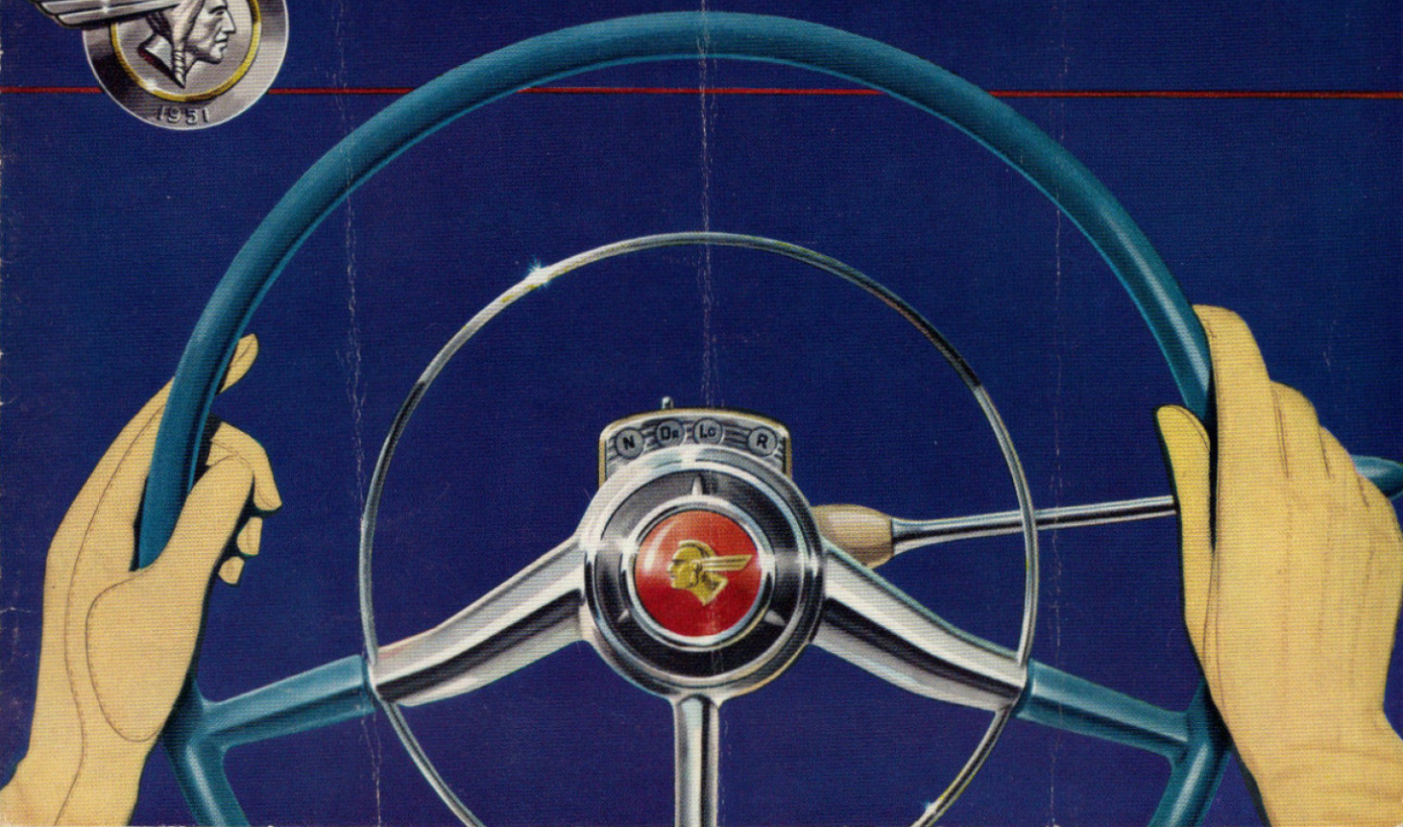




THE 1951
PONTIAC Catalina

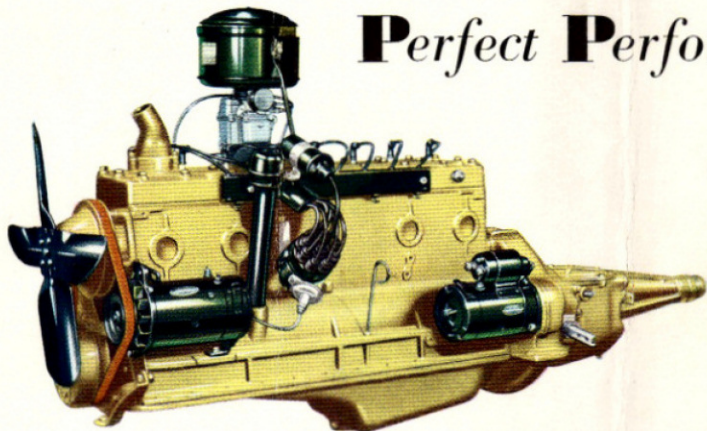


PONTIAC

Catalina

offers you the

Perfect Performance Combination!

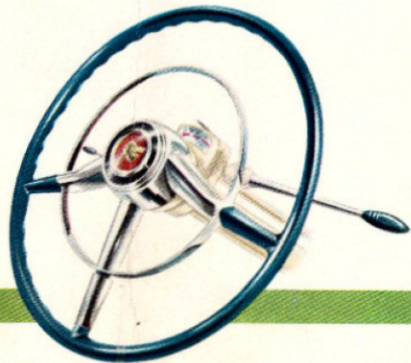


POWERFUL PONTIAC SILVER STREAK ENGINE—6 OR 8

Pontiac engines for 1951 have the highest horsepower ratings in history. Yet no sacrifice is made to economy and dependability. Pontiac engines are famous for their quick, responsive performance in the lower-speed ranges . . . *where you want it*. It is the *balance* between these things—power, economy and dependability—that makes Pontiac engines great. Choose the 96-horsepower Six or 116-horsepower Eight. Both will deliver unusually sparkling performance, mile after mile, with only a minimum of routine service.

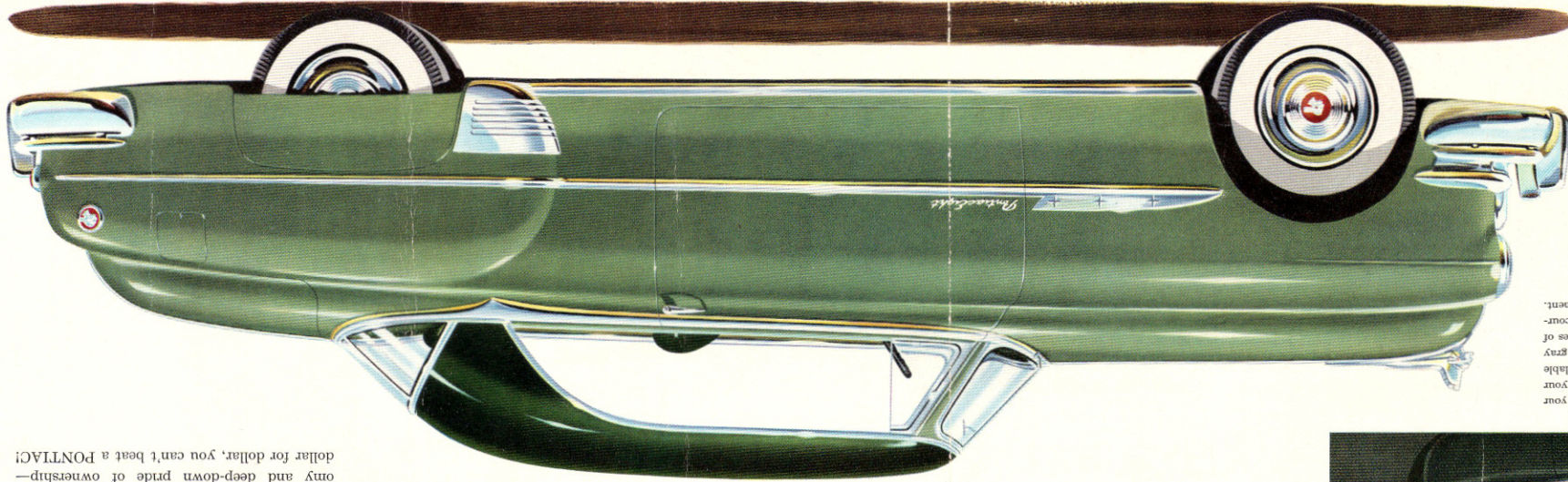
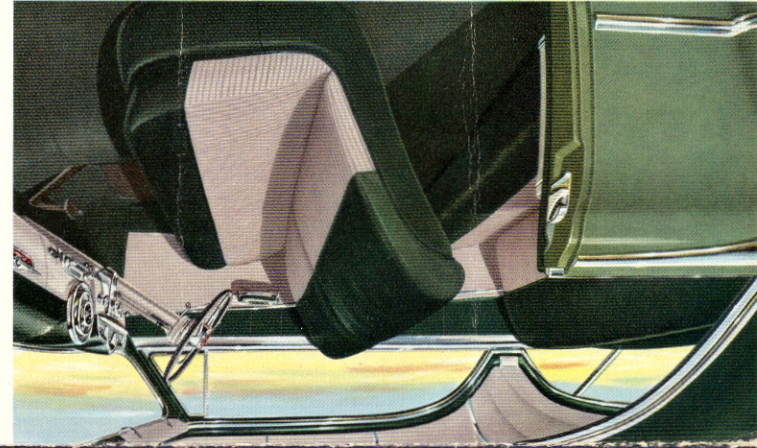
BETTER THAN EVER GM HYDRA-MATIC DRIVE

Pontiac is the lowest-priced car offering the sheer motoring magic of GM Hydra-Matic Drive, the most famous, most thoroughly proven and most popular of all automatic transmissions. Just slide the lever smoothly into forward or reverse . . . sit back . . . and steer. That's really all there is to it. Important improvements for 1951 let you shift from forward to reverse without hesitating . . . provide brand-new ease in "rocking" out of snow, sand or mud. Team this great automatic transmission up with the plus-performance of a Pontiac engine for one of motoring's greatest thrills. GM Hydra-Matic Drive is optional at extra cost on all 1951 Pontiac models.



THE DE LUXE PONTIAC CATALINA is available in many beautiful new 1951 Pontiac colors or two-tone combinations.

De Luxe Catalina to harmonize or contrast with the exterior colors of your choice. For the upholstery, five shades of genuine leather are available. Bright metal in hardware and trim, deep-pile carpeting, arm rests and courtesy lights are only a few of the details that will add to your enjoyment.

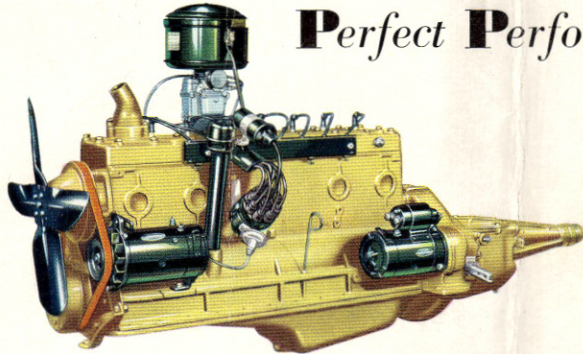


of smartness at surprisingly low cost!
setting a new standard

THE DE LUXE
PONTIAC Catalina

YOUR FIRST IMPRESSION of this wonderfully beautiful Pontiac De Luxe Catalina would probably place it high on a list of luxuries for all its advanced styling and outstanding beauty, in the motor car world—inside and out. Here's a car you would love to be seen in—anywhere. Certainly there can be no finer proof that— for beauty, for performance, for long-range economy and deep-down pride of ownership— a dollar for dollar, you can't beat a PONTIAC!

PONTIAC Catalina offers you the
Perfect Performance Combination!

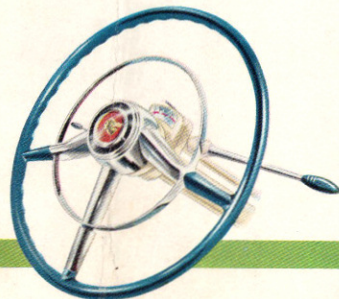


POWERFUL PONTIAC SILVER STREAK ENGINE—6 OR 8

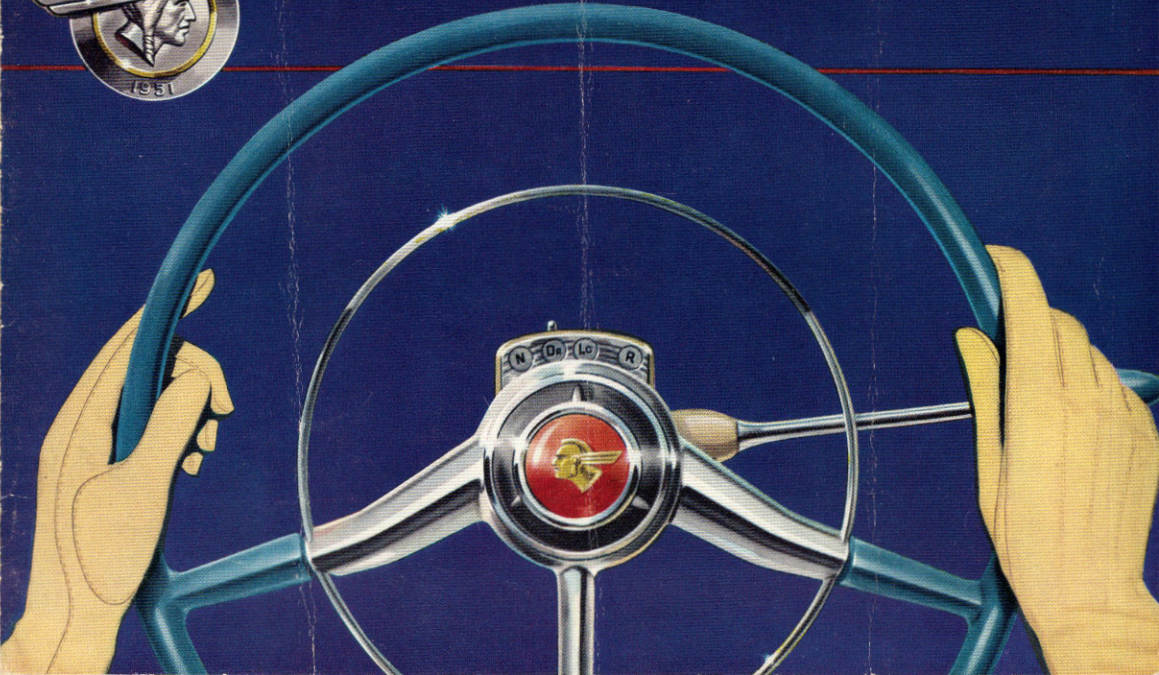
Pontiac engines for 1951 have the highest horsepower ratings in history. Yet no sacrifice is made to economy and dependability. Pontiac engines are famous for their quick, responsive performance in the lower-speed ranges . . . where you want it. It is the balance between these things—power, economy and dependability—that makes Pontiac engines great. Choose the 96-horsepower Six or 116-horsepower Eight. Both will deliver unusually sparkling performance, mile after mile, with only a minimum of routine service.

BETTER THAN EVER GM HYDRA-MATIC DRIVE

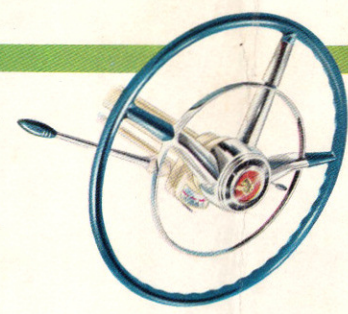
Pontiac is the lowest-priced car offering the sheer motoring magic of GM Hydra-Matic Drive, the most famous, most thoroughly proven and most popular of all automatic transmissions. Just slide the lever smoothly into forward or reverse . . . sit back . . . and steer. That's really all there is to it. Important improvements for 1951 let you shift from forward to reverse without hesitating . . . provide brand-new ease in "rocking" out of snow, sand or mud. Team this great automatic transmission up with the plus-performance of a Pontiac engine for one of motoring's greatest thrills. GM Hydra-Matic Drive is optional at extra cost on all 1951 Pontiac models.



THE 1951
PONTIAC Catalina

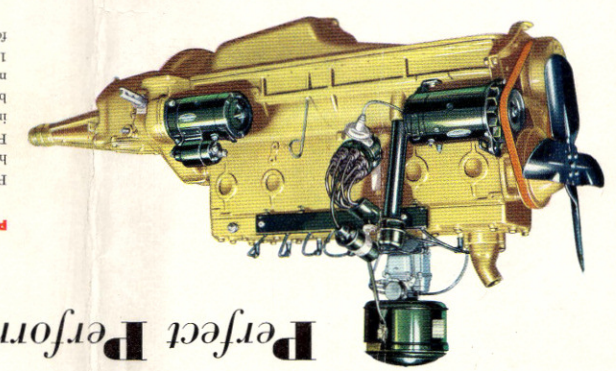


Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in price, colors, materials, equipment, specifications and models, and also in discontinuous models.



Pontiac is the lowest-priced car offering the sheer motoring magic of GM Hydra-Matic Drive, the most famous, most thoroughly proven and most popular of all automatic transmissions. Just slide the lever smoothly into forward or reverse . . . sit back . . . and steer. That's really all there is to it. Important improvements for 1951 let you shift from forward to reverse without hesitating . . . provide brand-new ease in "rocking" out of snow, sand or mud. Team this great automatic transmission up with the plus-performance of a Pontiac engine for one of motoring's greatest thrills. GM Hydra-Matic Drive is optional at extra cost on all 1951 Pontiac models.

BETTER THAN EVER GM HYDRA-MATIC DRIVE



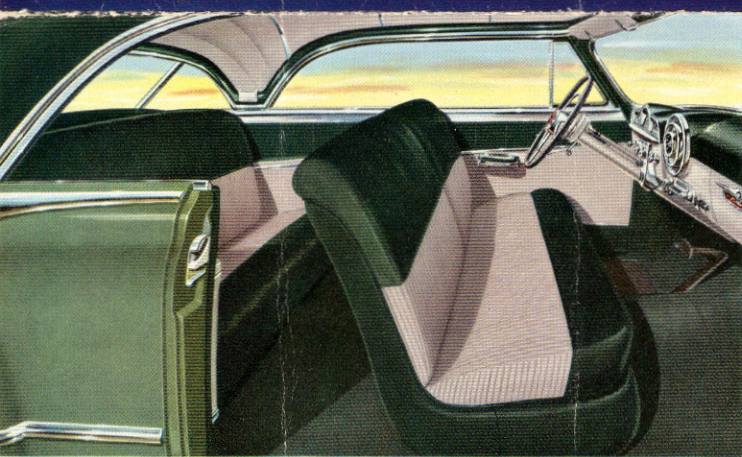
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POWERFUL PONTIAC SILVER STREAK ENGINE—6 OR 8

PONTIAC Catalina offers you the Perfect Performance Combination!



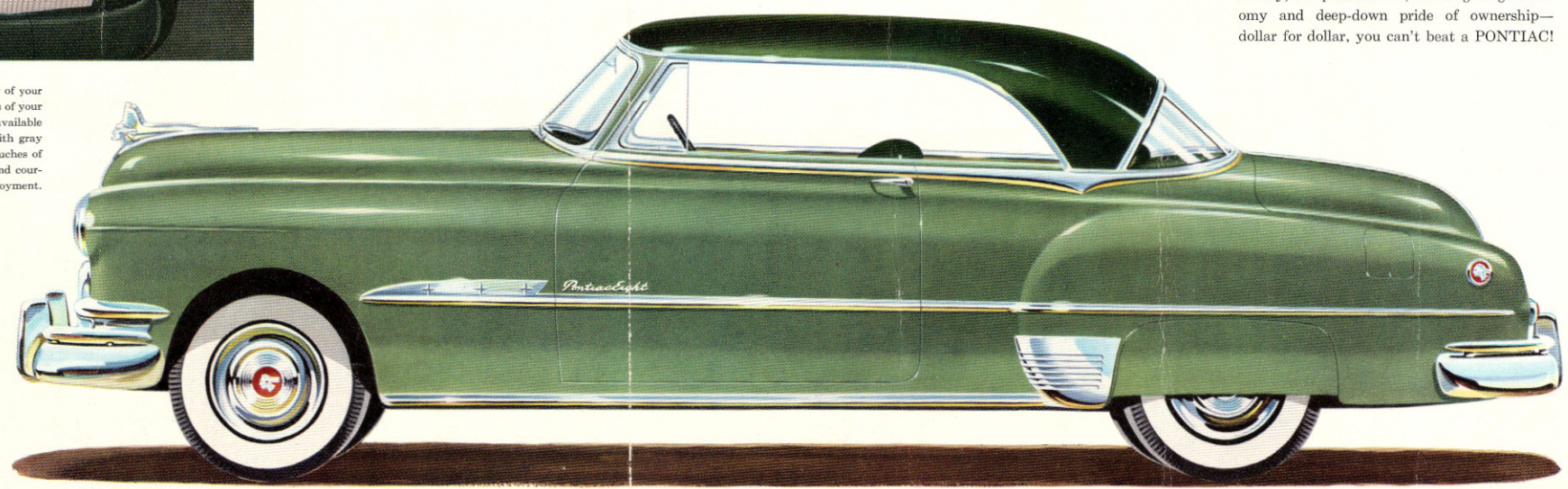
PONTIAC Catalina
THE 1951



THE DE LUXE CATALINA INTERIOR—You can color-style the interior of your De Luxe Catalina to harmonize or contrast with the exterior colors of your choice. For the upholstery, five shades of genuine leather are available—red, green, blue, brown or black. All of these are combined with gray Bedford Cord to create an interior of unparalleled smartness. Touches of bright metal in hardware and trim, deep-pile carpeting, arm rests and courtesy lights are only a few of the details that will add to your enjoyment.

THE DE LUXE PONTIAC CATALINA is available in many beautiful new 1951 Pontiac colors or two-tone combinations.

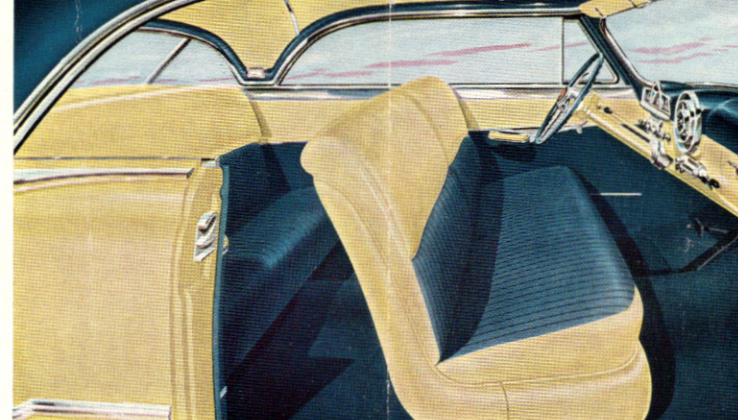
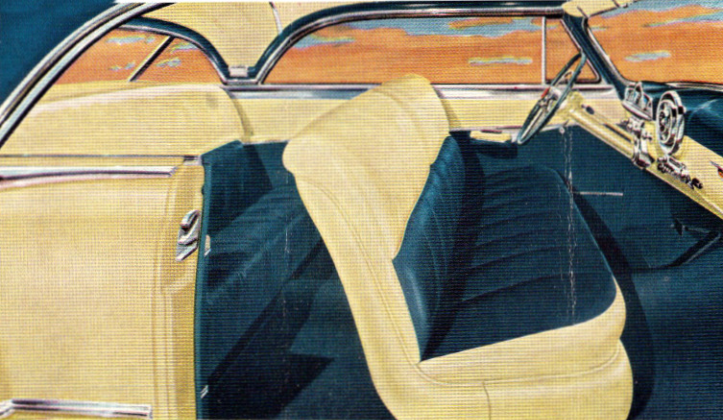
THE DE LUXE **PONTIAC** Catalina setting a new standard of smartness at surprisingly low cost!



YOUR FIRST IMPRESSION of this wonderfully beautiful Pontiac De Luxe Catalina would probably place it high on a list of luxuries for the unlimited budget. But the fact is this: For all its advanced styling and outstanding beauty, the Pontiac De Luxe Catalina is priced within easy reach of the average new car buyer.

Here is the newest and most beautiful styling in the motor car world—inside and out. Here's a car you would love to be seen in—anywhere.

Certainly there can be no finer proof that—for beauty, for performance, for long-range economy and deep-down pride of ownership—dollar for dollar, you can't beat a PONTIAC!

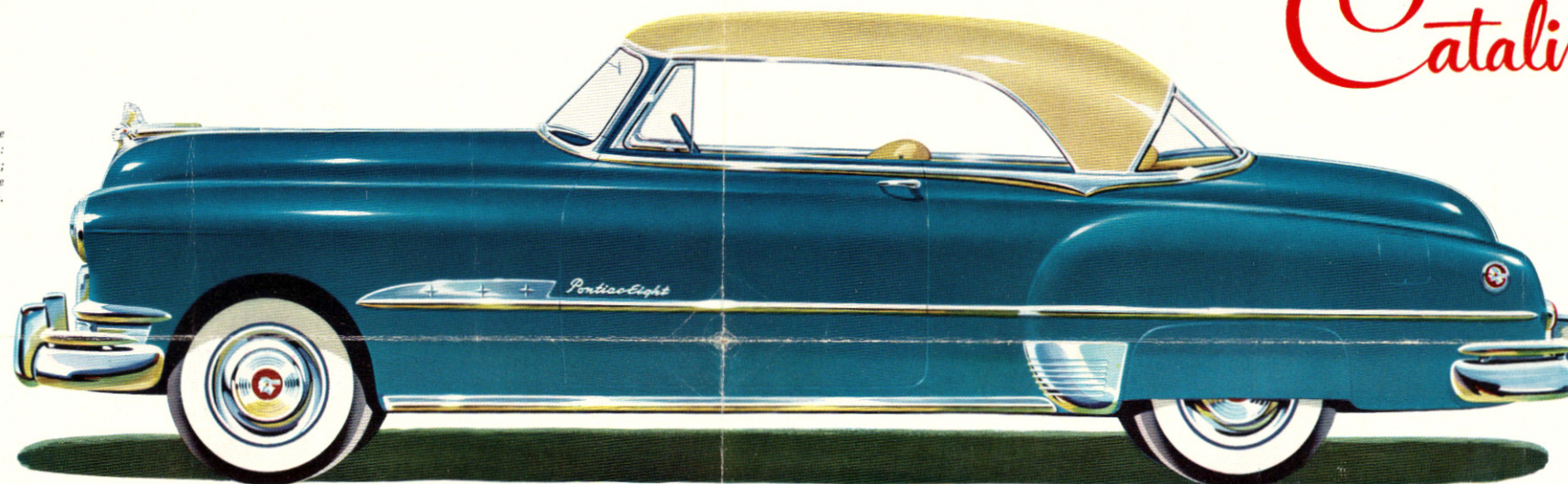


THE SUPER DE LUXE CATALINA OFFERS YOU A CHOICE OF TWO GORGEOUS INTERIORS

SUPER DE LUXE ALL-LEATHER INTERIOR—It is hard to imagine anyone opening the wide door of the Super De Luxe Catalina without obeying an irresistible urge to get behind the wheel. Malibu Ivory and Sapphire Blue are used throughout for the box-pleated, top-grain, hand-buffed leather upholstery, the carpet and the instrument panel.

SUPER DE LUXE LEATHER AND NYLON INTERIOR—Here is a car whose exterior beauty is matched only by its luxurious interior. Top-grain, hand-buffed leather is combined with rich nylon cord fabric in a combination of Malibu Ivory and Sapphire Blue. Deep-pile carpeting and instrument panel carry out this distinctive color harmony.

THE SUPER DE LUXE CATALINA is available in four exclusive color combinations: Sapphire Blue upper, Malibu Ivory lower; Malibu Ivory upper, Sapphire Blue lower; all Malibu Ivory; all Sapphire Blue.



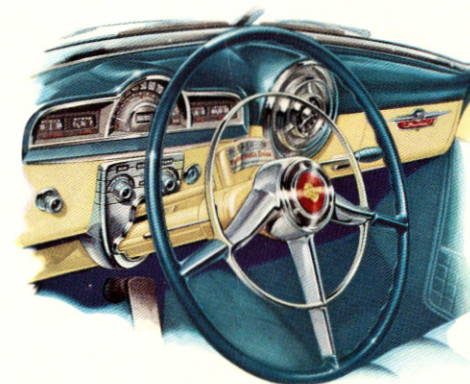
**Beautiful, low and sleek
in design —
with the comfort, quiet and
strength of a fine sedan**

THE SUPER DE LUXE PONTIAC
Catalina

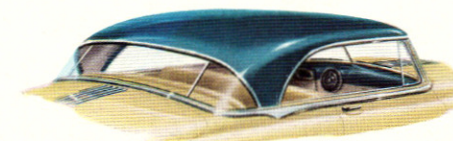
America's most exciting car ...

IS EVEN MORE LUXURIOUSLY BEAUTIFUL FOR 1951

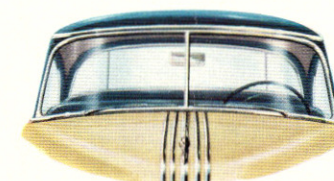
HERE'S A CAR designed for gaiety and admiring glances, for going places in luxury beyond comparison. It's Pontiac's motor car masterpiece for its Silver Anniversary Year—the new Super De Luxe Catalina, the most beautiful Silver Streak of them all. Combining the low and graceful lines of a sleek convertible with the snug, steel-topped comfort of a sedan, the Catalina is easily the most distinctive car on the road. But, best of all, it's a PONTIAC—and, like every other Pontiac, is built to give you sparkling performance, mile after mile, year after year, economically and dependably.



THE SUPER DE LUXE CATALINA INSTRUMENT PANEL is especially designed to blend with the exclusive color scheme of this model. The upper part of the panel is lacquered in gorgeous Sapphire Blue; the lower section in Malibu Ivory. Even the slim Sapphire Blue and chrome steering wheel is custom designed to add to the smartness of the most beautiful instrument panel in the industry.



COMING OR GOING, the Catalina is unmistakably a Silver Streak aristocrat. It has all the dashing style of a smart car *plus* the roomy luxury of a fine sedan. The unbroken, sweeping line of its steel top gives the Catalina a longer, lower look. The side window center post lowers to give you the breezy, open-aid spirit of a convertible. The rear window sweeps in a graceful crescent the width of the car.



ONE OF THE MOST DISTINCTIVE FEATURES of the Pontiac Catalina is its wonderful vision—a vast "glass horizon" that offers a spectacular view wherever you drive. The windshield is wide and curved; the corner posts narrow. The world is yours to see and enjoy!

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC

