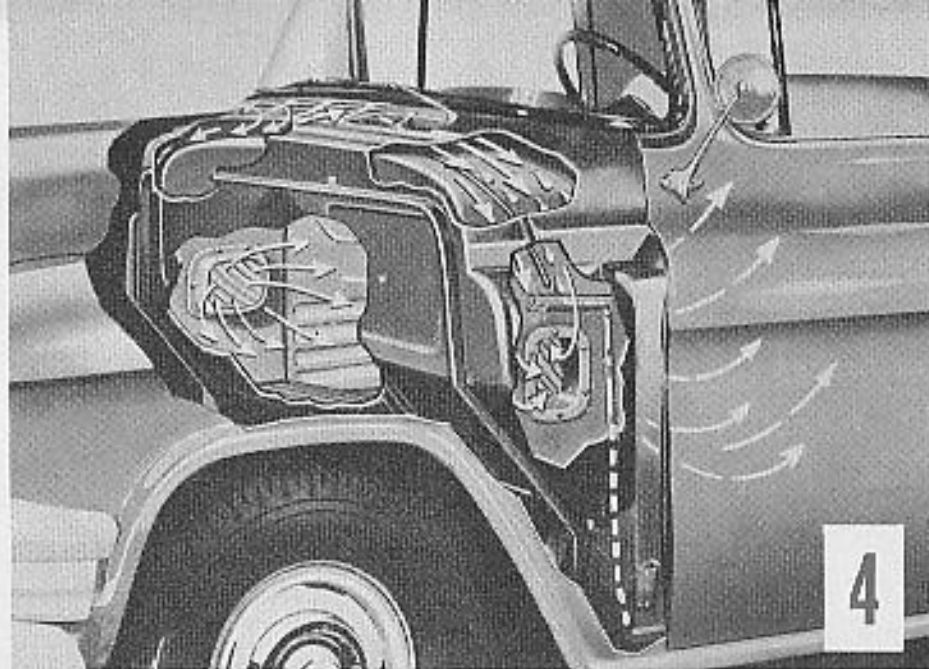
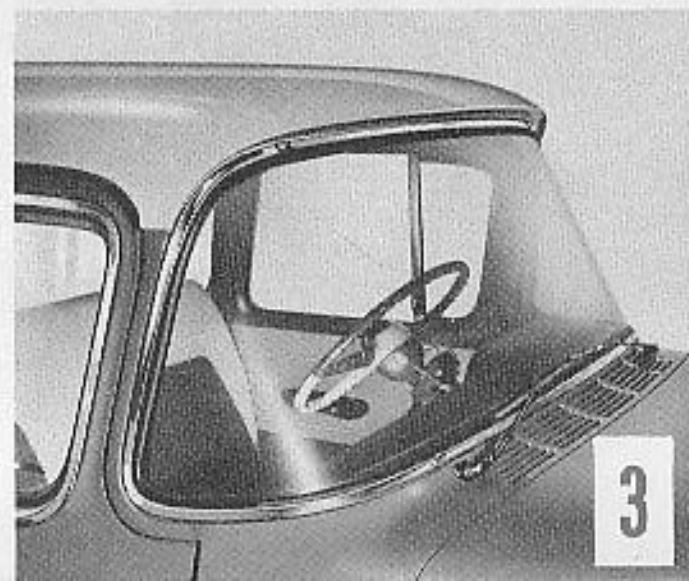
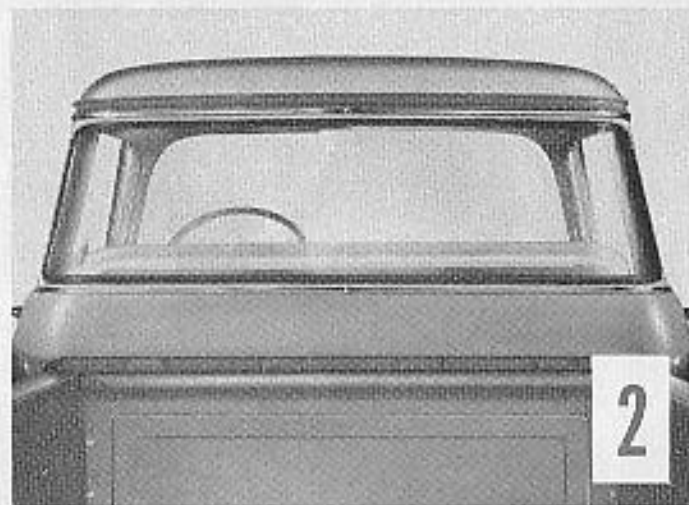


W. W. WOODS
615-19 EAST FOURTH ST.
SANTA ANA, CAL. Kimberly 2-4766

CASH IN ON THEIR **BEAUTY**
COMFORT
QUALITY



1

CONVENTIONAL CABS on all light duty GMC Trucks for 1955 are wider, lower and roomier. Picture window visibility is provided by a one-piece panoramic safety glass windshield with an area of 1,000 square inches. Narrow, set back corner posts eliminate blind spots. Glass in windshield and rear window is water and dust-proof mounted in rubber.

2

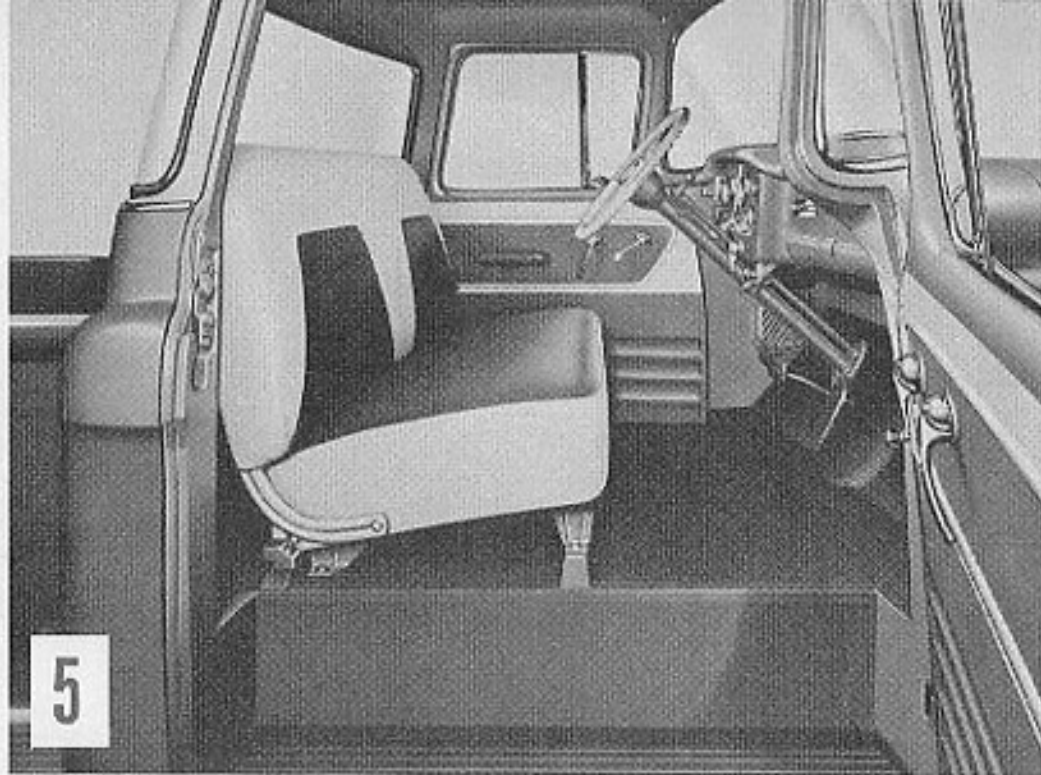
GMC's NEW OPTIONAL WRAP-AROUND REAR WINDOW adds an unsurpassed 902 square inches to the all-important visibility area as well as giving even the rear view of the Blue Chip Cab a look of distinction. The standard rear window (not shown) measures a full 11½ inches high and 35 inches wide. Total glass area with the standard rear window is 15 square feet, and with the optional wrap-around rear window is 18½ square feet.

3

THE PANORAMIC WINDSHIELD bleeds smoothly into the forward slanting windshield post to give a distinctive "leaning into the load" look. Ample ventilation for maximum driver comfort in all kinds of weather is assured by a louvred air intake extending half way across the cowl just below the windshield. The high position of the air intake permits the entry of clean fresh air that is free from exhaust fumes, dirt and dust.

4

AIR ENTERING THE COWL intake flows into a plenum chamber and is directed into the right or left side of the cab interior through a louvred outlet. Manually controlled shutters control the amount of air entering either side. Inside surfaces of the plenum chamber are sprayed with a rust inhibitor for protection. Water is drained through the plenum chamber floor and out drain holes in the bottom of the cowl.

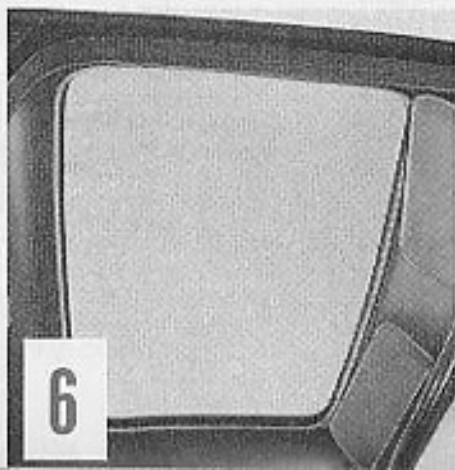


5

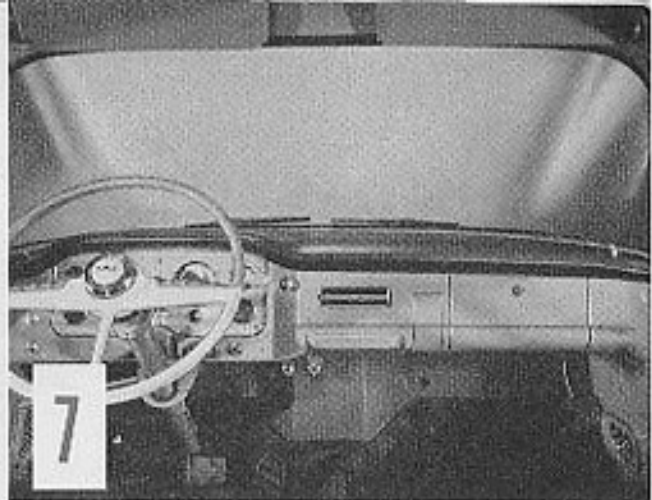
5 SPARKLING NEW INTERIORS of GMC Cabs must be seen to be appreciated. All standard cabs are finished in a two-tone combination of Harmony Gray and Panama Cream. Deluxe cabs are finished in one of three two-tone combinations to blend with the exterior color selected. Deluxe interior colors are either Aqua Blue and Dover White, Seminole Brown and Panama Cream or Delta Green and Aspen Green. The concealed running board not only provides easier access into the cab, but is a sturdy steel reinforcement that is welded to the cab floor, cowl and back panel. It is not exposed to snow, ice or mud . . . a safety factor any driver will appreciate. A one-piece heavy rubber floor mat completely covers floor and toe board will not collect moisture, and shields driver from heat, cold and noise.

6

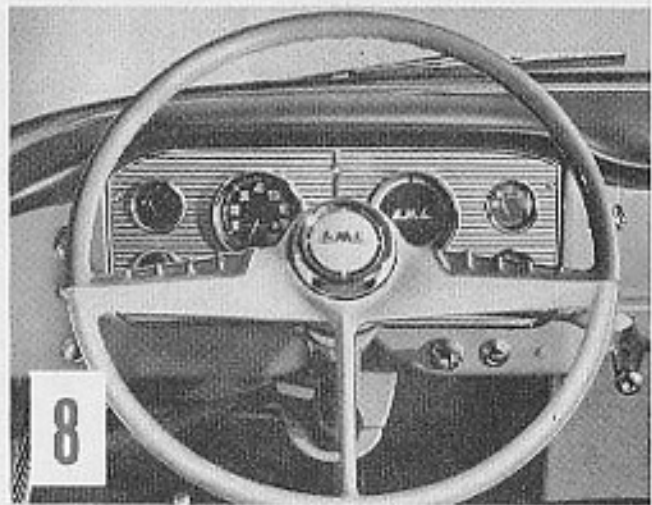
6 COMPOSITION TYPE CEILING LINERS on cab roof interiors have been replaced with an attractive vinyl panel installed directly on the underside of the roof panel for increased headroom and more attractive appearance.



6



7



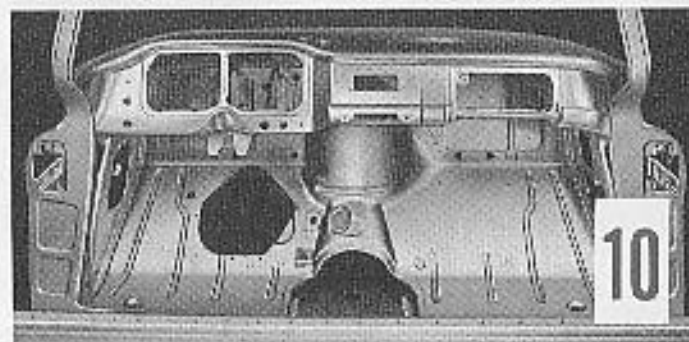
8

7

7 EVERY GMC BLUE CHIP CAB has the upper instrument panel finished in a textured paint to give a non-glare surface . . . another safety factor. Textured paint is gray on standard models and blue, green or brown to match the interior trim on Deluxe models. The recessed instrument panel gives ample leg room for passengers and a full 61 inches hip room is provided. Provision is made for mounting a radio speaker directly above the center of the windshield.

8

8 THE UNOBSTRUCTED UPPER HALF OF THE THREE-SPOKE STEERING WHEEL gives the driver a clear view of GMC's exclusive aero-view instrument panel. All operating gauges are clustered directly in front of the driver in an easily removable panel. Parking brake lever is horizontally attached under the instrument panel to the left of the steering column to leave an unobstructed floor area . . . yet is in a convenient position for the driver.



9

A COMPLETELY NEW WELDED ALL-STEEL CAB design utilizes heavy gauge reinforcements and unitized panels to add 25 percent more strength to the cab structure.

The cab rear outer panel from door to door and from floor to roof is now formed from a single piece of sheet steel. The lower half of the back panel is strengthened by deeply drawn ribs.

The cab roof is now made of an outer and inner panel with a front reinforcement above the windshield. Roof panels are welded to windshield pillars and body rear panel to form a solid box structure.

10

DOUBLEWALL STRENGTH is given the cowl upper and side panels by the pleum chamber which extends the full length of the cowl.

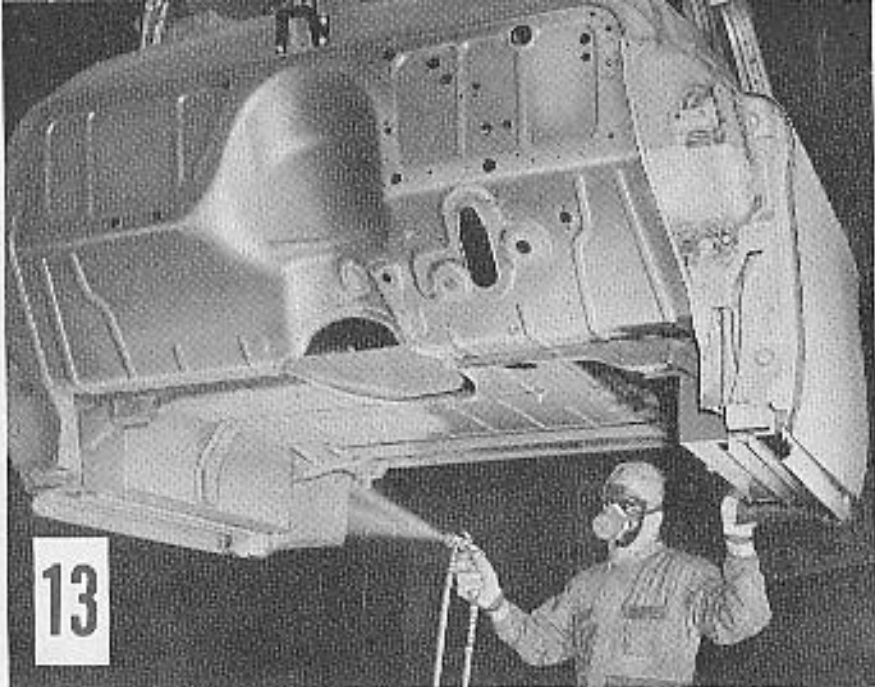
11

THE FLOOR PANEL STRENGTH is increased by the forming of large embossments and elimination of the battery opening. A deep rib across the floor of the cab adds strength as well as providing a solid base for seat front mounting brackets.

Heavy steel hinges are concealed and fastened to doors at the front. Doors can be adjusted for alignment, clearance in cab opening and for proper latching.

12

THE INTERIOR OF EVERY GMC CAB is painted in prime and in color as soon as the cab is completely assembled and it has been cleaned and phosphate-coated. Every metal surface, whether exposed or not, is painted in prime and color . . . another indication of GMC quality.



13

13

THE COMPLETE UNDERSTRUCTURE is sprayed with a combination rust inhibitor and sound deadener. This is completed before the cab is assembled to the chassis so a thorough job can be done . . . it means quieter operation . . . longer life for every GMC cab.

14

A SPECIAL TEXTURED PAINT is sprayed on the upper instrument panel in every GMC cab. As paint dries it acquires a soft leather-like finish that eliminates annoying glare.

15

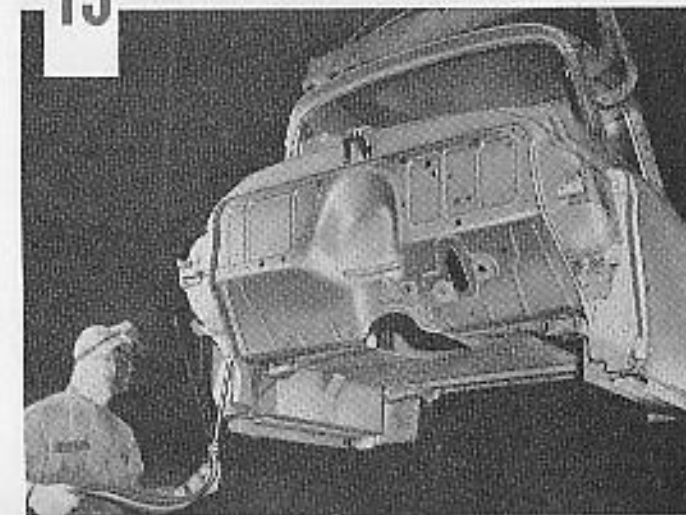
THE INSIDE OF CAB DOORS is sprayed with rust inhibitor. Special needle-type nozzles are provided spray men to enable them to get down through the door top, and up through the door bottom. Inside of the plenum chamber gets this same treatment as a protection against corrosion.

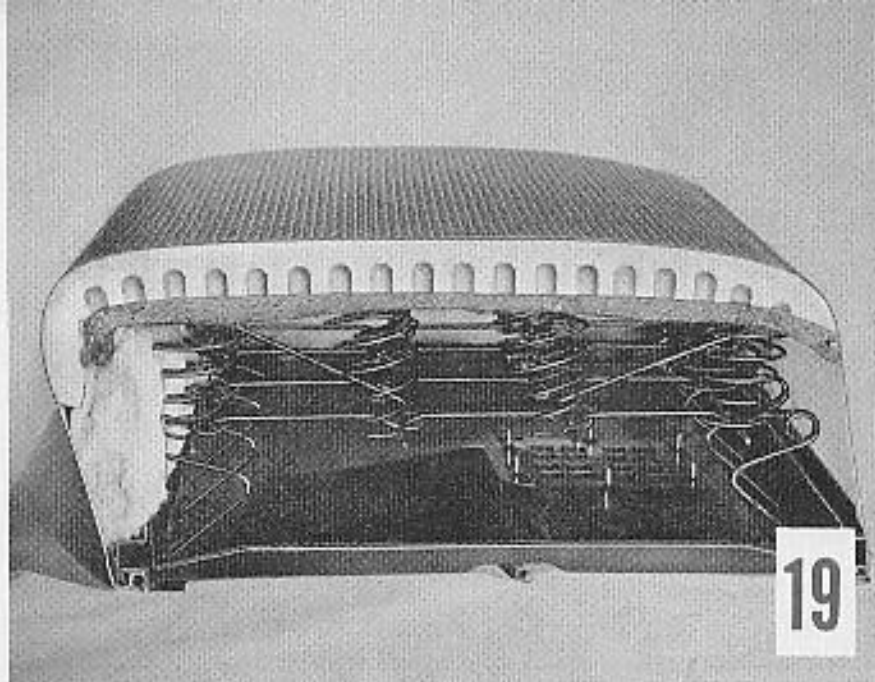
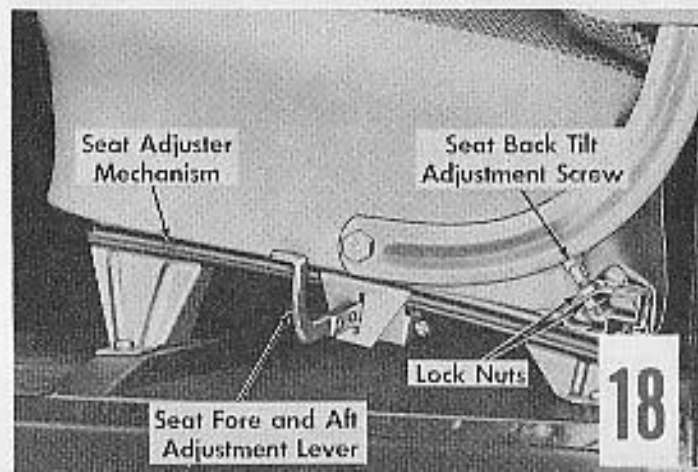


14



15



**16**

LAST STEP IN THE ASSEMBLY OF SEAT CUSHIONS before putting on the upholstery is the installation of this thick foam rubber pad that covers the entire seat. This is standard on every GMC cab—both Standard and DeLuxe.

17

EVERY DRIVER AND PASSENGER in a GMC Blue Chip Truck gets a comfortable ride. Not only are all seat cushions foam rubber, but two air valves in the seat bottom help give a soft ride and eliminate bounce. As the seat is compressed, air escapes through the clusters of holes in the steel seat bottom and through the rubber valve. When the seat expands, the rubber valve closes and air enters slowly. You have to ride in a GMC to appreciate it.

18

BLUE CHIP GMC'S FEATURE A NEW TYPE OF SEAT CONSTRUCTION, and a new adjustment that varies the angle of the seat back to suit the individual driver. Seat risers have been eliminated, and the steel seat bottom is now bolted directly to adjustable regulators that are fastened directly to the cab floor. A fore and aft adjustment lever permits sliding the seat forward or back. It rides on ball bearings, and automatically rises to the proper elevation as it is moved forward. More comfort and less fatigue for GMC drivers will result.

19

TRUCK DRIVERS EVERYWHERE will appreciate the new foam rubber seats now standard equipment on all GMC Standard and DeLuxe Cabs. This cutaway view shows the luxury type cushion spring construction, covered by a heavy felt pad, then the thick foam rubber pad that covers the entire seat cushion—including the front edge. Seat is trimmed with high-grade durable two-tone imitation leather. Seat bottom is a one-piece steel panel.

SHOW your prospects why GMC Cabs are the best in the business! Go over a GMC Cab with your potential buyer and show him the quality points illustrated in this folder. Place special emphasis on those features that are not readily apparent . . . such as foam rubber seats at no extra cost, prime and color paint on the entire cab interior . . . a coating of rust preventative on the inside of the door assemblies and the plenum chamber, and a rust preventative and deadener coat on the underside of the cab.

Then invite your prospect to check these points on *any* competitive cab. GMC quality stands alone . . . and invites comparison. It is one of your biggest selling features . . . use it!

20

A WIRE FOR RADIO SPEAKER is built in all conventional cab roofs. Then if a radio is installed in the truck, it's a simple operation to remove the knock-out panel and install a radio speaker. On Models 300 and up, wiring for cab marker lamps is also built in at the time cab is assembled.

21

THE NEW PANORAMIC GMC WINDSHIELD is standard on all conventional cabs through the 670-50 series. Made of safety solid plate glass, it is mounted in rubber and is dust and water tight. It has an area of 1,000 square inches and is available, at extra cost, in tinted glass.

22

DOOR OPENINGS ARE BIGGER, and the non-shatterable safety glass door windows are protected against damage by the addition of a metal channel molding surrounding the glass.



