

Another

GMC

1ST

**TRUCK
HYDRA-MATIC**

FIRST AGAIN . . .

Now GMC brings effort-saving, engine-saving automatic drive to the complete light-duty truck line! First to offer truck users all of the conveniences and benefits of shift-free driving in ½, ¾ and 1-ton haulers!

TRUCK HYDRA-MATIC

Representing over fourteen years of engineering development . . . plus millions of road-tested passenger car and military vehicle miles.



WIDELY USED IN ARMY TANKS during World War II, automatic drive was first utilized in truck transportation in 1950 when GMC began installing Truck Hydra-matic in M-135 military tactical vehicles.



GMC's PM-152 delivery chassis was the first commercial truck introduced with a fully automatic transmission. Owner reports state that Hydra-matic not only saves valuable delivery time, but is even more economical to operate!

Come in and prove to yourself all these Hydra-matic advantages!

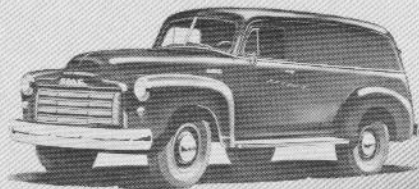
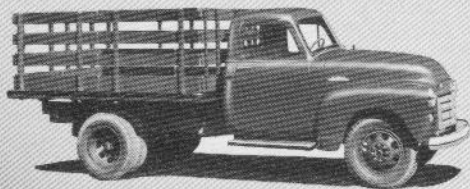
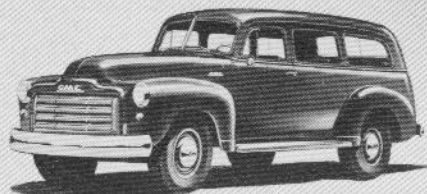
Get full details about

1. Maximum fuel economy
2. Longer engine life
3. No expensive clutch maintenance
4. Less wear to universal and differential
5. Longer tire life

Test-drive to discover

1. Less driving fatigue
2. Extra braking power
3. Less danger of skidding
4. Better control, with both hands free

TRUCK HYDRA-MATIC INCREASES TRADE-IN VALUE!



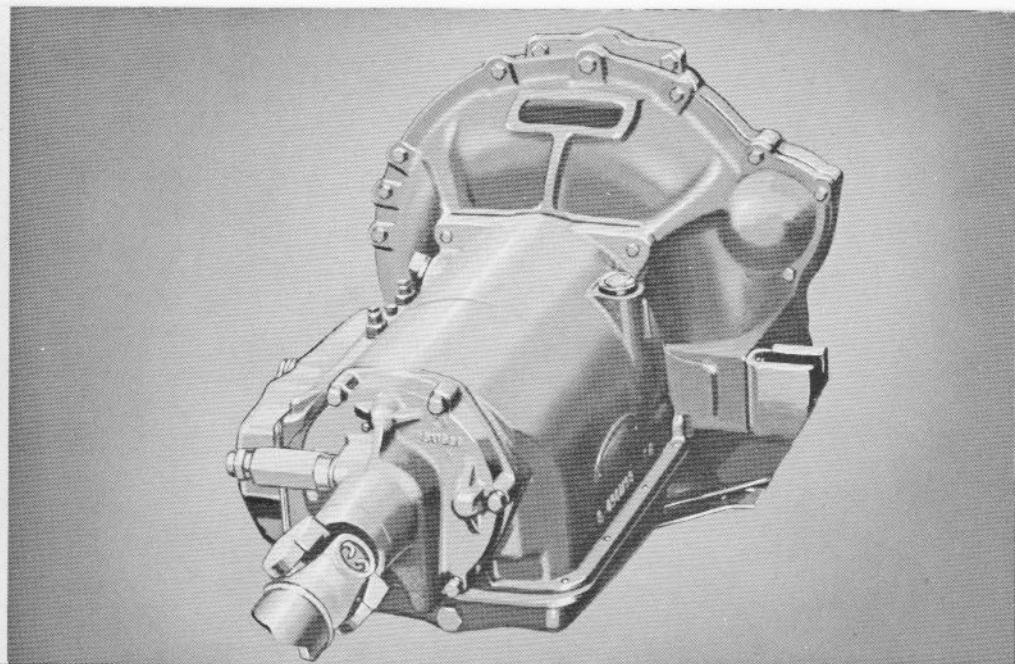
WHATEVER LIGHT-DUTY MODEL IS NEEDED to best suit your hauling requirements—pick-up, panel, canopy express, stake or platform—Hydra-matic is now available throughout the entire light-duty line!



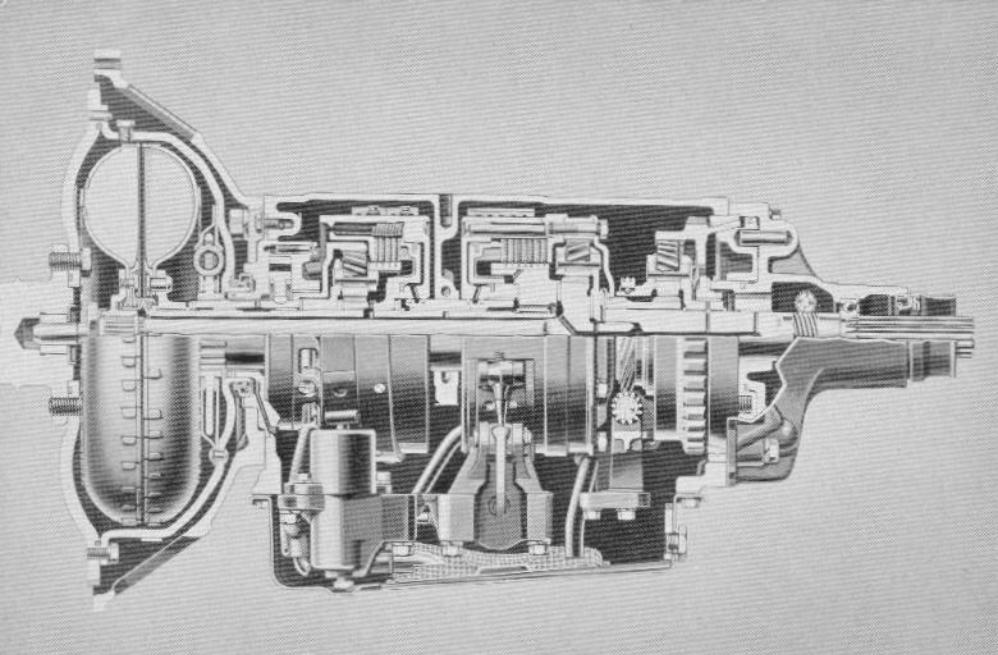
TRUCK HYDRA-MATIC is ideally suited for stop-and-go city operations and in those applications where truck is used for both business and family driving. You'll find it extra-easy to park!



BY PROVIDING AN AUTOMATIC CHOKE on all models equipped with Truck Hydra-Matic, greater economy, smoother operation and improved cold weather starting are assured.



GMC HYDRA-MATIC assures you maximum performance! Here's smooth-running power to help you haul your profit-making payloads even more efficiently!



ENGINE POWER, transmitted through a fluid coupling, is multiplied mechanically. Planetary gears provide smooth, continuous acceleration, while drive line and rear axle are protected from shock loads caused by careless driving.



TRUCK HYDRA-MATIC combines fully automatic operation with the provision for range selection by the driver. No possibility of power-wasting or engine strain . . . shifting errors are done away with!



RANGE 1-4. For light traffic, suburban operation or open highway. Truck starts in first gear and shifts progressively through fourth, or high gear. You can rely on more positive drive . . . greater power when you need it!



RANGE 1-3. Ideal for congested traffic or hilly terrain. Truck starts in first gear and shifts progressively through third gear, thus providing fast acceleration and increased braking power.



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RANGE 1-2. Used when wheel slippage hinders starting, or where additional power, or braking, is needed. Truck starts in second . . . then, accelerator depressed for full power causes downshift to first gear.

HERE'S WHAT THE OWNERS REPORT...

"Saves time . . .
Stopping and starting."

"Economical . . ."

"Easy in traffic."

"Cuts down fatigue."

"Like it so much . . .
going to order more."

"Wouldn't have another."

"Never use conventional again."

"Our driver makes his deliveries on an average of one-third less time than was previously possible."

TEST-DRIVE IT TODAY!

See for yourself why more and more truck operators are swinging to GMC HYDRA-MATIC!

GET A REAL TRUCK!

73M-5-53 LITHO IN U.S.A.