Announcing the wonderful

NEW PONTHAC



FLEETLEADER SPECIAL

Priced Right Down
With The LOWEST!

Dashingly beautiful — yet they're the wisest motor car buy in the world today! Big, comfortable, safe, dependable, their high performance is startling — yet they are so remarkably thrifty to operate! And with all this quality, Pontiac's new Fleetleader Specials are priced 'way, 'way down — with the lowest!

A Few Of 1950 Pontiac's Extra-Value Features

- 1. Only Car in the World
- with Silver Streak Styling
- 2. Lowest-Priced Car in the World
- with GM Hydra-Matic Drive*

 3. Thrilling, Power-Packed Performs
 - ance Choice of Six or Eight

 4. Super-Safe, Super-Strong
- All Steel Bodies by Fisher

*Optional on Streamliner and Chieftain models at extra cost

- 5. Smoother, All-Cushioned
 "Travelux" Ride
- 6. Distinctively Beautiful
 Sweep-Stream
 Rear Fender Ensemble
- 7. Spacious, Luxurious Interiors
 Featuring Arm Rests,
 Assist Cords and
 Quality Floor Coverings

FOUR GREAT SERIES — 21 beautiful 1950 models of Pontiac! They're newly refined in styling:.. further advanced in performance... and Pontiac urges you to compare prices! Please accept our cordial invitation to see these wonderful new Pontiacs. We're sure you'll agree that no car — so big, so beautiful, so obviously stamped with quality through and through — was ever offered at a price so low!

FLEETLEADER DELUXE SERIES

Finest Car In The LOW-PRICE FIELD!

Here's another line of luxury cars, bound to be the dandies of the highways! All of Pontiac's basic beauty is here — and it's refined by the deft touches of deluxe finish and equipment that make Pontiac, now more than ever, the most beautiful thing on wheels. And yet — because this series is built on Pontiac's nimble and economical Fleetleader chassis — it's startlingly easy on your purse when you buy — and ever after!

CHIEFTAIN AND STREAMLINER SERIES Six and Eight Cylinders BIG, POWERFUL, LUXURIOUS

These are Pontiac's most brilliant masterpieces! Impressive in size . . . superb in beauty, comfort and performance—they're for you, if your good taste demands the superlative. Available with 6 or 8 cylinder Pontiac L-head engine, they feature more thrilling, mor powerful performance than even Pontiac has ever been able to achieve before.

- 8. Wide, Comfortable Seats
- with Restfully Contoured Cushions

9. Wide, Easy-Access Doors

- 10. Better, Safer Driver View
- with Extra Wide, Curved Windshield
- 11. Ultra-Styled Dial-Cluster Dash
- 12. Handi-Grip Parking Brake on Dash

 13. Finger-Tip Starter Button
- 14. Twin Duct Outside Air Heating and Ventilating System
- 15. Extra Large, Fully-Lined Trunk for Extra Luggage
- 16. Counter-Balanced Self-Locking
 Trunk Lid
- 17. Smoother, Safer Riding
 Low Pressure Tires on Broad Rims

LONG MOTORS LIMITED

Corner 7th and 3rd Avenue