



1 We're the truck people from General Motors. We just cut apart the best-looking pickup we ever built to prove that its beauty is more than skin deep. Under that skin are the greatest truck features ever assembled in a pickup.

2 Every GMC pickup cab has two roofs and two cab walls. This double protection does a great

job in shutting out noise, vibration and weather. It also makes the cab last longer. You'd think all pickups would be built this way. Strangely enough, ours is one of the few that is.

3 Unlike other truck-makers, we gave you four headlights instead of two. We also made the rear window bigger. And designed a sleek hood to

keep road splash from gumming up the windows. The point here is visibility. We gave you plenty.

4 This is our independent front suspension. The coil springs cushion the ride, yet deliver tremendous stability on corners. In back, burly leaf springs support the cargo. Load roll is at a minimum. Comfort is at its maximum.

5 We offer more engines than anyone else in the business. Our new V8's deliver acceleration you never thought a truck could give. Our inline-sixes really trim the fat out of gas and repair costs. And the exclusive GMC V6's are so tough many owners go 150,000 miles (and more) before major overhaul. There are seven GMC engines to choose from. With horsepower to 310.

6 Pushbutton seat belts, passenger-guard door locks, backup lights, plenty of safety items.

7 Interiors are color-keyed to the outside. And you can get bucket seats, carpeting, a center console, all the comforts.

8 The cargo box has two walls of steel. Should your load dent the inside, the outside won't show it.

9 This dual master cylinder brake system goes on all our light-duty trucks. We think that confidence should be standard on every pickup we make.

10 There is one area where pickups are pretty much alike. The price. We know it's tough to believe after you've seen the quality of a GMC. A point your GMC Truck dealer is most eager to prove.

We'll cut apart our new GMC pickup just to prove a point.



MARK OF EXCELLENCE



The Truck and Coach Division of General Motors

GMC

What a difference a name makes



Put one of our new V-8's in some fast-moving traffic. Acceleration on any road (flat or steep) is what these engines are built for. Both GMC V-8's are surprisingly light and compact. Yet they develop either 175 or 220 horsepower.

Don't get the idea we've forgotten our in-line and V-6's, though. We offer all three kinds of powerplants, and we're the only people who do. The reason is simple enough. We want to give you exactly the right pickup for your

**If you think all trucks are
our new GMC V-8's eat up**

work or play. So we offer V-8's for sprightly performance. We feature V-6's for tens of thousands of miles of durability. And we have an in-line that makes any job a low budget operation. Also, every pickup we sell has safety

features like a padded dash, pushbutton seatbelts and more. But that's not the end of the GMC pickup story. You also get a ride as smooth as the family car. Call your GMC truck dealer. He has the pickup you need.

**pretty much alike, watch
traffic.**



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