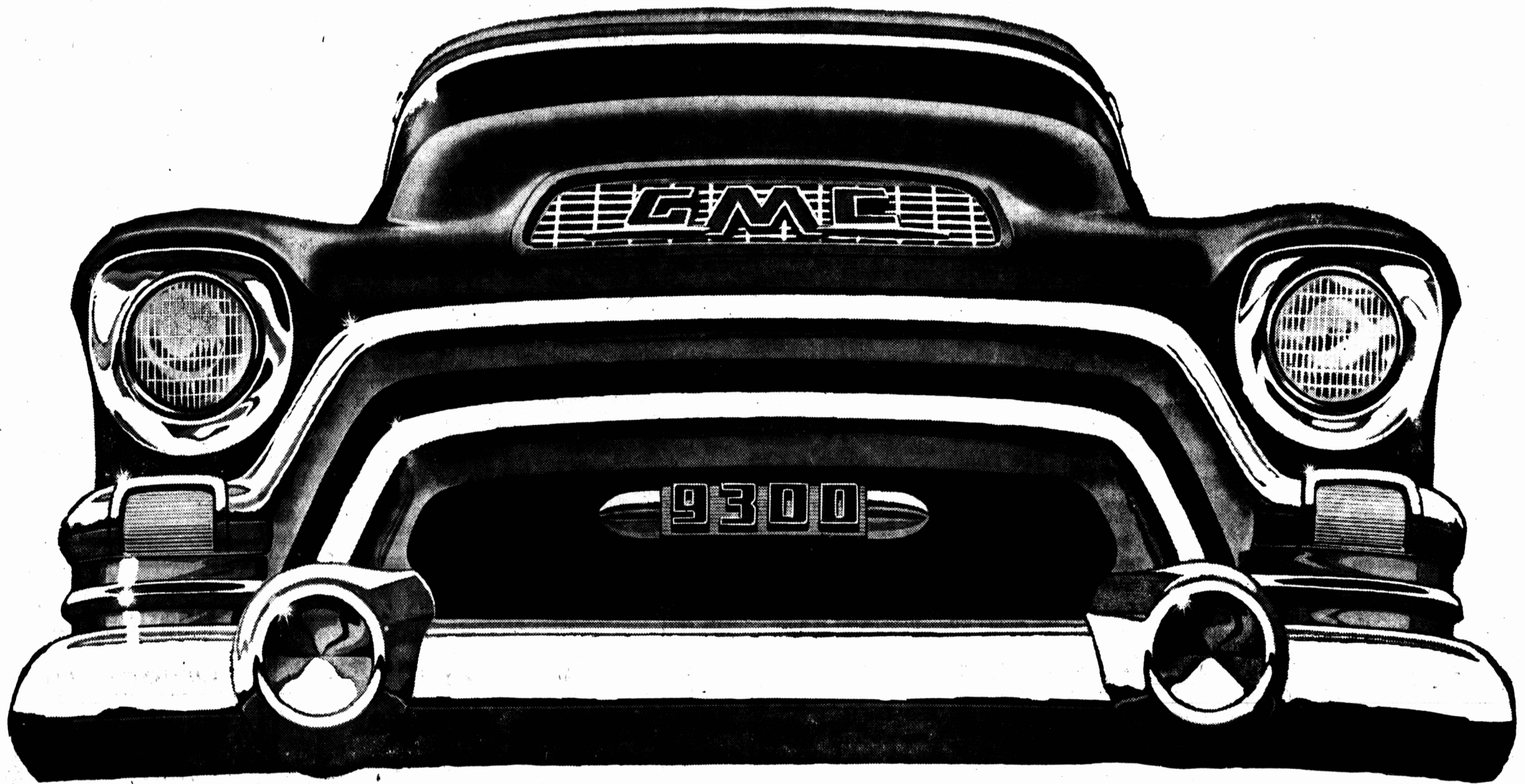


Now! We proudly present

GMC Blue Chip Trucks for 1955



Here to give you better value, better handling and better earnings is the new generation of trucks with more than 500 improvements!



Now we can show you the trucks that were years in the making. The job enlisted all General Motors resources. But here at last is the BLUE CHIP version of every type and weight truck in modern use.

GMC's BLUE CHIP line supersedes all previous GMC models. It has no less than 500 new features—every one an extra asset to owners.

Smart passenger-car looks—even to a raked-back windshield with wide-horizon visibility—are backed by unheard-of economy and stamina. That means engine-wise, frame-wise, axle-wise and otherwise!

Earning capacities are boosted. Operating efficiency hits heights never before reached. Running costs are shrunk.

And GMC BLUE CHIP advances go clear across the board. Name your type of work, and there's a BLUE CHIP GMC—from dashing Pickup to 10-wheel tractor—that fits it to a T.

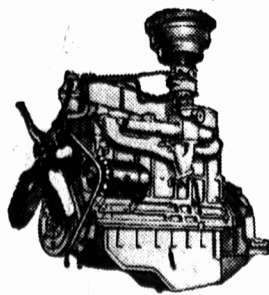
For new values—new prestige of ownership—new ways to better your income—come see the BLUE CHIP GMC's now!



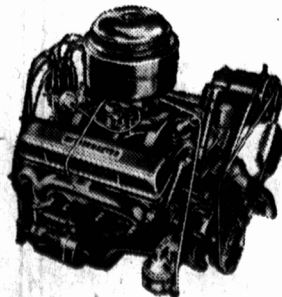
● **GMC BLUE CHIP CABS**
these all new beauties include a unique 90° dual-purpose low-step model that's easy to service!



● **GMC BLUE CHIP STYLING**
brings boulevard smartness with raked-back windshield and airplane-type instrument panel.



● **GMC BLUE CHIP POWER PLANTS**
General Motors has stepped up the power in the mighty GMC valve-in-head 6's. And there are two great new V8's, with shorter stroke for maximum power.



● **EXTRA GMC BLUE CHIP HIGHLIGHTS**

- New cabs with greater comfort, unequalled visibility
- New oversize clutches for tough operations
- Shorter wheelbases for greater maneuverability
- New frames and axles for longer trouble-free service



See it at your GMC dealer's

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