

**Harry Bradley:** I personally think that the series starting with the '67 is an extremely well-resolved design. It was coherent and had a real, true thematic relevance. But at the same time, it was way too car-looking. That's why in 1969 they put the redesigned grille and hood on it, which all the designers hated. We thought it was a big mistake and felt that it gave the truck a kind of strange, aggressive look, but that's exactly what GM was trying to do. They felt that what had been done on the original '67s was too refined,

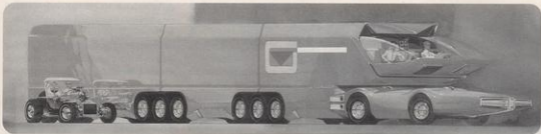
and too conservative. If you cross-reference the Dodge, Ford, and even International trucks of that time, they were all much more truck-like. I don't think they are quite as good looking as the Chevys and GMCs, but they are certainly more successful as a design in terms of looking like a working vehicle.

**JA:** What was cost a determining factor in your designs?  
**HB:** The ['67] Suburban has three doors because of the cost. The Suburban was mainly intended for road crews. Families only needed to let rear passengers exit on the curbside. So GM saved a few bucks per unit by making the Suburban a three-door instead of a four. The two-piece doors with the separate upper door frame gave the truck a delicate, refined, genteel auto-

motive look, which is very stylish. It's something we did that no other truck company was doing at the time. If you look closely at the previous General Motors trucks, you could see that the door was only one piece. We thought it gave the doors a kind of "heavy, chunky" look. Therein lies the real flaw of GM truck design through those years.

**JA:** What became of the two-piece door design?  
**HB:** The [door] framework we did just got

basically '55 passenger cars, reproporioned and rescaled to fit the larger truck format. It is a very stylish truck, and very handsome, but it is a car with a pickup box. It uses a '55 Chevy passenger car grille and headlight design. Everything about it is very sleek. Throughout the years at GM, the thought was that a truck shouldn't look like a truck. It shouldn't have that brutal, strong, hefty look. It should really have a refined look. From that thinking came the Cameo Carrier that evolved into the Fleetside.



way too thin and delicate. So when the '73s came out they made a big deal about going back to one-piece doors. They actually carried the door into the roof a little, much like a '63 Corvette Stingray. They even eliminated the driprail, which was a big mistake in my opinion. The quality those days was not good enough to keep water from coming into the cab without a driprail, so from 1975 on, the trucks have bolt-on drip scallops. The whole idea in 1973 was to go to a one-piece door, to get a stouter, stronger upper frame, and to do away with the delicate look of the '67-'72s.

**JA:** When did GM really commit to making unique trucks?  
**HB:** GM has always had problems with their truck designs. I mean the '55 Chevy trucks were

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