



chapter II

be associated with success!

In selling motor trucks, as in any other line of selling, the character, acceptance and reputation of the product contribute greatly to the salesman's success. Therefore, you will naturally welcome the support GMC gives you in its line of popular, highly-regarded trucks, which covers the full range of the market demand—giving you every opportunity to SELL!

GMC—Always the Leader

Since 1900, GMC has made truck industry *history*, pioneering many outstanding developments in the design of chassis, engines, special bodies and special equipment.

In the engineering field, GMC is credited with a long list of the industry's more important developments. Many of these discoveries and

improvements have influenced the entire field of truck manufacturing.

- Syncro-Mesh transmission in heavy-duty trucks
- Four-wheel brakes
- Two-range transmission
- Dual-performance rear axle
- Circulating ball-bearing steering
- Six-cylinder truck engine*
- Full-pressure lubrication
- Turbo-top piston
- Two-cycle Diesel truck engine
- Complete line of standardized truck engines
- Separate line of tractor units
- Classification of units by Gross Vehicle Weight

The history of GMC is one of the most fascinating business successes ever recorded. Read this brief background story and you will quickly see *why* truck operators respect GMC's ability to build real trucks to fit every job.



First Factory Built Exclusively for the Manufacture of Motor Trucks.

Max Grabowski, Founder



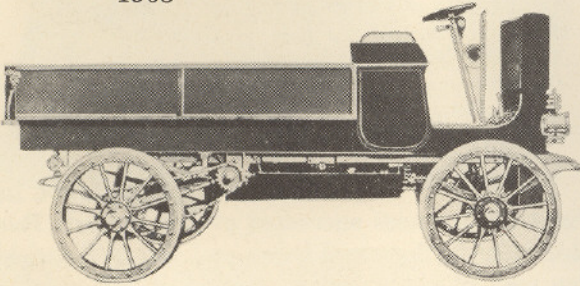
1905 TRUCK

The First Years

In 1900, an era of lumbering, horse-drawn wagons, Max Grabowski astonished Detroit with his first, sputtering one-cylinder motor-driven truck.

Though it had a horizontal engine, and was chain-driven, there was no doubt that this vehicle was practical. Within the first three years, 75 of these units were sold, and in 1904, Mr. Grabowski incorporated the Rapid Motor Vehicle Company. In 1905, the company moved to Pontiac, occupying the first building ever designed for the exclusive manufacture of motor trucks. A two-cylinder unit was added to the line during that year, and by 1906, the factory was producing 200 units per year. The motor truck industry had been firmly launched!

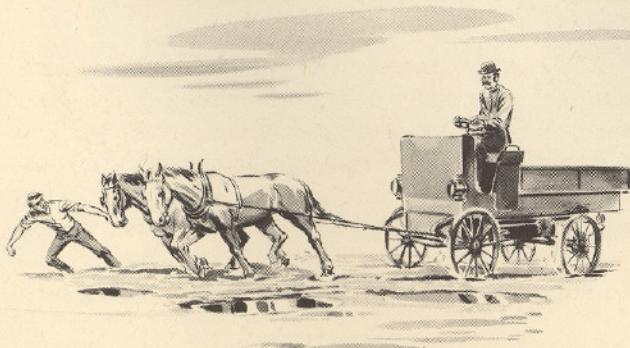
1905



They Had to Have Strong Backs

in Those Days!

Of course, those early models had many weaknesses. Top speeds were about 10 miles per hour. Cranking required strong bodies and determined minds. The truck driver was happy when he could complete even a short journey without mechanical difficulties. Roads were rough, rutted and muddy—frequently, the return half of a round trip was made with the truck hitched to a pair of plodding horses.



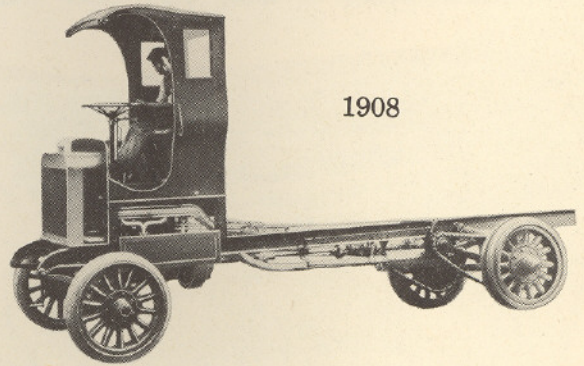
Automotive men rolled up their sleeves and began a long-range engineering and testing program. Continuing improvements brought a rapidly increasing demand for trucks. The future was charted for what is, today, an indispensable branch of the transportation industry. In addition to the two-cylinder engine, a new type of clutch was developed, an improved transmission was installed . . .

And Styling Began to Change

To keep pace with the improvements in truck design, manufacturing facilities were enlarged, permitting increased production.

In 1908, the Rapid Motor Vehicle Company was absorbed by General Motors Company (eventually to become the present General Motors Corporation). General Motors Company had absorbed the Reliance and Randolph companies the previous year. Further consolidation occurred in 1912, when the Reliance, Randolph and Rapid companies were knitted into the General Motors Truck Company of Pontiac, Michigan. Also during that year, the famous GMC nameplate made its first appearance on the highways of the country. Now it is a familiar sight around the world.

1908



1912



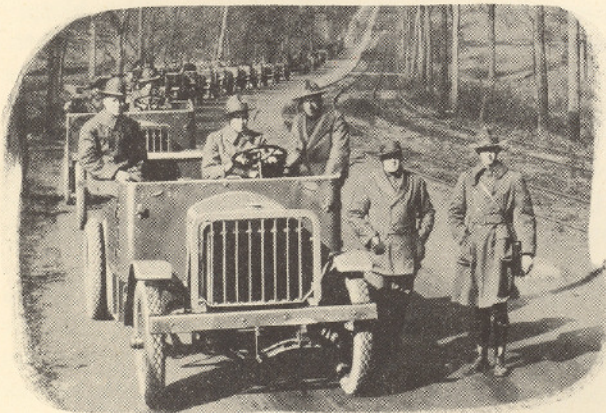
An important engineering advancement in the 1914 GMC truck was the transition from chain to a worm-type drive. This development was the forerunner of the modern differential. So well-conceived was this new axle that worm-type drives are still being used in many extra-heavy duty trucks to provide maximum traction under the most severe hauling conditions.

By 1916, GMC truck production reached 4,000 units, ranging in size from 1¼ to 5-ton capacity. The General Motors Corporation of Delaware was organized in 1916, succeeding the General Motors Company.

U. S. Enters World War I

Few persons realize the important contribution made by GMC trucks to the Allied victory of 1918. Representing the most advanced engineering of their day, GMC trucks performed back-breaking tasks in the deep mud and rutted fields of war-torn Europe.

Many improvements resulted from GMC's experience in this grueling, war-time proving ground. Engineers constantly re-designed, strengthened—increased GMC performance efficiency in every way.

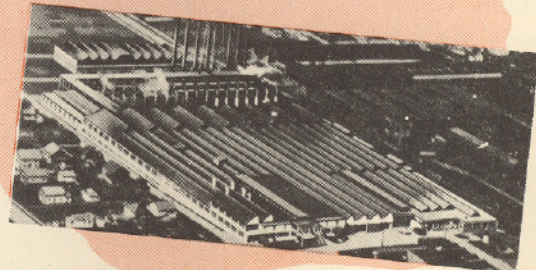
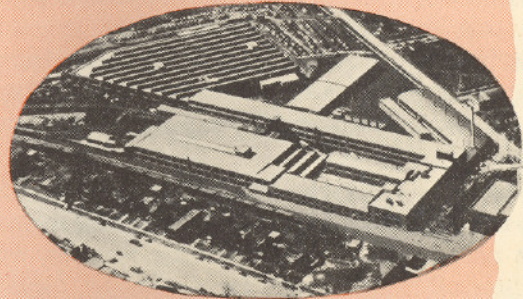
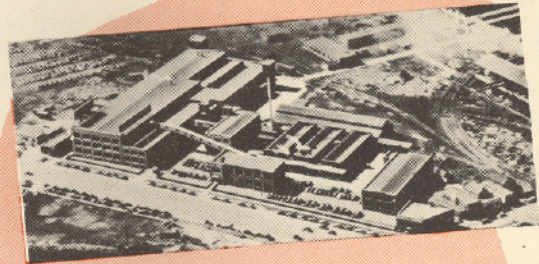


Line-up of GMC Trucks, World War I

In August, 1925, the General Motors Corporation acquired the common stock of the Yellow Truck and Coach Manufacturing Company of Chicago, Illinois. Under this merger, the Yellow Truck and Coach Manufacturing Company operated as the parent company, the General Motors Truck Corporation as the manufacturing unit, and the General Motors Truck Company as the sales unit. So strong was this organization that Yellow Truck and Coach Manufacturing Company was established as the nation's leading

exclusive manufacturer of commercial vehicles.

During the boom years of the 1920's, and even through the depression that followed, GMC truck registration figures climbed steadily. This ever-growing demand for motor trucks brought with it a problem, however. It spotlighted a weakness in the existing distribution system. Since the industry's earliest days, motor truck manufacturers had maintained their own retail sales outlets. Sales representatives and service facilities were widely scattered. GMC management formulated plans to correct this situation.



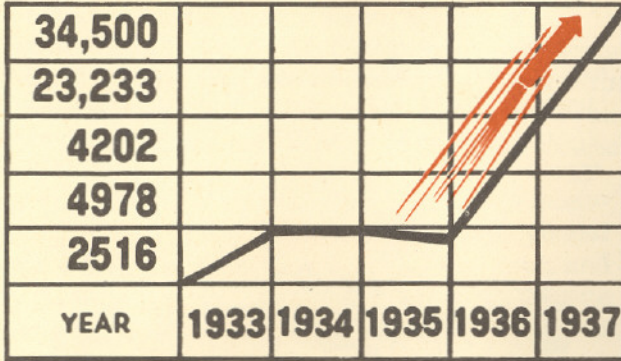
Early views of GMC factories

1936 was a momentous year. In a complete change of policy, GMC bolstered sales and service facilities throughout the country. The number of dealerships was increased substantially through the addition of well-chosen sales outlets in every area. For the first time, GMC brought out a complete line of light duty trucks to supply the increasing demand for equipment

in this capacity range. A national advertising campaign was launched. Enthusiastic salesmen went to work, and—

GMC SALES SKYROCKETED!

**NO. DEALER
DELIVERIES**



World War II

GMC engineering skill, manufacturing facilities and productive know-how brought a call from Uncle Sam as war clouds darkened Europe.

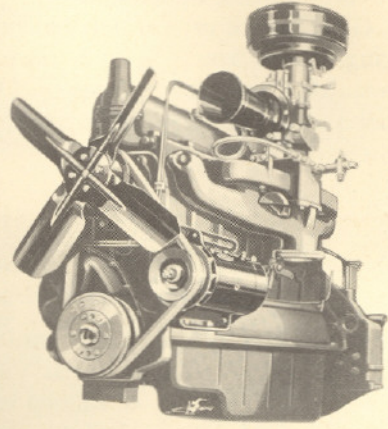
By August, 1940, GMC's production of army vehicles was in full swing, supplying substantial Government orders.

When the Japanese attack plunged the U. S. into the midst of a global war, it became apparent that new types of troop-landing vehicles would be needed. To enable our forces to fight the peculiar, island-hopping Pacific campaign, the famous amphibian GMC truck, known as the "Duck", was developed. The first "Ducks" left GMC assembly lines for Army amphibious training centers in November, 1942, just six months after GMC received the War Department's first letter of intent.



The engine which powered the "Ducks"—as well as the 2½-ton GMC 6x6 trucks—was aptly called the "Army Workhorse". This engine was

a real weapon, contributing to our victory as much as did men and ammunition. Testimonial letters from men in the battlefields thanked GMC for placing in their hands an engine which was so powerful and dependable, and which never let them down.



The "Workhorse" took the subzero Aleutian weather, and it took the tropical heat of the South Pacific. It delivered men, supplies, ammunition and equipment on every European beachhead. And when American troops rolled into Berlin and Tokyo, the "Workhorse" carried them there, sharing with the men the bitter-sweet glory of the victory they had won together.

Today, the "Workhorse" enjoys the same respect and admiration from the men who spend most of their working hours hauling heavy loads over highways and through city streets. Millions of returned servicemen recognize the GMC as the same dependable "Workhorse" in a civilian suit!

The last change in the organizational set-up of the company occurred in September, 1943, at which time the General Motors Corporation took over the assets and property of the Yellow Truck and Coach Manufacturing Company. Since that time, GMC Truck and Coach has operated as a division of the General Motors Corporation.

Concentrating on one product, GMC has manufactured commercial vehicles for nearly half a century, "making trucks faithfully and well, and improving each new model at every possible point. Little wonder that GMC is the world's largest exclusive manufacturer of commercial vehicles!

The salesmen form a very important part of this great organization. To the truck buyer, they *are* GMC!