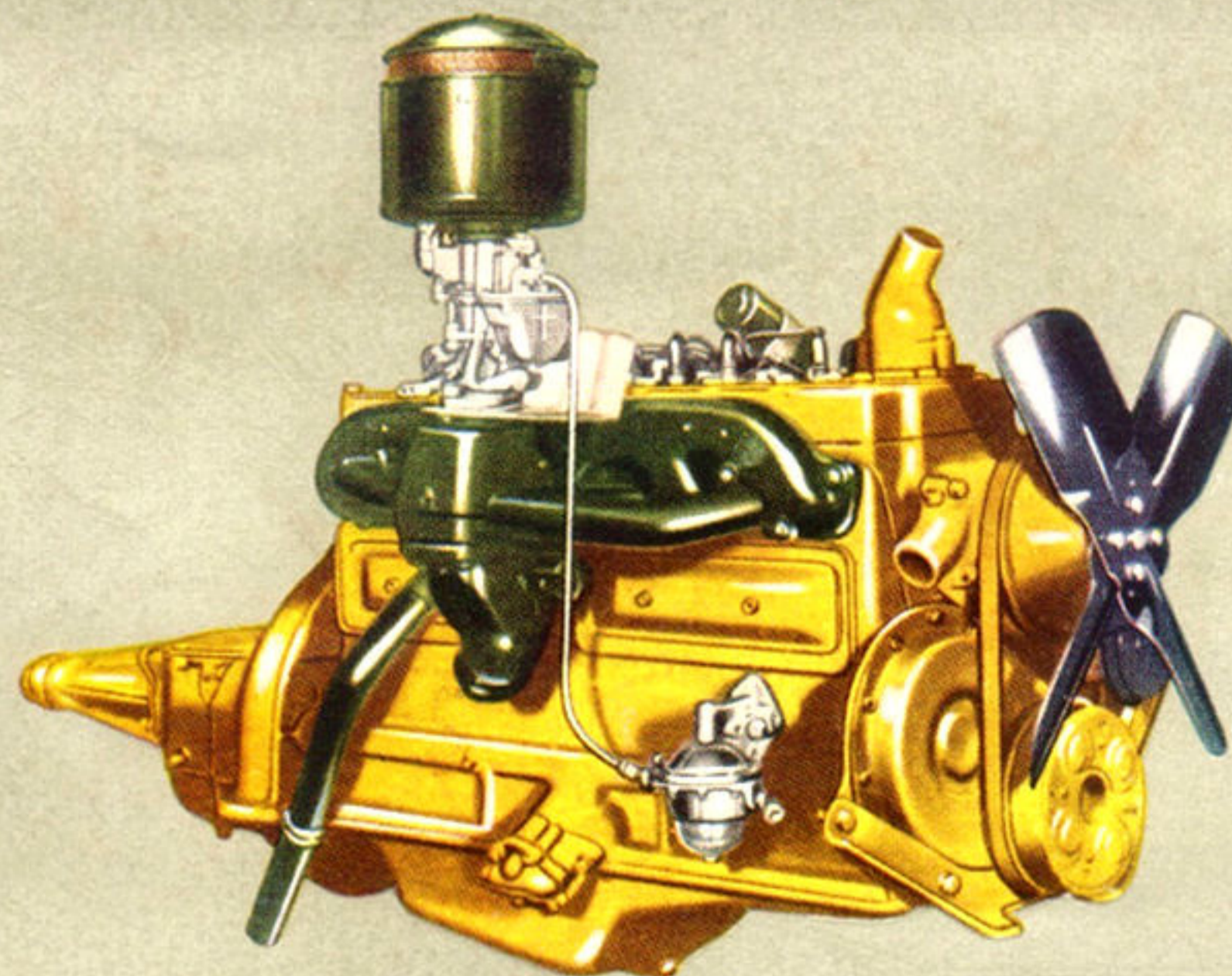
Fleetleader Deluxe 4-DOOR SEDAN COUPE

Here's a line of luxury cars, bound to be the dandies of the highway. All of Pontiac's basic beauty is here—and it's refined by the deft touches of de luxe finish and equipment that give the air of a car designed without a thought for price. *And yet*—because they're built on Pontiac's nimble and economical 115-inch Fleetleader chassis—they're startlingly easy on your purse when you buy—and ever after!

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC



PONTIAC'S FAMOUS STRAIGHT-EIGHT ENGINE
one of the truly great power plants in the automotive industry. It has been even further improved for 1950—for greater horsepower, for even more sparkling performance in the 30 to 65 mile per hour range where most driving is done. Thousands of Pontiac owners could tell you there is nothing quite like the luxurious smoothness and eager response of this straight eight—Pontiac offers you all this at its *very lowest cost!*



PONTIAC'S BRILLIANT SIX-CYLINDER ENGINE
a 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, have required only routine maintenance attention. For day-in, day-out performance, for extra smoothness and sparkle—you just can't do better!

SPECIFICATIONS

ENGINE, General—L-head, high compression cylinder head. Projected crankshaft bearing area, six cylinder 13.1 sq. in., eight cylinder 16.2 sq. in. Main and connecting rod bearings have steel-backed removable inserts. Alloy pistons with 2 compression rings, and 1 oil control ring located below the piston pin. Harmonic balancer. Six cylinder bore $3\frac{5}{16}$ in., stroke 4 in. Eight cylinder bore $3\frac{3}{8}$ in., stroke $3\frac{3}{4}$ in. Brake horse power six cylinder 93 at 3400 r.p.m., eight cylinder 113 at 3600 r.p.m.

LUBRICATION—Full-pressure metered flow lubrication. Positive gear-type oil pump driven from crankshaft.

FUEL SYSTEM—Down-draft carburetor with automatic choke. Thermostatic manifold heat control, quick warm-up steel tube fuel preheater and air-cooled fuel line—all contribute to Pontiac's outstanding economy.

GASOLINE TANK CAPACITY—Fleetleader Special and Fleetleader De Luxe $13\frac{1}{2}$ Imperial gallons. Chieftain and Streamliner $14\frac{1}{2}$ Imperial gallons.

COOLING SYSTEM—Copper-core radiator. Automatic all-weather engine temperature control. Pre-lubricated ball-bearing centrifugal water-pump. Full-length water jackets completely surround each cylinder bore.

ELECTRICAL—Six-volt, 15-plate, 100 ampere hours capacity. Automatic voltage control. Delco-Remy ignition with automatic and vacuum spark control. Octane Selector.

CLUTCH—Single dry-plate type, $9\frac{1}{2}$ inches in diameter on the six—10 inches on the eight. Disengaging pressure approx. 25 lbs. Permanently lubricated bearings.

TRANSMISSION—All-silent, synchro-mesh. Steering column gearshift control.

FRAME—Fleetleader Special and Fleetleader De Luxe—box-girder frame. Flanged box-section side rails and cross members. Chieftain and Streamliner U-channel frame with X-member crossbrace.

REAR SPRINGS—Fleetleader Special and Fleetleader De Luxe—semi-elliptic tapered leaf springs. Sealed airplane type shock absorbers. Chieftain and Streamliner—Duflex rear springs. Metal spring covers.

BRAKES, Service—Hydraulic, internal expanding with moulded linings. Eleven-inch drums, with alloyed iron brake surface.

BRAKES, Parking—Mechanically connected to both rear brake shoes, and independent of hydraulic system.

BODY—All-steel reinforced Turret Top Body by Fisher. Doors of dual panel construction completely rubber insulated. Entire body is insulated against heat, cold and noise. Controlled ventilation system. Push-button exterior door locks. Counterbalanced trunk lid. Recessed, concealed gasoline filler. Large,

curved, "Safe-T-View" windshield. Large one-piece curved rear window. Safety glass throughout. Fisher No-Draft Ventilation. "Centre-Poised" seating. Adjustable front seat. Rear view mirror.

LIGHTS—Sealed-Beam headlamps. Separate parking lamps in grille. Dual license plate lamps. Dome light with integral switch.

INSTRUMENT PANEL—Magna-Vue Speedometer, gasoline, battery, oil pressure and engine temperature indicators. Instruments indirectly lighted. Variable light control. Headlamp beam indicator. Push-button starter. Large glove compartment with lock. Two windshield defroster openings.

TIRES—Fleetleader Special and Fleetleader De Luxe 6.70 x 15, 4-ply. Chieftain and Streamliner 7.10 x 15, 4-ply.

WHEELBASE—Fleetleader Special and Fleetleader De Luxe 115 inches. Chieftain and Streamliner 120 inches.

FRONT SUSPENSION—Shock-proof action with coil springs. Sealed airplane type shock absorbers. Ride Stabilizer mounted in rubber.

STEERING GEAR—Worm and Roller type. Fleetleader Special and Fleetleader De Luxe ratio 19.8 to 1. Chieftain and Streamliner ratio $22\frac{1}{4}$ to 1.

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