



American 1/2-ton Pickup Trucks of the 1960s (Those were the days...)

Norm Mort

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In *American 1/2-ton Pickup Trucks of the 1960s*, Norm Mort picks up the story of the continuing popularity of the pickup truck in America. Although the 1/2-ton American pickup truck was still purchased as a basic utility vehicle during the '60s, more and more, consumers were looking for stylish, comfortable, good handling, and high performing trucks.

The important role played in American life by the lightweight, high-production pickup truck is often overshadowed by their innate ruggedness, reliability and utilitarian nature. Yet, as the quickly-changing decade evolved, so did the pickup truck, and the manufacturers' interpretation of them. Continuing its trend from the 1950s, a trend towards greater style, comfort and optional equipment, the pickup truck would less and less assume the lines and styling of its flashy, sibling car versions, and instead evolve an identity all of its own.

With vintage photographs and advertising material from the author's collection as well as new original photographs by his son, Andrew Mort, this book is a visual treat for the pickup truck enthusiast.

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