



American 1/2-ton Pickup Trucks of the 1950s (Those were the days...)

Norm Mort

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American 1/2-ton Pickup Trucks of the 1950s reveals the important role played by the lightweight, high-production, and basic 1/2-ton pickup truck in American post-war society, a role often overshadowed by its innate ruggedness, reliability and utilitarian nature.

As the 1950s progressed, so did the evolution of the pickup truck, which added more and more style, greater comfort, and ever increasing equipment options to its burgeoning model range. After the few drab colours first offered at the start of the decade, the pickup truck would assume similar styling and tri-coloured pastel paint finishes to its flashy sibling car versions.

Focussing on truck specifications, optional equipment, and industry facts and figures, this book also highlights some of the rarer makes and models, includes never before published images, and a dedicated profile chapter detailing five different design approaches from the decade.

With original advertising material, vintage images, and new photographs taken by Norm's son Andrew Mort, this book is also a visual treat for fans of the 1950s pickup truck.

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