

## Advertising Cars on World War II Propaganda Posters, 1943

Image

**"DEADLY!"** . . . "Deadly" is the performance accredited to the Multiple-Gun Motor Carriage, by the U. S. Army. "Deadly" is the fire power of the 37 mm anti-aircraft gun and the .50 caliber machine guns, blazing in chorus from Half-Tracks by Autocar. In Tunisia, within three months, it "downed 78 German planes for sure, and possibly more than 100." Then on to Sicily . . . and on and on from there! . . . As "deadly" performance is Autocar's responsibility today, so will *dependable* performance again be the responsibility of Autocar Trucks when war is won. Do *your* bit by keeping your pledge to the U. S. Truck Conservation Corps.

**AUTOCAR**  
MANUFACTURED IN ARDMORE, PA.  
SERVICED BY FACTORY BRANCHES FROM COAST TO COAST

  
Back the Attack  
with War Bonds!

Autocar, "Deadly!" October 20, 1943.  
(The Gilder Lehrman Institute of American History, GLC09654.37)