

# GMC Motorhome Magazine Advertisements

Originally Compiled by GMCMH Historian Bill Bryant | rev. January 2018

Publication	Month	Advertiser
<b>1973</b>		
Camping Journal	March	GMCMH (2 page)
Motorhome Life	Jan?, Feb?, Mar?	Norcold (orange GMC)
Motorhome Life	Aug + others?	GMCMH
National Geographic	March	GMCMH
Outdoor Life	Aug	GMCMH
Points	"Early 1973"	GMCMH
Popular Science	Feb, May, Sept	GMCMH
RV/Van World	Sept, Oct	
Woodalls Trl. Parks & Campgrds	1973 Edition	GMCMH
<b>1974</b>		
Camping Journal	Jan, Feb, Apr, May, July	GMCMH
Golf, Ski	?	?
Motor Trend	May	pg 75
National Geographic	Feb, June	GMCMH
Outdoor Life	June	Union Carbide, 23' prize
Popular Mechanics	Feb	GMC Getting there etc. +
Readers Digest	May, June	Union Carbide, 23' prize
Readers Digest	April, May +others?	Pepsi Cola 26' prize
Trailer Life	May	GMC Glacier, Zip Dee*
Trailer Life	July	GMC Dealership, GMC Glacier, TL Newswire
Trailer Life	Oct, Nov	TL Newswire
Wards Auto World	Jan, Mar, Dec	Rear Suspension
Wards Auto World	May	Energy (pg 75)
<b>1975</b>		
Automotive News	Apr 24	GMCMH, GMC Central Foundry (2-b&w)
Motorhome Life	July	Zip Dee
Motor Trend	Mar, May	Eleganza
RV/Van World	July, Aug	?
Trailer Life	Feb, Apr	Eleganza II & Glenbrook
Trailer Life	Mar	Eleganza II & Glenbrook, Zip Dee
Trailer Life	May	Carter Shades*
Trailer Life	June	Eleganza II & Glenbrook, Carter Shades*
Trailer Life	Sept	Inst Awn (2/3 page)

**1976**

Architectural Digest	July, Aug	GMCMH
Classic	July	GMCMH
FMCA	July, Aug	GMCMH
Forbes	July 15	GMCMH (1/2 pg)
Fortune	Jan, Aug	GMCMH (1/2 pg)
House & Garden	Aug	GMCMH
Motorhome Life & CC	Sept	Good Sam Parks (2/3 page)
National Geographic	July	GMCMH
Newsweek Executive	July 12	GMCMH
Smithsonian	Aug	GMCMH (1/2 pg)
Southern Living	Aug, Sept	GMCMH (1/2 pg)
Sunset	Aug	GMCMH (1/2 pg)
Time "Z"	July 19	GMCMH
Trailer Life	Jan	Arcoa Trailer Hitch*
Trailer Life	Apr	Edgemonte*, Inst Awn (red), Zip Dee
Trailer Life	May, June, July	General GMC, Inst Awn
Trailer Life	June	Browning Labs
Trailer Life	Aug	Palm Beach
Trailer Life	Sept, Oct	Byco Cooler, Inst Awn
Trailer Life	Nov	General GMC, Inst Awn, Travel Park
Trailer Life	Nov, Dec	Byco Cooler, Porta Leggs
U.S. News	July 5, July 26	GMCMH (1/2 pg)
Wards Auto World	July	Delco Moraine (pg 12)
Woodalls Trailer TvI	Aug	GMCMH

**1977**

Architectural Digest	Jan-June	GMCMH
Classic	Feb-July	GMCMH
FMCA	Jan-June, Aug	GMCMH
Fortune	Jan-May	GMCMH
Motor Trend	Oct	GMCMH (pg 7)
National Geographic	Jan, Mar	GMCMH
Newsweek	Jan 2, Feb 20, Mar 20, May 15	GMCMH
Outdoor Life	Sept	Goodyear
Pickup, Van & 4 Wheel Dr	not sure	Bridgestone tires (pg. 31)
Saturday Evening Post	Sept	GMCMH
Smithsonian	Jan-April	GMCMH
Southern Living	Jan, Mar	GMCMH
Sunset	Feb, Apr	GMCMH
Time	Jan 16, Feb 20, Apr 3, May 15	GMCMH

Trailer Life	Jan
Trailer Life	Feb
Trailer Life	Mar
Trailer Life	Apr
Trailer Life	May
Trailer Life	June
Trailer Life	July
Trailer Life	Aug
Trailer Life	Sept
Trailer Life	Oct
Trailer Life	Nov
Trailer Life	Dec
Westways	Jan, Mar
Motorhome Life	Mar, Apr, June

Byco Cooler  
Murphy Motors, Porta-Leggs, Zip Dee  
Byco Cooler, Holiday on Wheels, Porta Leggs  
Byco Cooler, Inst Awn  
Inst Awn  
Inst Awn, New Models LRP\*, TL Staffers  
Porta-Leggs, Zip Dee  
Insta Awn, Porta-Leggs  
Goodyear, Porta-Leggs  
Porta-Leggs  
Apollo, TL Newswire  
Sanford GMC\*  
GMCMH  
GMCMH

### 1978

Motorhome Life	Jan, Apr
National Geographic	Mar, May
Saturday Evening Post	Mar
Trailer Life	Jan
Trailer Life	Feb
Trailer Life	Mar
Trailer Life	Apr
Trailer Life	May
Trailer Life	June
Trailer Life	July
Trailer Life	Aug
Trailer Life	Sept
Trailer Life	Oct
Trailer Life	Nov
Trailer Life	Dec

?  
GMCMH  
GMCMH  
Apollo, Palm Beach, Sanford GMC\*, Zip Dee  
Palm Beach, TL Newswire  
Camp-a-Float, Palm Beach  
Apollo, Carefree, TL Newswire  
Carefree Awnings (2x)  
Apollo, Carefree Awnings, Onan, Palm Beach  
Camp-a-Float, Carefree Awnings  
Carefree Awnings, Onan  
Carefree Awnings, Tale Lite  
Carefree Awnings, Onan, Tale Lite  
Coke Winners, Tale Lite  
Onan, RVing Detroit (phaseout), Tale Lite

### 1979

Trailer Life	Jan	Carefree, Tale Lite
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### 1990

Outdoors	June	Delco
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### Annual Publications

Motor Camping Handbook (Popular Science)  
Rand McNally Guide  
Recreation Vehicles Directory  
Sunset West Directory  
Trailer Life Directory  
Woodalls Directory

\* = less than 1/2 page

Updates can be submit to [admin@gmcmi.com](mailto:admin@gmcmi.com). Thank you.