



GMC
TRUCKS

Gasoline 4,000 GVW to 90,000 GCW
Diesel 19,500 GVW to 100,000 GCW

No other light trucks have all this

YOU don't expect polo-pony agility from a truck in traffic—but the new GMC's have it.

You'd like to have passenger-car pace and economy on the highway—and you'll get it from the 1953 GMC's.

For there are two great advances that step the new GMC's ahead of all previous truck performance:

One: Dual-Range Hydra-Matic Drive*—the fully automatic shift with 3 speeds for traffic, 4 for the open road—available on 19 models through the ½-, ¾- and 1-ton capacity range.

Two: a new line of engines of progressive design, with compression ratios of 7.5 to 1 and 8.0 to 1—the highest of any gasoline truck engine ever built. Here's pile-driver power behind every piston stroke—flashing

response and better mileage are squeezed from regular fuel.

Many chassis advances, too, add to the extra-value features that make GMC's, point for point, the biggest dollar's worth in the light-truck field as well as in the heavier lines.

We confidently tell you—these great new GMC's will do your job better, easier, and at the lowest over-all cost. They have stamina beyond their size, because they're "built like the big ones"—the heavy-duty GMC's that lead the world in sales.

That's saying a lot. But just come in—and we'll *prove* it.

*Standard equipment on Package Delivery model; optional at moderate extra cost on the others.

Get a real truck!

A General Motors Value

Mills Street

Columbus Cities Service Columbus, North Carolina

—You'll do better on a used truck with your GMC dealer—