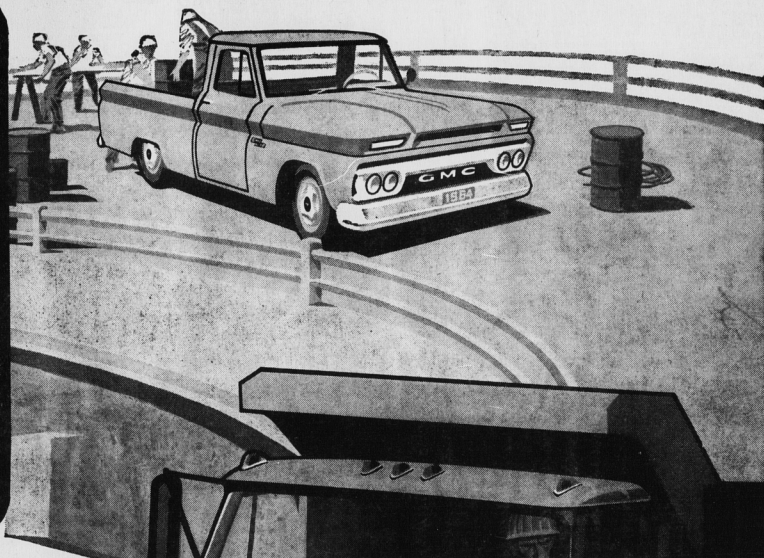


NEW GMC's FOR '64

with new earning power, new saving power through
ENGINEERING LEADERSHIP

NEW CAB COMFORT
NEW SOUND-DEADENING INSULATION
NEW SELF-ENERGIZING BRAKES
NEW MODELS...NEW VALUE VAN
NEW DIESELS · NEW ENGINES
NEW WHEELBASES

*...plus these
time-proven GMC engineering advances*
Safety Wiring · 7 Main-bearing Crankshaft
Rugged Ladder-type Frames
Delcotron Generators · Advanced Suspensions
Wide Transmission Selection
Double-Walled Cab Construction



Now for '64... the most advanced range of GMC trucks yet! And every truck is proved and improved through outstanding GMC engineering leadership for '64. There's new cab comfort and easier entry with straightened door pillars on conventional and 90" BBC cabs. More sound-deadening insulation provides an even quieter ride, reduces driver fatigue. New self-energizing brakes, available in the light-duty series, adjust automatically, give longer life. New models include the VALUE VAN for increased capacity parcel deliveries and three heavy-duty diesel models, single and tandem axle 90" BBC and 72" BBC Tilt Cab trucks. A new power-packed 6V53 diesel engine; increased horsepower in the 292 cu. in. in-line 6; and a 2-barrel carburetor version in the 348-cu.-in. V8, optional on all 960 series trucks, give you a wider, more powerful engine selection. Medium-duty trucks have new, rubber insulated front spring hangers to improve ride. Check into a GMC at your dealer's today.

Trucks from top right to bottom left—
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14850 Tandem
T960 Tilt Cab

GMC TRUCKS 1/2 TO 60 TONS
BUILT FOR EVERY TOUGH JOB

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