



BY JIM AUST

PHOTOGRAPHY BY HARRY BRADLEY, THE AUTHOR, AND GM ARCHIVES
ILLUSTRATIONS BY HARRY BENTLEY BRADLEY

Perhaps the name Harry Bentley Bradley isn't familiar to the general truck enthusiast, but to the true gearhead who lives and breathes everything automotive, that name is well known and well respected. Beyond his wide array of great Detroit designs, Harry is also known as the designer of Mattel's first generation of Hot Wheels toys, and for producing far-out conceptual designs of custom vehicles for a mile-long list of automotive magazines.

of the 20th Century was part of the original '67 GM truck design team makes a story worthy of a full investigation.

I made contact with Bradley not knowing what his feelings would be about this truck design. Contrary to what fans of any vehicle would like to believe, automotive design is like any other job. Just because the public likes a certain car or truck doesn't mean the people responsible for the concept actually like it themselves. I already knew Bradley was not the type

to pull any punches, so I was completely prepared to have one of my biggest heroes completely tear apart one of my favorite vehicles.

Finally the morning came, and with my collection of original '67-'72 sales literature in hand, I came face to face with the legendary Mr. Bradley to discuss the merits and weaknesses of the '67 GM truck design.

After polite greetings were exchanged, I laid out my sales materials to give us somewhere to begin. To my delight, Mr. Bradley was excited to see what he hadn't seen since 1966.

Jim Aust: How would you rate the '67 design with its contemporaries?



The CLASSIC TRUCKS staffers are all big enough motorheads to be huge fans of the works of Harry Bentley Bradley, and when you combine that with our deep admiration of '67-'72 GM trucks, it was inevitable that we would eventually get together with Bradley to get his side of the story on what it was like to be a part of the team that designed one of the most loved truck designs of all time.

A major change from one body style to the next might normally be an interesting sidebar, but the fact that one of the most talented and influential automotive designers of the latter part

